Etoile Yachts Style Guide

This style guide provides detailed instructions for applying the **Etoile Yachts** brand identity across all touchpoints, including the mobile application, website, and other marketing materials. It aligns with the **meta-story**, the **four truths of the meta-story**, the **color palette**, and the **attached logo**. The purpose of the guide is to maintain consistency, reflect the core values of **luxury**, **sustainability**, **transformation**, and to ensure that the **Etoile Yachts** brand is communicated clearly and cohesively across every customer interaction.

1. Brand Essence & Vision

Tagline: *Sail Beyond Luxury*
Etoile Yachts offers exclusive and transformative experiences on the water, blending **luxury**, **sustainability**, and **adventure**. The brand is committed to helping its customers **live their best lives**, providing **life-changing moments**while promoting **environmental stewardship**. Every element of the brand—from the logo to the mobile app and website—should convey these ideals.

2. Key Brand Colors

Primary Colors:

These colors reflect the brand's commitment to **luxury, tranquility, and sustainability**.

- **Deep Ocean Blue (#003366)**: Represents the vastness and serenity of the sea, exuding **trust**, **luxury**, and **elegance**. It's the dominant color used in the logo and main design elements.
  - **RGB**: (0, 51, 102)
  - **Usage**: Main background color, yacht symbol, primary buttons, headers.
- **Pearl White (#F7F7F7)**: Symbolizes **purity**, **refinement**, and **openness**. It provides balance and clarity against darker tones and enhances the luxurious feel.
  - **RGB**: (247, 247, 247)
  - **Usage**: Backgrounds, text on dark backgrounds, secondary buttons, icons.
- **Gold Accents (#D4AF37)**: Represents **opulence**, **prestige**, and **premium service**. Gold is used sparingly to elevate the design and reinforce the brand's exclusivity.
  - **RGB**: (212, 175, 55)
  - **Usage**: Logo detailing, highlights, decorative accents, borders, call-to-action buttons.

Secondary Colors:

These colors convey **sustainability**, **serenity**, and **energy**, providing balance and sophistication.

- **Marine Green (#006F42)**: Represents **nature**, **growth**, and **eco-consciousness**. It connects with the sustainable aspect of the brand.

- o **RGB**: (0, 111, 66)
- o **Usage**: Icons, buttons, labels, small accents.
- **Soft Sand Beige (#D1C6B1)**: Evokes **calmness**, **warmth**, and a **coastal luxury** aesthetic. It complements the cooler tones of blue and green and introduces a soft, inviting feel.
  - o **RGB**: (209, 198, 177)
  - o **Usage**: Background elements, secondary sections, or borders.
- **Sunset Coral (#FF6A5C)**: Adds **vibrancy** and **energy**, evoking the stunning natural beauty of the ocean at sunset.
  - o **RGB**: (255, 106, 92)
  - o **Usage**: Call-to-action buttons, banners, special offers, promotional materials.
- **Charcoal Gray (#333333)**: Provides a **modern edge**, **sophistication**, and **contrast** against lighter tones. Used for readability and text contrast.
  - o **RGB**: (51, 51, 51)
  - o **Usage**: Text, footers, secondary text, icons.

3. Typography

Primary Typeface:

- **Playfair Display** or **Merriweather** (Serif)
  These typefaces convey **luxury**, **elegance**, and **timeless sophistication**, making them ideal for headings, logos, and prominent text.
  - o **Usage**: Main headings, logo, tagline, subheadings.

Secondary Typeface:

- **Montserrat** or **Open Sans** (Sans-Serif)
  Clean, modern, and **highly legible** fonts, ideal for body text and smaller elements where clarity is key.
  - o **Usage**: Body copy, descriptions, buttons, form fields, paragraphs.

Typography Specifications:

- **Headlines**: Use **Playfair Display** or **Merriweather** in bold for a luxurious and authoritative feel.
  - o **Font Size**: 48px for large headlines, 32px for subheadings.
  - o **Font Weight**: Bold for major headings, Regular for subheadings.
- **Body Text**: Use **Montserrat** or **Open Sans** for easy-to-read, modern body text.
  - o **Font Size**: 16px to 18px.
  - o **Font Weight**: Regular for most text, Medium for emphasized sections.
- **Button Text**: Use **Montserrat** or **Open Sans** with clear spacing and a bold appearance.
  - o **Font Size**: 18px.
  - o **Font Weight**: Bold for emphasis.

4. Logo Usage

The Etoile Yachts logo consists of two **garland leaves** surrounding a **stylized yacht**, set against a backdrop of stars, reflecting the brand's ideals of **luxury**, **nature**, and **adventure**.

Logo Variations:

- **Full Color Logo**: The primary logo with full colors, used on light or dark backgrounds to ensure visibility.
- **Monochrome Logo**: For use on solid color or minimalistic backgrounds (e.g., **black** or **gold** versions).
- **Icon Version**: Use just the emblem (garland leaves + yacht) for compact areas like app icons, social media profiles, or favicons.

Logo Clear Space:

Ensure there is **sufficient space around the logo**—equal to the height of the letter "E" in "Etoile" on all sides to preserve its clarity and impact.

5. Design Elements for Mobile App & Website

Mobile App Design:

- **Main Background Color**: **Deep Ocean Blue** (#003366) for a calming and sophisticated experience.
- **Icons & Buttons**: Use **Gold Accents** (#D4AF37) and **Marine Green** (#006F42) for interactive elements like buttons and icons.
- **Typography**: Use **Montserrat** or **Open Sans** for readability, with **Playfair Display** for headlines or key sections.
- **Card & Navigation Backgrounds**: Use **Soft Sand Beige** (#D1C6B1) to differentiate sections while keeping the overall look clean and elegant.

Website Design:

- **Hero Section**: Large, impactful images of yachts on the water with **Deep Ocean Blue** as the background and **Pearl White** for text to maintain contrast and readability.
- **Call-to-Action Buttons**: Use **Sunset Coral** (#FF6A5C) to grab attention while maintaining the vibrant yet sophisticated feel.
- **Footer**: Use **Charcoal Gray** for the footer with **Gold Accents** to create a strong contrast, making contact info and links easy to access.

Interactive Elements:

- **Hover Effects**: On hover, buttons or icons can change from **Marine Green** to **Gold Accents** or **Sunset Coral** to create a dynamic, interactive experience.
- **Links**: Use **Gold Accents** for links and **Charcoal Gray** for secondary text, ensuring easy navigation and focus.

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6. Brand Consistency & Application

Brand Feel:

- The overall feel should be **luxurious**, **exclusive**, and **sophisticated**, while also aligning with a modern sense of **sustainability**.
- Maintain a balance between **elegance** and **modernity**, creating a sense of **timeless luxury** that feels both familiar and aspirational.

Consistency:

- **Logo**: Use the logo consistently across all touchpoints (app, website, print).
- **Color Palette**: Ensure the primary colors dominate, with the secondary colors used for accents and interactivity.
- **Typography**: Stick to the defined typefaces for consistency, ensuring legibility and luxury in every digital and print asset.
- **Visuals**: Focus on high-quality, aspirational images that reinforce the core message of exclusivity, sustainability, and transformation.

7. Final Deliverables

- **Logo Files**: Full-color, monochrome, and icon versions in vector format (AI, EPS).
- **Mobile App UI Mockups**: Including home screen, app navigation, icons, and buttons.
- **Website Design Mockups**: Home page, inner pages, product pages, and call-to-action buttons.
- **Style Guide**: Document containing the color palette, typography, logo usage, and mobile/website design elements for reference.