

ATERNA

Logo Design Brief (v2 — Color Direction Update)

1. About ATERNA

ATERNA is an ultra-private concierge and experience curation service based in Seoul, Korea. We design bespoke, high-end experiences for international VIP travelers and business executives visiting Korea — private cultural journeys, Michelin-level dining, exclusive access to hidden destinations, and seamless luxury transportation (premium chauffeured vehicles, not group tours).

In short, we bring the level of privacy and care that business- and first-class airline passengers expect down to the ground in Korea — the opposite of mass tourism. Our clients are individuals, couples, or small families/executive groups (1–6 people): the kind of traveler who already chooses business or first class when flying, valuing comfort and privacy enough to pay more for it, primarily from Europe, North America, China, and Japan. We do not target the Korean domestic market at all — our brand, language, and visual identity must speak exclusively to an international, affluent, design-conscious audience.

2. Brand Tone & Reference Points

- Reference brands: Aman Resorts, Four Seasons, VistaJet, Quintessentially, Mandarin Oriental
- Mood: quiet luxury, understated confidence, refined minimalism — never flashy or “touristy”
- Avoid any visual cliché associated with mass tourism, travel agencies, or budget travel
- The brand should feel like it belongs in a Condé Nast Traveler or Monocle feature
- We are intentionally designing for global luxury standards, not a “Korean” aesthetic — our origin in Seoul is part of our story, but the visual identity itself should feel at home alongside any top-tier international luxury brand, with no need to signal “Korean-ness” through the logo itself
- That said, the mood/color should not directly replicate any single competitor brand (e.g. the deep-green-and-gold palette associated with certain luxury hotel brands) — we want the shared visual grammar of restrained luxury, not a look close enough to be mistaken for a specific competitor

3. What We Need

3.1 Primary Wordmark

- “ATERNA” as a refined typographic logo — this is our main brand asset
- Used on: website header, business cards, contracts, vehicle livery (side of luxury van), printed brochures
- Focus on letter spacing, weight, and proportion — this should carry the brand on its own, even without a symbol

3.2 Compact Symbol / Monogram

- A secondary, square-format mark derived from the same typographic family as the wordmark (consistent feel, not a separate design language)

- Please avoid generic “mountain-shaped A” or “checkmark A” symbols — these are overused in finance/consulting branding and won’t differentiate us
- This mark will be used as the profile image across Instagram, WhatsApp, LinkedIn, and Facebook — all of which display it in a circular or rounded-square crop, often at small sizes (40–80px). Please design and test for legibility at this scale specifically.

3.3 Color Palette (v2 — Updated)

[Change] The previously considered “deep navy / midnight blue” base has been dropped. The palette below is now final.

- Base: Ink Black #1A1815 (a warm-toned black, not pure #000000) + Warm Ivory #F4F0E6 (a warm off-white, not stark white)
- Accent: Aged Brass #8C6A3F — a matte, restrained metallic tone. Avoid bright/shiny chrome gold
- Logo applications: both a dark version (Ink Black background + Aged Brass wordmark) and a light version (Warm Ivory background + Ink Black wordmark) are required
- Note: black + gold is a common combination in luxury branding generally — the matte “aged” brass and warm ivory (rather than stark white) are meant to avoid a cold, generic “shiny black-and-gold” feel. Also avoid any green hues, to prevent confusion with the deep-green-and-gold palette used by certain competitor luxury hotel brands
- No bright or “tropical travel” coded colors, no gradients

3.4 Typography Direction

- Clean, modern sans-serif or a refined serif with generous letter spacing
- No decorative, script, or “vacation brochure” fonts
- Should feel equally at home on a business card and on a luxury vehicle door

4. Important Notes

- We do not use KakaoTalk or any Korea-domestic platform — please do not design with Korean messaging app formats in mind
- Our primary platforms are entirely global: Instagram, WhatsApp, LinkedIn, and Facebook, plus a standalone website
- Please deliver a dedicated profile-image version of the symbol, pre-cropped/tested for circular display (Instagram, WhatsApp, LinkedIn) and rounded-square display (Facebook)
- Please deliver vector files (AI, EPS, SVG) and confirm exclusive commercial usage rights upon completion

5. Deliverables Checklist

- Primary wordmark (horizontal, for website/print) — “ATERNA” alone, no slogan, must stand complete on its own even at small sizes
- Slogan lockup version — a secondary version with “Korea, Privately Yours” set small beneath the wordmark. This is a separate asset for specific contexts (website hero, brochure cover) and does not replace the primary wordmark. Punctuation: keep the comma, but drop the trailing period — standard display-type convention for a single standalone line

- Compact square symbol/monogram (master version)
- Profile-image–optimized version of the symbol (tested at small circular sizes for Instagram/WhatsApp/LinkedIn/Facebook)
- Both wordmark and symbol in: full Ink Black version / Warm Ivory background version / Aged Brass accent version
- Vector source files (AI/EPS/SVG) + high-res PNG exports (including square PNGs sized for each platform’s profile photo spec)

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