

IOLOUMA

DEVELOPMENTS

Welcome to the IOLOUMA Brand Book

This brand book serves as a comprehensive guide, crafted to acquaint you with the visual identity of the brand.

Following these guidelines ensures the brand is applied consistently across all platforms, maintaining a cohesive and professional image that reflects the company's core values.



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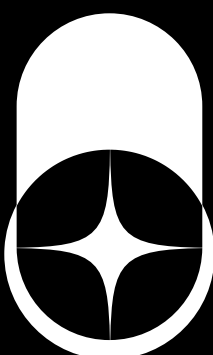
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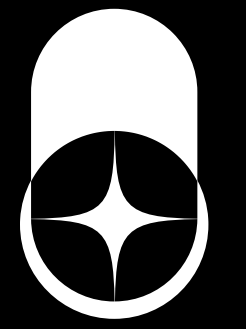
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Introduction



These guidelines are here to protect what makes IOLOUMA distinct: a brand that is confident, grounded, and genuinely different from everything else in the property industry.

Please read, reference, and respect them.

Quality you can see.
Value you can feel.

Brand Story

About

ILOUMA Developments is a team of passionate individuals based in Limassol, Cyprus, dedicated to raising the standard of residential property development. We believe that exceptional quality, considered design, and real innovation should not be reserved for the ultra-expensive. They should be the baseline.

We build in areas where the city is growing, places with energy, potential, and a future, so that our buyers get something genuinely valuable, not just something that looks it.

Our name is not a word you already know. It was never meant to be. ILOUMA exists in its own space, with its own rules, and its own way of doing things. We do not follow the conventions of a pretentious industry. We follow our standards.



Properties out of this world

Brand Values

QUALITY

We do not compromise. Every decision, from materials to typography, is made with the same care and attention to detail.

AUTHENTICITY

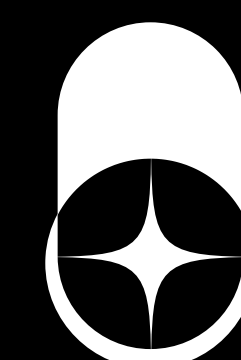
We say what we mean and build what we promise. No inflated claims, no hollow luxury posturing.

VISION

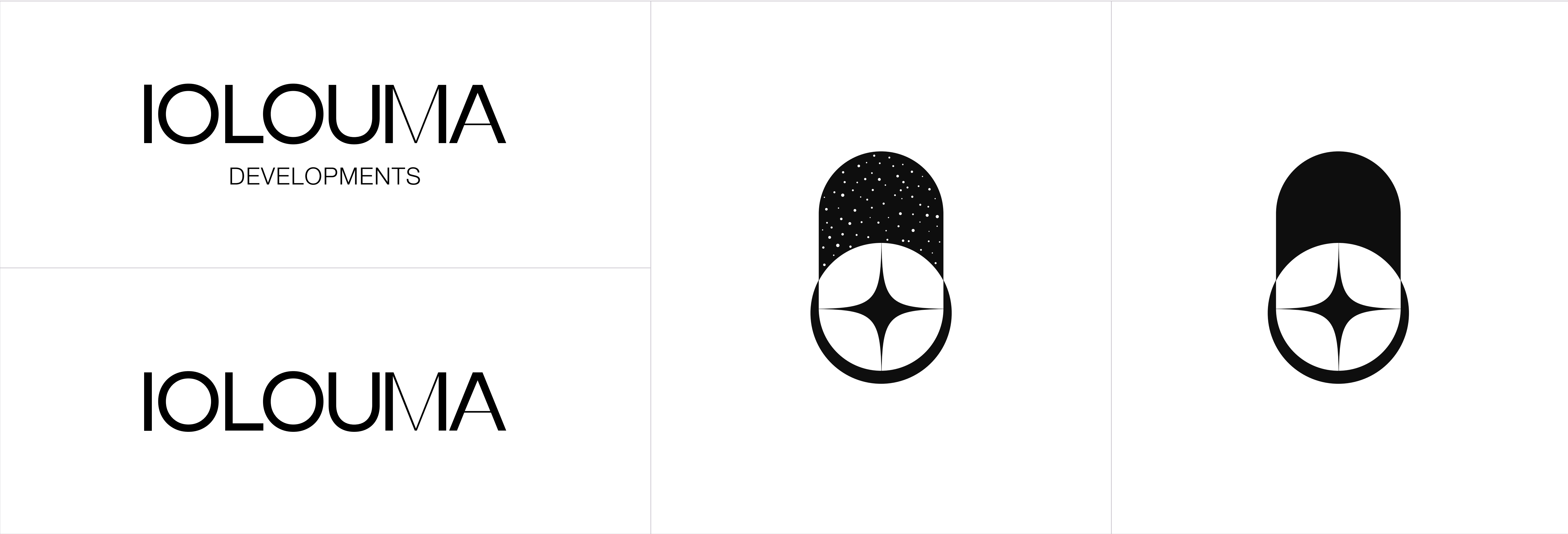
We see potential where others see empty plots. IOLOUMA builds for what Limassol is becoming, not just what it is today.

Logo Suite

Logo Family
Wordmark
Icon
Versions



Logo Family



The IOLOUMA brand uses two logo formats: the Wordmark (2) and the Icon (2). Together they form a flexible yet cohesive identity system that can adapt across all applications, from building signage to social media avatars, while remaining unmistakably IOLOUMA.

Each element of the logo has been carefully refined. Do not alter, recreate, or reinterpret any logo element. Always use the approved artwork files provided.

The Wordmark

i

IOLOUMA
DEVELOPMENTS

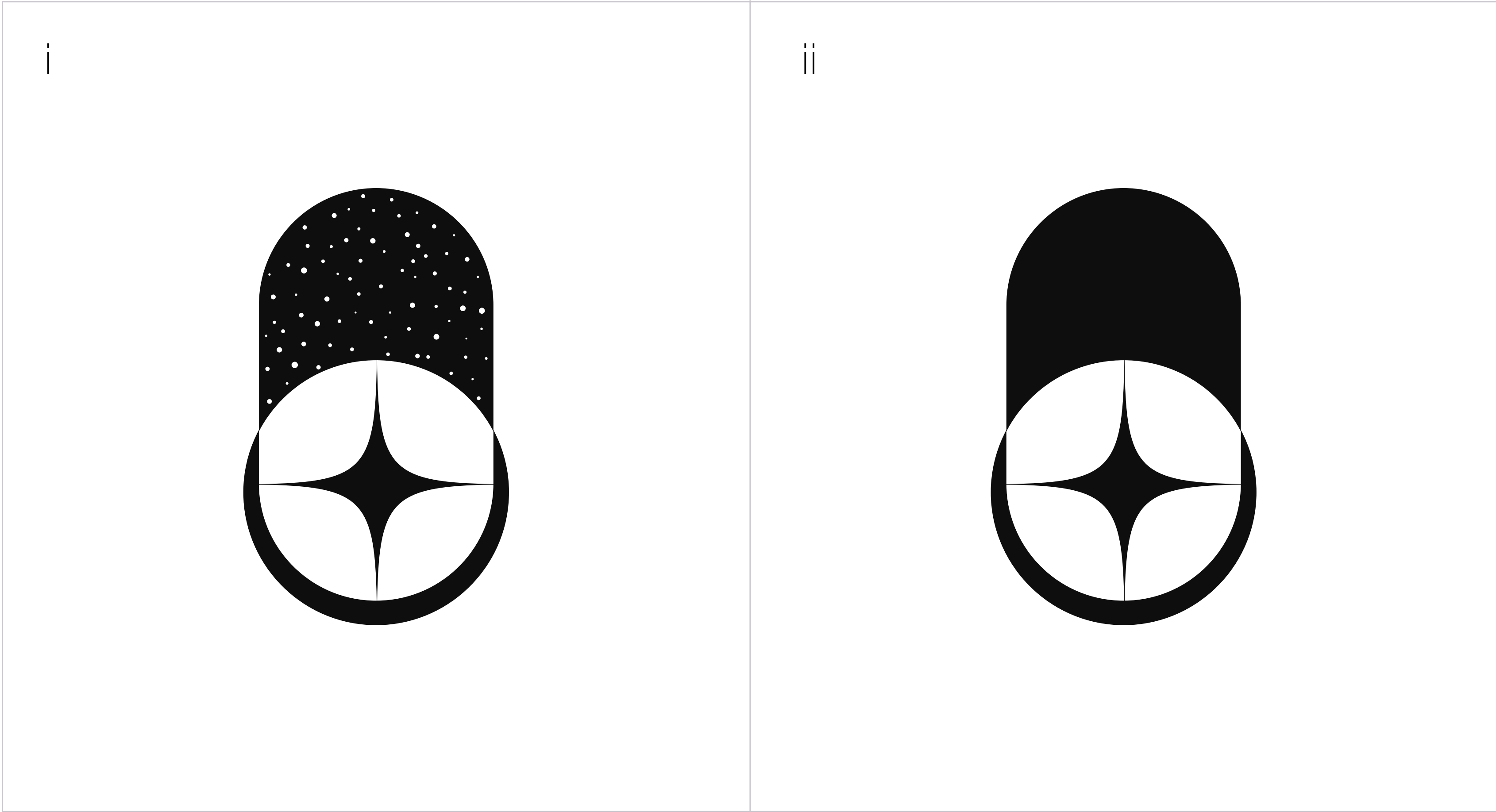
ii

IOLOUMA

The Wordmark (i) is the primary Wordmark and consists of "IOLOUMA" set in a refined typographic treatment derived from the brand's typeface KyivType Sans, with "DEVELOPMENTS" in a lighter weight from the secondary typeface, Helvetica Neue, below. It is the primary text-based representation of the brand. It's used in contexts where the full name is required and space allows for horizontal application.

The Wordmark (ii) consists of "IOLOUMA" without "DEVELOPMENTS". This version is to be used in contexts where the word "DEVELOPMENTS" will be illegible. For example, use Wordmark (ii) when it will be printed in a size that will compromise the legibility of "DEVELOPMENTS" or when it's digitally displayed on a small size.

The Icon

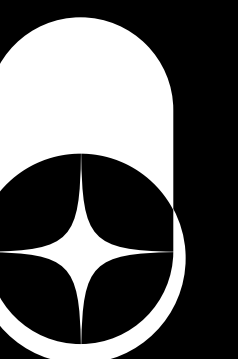


The Icon (i) is an abstracted capsule form housing a four-pointed star, a mark that references space, precision, and possibility. It can be used independently as a brand identifier in contexts where the wordmark is not required: embossed on materials, brand signifier, or as a watermark. It is never used at a size where the dotted detail becomes illegible.

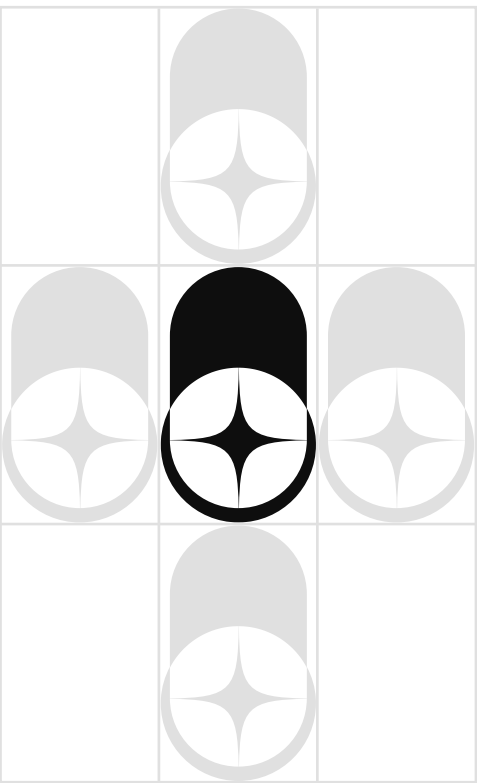
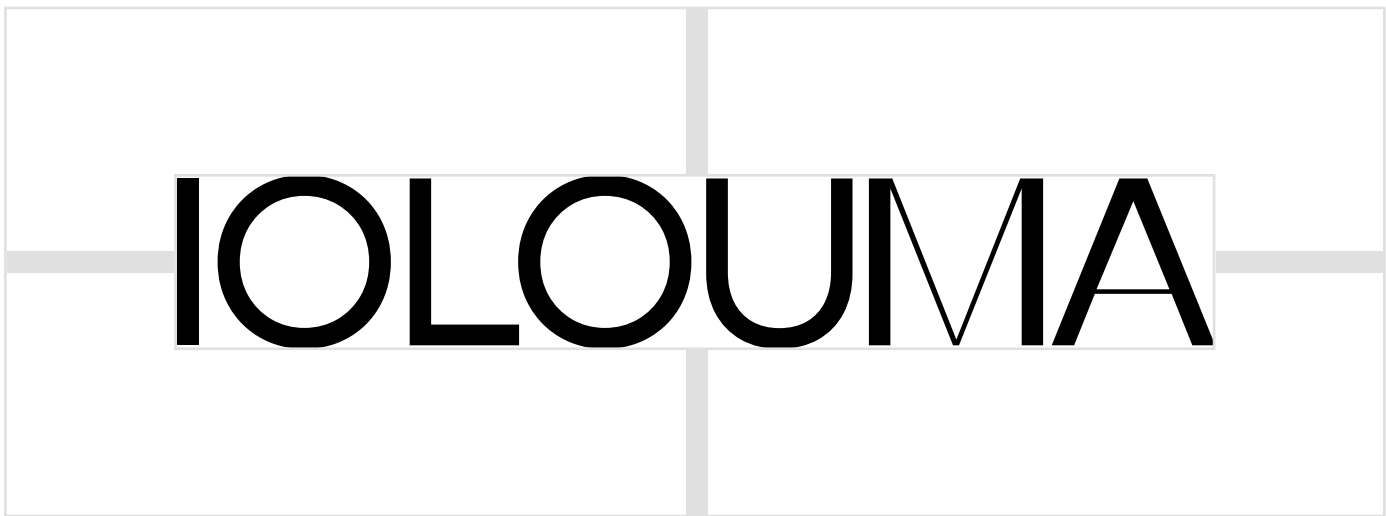
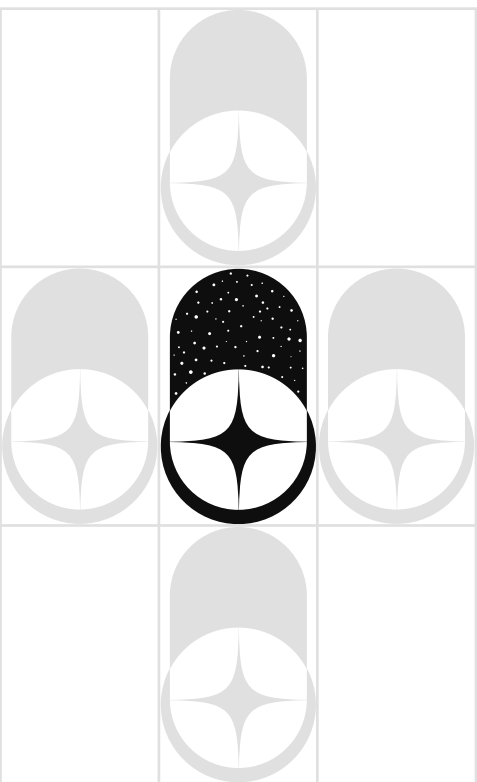
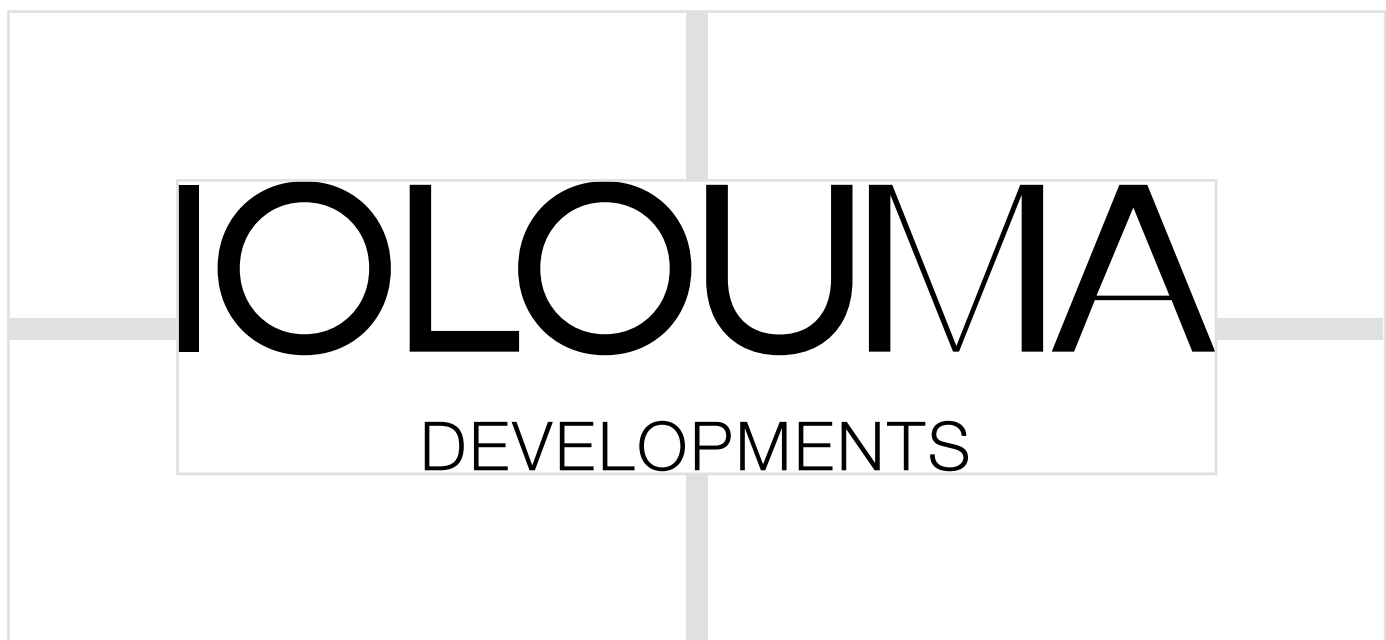
The Icon (ii) is the same as Icon (i) but lacks the dotted detail. This version was created for instances where the icon will be used in a small size, such as in a social media profile image, or company stamps. In these cases Icon (ii) should be used to avoid illegibility.

Logo Usage

Clear Space
Minimum Size
Colour Versions



Clear Space & Minimum Size



Give the logo room to breathe.

Clear space is the minimum area of empty space that must be maintained around the logo at all times. Nothing, no text, no graphic elements, no other logos should enter this zone.

The minimum clear space for all logo formats is defined by the height of the "I" in IOLOUMA. The minimum clear space for all Icon formats is defined by the height of the Icon. This unit is referred to as 1x throughout this document.

Minimum Size

To maintain legibility and visual integrity, the logo must never be reproduced below the following minimum sizes:

Format	Print (mm)	Digital (px)
Wordmark	40mm wide	200px wide
Icon	12mm wide	48px wide

Colour Versions



IOLOUMA
DEVELOPMENTS



IOLOUMA
DEVELOPMENTS



IOLOUMA
DEVELOPMENTS

Approved Colour Versions

The IOLOUMA logo is available in three approved colour versions only. Do not create alternative colour versions. These guidelines apply to all versions of the Wordmark, Icon and Combination Mark.

Black version: For use on white or light backgrounds. This is the primary version.

White version: For use on black, dark, or photographic backgrounds.

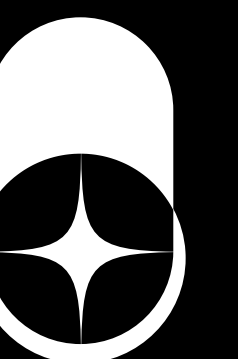
Mid-grey version: For use in contexts where the black version lacks sufficient contrast but the white version would be too stark (e.g. embossing guides, watermarks). This version is to be avoided and only used as a last resort.

Colour

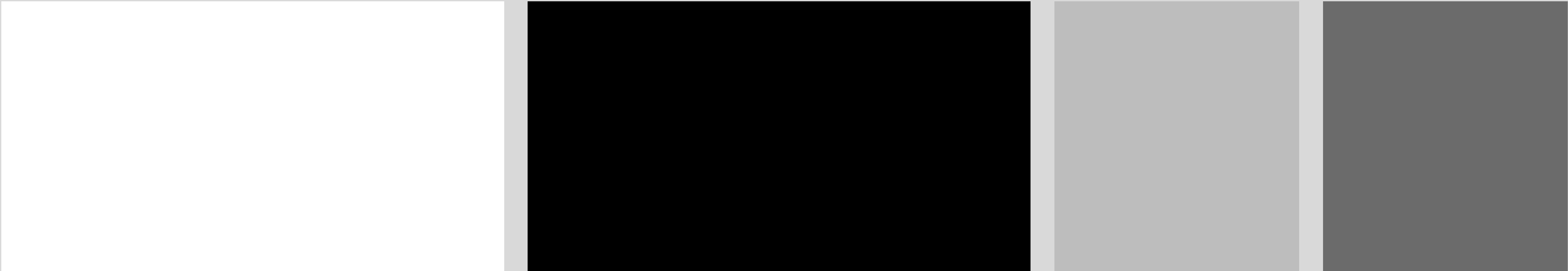
Colour Palette

Primary Colours

Secondary Colours



Colour Palette



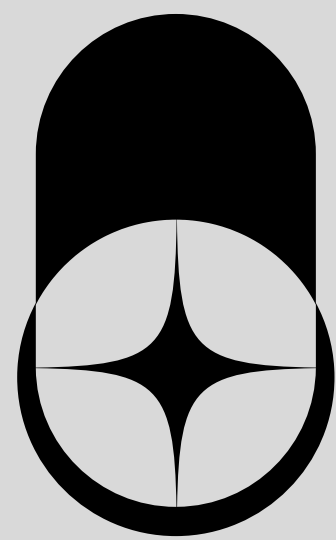
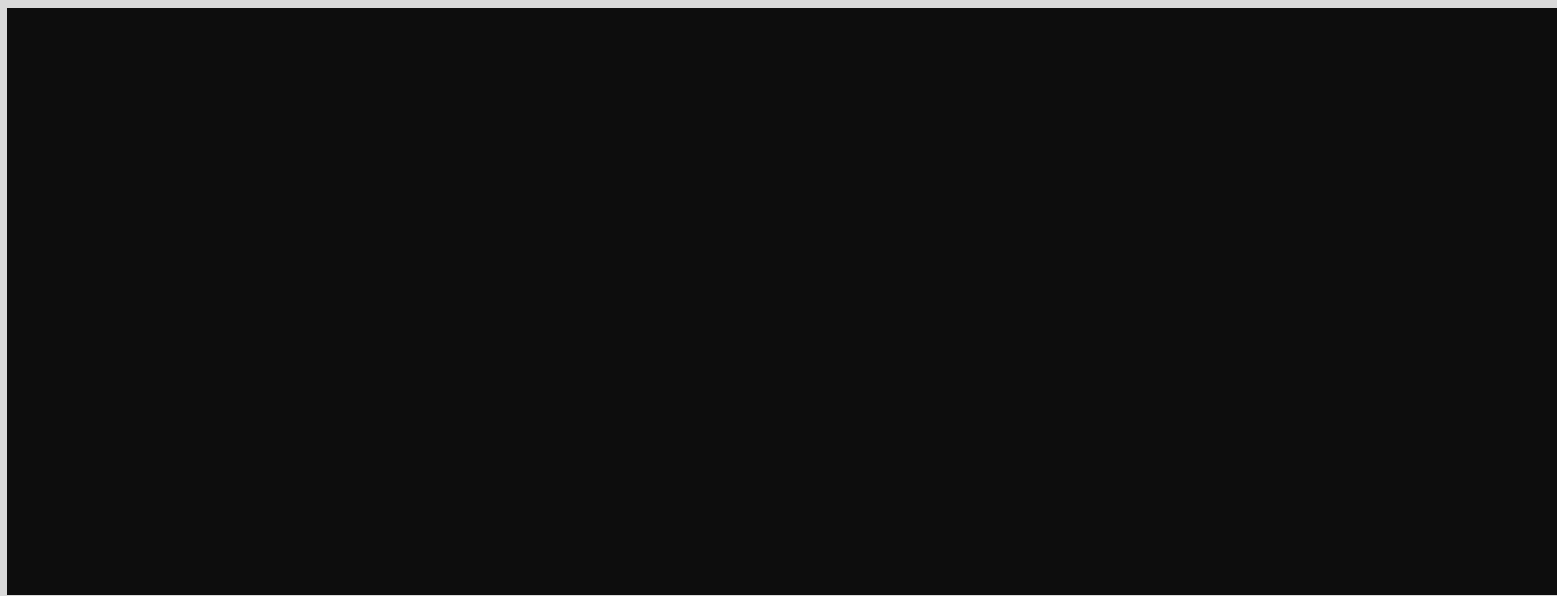
The ILOUMA brand palette is built on black and white. This is a deliberate choice: it is timeless, confident, and free of trend. It allows the brand's design, architecture, and photography to take centre stage without visual interference.

Grey is used as a secondary tone to create hierarchy and depth within layouts. It is not an accent, it is a neutral tool. Two grey tones extend the palette for use in layout, supporting elements, and hierarchy. These tones are never used as dominant colours.

Note on project colours:

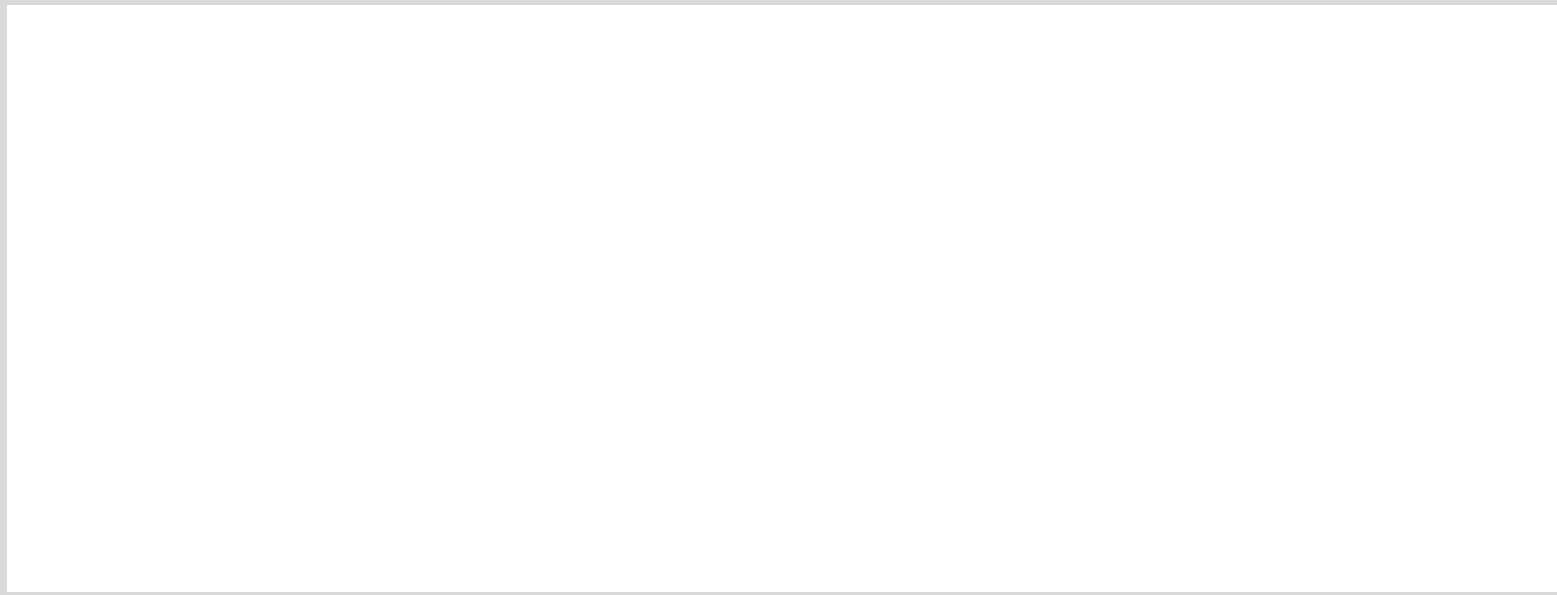
Individual development projects do not have their own dedicated colour palettes. All project branding operates within the same black, white, and grey system. Visual distinction between projects comes through naming, planet illustration style, and layout, not colour.

Primary Colours



CMYK: 0 0 0 95
RGB: 13 13 13
HEX: 0D0D0D

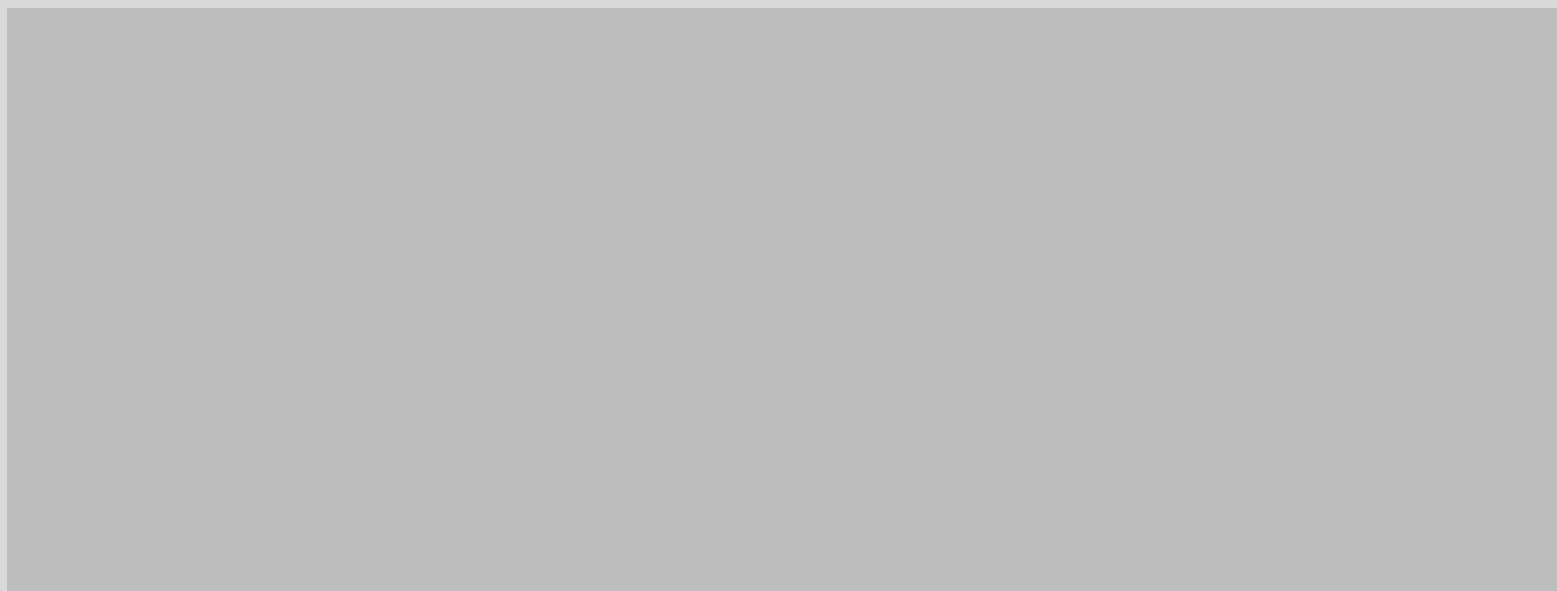
IOLOUMA BLACK
Use for: all body text, logos, primary graphic elements, headlines



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: FFFFFFFF

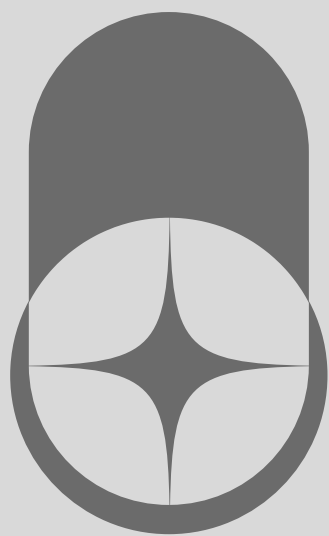
IOLOUMA WHITE
Use for: backgrounds, reversed type, white logo applications

Secondary Colours



CMYK: 0 0 0 26
RGB: 189 189 189
HEX: BDBDBD

LIGHT GREY
Use for: backgrounds, borders, subtle dividers,
watermark applications



CMYK: 0 0 0 58
RGB: 107 107 107
HEX: 6B6B6B

DARK GREY
Use for: secondary text, subheadings, dividers

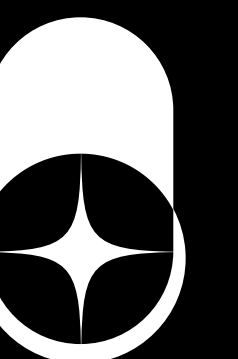
Typography

Primary Typeface

Secondary Typeface

Typographic Hierarchy

Type Usage Rules



Primary Typeface

Type that feels crafted
and knows how to have fun.

Kyiv Type Sans

Kyiv Type Sans is the display typeface of the IOLOUMA brand. Its geometric construction and subtle personality make it well-suited to a brand that is serious about quality but not afraid to stand out. It is used exclusively for headings, pull quotes, and display text.

Secondary Typeface

Functional type that
compliments the primary typeface

Helvetica Neue

Helvetica Neue is the backbone of the system. Neutral, highly legible, and universally available, it handles all body copy, captions, labels, and functional text. Its neutrality allows Kyiv Type Sans to shine wherever it appears.

Typographic Hierarchy

Main Titles

Short or Long Headlines

Highlights

BODY TEXT

IOLOUMA Developments is a team of passionate individuals based in Limassol, Cyprus, dedicated to raising the standard of residential property development.

We believe that exceptional quality, considered design, and real innovation should not be reserved for the ultra-expensive. They should be the baseline.

Weights

Kyiv Type Sans

Thin — A universe
Light — of premium
Regular — residential

Helvetica Neue

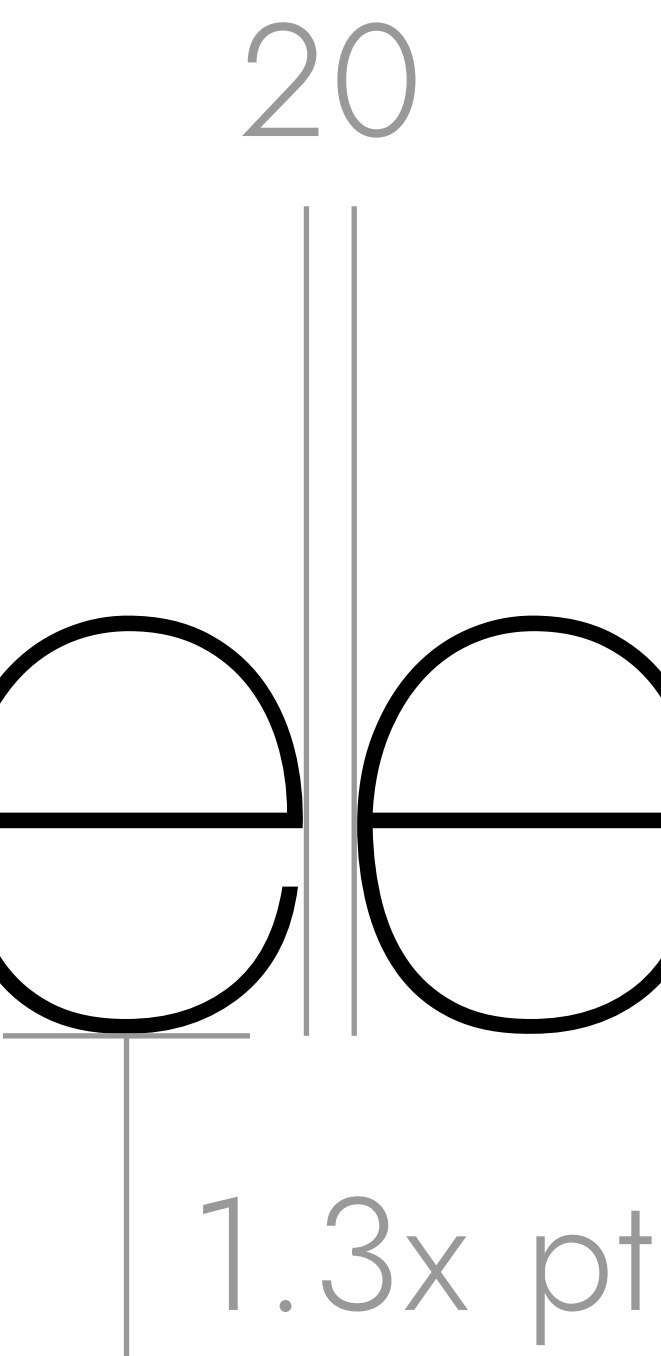
Ultra Light — A universe
Thin — of premium
Light — residential

Rules:

- 01 — Headings are set in Kyiv Type Sans Regular. Never substitute with another typeface.
- 02 — Body text is always Helvetica Neue Thin. Line height should be set at 1.3× the font size for comfortable reading.
- 03 — Sub-Headings are set in Kyiv Type Sans Light.
- 04 — Section labels are always Helvetica Neue Light, tracked. They are used to identify sections and categories. They should never compete visually with headings.
- 05 — Do not mix weights arbitrarily. Use the weight specified for each role in the hierarchy. Introducing additional weights dilutes the system.
- 06 — Left-align or left justify body text. Centred body text is permitted only for pull quotes and display contexts. Never align right body text.
- 07 — Minimum body text size is 9pt in print, 16px in digital. Do not go smaller.

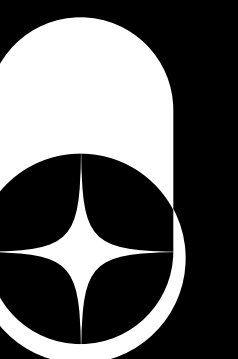
Spacing

Distance between
letters and lines

A diagram illustrating line spacing. It shows two lines of text: "Distance between" and "letters and lines". A vertical double line with horizontal caps at the top and bottom indicates the distance between the two lines. The number "20" is positioned above the top line, and "1.3x pt" is positioned to the right of the vertical line, indicating the line spacing is 1.3 times the point size.

Graphic Elements

The Capsule
The Starfield
Usage Summary



Graphic Elements

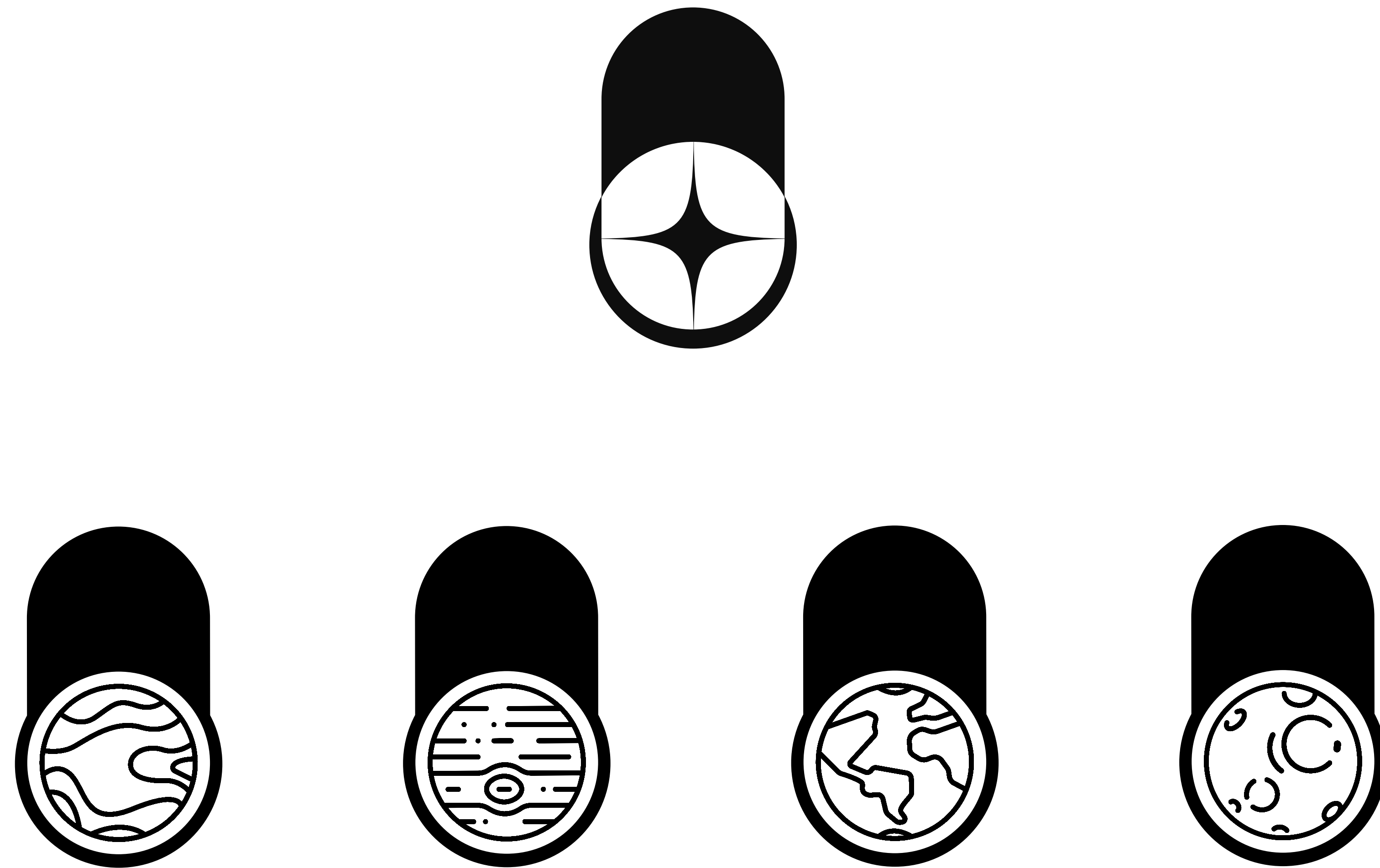


Properties out of this world

The shapes that define the brand.

IOLOUMA's visual language is built on two core graphic elements: the Capsule and the Star Field. These elements appear across all brand applications and are what make the IOLOUMA system immediately recognisable, both as a master brand and as the foundation for individual project identities.

The Capsule



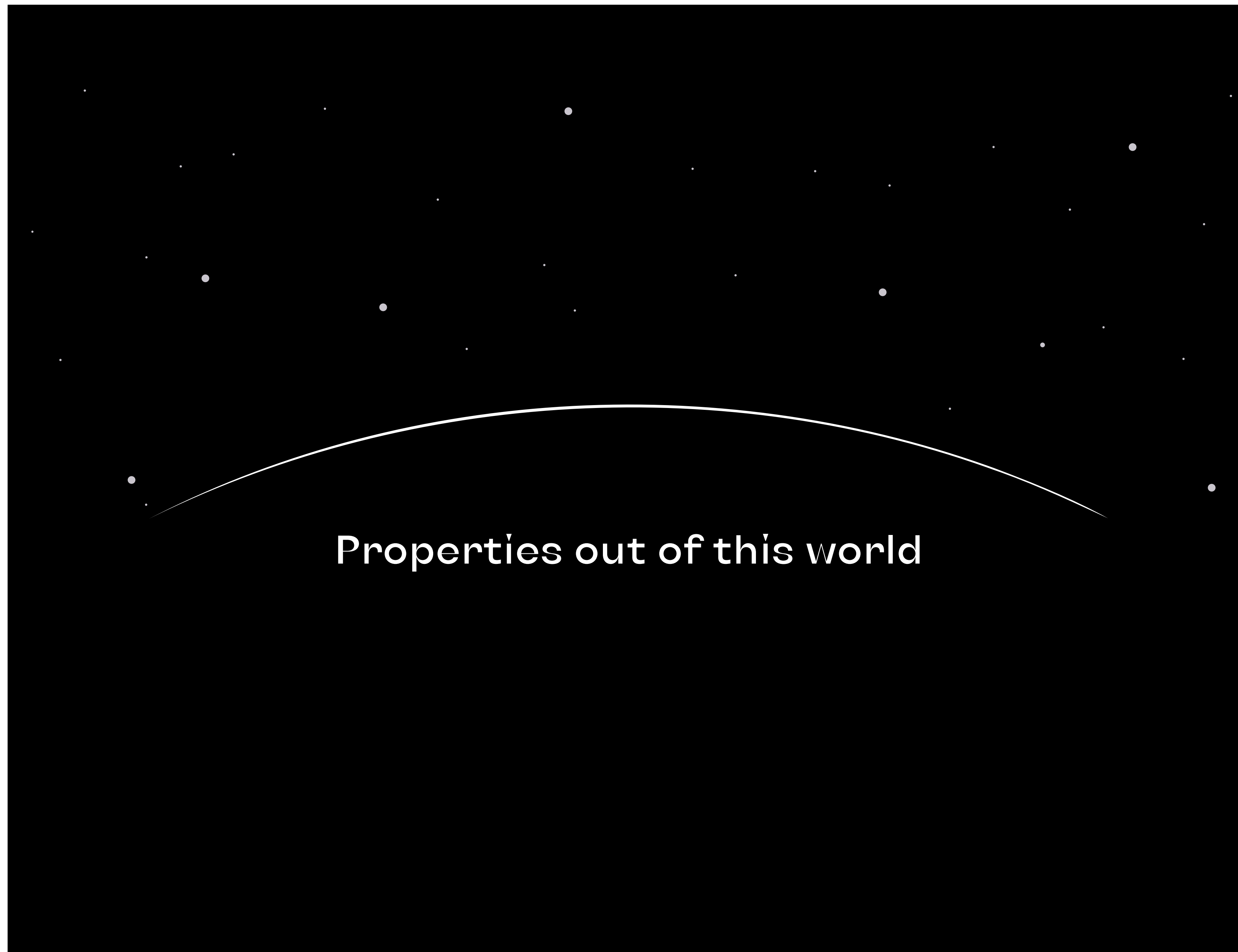
The capsule form is the structural backbone of the IOLOUMA visual system. Its design consist of a rounded rectangle with a solid black upper half and an illustrated lower half housing a circular planet or star element.

Each project has its own unique logo that follows the IOLOUMA design system. Project logos share the same capsule structure as the master brand icon, they are recognisably part of the same family while each expressing the visual character of their namesake celestial body.

Project logos are not interchangeable with the master brand logo. They represent individual developments and should be used in the context of that development's marketing and collateral only.

This shape is not arbitrary. It references a portal, a window, a doorway, an entrance to somewhere extraordinary. It is the recurring motif that ties every project identity together under the IOLOUMA umbrella.

The Star Field



The Star Field is the brand's primary background texture. It consists of small, scattered white dots of varying sizes on a dark background, evoking a night sky and reinforcing the "out of this world" brand positioning.

Usage rules:

01 — Dot size: vary between 1pt and 3pt (print) / 1px and 3px (digital). Avoid uniformity.

02 — Density: low to moderate. Stars should feel sparse and natural, not heavy or patterned.

03 — Distribution: scattered and irregular. Do not arrange dots in visible grids or rows.

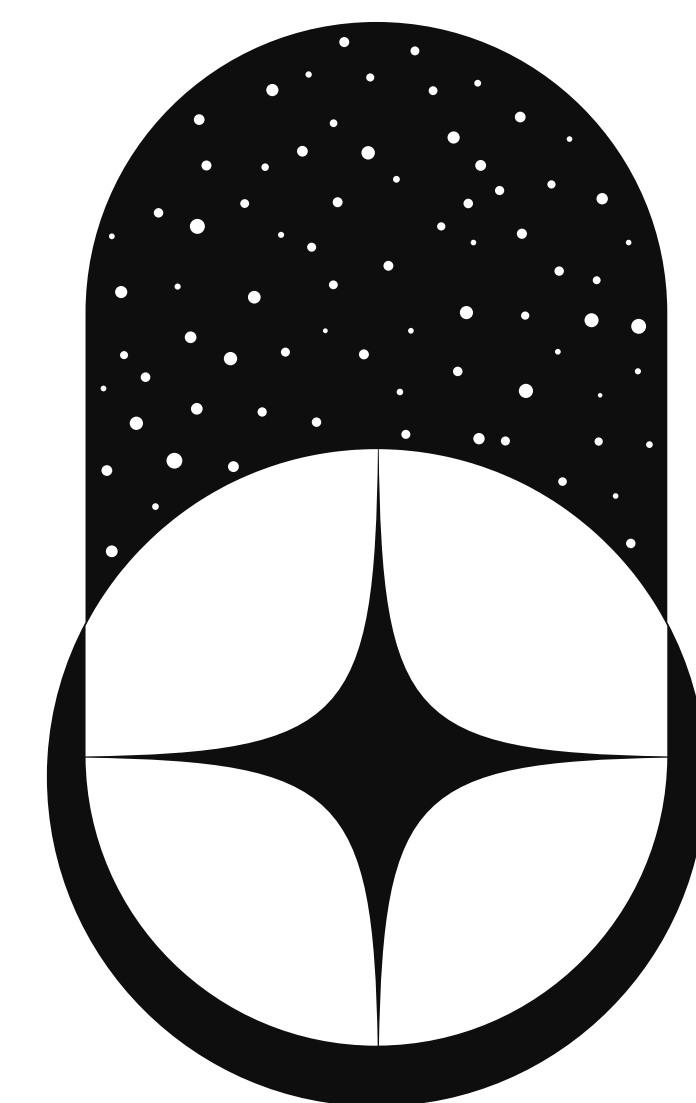
04 — Colour: always white or light grey dots on a dark/black background. Do not invert.

05 — The star field is used as a background texture for full-bleed dark pages, digital headers, and promotional visuals.

06 — It is never used on white or light backgrounds.

07 — It is never used as a foreground element.

Element Usage Summary



Putting it all together.

The capsule form and star field work as a system. Dark pages use the star field as atmosphere. The capsule appears as both an icon and the structural basis for project logos. Neither element should be used in isolation without purpose, they carry meaning and should be treated with the same care as the logo.

Approved uses of graphic elements:

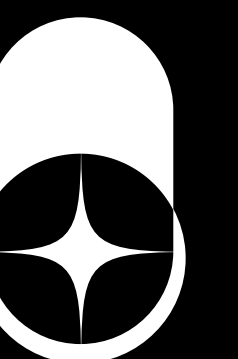
- 01 — Capsule: logo system, project identities, layout section dividers (used sparingly)
- 02 — Star field: full-bleed backgrounds, digital headers, promotional visuals, social media backgrounds

Not approved:

- 01 — Cropping or distorting the capsule form
- 02 — Recolouring the star field
- 03 — Using either element in a way that mimics or confuses a project logo

Final Notes

Content Guidelines
Do's & Don'ts



Content Guidelines

Visual Guidelines for social content

01 — Maintain the palette. All imagery and graphics should reflect the black, white, and grey brand palette. Avoid colourful filters or treatments that conflict with the brand.

02 — Use the star field sparingly. The star field is a strong brand element. Reserve it for launch posts, key announcements, and branded graphics, not every post.

03 — Photography should be architectural and minimal. Property photography should be clean, well-lit, and compositionally considered. Avoid overcrowded staging, heavy post-processing, or over-saturated images.

04 — Type on social. When text appears in social graphics, use the brand typefaces. Headlines in Kyiv Type Sans, supporting text in Helvetica Neue. Never use platform native fonts for branded graphics.

Do's & Don'ts

Logo

DO

- Use approved logo files only
- Maintain clear space on all sides
- Use the correct colour version for the background
- Scale proportionally
- Use the Icon alone when space is limited

DON'T

- Stretch, skew, or distort the logo
- Change the typeface of any logo element
- Add drop shadows, gradients, or effects
- Place the logo on a busy or patterned background without sufficient contrast
- Recreate the logo from scratch
- Use the logo at sizes below the minimum

Colour

DO

- Use only the approved primary and secondary palette
- Default to black and white in all primary communications
- Use grey tones to create hierarchy and depth

DON'T

- Introduce brand colours not in the palette
- Use colour as decoration without purpose
- Apply the star field on light backgrounds

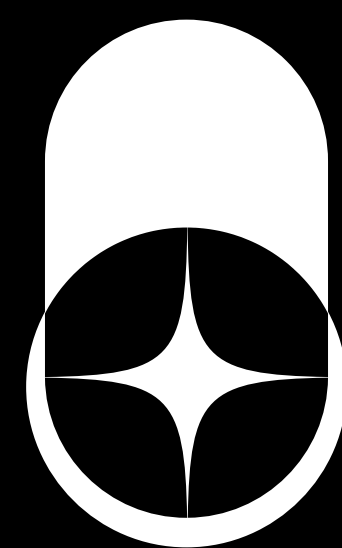
Typography

DO

- Use Kyiv Type Sans for all headings
- Use Helvetica Neue for all body and functional text
- Maintain the defined type hierarchy

DON'T

- Substitute typefaces with other fonts
- Mix weights arbitrarily
- Use centred alignment for body copy
- Set body text below minimum sizes
- Use ALL CAPS for body copy



For more information get in touch with MAY Collective * Design Studio
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