Etoile Yachts' brand elements

Etoile Yachts' brand elements, based on thestyle guide we've created:

Prompt for Replit Assistant: Etoile Yachts Brand Design

Objective: Design a logo, website elements, and marketing materials for Etoile Yachts that reflect its luxury, exclusivity, sustainability, and transformative journey on the water. Follow the providedstyle guide to ensure a consistent, cohesive brand identity that resonates with Etoile Yachts' target customers.

---

1. Logo Design:
Objective: Create a logo that integrates two garland leaves with a yacht in the middle, symbolizing the brand's commitment to luxury, sustainability, and exclusive experiences.

Key Elements:
-Garland Leaves: Two elegant, fluid garland leaves framing the yacht symbol, signifying growth, nature, and sustainability. They should have a soft, natural curve, with subtle textures for refinement.
-Yacht: A stylized, modern yacht in the center, representing luxury and transformation. The yacht should have sleek lines and minimalistic detail to convey sophistication and motion.
-Stars: Include stars around the yacht to symbolize adventure, aspiration, and exclusivity.

Color Palette:
-Deep Ocean Blue (#003366): For the yacht symbol and water elements.
-Pearl White (#F7F7F7): For the leaves, creating contrast and purity.
-Gold Accents (#D4AF37): Subtle accents on the garland leaves and stars for luxury.
-Marine Green (#006F42): For eco-conscious, nature-inspired accents.
-Sunset Coral (#FF6A5C): For vibrancy and energy in minor design elements (optional).

---

2. Typography:
Objective: Choose a refined, luxurious typeface that complements the logo and overall brand feel.

-Primary Typeface: Serif font (e.g.,Playfair Display,Merriweather) for the wordmark "Etoile Yachts". It should convey elegance and timelessness.

-Secondary Typeface: Sans-serif font (e.g.,Montserrat,Open Sans) for body text. Clean, modern, and readable.
-Font Sizes:
  -Headlines: Bold and prominent.
  -Body Text: Regular-weight for readability, with space for comfort.

---

3. Website and Digital Presence:
Objective: Create a luxurious, seamless digital experience that emphasizes the brand's premium nature, sustainability, and transformative experiences.

#Key Design Features:
-Color Scheme: UseDeep Ocean Blue,Pearl White, andGold Accents as the dominant colors throughout the site, with subtleMarine Green for eco-conscious sections.
-Typography: Use the primary serif typeface for headings and the secondary sans-serif for body copy, ensuring readability and elegance.
-Imagery: Use high-quality images of serene, luxurious yacht experiences on the water, emphasizing exclusivity, adventure, and nature.
  - Include lifestyle photos (e.g., intimate moments onboard, private water sports adventures) to evoke emotions of joy, transformation, and connection.
-UI Design: Minimalist and sleek, ensuring the focus remains on the imagery and the experience. Incorporate subtle animations that convey movement (e.g., water flow, yacht motion).

---

4. Marketing Materials:
Objective: Design marketing collateral (brochures, business cards, social media posts) that reinforce the luxurious, sustainable, and transformative qualities of the brand.

#Key Design Features:
-Brochure Design:
  -Cover: Feature the full-color logo on the front with a simple, clean background (e.g.,Pearl White orSoft Sand Beige).
  -Inside Pages: UseMarine Green for sustainability sections,Sunset Coral for accenting special offers or calls-to-action.
  -Layout: Spacious with minimal text, allowing imagery to speak for itself. Use a consistent color scheme and serif typography to maintain elegance.
-Business Cards:
  -Front: Display the full logo and tagline"Sail Beyond Luxury".
  -Back: Include contact details inCharcoal Gray for contrast and legibility.
-Social Media Posts: Design square, high-quality graphics that feature the logo, tagline, and branded color palette. Focus on imagery that showcases yacht experiences, sustainability efforts, and customer testimonials.

---

5. Brand Consistency:

Objective: Ensure that all elements from the logo to marketing materials maintain a unified, sophisticated, and eco-conscious aesthetic.

-Clear Space Around Logo: Ensure the logo has ample clear space around it, equal to the height of the letter "E" in "Etoile".
-Color Proportions: UseDeep Ocean Blue andPearl White as the primary colors, withGold Accents andMarine Green used sparingly for emphasis.
-Typography Hierarchy: Ensure consistency in using serif for headings and sans-serif for body text across all media.

---

6. Final Deliverables:

-Logo Files: High-resolution vector files (AI, EPS, PNG) for full-color, monochrome, and icon versions.
-Website Mockups: Full design of the homepage and key inner pages (desktop and mobile-friendly).
-Marketing Collateral: Brochure, business card, and social media post templates.
-Style Guide: A comprehensive style guide including the color palette, typography guidelines, logo usage, and branding elements for consistent application across all materials.

Please create these elements using the style guide, ensuring the logo and brand assets reflect Etoile Yachts' mission of luxury, sustainability, and transformative experiences on the water.