

LAKE 45

Brand Guidelines

LAKE 45°

Welcome to the LAKE 45 Brand Guidelines.

This document will introduce you to the basic elements of our identity system and explain how we use them to build our brand.

Understanding and adhering to these guidelines will be essential in maintaining an unforgettable and meaningful voice for LAKE 45. These guidelines describe the correct design and voice practices necessary for preserving the integrity of the brand.

This document should serve as a starting point when designing for LAKE 45. When using different elements from the LAKE 45 toolkit, be mindful of what elements can be played up and down or adjusted depending on the needs of the application.

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Corporate Identity

Vision

Long-term, aspirational goal that defines where our company wants to be in the future.

Unleashing emotions at *45 knots.*

Leave lasting memories of Como Lake
in people's minds, forever.



Mission

Outlines of our organization’s purpose and the actions that will take to achieve our vision.

Offer people exclusive and *memorable experiences* on Como Lake, starting from the strategic location at 45°N to reveal hidden corners and untold stories.

Our goal is to *enable every traveler to experience the lake as never before*, in full harmony with nature, tradition and the emotions the lake evokes.

Values

Principles that guide our identity, decisions, and interactions, defining our character and influencing our messages.

Endless Possibilities

Elegance

Embodying grace, thoughtfulness and a deep feeling of harmony in actions and experiences.

Refined

A pursuit of excellence through meticulous detail, precision, and a commitment to superior quality.

Present

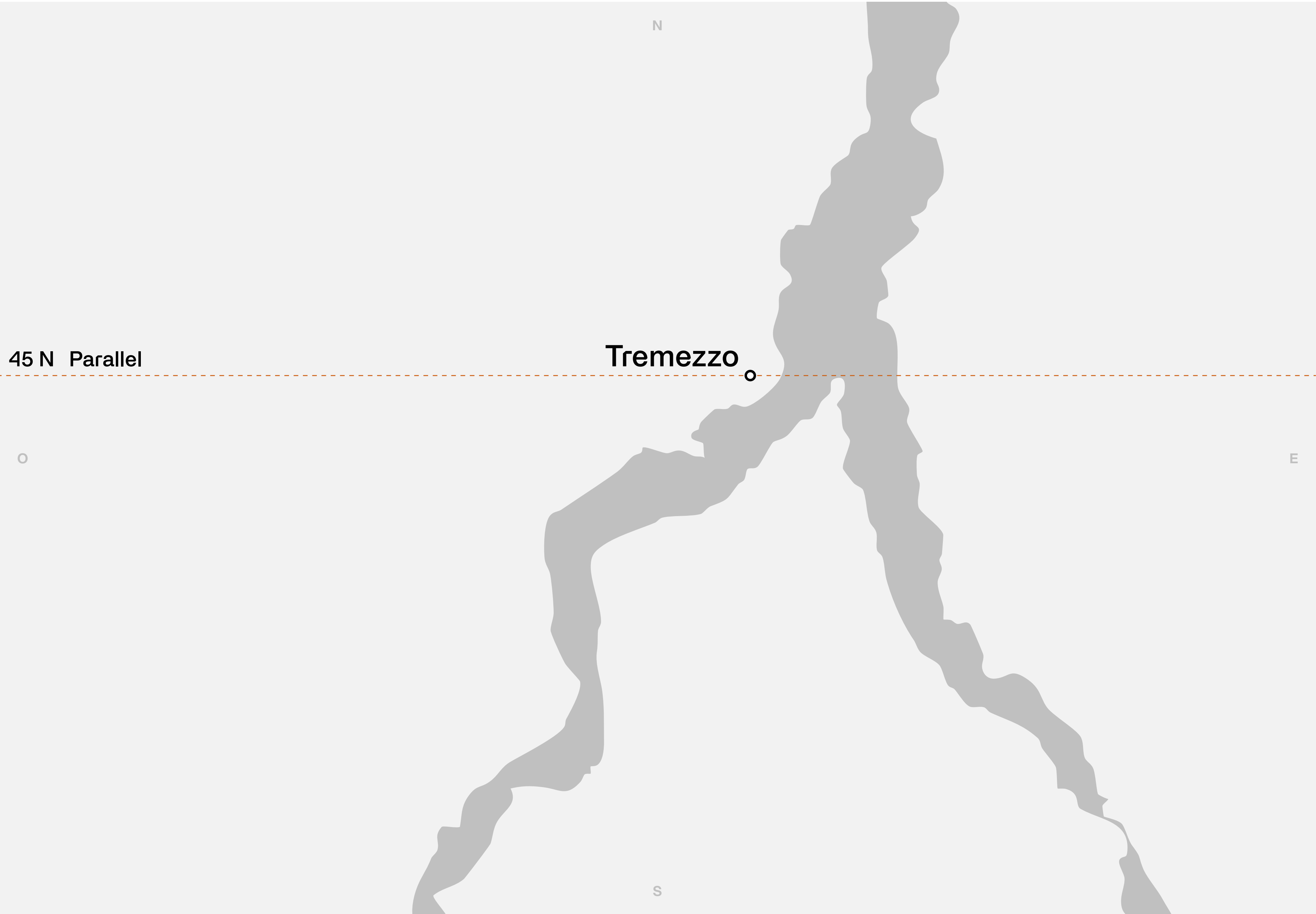
A focus on being fully engaged in the moment, offering a contemporary experience that aligns with current needs and aspirations.

Timeless

Enduring memories that transcend time, offering lasting serenity and desire.

Why Lake 45

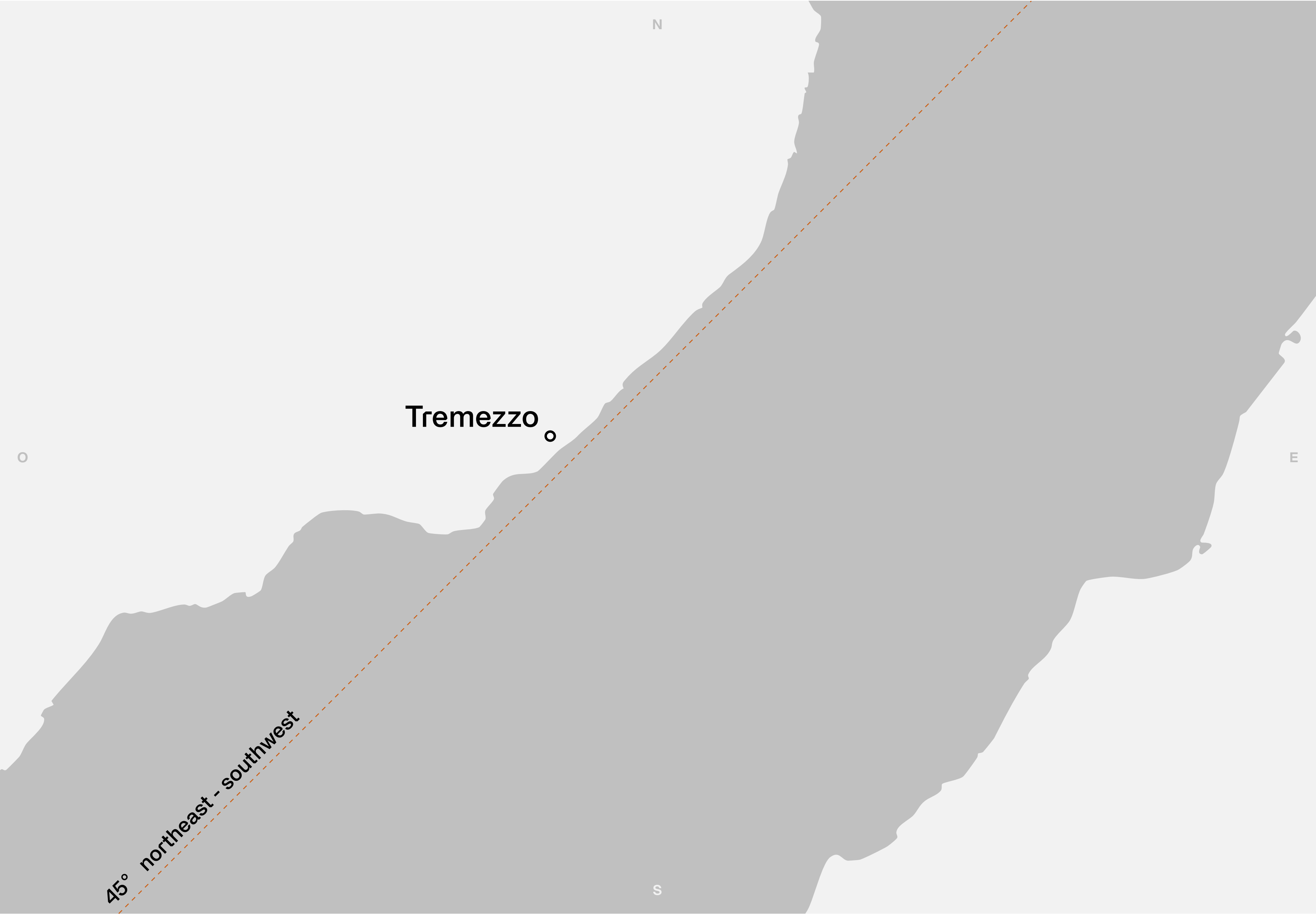
Tremezzo is located at 45° North, a number that becomes symbolic in the brand name, representing a fixed point, a reference for those who navigate the lake.



Why Lake 45

Tremezzo’s coastline runs at a precise 45° angle from the northeast to the southwest, aligning along the western shore of Como Lake.

This orientation shapes the area’s views, sunlight exposure, and accessibility, highlighting both the natural and architectural attributes.



Why Lake 45

45 Kilometers of historical and natural richness and breathtaking views.

We want to offer the opportunity to explore it in its entirety, from North to South, navigating its inlets, discovering hidden corners and experiencing the lake from a unique perspective.

Each trip is an imersive experience, designed to let people know and appreciate Lake Como in all its extraordinary beauty.

≈ 45 km

From Colico to Como



Conveying ideas, emotions, and messages through unique narratives.

Creating connection, engaging audiences, and giving meaning to our experience.

The compass at 45°

Positions, angles, perspectives of the lake.

A journey to discover its characteristics and what makes it so special and unique. Passing through glimpses that few people know about to succeed in reveling in them and letting the emotions flow, like the waves of Como Lake.

Our tours take you to see the lake from a new angle, between discovery and wonder, because ***everything is a matter of perspective.***

Conveying ideas, emotions, and messages through unique narratives.

Creating connection, engaging audiences, and giving meaning to our experience.

The *eye* of the lake

Lake 45 takes you to discover the deep connection between past, present and future, being Tremezzo right in the center of the lake, where you can reach the cultural, historical heritage and emotions of the water.

Every wave that washes the shore tells of ancient legends and unforgettable moments.

All these incredible *events have passed right through the center of the lake where Tremezzo stands*, unique witness to every little detail.

Lake 45 invites you to take a deep breath and immerse yourself in this living history. Let be floated by the waves, where past and present meet, and where every corner tells an emotion.

Analysis & Strategy

Services

Explanation of the services offered to the people.

Lake 45 offers unique and personalized experiences through boat tours on Lake Como, designed to offer people total immersion in the surrounding natural beauty.

Each tour is designed to meet different needs and preferences, ensuring both relaxing and adventurous moments in an intimate, private and classy atmosphere.



Designed to ensure with ease to take advantage of the wonders of the lake.



Experiences tailored to people, where they can choose the route, stops and duration, to experience Lake Como in a unique way.

Positioning

How the brand want to communicate and be perceived on the market.



Lake 45 stands out as an exclusive and refined brand in the boat tour industry.

We offer *personalized and intimate experiences* away from mass tourism. Our boats and flawless service are our strengths, aiming at those who are seeking quality and authenticity.

Target audience

Our main type of customers.

People

Tourists who want to discover the lake from a unique perspective. Couples looking for romantic experiences. Families who want to spend special moments together. Travelers seeking exclusive experiences.

Key demographic

Adults, 25-60 years old. Professionals, entrepreneurs, people who travel to Italy with the goal of making their trip memorable. They do not want to compromise but enjoy the experiences. They dislike bureaucracy in processes.

Behaviors

People who do a lot of research to organize their trips in the best way possible, but at the same time they appreciate the advice of locals to discover the best experiences. They buy online and go for premium packages, to have everything ready but still tailor made.

Interests

They love to take advantage of the characteristic beauty that the places they visit have to offer. They want to find true culture in what they do. People that seek luxury experiences, high gastronomy, and experiences to be documented and remembered.

Content preferences

They look for content in digital that manages to explain what the experiences would be, leaving nothing to chance. They are impressed by the distinctive aspects of the culture they visit. They love landscapes, landscapes and the aesthetic in authentic mood. They are attracted to curated visual elements that succeed in the 'wow' effect, projecting people into what they themselves will see.

Brand perception

How the brand should be perceived.

Lake 45 is positioned in the market as a brand of high quality and exclusivity.

It offers unique experiences that combine luxury and nature in an authentic and truly lasting way.

People should perceive us as a benchmark for exclusive and memorable tours, where every detail is taken care of to create an intimate and unique atmosphere and establish in people's minds experiences that remain in their memories forever.

Communication

Tone of voice

The way we must follow during our speech and in all kind of communication.

The tone of voice of the brand is *refined, welcoming and engaging*.

Words, phrases, and what is said should *convey the exclusivity of the experience* without coming across as elitist, combining evocative language with a touch of local authenticity and Italian-ness.

The tone should vary slightly depending on the context in which it is used:

→ Website & brochure

Elegant and descriptive, with emphasis on the quality and charm of the lake.

→ Social media & newsletter

Warmer and more engaging, with storytelling that creates desire for discovery.

→ Customer support & responses

Friendly and professional, while maintaining a personal touch.

Brand terminology

Words matter. The attention to the words used is important to maintain brand coherence.

The terminology used by the brand, channels and service will need to convey clarity, expertise and proximity to people's needs.

It should not be overly technical in the nautical field, but will include some essential references to help the audience immerse themselves in the context in a natural and accessible way.

It will be helpful to put into words the values on which the brand is based such as elegance, contemporary and sophistication.

Some examples of words to use and how to use them:

Dos

- Italian words → mamma mia, villa, bravo
- LAKE45 → always said as Lake forty-five
- Tours → experience or journey
- Crew → skipper or driver

Don'ts

- Technical nautical languages
- Language too formal

Brand character

Characterial variables of the brand’s voice.



Channels

How the communication style should vary in different touchpoints with customers.

Conversation

Friendly, helpful and reassuring communication. The tone should be friendly but professional, conveying expertise and customer care. Conversations with responses should be comprehensive and personalized to make each person feel heard and valued.

Social Media

The style must be engaging, emotional and authentic. Content should tell about moments experienced during the tours and interesting facts about the lake. A mix of storytelling and imagery to create a connection with the audience, while still maintaining a high but still accessible language.

Website

Main channel for institutional presentation. Communication must emphasize the quality of the experience, with evocative images, well-edited text, immersive storytelling, and get across the deep emotions that people will experience as a result of these unforgettable experiences.

Logo

LAKE 45°
TREMEZZO BOAT TOUR

Meanings

The explanation of hidden and exposed meanings in our logo.

The name of our home, our heritage	Tremezzo's latitude and coastline angle	Degree, point
LAKE	45	°
T R E M E Z Z O B O A T T O U R		
An explanatory payoff, which tells what we do		

Construction

Structural construction of the logo.

Logotype

Number

Degree

LAKE 45°
TREMZZO BOAT TOUR

Payoff

Versions

Primary

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

LAKE 45°
TREMEZZO BOAT TOUR

Versions

Primary - no payoff

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

LAKE 45°

Versions

Primary - no accent

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

LAKE 45

Versions

Monogram

Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.



Versions

Monogram - no accent

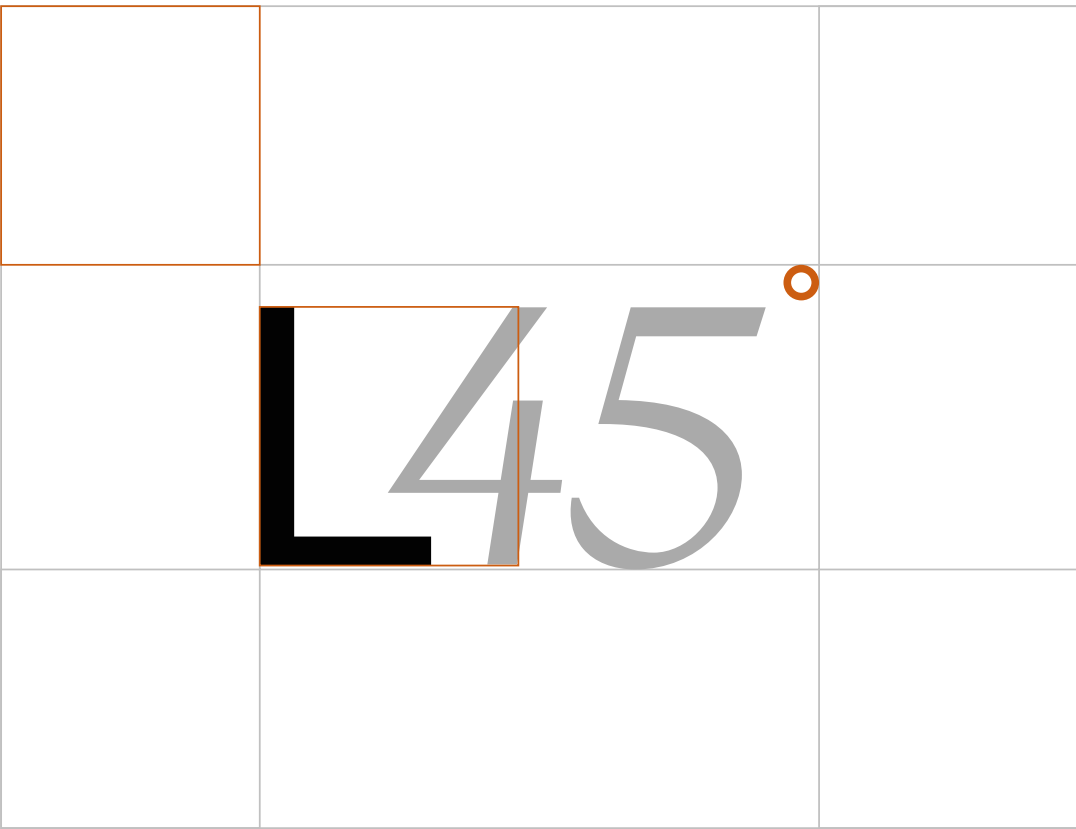
Don't stretch, don't rotate, don't use different fonts, don't use opacity, don't do color combinations other than those proposed.

L45

Clear-space

In order to maintain clearence and visibility, all the applications of our logos must respect a precise clear-space around it.

The clear-space is calculated on the square traced from the bottom to the top of the L letter. The square is then placed in the corners of an imaginary rectangle outside the logo.



Colors

Orange 45

Recalling in the mind of people a sense of heritage and classicism, Orage 45 shows up.

Orange 45 is also inspired by the shades of the teak, the typical wood used on boat.

Orange 45

RGB
204/93/17

HEX
#CC5D11

CMYK
16/71/100/5

Color palette

Giving a sense of premiums is our main goal.

The color palette, based on neutral colors - with different shades of grey - is meant to convey quality, minimalism and elegance.

Orange 45

RGB
204/93/17

HEX
#CC5D11

CMYK
16/71/100/5

White 45

RGB
242/242/242

HEX
#F2F2F2

CMYK
6/4/5/0

Black 45

RGB
2/2/2

HEX
#020202

CMYK
90/78/62/96

Light Grey

RGB
192/192/192

HEX
#C0C0C0

CMYK
28/21/22/3

Grey 45

RGB
170/170/170

HEX
#AAAAAA

CMYK
37/27/28/7

Dark Grey

RGB
96/96/96

HEX
#606060

CMYK
57/47/46/36

Optical White

Total Black

Logo on colors

To have our logo always visible and recognizable at most, we must use the following options when applied on different background colors.



Type and colors

- 1. Black text on White 45 color
- 2. White text on Orange 45 color
- 3. Black text on Grey 45 color
- 4. White text on Dark grey color
- 5. White text on Black 45 color

1

Unleashing
emotions at
45 knots.

2

Unleashing
emotions at
45 knots.

3

Unleashing
emotions at
45 knots.

4

Unleashing
emotions at
45 knots.

5

Unleashing
emotions at
45 knots.

Typography

Primary typeface

The primary font will be used on the majority of the text - on both headings and body.

APK Galeria

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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

P. character set

The primary font will be used on the majority of the text - on both headings and body.

Uppercase

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

Lowercase

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

Numbers

1 2 3 4 5 6 7 8 9 0

Accents

À à È è Ì ì Ò ò Ù ù

Punctuation

(, . : ; ? !) [& @ #] { - — } / “ ” ‘ ’

Symbols

€ \$ £ ¥ ¢ % + - × ÷ = ≈ < >

Misc.

© ® ™ *

P. character weights

The primary font will be used on the majority of the text - on both headings and body.

Primary Body Corp

APK Galeria 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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

Primary Body Corp

APK Galeria Regular

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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

Highlight Body Corp

APK Galeria Medium

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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

Button and Accent

APK Galeria Bold

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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

Secondary typeface

The secondary font will be used to add accent of character to the text - on both headings and body.

FH Ronaldson

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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

S. character set

The secondary font will be used to add accent of character to the text - on both headings and body.

Uppercase

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

Lowercase

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

Numbers

1 2 3 4 5 6 7 8 9 0

Accents

À à È è Ì ò Ò ù

Punctuation

(, . : ; ? !) [& @ #] { - — } / “ ” , , , ,

Symbols

€ \$ £ ¥ ¢ % + - × ÷ = ≈ < >

Misc.

© ® ™ *

S. character weights

The secondary font will be used to add accent of character to the text - on both headings and body.

Primary Heading

FH Ronaldson 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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

Primary Heading

FH Ronaldson Italic

*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
1234567890
“ ” , . : ; ... @ ! ? \$ % &*

Highlight Heading

FH Ronaldson Medium

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
1234567890
“ ” , . : ; ... @ ! ? \$ % &

Highlight Heading

FH Ronaldson Bold

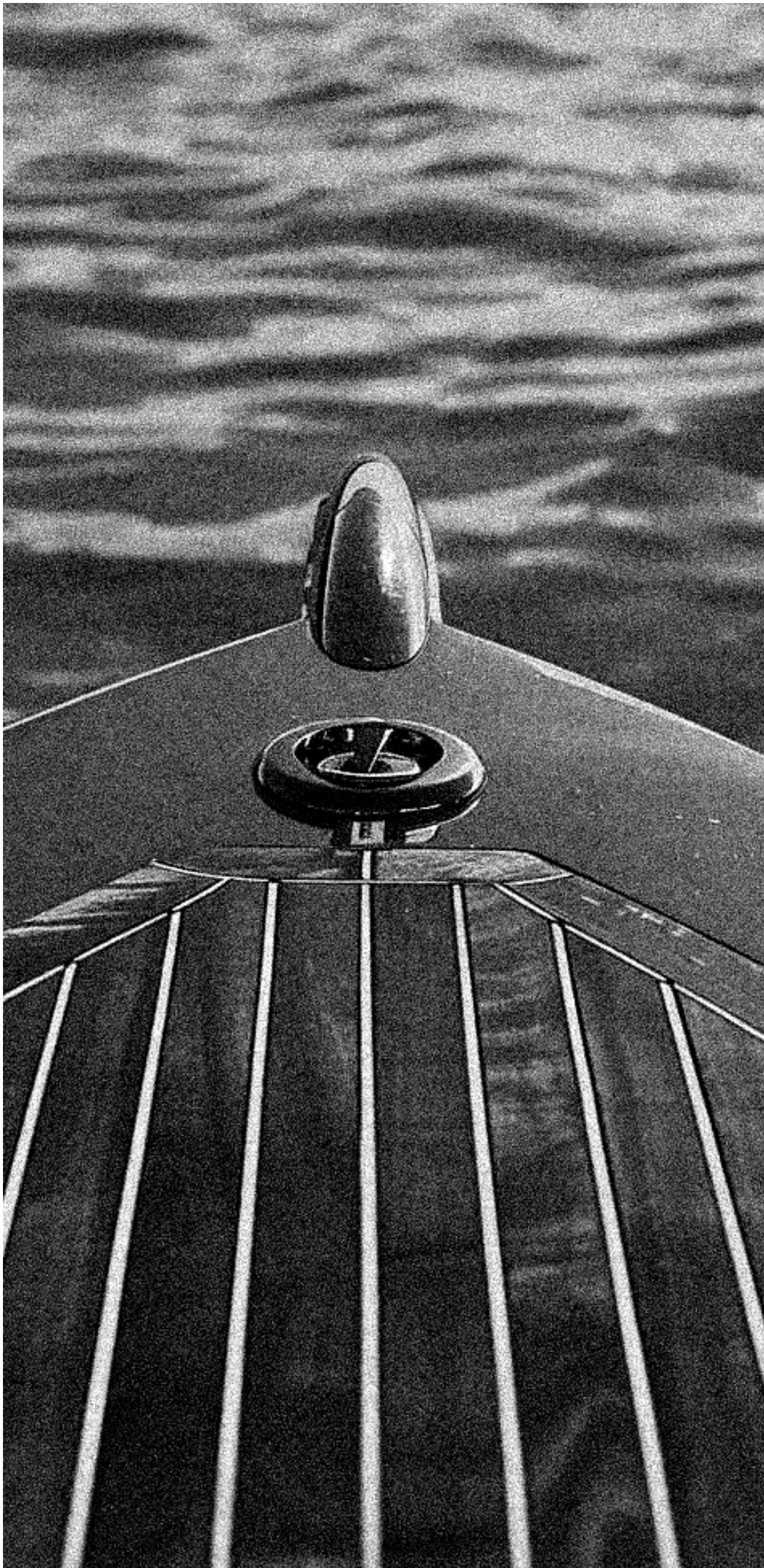
*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
“ ” , . : ; ... @ ! ? \$ % &*

Photography

Photography style

The photography should capture moments and emotions of the experiences offered.

The style should be calmy, classy and elegant, using cinematic and vintage presets or black and white with grain.



Framing

Photo compositions should be focusing on details to highlight emotions and moments that people live during our experiences.

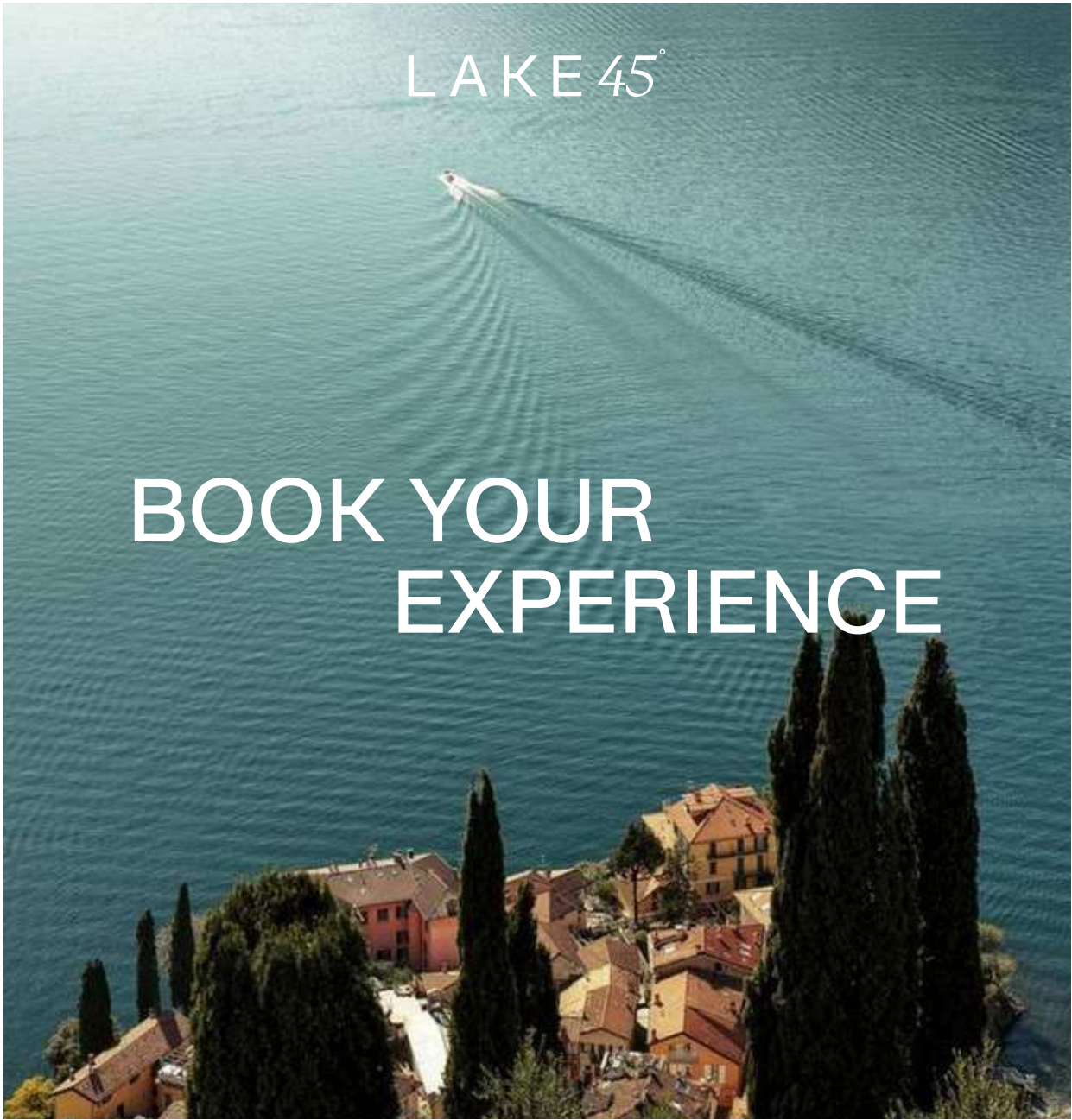
The goal is to put inside the mind of people all the beauty that they will explore in our journeys thanks to shrinking the photos to just a little part of the composition we see during the photoshoot.



Compositions

Text and logos on photos play a crucial role when interacting with people.

A careful use of typefaces, weights and styles is a must when designing each assets for our brand.

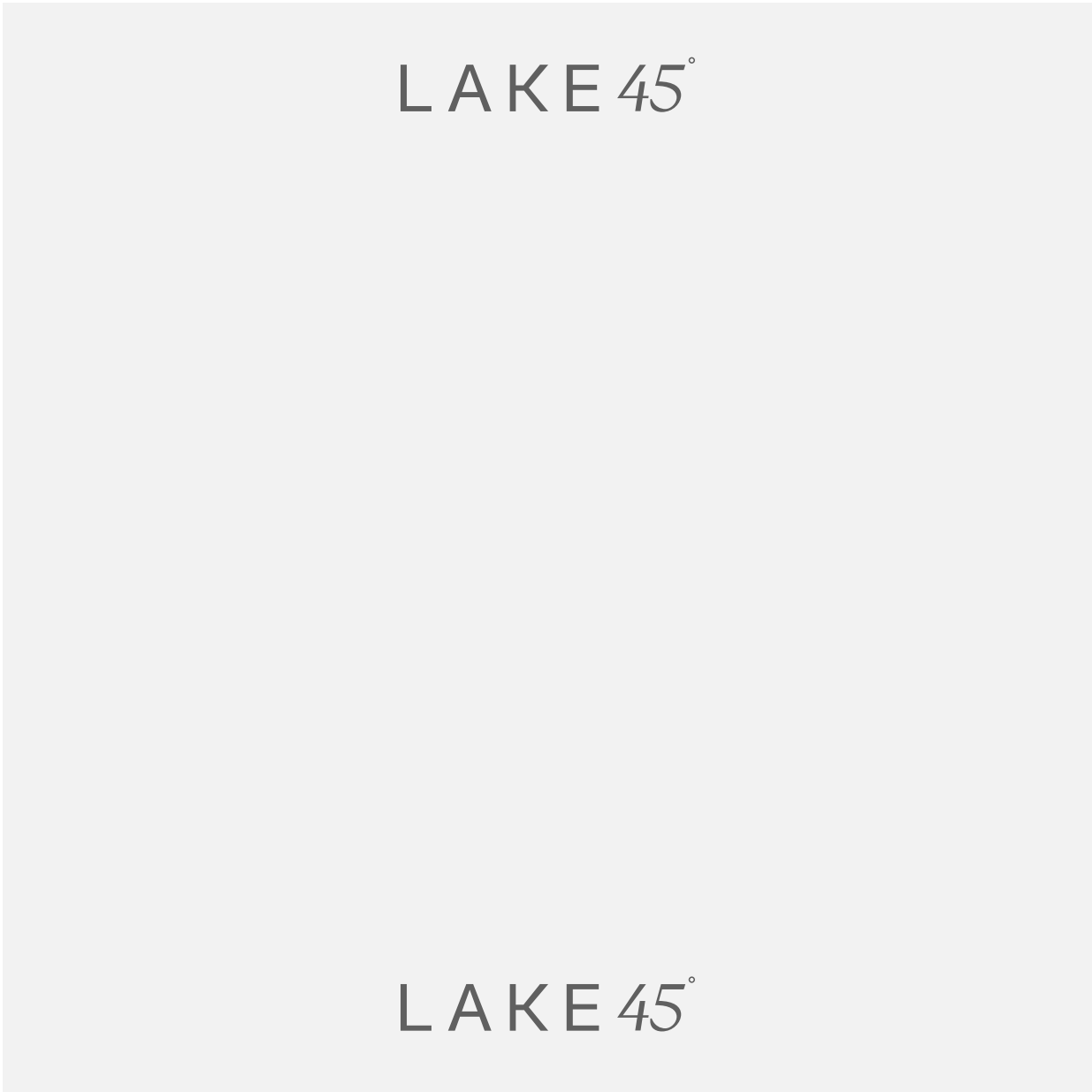


Layouts

Logo placement

Respect the logo placement on digital media as the following:

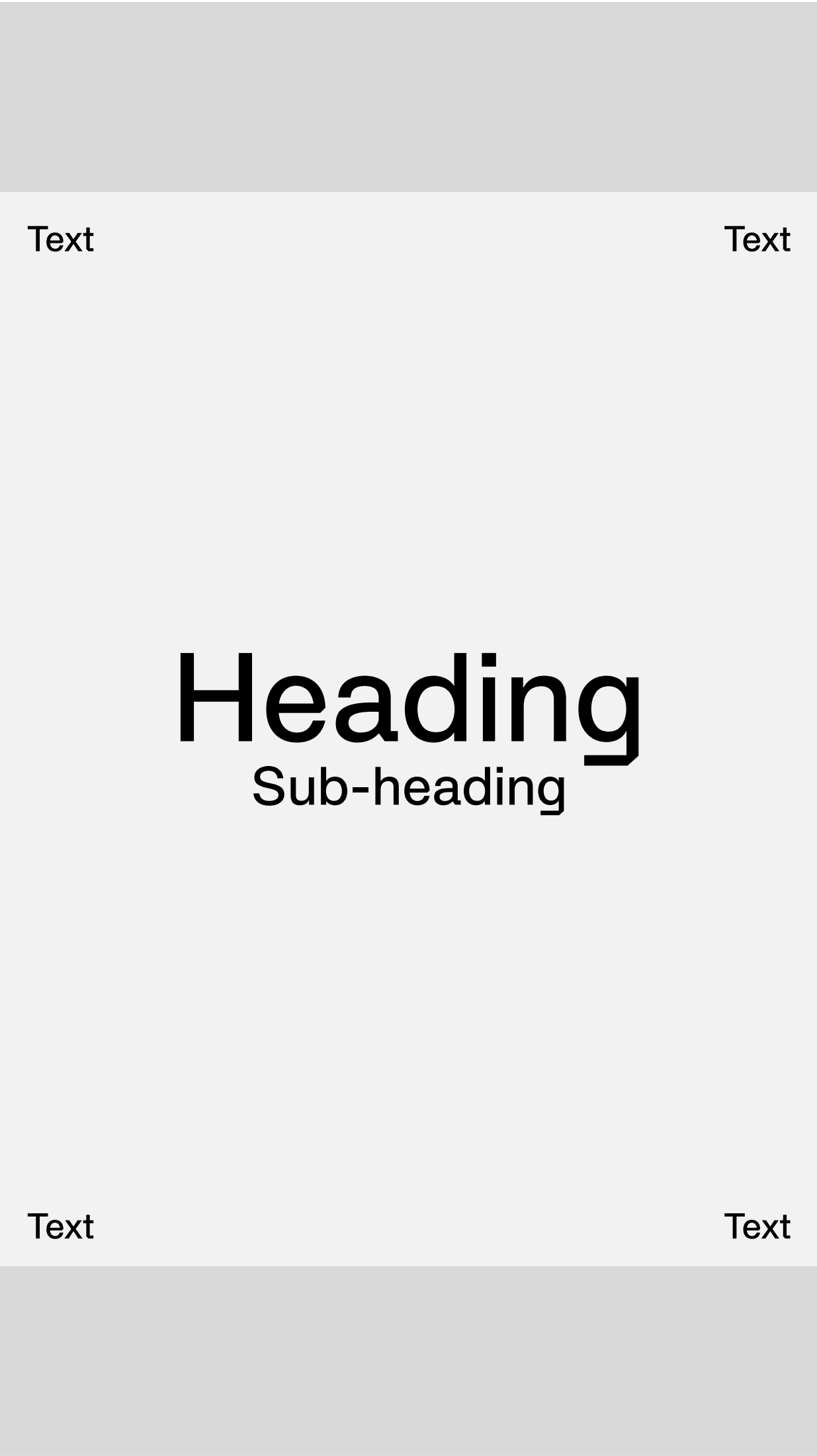
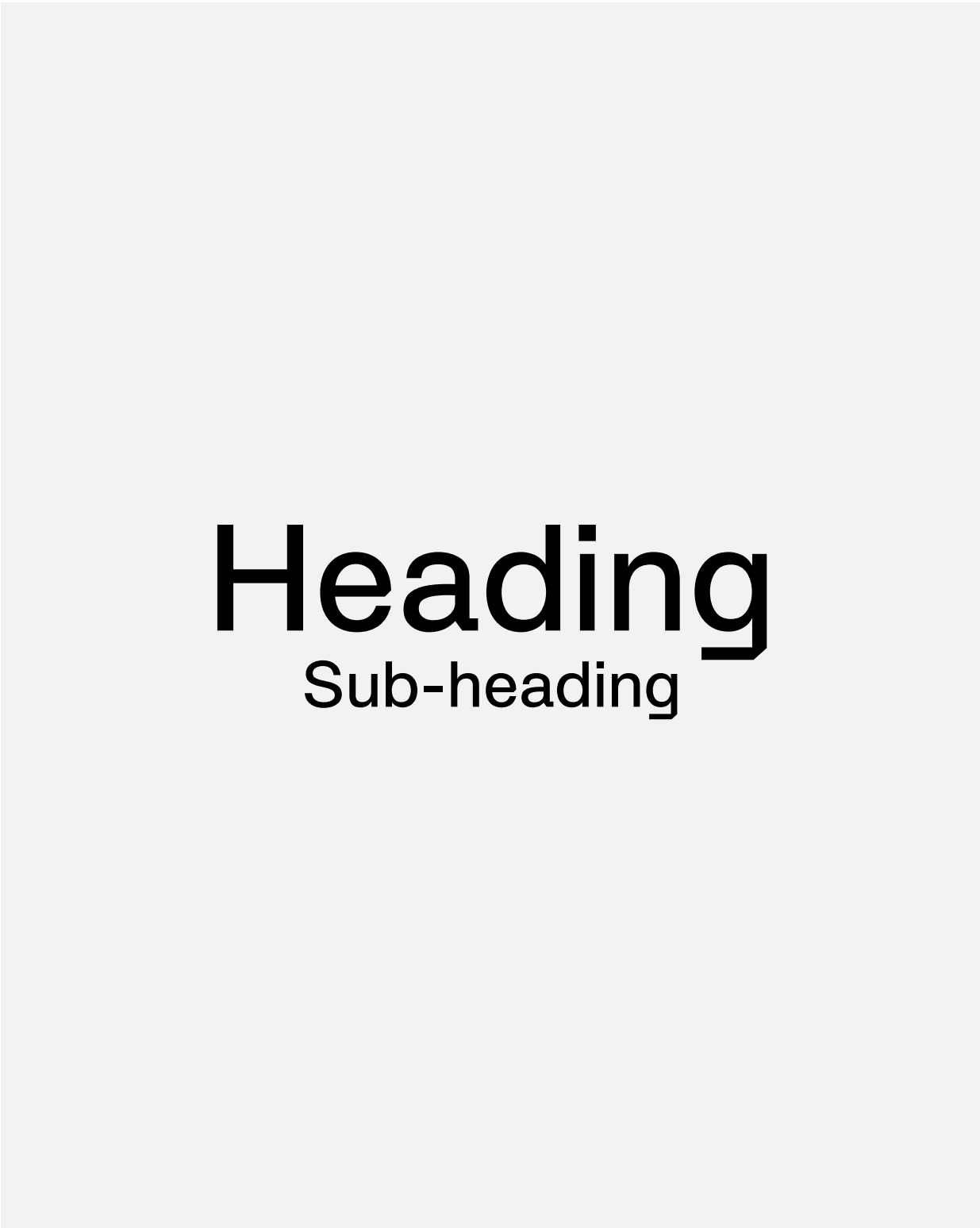
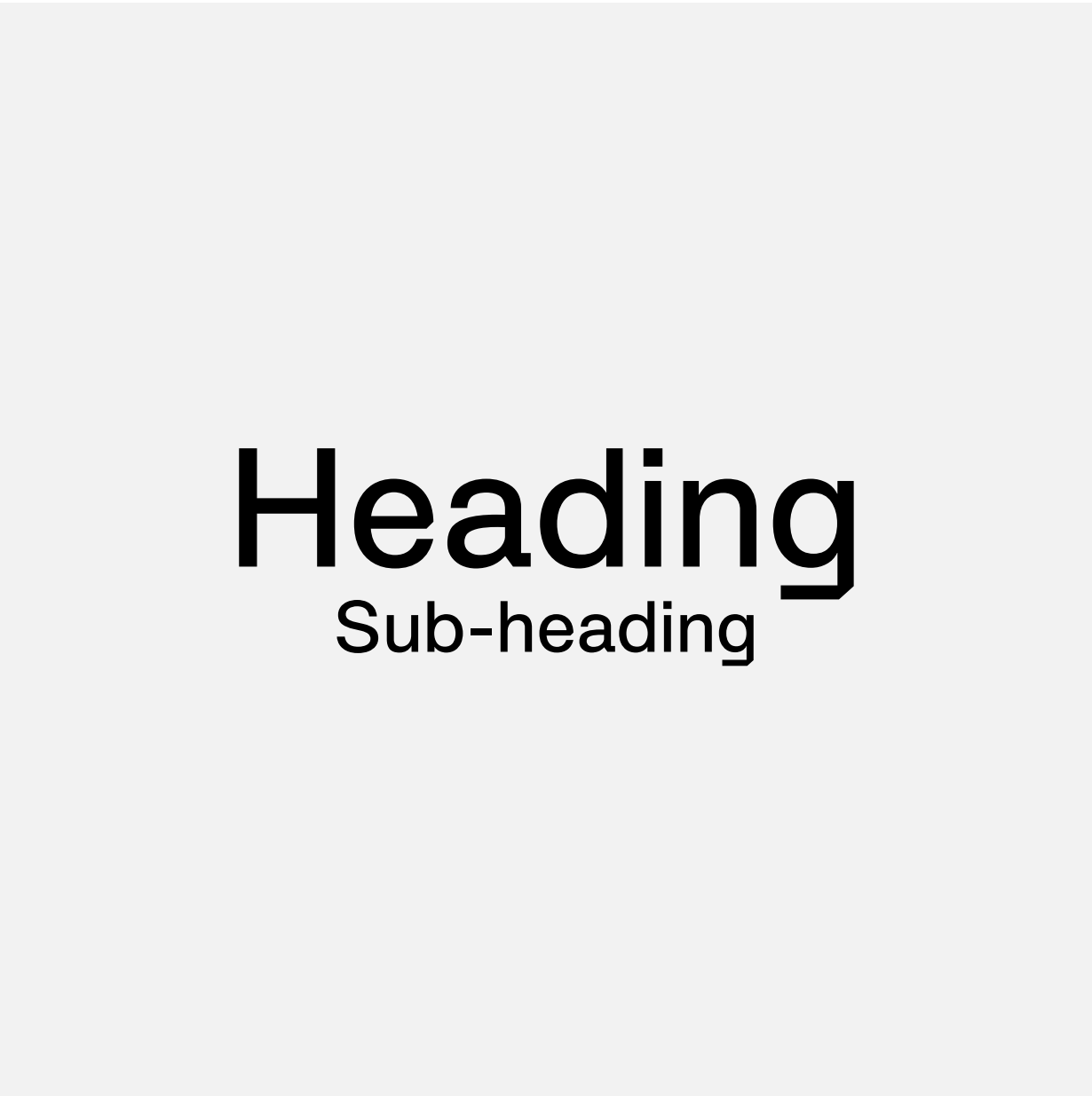
- 1. 1080px - little size
- 2. 1350px - medium size
- 3. 1920px - big size (leave 250px margin)



Type placement

Respect the type placement on digital media as the following:

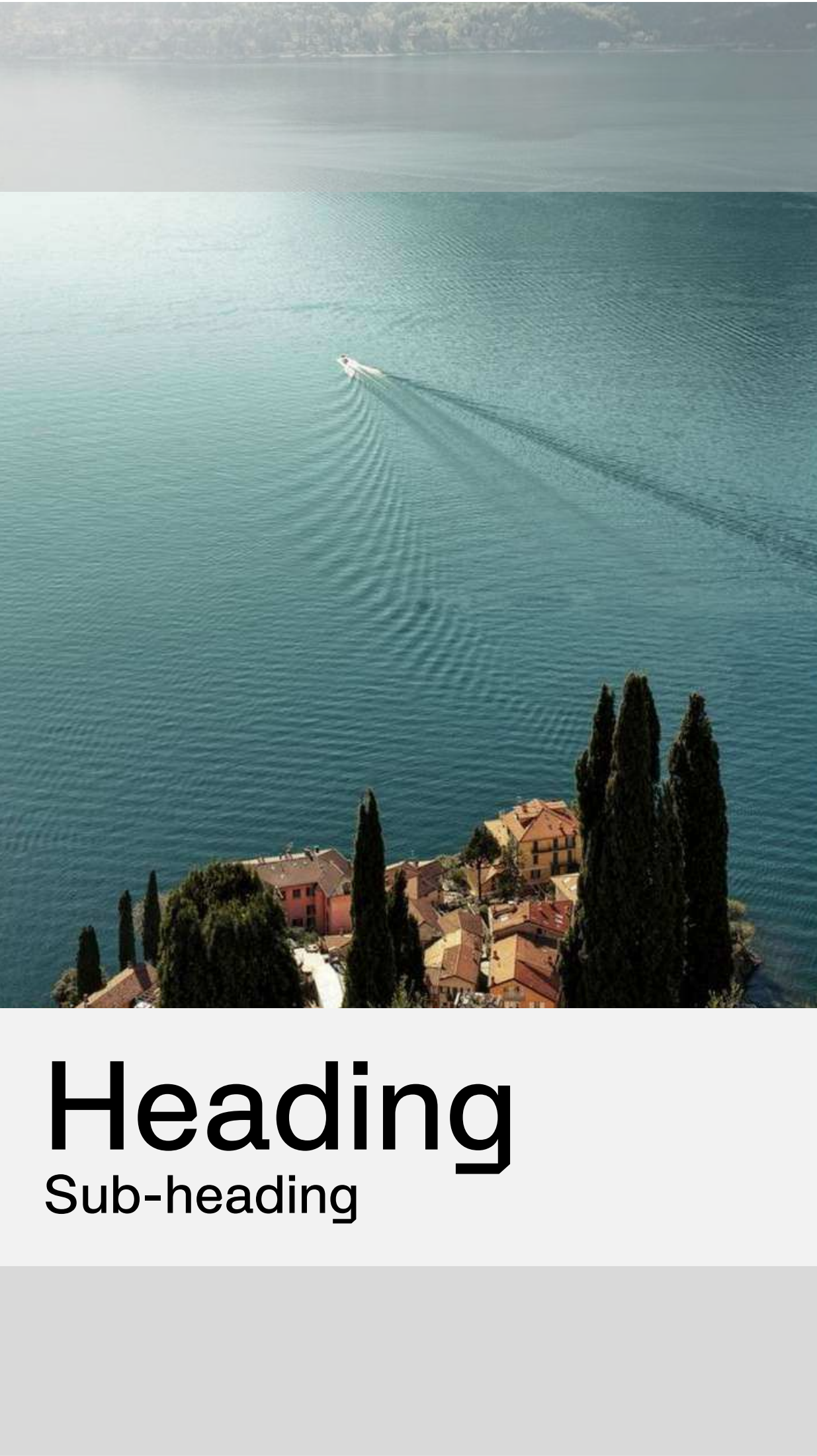
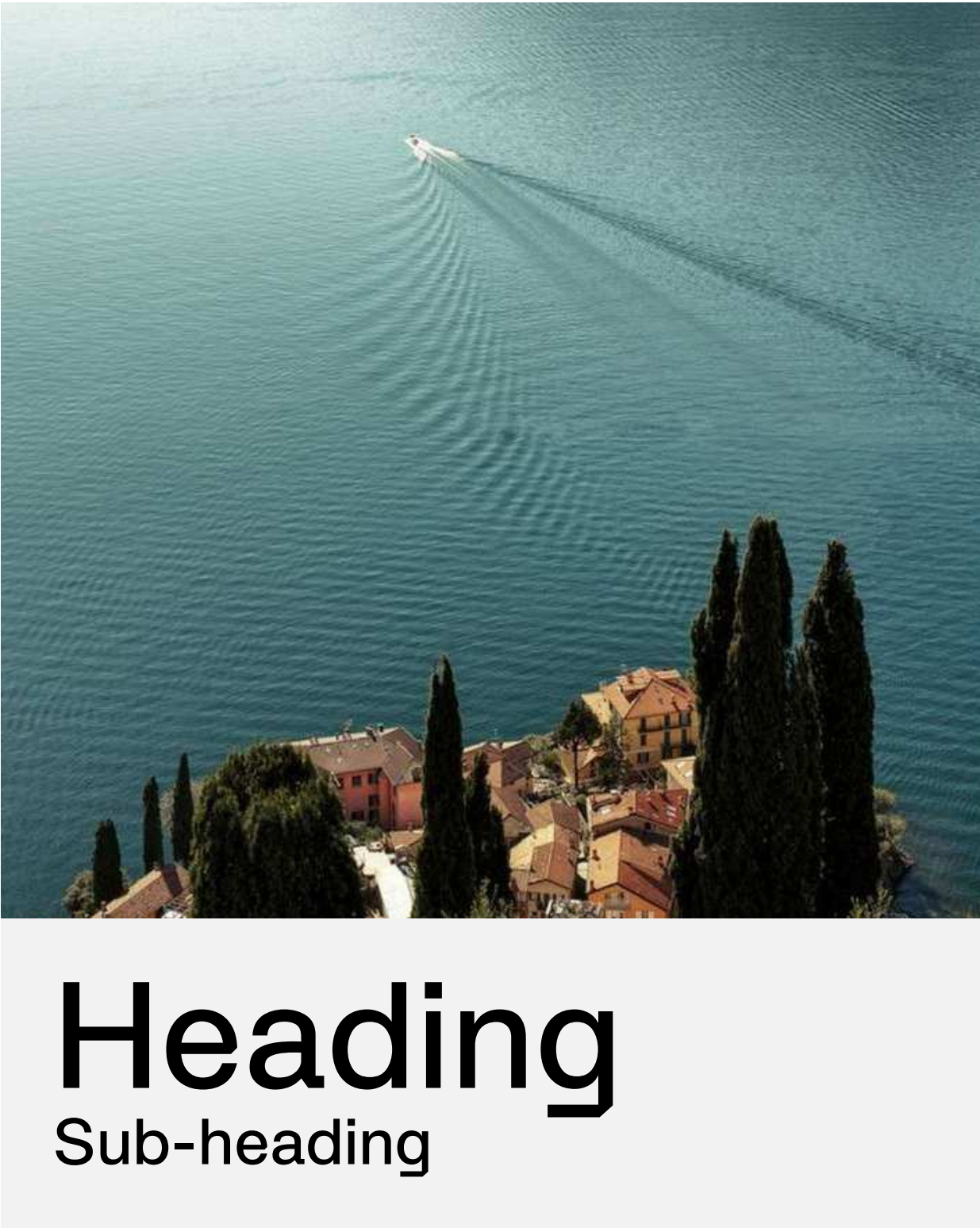
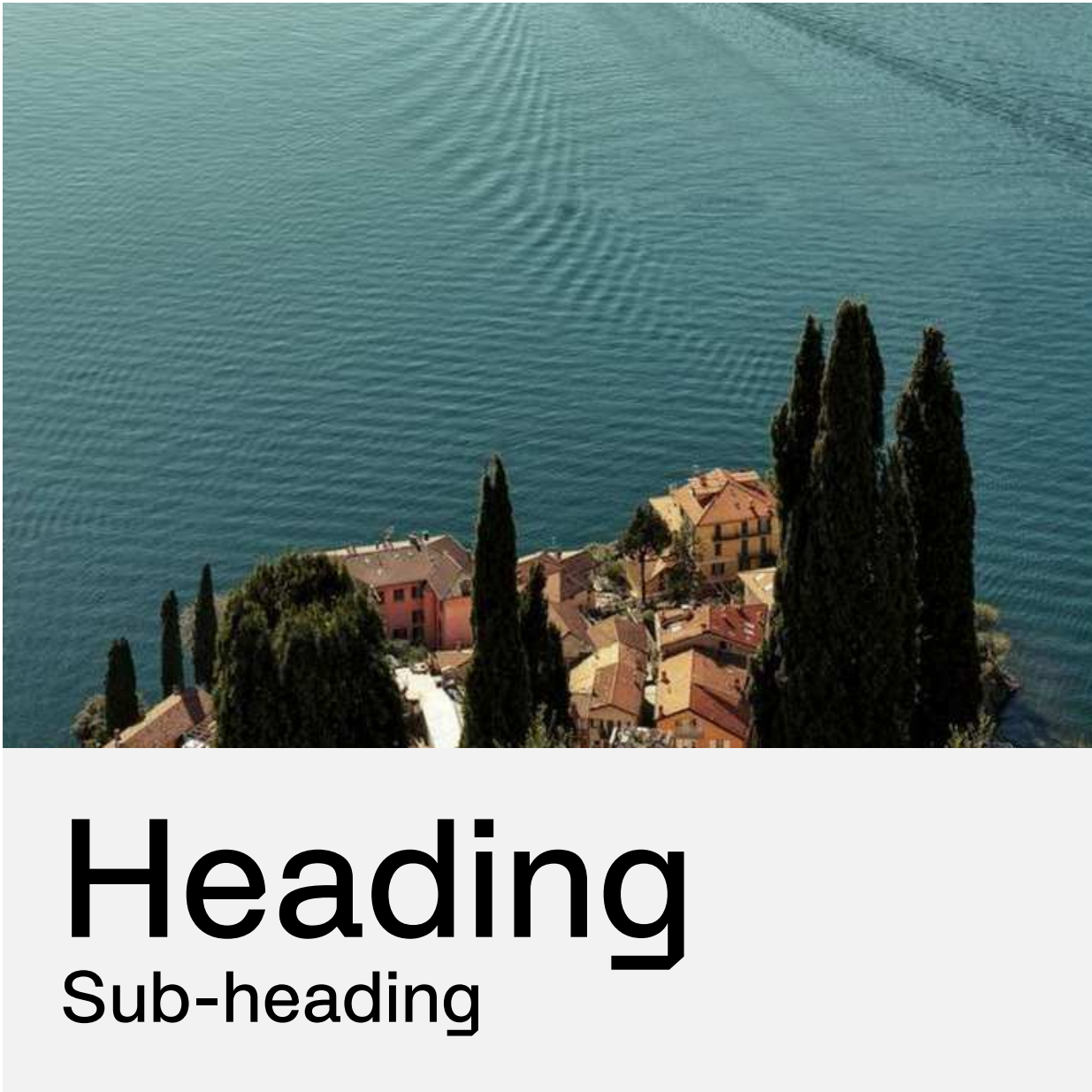
- 1. 1080px - little size
- 2. 1350px - medium size
- 3. 1920px - big size (leave 250px margin)



Photography layouts

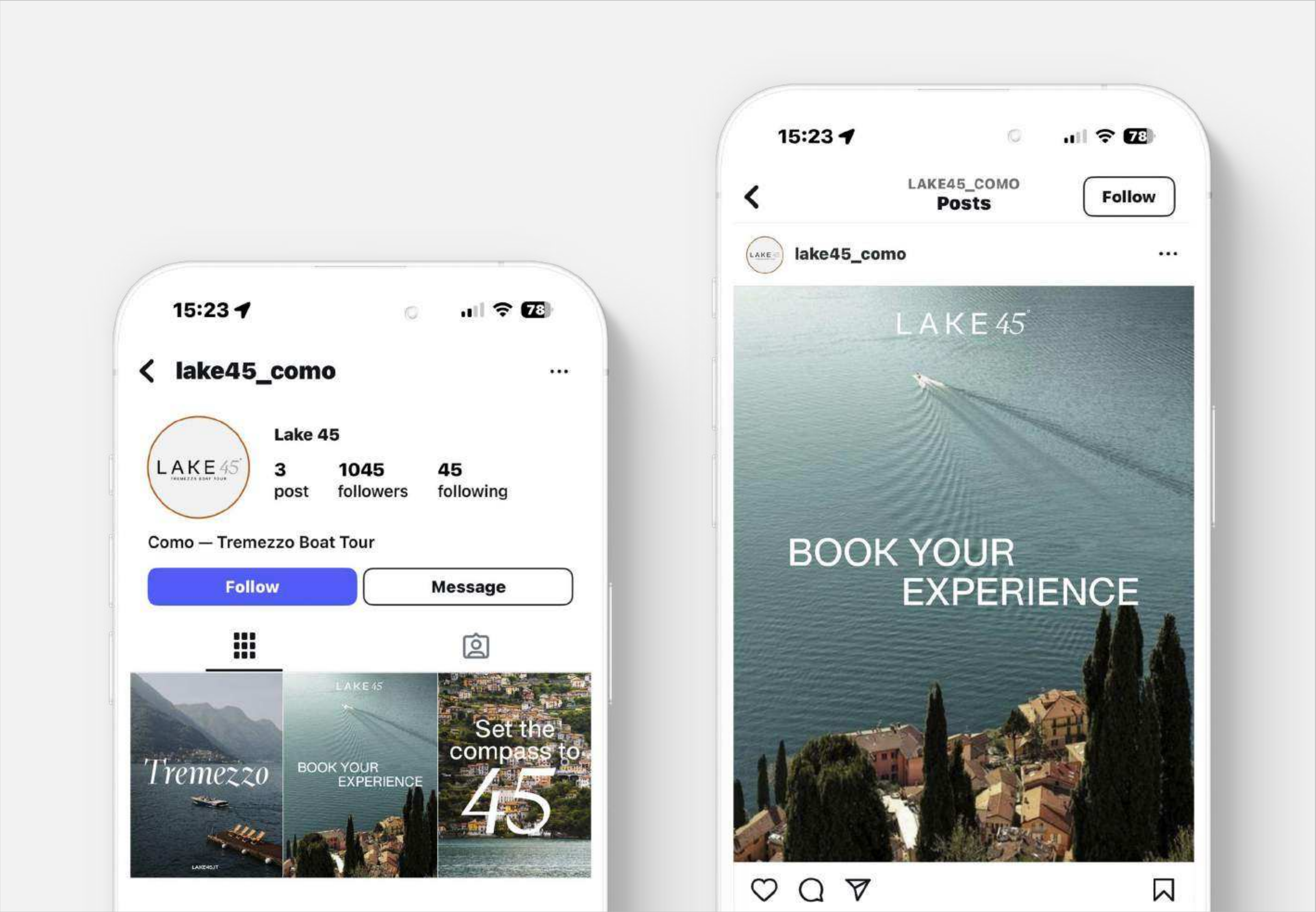
Respect the type placement on digital media as the following:

- 1. 1080px - little size
- 2. 1350px - medium size
- 3. 1920px - big size (leave 250px margin)



Applications

Social media



Business cards





Customer's gift



Pier flag





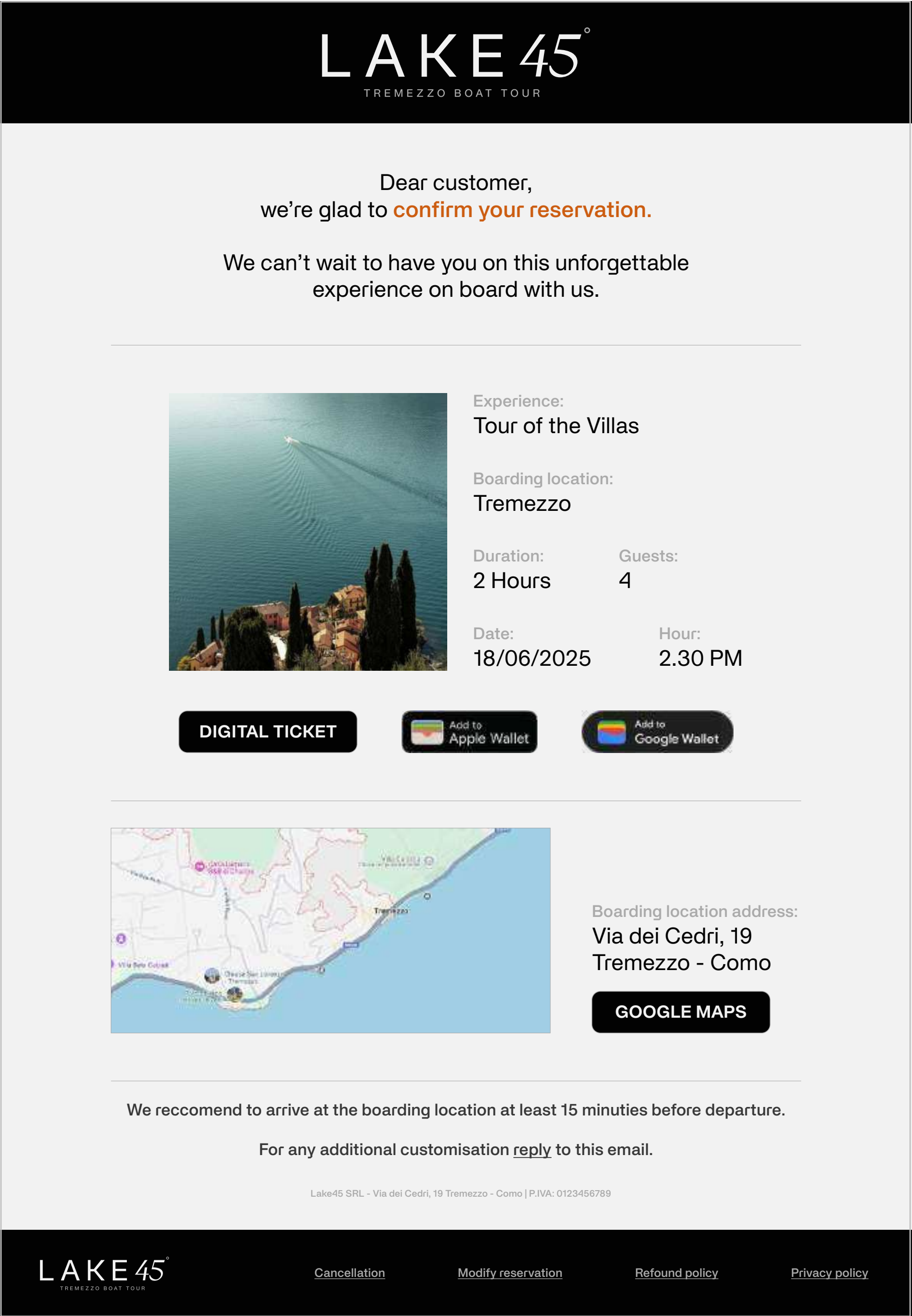
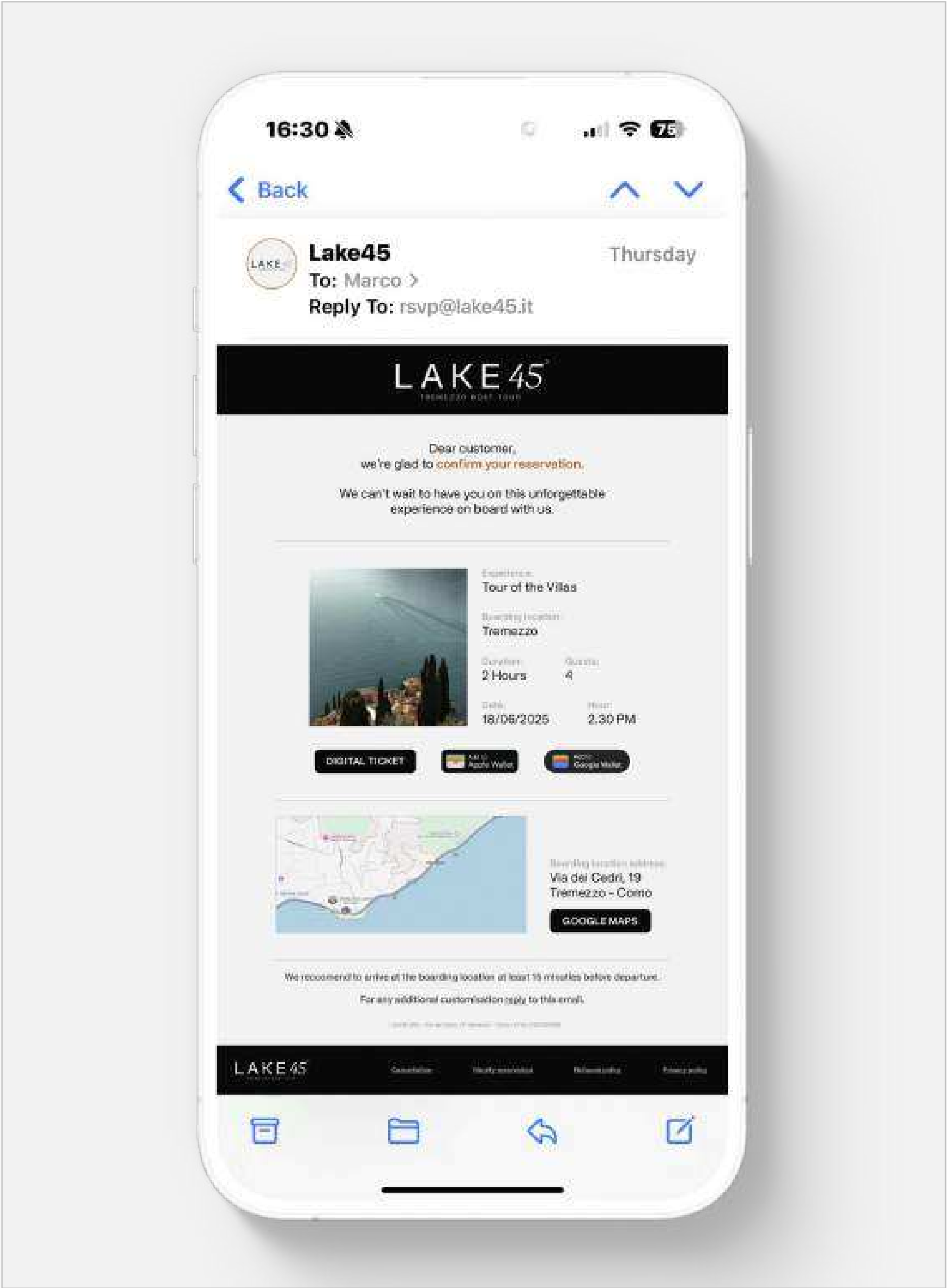
Boat pillows



Towel



Welcome email



Digital signature

New Message

Recipients

Subject

Hey Ryan,
can you reply back to this email with a quick “yay” or “nay” on moving forward with this?

Either is great, just wanted to be sure!

Luca

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LAKE 45

TREMEZZO BOAT TOUR

Send



Documentation

Download the files

All assets presented are stored in a Google Drive folder named “LAKE 45”.

Files will be organized into subfolders to maintain order and make it easier to find the right asset.

The folder is shared with everyone who has the link with a viewing permission.

The link to reach the folder is:

https://drive.google.com/drive/folders/1ppEj0gtRCItJ_dnmD9Y5eLnyQbn2stct?usp=sharing

Support

For any problems, questions or issues related to the brand and its assets presented please refer to hello@fromword.com | www.fromword.com

LAKE 45°

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