

Casa Eterna Verano – Brand Package

Your Casa Eterna Verano Brand Package brings your retreat to life with a cohesive, ready-to-launch identity. From your logo and color palette to your website and digital business card, every element is crafted to reflect the calm beauty and effortless warmth of Puerto Rico's eternal summer. Designed to save you time and elevate your presentation, it ensures that every detail of your brand feels consistent, elegant, and true to your story.

What's inside

- Logo versions & Usage
- Brand colors and Fonts
- Business Cards — Smart, Modern, and Always Up to Date
- Website Overview — Branded, Live & Ready
- Included Files & Deliverables

Why it matters

- Builds trust and recognition with guests
- Makes your rental look polished and consistent
- Saves time with ready-to-use branded assets



Use this as your quick reference to keep every part of your rental's branding clear, consistent, and ready to share.

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Logo Versions & Usage

Your Casa Eterna Verano logos are designed for every use — web or print.
Provided in PNG, SVG, PDF, and JPG formats.



Casa *Eterna Verano*

Primary Logo

Icon



Casa *Eterna Verano*

Horizontal Logo

Wordmark Logo

Casa *Eterna Verano*

Primary Logo

The full version combining icon and wordmark for maximum recognition. Best for print, social media, and anywhere the logo can stand on its own.

Horizontal Logo

A wide, balanced layout pairing the icon and name side by side. Ideal for business cards or designs with limited height.

Icon

Simplified mark for social media, stickers, or watermarks. Use when there isn't room for the full logo.

Wordmark Logo

A clean, boutique version of your logo focused on the name alone. Used where space is limited or simplicity creates more impact. It keeps your brand recognizable while maintaining an elegant, minimal look.

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Casa *Eterna Verano*

Your complete branding package — designed to make your vacation rental shine.

Brand Colors & Fonts

Each shade in this palette was chosen to reflect balance — where calm sophistication meets warmth and hospitality. Together, these colors create a modern yet natural aesthetic that feels both timeless and approachable, perfectly suited for boutique vacation rentals and lifestyle brands.

-  Forest Green | Primary text and accent color | #2A4D44
-  Dark Gray | Header, footer, and secondary text color | #333333
-  Soft Peach | Background color for highlights and warm sections | #FFE2CE
-  Coral Accent | Hover state and call-to-action highlight | #FF7C5E
-  Pale Aqua | Light background and complementary tone | #EAF4F2

Typography

Font Family:
Montserrat

Montserrat Bold / Semi-Bold:
Headlines and section titles.

Montserrat Regular / Light:
Paragraphs, captions, and
body text.

Logo Accent Colors:

Dusty Rose #D45976 

Soft Blush #EDA8B4 

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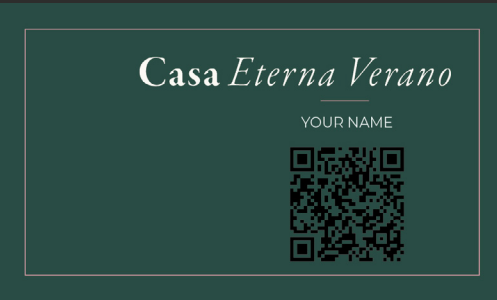
Business Cards — Smart, Modern, and Always Up to Date

No more reprinting cards when details change. Your Casa Eterna Verano card features a custom QR code that links directly to your website — always current and easy to share. A clean, modern card that reflects the Casa Eterna Verano brand — timeless, elegant, and designed to make every first impression count.



Business Card Design

A clean, modern card that reflects your Casa Eterna Verano brand. Designed for standard 3.5 x 2 in format and delivered as a print-ready CMYK PDF with bleed — compatible with any print company. Front features your logo and brand color background; back includes your contact details and a scannable QR code.



Digital Business Card

Each printed card includes a QR code linking to your online card — a touch-free way to share your contact info. The digital version opens on any phone and includes your logo, links, and social profiles. Always up to date, eco-friendly, and easy to share anywhere.

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Website Overview — Branded, Live & Ready

Your Casa Eterna Verano website is live, fast, and mobile-friendly — crafted to look beautiful on every device. Built with purpose and precision, it tells your story through thoughtful design, elegant color, and effortless usability.

Included:

Prewritten sections, lifestyle images (also for social media), basic SEO, and placeholders for your property photos, map, and links.

Your domain is live and will be transferred to your name after final setup.

Visit your live preview at casaeternaverano.com

What We Need:

Your updated property details and best photos — we'll replace placeholders and finalize your site.

Once your photos and details are added, your site becomes a complete, guest-ready experience.



A selection of lifestyle images included for your website and social media.

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Included Files & Deliverables

Your Casa Eterna Verano branding package includes everything you need to launch with confidence — optimized for print, web, and social media.

Logo Files

Full, horizontal, icon, and wordmark versions.

Formats: .PNG (transparent background) and .SVG (scalable for print & web).

Fonts & Colors

Font: Raleway (Google Font – free for personal & commercial use).

Brand colors with HEX codes (see previous page).

Business Card Design

Print-ready .PDF and editable .AI version.

Website

Live, fully branded, and responsive design (Mobile, Tablet, Desktop).

Connected to your domain and listed on Google for visibility.

Includes basic SEO setup for search visibility.

Matching logo, color palette, and typography integrated for a cohesive look.

Lifestyle Images

Professional images included with your website to showcase your rental's personality.

Delivered in web and social media formats for easy sharing.

Optimized for Airbnb, social posts, and your website gallery — keeping your visual story consistent, everywhere.

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