

Semiotic Parades:

DANCING PROPERTREE



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Sumba Beach, a brand that embodies the essence of serenity, adventure, and mindful luxury. Through our artistic prowess, we've had the privilege to shape the visual identity of Sumba Beach, capturing its unique spirit and allure.

Sumba Beach isn't just a resort; it's an invitation to experience the symphony of nature and culture. Our partnership with Sumba Beach allowed us to infuse their commitment to sustainability and environmental stewardship into every visual element we created, ensuring a cohesive narrative that resonates with conscious travelers.

Together, we invite you to uncover the hidden treasures of Sumba Beach, where each visual element tells a story of nature, culture, and a harmonious connection with the world around us.



INTERPRETATION KEY POINT

01. SUNSET

The sun is a powerful and enduring symbol, representing life, warmth, and nourishment in many cultures. Its radiant energy provides us with light and heat, powering both the natural world and our own technological advancements.

We drew inspiration from the breathtaking sunsets of Walakiri Beach for our logo, a fitting tribute to the sun's awe-inspiring beauty and its role as a source of renewable energy. By embracing the sun's symbolic and practical power, we aim to nourish and energize all those who visit Sumba Beach.



INTERPRETATION KEY POINT

02. DANCING TREE

The dancing trees may be seen as a symbol of the vibrant local culture and traditions in Sumba.

Locally, dance is an important part of daily life, used to celebrate important events, tell stories, and honor ancestors.

The trees may be seen as representing the rhythm and movement of these traditional dances, or as a metaphor for the resilience and strength of the Sumba people. It is also in itself a symbol of the natural beauty and abundance of the Sumba region.

The trees may be seen as swaying in the breeze, representing the movement and energy of the natural world. On top of everything, ood is also the main material used for the properties on Sumba Beach, the Dancing tree also evokes that.



03.

WALAKIRI BEACH

Some common themes associated with beaches in general include relaxation, rejuvenation, and a connection to the natural world.

Beaches are often seen as a place to escape the hustle and bustle of daily life, to unwind and reconnect with the beauty of the ocean and the sand.

Walakiri Beach, in particular, may be seen as a symbol of the pristine natural beauty of the Sumba region, with its crystal clear waters and white sandy shores. It may also represent the vibrant local culture and community, as well as the potential for adventure and exploration.



THE RESULT

Logo Element



Logogram

Logotype

Sumba Beach



Sumba Beach

#000000



Sumba Beach

#FFFFFF

BRAND GUIDELINES

Safe Zone

Sumba Beach Logogram and Logotype should always be surrounded by a minimum area of space. A margin of clear space equivalent to the width of the Logogram is shown around the logo to create the readable boundary of the area of isolation. These areas of separation and a minimum of 10px should be maintained whenever possible. These basic guidelines help ensure clarity that the brand sets down.



BRAND GUIDELINES

SUMBA BEACH

Minimal Logo Size

There are no smaller than minimum sizes for Sumba Beach logo. Icons and proportions should be preserved by the website, apps, social media, business card and others. There is no other minimum size for Sumba Beach logo. Minimum size are as shown here.



100px

100px



Sumba Beach

100px

BRAND GUIDELINES

SUMBA BEACH

BRAND GUIDELINES

Typography

Primary Font

Luxia Display is used for headers, and feature text.

Luxia Display

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Secondary Font

Gotham light is used for bodycopy.

Gotham Light

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Color Palete

Teal

C : 81% R : 35
M : 52% G : 69
Y : 70% B : 87
K : 49% #254439

90%

70%

50%

30%

Blush

C : 2% R : 231
M : 17% G : 208
Y : 23% B : 190
K : 0% #e7d0ba

90%

70%

50%

30%


Gradients


C : 8% R : 251
M : 17% G : 208
Y : 23% B : 190
K : 0% #e7d0ba

C : 8% R : 35
M : 50% G : 69
Y : 70% B : 87
K : 49% #254439



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