

Brand book of ColivingLiguria

Our Mission

To breathe new life into the historic villas of Chiapella, transforming them into a sustainable, affordable, and deeply connected coliving community that empowers students, creators, and changemakers to thrive together.

Core identity

ColivingLiguria sounds clear, grounded, technically capable, and human. We reject luxury hospitality tropes and generic startup hype. Because we are a community-driven project, our identity remains stable and authentic whether we are speaking to residents, volunteers, local institutions, or corporate partners.



SM logo usage rules

- Do not stretch, skew, outline, recolor, or place the logo inside decorative shapes.
- Do not use the logo as a background pattern unless a separate pattern system is approved.
- Keep enough clear space around the lizard mark for the form to breathe.

Business logo usage rules



- Reserved strictly for formal, legal, and business relations purposes
- Do not stretch, skew, outline, recolor, or place the logo inside decorative shapes.
- Do not use the logo as a background pattern unless a separate pattern system is approved.

Font system

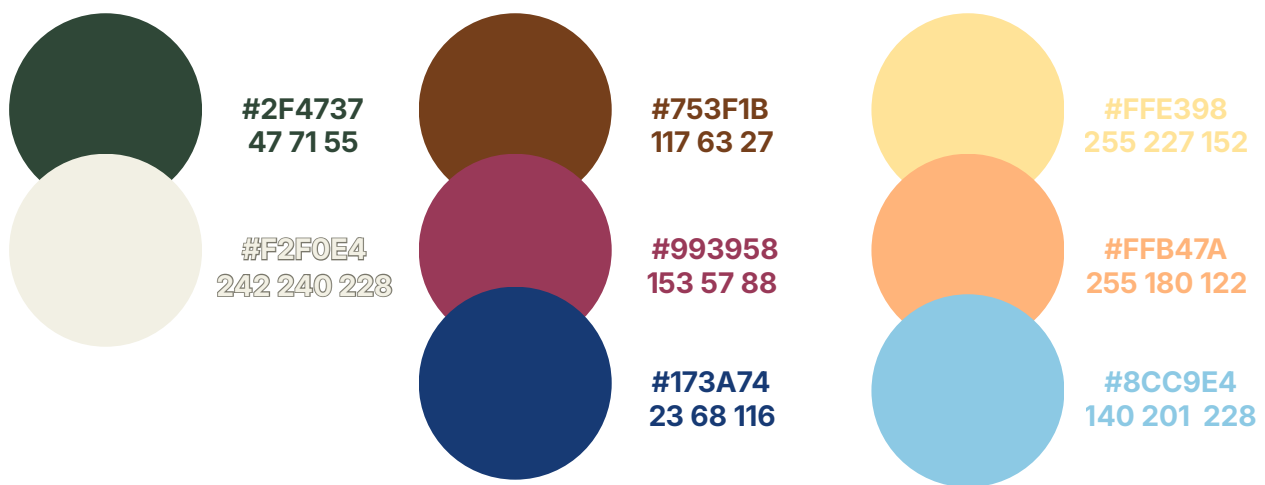
Headings: League Spartan

Body text: Inter

Accent text: Handsome

Colour variations

To maintain visual consistency and protect our brand identity, only the official colors may be used across any brand assets, touchpoints, or communications.



*Substitutions: You may only use the exact colors: No other hues, shades, or tints are permitted.

*Opacity & Transparency: The only allowed variation of these colors is the adjustment of transparency/opacity (e.g., using a 50% opacity of a brand color for backgrounds or overlays).

Writing Principles for Public Content

- **Plain & Transparent English:** Use clear, accessible language. Explain operational details simply.
- **Operational Truth:** Never invent or embellish benefits. If a claim cannot be backed up by our actual operations, assets, processes, measurable outputs, or compliance standards.
- **Action – Oriented CTAs:** Keep Call – to – Actions specific and unambiguous. Use precise verbs like apply, join, book, etc.
- **Contextual Nuance:** When crafting content for local, political, or community – facing pages, cleanly separate the warm, grassroots community voice from our official company or legal voice, while maintaining our core identity.