



Brand  
Visual  
Identity

# Latmos Eterna Brand System



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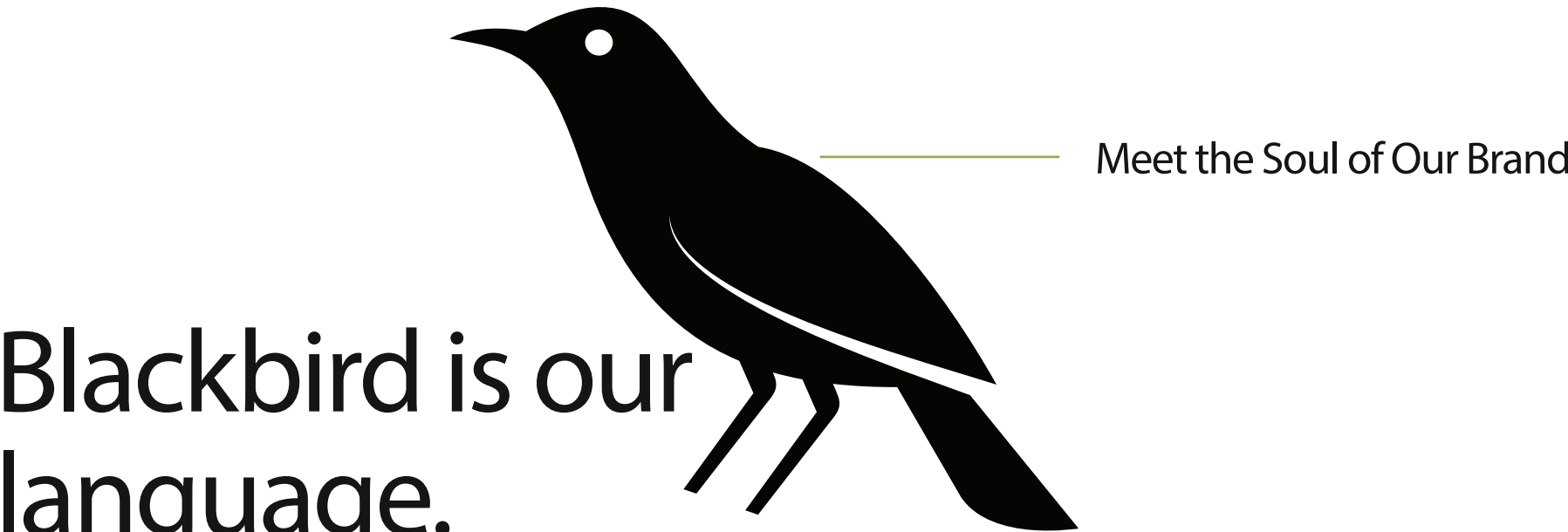
Ata Özelbiçer  
Latmos Eterna  
Brand Identity

06- 13  
2025

A visual & verbal toolkit for building  
our hotel & resort.

In a world where serenity is a luxury, Latmos Eterna stands as a timeless escape into nature’s embrace. Nestled where sky meets mountain, our resort is more than a destination — it’s a sanctuary of calm, elegance, and authentic connection. We exist to create unforgettable moments, where modern comfort blends effortlessly with the rhythms of the earth.

This brand identity is more than a logo — it’s a story of discovery, elevation, and stillness. Every curve, every color, and every touchpoint reflects our belief: Travel should be meaningful, immersive, and eternal.



Meet the Soul of Our Brand

Trust is  
our mountain.

# Content Pages

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# Brand Moodboards



The name Latmos Eterna draws inspiration from the ancient Latmos Mountains — a place whispered in myth and revered for its quiet majesty. The flowing line in the logo captures the silhouette of these sacred peaks, evoking a sense of endless horizon, movement, and calm. It symbolizes the serene escape we offer: where time slows and nature speaks.

The blackbird, perched subtly within the logo, is a symbol of mystery, curiosity, and soulful retreat. It reminds us that even in stillness, there's life, story, and song. It's our invitation to wander, to dream, and to discover something deeper.

Together, the mountain and the bird tell a story of harmony — between earth and sky, past and present, guest and place.



## Brand Brief

Designed to evoke both mystery and tranquility, the logo weaves together the silhouette of Latmos Mountain and the graceful presence of a blackbird. The mountain symbolizes endurance, exploration, and a connection to timeless nature — a reference to the real Mount Latmos, steeped in mythology and wonder. Perched beside it, the

## Brand Story

Latmos Eterna was born from a desire to reconnect people with peace, nature, and timeless beauty. Nestled beneath the mythic Latmos Mountains, our hotel & resort is a sanctuary where history, luxury, and tranquility meet. The flowing mountain line in our logo speaks to the journey — calm yet powerful — while the blackbird represents quiet discovery and mindful escape.

## Inspiration and meaning Brand logo

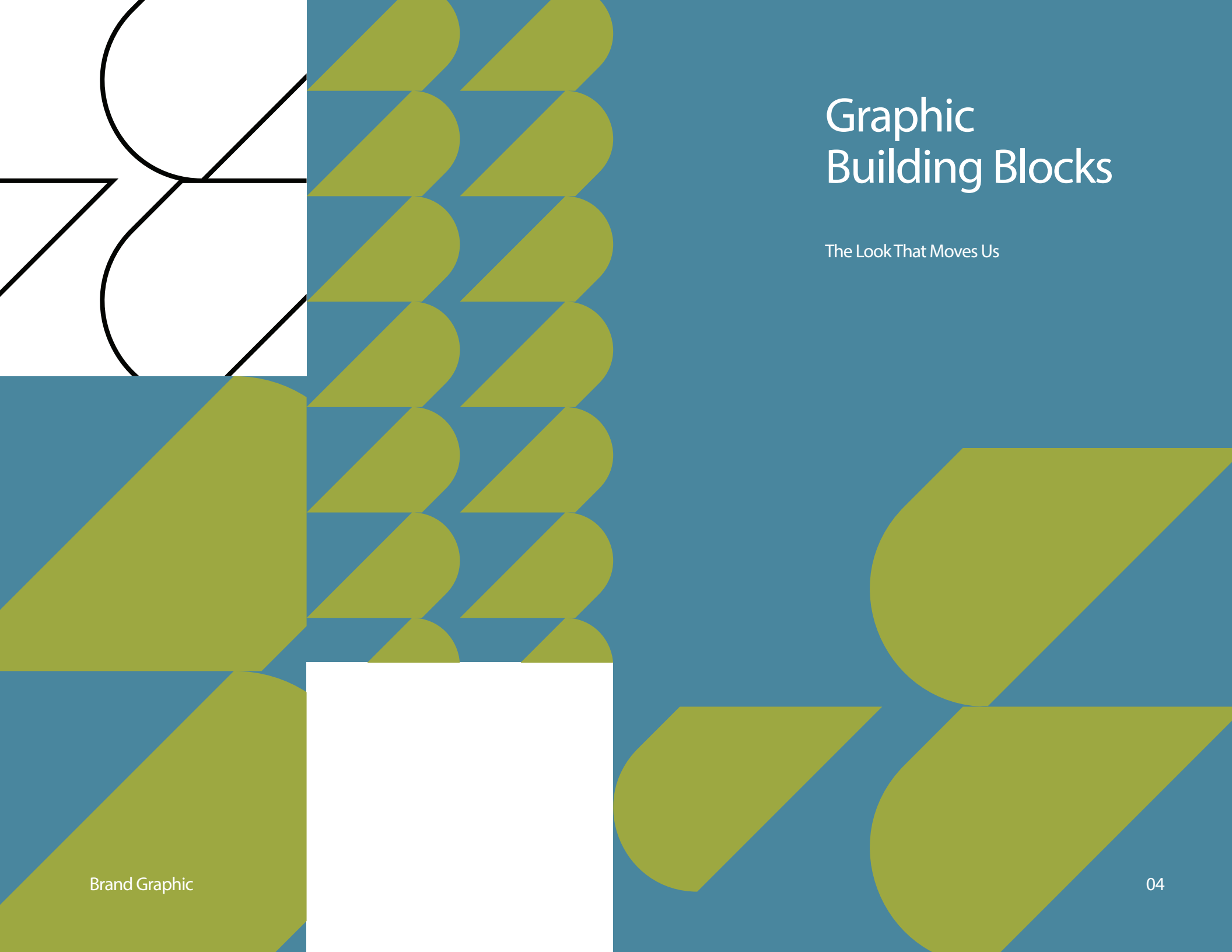
**Latmos Eterna**  
H O T E L & R E S O R T

# Protecting Our Presence



# Graphic Building Blocks

The Look That Moves Us



# Helvetica

Aa

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

0123456789

Our Fonts  
Speak Before  
We Do

## Helvetica Typeface

Regular 31pt

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin vitae mi nisl. Cras ut  
tempus diam. Mauris suscipit lorem cursus  
auctor eleifend. Nulla gravida in sem vitae  
fringilla. Cras viverra sapien sit amet ex  
bibendum ullamcorper. Suspendisse poten-  
ti. Morbi ac dolor ac mi varius sagittis.

Light 12pt

## Helvetica Typeface

Medium 31pt

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin vitae mi nisl. Cras ut  
tempus diam. Mauris suscipit lorem cursus  
auctor eleifend. Nulla gravida in sem vitae  
fringilla. Cras viverra sapien sit amet ex  
bibendum ullamcorper. Suspendisse poten-  
ti. Morbi ac dolor ac mi varius sagittis.

Regular 12pt