

# Alice Nanavova Visual Guidelines

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# Introduction

## Introduction

Alice Nanavova is an art advisor based in London. She helps people who love art find the right pieces for their homes and collections. Her work sits between collectors, galleries, and artists, and she guides each client through choices that feel personal and lasting. She is also the founder of Forsa Gallery, which gives her a direct view into the art world and the people shaping it today.

The brand feels calm, refined, and trusted. It speaks to collectors who want quiet expertise instead of loud sales talk, and it leans on taste, judgement, and real relationships built across the London and wider European art scene.



# Colour Palette

## Colour Palette

**Twilight Indigo** is a deep, saturated blue with subtle hints of indigo and night sky. This deep blue shade reflects **the traditional use of indigo** and navy hues in textiles and art for centuries. Historically, deep blues were expensive pigments, signifying **prestige and solemnity**.

**Baltic Blue** — muted, understated luxury, **Nordic**, gives a sense of **calm and focus**. Pared with Indigo, it **emphasizes trust, authority, and professionalism**.

**Antique Gold** carries the weight of earned authority. Should be printed on gloss-coated paper with a gloss varnish to appear shiny and closer to the desired effect. To fully capture the highest level of shine, a foil is required. This muted, oxidized tone **whispers heritage**. Paired with Twilight Indigo, it activates **one of the most psychologically loaded color combinations in Western culture**: navy and gold. The palette of admirals, institutions, and houses that have stood for centuries. **Trust with prestige. Depth with warmth.**

**Crimson** creates tension, it's dark wine-red, almost the color of dried wax seals and velvet curtains in candlelight. It commands attention, suggests **passion, vitality, a human pulse** beneath the cool authority of the blues. In art history, crimson robes distinguished cardinals and judges.

**Parchment** is a **peaceful and soothing** background tone creating environments that feel open and welcoming. It communicates **simplicity and relaxation**.

**Rick Black** brings a sense of **structure and stability** wherever it is used. It's a deep black with a subtle blue-violet undertone. It offers a balance between complete black and lighter grays.

### PRIMARY (60%)

HEX #21335b  
RGB 33 51 91  
CMYK 96 / 85 / 37 / 29  
PANTONE 2965 C

*Twilight Indigo*

### SECONDARY (30%)

HEX #506a95  
RGB 80, 106, 149  
CMYK 46 / 29 / 0 / 42  
PANTONE 7694 C

*Baltic Blue*

### PRINT ONLY

HEX: #b8963e  
RGB: 66, 123, 191  
CMYK: 65, 36, 0, 25  
PANTONE: 2727 C

*Antique Gold*

### ACCENT (10%)

HEX #602029  
RGB 96, 32, 42  
CMYK 38 / 88 / 68 / 52  
PANTONE 4102 C

*Crimson*

### BACKGROUND

### PARCHMENT

HEX: #EEE9E3  
RGB: 238, 233, 227  
CMYK: 0, 2, 5, 7  
PANTONE: Warm White C

### BACKGROUND

### RICH BLACK

HEX: #0c0b0e  
RGB: 12, 11, 14  
CMYK: 60, 40, 0, 100  
PANTONE: Black 6 C

# Typography

# Typeface

## TYPEFACE

# Neue Montreal

## EXAMPLE

Alice Nanavova  
*Art Advisory*

## STONE

Neutral, contemporary,  
clean and versatile

## USAGE

Used for body text, captions,  
supporting typography

## LETTERING

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss  
Tt Uu Ww Xx Yy Zz 0123456789

## AVAILABLE WEIGHTS

Light  
Regular  
*Italic*  
Medium

# Typeface

## TYPEFACE

# Editorial Old

## EXAMPLE

Alice Nanavova  
*Art Advisory*

## tone

Editorial, vintage,  
nostalgic

## USAGE

Used for primary headings, titles,  
pull quotes, emphasis typography

## LETTERING

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Rr Ss Tt Uu Ww Xx Yy Zz 0123456789

## AVAILABLE STYLES

Regular  
*Italic*

## Typeface Overview

Neue Montreal provides a modern and timeless foundation, ensuring clarity and straightforward communication.

Aa

## Typeface Overview

Editorial Old adds contrast and character, introducing refinement and expressive detail that elevates the overall identity.

Aa

# Typeface Overview

Together, these typefaces create a balanced system: clean and highly legible, yet distinctive and sophisticated.

Alice Nanavova

ART ADVISORY

Alice Nanavova

ART ADVISORY

# Brand Examples

Brand Application

**Alice Nanavova**

ART ADVISOR

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Art Collection  
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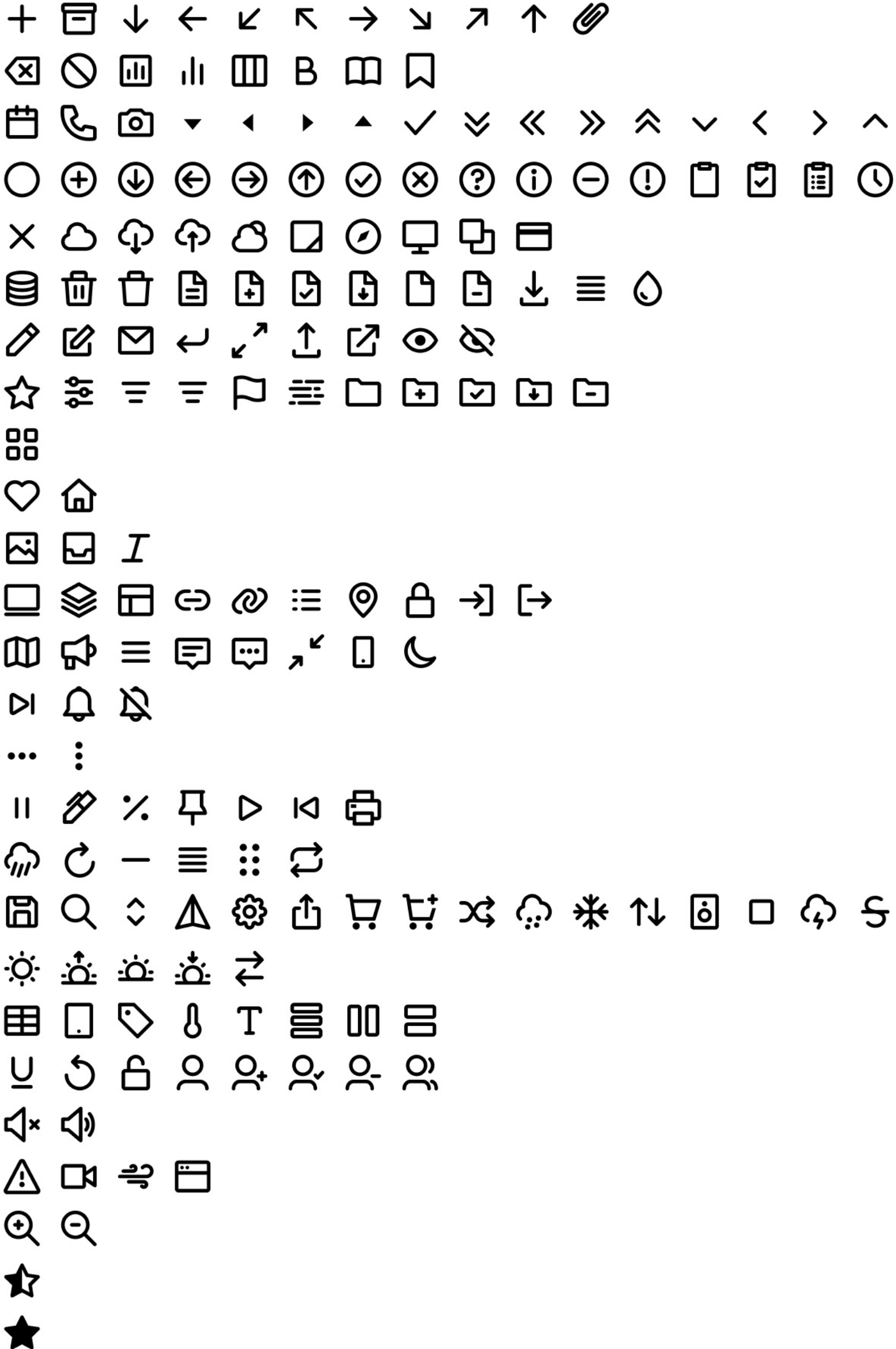
ART ADVISORY

# Icons

# Icons

Mono Icons:  
<https://github.com/mono-company/mono-icons>

When drawing new icons, ensure the icon looks friendly, has rounded corners and fits overall brand aesthetics.



# Thank You