



B&B; GIULIA

Agency Brand Book & Visual Identity System

Executive Summary

B&B; Giulia is positioned as a boutique hospitality destination combining authentic Sicilian culture, refined comfort, and personalized guest experiences.

Brand Vision

To become the preferred boutique accommodation for travelers seeking genuine Sicilian hospitality in Taormina.

Brand Mission

Deliver memorable stays through warmth, local expertise, and elevated guest care.

Core Values

Authenticity, Hospitality, Elegance, Trust, Comfort, and Cultural Connection.

Target Audience

Couples, luxury leisure travelers, cultural explorers, food enthusiasts, and international tourists.

Logo Guidelines



The gold monogram 'G' with three stars represents premium hospitality, elegance, and trust. Maintain adequate clear space equal to the height of one star around the logo.

Minimum Size: 25 mm width for print and 120 px for digital use.

Color System

Color	HEX	Usage
Royal Mediterranean Blue	#153A6B	Primary backgrounds
Luxury Gold	#D8C07A	Logo & accents
Cream White	#F5F1E8	Backgrounds
Charcoal	#333333	Body text
Olive Accent	#7A8B52	Supporting graphics

Typography

Display: Playfair Display

Secondary: Cormorant Garamond

Body: Montserrat

Digital UI: Inter

Photography Direction

Capture natural light, Sicilian breakfasts, terraces, sea views, architecture, gardens, and authentic guest moments. Use warm color grading and premium editorial composition.

Customer Persona: Luxury Couple

Seeking romantic escapes and premium service.

Customer Persona: Cultural Explorer

Interested in history, food, and local experiences.

Customer Persona: Leisure Traveler

Values comfort, convenience, and authenticity.

Social Media Guidelines

Content mix: 40% destination inspiration, 30% property highlights, 20% guest experiences, 10% promotions.
Maintain luxury editorial aesthetics and consistent gold/blue branding.

Brand Applications

- Business Cards
- Letterhead
- Guest Welcome Cards
- Room Information Booklets
- Website Design
- Instagram Templates
- Exterior Signage
- Email Signatures

Tagline Options

Experience Authentic Sicilian Comfort
Luxury Through Simplicity
Your Home in Taormina
Small Place. Exceptional Hospitality.

Brand Governance

All marketing materials should preserve the premium blue-and-gold identity, maintain consistent typography, and reinforce authentic Sicilian hospitality across all touchpoints.