The wordmark

Clara Castelnau, freelance senior travel sales. One idea carries the whole site: *always one wave ahead*, the line from her own LinkedIn banner. Her wave plays as you scroll while her sales method and her real figures arrive one by one.

Clear space: the height of the C on every side

CLARA CASTELNAU

CLARA CASTELNAU

Ink on mist (default)

CLARA CASTELNAU

White on jade

CLARA CASTELNAU

Paper on ink

BUILT FROM

Clara has no logo: her name is the signature. Josefin Sans Bold, uppercase, letter-spacing 0.2 em, the typeface of her LinkedIn banner. It never changes size when the header turns solid on scroll.

Site icon. A jade tile, a curling wave line in mist and the ember line of the horizon.

MINIMUM SIZE

Screen: 14 px high caps (15 px on phones). Print: 3 mm high caps.

NEVER

CLARA

Stretch it

CLARA CASTELNAU

Recolour it

CLARA CASTELNAU

Drop the spacing



Mock-up and guide by remy.paris, October 2026

Colours

Mist

HEX #E9ECE7
RGB 233 236 231
CMYK 1 / 0 / 2 / 7

Page background. The sky above her wave.

Paper

HEX #F6F7F3
RGB 246 247 243
CMYK 0 / 0 / 2 / 3

Light sections and cards (Indonesia, book review).

Jade ink

HEX #0E2F2B
RGB 14 47 43
CMYK 70 / 0 / 9 / 82

Text, dark sections, footer, solid header text.

Jade

HEX #1D6B5A
RGB 29 107 90
CMYK 73 / 0 / 16 / 58

The wave face: product card, selected island, last career card.

Sea glass

HEX #8FC1AE
RGB 143 193 174
CMYK 26 / 0 / 10 / 24

Accents on dark: icons, years, quote sources.

Ember

HEX #D9542A
RGB 217 84 42
CMYK 0 / 61 / 81 / 15

The only accent: every button, map marker, method progress.

Ember dark

HEX #B8431D
RGB 184 67 29
CMYK 0 / 64 / 84 / 28

Button hover.

Slate

HEX #4C5F5A
RGB 76 95 90
CMYK 20 / 0 / 5 / 63

Secondary text, captions, sources.

Map land

HEX #CFD9D2
RGB 207 217 210
CMYK 5 / 0 / 3 / 15

Islands on the Indonesia map.

Read from the wave. Mist, jade and sea glass are sampled from the 14 frames of her ride; ember is her 🔥. One accent only, light theme only. CMYK values are approximations.

Mock-up and guide by remy.paris, October 2026

Typography

MAIN TYPEFACE, TITLES

Josefin Sans

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

Light 300 **SemiBold 600** **Bold 700**

Role: headlines, the method steps, figures, wordmark, menu and buttons (Bold, uppercase, spaced). Chosen because it is the typeface of her LinkedIn banner. Santiago Orozco, Google Fonts, SIL Open Font License, self-hosted (woff2).

Read the conditions. **€1.3M+**

SECONDARY TYPEFACE, TEXT

Hanken Grotesk

17,000+ islands, and most travelers only know one. I live here, surf here and scout here, so the trips I sell come with field-tested addresses.

« Des recommandations précises qui faciliteront grandement votre futur Trip Surf. »

Role: body text, captions, quotes (italic), labels. Light 300 to Bold 700 + Italic. Alfredo Marco Pradil, Google Fonts, SIL Open Font License, self-hosted (woff2).

Hero title (Josefin 700)	112 px desktop · 42 to 60 px phone
Section title (Josefin 700)	76 px · 38 px
Method step (Josefin 700)	58 px · 30 px
Figure (Josefin 700)	84 px · 44 px
Lead text (Hanken 400/500)	20 px · 17 px
Body (Hanken 400)	17 px · 16 px
Buttons (Josefin 700, uppercase, +0.06 em)	15 px · 15 px

Shapes, icons and photography

SIGNATURE: THE WAVE SEQUENCE



14 frames of a single burst, posted by Clara on 13 September 2026, played by the scroll. The four method steps come in on the bottom, with an ember progress line.

SHAPES

LET'S TALK

SEE IT ON AMAZON

West Sumbawa

Buttons and island chips: full pill. Photos and cards: 14 px radius.

ICONS

Phosphor, regular weight, in ember or sea glass.



Indonesia map drawn from Natural Earth data, never by hand. Selected island: ember marker.

PHOTOGRAPHY



Do

- Her own photos only, from @claraseaweed
- Natural light, morning and golden hour
- Ocean greens, warm skin, sand
- Real places, real people, slightly grainy

Avoid

- Stock photos and staged luxury
- Heavy filters, glows, drop shadows
- Text on busy water: use the mist veil
- Collages with white borders

In use

INSTAGRAM OR LINKEDIN POST, 4:5

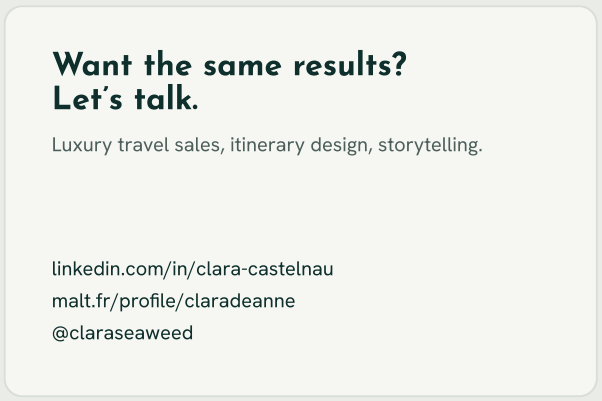


LINKEDIN BANNER

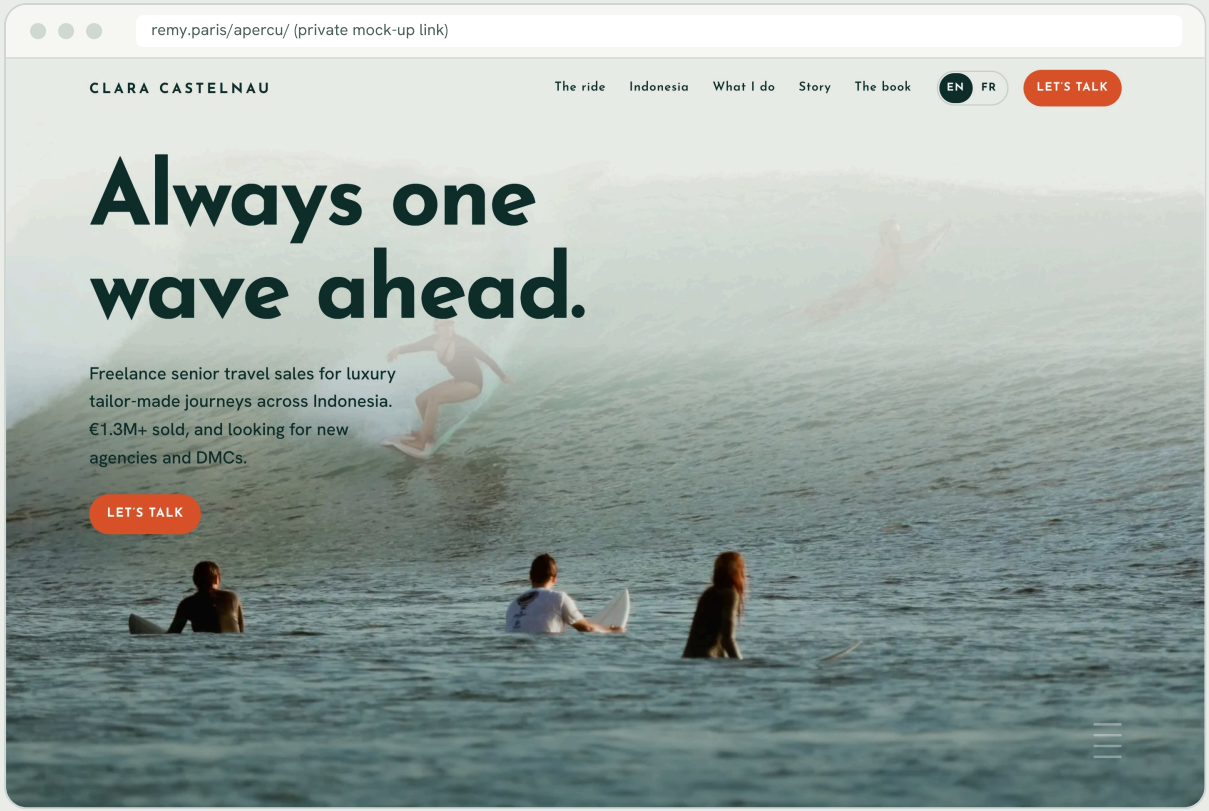


BUSINESS CARD, FRONT AND BACK

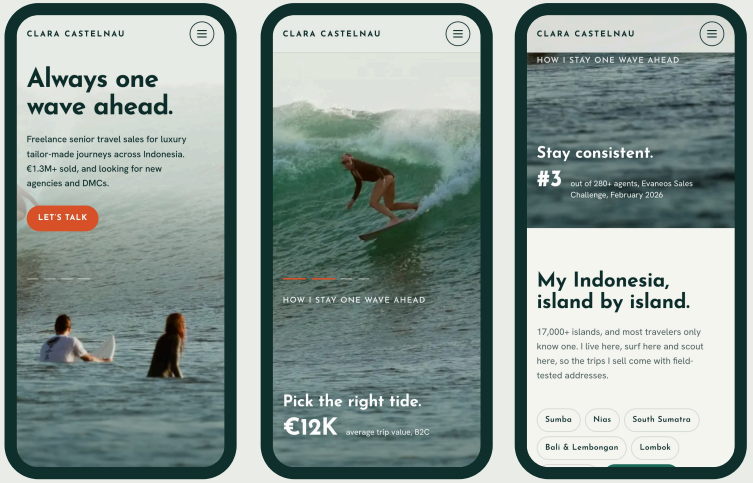




The website



Desktop, 1440 × 900: the hero over the first frame of the wave, with the mist veil.



Phone, 390 × 844: home, a method step riding the wave, the last step opening onto Indonesia.

English by default, French with the EN / FR switch. Menu: The ride, Indonesia, What I do, Story, The book, the same on desktop and in the phone menu.