

Etoile Yachts Style Guide

To provide a comprehensive style guide for Etoile Yachts that aligns with the brand's meta-story, truths about participants, the protagonist, the stage, and the quest, along with the attached logo and the color palette shared earlier, here's a structured approach:

1. Brand Essence

Tagline: *Sail Beyond Luxury*

Mission: To provide exclusive, transformative yacht experiences that merge opulence, sustainability, and adventure. Etoile Yachts offers its customers life-changing journeys on the water while maintaining an unwavering commitment to environmental stewardship. Every voyage embodies luxury, personalization, and a deep connection to nature, creating lasting memories for discerning travelers.

2. Logo Usage

The Etoile Yachts logo should be used consistently across all brand materials to ensure recognition and convey the brand's identity.

-Primary Logo: The logo features two garland leaves framing a stylized yacht amidst stars representing the journey and adventure on the water. The use of gold accents evokes luxury, and the deep ocean blue reflects tranquility and sophistication.

-Logo Variations:

-Full-color logo: Used on white, neutral, or dark backgrounds for maximum impact.

-Monochrome Logo: For more minimalistic or black-and-white contexts, maintain the visual integrity of the design with charcoal gray or gold accents.

-Icon Version: The emblem (garland leaves and yacht) alone can be used in compact spaces (e.g., social media profiles, favicon, etc.).

-Clear Space: Maintain a clear space around the logo equal to the height of the "E" in "Etoile" to ensure visibility and prevent clutter.

3. Color Palette

The color palette embodies the brand's core themes of luxury, sustainability, and exclusivity, ensuring cohesion across all touchpoints.

#Primary Colors:

-Deep Ocean Blue (#003366): Represents the vast beauty of the sea, luxury, and trust. Used for the yacht symbol and major design elements.

- Pearl White (#F7F7F7): Symbolizes purity, clarity, and exclusivity. Used for backgrounds, text, and lighter accents.
- Gold Accents (#D4AF37): Reflects opulence, prestige, and premium service. Used sparingly to highlight key design elements like the garland leaves and stars.

#Secondary Colors:

- Marine Green (#006F42): A symbol of environmental responsibility, sustainability, and nature. Used for accents and secondary design elements.
- Soft Sand Beige (#D1C6B1): Evokes warmth, tranquility, and coastal luxury. Used for background elements and subtle detailing.
- Charcoal Gray (#333333): Provides a modern, sophisticated edge. Ideal for text, subheadings, and minor accents.
- Sunset Coral (#FF6A5C): A warm, inviting accent color reflecting the beauty and energy of the sea. Can be used in call-to-action buttons or vibrant elements.

4. Typography

Typography should reflect luxury, elegance, and modern sophistication, while maintaining readability and clarity.

#Primary Typeface:

- Serif Font (e.g., Playfair Display or Merriweather): Used for the logo and headings. It should reflect elegance and timeless luxury, reinforcing the brand's premium and sophisticated feel.

#Secondary Typeface:

- Sans-Serif Font (e.g., Montserrat or Open Sans): Used for body copy, captions, and secondary text. It provides a clean, modern contrast to the serif headings and enhances readability.

#Font Sizes:

- Headlines: Large, bold type with a focus on luxury and prominence.
- Subheadings: Medium-weight font with a refined, classic look.
- Body Copy: Clean, easy-to-read font at regular weights to ensure clarity across all digital and print media.

5. Visual Style

Etoile Yachts' visual style should evoke a sense of sophistication, luxury, and sustainability while ensuring that the beauty and adventure of yachting are evident.

#Imagery:

- Scenic Yachting: Use images of pristine waters, luxurious yachts, and serene landscapes to reflect the exclusivity and natural beauty of Etoile Yachts' offerings.

-Lifestyle and Experience: Feature intimate moments of customers enjoying the yacht—sunset dinners, private water sports, and group adventures, highlighting personalization and memorable experiences.

-Sustainability: Incorporate visuals of clean energy (solar panels on yachts), marine conservation efforts, or eco-friendly practices to reflect the brand's commitment to sustainability.

#Design Elements:

-Fluid Lines: Incorporate flowing, organic shapes in design elements to evoke the fluidity and movement of water and nature.

-Minimalist Design: Keep the design simple yet impactful, with ample white space to convey luxury and sophistication.

-Textural Elements: Use textures that evoke luxury materials like silk, marble, or brushed gold for backgrounds or secondary elements, aligning with the high-end nature of the brand.

6. Tone of Voice

The tone of voice for Etoile Yachts should be luxurious, inviting, and inspirational, while also emphasizing sustainability and personal transformation.

#Core Tone:

-Sophisticated: Use elevated language that conveys the premium nature of the brand.

-Inspirational: Encourage customers to dream big and seek transformative experiences.

-Respectful and Inclusive: Reflect the brand's commitment to offering personalized, exclusive experiences that cater to the individual needs of its clients.

-Responsible: Acknowledge the importance of sustainability in every communication.

#Example Phrases:

- "Experience the sea like never before—luxury, adventure, and purpose, all in one journey."

- "Indulge in transformative moments where sustainability meets luxury."

- "Your adventure awaits—crafted with precision and care, with the beauty of the ocean as your backdrop."

7. Logo Placement and Application

-Website: Use the full-color logo prominently on the homepage, with complementary color schemes (Ocean Blue, Pearl White) for backgrounds and text.

-Marketing Collateral: In brochures, business cards, and print materials, use the monochrome or full-color logo on a clean background, ensuring it stands out against the luxurious design elements.

-Social Media: Use the logo as the profile image, ensuring it scales well across platforms like Instagram and Facebook. For banners, use the secondary color palette to maintain harmony.

-Signage: On physical locations, yachts, or events, the logo should be applied using high-quality materials, with gold accents adding prestige and sophistication.

8. Brand Application Examples

-Yacht Livery: Apply the logo and color scheme to the yachts themselves, ensuring that the design is visible and refined, complementing the overall luxurious feel of the fleet.

-Uniforms: For Etoile Yachts' staff, uniforms should incorporate the color palette, using Deep Ocean Blue for primary clothing elements, with gold accents on logos and detailing to create an elevated, professional look.

Conclusion

This style guide ensures that Etoile Yachts maintains a consistent, cohesive brand identity across all customer touchpoints, from digital to physical experiences. By using the color palette, logo, typography, and design principles, the brand can communicate its core values of luxury, sustainability, and personal transformation while offering a visual and emotional experience that resonates deeply with customers. Each design decision should reinforce the meta-story and the quest of Etoile Yachts—offering a luxurious, personalized, and responsible experience on the water.