

Brand Guidelines



MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

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Brand Overview & Positioning

Brand Overview

Monteverdi is more than a luxury hotel.

It's an entire Tuscan village, Castiglioncello del Trinoro, revitalized by a belief in the bellezza and enduring lessons we have to teach each other, ready to welcome those who seek it.

Guest Overview

Our target audience is creative multi-hyphenates with insatiable curiosity and open, independent minds who come to Monteverdi seeking to find sources of inspiration and moments that re-energize them.

They want to be enveloped and revitalized by their stay, their surroundings, and one another.



Brand Idea Objective

Monteverdi Tuscany offers more than the luxury Tuscan experience of many properties in the area. It offers peak human experiences and the opportunity to find connections that inspire for a creative-elite luxury consumer set that's eager for beautiful, immersive, and stimulating travel.

This campaign is intended to elevate Monteverdi out of the Tuscan competitive set and onto the top of our target's international "must-go" list."

BRAND IDEA OVERVIEW

Be Taken

"Be Taken" is our new creative platform moving forward.

If what we take in determines how we live, then we should be taken by life - not take from it. Alas, we live in a time of high levels of consumption, a joyless exercise with no true passions for what we experience. And this has drastically changed the way we live.

'Be Taken' is the idea that will remind us of a better way of life - one that was birthed in Tuscany during the Renaissance. Where thought reigned supreme, and time moved at its purposeful pace, and beauty would lead to inspiration and the enrichment of everyday life.

A way of life that not only is the founding pillars of Monteverdi, but can be found within every room, every dish, every swim, every everything for each guest to not just experience in their own unique way, but also to take home with them.

This is a harkening for that openness. One where we allowed art, nature, and food to help push our spirit into creating a better version of the present so that the future holds more promise.

This is what we want our guests to experience. And together, we will "be taken" at Monteverdi.

How We Do This

Comunità

We believe it takes a village (quite literally) to inspire, delight and reinvigorate the body and mind. At Monteverdi, you'll join a community of equally curious guests as well as artists, musicians, and makers in residence. Friendships and conversations will continue to inspire well beyond your trip.

Apprendimento

Yoga, cooking classes, wine seminars, concerts, and talks at our gallery offer a chance to step out of everyday life to something wonderful and new. Monteverdi and the culturally and historically rich village that envelops it will inspire you in many ways.

Spazio

Your time here will draw inspiration and pleasure from the Tuscan beauty that surrounds you, which makes its way into everything - from the food to the rooms to the backdrop for simply reading a good book. We've designed this space with the freedom to explore and the enjoyment of beauty in mind.

OUR TRUTH

Monteverdi is a village revitalized by a belief in the bellezza and enduring lessons we have to teach each other, ready to welcome those who seek it.

OUR BRAND PROMISE

Monteverdi is a village for connections fulfill us.

OUR AUDIENCE

Creative multi-hyphenates with an insatiable curiosity and desire for sources of inspiration and moments that re-energize them.

CONSUMER-FACING ARTICULATION

Be Taken

Brand Voice



Our Brand Voice

These tenets take precedence in our voice because it is part of the very fiber of what we stand for, what we offer, and what we create at Monteverdi.

HOW WE PRESENT OURSELVES

Our voice is inviting, passionate, cultured, and creative.

THE IDEA

“Be Taken” should be clear before its use.

The clearest way to bring our Brand Voice to life is to embody it through action, visuals, and storytelling – so that when we do say “Be Taken”, it’s a meaningful footnote for an already rich story.

USAGE

“Be Taken” is a creative hook, not a sign off

Telling our brand story can never be as simple as ending communications with “Be Taken.”

So while “Be Taken” is our Brand Tagline to be used in select consumer-facing brand communications, it must follow the following rules:

- “Be Taken” is never to be used in isolation. It has to be part of a larger message.
- Primarily, “Be Taken” can be used as part of a copy construct followed by one evocative, thought provoking word. I.e: “x” is one evocative word in the construct, “Be Taken at x”, “Be Taken by x”, “Be Taken with x”, etc.
- In select instances, “Be Taken by x” can be used as a creative wrapper that explicitly and positively outlines our brand ethos and message.

Our Tone

MONTEVERDI IS...

Unique

Spirited

Creative

Classic

Impassioned

Cultured

Purposeful

Inspiring

MONTEVERDI IS NOT...

Cliché

Calculated

Dull

Trendy

Stark

Unrefined

Aimless

Expected

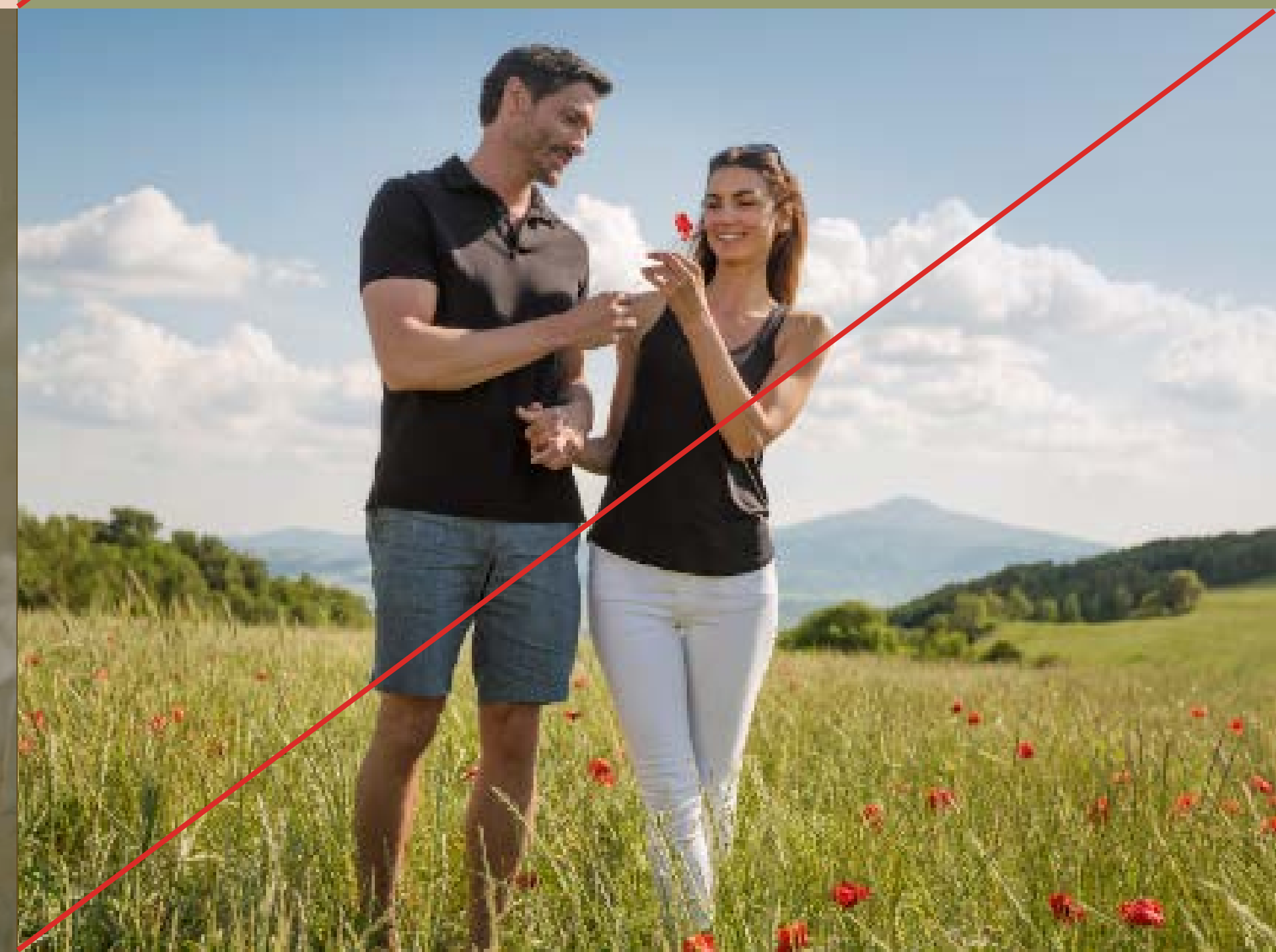
Our World

MONTEVERDI IS...

Impassioned and
imaginative - sparking
curiosity and interest.

MONTEVERDI IS NOT...

Expected and
hyperrealistic.
We do not reconstruct
reality, we amplify it.



Our World

WE ARE

A sought-after destination
for the curious and creative.

WE ARE NOT

For the Instagrammers
or the superficial.

WE ARE

Substantive, approachable luxury. We
are an eclectic and unexpected mix of
high art and the beauty of everyday
cooking, lawyers and composers, ages
and places of origin. The magic of
Monteverdi is in this mix.

WE ARE NOT

Stuffy, for elitists, or only
the “enlightened.”

Our World

WE ARE

More than a place for honeymoons and retired couples. Groups of like-minded companions, and any family raising curious children will feel at home at Monteverdi.

WE ARE

More than just a luxury hotel. At Monteverdi, luxurious rooms, spa treatments and incredible food are a given, but they are simply elements in providing the bigger story, of being consumed in this experience, this reverie, this world. Why would we state the obvious when there's so much more to lose yourself in?

Logos

Primary Logo:

The Primary logo features the full Monteverdi workmark. We recommend using the full logo wherever possible to quickly communicate the idea of a place. It can be used in black or white depending on visibility on the background color.

It should be used as much as possible but only at sizes where the text is legible.

Over Photography:

If placed on photography and the logo is not easily readable, a drop shadow or neutralizing highlight must be placed behind it.

Secondary logo:

The secondary logo should only be used in small-scale layouts where the primary logo would be difficult to read.

Arch Icon:

We recommend against using the arch icon on most creative. The arch should be reserved for placements on-site or for social media icons only.

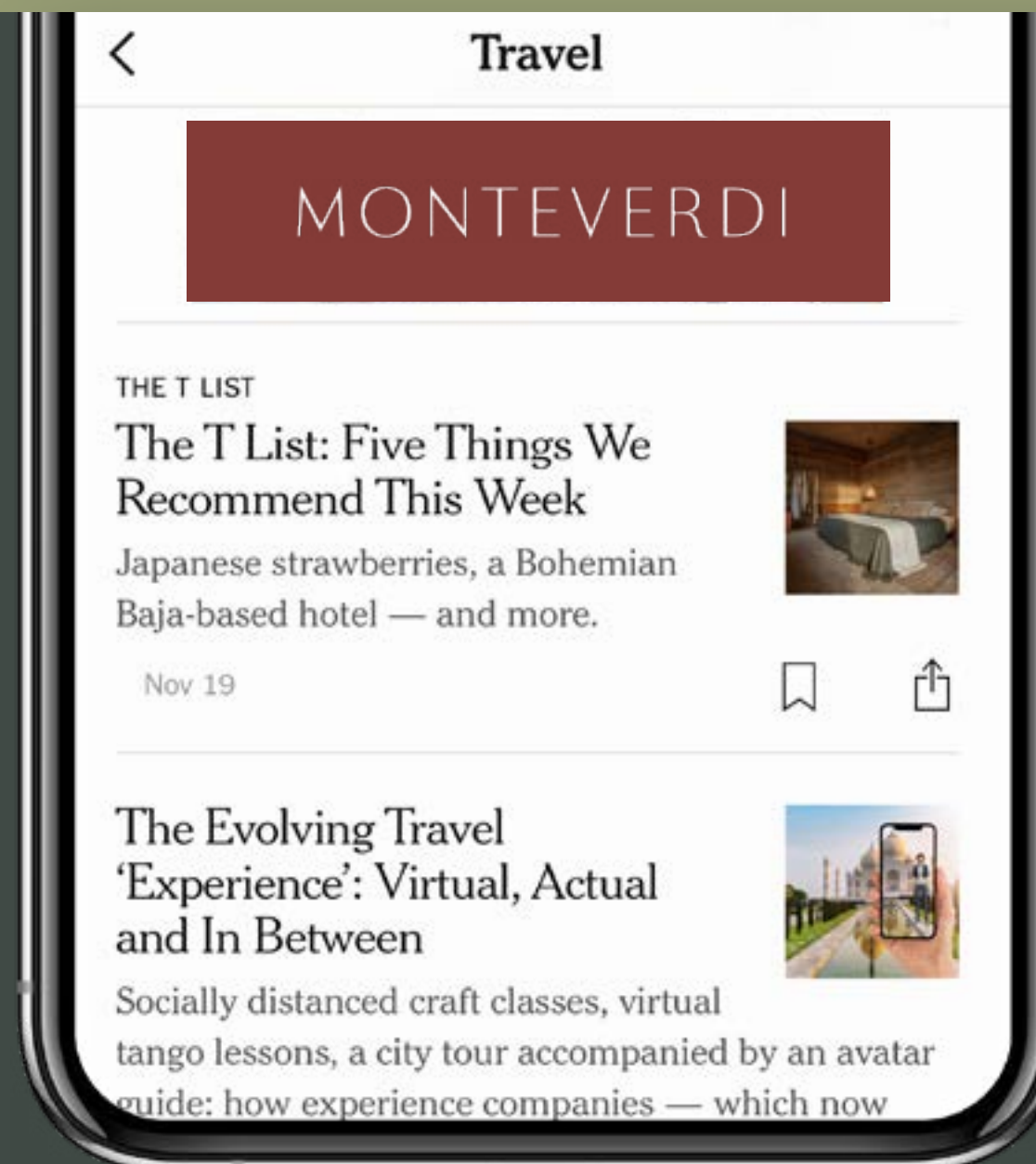
PRIMARY

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

OVER PHOTOGRAPHY

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

SECONDARY



ARCH ICON



Logo Usage

1. Primary

This logo should be the go-to for all usages where the type is large enough to be readable. We recommend focusing on this logo for all external communications because it takes up less space while giving more information than the secondary logo.

2. Secondary

This logo should only be used in situations where the “Castiglioncello del Trinoro” is too small to be readable.

3. Limited Use

This logo should only be used for Monteverdi social icons and on property. The arch does not have recognition for guests who have not visited before, so it should not be potential guests’ introduction to the brand.

4. Tagline Logo

This logo should not be used. The tagline could cause confusion with the campaign line and the Primary Logo communicates the same idea.

1. PRIMARY

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

2. SECONDARY

MONTEVERDI

3. LIMITED USE



4. TAGLINE LOGO



Logo Usage - Color

1. Primary Logo Palette

The logo should primarily be shown in black or white. This goes for both the primary and secondary logo. This helps the logo stand out from the copy and any CTAs.

2. Secondary Logo Palette

The logo can be used in tones from the color palette in limited instances.

See the Color Palette section for recommended color pairings.

1. PRIMARY LOGO PALETTE - BLACK

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

MONTEVERDI

1. PRIMARY LOGO PALETTE - WHITE

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

MONTEVERDI

2. SECONDARY LOGO PALETTE

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

MONTEVERDI

MONTEVERDI

MONTEVERDI

Logo Usage - Size

1. PRIMARY LOGO - CLEAR SPACE



1. PRIMARY LOGO - MINIMUM SIZE

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY
(ACTUAL SIZE)



2. SECONDARY LOGO - CLEAR SPACE

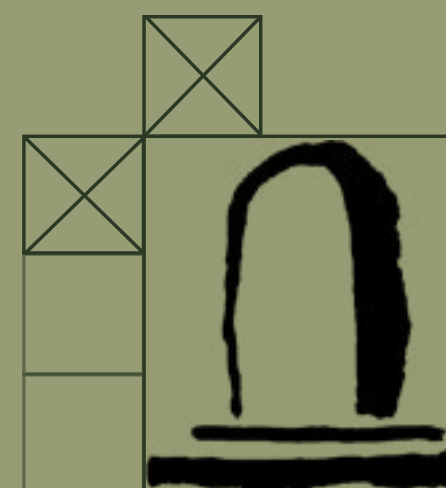


2. SECONDARY LOGO - MINIMUM SIZE

MONTEVERDI
(ACTUAL SIZE)



3. ARCH ICON - CLEAR SPACE



3. ARCH ICON - MINIMUM SIZE

(ACTUAL SIZE)



Typography

Primary

The Primary typeface is Ivy Presto Headline Bold. It should be used for expressive brand content such as headlines and CTAs.

Ivy Presto may be sourced via Adobe Typekit.

Secondary

The Secondary brand typeface is EB Garamond. It should be used for longform copy and support text such as labels. Garamond is currently used on the Monteverdi website.

Garamond may be sourced via Adobe Typekit.

PRIMARY

Available via Adobe Typekit

Ivy Presto Headline Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Light

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

1 2 3 4 5 6 7 8 9 0 , . ? ! : ; ' ” < { @ # \$ % & ©

Semibold

SECONDARY

Available via Adobe Typekit

EB Garamond

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Regular

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

1 2 3 4 5 6 7 8 9 0 , . ? ! : ; ' ” < { @ # \$ % & ©

Semibold

Suggested Text Formatting

Headlines

Typeface: Ivy Presto
Weight: Bold
Pt Size/Leading: 4/5 Auto
Track: Optical, +25
Capitalization: Sentence Case

Punctuation: Only when the headline reads as a full sentence.

CTAs

Typeface: Garamond
Weight: Medium or Semibold
Track: Optical, +120
Capitalization: Sentence Case (for 3+ words) or All Caps (for 3 words or less)

Subtext & Body Copy

Typeface: Garamond
Weight: Regular or Medium
Pt Size/Leading: 3/5
Track: Optical, 0
Capitalization: Sentence Case

Be Taken

This is an example of a longer headline.

Monteverdi exists as a place to live life fully, deeply, richly. A place to experience the very best in hospitality, design, architecture, art, music, food and wine, all in the pristine and timeless Tuscan countryside of your dreams. A place that celebrates the beauty and brilliance of human vision.

LEARN MORE

Color Palette

Inspired by the interior design of Ilaria Miani, our campaign utilizes an expansive color palette of slightly muted, yet warm and rich tones to capture the feeling of Tuscany.

Osso and Carbone should be used primarily as type or background colors to support more colorful visuals or for the website.

Osso
#edeee7

Carbone
#2a2a23

Stucco
#f4b980

Terracotta
#b05738

Lago
#404a45

Salvia
#969c73

Lino
#edd1bf

Rosso
#843b37

Oliva
#634d1f

Bottiglia
#2b3824

Ombra
#808075

Piscina
#91a396

Recommended Color Pairings

The colors should be matched with high contrast pairings. No more than two colors should be used in one layout. The background color should match the overall color tone of the photography in the layout.

Be Taken

Be Taken

Be Taken

Be Taken

Be Taken

Be Taken

Be Taken

Be Taken

Be Taken

Be Taken

Recommended Logo Color Pairings

The colors should be matched with high contrast pairings. No more than two colors should be used in one layout. The background color should match the overall color tone of the photography in the layout.

MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

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MONTEVERDI
CASTIGLIONCELLO DEL TRINORO
TUSCANY

Color Watchouts

Please ensure that all text is legible in both scale and color contrast. Do not use color combinations or background imagery that make the text difficult to read. Do not use more than two colors (excluding Osso and Carbone) in any one deliverable.



Be Taken



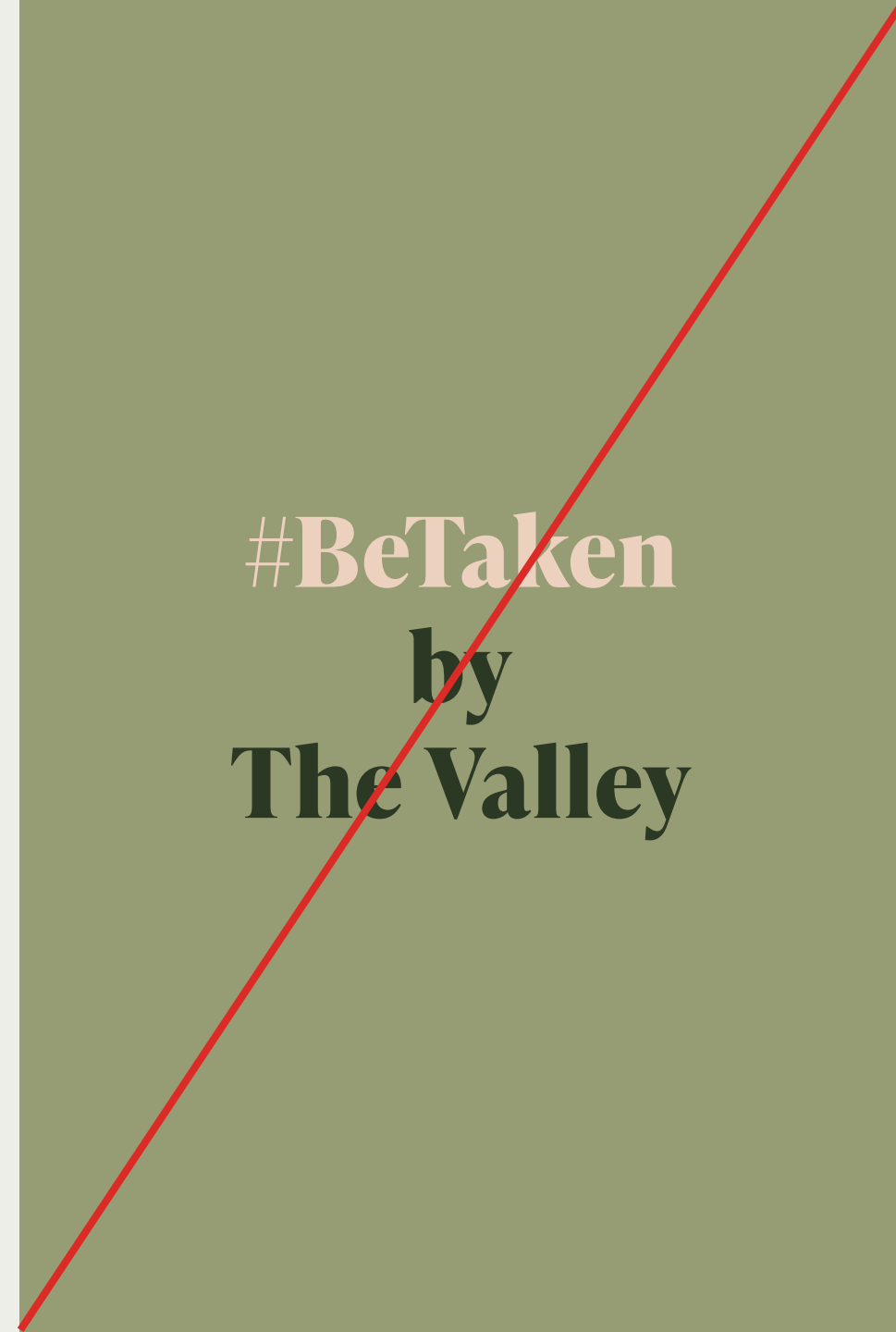
Be Taken

Be Taken

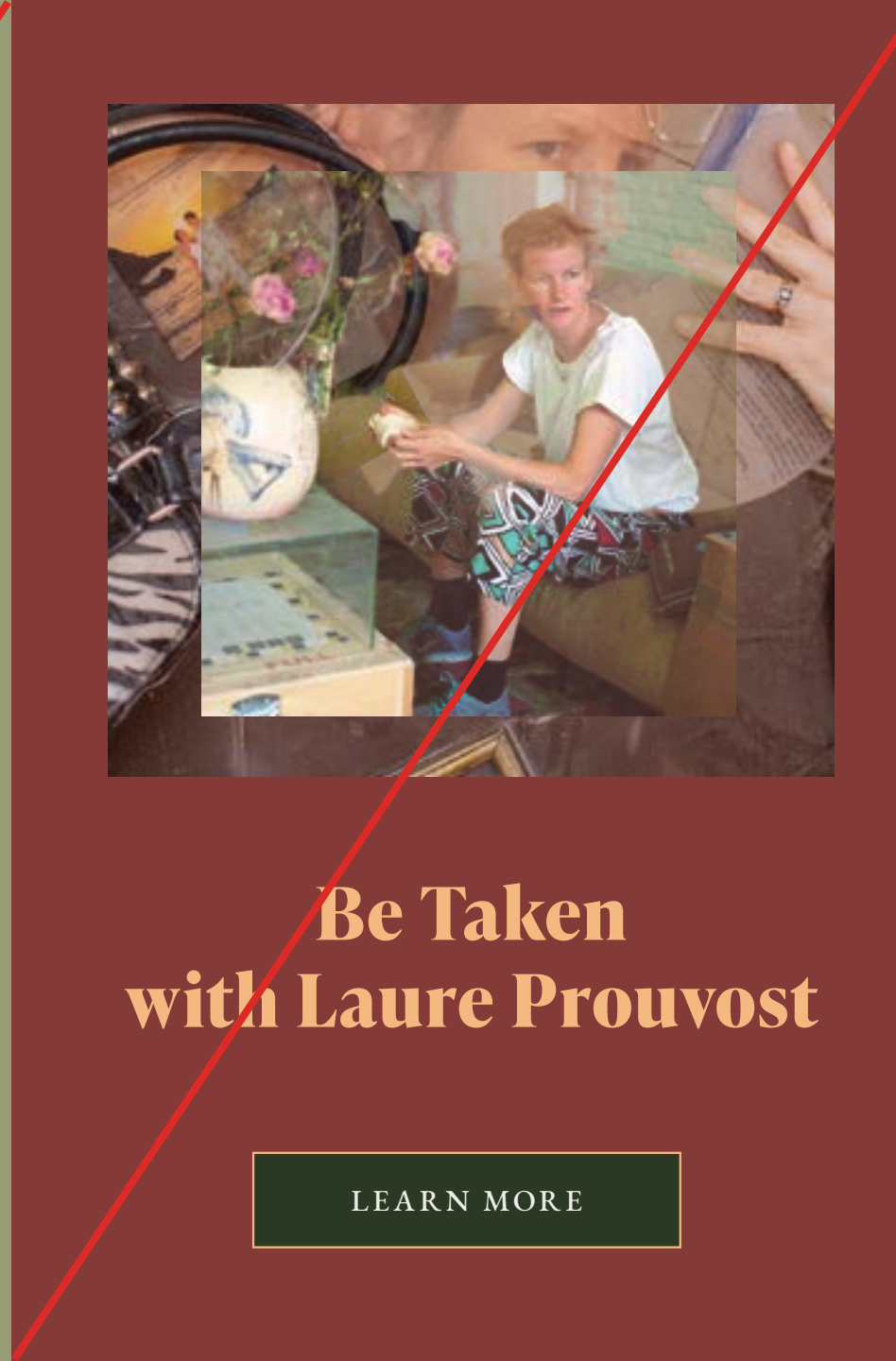
Be Taken

Be Taken

Be Taken



**#BeTaken
by
The Valley**



**Be Taken
with Laure Prouvost**

[LEARN MORE](#)

Photography

Be Taken is captured through photography in candid, intimate scenes in rich colors tempered with grain and dustiness. The space and the landscape around Monteverdi is beautiful and idyllic and should shine. Lighting should be primarily natural.

We recommend against utilizing black and white photography for this campaign and keeping the focus on capturing images within our color palette.



Image Usage

Monteverdi has an existing library of images from two photographers, Carlotta Bertelli and Bernard Toullin.

Carlotta Bertelli

Carlotta's work is more artistic and candid and is shot primarily on film. Carlotta uses a lot of black and white film, but we are focusing exclusively on her color photography for this project.

These images should be used when we're communicating Monteverdi's intangible elements, poetic qualities, and really want to showcase its romantic and spiritual experiences. These will be used for any deliverables that focus on these facets for external channels featuring the campaign language, including online and print ads, social media and PR.

CARLOTTA'S IMAGE CATALOG

CARLOTTA'S WEBSITE

*NOTE:

Carlotta's images are shot on film and many feature the KODAK film border. The film edge can be shown as a nice detail in layouts, but the KODAK brand mark must be cropped out or covered.



Image Usage

Monteverdi has an existing library of images from two photographers, Carlotta Bertelli and Bernard Toullin.

Bernard Toullin

Bernard's images are much more functional and hardworking, comprising mostly shots of the property and facilities.

Bernard's images should primarily be used on owned channels such as the website, newsletter and informational brochures, when focusing on the amenities, as compared to the more creative pieces that will primarily use Carlotta's photography. They can be used in visual stories in combination with Carlotta's images when the piece is themed around specific amenities of the property, for example, the interior design of the rooms.

BERNARD'S CURRENT IMAGES

BERNARD'S WEBSITE



Visual Stories

For our Evergreen visual stories, we want to break down the elements and details that come together to create these rich, captivating moments of life as it can be at Monteverdi. We find it helpful to think of the images that build these in three categories: Lifestyle, Scenery & Activities, and Intimate Details.

Approach-wise, we will have two forms of Evergreen stories:

1. A collection from a journey a guest can take and experience at Monteverdi. This will be focused on a theme (ex: a bike ride) and the details that come from it.
2. Different shots and photos of the same thing, and showing how a singular object can be interacted and consumed in a myriad of ways for an assortment of purposes by our guests.

The purpose for these stories is the same as our platform: Monteverdi is a magical place with infinite ways for guests to be taken away by, and we want to discover, explore and showcase these.



Lifestyle Photography

The first category of imagery used in the campaign focuses on the guests.

The imagery we use should feel natural and authentic. The subjects should not know the camera is there – the photographer is acting as a inquisitive observer upon these private moments. There should be a feeling of closeness and intimacy to the images.



Scenery & Activities

The second category of imagery used in the campaign focuses on the hotel itself and the land and village around it.

These images should feel like an extension of our color palette and can be altered to complement it.



Intimate Moments

The third category of imagery used in the campaign focuses on the fine details.

These images should not be too busy or cluttered, but simple and textural. They can be somewhat abstract.



Layering Images

We have two primary image treatments in this campaign: Visual Stories for animated and larger placements, and Single Images for most static placements and simpler uses. This section outlines the differences in their usage and how to build them.

The guides on this page will be referred to in the following section.

Visual Stories:

Visual Stories are created with three layers of images telling a full Be Taken story. They should be used in animated digital placements, where the layers can build, or in large static placements. The sizing of the images in relation to one another can vary based on the placement and what looks best with the images.

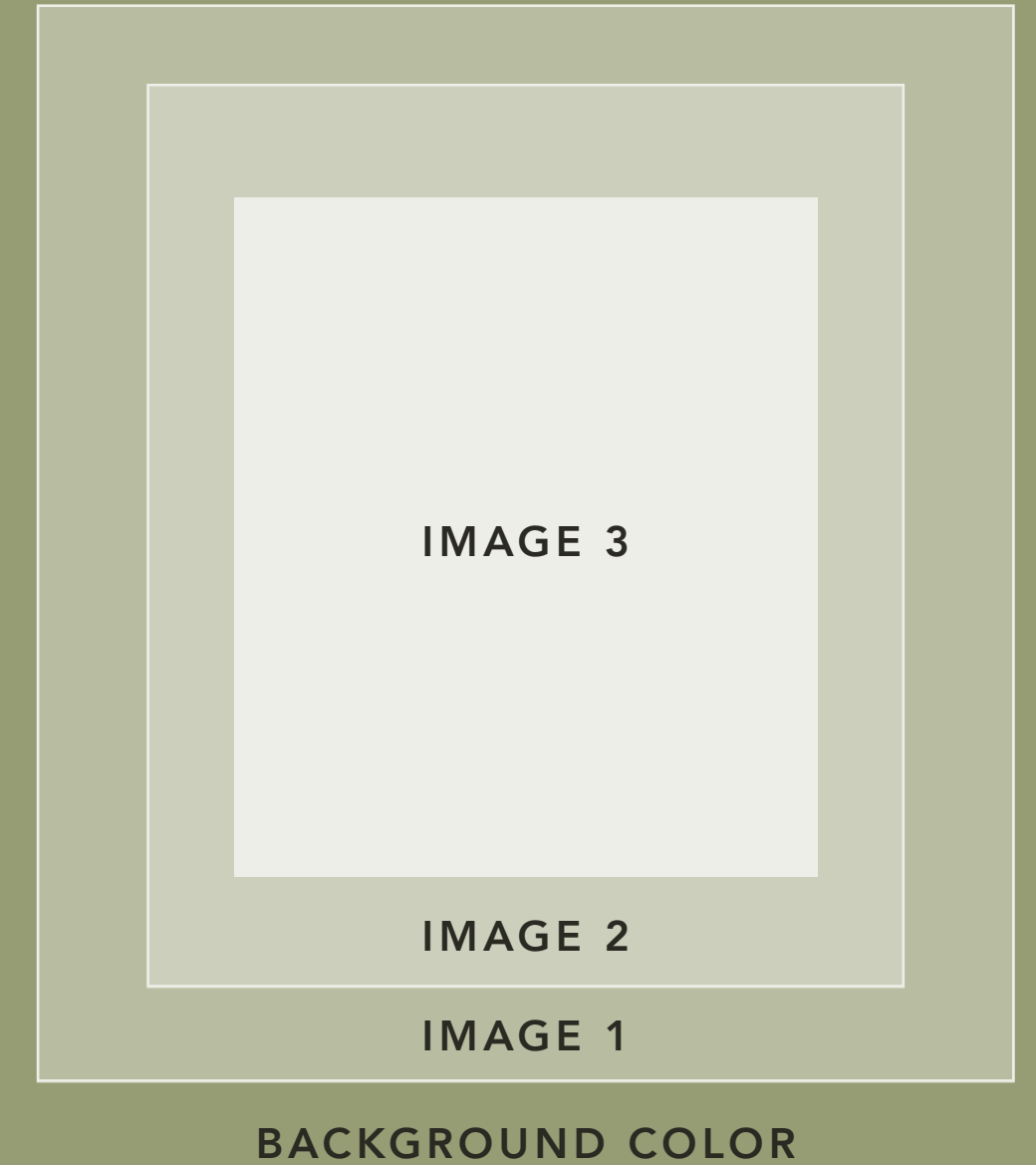
Single Images:

Single Image layouts should be used for simpler placements, such as a static Instagram post or small printed materials. The idea of these is to still capture the visual styling of the layered Visual Stories but focused on just one image. The crop can be altered for emphasis between the two layers.

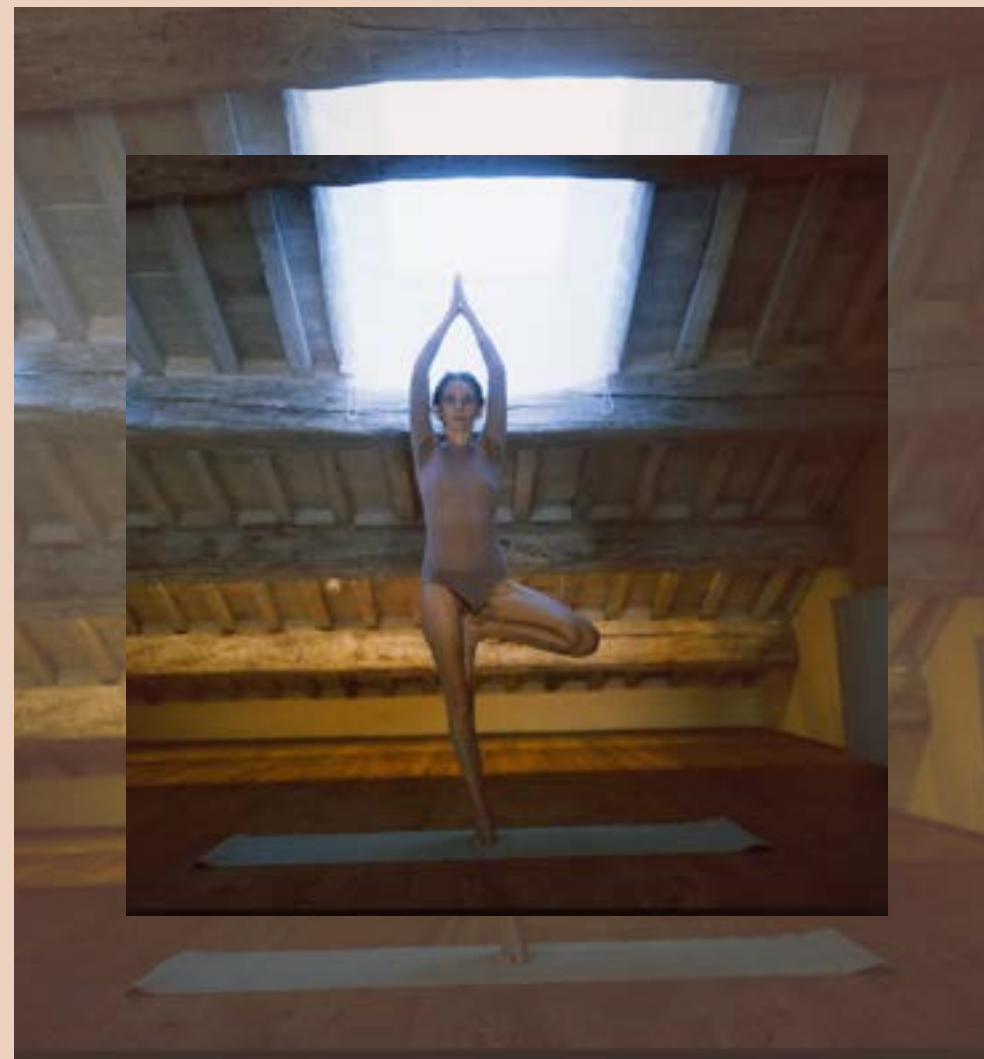
VISUAL STORY EXAMPLE



VISUAL STORY GUIDELINES



SINGLE IMAGE



SINGLE IMAGE



Visual Story Treatment

Background Color:

Choose a background color based on the palette of Image 1; they should feel extremely cohesive.

The background color should be visible as a border at least 1/16th of the width of the layout.

Image 1:

Set Image 1 at 70-80% Opacity on top of the background color to further reduce the contrast between the two.

Image 2:

Set Image 2 to an Opacity effect of “Lighten” on top of Image 1. If needed for clarity, duplicate the image and set it to 25-50% Opacity “Normal” on top of the “Lighten” image.

Image 3:

Set Image 3 at 90% Opacity on top of Image 2.

1. BACKGROUND

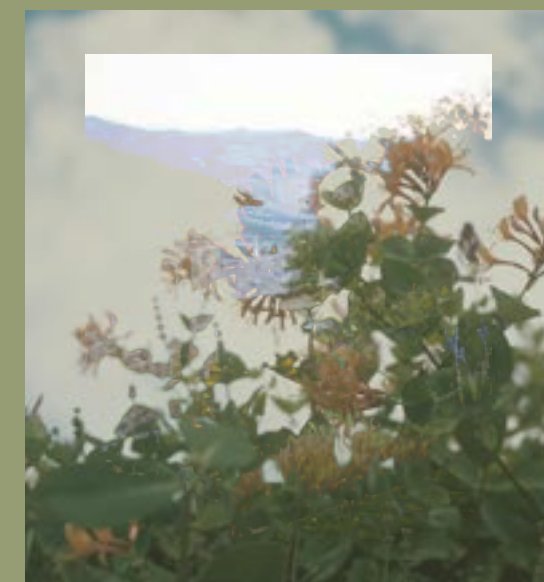


2. IMAGE 1



3. IMAGE 2

WITHOUT THE IMAGE DUPLICATED AT 50%



4. IMAGE 3



Single Image Treatment

Background Color:

Choose a background color based on the palette of the image; they should feel extremely cohesive.

The background color should be visible as a border at least 1/16th of the width of the layout.

Lower Layer:

Set the background layer of the image at 70-80% Opacity on top of the background color to further reduce the contrast between the two.

Upper Layer:

Set the upper layer of the image at full Opacity on top of the lower layer.

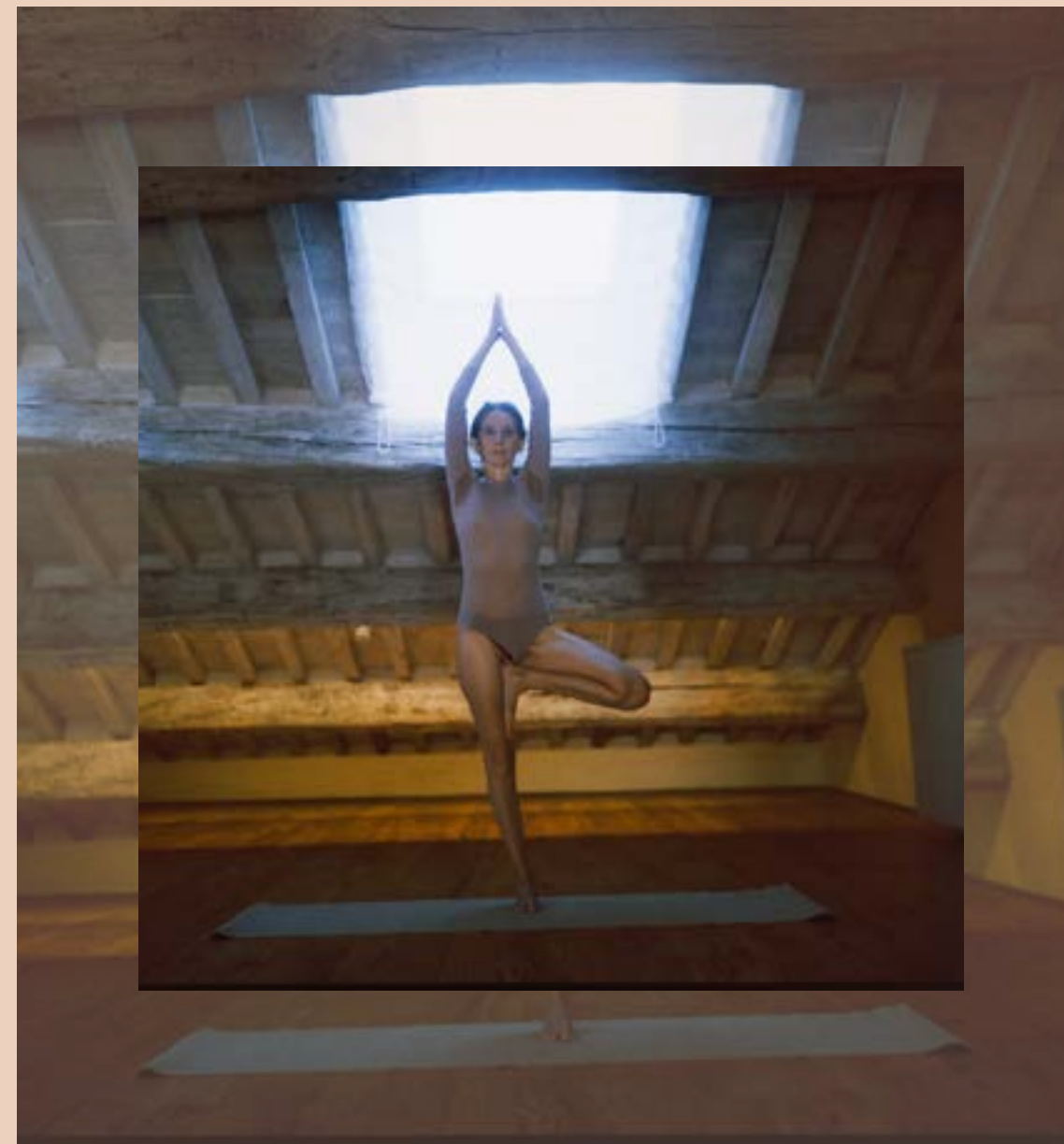
1. BACKGROUND



2. LOWER LAYER



3. UPPER LAYER



Example Layouts

PRINT AD



ROOM CARDS

Please Change Sheets



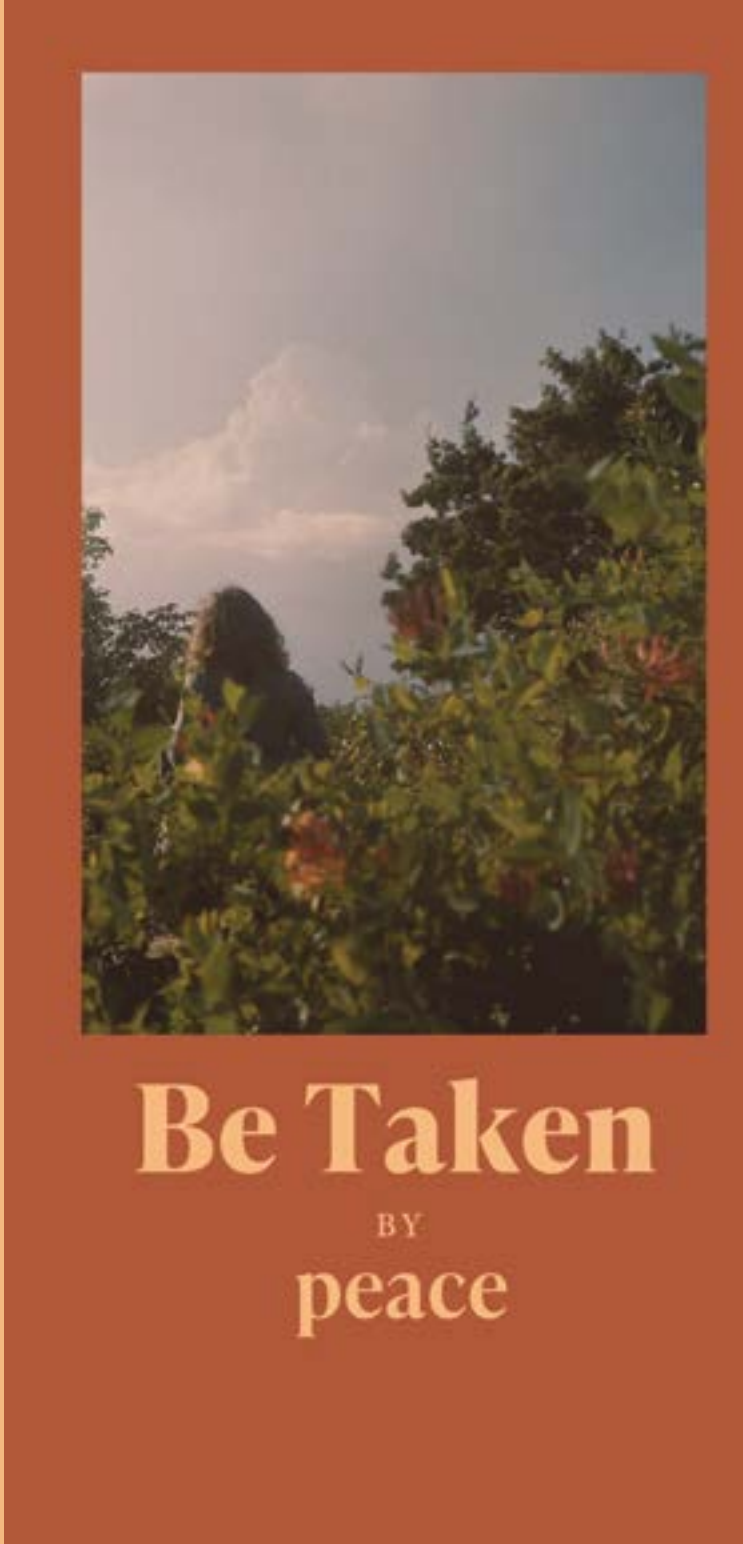
Please Change Sheets

**Si richiede il cambio
delle lenzuola**



Example Layouts

BANNERS



Be Taken
BY
peace

This banner features a photograph of a person sitting on a hillside with trees in the foreground. The text is centered at the bottom in a white serif font.

300 X 600



Be Taken
BY
passion

This banner features a photograph of a bed with a white canopy in a room. The text is centered at the bottom in a white serif font.



Be Taken
BY
MONTEVERDI
CASTELGONCELLO DEL TRIVIGNO
TUSCANY

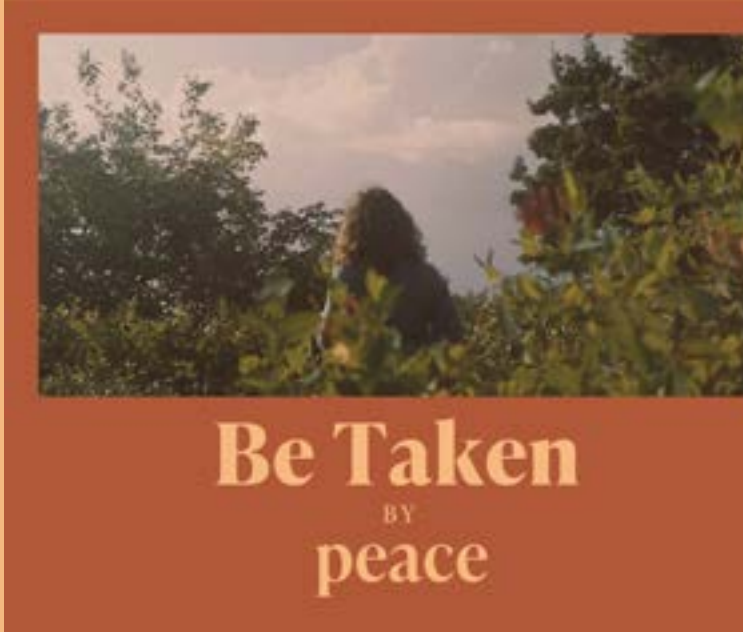
This banner features a photograph of a couple walking on a path through a garden. The text is centered at the bottom in a white serif font.



Be Taken
BY
MONTEVERDI
CASTELGONCELLO DEL TRIVIGNO
TUSCANY

EXPERIENCE MONTEVERDI

This banner is identical to the previous one but includes a white rectangular button with the text "EXPERIENCE MONTEVERDI" at the bottom.



Be Taken
BY
peace

This banner is a smaller version of the first banner, with the same image and text layout.



Be Taken
BY
passion

This banner is a smaller version of the second banner, with the same image and text layout.



Be Taken
BY
MONTEVERDI
CASTELGONCELLO DEL TRIVIGNO
TUSCANY

This banner is a smaller version of the third banner, with the same image and text layout.



EXPERIENCE MONTEVERDI

This banner is a smaller version of the fourth banner, with the same image and text layout.

300 X 250

Example Layouts

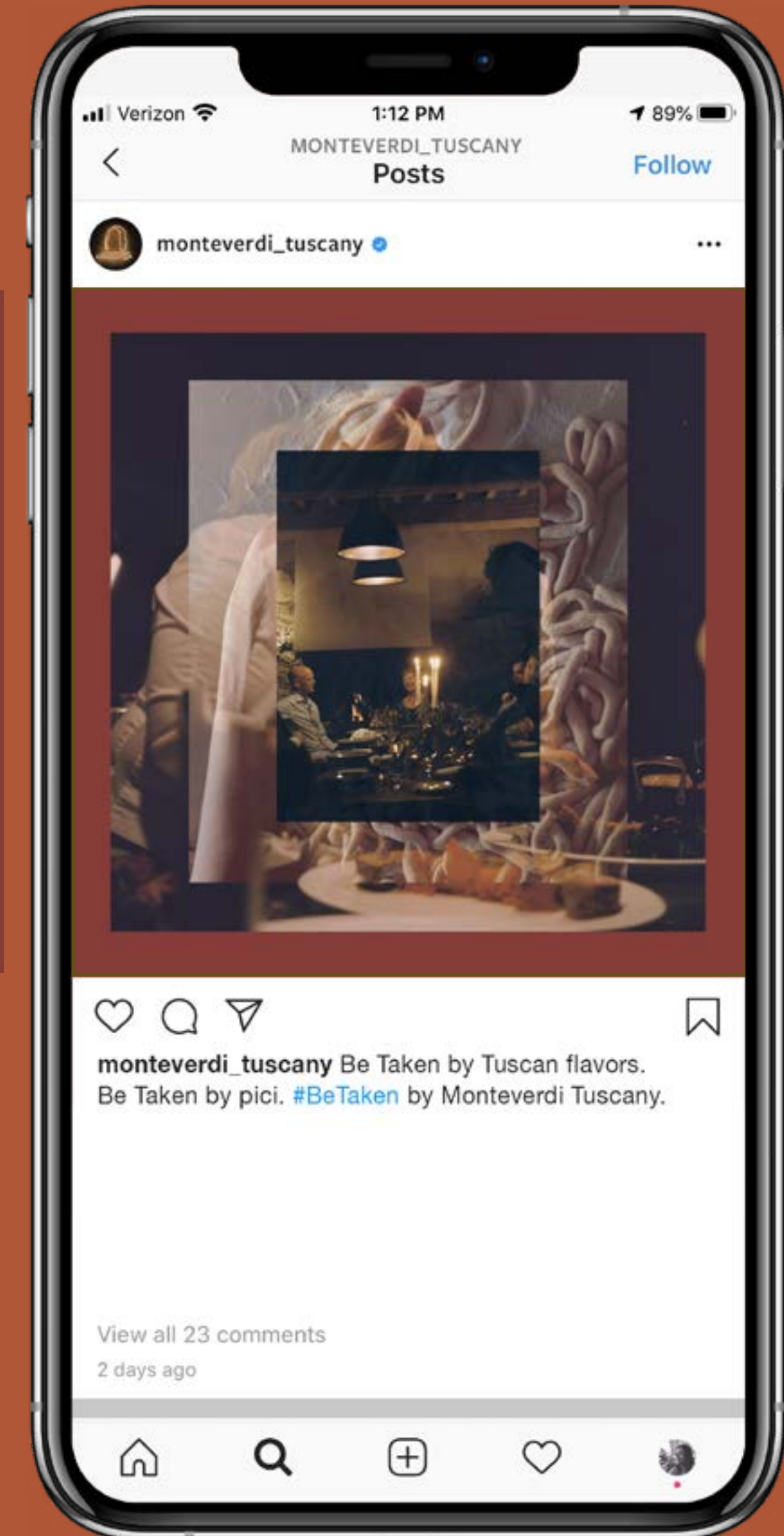
SOCIAL POSTS



FRAME 1



FRAME 2



FRAME 3

Example Layouts

EMAIL NEWSLETTER

MONTEVERDI
CASI GLIONCELLO DEL TIRIBORO
TUSCANY



Cara Amici,

It has always been the aim of Monteverdi to share beauty and inspiration with the world through stunning design, world-class arts and culinary experiences, and, especially, through small, personal gestures. Though circumstances may keep you apart for now, our hope is that we can share the beauty of Monteverdi with you, wherever you may be through our new monthly newsletter.

What We Are Reading, Watching, Listening to....

Time at home provides an opportunity to nourish the mind with books, films, and music. For those dreaming of Italy, we have a few recommendations that will transport you here.

Books

War in Val d'Orcia - Iris Origo
Always Italy - Frances Mayes & Ondine Cohane
Crudo - Olivia Laing, Monteverdi artist-in-residence alum
A Room with a View - E.M. Forster
My Brilliant Friend - Elena Ferrante



Films

PADRE - Giada Colagrande, Screened at Monteverdi last Easter
La Dolce Vita - Federico Fellini
Roméo and Juliet - Franco Zeffirelli, shot in our neighboring town of Pienza
Roman Holiday - William Wyler
Call Me By Your Name - Luca



new, digital stage to perform, while bringing the beautiful sounds of Monteverdi Tuscany into your home. The weekly performances can be found on our IGTV. Today, we are thrilled to share a reading by Frances Mayes and Ondine Cohane from their new book, *Always Italy*.



People of Monteverdi

More than a place, Monteverdi is a collection of people. This series will highlight the people – our staff, partners and producers – who make Monteverdi Tuscany an unforgettable experience.



Costanza Calosi,
Floral Designer

Favorite Place at Monteverdi

I have so many favorite places... but my favorite place of all is the secluded wall near the entrance to the Culinary Academy.

Favorite Monteverdi Memory

My fondest memories are all the times I've gotten to work alongside amazing professionals in their fields.

What She Is Looking Forward to This Year:

I can't wait to hug all my colleagues, I hope we can celebrate the start of the new season together soon. I'm also excited to return to the forest around Monteverdi and gather so many beautiful flowers and plants to bring to the hotel.

A Look Back at Easter - A Lesson in Florals

This weeks brings back fond memories of our Easter celebration at Monteverdi last year. After an Easter egg hunt around the village, and a traditional Tuscan lunch, guests spent the afternoon picking and arranging flowers with Costanza, our in-house floral designer. This is an easy Spring activity to do at home - all you need is a few wild flowers picked from the garden or local park and some string to tie them together.



Step 1: Pick flowers

Step 2: Cut stems diagonally, to allow flowers to absorb more water

Step 3: Arrange flowers in your hand, one by one.


Tip: To allow the flowers to find a natural spot in the bouquet, rotate the bouquet slightly in your hand after every few flowers added. This will create an evenly dispersed bouquet with natural shaping to it.

Step 4: Tie the flower stems together with string or twine, and add to a vase with water.



Example Layouts

EVENTS BROCHURE



MONTEVERDI IS A WORLD IN ITS OWN


Be Taken by Life

On a medieval hilltop in the Val d'Orcia region, Monteverdi is the fusion of Tuscany's past, and modernity, and you. Where every step is steeped in the rich history and character of the rolling fields, the vineyards, the art and architecture, the food and wine, a life well lived. Where you will be taken by nature, world-class musicians, artists, creatives, architects, and chefs collaborating with one another to create the experience of a lifetime.

MONTEVERDI
CASTIGLIONCELLO DEL TRONCO
TUSCANY

Village Map

A Reception Hotel Rooms Spa & Regenerative Clinic Lounge Bar Yoga Room	I Muri Antichi Garden J Muri Antichi Gym K Hotel Garden L Lavender Garden M Pool N Amiata Garden O San Pietro Amiata P Village Parking Q Parking
------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------



Most buildings and gardens are accessible to all guests with the exception of those serving as private residences

Distanza in linea d'aria tra Porta Vecchia e Porta Senese: 300 mt.

MONTEVERDI

 <p>Piazza** The front of the Romanesque church opens out to the piazza, the village square, a perfect backdrop for all kinds of encounters and sharing of experiences. 70 guests seated / 85 guests standing</p>	 <p>Lavender Garden** The scent of lavender in the summer and the never-ending view of the Val d'Orcia and Mount Amiata makes this garden the perfect setting for your ceremony. 85 guests seated / 85 guests standing</p>
 <p>Hilltop Archeological Site At the highest point of the village, and located next to the archeological site of Castiglioncello's castle, you feel the history of the village and can almost touch the clouds. 85 guests seated / 85 guests standing</p>	 <p>Oreade** Our award-winning restaurant Oreade offers inside and outside seating with gorgeous views of Mount Cetona and the Val d'Orcia. 35 seated inside / 50 seated outside</p>
 <p>Culinary Academy* The Culinary Academy, located in the village's former schoolhouse, offers a beautiful indoor dining room for intimate private experiences. 20 guests seated / 20 guests standing</p>	 <p>Lounge & Lounge Terrace** The terrace provides breathtaking views of the Val d'Orcia, and the Tuscan sunset, and our spacious lobby and great room with cocktail lounge, fireplace are stunning places to create unforgettable memories. 60 guests seated / 80 guests standing</p>
 <p>Culinary Academy Garden* The enchanted garden of our Culinary Academy, settled within the historic walls of the village, offers stunning views of Mount Cetona and the Val d'Orcia. 85 guests seated / 85 guests standing</p>	 <p>Hotel Garden** Situated in the center of the village, the terraced Hotel Garden is the perfect spot for an aperitivo al fresco. 60 guests seated / 85 guests standing</p>
 <p>Muri Antichi Garden* The private garden of our largest village house offers a romantic al-fresco dining terrace and spacious lawn to accommodate larger groups and gatherings. 75 guests seated / 85 guests standing</p>	<p>* Additional fee for events that are not a full Monteverdi buyout ** Location only available with full Monteverdi buyout</p>

MONTEVERDI



Be Taken by the Taste of Tuscany

Every bite, every ingredient, every sip is a love letter to Italy. Our executive chef, Giancarla Bodoni, leads a team that will take you into a state of sensorial appreciation for all that is good in food and wine at the heart of Tuscany.

Be taken by Giancarla and her team's immaculate focus on seasonality, which invites our guests to eat regional specialties in harmony with that season's natural bounty.

Here, every meal is an invitation to be transported to a place where memories, conversations, and quiet glances of deep appreciation flow abundantly.



CULINARY MASTERY

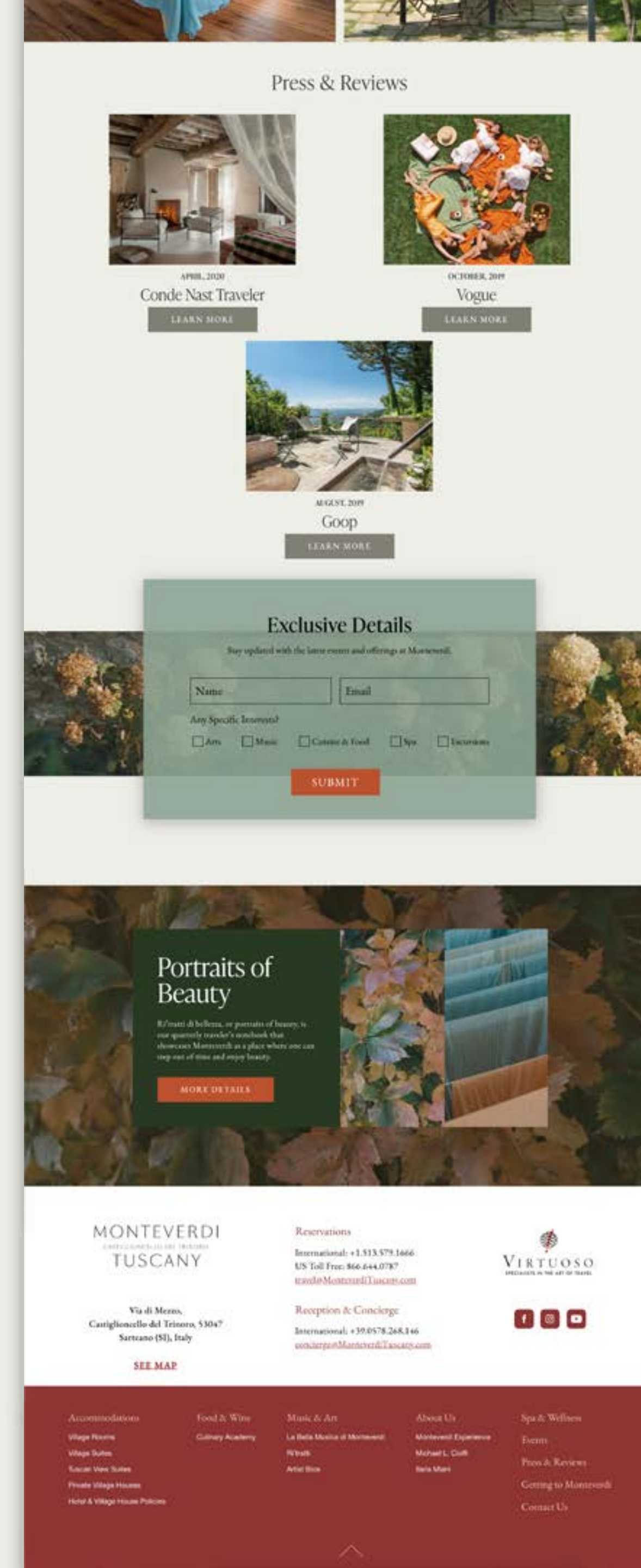
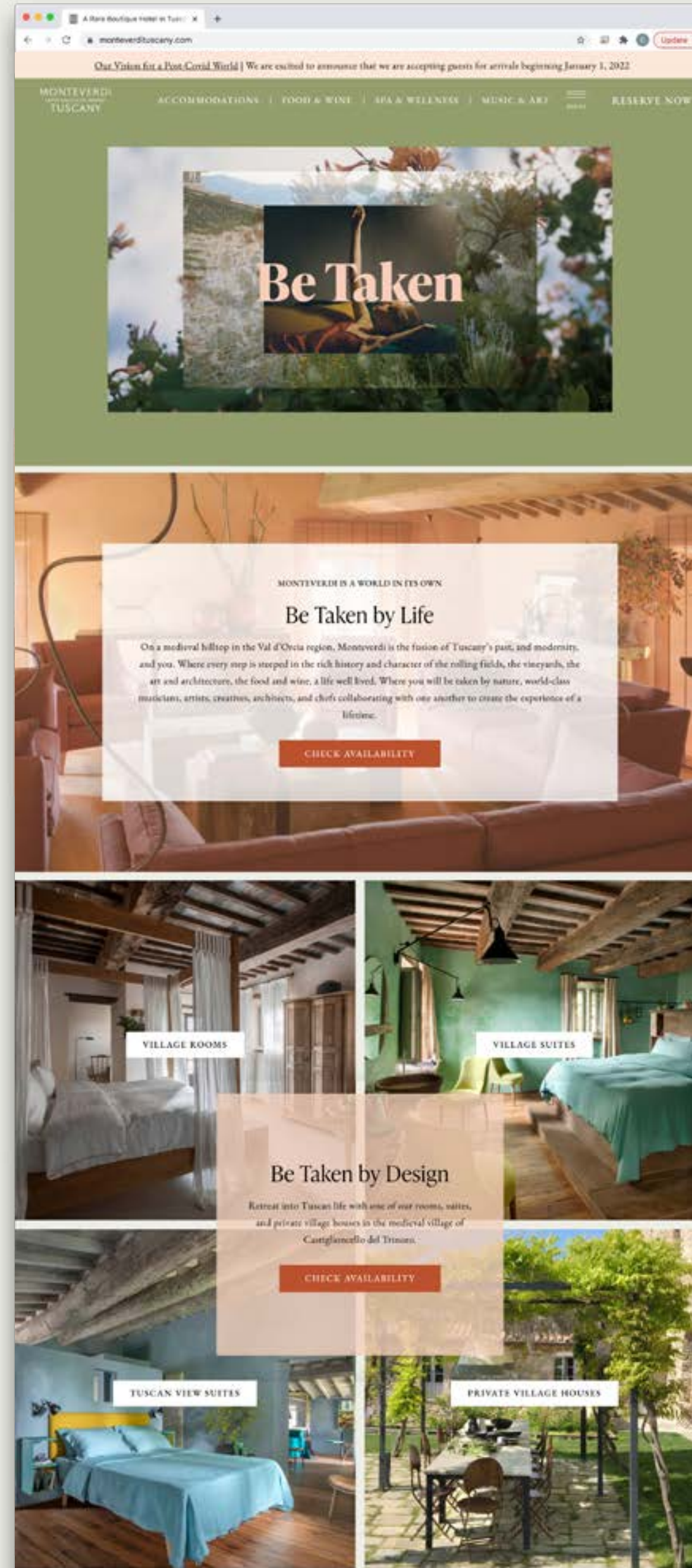
Chef Giancarla Bodoni

Executive Chef Giancarla Bodoni presides over all the culinary offerings at Monteverdi Tuscany, including Oreade, the Enoteca, the Culinary Academy and our private dining experiences.

For over 25 years, Chef Giancarla has been a pioneer of the organic, slow-food movement. She passionately sources and fills Monteverdi's kitchens with only the highest quality and freshest ingredients. Chef seizes every opportunity to take advantage of the abundance that surrounds our village – from the world-class wines in the region to the finest products from small family farms that dot the Tuscan landscape.

MONTEVERDI

Website



Website Best Practices

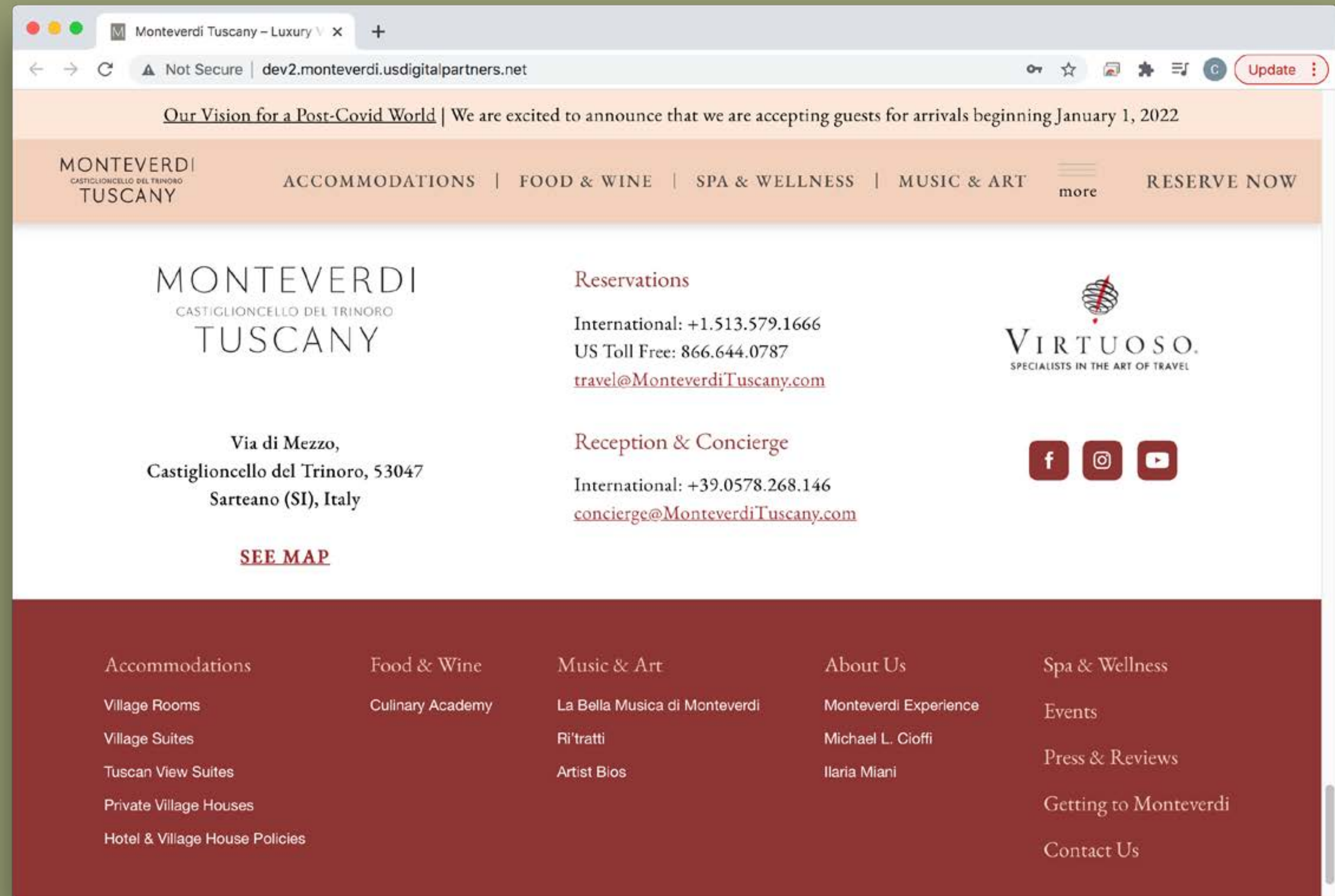
A good, healthy website is paramount for users to experience a digital version of Monteverdi. There are standard best practices that need to be considered to make a website function properly and be ADA compliant. Below are some rules that should be followed:

Navigation:

Navigation should be consistent throughout the site. You want to give the user every opportunity to access the content they are looking for. Redundancy is a good thing for navigation. Having a consistent fixed header, a menu (more), and footer navigation will give your user more chances to engage with your content.

Buttons & CTAs:

Buttons (Calls-to-action) should be consistent in look, color and size. This tells the user that this CTA performs some task or takes me to another page. Having too many CTAs that differ in color or style is not recommended for any website.



LEARN MORE

LEARN MORE

LEARN MORE

Website Best Practices

A good, healthy website is paramount for users to experience a digital version of Monteverdi. There are standard best practices that need to be considered to make a website function properly and be ADA compliant. Below are some rules that should be followed:

Text:

Text should be easily readable. Contrast plays a large roll in the readability of content. Text should be black on lighter colors and white on darker colors. This is an ADA mandate and required.

Use Black Text

Use White Text

Use Black Text

Use White Text

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Verso L'Infinito

We created a collaborative to capture what Monteverdi means in the eyes of those who love it the most, and how its beauty has been uniquely transformative for them.

This is an evergreen partnership that explores, discovers and shares the infinite ways our guests are taken at Monteverdi. It acts as both a guide and inspiration for guests and creatives alike - a contemporary Beatrice to Dante.

The idea is to discover the ways they've been taken or plan to be taken at Monteverdi, and then let it inspire our programming, creative assets, music, menus, decor, and so much more - creating a unique, one-of-a-kind sguide.

When we reopen our doors, the series will continue with local and international curators and will include our on-site residencies and events.

This is not an influencer play. This is a collaboration between dear and new friends.



Curator's Program

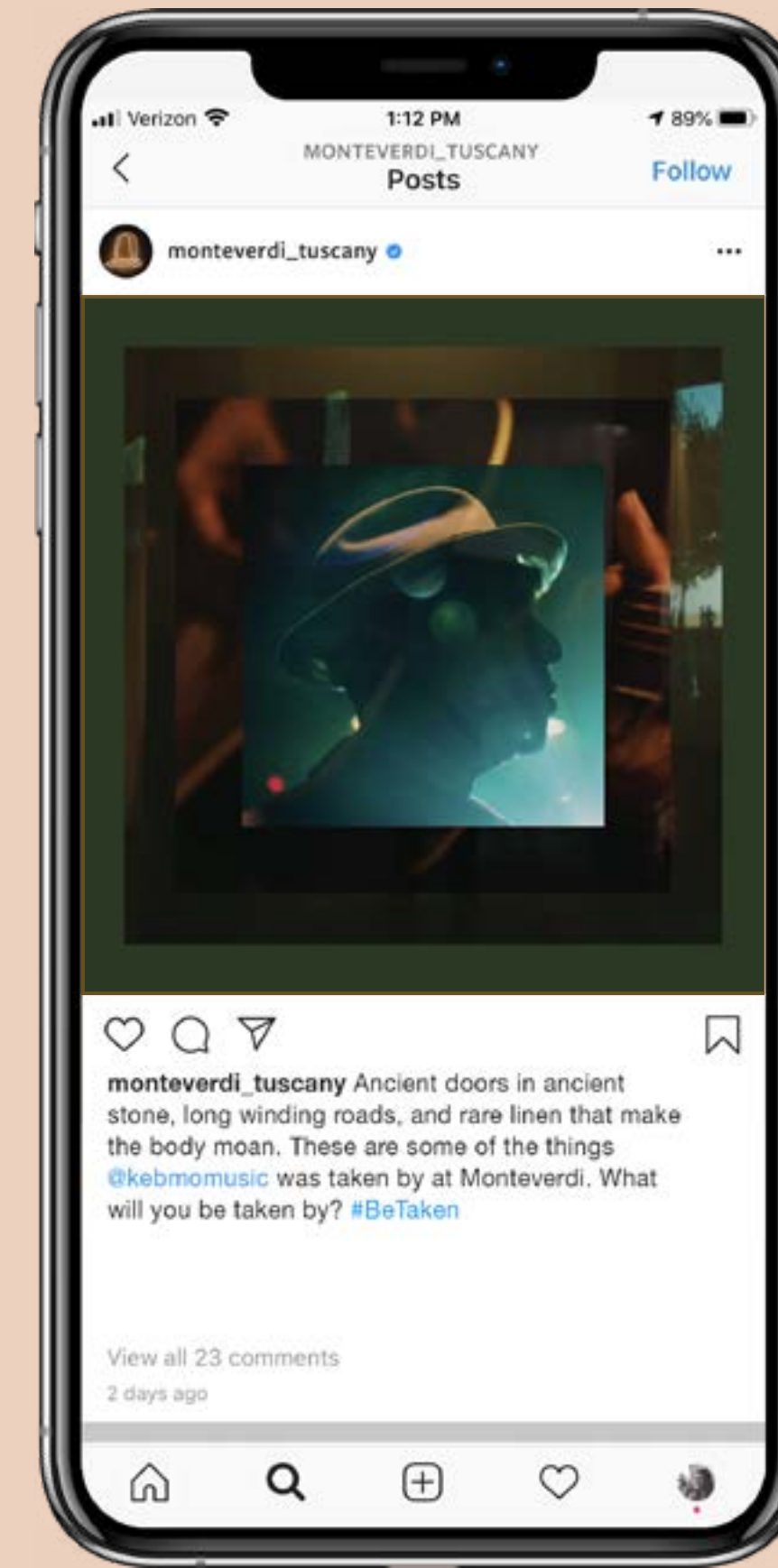
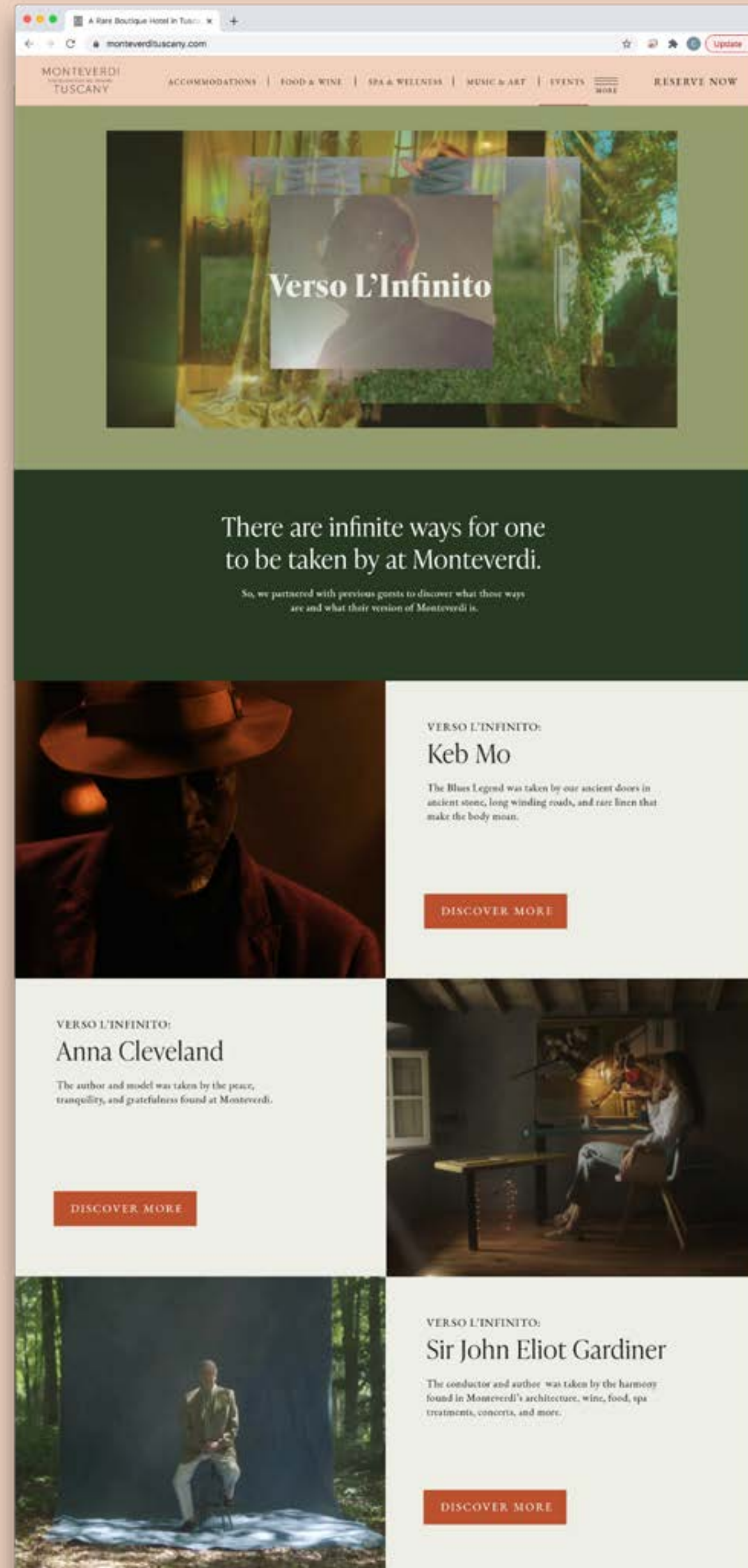
Visuals:

Select stills from the video shoot will be added to the Monteverdi image library for use in additional creative needs. The curator images that show their faces should only be used for creative focused on the curators themselves. Curator images can be combined with images from Carlotta and Bernard if the concept calls for it.

For simpler, more direct deliverables, use the opening shot of the curator sitting in front of the colored backdrop alone.

Language:

The “Be Taken” line should not be used directly with the Curators’ names (for example, “Be Taken by Keb Mo” should never be used.)



Thank you.

For more information,
please contact:

ERIN WHITIS

Marketing Director

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