

TO TUSCANY Design Relaunch

CORPORATE DESIGN PROCESS - DOCUMENTATION

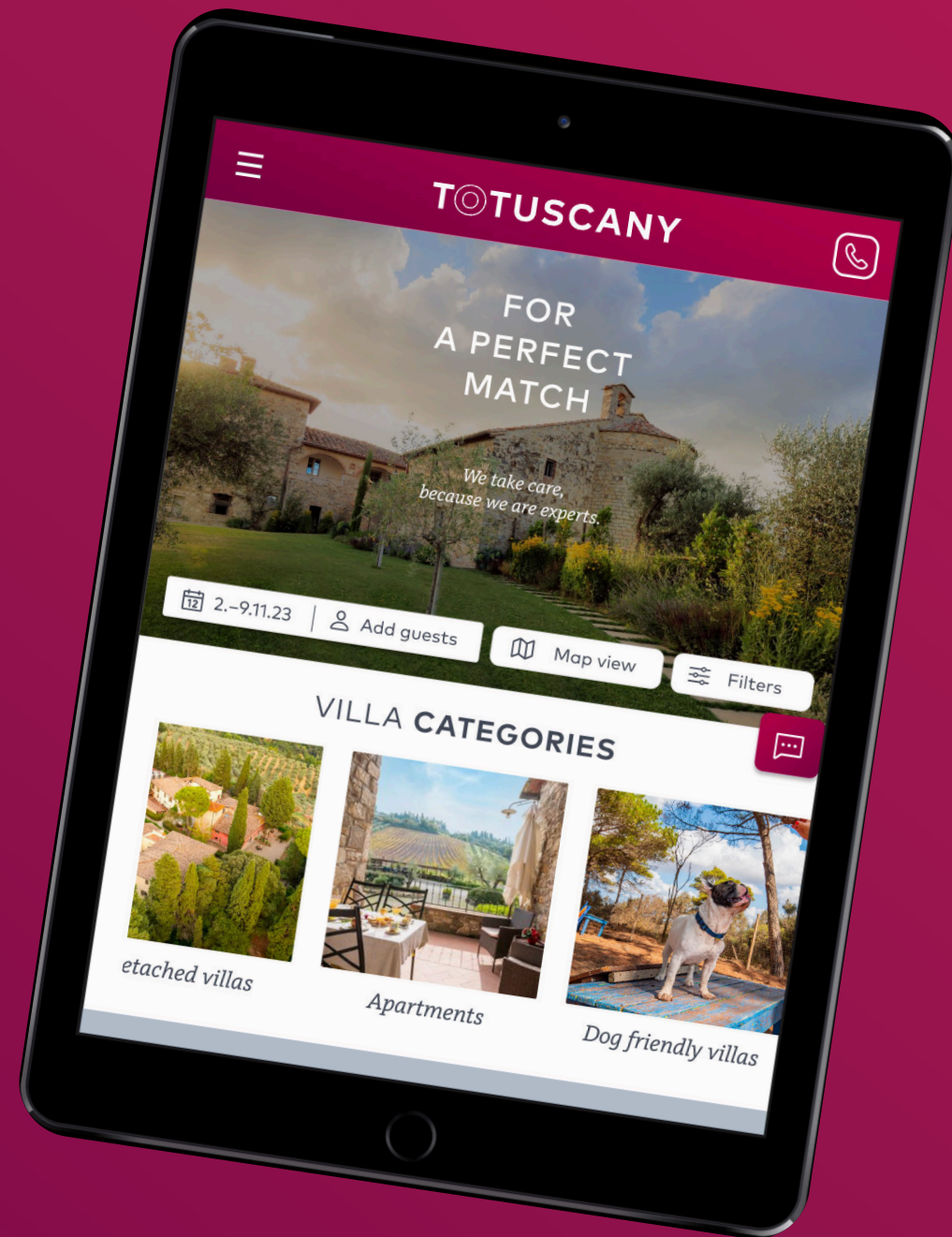
Stand: August 2024

MAIN MOBILE FIRST GOAL



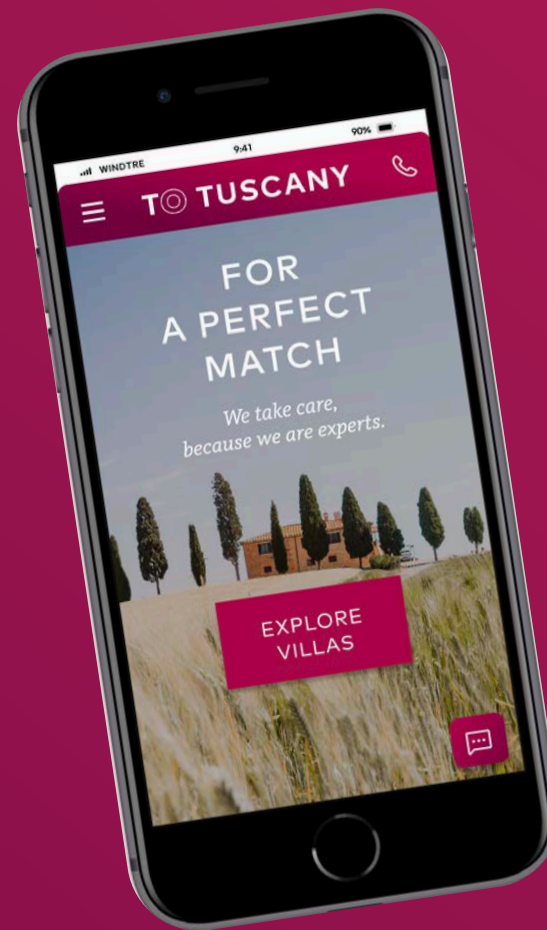
Design optimisation
for MOBILE DEVICES...

TO TUSCANY MAIN GOAL



... such as TABLETS ...

TO TUSCANY MAIN GOAL



... or SMARTPHONES.

MAIN MOBILE FIRST GOAL

... including
HIGH USABILITY
STANDARDS such as:

- flat hierarchy
- low click depth
- clear URL structure
- clarity in the design
- keywords
- internal link building
- title tag and meta description
- short loading times
- Include html & xml sitemap

TO TUSCANY Design Relaunch

CORPORATE DESIGN PROCESS | August 2024

CONTENT

LOGO REDESIGN PROCESS

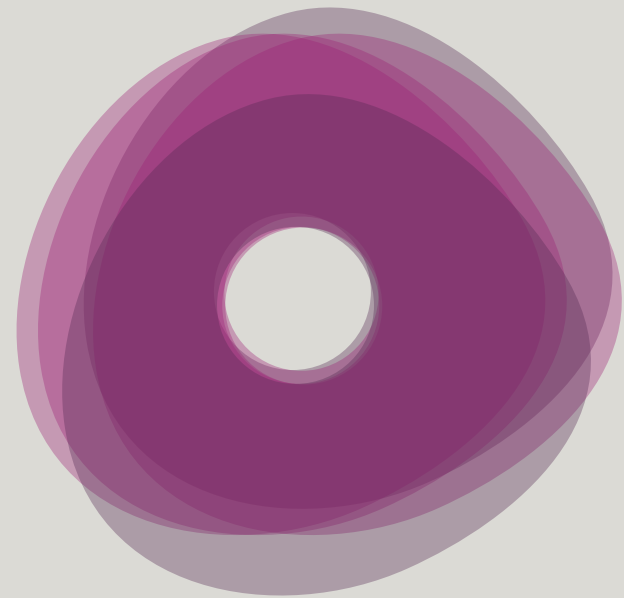
- AIM
- New logotype with new key visual
- Logo protection zone
- Claim renewal
- Logo colour variants
- Logo language versions

- Corporate color palette
- Corporate typeface
- Visual language & Moods

- Logo usage Examples
 - New CD on Website
 - New CD in Socials

CHAPTER 01

New logotype



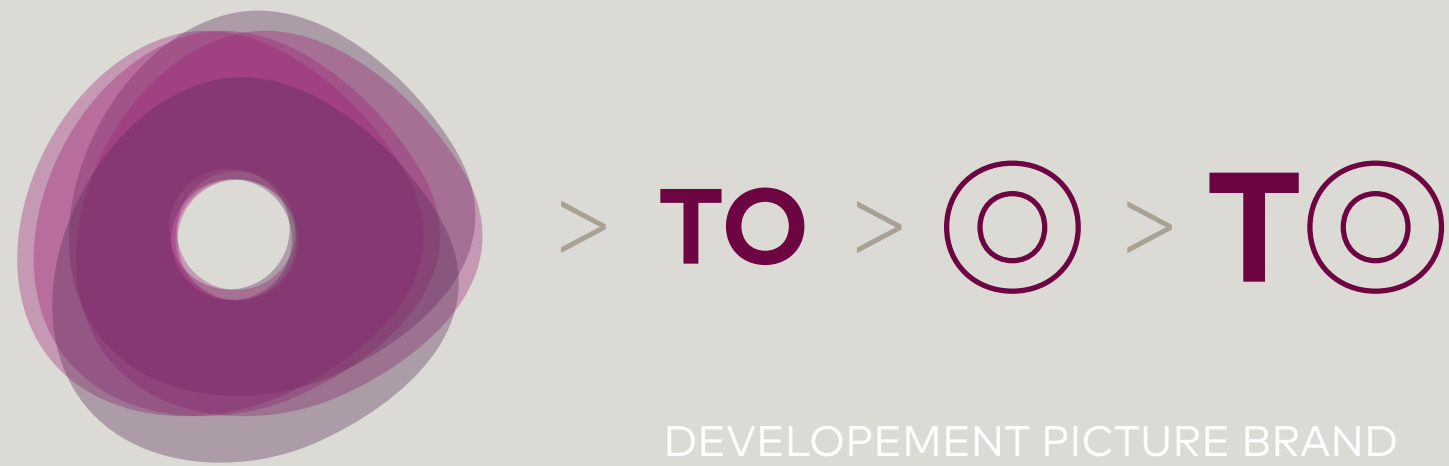
TO TUSCANY
RENTAL VILLAS IN TUSCANY

TO TUSCANY > TO TUSCANY

BRAND LETTERING / 2011

NEW FONT: MARK PRO BOLD /2023

TO TUSCANY Logo Redesign



TO TUSCANY Logo Redesign



MARGINS // LOGO PROTECTION ZONE

TO
TUSCANY

NEW BRAND DESIGN / LOGO - VERTICAL

TO
TUSCANY

LOGO // INVERTED ON COLOURED BACKGROUND - VERTICAL

on main color

TO
TUSCANY

NEW BRAND DESIGN / LOGO - BLACK + WHITE



MARGINS // LOGO PROTECTION ZONE

T© TUSCANY

NEW BRAND DESIGN / LOGO - HORIZONTAL

T© TUSCANY

LOGO // INVERTED ON COLOURED BACKGROUND - HORIZONTAL

on main color

**MOST USED
LOGOTYPE**

T© TUSCANY

NEW BRAND DESIGN / LOGO - BLACK + WHITE

Claim elaboration

Annotation: missing

RENTAL VILLAS IN TUSCANY > *Superb Rental Villas & Service*



T© **TUSCANY**
Superb Rental Villas & Service

Logo overview

ENGLISH

**T[©]
TUSCANY**

T[©] TUSCANY

**T[©]
TUSCANY**

T[©] TUSCANY

LOGO // POSITIVE & INVERTED ON GRADIENT

ENGLISH

**T[©]
TUSCANY**

T[©] TUSCANY

**T[©]
TUSCANY**

T[©] TUSCANY

LOGO // BLACK & WHITE

Language versions

GERMAN

**T[©]
TOSKANA**

T[©] TOSKANA

**T[©]
TOSKANA**

T[©] TOSKANA

LOGO // POSITIVE & INVERTED ON GRADIENT

GERMAN

**T[©]
TOSKANA**

T[©] TOSKANA

**T[©]
TOSKANA**

T[©] TOSKANA

LOGO // BLACK & WHITE

FRENCH

**T[©]
TOSCANE**

T[©] TOSCANE

**T[©]
TOSCANE**

T[©] TOSCANE

LOGO // POSITIVE & INVERTED ON GRADIENT

FRENCH

**T©
TOSCANE**

T© TOSCANE

**T©
TOSCANE**

T© TOSCANE

LOGO // BLACK & WHITE

POLISH

TO
TOSCANIA

TO TOSCANIA

TO
TOSCANIA

TO TOSCANIA

LOGO // POSITIVE & INVERTED ON GRADIENT

POLISH

TO
TOSCANIA

TO **TOSCANIA**

TO
TOSCANIA

TO **TOSCANIA**

LOGO // BLACK & WHITE

DUTCH

**T@
TOSCANE**

T@ TOSCANE

**T@
TOSCANE**

T@ TOSCANE

LOGO // POSITIVE & INVERTED ON GRADIENT

DUTCH

**T©
TOSCANE**

T© TOSCANE

**T©
TOSCANE**

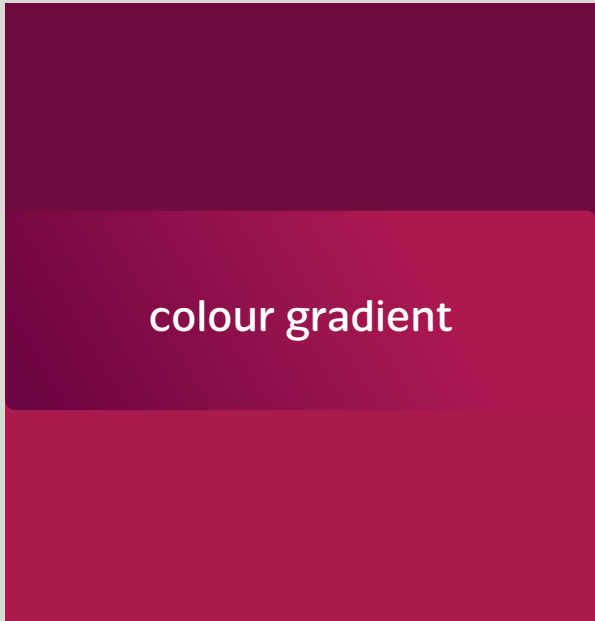
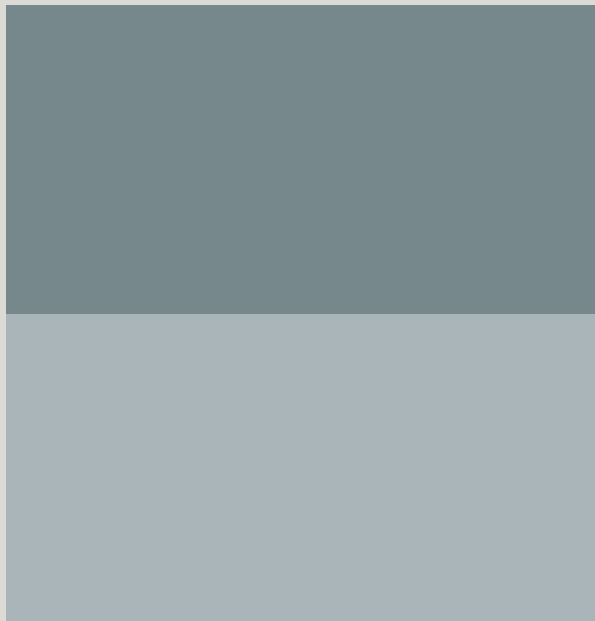
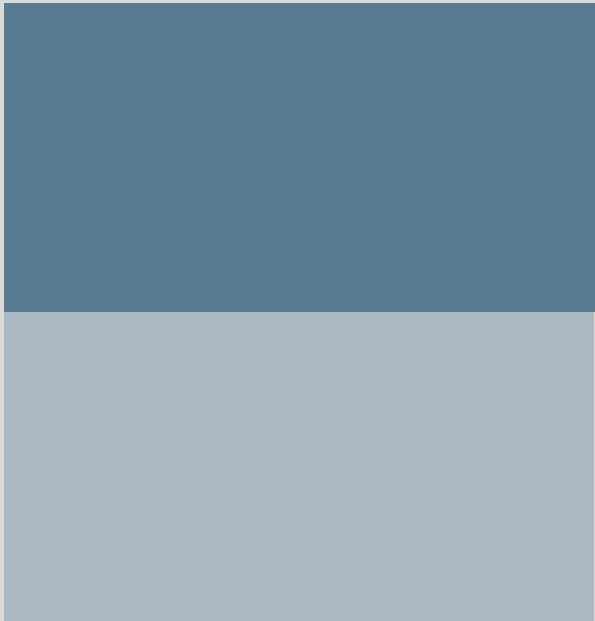

T© TOSCANE

LOGO // BLACK & WHITE

CHAPTER 02

Corporate colour palette

TO TUSCANY Colours // CMYK + HEXA

	Tuscan - blackberry	Tuscan - soft turquoise	Tuscan - sea blue	Tuscan - grey blue
CMYK	16 C - 96 M - 27 Y - 56 K	49 C - 29 M - 33 Y - 18 K	64 C - 37 M - 24 Y - 16 K	69 C - 55 M - 40 Y - 44 K
HEXA	#76003B	#7E9193	#5E8097	#444B59
USE	 <p>colour gradient</p>			
CMYK	5 C - 95 M - 40 Y - 30 K	31 C - 19 M - 21 Y - 5 K	32 C - 18 M - 14 Y - 3 K	38 C - 29 M - 25 Y - 35 K
HEXA	#AD0049	#B5BDBF	#B4C0CD	#A1A1A9

CHAPTER 03

Corporate typeface

FOR A PERFECT MATCH

Titles: MARK PRO BOLD

*We take care,
because we are experts.*

Claim: Kievit Slap Book Italic



Buttons: MARK PRO BOOK

Exceptional service, hand-picked
houses, transparency
and absolute security.

Flow text: MARK PRO BOOK

CHAPTER 04

Visual language & Moods

TO TUSCANY Moodboard



MOOD board



TO TUSCANY Moodboard

real villas
combined
with ...

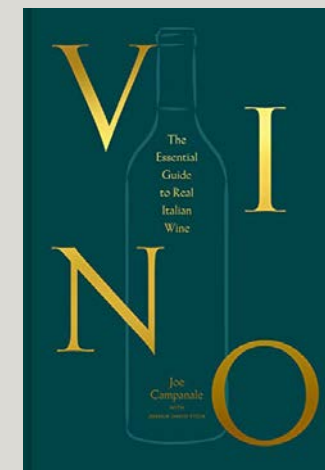


... insde out-views

... relishing
people



... famouse views



MOOD board

MOOD board



STORY TELLING



We can combine it with story telling: how everything beagn...
(=real places, real people)

EMOTIONS > DESIRES



TRUST

Do not hesitate,
contacting us
**WE ARE REAL
AND WE ARE EXPERTS
VILLA SPECIALIST**



TO TUSCANY Imagery



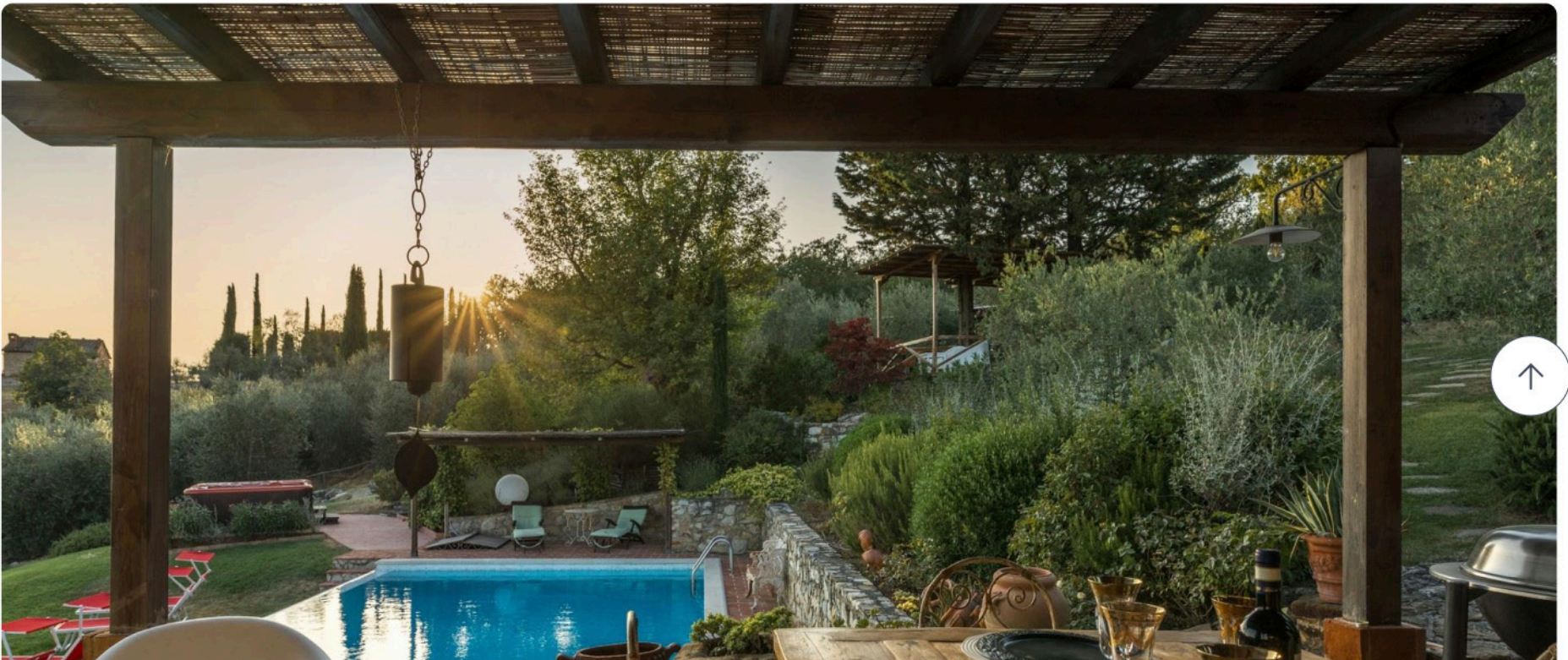

TO TUSCANY Imagery



< **Lo Spicchio**

Villa external Villa interior

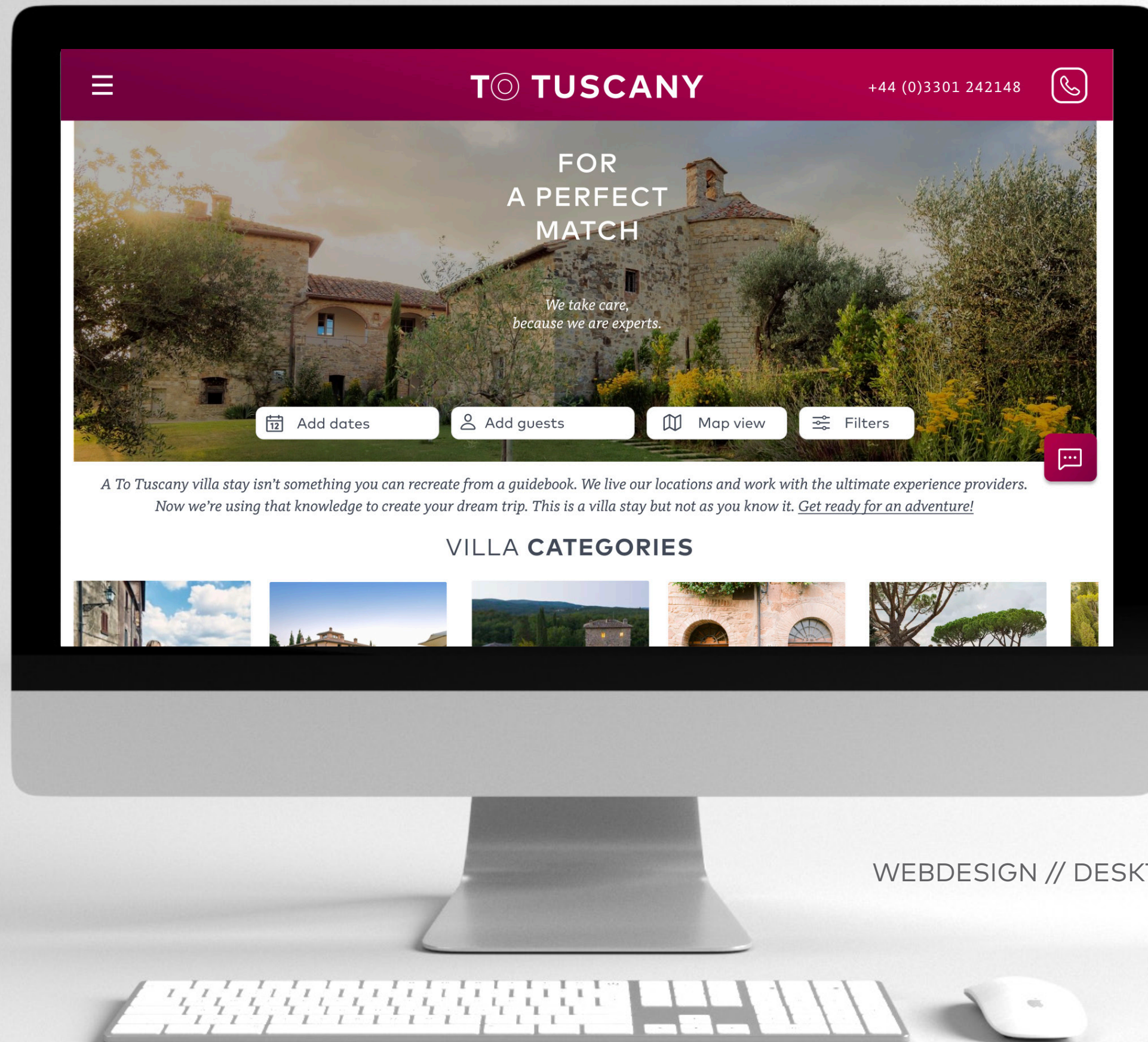
8 guests | 4 bedrooms | 4 bathrooms | private pool



CHAPTER 05

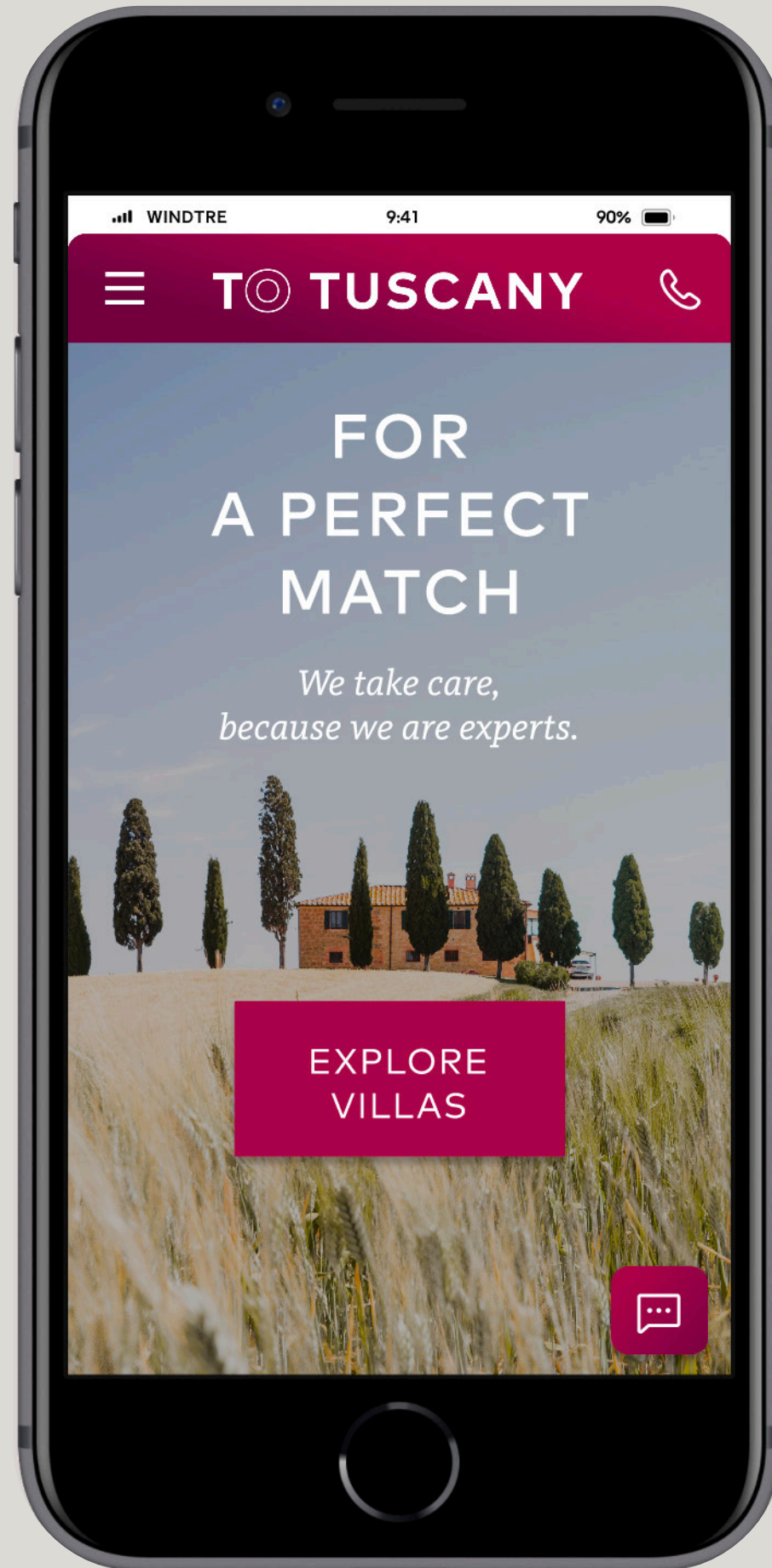
Logo usage Examples

TO TUSCANY Logo Redesign

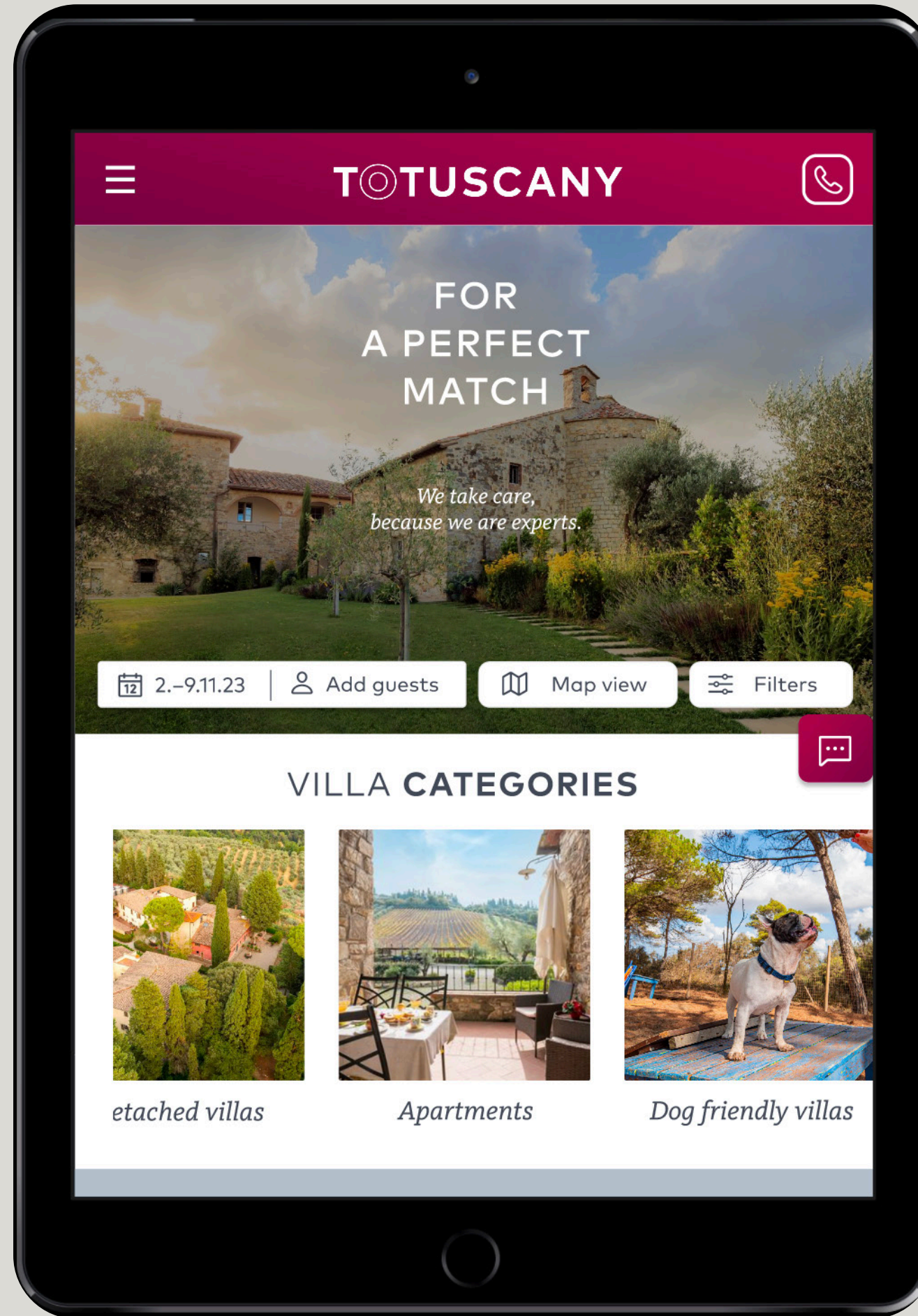


WEBDESIGN // DESKTOP

TO TUSCANY Logo Redesign

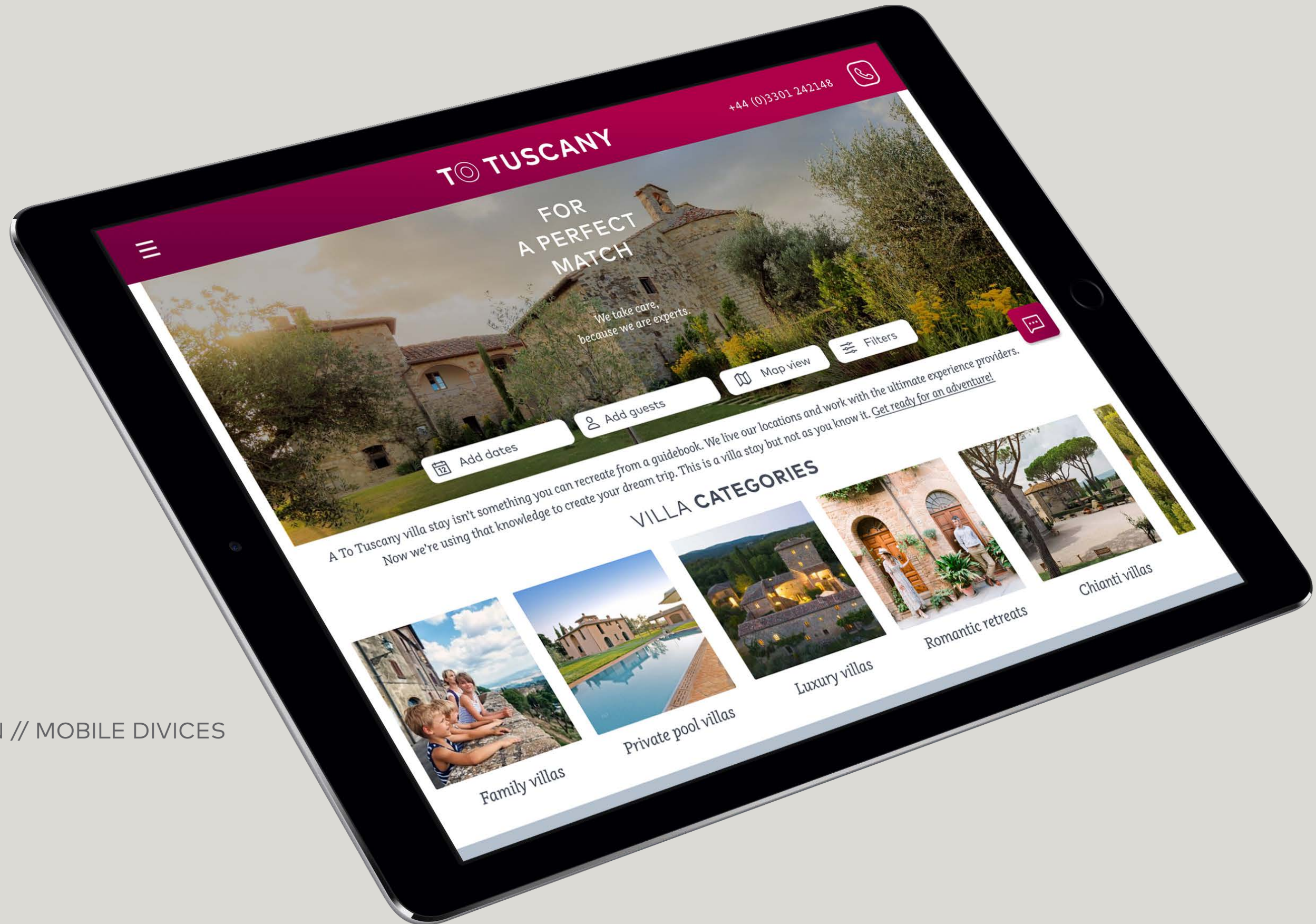


WEBDESIGN // MOBILE DIVICES

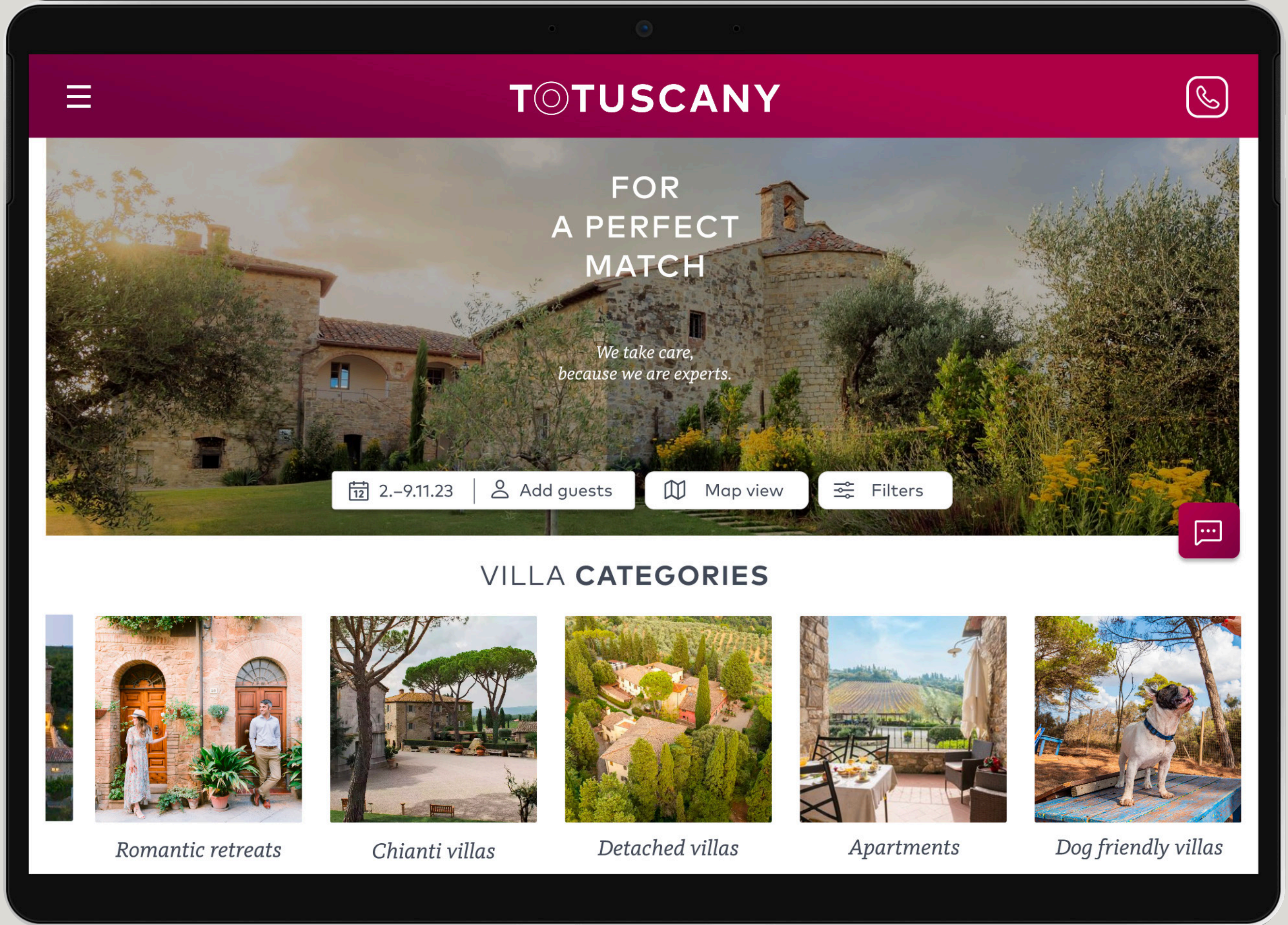


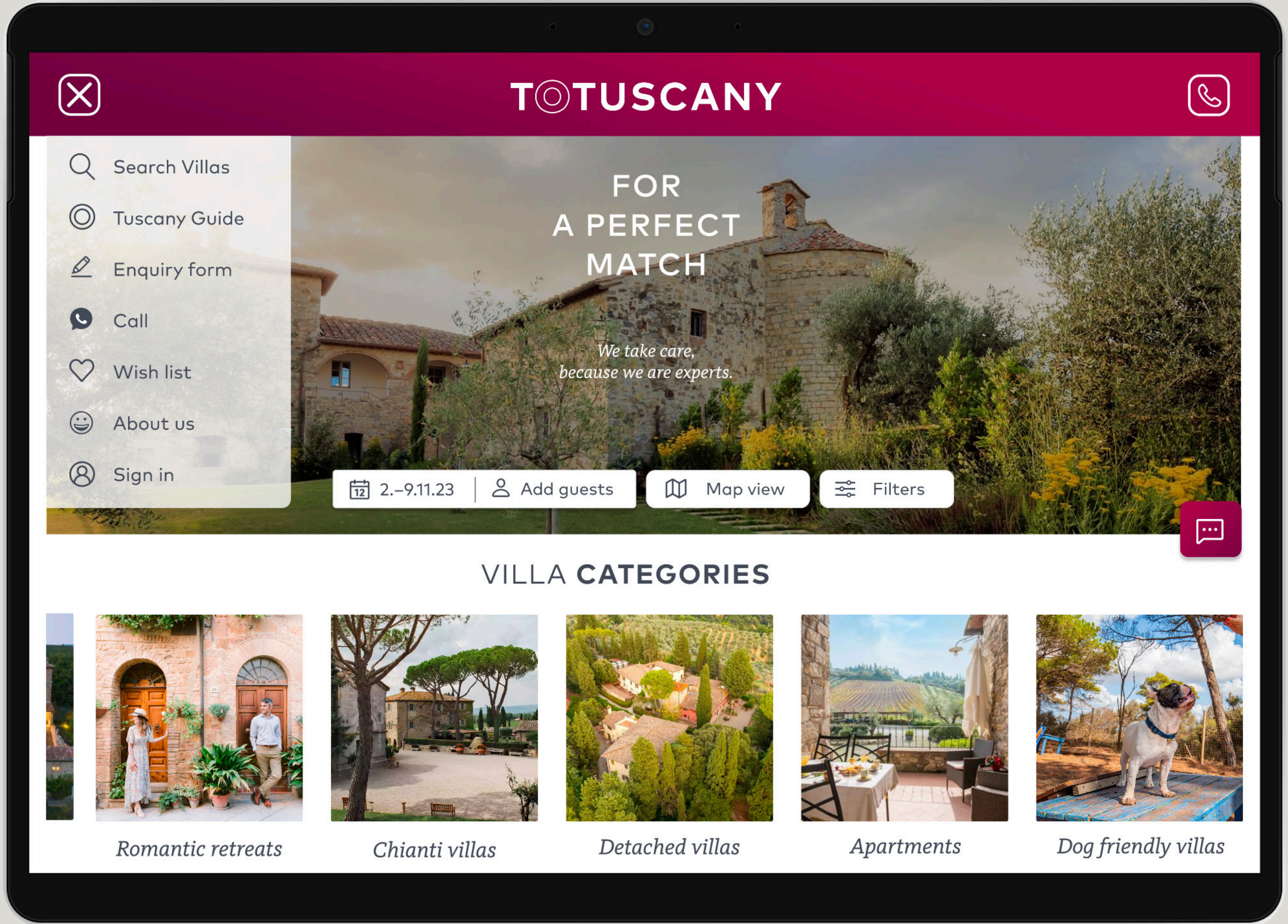
WEBDESIGN // MOBILE DEVICES

TO TUSCANY Logo Redesign



WEBDESIGN // MOBILE DIVICES







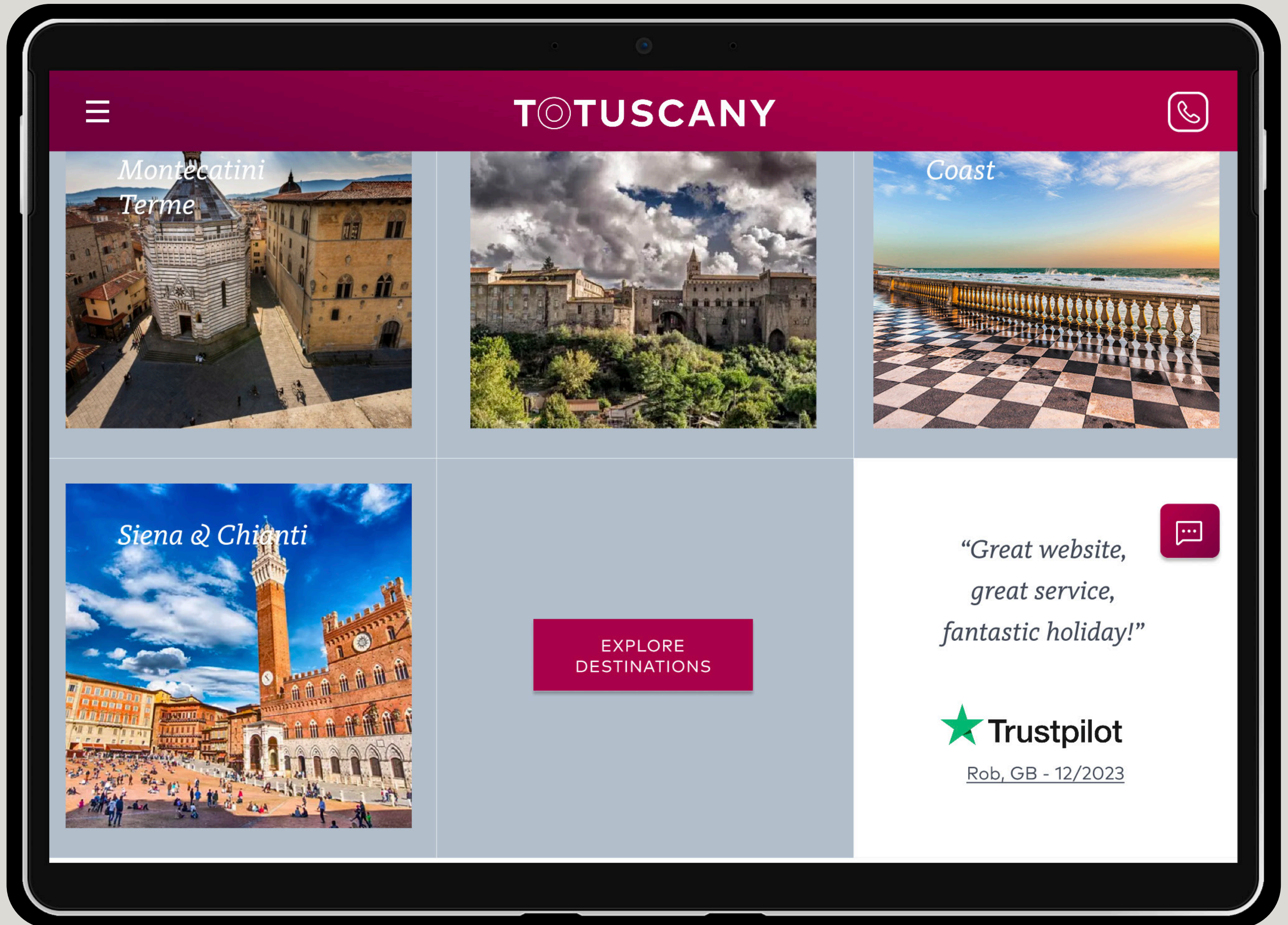
TOTUSCANY



OUR DESTINATIONS

click on the image





TO TUSCANY



Montecatini
Terme



Coast



Siena @ Chianti



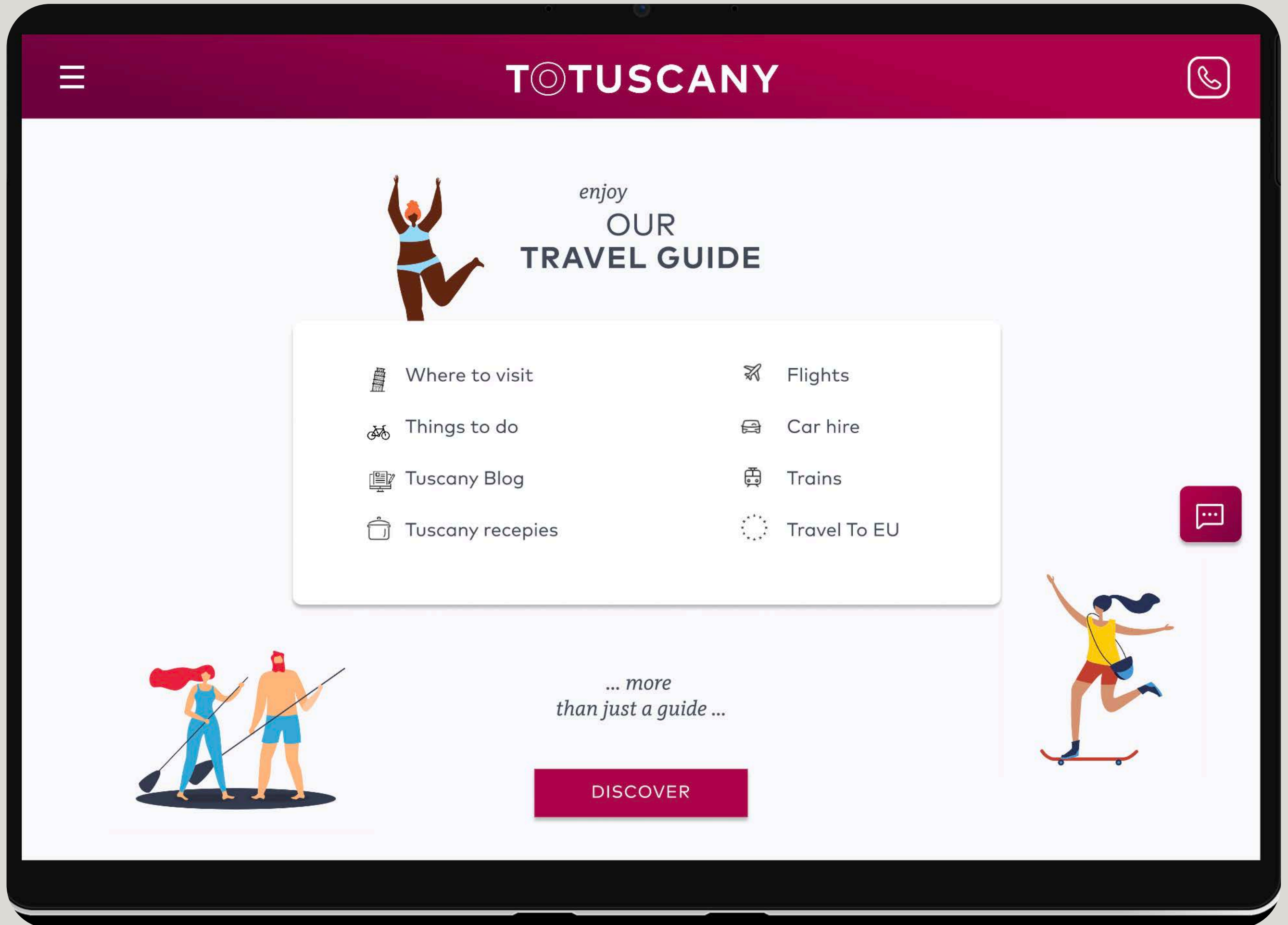
EXPLORE
DESTINATIONS

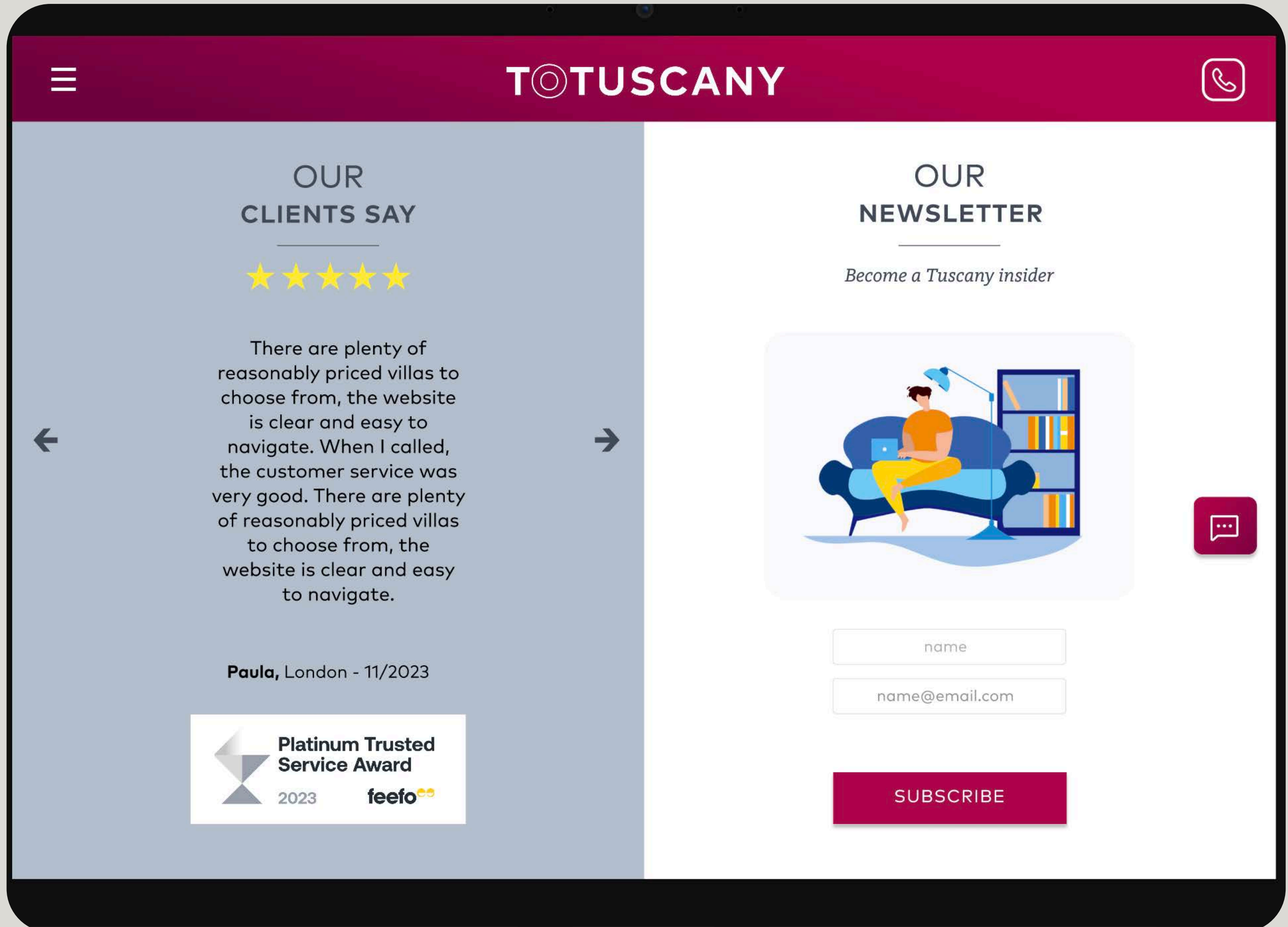


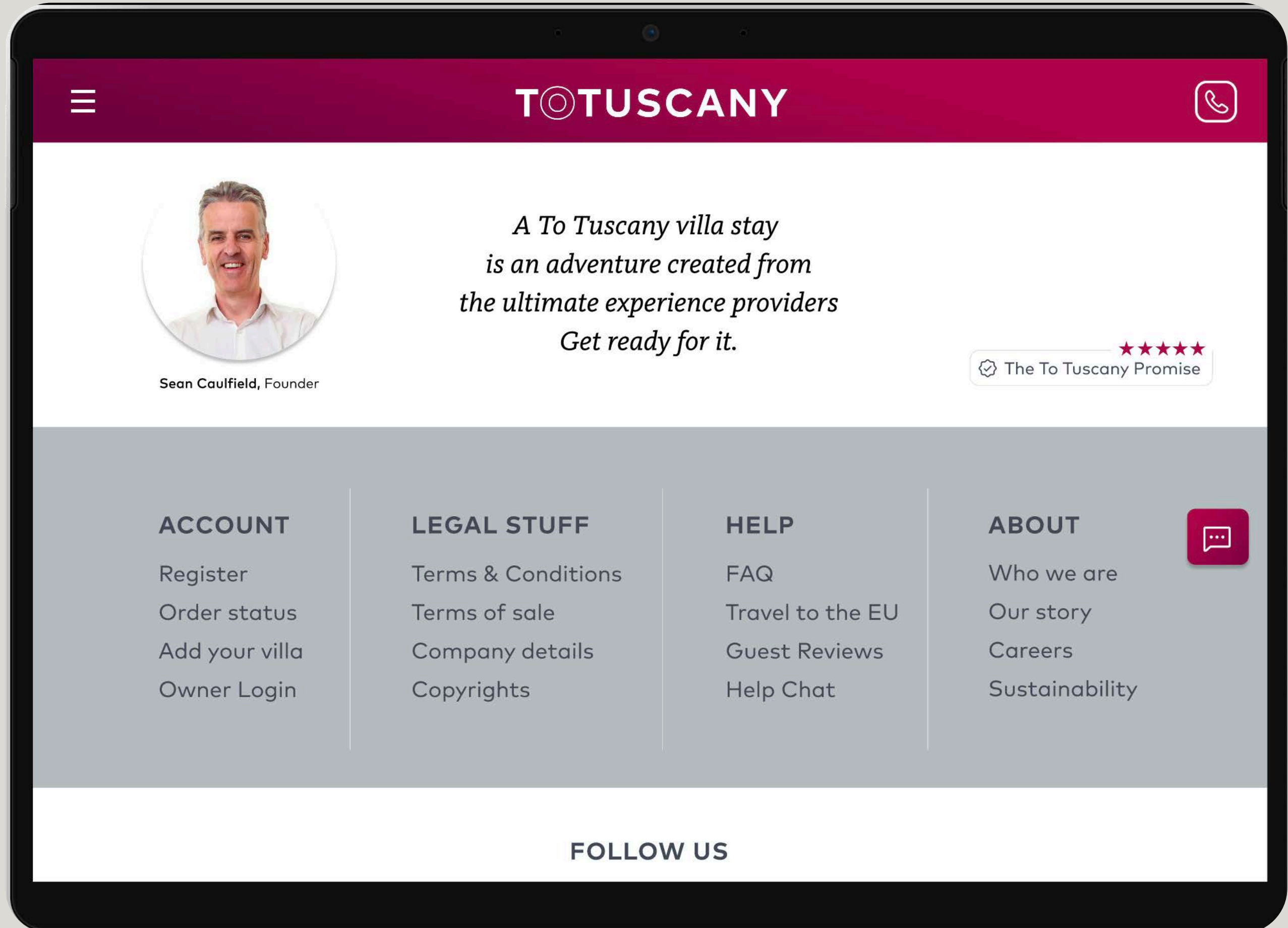
"Great website,
great service,
fantastic holiday!"

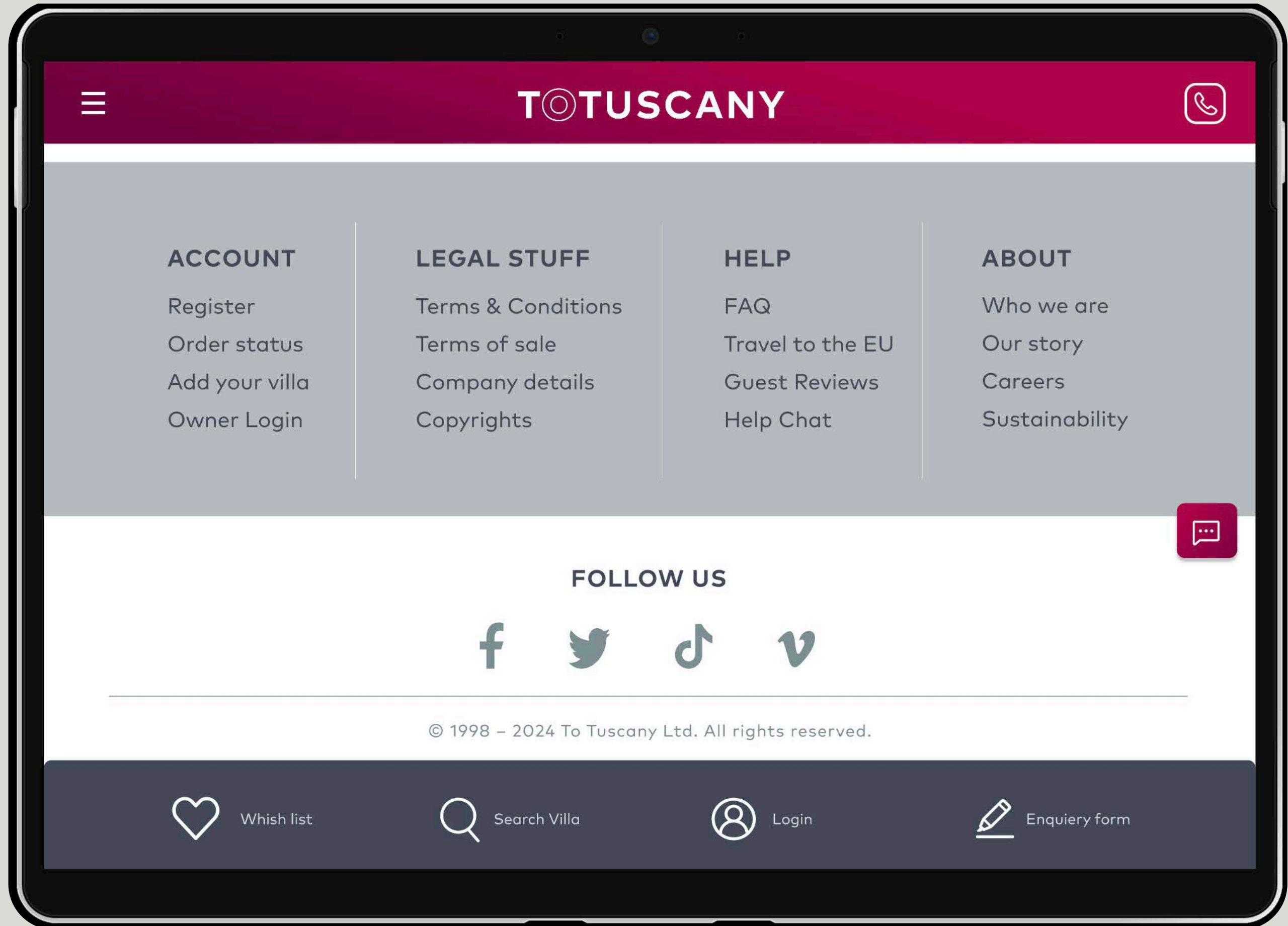
 Trustpilot

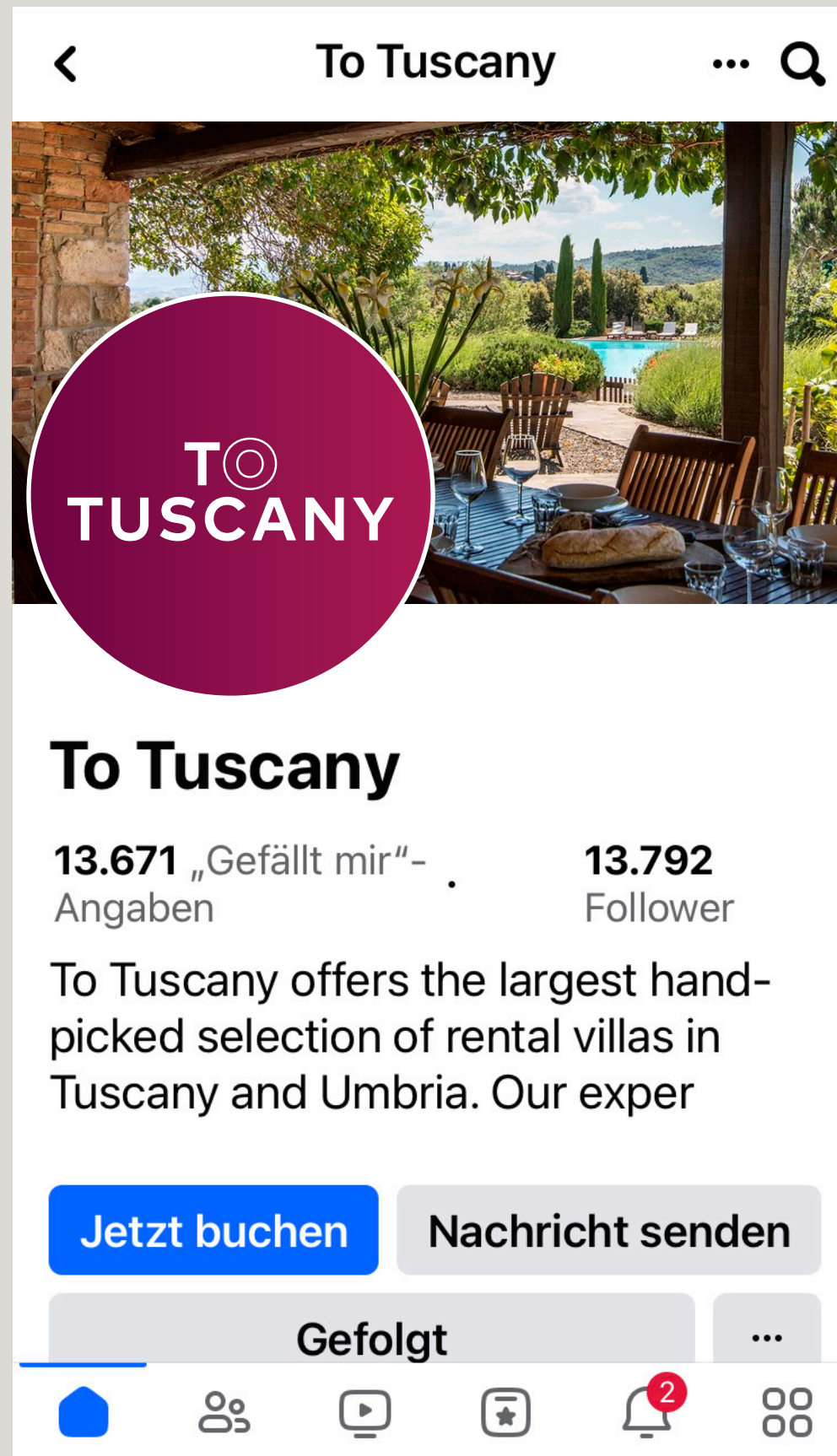
Rob, GB - 12/2023





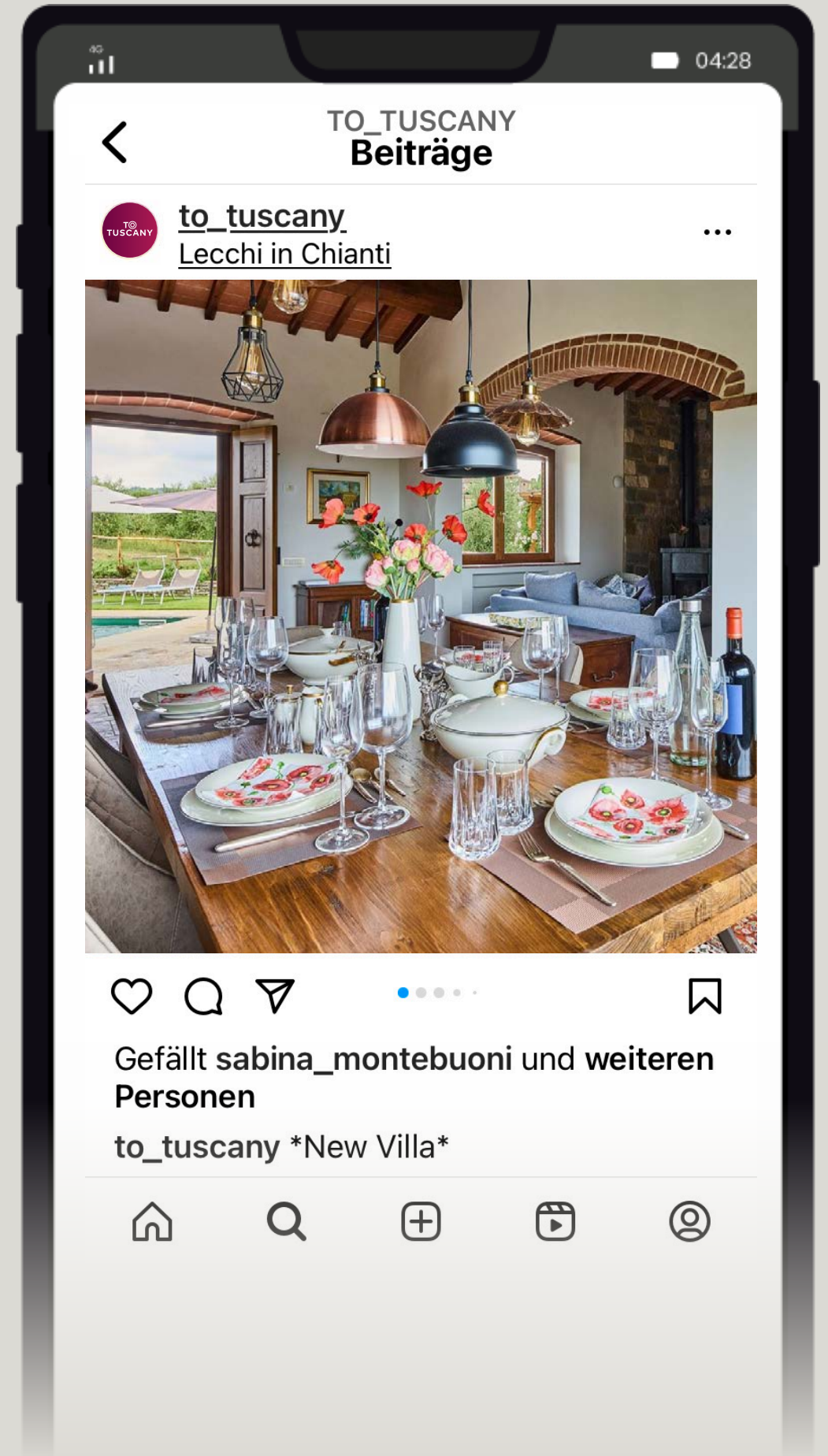
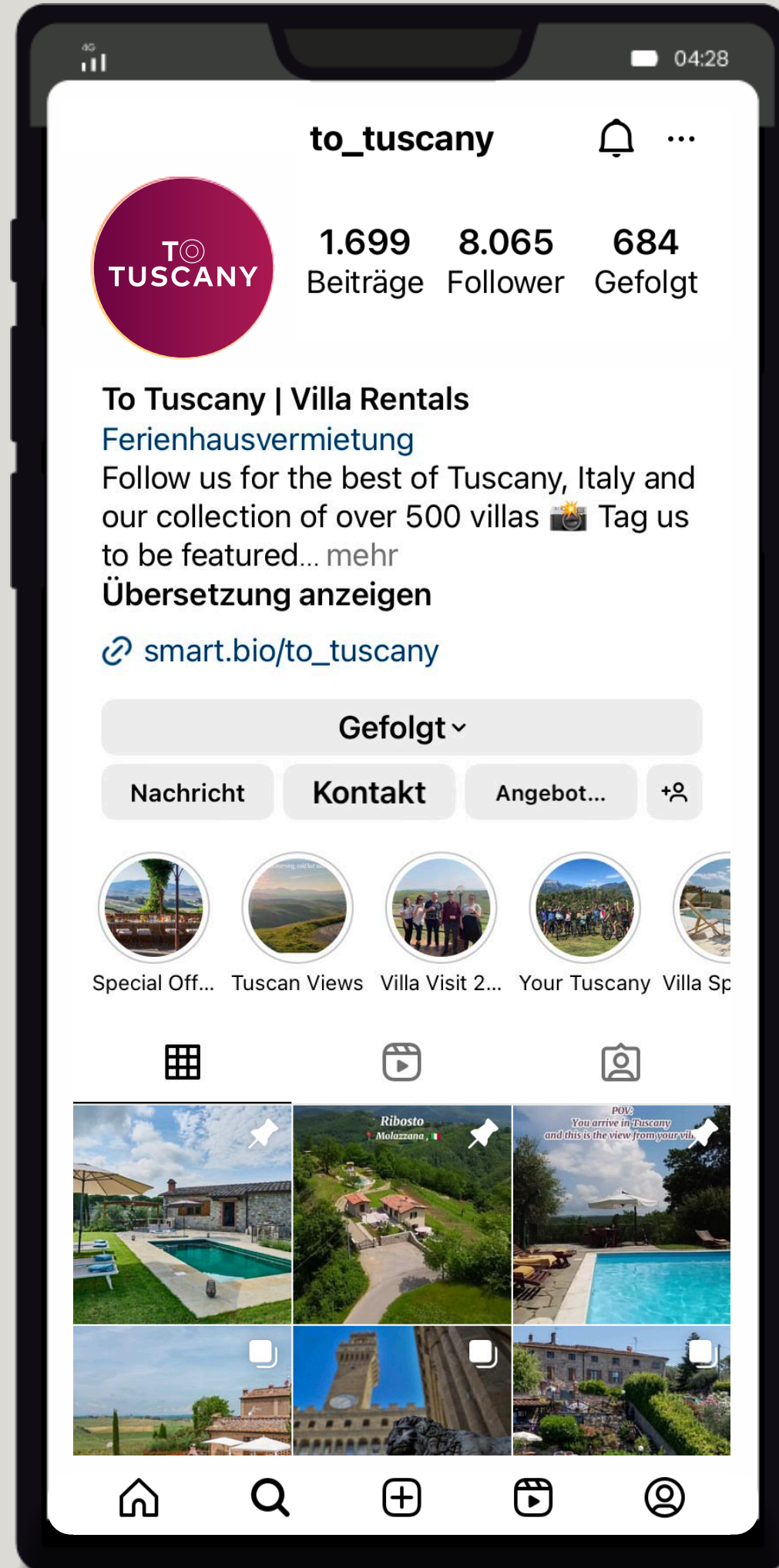






FACEBOOK

INSTAGRAM



TO TUSCANY Logo Redesign



CAR LABELLING

TO TUSCANY Logo Redesign



CAR LABELLING

TO TUSCANY DESIGN RELAUNCH
PROCESS DOCUMENTATION
Stand: August 2024

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Visual Communication, Concept + Illustration

