

the figa

The Figa is an artistic space rooted in nature, movement and sensory expression.
A place where creativity becomes experience, and experience becomes connection.



Its purpose is to create intimate spaces where people can explore creativity through different artistic disciplines—movement, visual arts, writing, sound, and tactile practices—always from a slow, poetic and human perspective.

THE FIGA



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ABOUT

THE FIGA
BRAND GUIDELINES /
ABOUT

01 WHY THE FIGA EXISTS | PURPOSE

The Figa exists to create immersive spaces where people can reconnect with creativity, pleasure and presence. It was born from the belief that creativity is not a skill reserved for a few, but a human need — one that often gets lost in routine, speed and digital noise. The Figa creates moments of pause, beauty and inspiration, where art, nature and human connection come together. It is not about escaping life, but about returning to what makes it richer.

02 WHAT THE FIGA DOES TODAY | MISSION

The Figa designs and curates creative travel experiences, retreats and workshops led by inspiring hosts from different disciplines — art, fashion, photography, design, movement, wellness and culture. Through carefully chosen destinations, aesthetic environments and meaningful programming, The Figa brings together a community of curious, creative and like-minded people who seek inspiration, connection and joy. Each experience is intimate, boutique and thoughtfully crafted — blending creativity, leisure, nature and modern luxury.

03 WHERE THE FIGA IS GOING | VISION

The Figa aims to become a global creative travel brand and cultural reference — the place to be for people who value creativity, beauty and belonging. In the long term, The Figa envisions a growing international community connected through experiences, destinations and creative rituals — a modern creative collective that moves across the world, while always feeling like home.



COMMUNITY

THE FIGA
BRAND GUIDELINES /
COMMUNITY

01 WHO CONNECTS WITH THE FIGA

The Figa speaks to creative-minded men and women between 28 and 48, with a strong presence of women. They are curious, aesthetic-driven and culturally aware. They appreciate art, travel, design, nature and experiences over objects. They may not define themselves as “artists”, but they feel deeply connected to creativity and self-expression. They are aspirational, value quality and are willing to invest in meaningful, well-curated experiences.

02 WHAT ARE THEY LOOKING FOR

Experiences that feel different, special and intentional.
A sense of belonging and connection with like-minded people
Inspiration, creativity and new perspectives.
A balance between fun, beauty, rest and stimulation. Spaces that feel aesthetic, intimate and human.
Modern luxury without stiffness or excess.
They are not looking for mass tourism — they are looking for immersion.
How they want to feel. Inspired. Free and playful.
Connected (to themselves and others).
Stimulated, but at ease. Seen and understood. Part of something special.
The Figa makes them feel creative again — without pressure.



VERBAL IDENTITY

tone of voice

THE FIGA
BRAND GUIDELINES /
TONE OF VOICE

01 HOW THE FIGA SPEAKS

The Figa speaks in a warm, elegant and modern voice. It is aspirational, but never distant. Creative, but never pretentious. Luxurious, but always human. The tone feels like an invitation — not a statement.

02 WORDS OF LANGUAGE

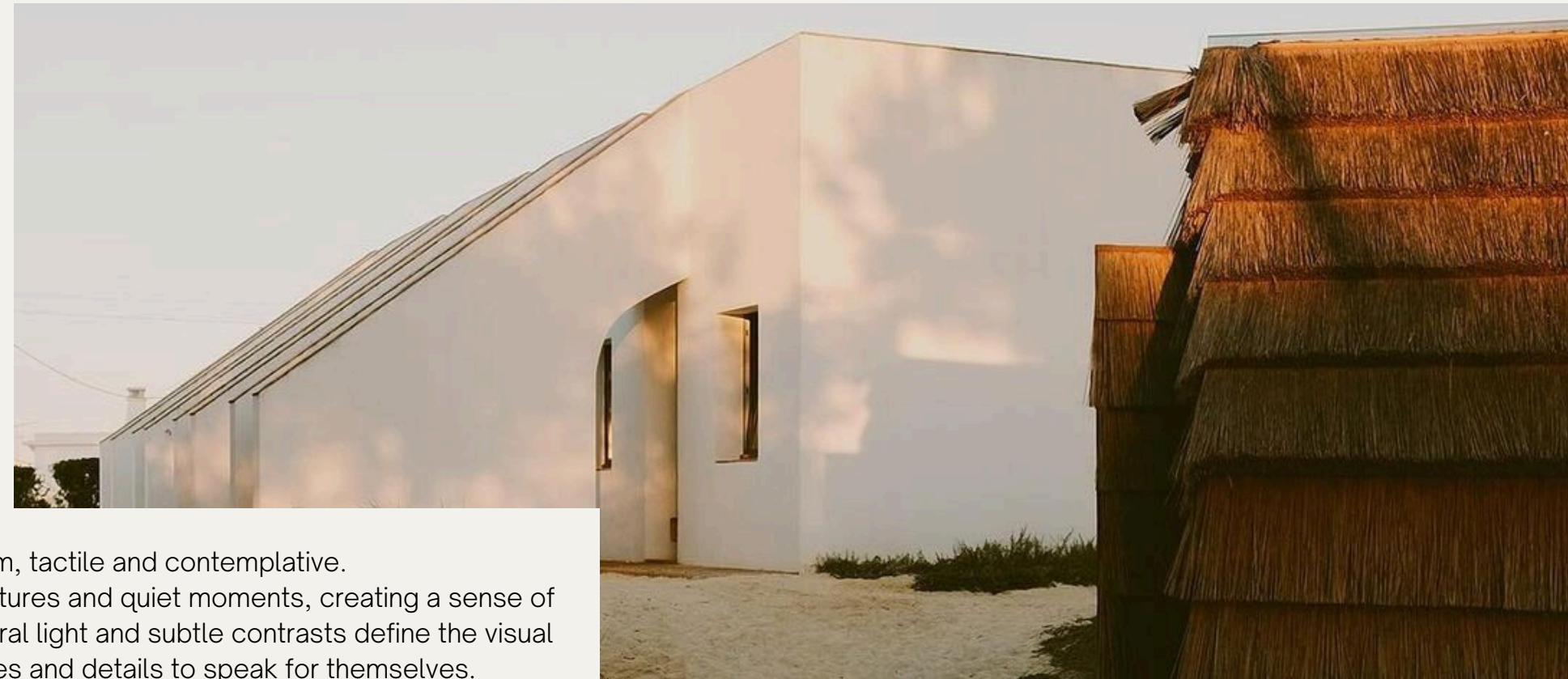
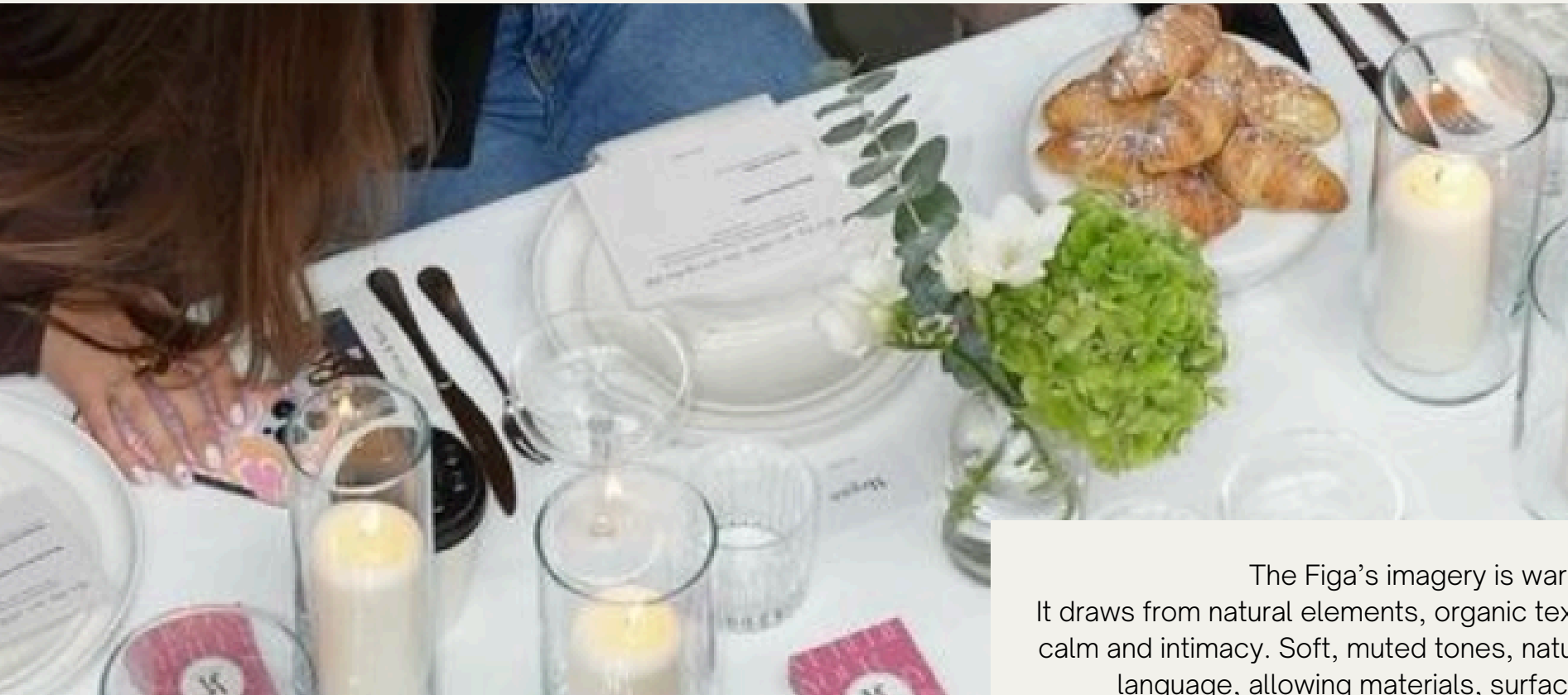
Creative. Immersive. Collective. Experience Community. Ritual. Journey. Escape. Play. Art. Nature. Connection. Sensory. Intimate. Boutique. Inspired. Curated. Modern luxury
Language is simple, emotional and evocative, never technical or corporate.

03 WHAT THE FIGA AVOID

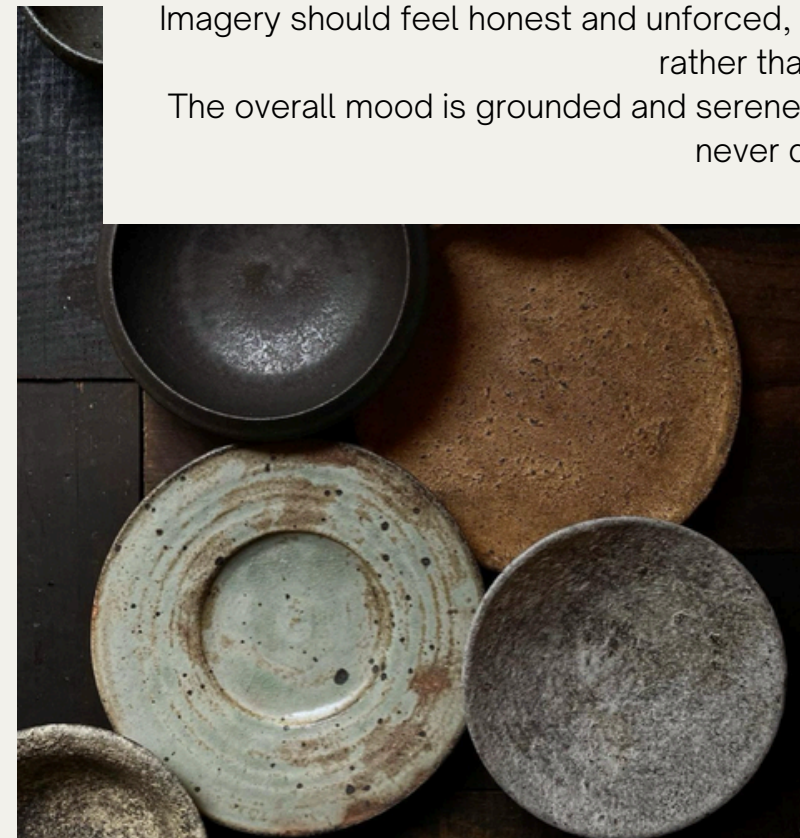
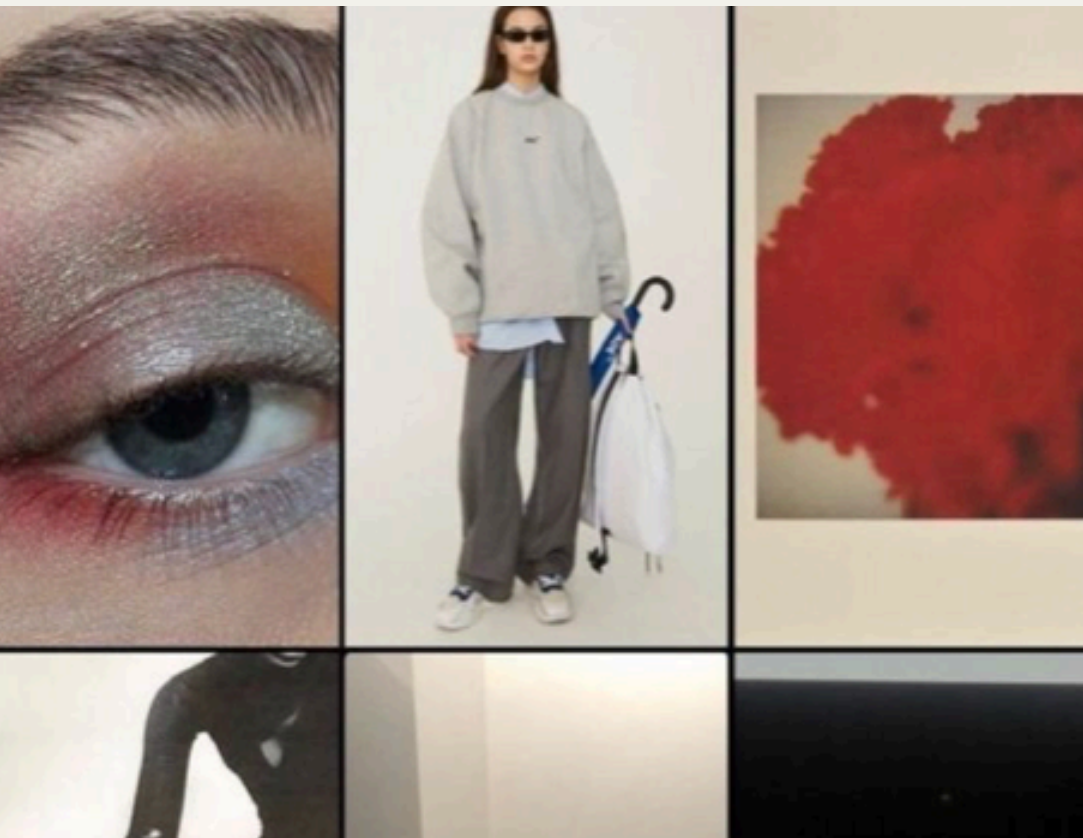
Corporate or cold language
Buzzwords without meaning
Spiritual clichés or forced wellness talk
Over-explaining concepts
Exclusivity that feels elitist
Aggressive selling or urgency
The Figa never shouts.
It invites.



IMAGERY



The Figa's imagery is warm, tactile and contemplative. It draws from natural elements, organic textures and quiet moments, creating a sense of calm and intimacy. Soft, muted tones, natural light and subtle contrasts define the visual language, allowing materials, surfaces and details to speak for themselves. Imagery should feel honest and unforced, focusing on texture, process and atmosphere rather than perfection. The overall mood is grounded and serene, with a gentle sense of poetry — never loud, never decorative.



LOGO



The logo must always remain unchanged. Its shape, proportions and color are essential to preserving the integrity of The Figa's visual identity.

The logo should always be used as a complete unit, including the wordmark and all its original elements, to ensure clarity and consistency across applications.

Only approved versions of the logo may be used. Any alteration, distortion or reinterpretation compromises the balance and character of the brand.

COLOR VARIATIONS

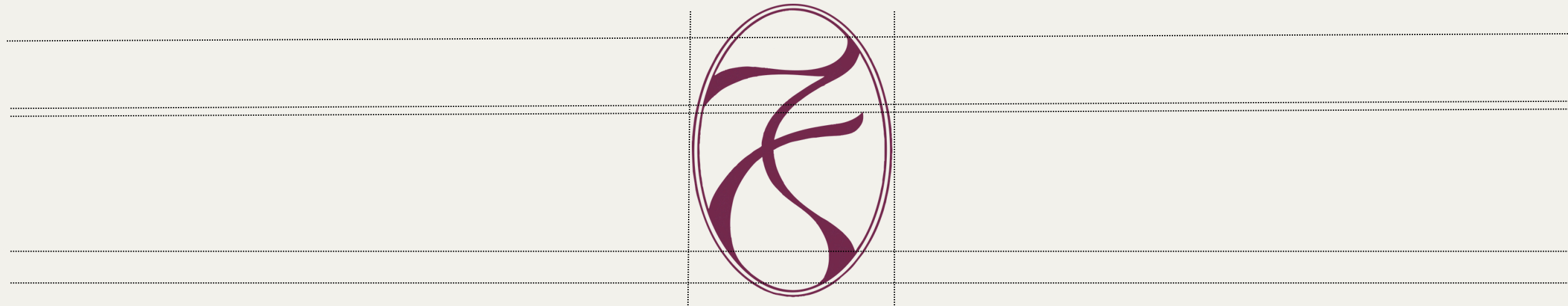


The logo may be applied using the approved brand color palette. These variations allow flexibility while preserving the character and recognizability of The Figa.

Only color combinations that ensure clarity, balance and sufficient contrast should be used. The logo must always remain legible and visually calm within its environment.

No additional colors, effects or gradients are permitted. Respecting the approved color variations helps maintain a consistent and intentional visual identity.

ICON



The icon is a distilled expression of The Figa's identity. It should always be used in its original form, preserving its proportions, shape and visual balance.

The icon may be used independently or in combination with the wordmark, depending on the context, while maintaining clarity and recognizability.

Only approved versions of the icon are permitted. Any modification, distortion or reinterpretation alters its intended expression and is not allowed.

COLOR VARIATIONS



The icon may be applied using the approved brand color palette. These variations allow flexibility while preserving the character and recognizability of The Figa.

Only color combinations that ensure clarity, balance and sufficient contrast should be used. The icon must always remain legible and visually calm within its environment.

No additional colors, effects or gradients are permitted. Respecting the approved color variations helps maintain a consistent and intentional visual identity.

LOGO VARIATIONS

the figa
Where creativity unfolds

the Where
creativity
unfolds *figa*

the figa
Where
creativity
unfolds

the figa



LOGO INCORRECT USAGE



Do not rotate, distort or alter the logo icon in any way.
Its orientation and proportions must always remain unchanged.



Avoid using the logo on backgrounds with similar tones or colors.



Avoid using the wrong typeface for slogans, headlines or paragraphs.
Respect the established typographic hierarchy.



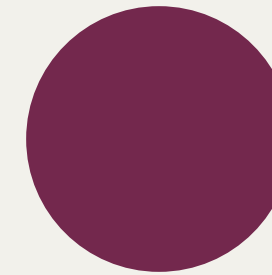
PALETTE

The Figa's color palette is warm, natural and refined.

The primary colors, Skin Burgundy and Ivory Flesh, form the foundation of the brand, balancing depth and softness.

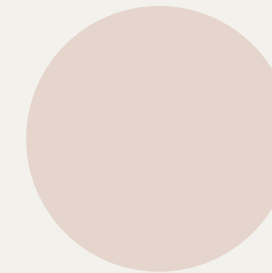
Olive Leaf and Dusty Sky are used as accent colors, adding subtle contrast and a sense of organic calm.

All colors should always be used in their original, approved versions. They should be applied thoughtfully and in balanced proportions, maintaining a serene and intentional visual identity that reflects the essence of The Figa.



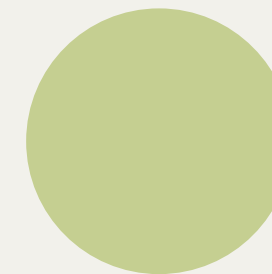
PRIMARY COLOR N.1: #272727

SKIN BURGUNDY



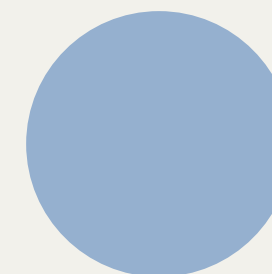
PRIMARY COLOR N.2: #F2F1EB

IVORY FLESH



ACCENT COLOR N.1: #B05B1D

OLIVE LEAF



ACCENT COLOR N.2: #A68064

DUSTY SKY

TYPOGRAPHY

HEADLINES, LOGO, IMPORTANT TITLES

Apple Garamond

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

SUBHEADINGS, LABELS, PARAGRAPHS

JetBrains Mono

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

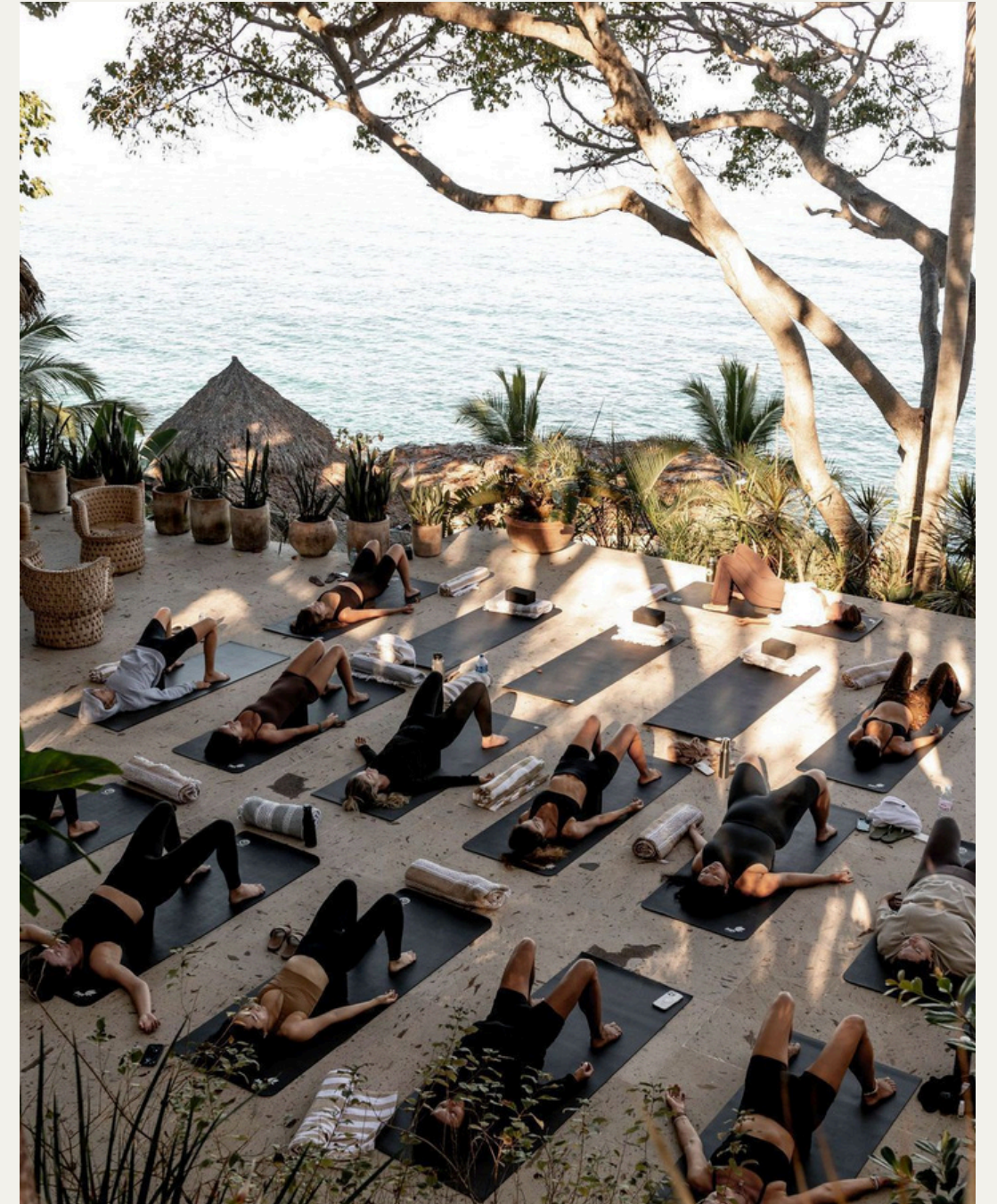
Our brand typography consists of two font families: Apple Garamond and JetBrains Mono.

Apple Garamond is used for the logo, headlines and important titles, bringing an expressive and timeless character to the brand. JetBrains Mono is used for subheadings, labels and paragraphs, providing structure, clarity and balance. Both typefaces should be used in their original, approved versions and combined thoughtfully to maintain a calm, coherent and intentional visual identity that reflects the essence of The Figa

STATIONERY

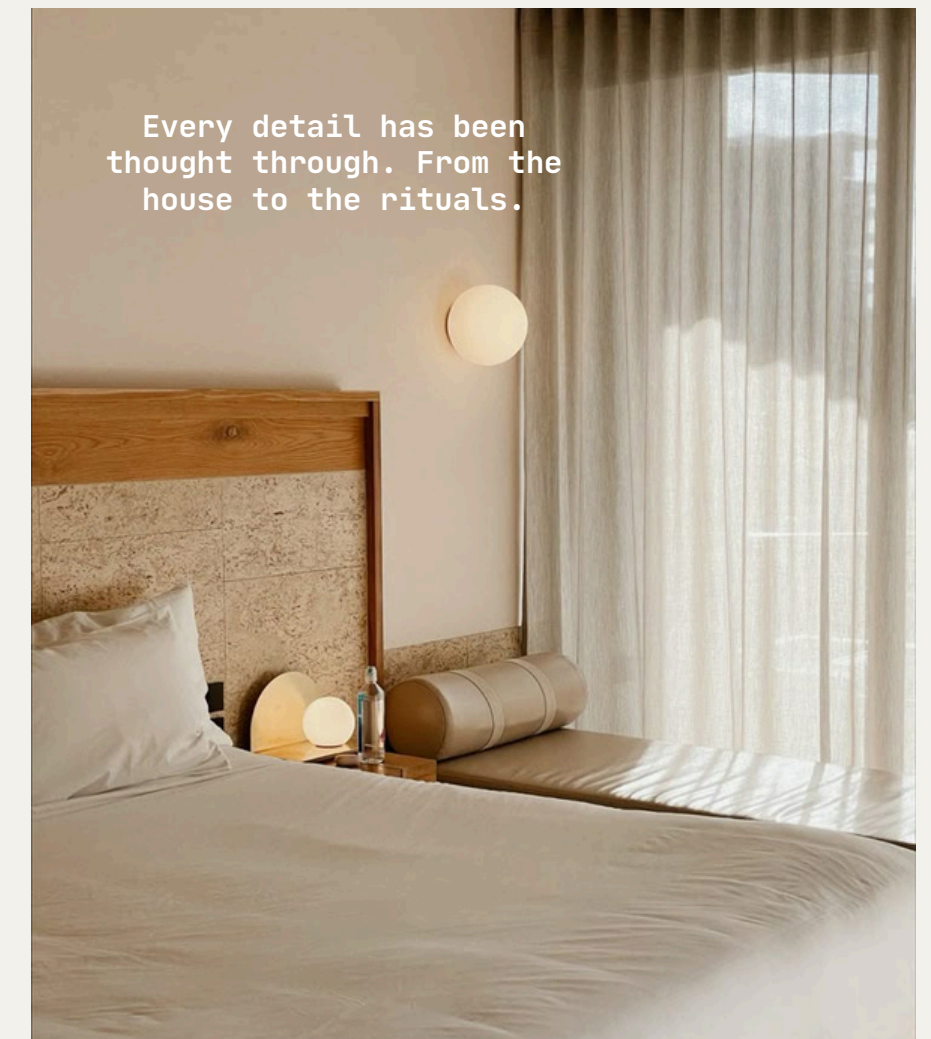
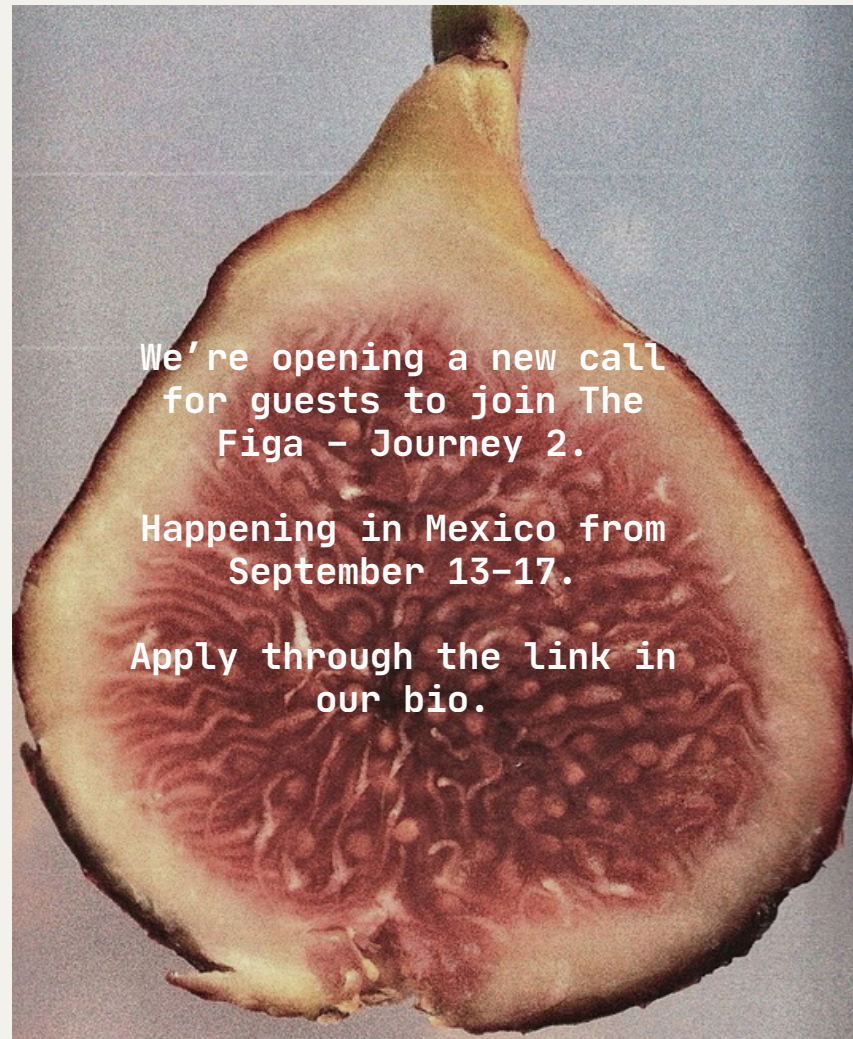


STATIONERY



SOCIAL MEDIA ASSETS

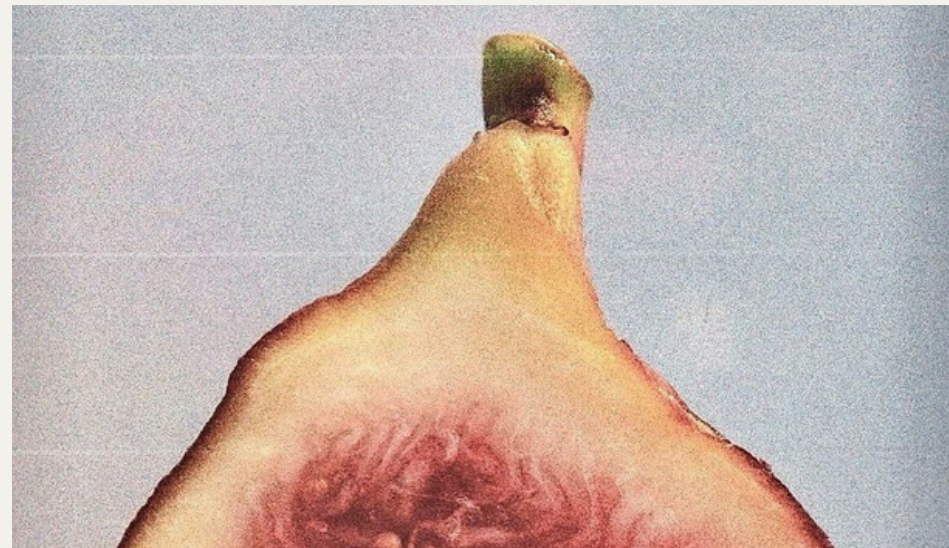
CARRUSEL EXAMPLE FOR THE ANNOUNCEMENT OF A NEW FIGA EXPERIENCE



SOCIAL MEDIA ASSETS

THE FIGA
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SOCIAL MEDIA ASSETS





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