



Rêve
D'ÎLE

AN ISLAND OF DREAMS

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1. Introduction

Brand Overview

Rêve D'ÎLE is a unique real estate destination where sea and nature exist in perfect harmony.

Nestled on the shores of Ras Sedr, the project brings together the calmness of the sea, the freshness of tropical greenery, and the vibrant spirit of island life. Its name—"Dream of the Island"—captures the essence of a place designed to feel like an everyday retreat: serene, natural, and effortlessly alive.



Brand Vision & Mission

Vision

To redefine seaside living in Egypt by creating an island-inspired sanctuary where people can experience the perfect blend of tranquility, nature, and modern comfort.

Mission

We are committed to developing a community that connects people with the sea and nature in a seamless way. Through thoughtful design, lush landscapes, and sustainable practices, Rêve D'ÎLE offers not just homes, but a lifestyle that feels like a permanent tropical escape.

Brand Values

Authenticity: Staying true to the natural beauty of Ras Sedr and creating a space that reflects its genuine spirit.

Harmony: Blending sea, greenery, and architecture in a way that feels effortless and balanced.

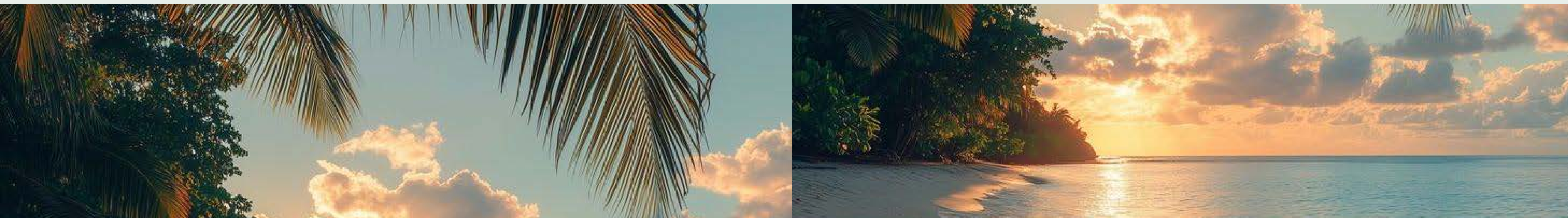
Tranquility: Providing an environment that inspires peace, calm, and relaxation every day.

Vitality: Infusing the project with energy and life through vibrant colors, tropical elements, and community spirit.

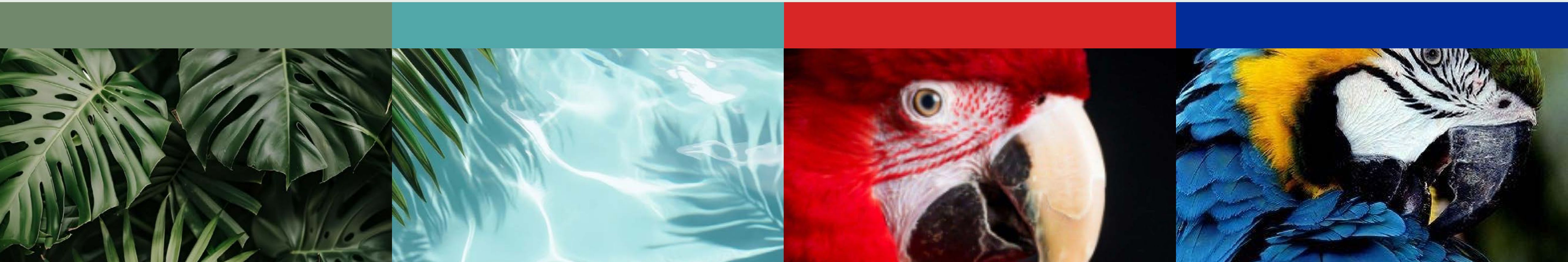
Sustainability: Respecting nature by building responsibly and ensuring a long-lasting, eco-conscious lifestyle.

2. Look & Feel

The look and feel of Rêve D'ÎLE is inspired by the effortless harmony of sea and nature. Every visual element conveys calmness, balance, and escape—like stepping into a tropical island where time slows down.



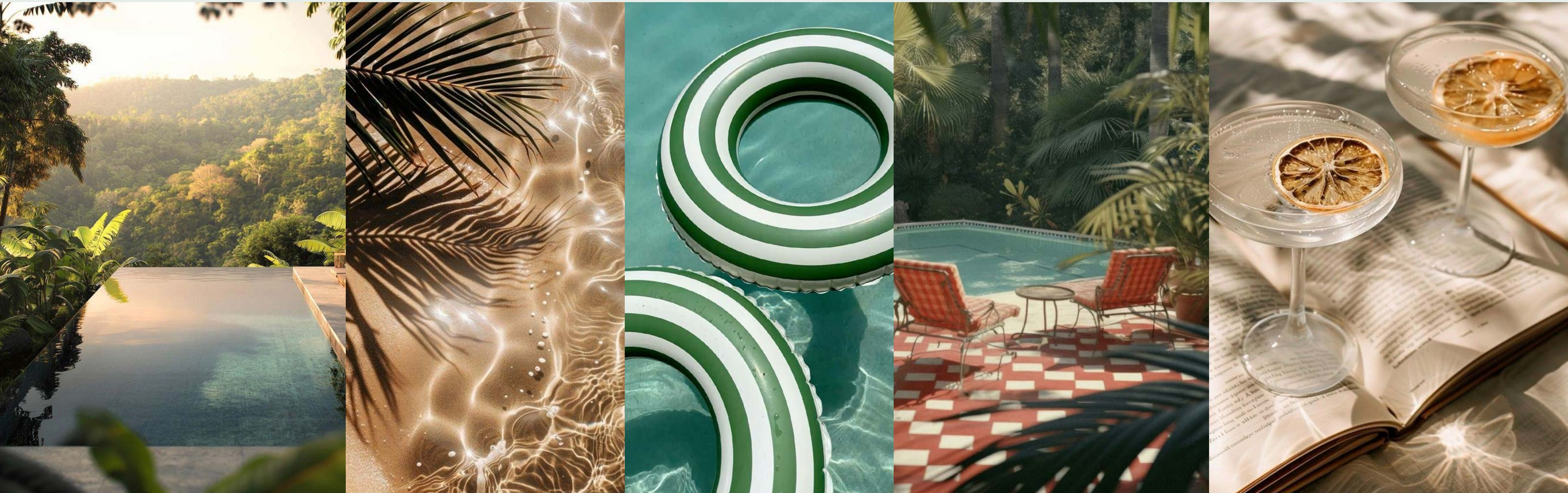
The palette is grounded in soothing shades of blue and green, echoing the sea and lush tropical landscapes, while vibrant accents of red and deep blue—drawn from the exotic parrot—add personality, energy, and vitality.



Photography Style

Photography style is minimal and clean, yet infused with a touch of greenery and subtle tropical vibes. Shots highlight natural textures, soft sunlight, and wide open spaces that feel calm and airy. The greenery is present but never overwhelming—just enough to add freshness and life while keeping the overall aesthetic refined and minimal.

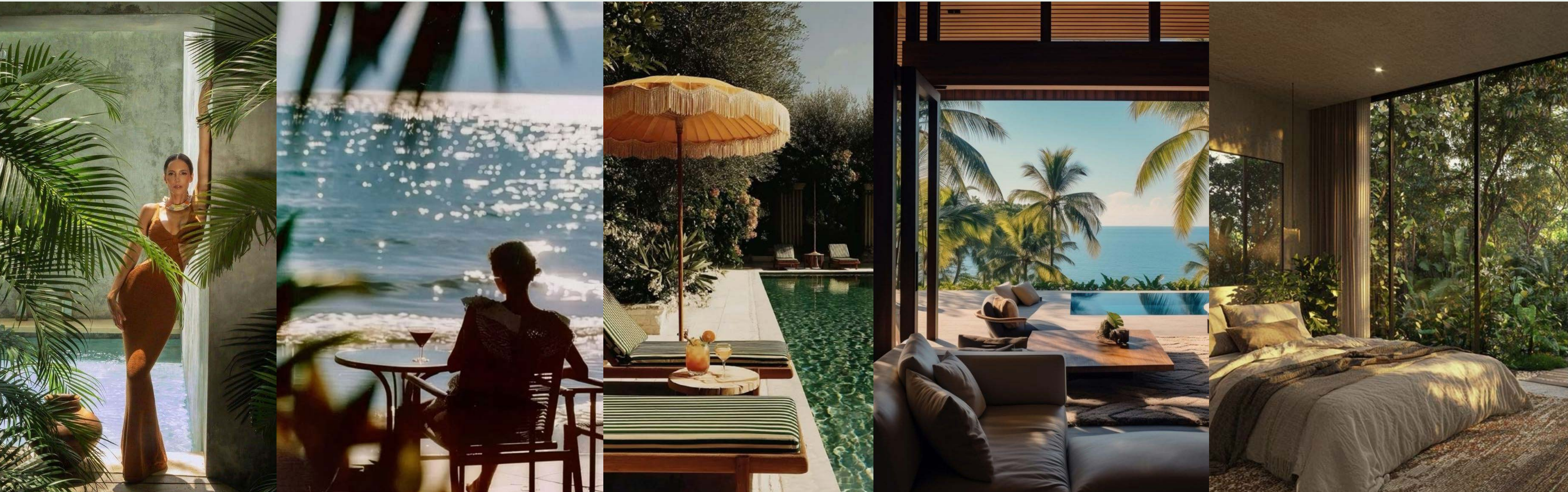
The overall mood is tranquil yet full of life: modern and refined, but always connected to nature. It feels like a retreat where elegance meets simplicity, and where every detail reminds you that this is not just a place to live—it's a dream to experience.



Videography Style

The videography style captures the serene essence of Rêve D'ÎLE through calm, cinematic motion and natural light. Each frame flows gently, evoking a sense of tranquility and connection with nature. Slow pans, soft transitions, and wide-angle shots emphasize the harmony between the sea, the greenery, and architectural simplicity. The color grading remains warm and airy, with hints of tropical greens and ocean blues that reflect the brand's identity. Sound design complements the visuals with subtle ambient tones—waves, wind, and rustling leaves—creating a multisensory experience that feels both grounding and aspirational.

Every scene tells a story of calm luxury and effortless living, where time moves slower and life feels beautifully balanced.



3. Logo System

Primary Logo



Rêve
D'ÎLE

Secondary Logos

Rêve D'ÎLE

Submarks & Icon

The brand mark should only be used as a secondary element (e.g., social media icons, favicon) — never as a replacement for the main logo.



Clear Space

To maintain the logo's visibility and impact, it must always be surrounded by sufficient clear space. This area ensures the logo is never crowded by text, graphics, or other design elements.



Incorrect Usage

To preserve the integrity of the Rêve D'ÎLE logo, it must always be used consistently and never altered. Below are examples of incorrect usage that should be strictly avoided:

Do not use colors outside the official brand palette



Do not reduce the logo's opacity or blend it into backgrounds.



Do not scale the logo below the minimum size, as it loses legibility.



Do not stretch, squash, or rotate the logo.



Do not change or replace the logo's typography.



Do not add shadows, gradients, or effects to the logo.



4. Color Palette

Primary Colors

CMYK: 16, 0, 21, 47
RGB: 114, 136, 107
HEX: 72886B
RESEDA GREEN

CMYK: 18, 0, 21, 31
RGB: 145, 176, 139
HEX: 91B08B

CAMBRIDGE BLUE

CMYK: 25, 0, 29, 18
RGB: 157, 209, 149
HEX: 9DD195

CELADON

CMYK: 21, 0, 25, 4
RGB: 192, 244, 184
HEX: C0F4B8

TEA GREEN

Primary Colors

CMYK: 30, 0, 17, 72
RGB: 50, 71, 59
HEX: 32473B

BRUNSWICK GREEN

CMYK: 29, 0, 17, 42
RGB: 105, 147, 122
HEX: 69937A

VIRIDIAN

CMYK: 30, 0, 18, 17
RGB: 147, 211, 174
HEX: 93D3AE

CELADON

CMYK: 25, 0, 16, 5
RGB: 181, 242, 203
HEX: B5F2CB

CELADON

Secondary Colors

CMYK: 26, 0, 61, 13
RGB: 163, 221, 86
HEX: A3DD56

YELLOW GREEN

CMYK: 21, 0, 46, 5
RGB: 191, 242, 131
HEX: BFF283

MINDARO

CMYK: 15, 0, 32, 0
RGB: 216, 255, 174
HEX: D8FFAE

TEA GREEN

CMYK: 6, 0, 16, 0
RGB: 239, 255, 215
HEX: EFFF7

NYANZA

Secondary Colors

CMYK: 0, 4, 75, 10
RGB: 229, 220, 57
HEX: E5DC39
CITRINE

CMYK: 0, 2, 59, 2
RGB: 249, 245, 103
HEX: F9F567
ICTERINE

CMYK: 0, 1, 35, 0
RGB: 255, 253, 166
HEX: FFFDA6
MINDARO

CMYK: 0, 1, 16, 0
RGB: 255, 253, 215
HEX: FFFDD7
CREAM

Accent Colors

CMYK: 0, 100, 94, 37
RGB: 160, 0, 9
HEX: A00009
PENN RED

CMYK: 0, 100, 100, 11
RGB: 228, 0, 1
HEX: E40001
RED

CMYK: 0, 78, 74, 0
RGB: 255, 57, 66
HEX: FF3942
IMPERIAL RED

CMYK: 0, 63, 55, 0
RGB: 255, 95, 114
HEX: FF5F72
BRIGHT PINK

Accent Colors

CMYK: 99, 83, 0, 39
RGB: 2, 26, 155
HEX: 021A9B
ZAFFRE

CMYK: 94, 87, 0, 11
RGB: 13, 30, 228
HEX: 0D1EE4
BLUE

CMYK: 78, 65, 0, 0
RGB: 57, 88, 255
HEX: 3958FF
RISD BLUE

CMYK: 63, 51, 0, 0
RGB: 95, 126, 255
HEX: 5F7EFF
CRAYOLA

Accent Colors

CMYK: 99, 26, 0, 31
RGB: 1, 130, 175
HEX: 0182AF
CERULEAN

CMYK: 100, 31, 0, 11
RGB: 0, 158, 228
HEX: 009EE4
CELESTIAL BLUE

CMYK: 78, 20, 0, 0
RGB: 57, 203, 255
HEX: 39CBFF
VIVID SKY BLUE

CMYK: 63, 13, 0, 0
RGB: 95, 223, 255
HEX: 5FDFFF
SKY BLUE

5. *Typography*

Primary Typeface

Used as a distinctive design element **for the first letter in each word within headlines.**

Adds character and emphasis, giving headlines a unique and recognizable look.

Represents the brand's bold yet refined personality.

Primary Typeface

Burgues Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Typeface

Used for the **rest of the headline text after the first letter.**

Clean, modern, and minimal to ensure clarity and balance with the decorative primary typeface.

Maintains consistency across all communication.

Secondary Typeface

TAN - Angleton Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Tertiary Typeface

A neutral, geometric sans-serif font.

Used for **body text, long paragraphs, and captions.**

Ensures high readability while maintaining a contemporary, minimal aesthetic.

Tertiary Typeface

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aileron Thin

Aileron Thin Italic

Aileron UltraLight

Aileron UltraLight Italic

Aileron Light

Aileron Light Italic

Aileron Regular

Aileron Italic

Aileron SemiBold

Aileron SemiBold Italic

Aileron Bold

Aileron Bold Italic

Aileron Heavy

Aileron Heavy Italic

Aileron Black

Aileron Black Italic

6. Brand Applications

event visuals



event visuals



event visuals



event visuals



event visuals



event visuals



event visuals



event visuals



Billboard & Outdoor



Billboard & Outdoor



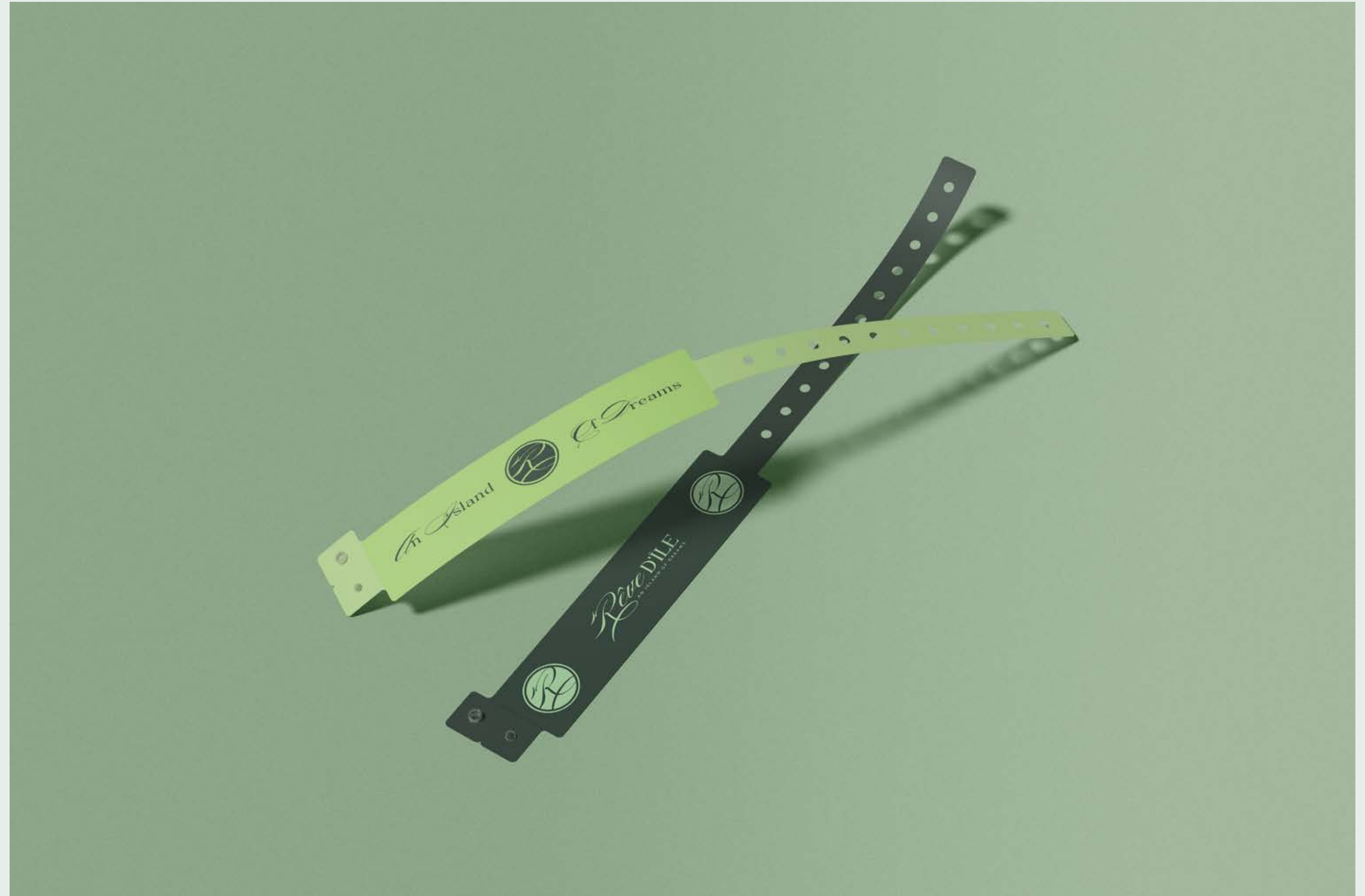
Billboard & Outdoor



Flags



Wristband



Event Booth



Envelope & Contract



Letterhead



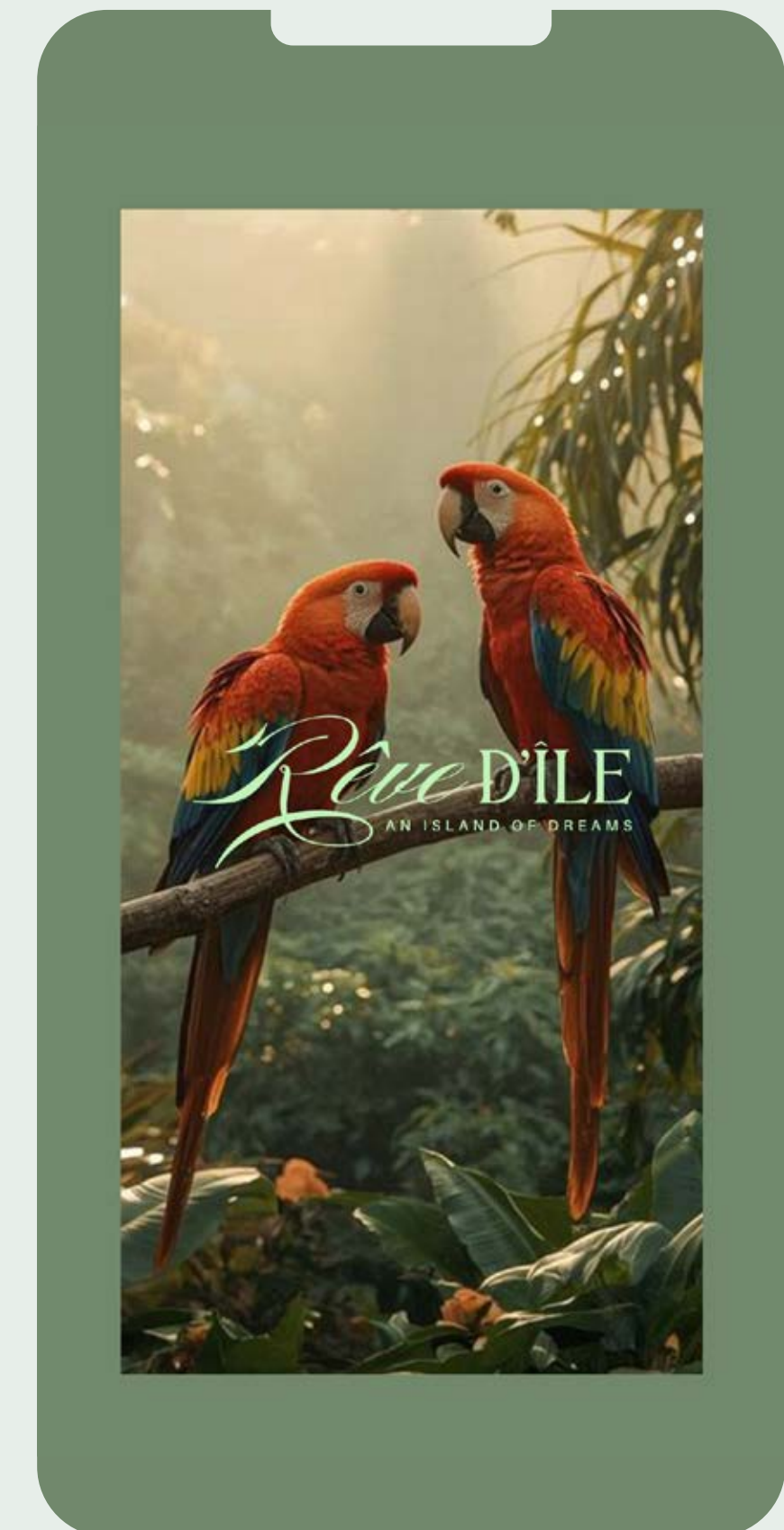
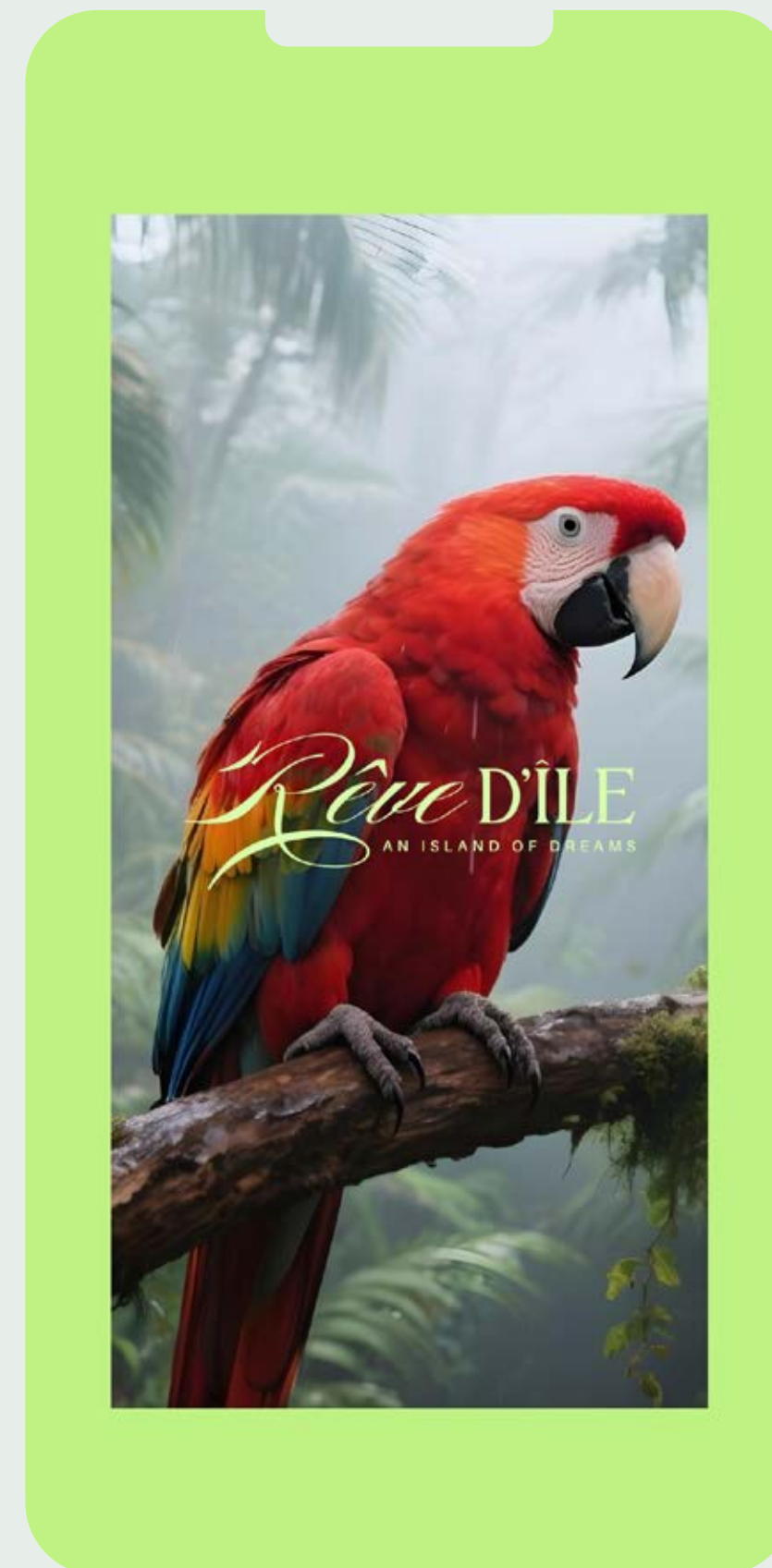
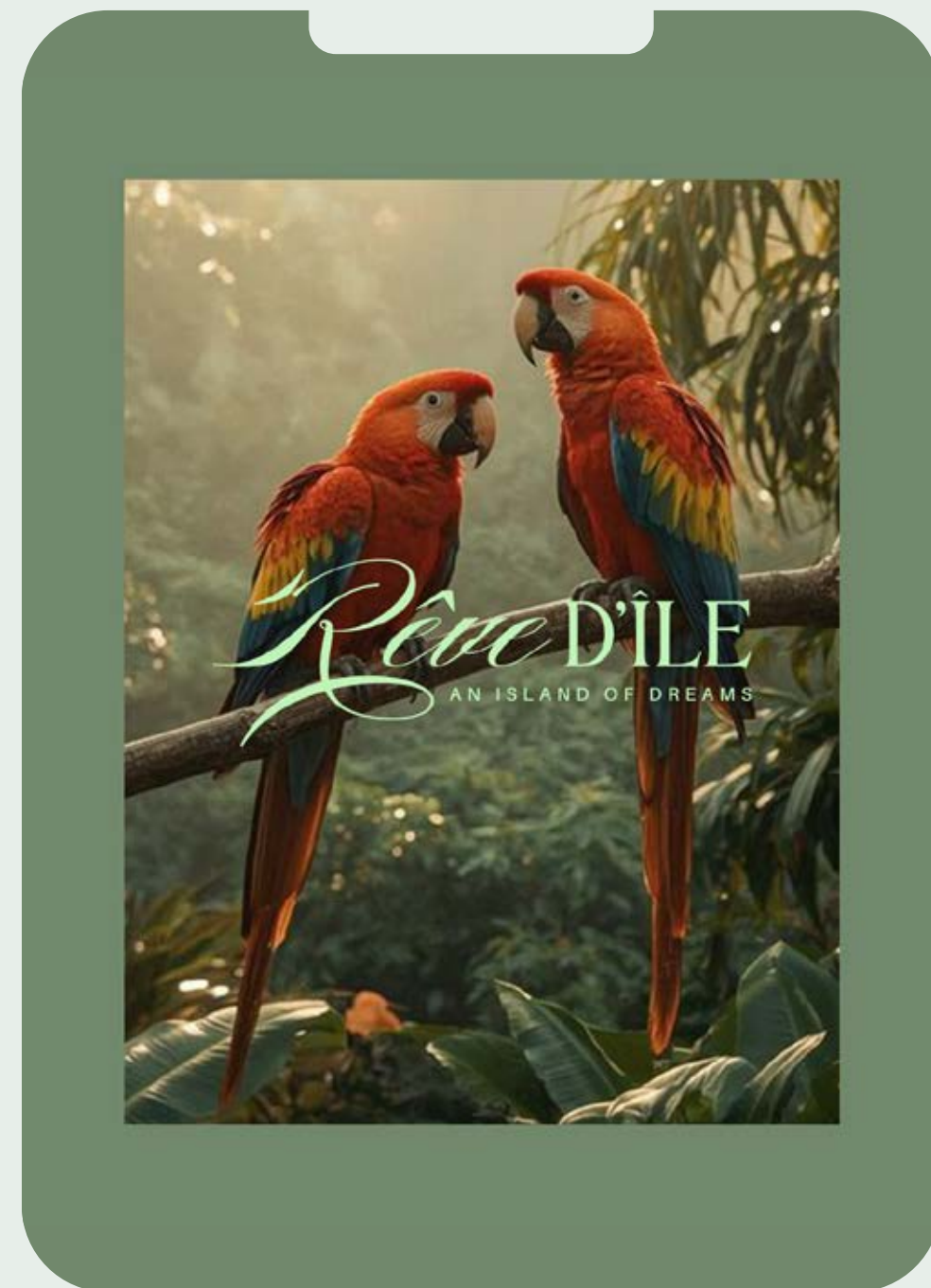
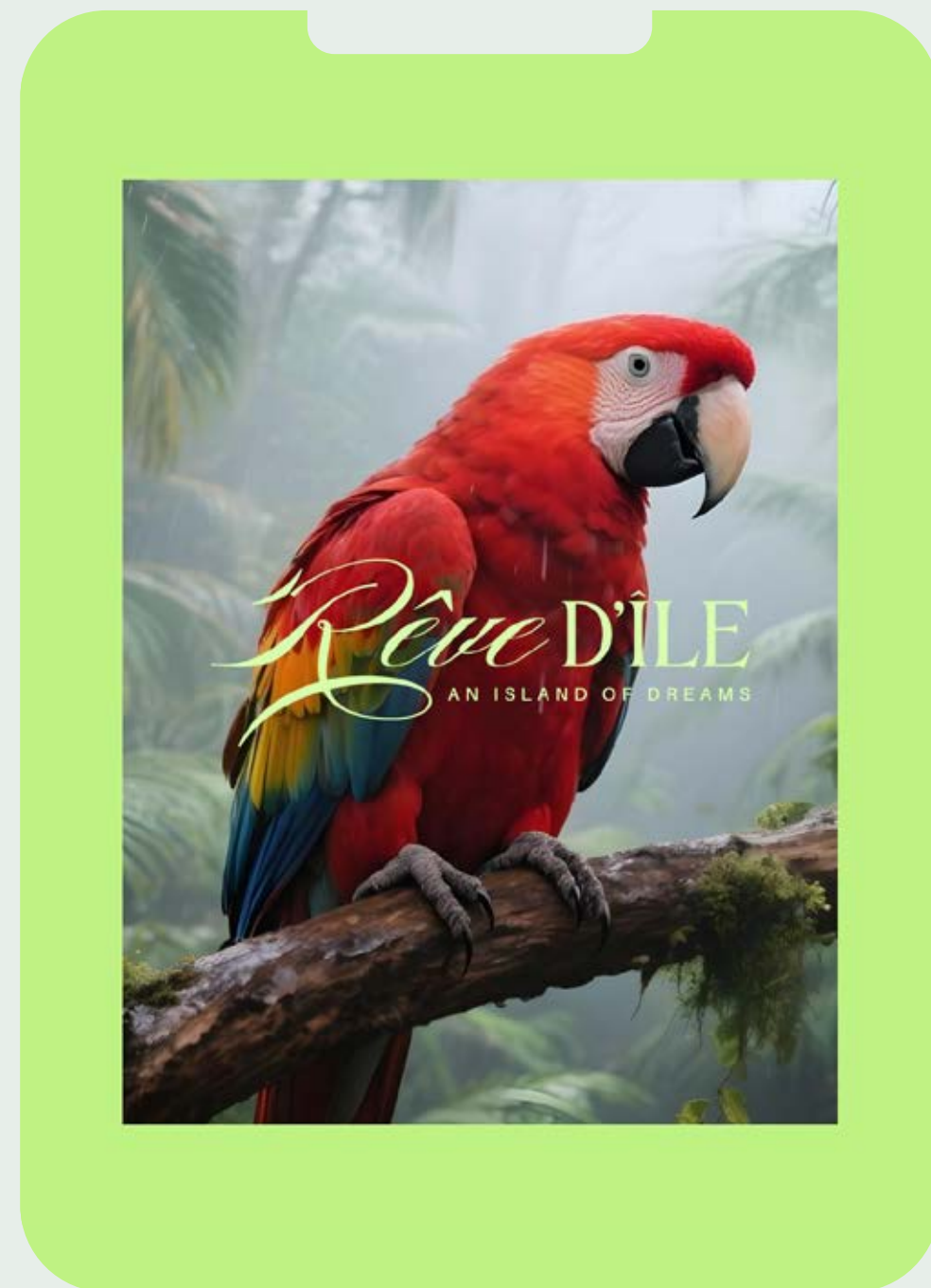
7. *Digital Content*

Paid Content:

Crafted with a clear call-to-action, this content is conversion-focused. It aims to generate leads, drive inquiries, and highlight offers or exclusive opportunities. Visuals and copy are concise, impactful, and directly aligned with campaign goals.

post

story



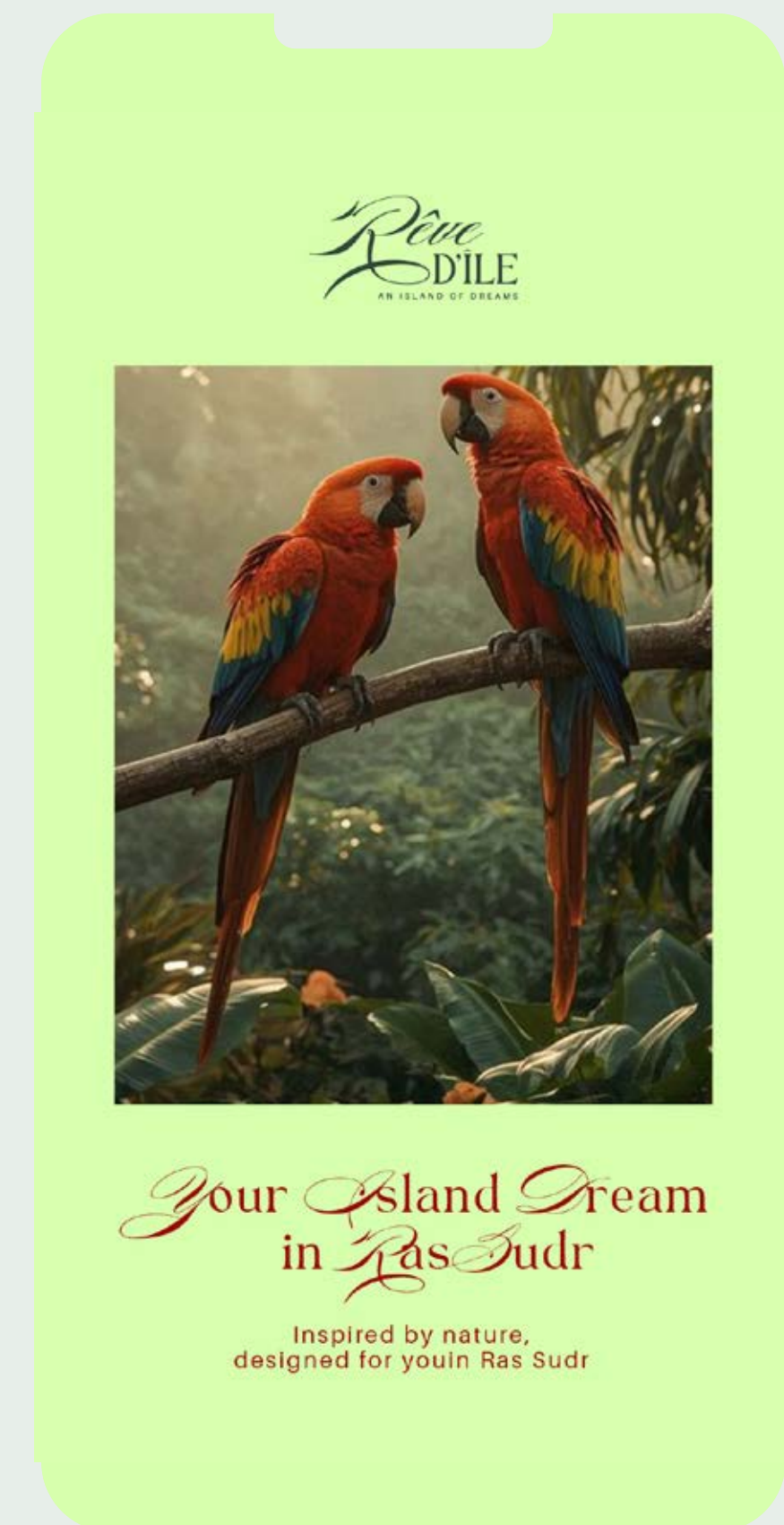
Unpaid (Organic) Content:

Unpaid (Organic) Content:

Designed to build awareness, engagement, and emotional connection. This content reflects the brand lifestyle, values, and storytelling aspects. It showcases the serene tropical mood, the harmony of sea and nature, and the calm living experience of Rêve D'ÎLE.

post


story



8. Social Media Designs

Rêve D'ÎLE

NOVARA
DEVELOPMENT



*Your Island Dream
in Red Sea*

Inspired by nature,
designed for you in Red Sea

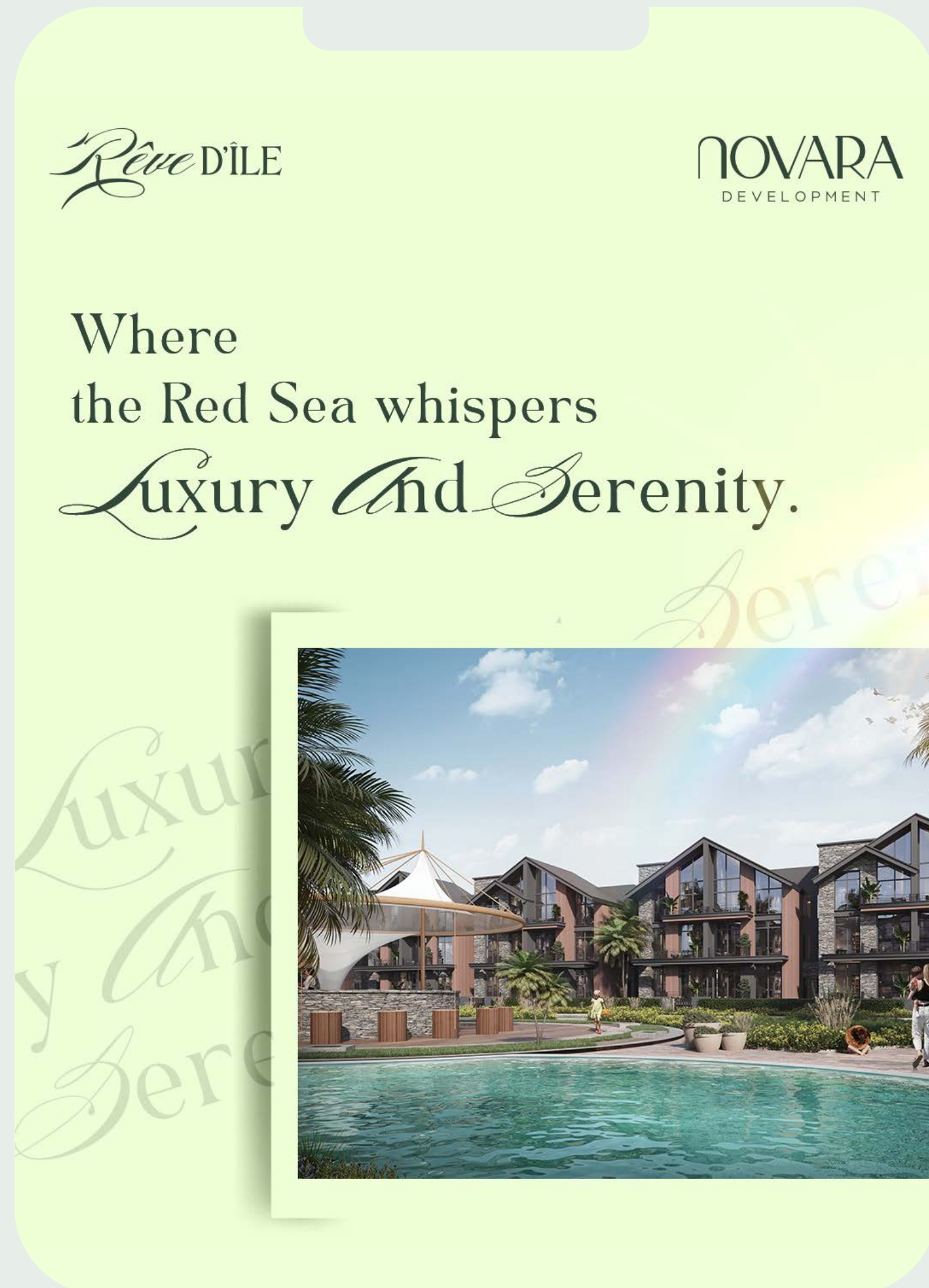
Rêve D'ÎLE

NOVARA
DEVELOPMENT



*Your Island Dream
in Red Sea*

Inspired by nature,
designed for you in Red Sea





Thank You