Brand Guidelines

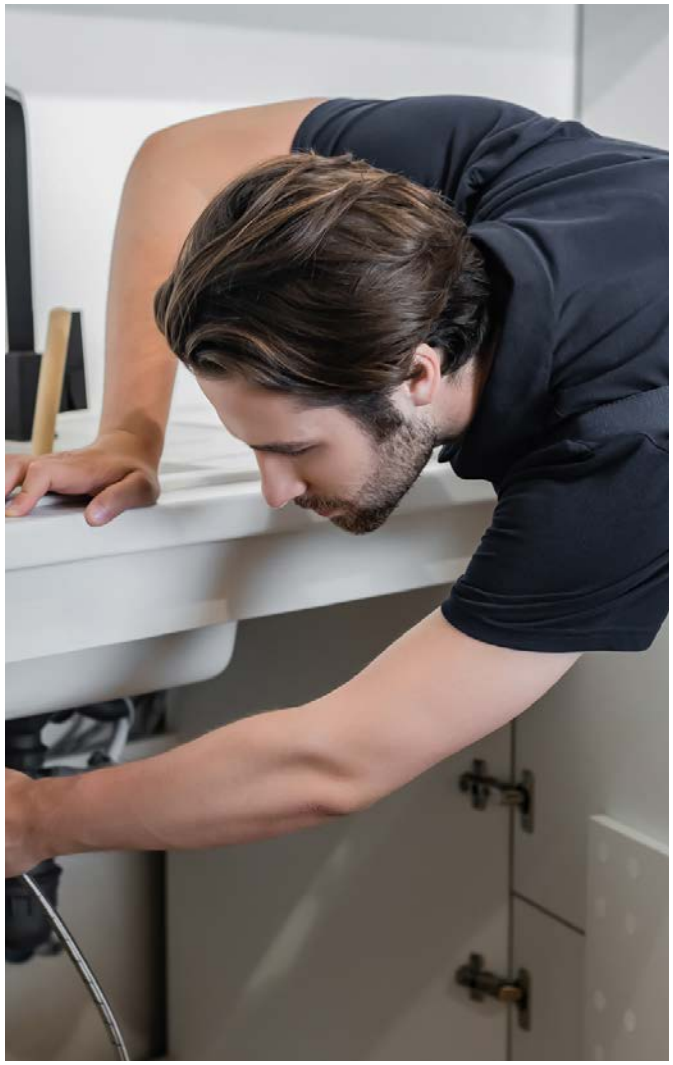
Contents

Brand

We are **Concluir.**

Concluir is entering the market following a re-brand, as a supplier of fitted kitchens and joinery products. With a team of trusted tradesmen and years experience in the industry, Concluir is an authentic brand with real equity.

Supplying kitchen products to domestic, commercial and contract projects, Concluir are a brand with ambitious growth plans, whilst sustaining their exceptional quality and innovative design. Concluir want to appeal to all areas of the market, and all its customers, whilst being a mark of modern quality and finish.



Keywords

Our brand is characterized by our key values.

These keywords drive the direction and vision of the brand design. They are considered in every choice we make, and every way we present ourselves.

Internally and experientially we strive to achieve a better standard of service and product continuously, and our key brand values will help us grown through this.

Word List

Authentic

Elegant

Structured

Functional

Luxe

Contemporary

Inspiring

Strong

Modern

Clean

Logo

Primary **Logo**

This is the Primary Concluir Logos.

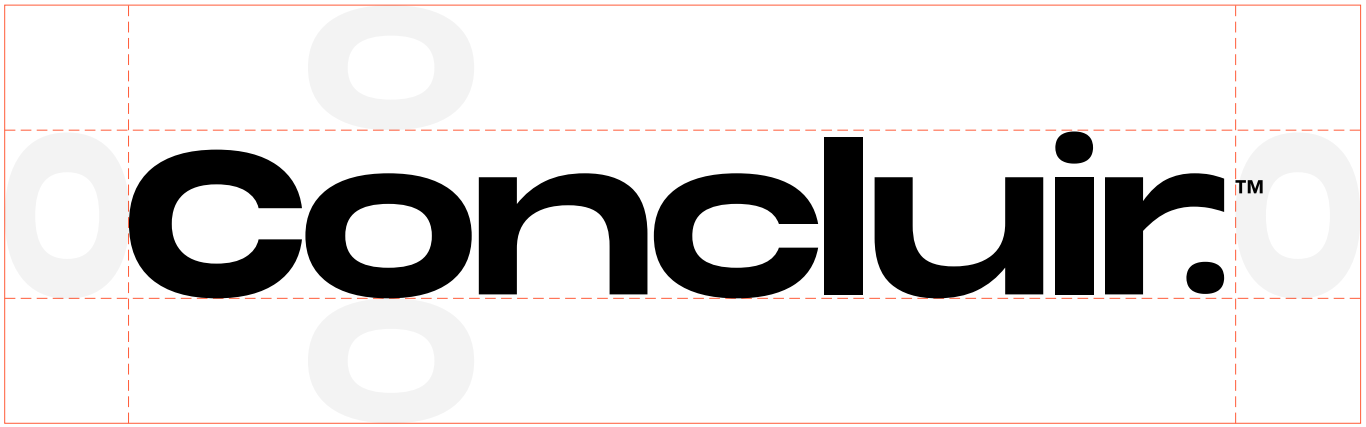
The logo **must** be resized proportionately, never stretched.

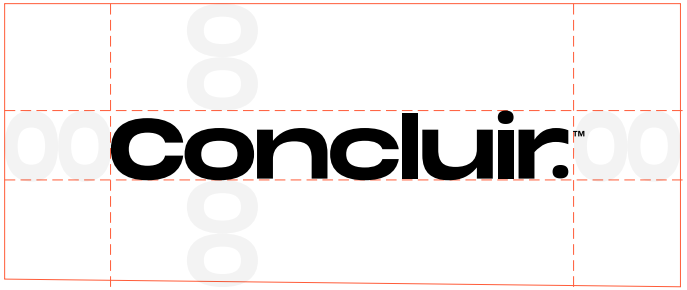
The Logo can be used on light backgrounds, or inverted on dark backgrounds, in contrasting brand colours.

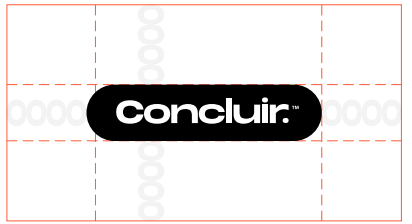
Logo Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area.
Always keep in proportion.
Always ensure the text is legible.







Logo Misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific "**do nots**" for our logo.

Do not alter the logo's colours in anyway

Do not place the logo in an unapproved holding shape

Do not lock-up text to the logo

Do not alter the logo's shape in anyway

Do not add elements or shadows to the logo

Do not outline the logo

Do not rotate the logo

Do not change the relationship of the logo's components

Tagline

Exceptions to Clearspace and missuse.

Our tagline is simple and to the point. Aspiring customers to find their Perfect kitchen, using the concept of 'Discovery' to pull on the feelings of acheivement whent hey find it.

We use the heading font for any large format placements, and the body font for smaller areas.

Placed over two lines inline with the logo for large format, or on one line below on smaller areas.

Large Format:

Discover Your Perfect Kitchen

Concluir.™

Concluir. Discover Your Perfect Kitchen

Small Format:

Discover Your Perfect Kitchen

Concluir.
Discover Your Perfect Kitchen

Colour

Brand Colours

Our brand is underpinned with a colour palette designed to be clean, modern, luxurious and stylish. Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

PRINT
Pantone colours are ideally used to print the designs, rather than CMYK. Pantone colours will provide the maximum amount of consistency. In instances where this is not possible we have created optimized CMYK values.

SCREENS
Not all RGB colours render the same Online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

SPECIAL PRINT AND PAINT
Each colour may need to be physically manufactured onto products or alike. RAL and Pantone colour codes can ensure colours are consistent.

Off White

RGB 244 242 235
HEX/HTML #f4f2eb
CMYK 03 02 06 00
PANTONE NA
APPROX RAL: RAL 9010

Warm Grey (1C)

RGB 215 210 203
HEX/HTML #d7d2cb
CMYK 15 13 17 00
PANTONE Warm Grey 1 C
APPROX RAL: RAL 9002

Concluir Grey

RGB 115 114 110
HEX/HTML #73726e
CMYK 55 47 50 15
PANTONE Cool Gray 8 C
APPROX RAL: RAL 9039

Clean Black

RGB 00 00 00
HEX/HTML #000000
CMYK 100 100 100 100
PANTONE Black 3 C
APPROX RAL: RAL 9005

ADDITIONAL COLOURS

Contract Orange

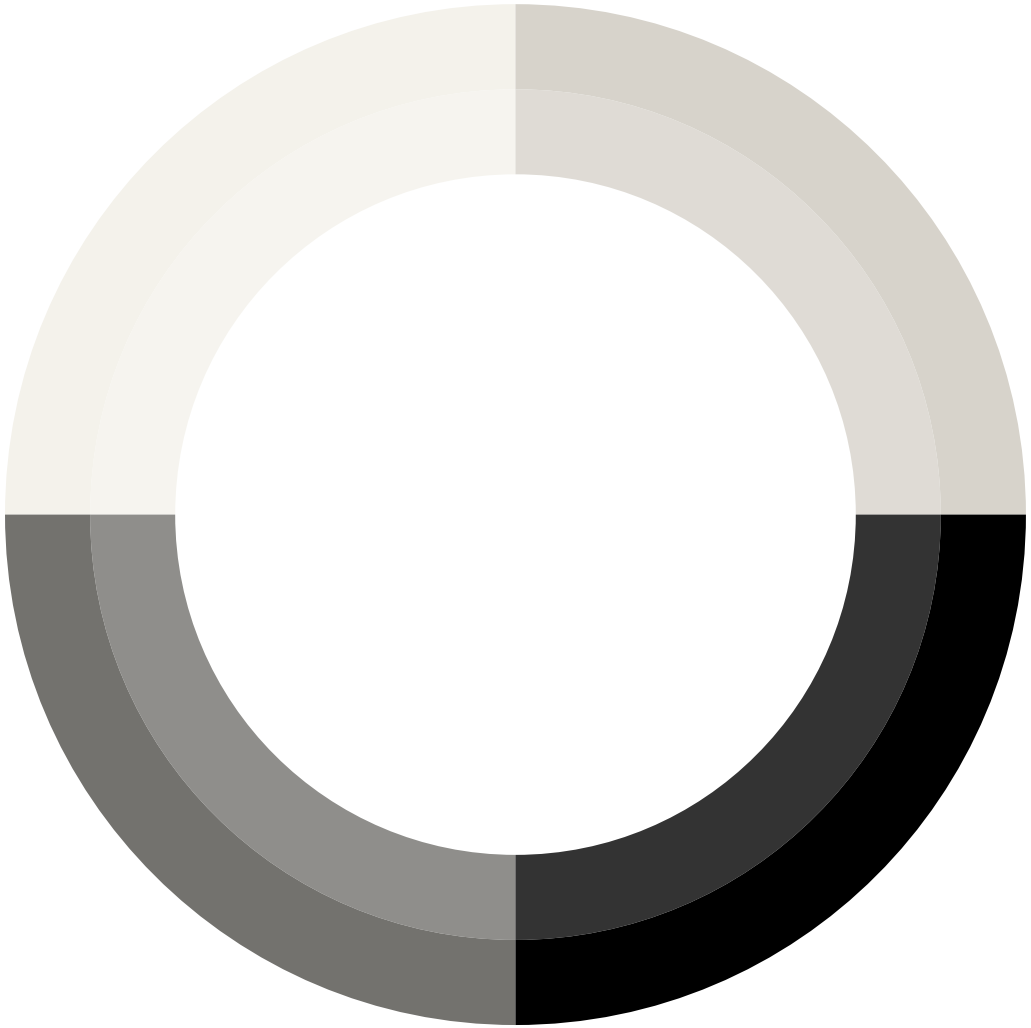
RGB 255 92 57
CMYK 00 79 82 00
HEX/HTML #ff5c39
PANTONE 171 C

Commercial Stainless

RGB 177 179 179
CMYK 32 24 25 00
HEX/HTML #b1b3b3
PANTONE Cool Gray 5 C

Colour Hierarchy

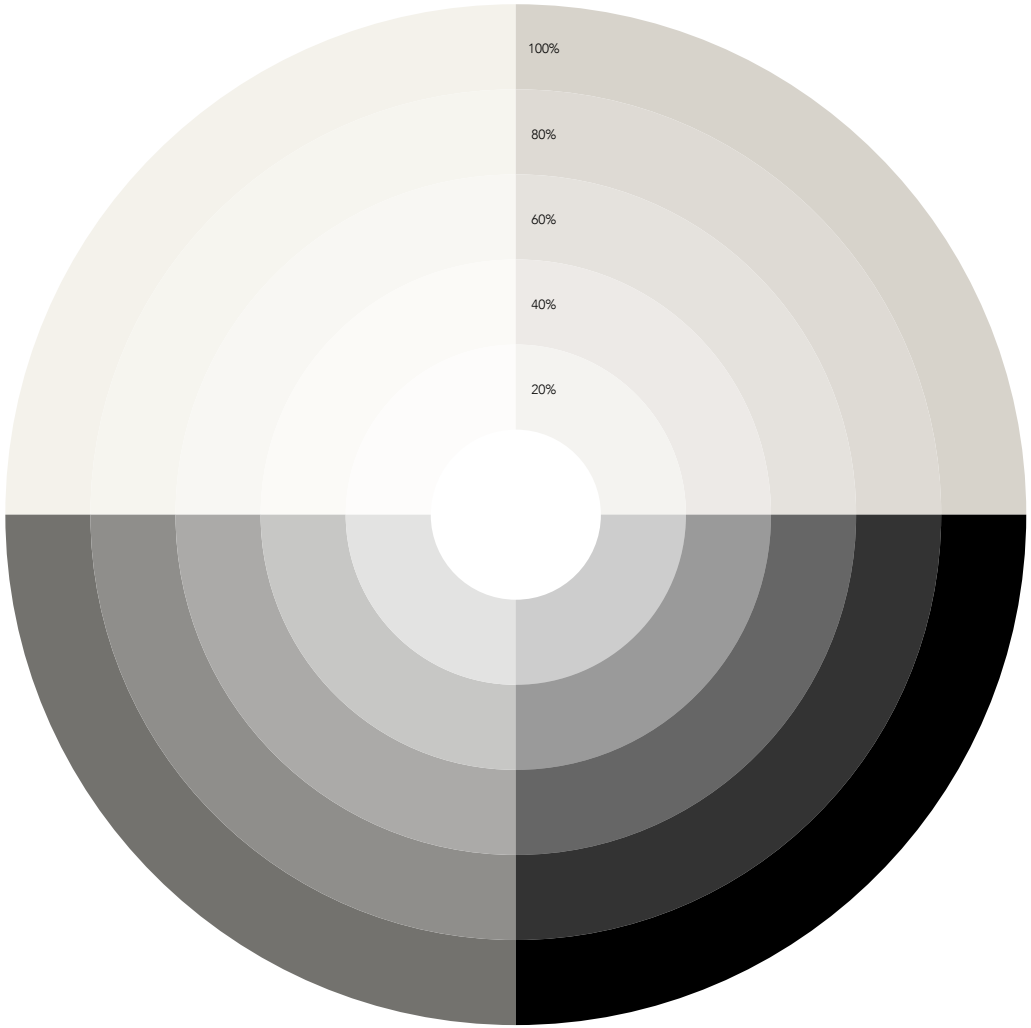
A colour hierarchy has been implemented, from The Off White tints, through a warm monochromatic range to a deep Black. Each of these colours are chosen, to represent areas of the quality and style, whilst bringing in a warm, welcoming, friendly personification of the brand.



Colour Tints

If there is an occasion when you need to create contrast without adding extra colours, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

We would recommend using only solid colours where possible whilst the brand grows and creates market recognition.



Typography

Primary **Typeface**

Monument Extended is our primary brand typeface for large statements and branded elements.

Our typography is as bold and substantial as Concluir are. Typography is a key element in our brand especially as our logo is a Wordmark. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

Monument Extended is a powerful quality extended typeface with great versatility. This extended font is useful for bold editorial statements and graphic heavy prints. This new type will definitely make designs stand out and unique.

MONUMENT EXTENDED

ÀÁÂÃABCDEFGHIJKL
MNOPQRSTUVWXYZ
àáâãäåabcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

Download Fonts

Secondary **Typeface**

Avenir is our secondary corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo whilst remaining friendly and clean. We use three weights. Light, Medium and Bold. **Arial and Helvetica can be used as a substitute** for Avenir on digital applications such as websites and email. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

Avenir is an extension of the Avenir font family, allowing the forms of letter to connect with the Primary font, whilst having the simplicity and professionalism of a standard type. A warm and friendly Sans Serif typeface conserving the original quirkiness of the collection. With over 500 Glyphs and a wide range of weights its a timeless workhorse for many possible application from branding to editorial.

Sans Serif typefaces are chosen for their easy readability, but also as they use less ink than a more traditional font, meaning more environmentally friendly with every page printed.

Avenir

ÀÁÂÃABCDEFGHIJKL
MNOPQRSTUVWXYZ
àáâãäåabcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()+

Aa

Use of **Type**

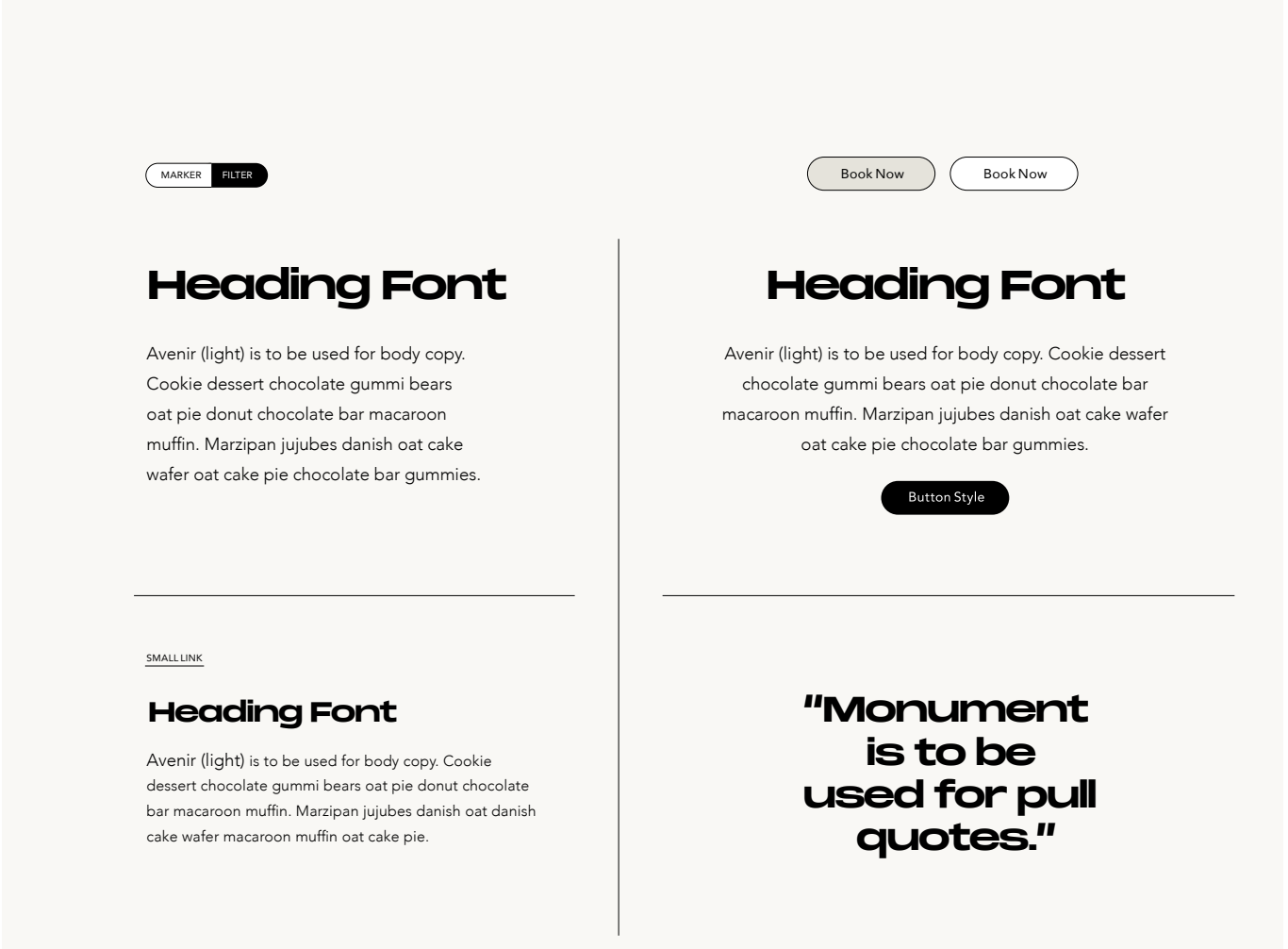
One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

Headings & Pull Quotes
Monument is to be used for all headings and pull quotes.

Subheadings
Avenir is to be used for subheadings.

Body Copy & Captions
Avenir is to be used for body copy and captions and when a more delicate font is required.

Buttons & CTA's
Avenir is to be used for all buttons and call to actions.



5.1 Iconography

Iconography

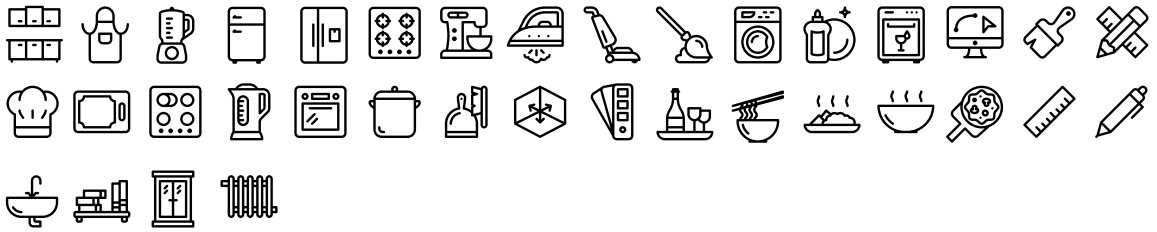
Iconography

Iconography is one of the quickest, and most effective ways to convey information. In a world of Emojis and pictoral representations, icons can help us communicate a message more thoroughly and support a message.

These icons are custom made for Concluir, and more will be built over time as we develop the brand, and the website and find the specific icons that are required.

The icons are recognized by their light line weight and explanation of the message being communicated with mild detail.

EXAMPLES From BVrand Icon Packs:



Pattern & Design

Pattern & Design

The design elements that surround the logo and brand communication will help to convey different messages.

Throughout the print and digital media will initially use the example textures and design elements show. These will evolve over time, but whilst we build the brand in the public eye, we will aim to use these first.

The white marble texture is a clean and stylish look, whilst the dot grid is connected to the planning aspect of the customers journey. It ads simple texture that can sit over photos without difficulty or taking away from the key messages.

The rounded shape from the logo is communicated through buttons of the website and features on social posts.

Photography will be a very large part of the Concluir brand, as it demonstrated the product so effortlessly.

Imagery

Image Direction

Kitchens/Product

All imagery should always consist of golden based tones, with a warm and natural feel to them. Photography should not carry a heavy filter, but represent a clear, sunny day with strong natural light. We aim to focus on the earth tones similar to the brand palette and the neutral finishes, allowing customers to envision their own lifestyle in the space.

Photographs must embody the brand through connection with the brand keywords. Kitchens are sold not just for the units themselves, but the lifestyle they create. Photos feature lifestyle with models from a range of ethnicities, dressed and styled to match the target demographic.

Taking inspiration from home fashions and Instagram, angles are taken as if they were the 'perfect instagramable shot'.

Photos are required framed in three different varieties:

Large Wide Angle
Showing the complete space

Viewing Angles
The eye level views a real person would have. The views a customer would have in their house from the door/sofa/etc.

Small touches
Close up, high depth of field details and small finishes throughout the house. Including brand name appliances and recognizable partners.






Image Direction

Staff/Trades

Using the same natural, earthy golden based tones, with a warm and natural feel as the product shots, lifestyle photography should showcase the ideal home life and process interacting with Concluir. Clean, well presented fitters and friendly staff. Whilst showing off the lifestyle, the key aim of the demonstrate the areas and features of the kitchens itself.

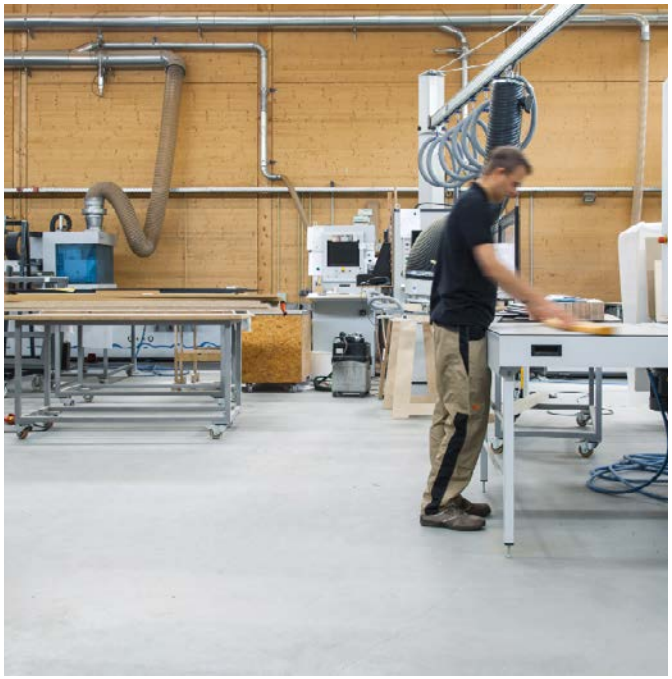
Photographs must embody the brand through connection with the brand keywords. Models, clothing, accessories are to be chosen to fit with the target demographic, economic status, without displaying any brand names.

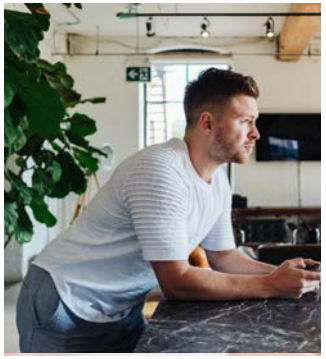
Ideally photos are not posed, no eye contact with the camera, and shot as candid family/couple/personal moments of and idyllic everyday life. They must be believable, relateable and not too exaggerated.
Ideal features:

Foreground blurred items
To re-enforce the authenticity of the photos.

Tidy, not immaculate
No home is immaculate. It is one of the easiest ways to jar a viewers perception. A pair of shoes carefully left by the door, keys on the entrance, laptop left on the table, a few toys not put away. Little touches that create a 'lived in' home whilst still being clean and comfortable.

Real situations
Very rarely does a couple stare out a window with a crisp glass of champagne. A mug of coffee whilst checking BBC news on a phone is much more realistic and relateable.





In Progress
Application

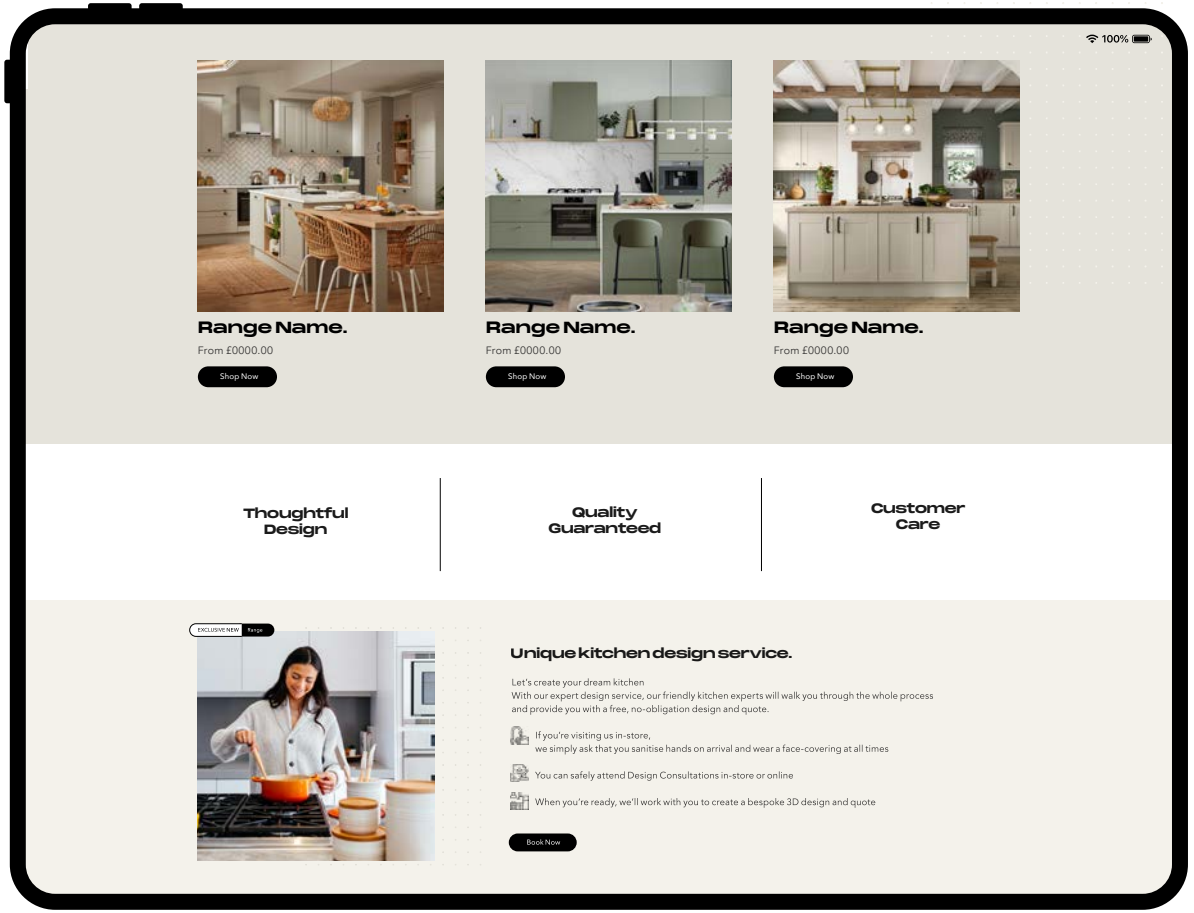
Social Application

This is an example of how Concluir branding would be best applied to maintain consistency of look and feel on social applications.

Rather than filling a social feel with offers, or throwaway posts, we would suggest creating material that is as crafted as the products themselves. Both to represent the products effectively, and demonstrate the product quality.

Web Application

As part of our next steps, we will be detailing the styling and framework of the Concluir website. This document will be updated as complete these next steps.

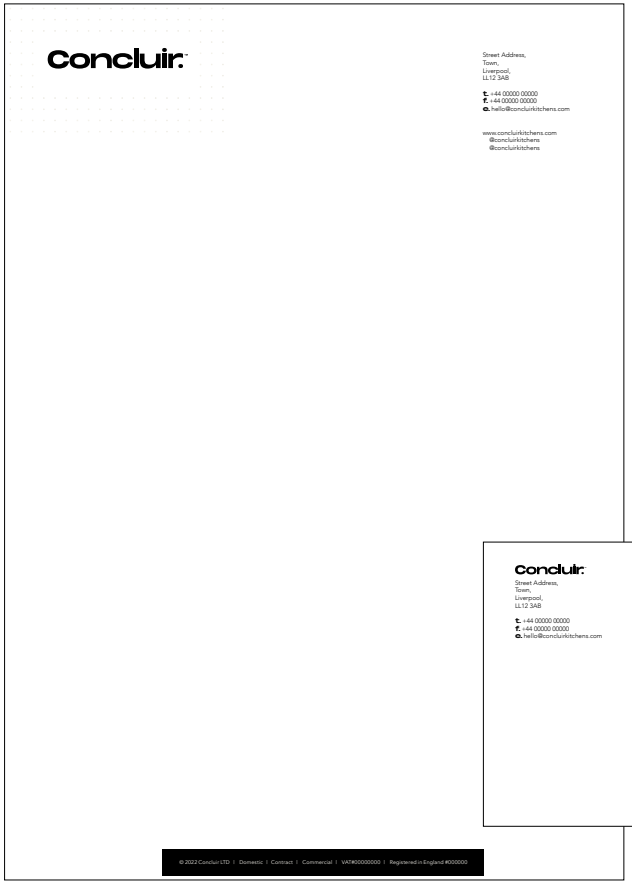


Stationery

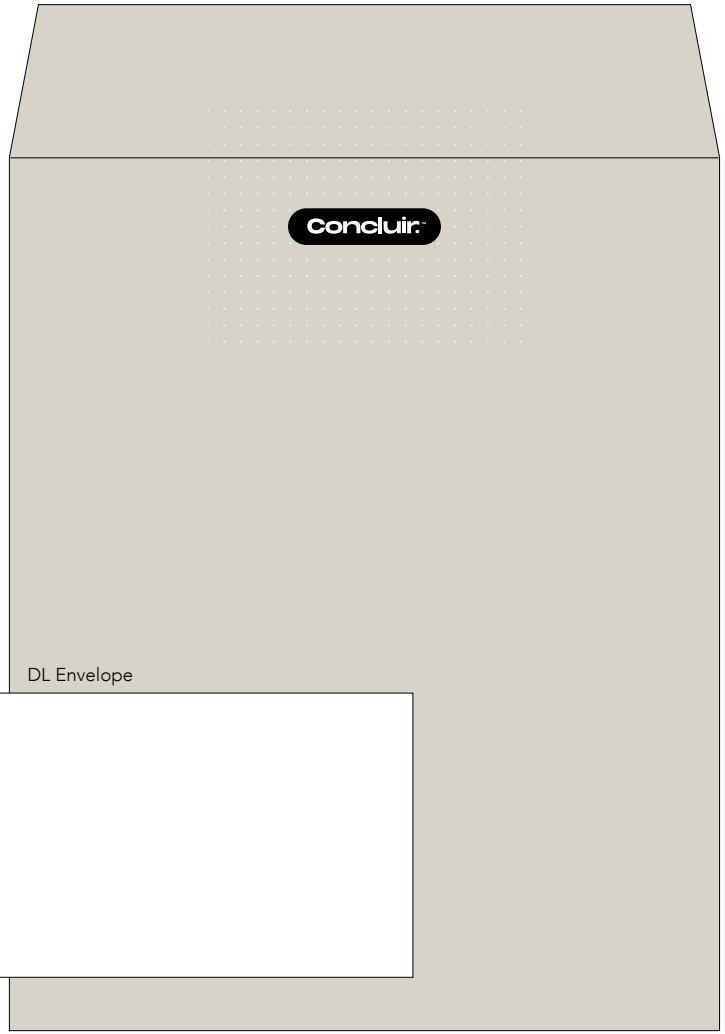
Similarly to the website example, we will be developing the business stationery to fit the company and people within the brand. This area will be updated after that has been completed.

Business Card

Letterhead



Large Envelope



DL Envelope

Merchandise

As part of the promotion and sales process, branded material will inevitably be part of a customers journey. We will aim to create stylish products that match the branding and communicate the brand values, whilst being utilitarian for the business.

9.1 Team Styling

Team Styling

Team Styling

The team are quite literally the face of the Concluir brand. Every intereation is a connection to the brand, and to keep the brand consistant across every intereation, their presentation is an extention of the brand.

We would recommend styling the team in matching colours to the brand, whilst remaining professional, but aproachable. Gone are the days of uncomfortable formalwear. People buying interior products want to have a connection with their sales person or fitter, and know that thier home will be as stylish as the brand they are working with. This would be an integral part of the customers journey.

We can supply a complete list of items we recommend. The styling shown in the examples are all workwear elements available from Ralawise and customisable from any workwear company.

FITTING Team

Utility and Style

ON-SITE Extras

Orange HI-VIS Match Brand

SHOWROOM Team

Minimal and Stylish

Thank You

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