



ISLE BLUE

THE LUXURY VILLA COMPANY

BRAND STANDARD GUIDE



VOICE

We're not just creating trips,
we're creating memories that
will be cherished for a lifetime

Isle Blue isn't just about luxury villas; it's about crafting extraordinary memories. Whether it's the breathtaking view from a private terrace, a sunset yacht cruise, or a shared meal in a stunning beachfront setting, we believe every interaction should leave a lasting impression. Our voice mirrors that philosophy, focusing on the personal connections and cherished memories that make travel so transformative.

How We Communicate

Our tone is consistently applied across various platforms, including the website, social media, and client communications, ensuring a cohesive and engaging brand presence.

- › **Sophisticated and Elegant:** The language used is polished and refined, mirroring the high-end nature of the services and properties offered.
- › **Warm and Inviting:** Communications are approachable and friendly, aiming to make clients feel welcomed and valued.
- › **Personalized and Attentive:** The tone emphasizes tailored experiences, highlighting the company's dedication to meeting individual client preferences and needs.
- › **Inspirational and Aspirational:** Content is designed to inspire and evoke a sense of aspiration, encouraging clients to envision their ideal luxury getaway.

How We Don't

- › **Don't Overuse Capital Letters or Bold Fonts:** Avoid shouting at the reader or making the content feel overwhelming. Example to avoid: "THIS IS A MUST-BOOK EXPERIENCE!"
- › **Avoid Generic Descriptions:** Do not use vague or uninspired phrases that fail to capture the unique aspects of the offering. Example to avoid: "This is a nice villa with a great view."
- › **Don't Write in a Dry or Detached Tone:** Avoid making content feel impersonal or robotic. The tone should be warm and engaging. Example to avoid: "The villa has 5 rooms and a pool. Book now."





Capturing the Essence of Isle Blue

At Isle Blue, our photos and videos are more than just visuals—they are windows into the world of luxury, beauty, and unforgettable experiences. Every image and clip should evoke the emotions, atmosphere, and elegance that define our brand. Our media is designed to inspire, tell stories, and transport our audience to the exceptional destinations we offer.

Isle Blue is
Authentic Luxury &
Immersive Storytelling

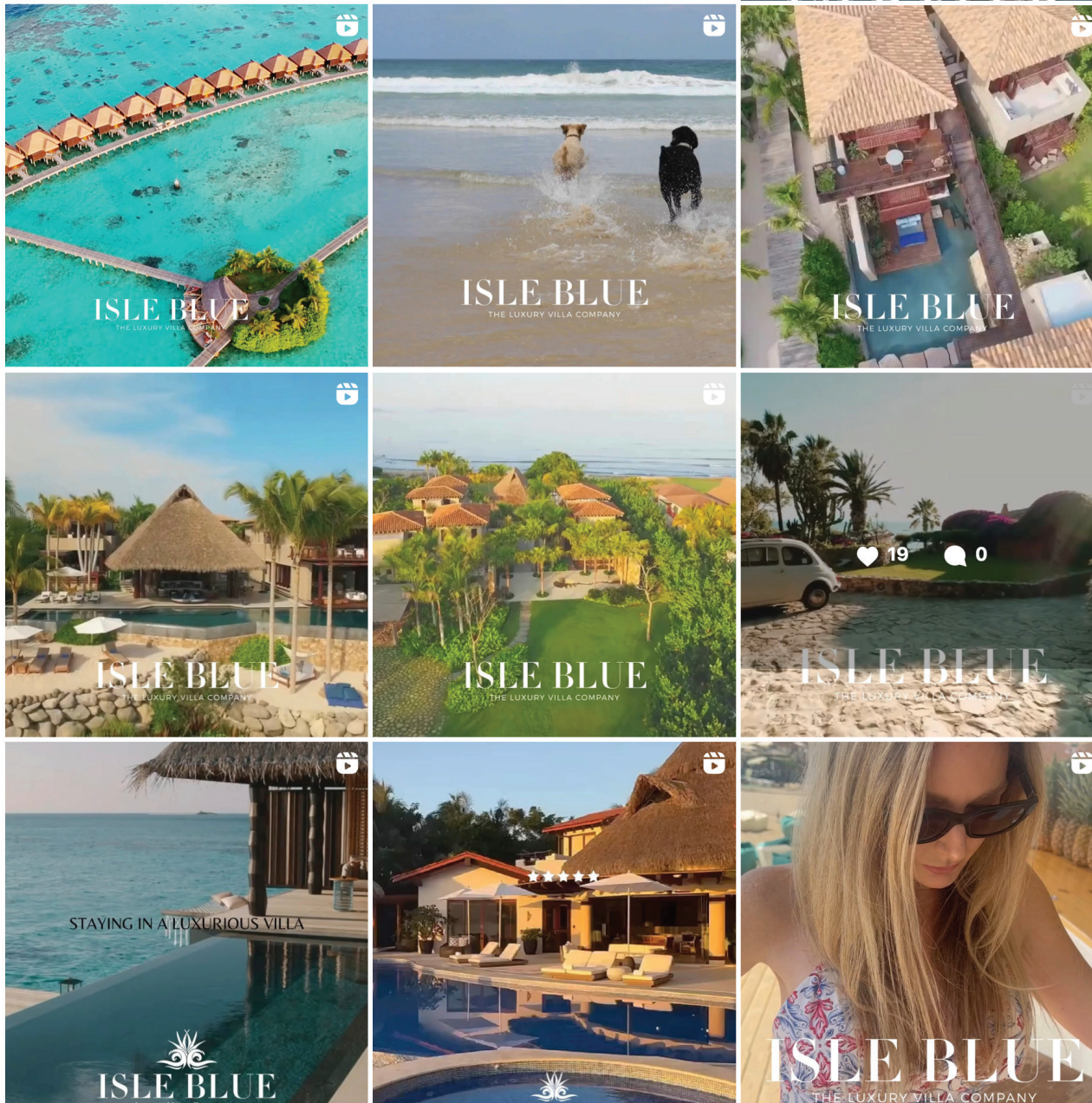


All Imagery Exudes Luxury Lifestyle

To support the brand vision images should be clean, light, and elevated. The Isle Blue audience is high-income individuals, couples, and families, discerning vacation planners, affluent lifestyle travelers looking for lavish vacation rentals in exotic locations

- › **Clean Upscale and Inviting Locations:** Images that are uncluttered, showcasing spaces and views that are uncluttered and visually appealing
- › **Affluent Individuals, Couples, Families and Groups:** Shown participating in leisure activities, like sailing, golfing, or vacationing. They appear relaxed and happy, surrounded by beautiful scenery, reflecting a lifestyle of comfort and quality time together. Always stylish and sophisticated.
- › **Engaging and Curated Experiences:** Carefully selected to ensure quality and relevance and personalized to entice and impress the audience





Inspiring Travel, Creating Connections

Guiding Principles for Social Media

- › Inspiration First
- › Authentic Engagement
- › Visual Elegance
- › Diverse Content
- › User-Generated Content
- › Call to Action
- › Trend-Conscious, Brand-Aligned
- › Celebrating Success and Awards

Isle Blue Logos & Sub Brands

MAIN LOGO

Available in the full version below, as a word mark only both with and without the tagline, and as the icon only. Versions with the gradient blue icon and a solid blue icon are available.



WORD MARK LOGO



ICON



BRAND EXTENSION LOGOS

These logos are available as full versions only, as seen below. please do not create or use additional variants without permission.



Isle Blue Logos & Sub Brands

LOCATION SPECIFIC SUB BRAND LOGO

These logos are available in the versions listed below. Additional location sub brands will be created and added to the brand standard only when approved by the client. Please do not create variants.

ST MARTIN
BLUE
LUXURY VILLA COLLECTION

BARBADOS
BLUE
LUXURY VILLA COLLECTION

ST MARTIN **BLUE**
LUXURY VILLA COLLECTION

BARBADOS **BLUE**
LUXURY VILLA COLLECTION

ST BARTS
BLUE
LUXURY VILLA COLLECTION

ST BARTS **BLUE**
LUXURY VILLA COLLECTION

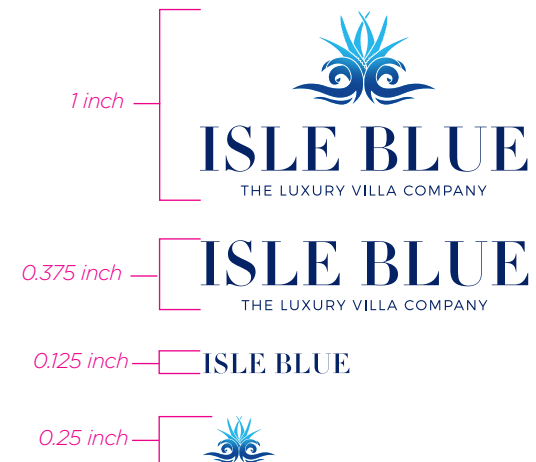
Proper Logo Usage

LOGOS SHOULD NOT BE ANGLED, DISPROPORTIONATELY STRETCHED, OR DISPLAYED AT A LOW QUALITY. NOR SHOULD THEY BE PLACED OVER DISTRACTING BACKGROUNDS OR COLORS THAT OBSCURE THE READABILITY.



LOGO CLEARANCE

To preserve the visual impact of the logo, the artwork should have a minimum amount of space that surrounds it. This minimum space is determined by the height of the "B" for the left, right, and bottom, and 1/2 the height of the "B" above. The logo must only be used on backgrounds that allow it to be visible. Alternate versions of the logo including all white like shown can be used. Keep logos to a size in which they are clear and readable. Logos displayed smaller than the sizes listed may be compromised. Knockout versions of the logo may need to be larger to account for ink bleed..



LOGO FONTS

ISLE BLUE

THE LUXURY VILLA COMPANY

MAIN SERIF: *Didot LT Pro, Headline*

TAG SANS SERIF: *Montserrat, Medium*

ST MARTIN BLUE

LUXURY VILLA COLLECTION

LOCATION & TAG: *Tenor Sans, Regular*

BLUE SANS SERIF: *Montserrat, Regular*

ISLE BLUE MAGAZINE

MAIN SERIF: *Didot LT Pro, Headline*

TAG SANS SERIF: *Montserrat, Medium*

Beyond BLUE LUXURY TRAVEL SERIES

MAIN SERIF: *Didot LT Pro, Headline*

TAG SANS SERIF: *Montserrat, Medium*

SCRIPT: *American Favorite, Script*

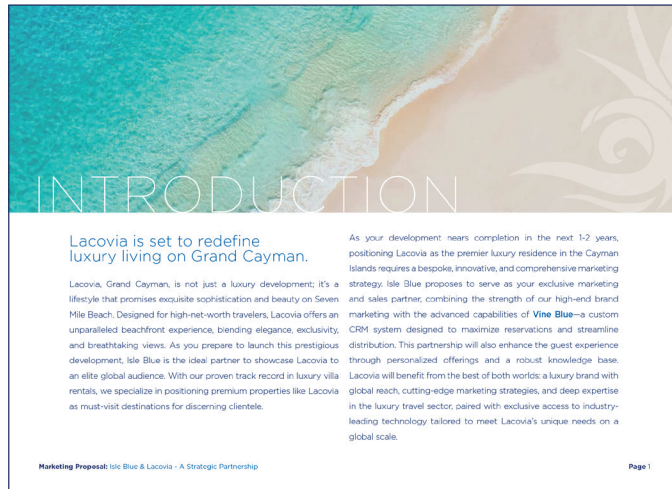
ISLE BLUE *Partners*

MAIN SERIF: *Didot LT Pro, Headline*

SCRIPT: *American Favorite, Script*

Brand Fonts

PRINT FONTS



HEADLINES

Montserrat, Light or Extra Light, CAPS

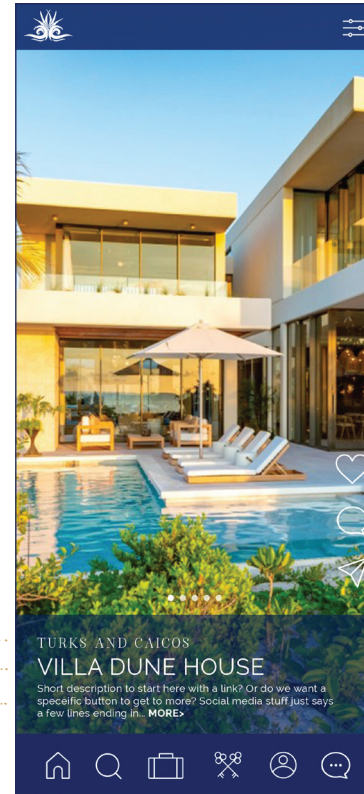
Subheads

Montserrat, Light or Extra Light, Initial caps

Bodycopy

Montserrat, Light or Extra Light
10 point type on 18 point leading, 0 kern, or similar

MOBILE APP FONTS



LOCATIONS

American Favorite Serif, CAPS, kern +100

VILLAS

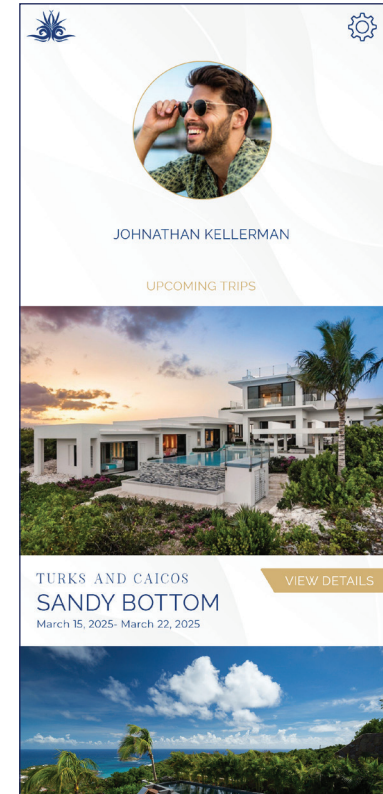
Montserrat Light, CAPS

Bodycopy

Montserrat, Regular

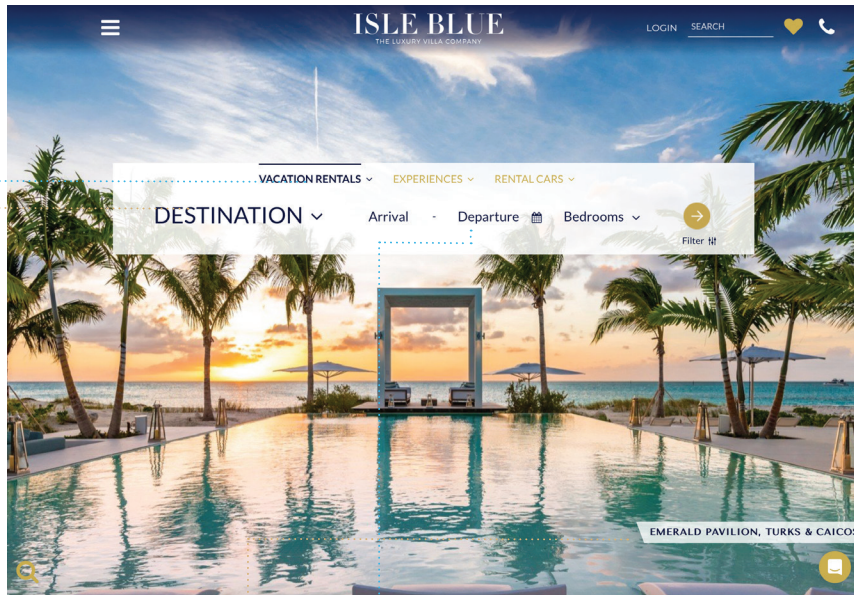
CALLOUTS & TITLES

Montserrat, Regular, CAPS



Brand Fonts

CURRENT WEBSITE FONTS



HEADLINES

Tenor Sans, Regular, CAPS

SUBHEADS

Montserrat, Regular, CAPS

Tertiary Headers

Montserrat, Medium, Can be CAPS or Initial Caps

CALLOUTS

Montserrat, Regular or Bold, Caps

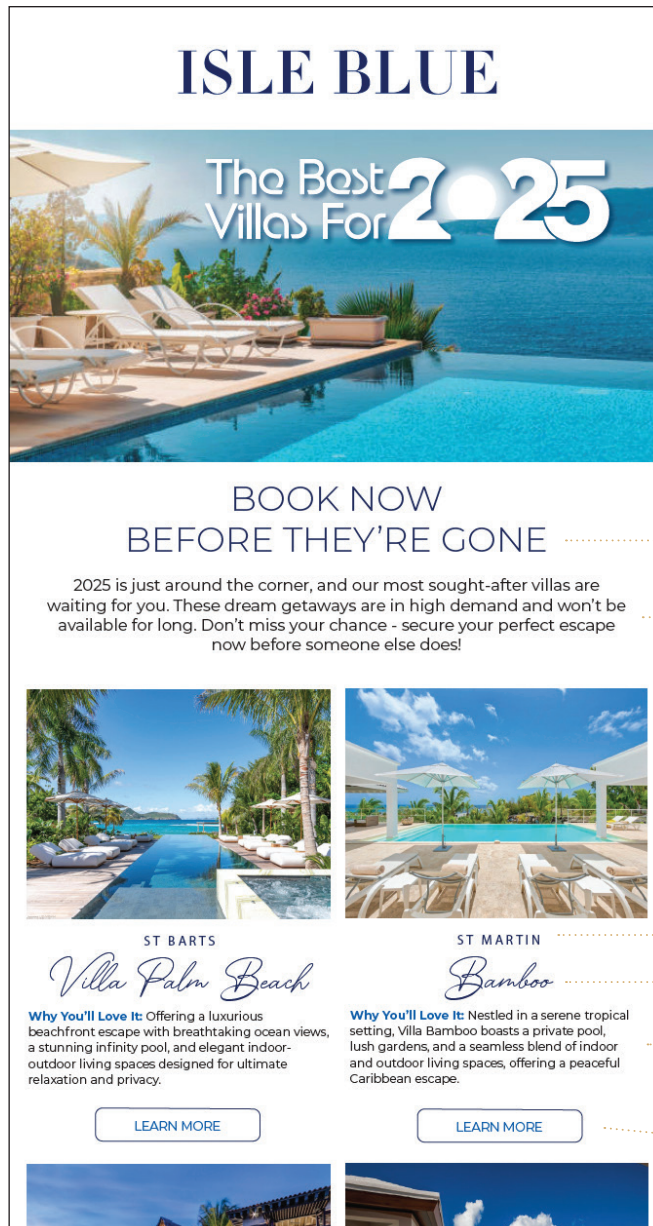
BUTTONS

Montserrat, Medium, Caps

Bodycopy

Montserrat, Regular

EMAIL NEWSLETTERS



MAIN HEADERS

Montserrat Light, CAPS

Main Article Bodycopy

Montserrat, Regular, Bold for accent text within paragraphs, Initial caps

LOCATIONS

American Favorite Serif, CAPS, kern +100

Villa Name

American Favorite Script, Initial Caps,

Villa Bodycopy

Montserrat, Regular, Bold for accent text within paragraphs, Initial caps

BUTTONS

Montserrat, Regular, CAPS

EMAIL SIGNATURES



Susan Perry
DIRECTOR OF MARKETING
susan@isleblue.co

WEBSITE www.isleblue.co
TOLL FREE 1.855.475.3258 x4022
INTERNATIONAL 1.704.256.8327 x4022

Name

American Favorite Script, Initial Caps,

TITLE

Montserrat Light, CAPS

Bodycopy

Montserrat, Regular, Bold for accent text within

PRIMARY COLORS

<div>SAPPHIRE BLUE</div> <div></div> <div>PMS: 2757 RGB: 32/42/90 HEX: 202a5a CMYK: 100/93/35/28</div>	<div>BLUE WATER</div> <div></div> <div>PMS: 2935 RGB: 0/85/184 HEX: 0055b8 CMYK: 100/68/4/0</div>	<div>BLUE SKY</div> <div></div> <div>PMS: 298 RGB: 60/180/229 HEX: 3cb4e5 CMYK: 65/10/1/0</div>
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SECONDARY COLORS

<div>GOLD</div> <div></div> <div>PMS: 7407 @ 80% RGB: 216/178/117 HEX: d8b275 4 CMYK: 16/29/62/0</div>	<div>SAND</div> <div></div> <div>PMS: 7527 @ 75% RGB: 225/220/210 HEX: eldcd2 CMYK: 11/10/150</div>
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PALETTE % BREAKDOWN





Contact Us

Rob Kadijevic, President rob@isleblue.co

Susan Perry, Director of Marketing susan@isleblue.co