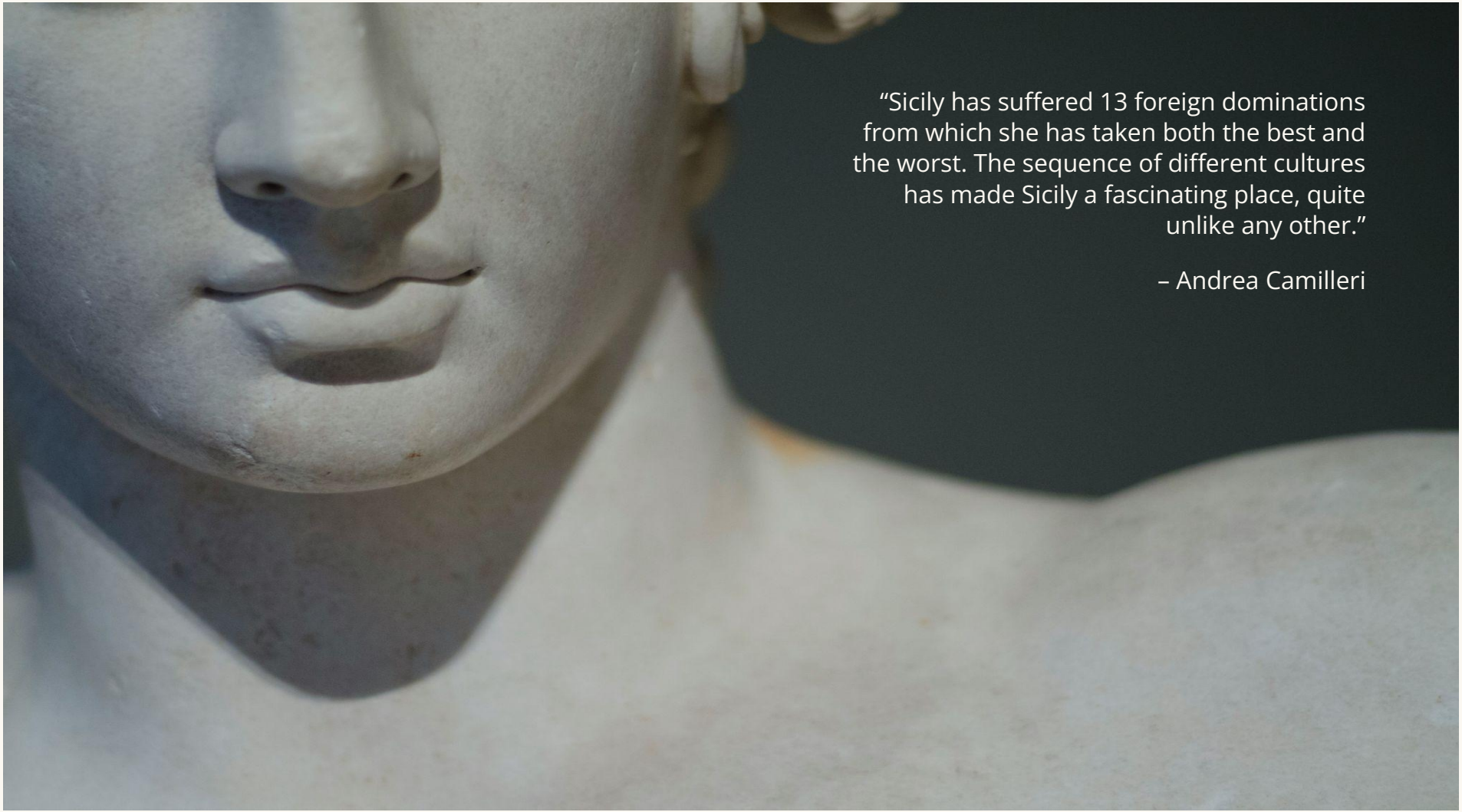


Brand Guidelines

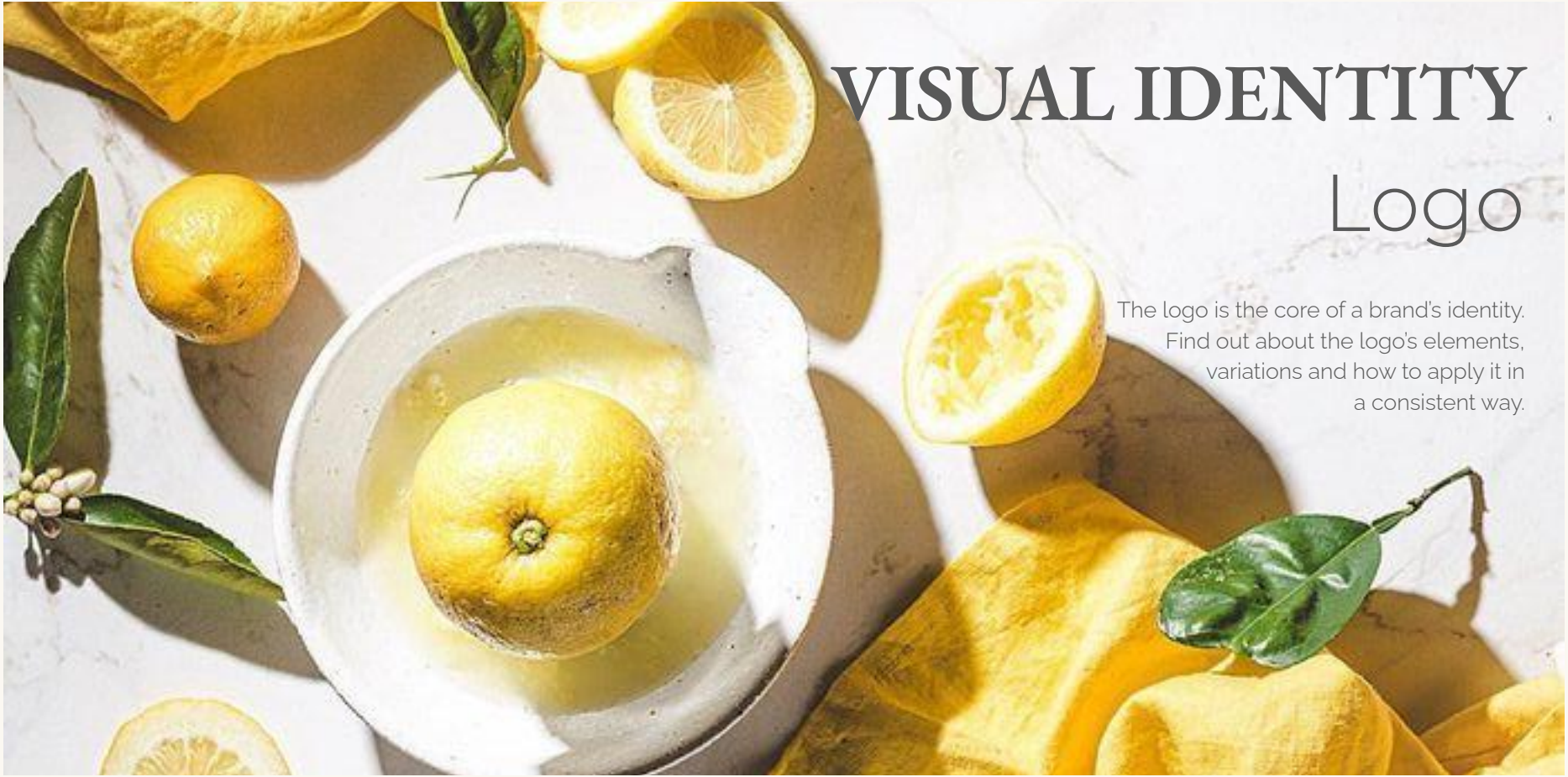


“Sicily has suffered 13 foreign dominations from which she has taken both the best and the worst. The sequence of different cultures has made Sicily a fascinating place, quite unlike any other.”

– Andrea Camilleri

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VISUAL IDENTITY

Logo

The logo is the core of a brand's identity. Find out about the logo's elements, variations and how to apply it in a consistent way.

Architecture

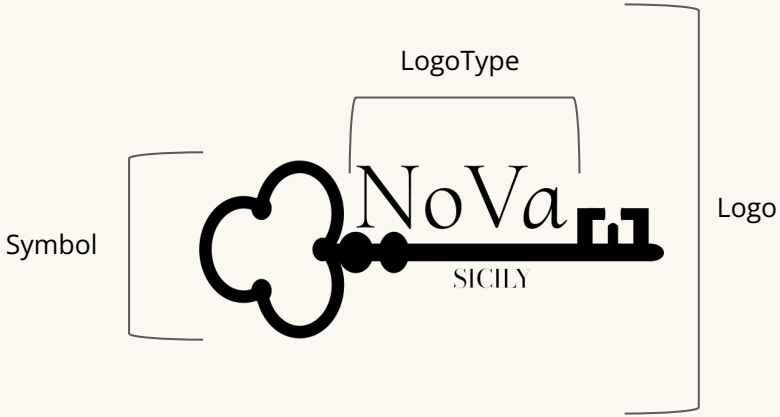
The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The lettering is created using the Cormorant Upright and the Boldoni Moda SC typeface, and the curvy body of an ancient and elegant key representing safety, protection, and house.

The logo should be always produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the NoVa Sicily website or social media channels where there are other elements to help the user recognise the brand.

The logo can also be accompanied by a slogan.



Horizontal Version

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the Wellness Oil logo.

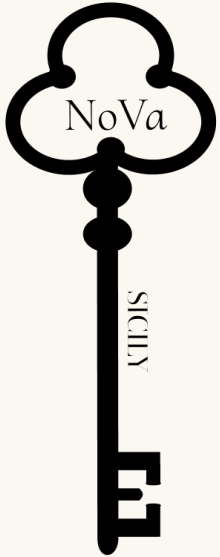
You should avoid using this version unless it is strictly necessary





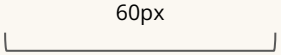
Vertical Version

The vertical version of the logo is the officious version, and should be used wherever and whenever suitable.

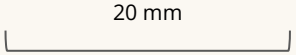


Legibility

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.



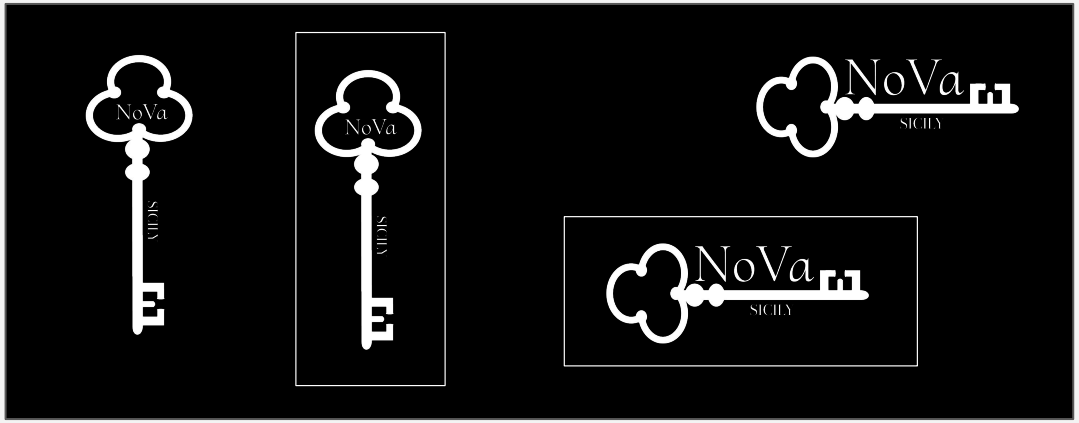
Minimum size Online

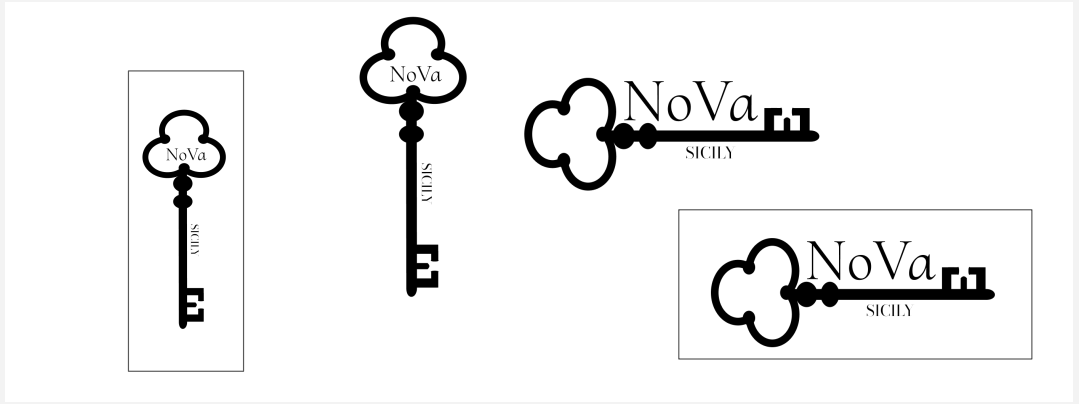


Minimum size offline

Positives & Negatives

Green details of the figurative mark (the woman-tree) must remain green in positive and negative versions of the logo.





Don’ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.



Turn the logo



Remove or alter parts of the logo



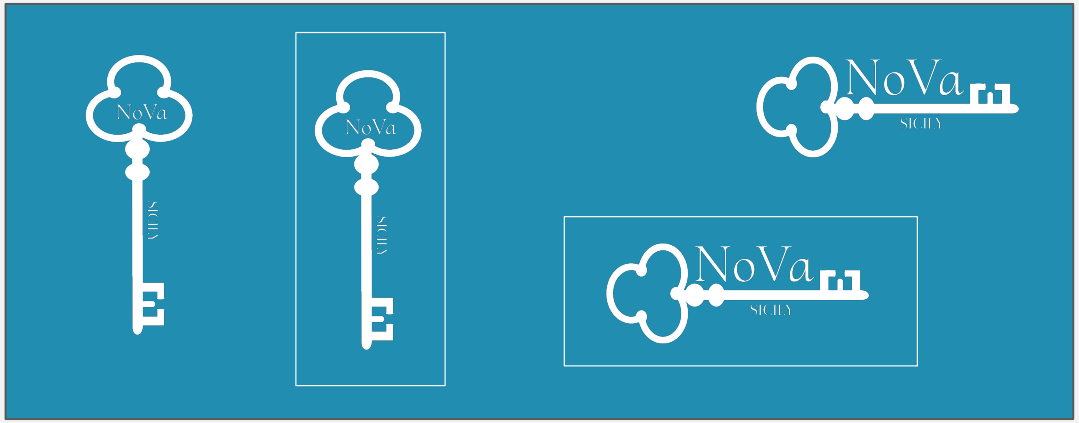
Insert shadows

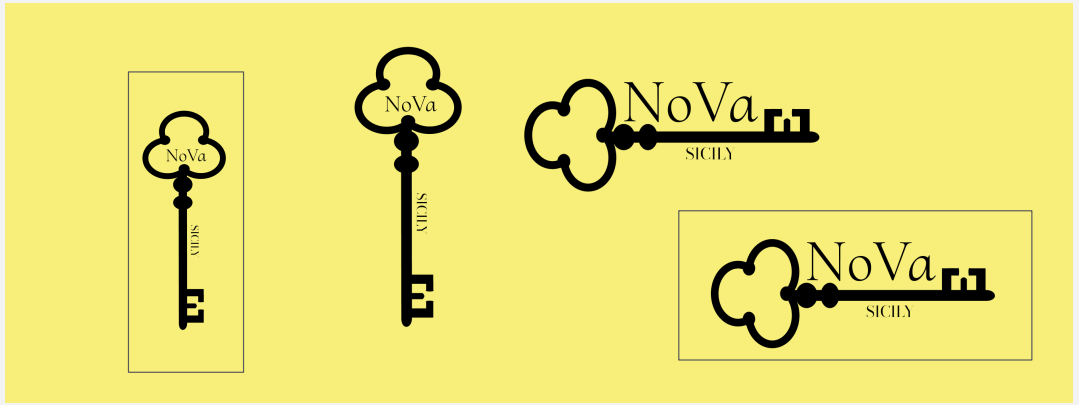


Modify recommended px and sizes

Background Colours

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.





Background Images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds.

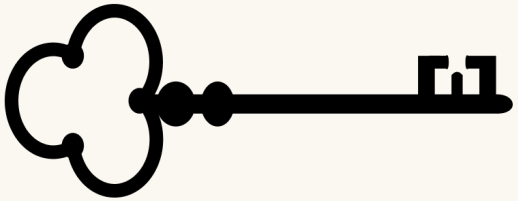
If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate colour label behind the logo if there is no other option.

Favicon

The Wellness Oil favicon graphic is linked with the Wellness Oil website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon can be used as 32x32px.





VISUAL IDENTITY

Visual Elements

Elements such as the colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.

Moodboard

Noma mood-board includes photography, designs color palettes that help defining the direction of the branding.

For a chic Property and Facility Management Service in Sicily, the branding embody both the elegance of a luxury service and the vibrancy of Sicilian culture.

Together, these colors, fonts, and accents will give your brand a strong Sicilian identity that is both chic and timeless, appealing to high-end clients looking for refined property management services in a culturally rich setting.

Colour Palette

NoVa - Property & Facility Management



Giallo Limone
#F7EF79



Arancia Bruciata
#E2725B



Acqua Marina
#33C7B3



Verde Oliva
#A4BE5C



#FBF8F2
Ivory / Cream

Sole | Cuore | Amore

Colour Palette

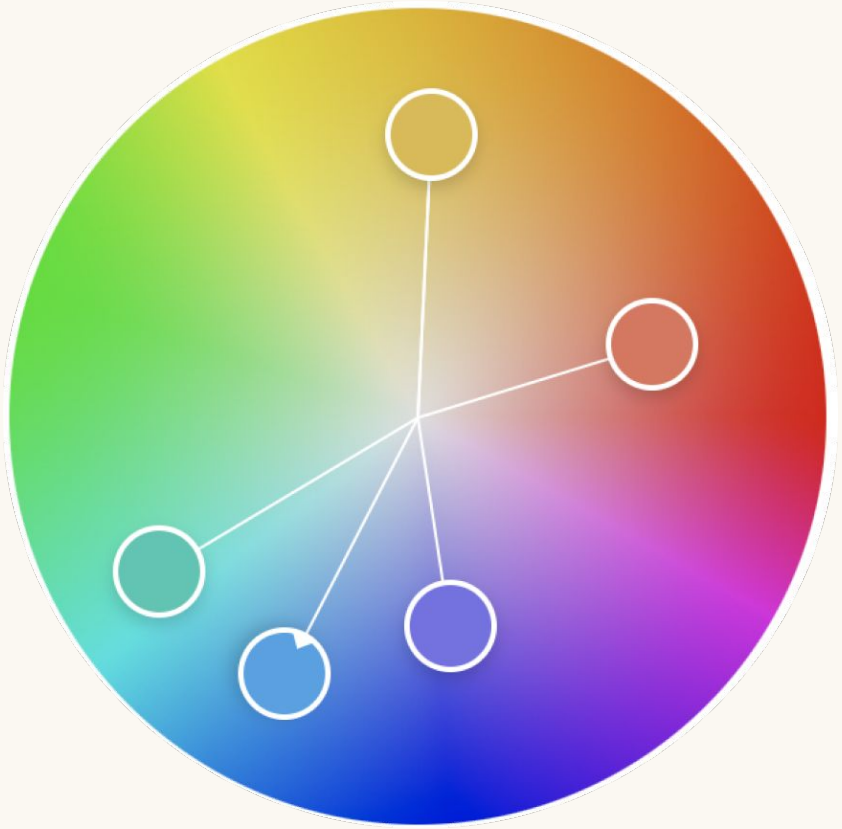
Terracotta (Burnt Orange): Inspired by the warm tones of Sicilian rooftops and the earthy colors of the island's landscapes, terracotta reflects both tradition and sophistication. It conveys warmth, reliability, and a connection to the Mediterranean environment.

Deep Mediterranean Blue: This rich shade symbolizes the sea surrounding Sicily, evoking feelings of trust, professionalism, and a sense of calm. It represents stability and high-quality service.

Lemon Yellow: A nod to the famous Sicilian lemons, this bright hue injects energy and optimism. It subtly brings in the vibrancy of the Sicilian lifestyle without being too overpowering.

Olive Green: This soft, natural tone represents the olive groves that are iconic in Sicily. It adds a touch of eco-consciousness and nature, suggesting that your business values sustainability.

Ivory or Cream: For balance and sophistication, ivory or cream provides a neutral backdrop that adds a classic touch. It complements the other colors and enhances the overall elegance.



Typography

Primary Font: Serif with Mediterranean Influence

Garamond: These fonts convey elegance, professionalism, and heritage, which suits a luxury service business. Their subtle curves echo the traditional, historical architecture found in Sicily.
Bodoni: A font like Bodoni with more flair, but still timeless, can bring a subtle cultural character reminiscent of traditional Sicilian signage.

Secondary Font: Modern Sans-Serif for Clarity

Montserrat or Raleway: A clean, modern sans-serif balances the heritage fonts with clarity and accessibility. It ensures that any digital or printed materials are easy to read and contemporary.

Garamond

abcdefghijklmanñopqrstuvwxyz ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<-+÷×=> $€:;,.*

Bodoni

abcdefghijklmanñopqrstuvwxyz ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<-+÷×=> $€:;,.*

Montserrat

abcdefghijklmanñopqrstuvwxyz ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<-+÷×=> $€:;,.*

Raleway

abcdefghijklmanñopqrstuvwxyz ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<-+÷×=> $€:;,.*

VISUAL IDENTITY

Imagery

Our images inspire the audience, but also add value and further develop the brand.

Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer



Property and Facility Photography

Luxury Real Estate Shots:

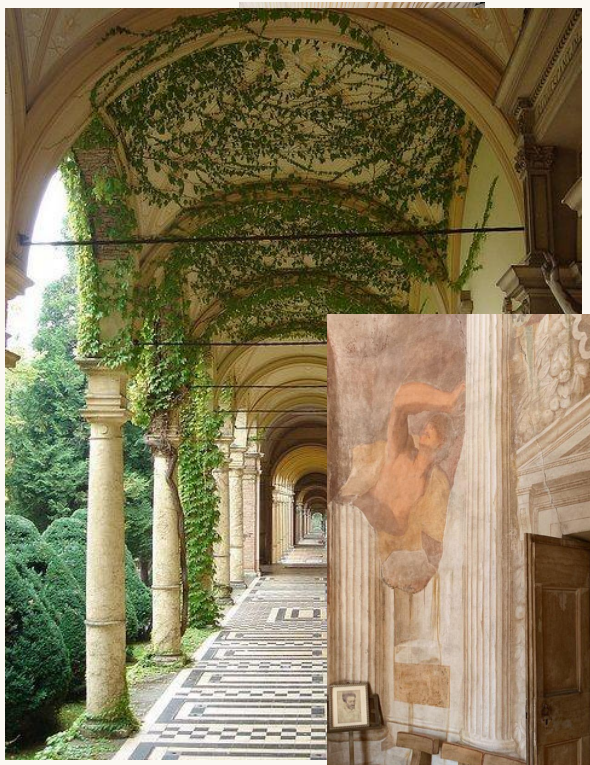
Show high-end villas, apartments, and historical properties. Use wide-angle shots to capture spacious interiors, natural light, and premium finishes. Each image should emphasize pristine cleanliness and attention to detail, speaking to the company's meticulous management standards.

Exterior Details:

Highlight architectural details like arched doorways, terracotta tiles, wrought iron balconies, and classical columns. This adds a touch of Sicilian heritage and sophistication.

Lush Gardens and Outdoor Spaces:

Capture images of well-maintained gardens, courtyards, terraces, and pool areas that represent Sicilian landscaping, including olive trees, cacti, and native Mediterranean plants.





Color and Tone

Warm, Natural Lighting

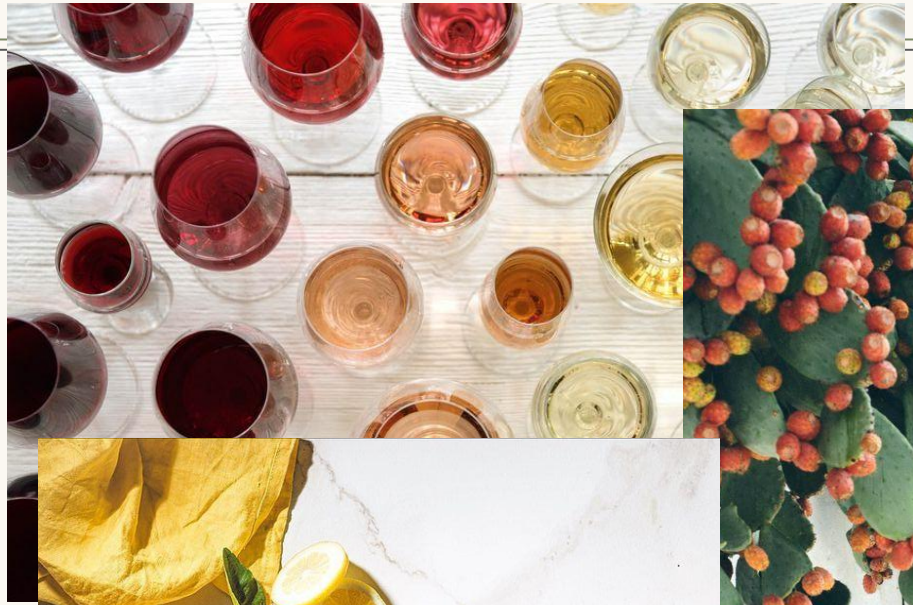
Natural, soft lighting is ideal for creating a warm and inviting feel. This approach also highlights the natural beauty and unique textures of Sicilian landscapes and architecture.

Vibrant Yet Refined Colors:

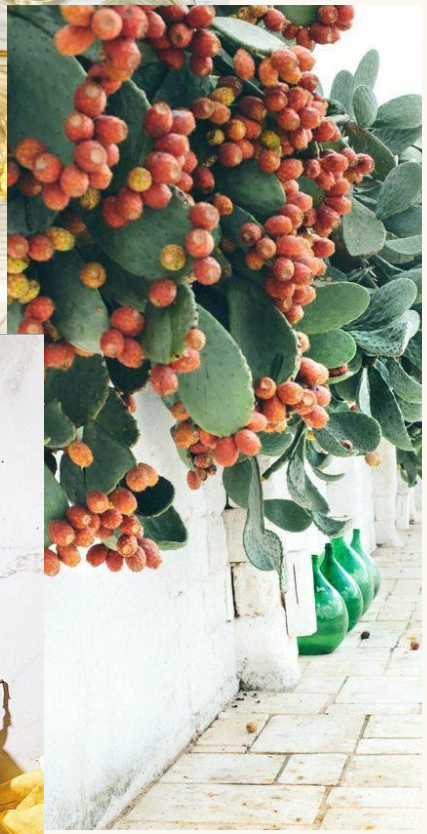
Use a palette that matches the branding colors—terracotta, deep blue, lemon yellow, olive green, and cream. Ensure the colors feel authentic and not overly edited, keeping the aesthetic timeless and elegant.

Minimalist Composition:

The website's overall look should stay clean and uncluttered, with minimalist compositions and ample white space to allow each image to stand out without overwhelming the viewer.







Sicilian Landscape and Culture

Natural Scenery

Incorporate images of Mount Etna, coastal cliffs, and crystal-blue sea views to remind visitors of Sicily's unique geography. Sunsets and soft evening lights over the sea or countryside can add a warm, inviting ambiance.

Local Lifestyle Imagery:

Show scenes from bustling outdoor markets, narrow cobbled streets, traditional Sicilian ceramics, and local flora like lemon groves and bougainvillea-covered walls. This connects the service to Sicily's rich lifestyle and vibrant culture.

Majolica Tiles and Stonework

Include close-ups of traditional Sicilian patterns and materials, such as majolica tiles, ornate door knockers, and weathered stone facades, to subtly reflect Sicilian artistry and the company's cultural roots.







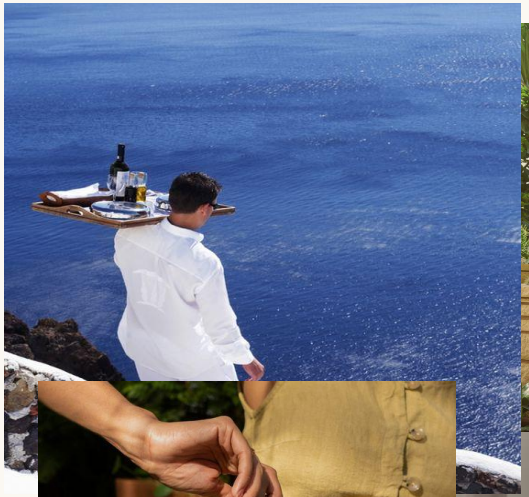
Service-Oriented Imagery

Staff in Action

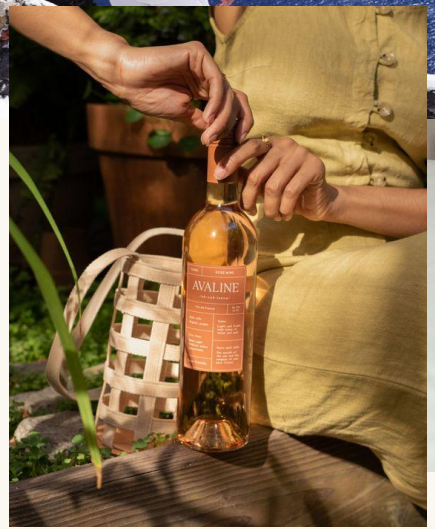
Images of impeccably dressed staff members preparing rooms, gardening, or conducting maintenance on properties can convey the high standards of professionalism and attention to detail.

Client Experience:

Use imagery showing luxury hospitality touches, such as fresh flowers, welcome baskets with local products (wine, olive oil), or a beautifully set outdoor dining table with sea or garden views. These images should convey the company's dedication to creating warm, exceptional experiences for their clients.









Selection Criteria

Choose elegant and natural images, with no retouching, effects, added objects or strident colours.

The images should be inspiring and clean, with few visual elements. Try to choose a picture which features the corporate colours where possible.

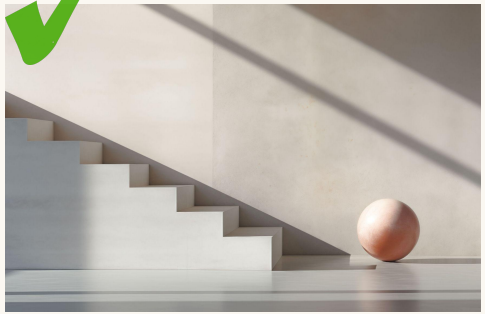
Choose the best image:
1. Does it feel natural?
2. Is it inspiring?
3. Do the actions of the people seem natural/casual?
4. Does it show less than 6 people?
5. Does it feel unique?

If you answered “yes” to all these questions, then you can use the picture.









BRAND VOICE

Tone & Language

Our words reflect who we are, but also
add meaning and strengthen the brand.

Used effectively, they are a key tool
to set a distinct tone, build recognition,
and connect emotionally with the audience.



Tone of Voice Pillars

1. Refined & Poetic

- Use elevated, evocative language to capture the emotional value of owning a home in Sicily.
- Think: “Where stone meets sun, and time stands still.”

Do > "We manage more than homes, we preserve havens."

Don’t> "We take care of your house."

2. Warm & Trustworthy

- Speak as a knowledgeable partner, not a vendor.
- The tone should feel like an elegant concierge, not a pushy salesperson.

Do > "Your Sicilian retreat deserves care as timeless as its view."
Don’t > "We offer maintenance services for your property."

3. Minimalist & Discreet

- Say less, but say it with impact.
- Avoid unnecessary adjectives or over-promising.

Do> "Excellence, quietly delivered."
Don’t> "We provide the best, most amazing, highly professional services in all of Sicily."

4. Culturally Intelligent

- Highlight the soul of Sicily without resorting to clichés.
- Your audience has traveled the world – be authentic and insightful.

Do> "In a land where olive trees outlive dynasties, we bring enduring peace of mind."
Don’t> "Enjoy the Sicilian dolce vita!"

Sample Tagline

"Rooted in Sicily. Built for you."

"Timeless service for timeless homes."

"The soul of Sicily, cared for with precision."

"You live the dream. We manage the details."

Content Voice by Channel

Website & Brochures

- Lyrical, clear, high-end copy
- Inspire confidence and emotional connection

  “At NoVa Sicily, we manage properties with the same devotion artisans give to their craft — quiet, careful, exact.”

Email Communication

- Personalized, respectful, always elegant

  “Dear Mr. Langley, your terrace is ready for your September arrival. The jasmine is in full bloom.”

Social Media (Instagram/Facebook)

- Visual storytelling with minimal captions

  "Evening light in Noto. Your home awaits."

- Use storytelling and heritage snippets

Digital-v

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Let's talk!

www.digital-v.net/contact