

BRANDING GUIDELINES

— Floor Living Identity Design —

Branding Process

Client Proposal

The client wanted a very clean and modern logo that mainly deals with furniture designed for the floor. E.g. rugs, carpets, coffee tables, cushions with some small design around it or below it. Just something simple and minimalist logo that speaks with a welcoming voice. The choice of colors is blue and grey.

Concepting

I started with design thinking of how the logo might look with what the client wanted and during the discovery phase, I get going on early concepts of the logo and brand elements. We explored as many directions as possible and presented the strongest 2-3 concepts at the end of the design process.

Finalize & Deliver

The client picked the best logo out of the concepts I presented and I started standardizing the brand. High polish will occur during this phase, grid structure and a digital brand book will be created to use as needed. All logos and branding assets will be delivered in PNG, SVG, Ai and all additional formats that are required.



Typography

Nexa - Font Type

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

Aa

0123456789

!@#\$%^&*()?:'"\

ABC1234

ABC1234

ABC1234

ABC1234

ABC1234

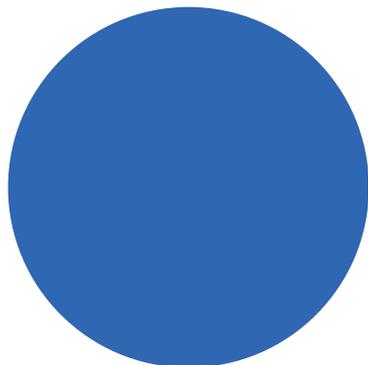
ABC1234

ABC1234

ABC1234

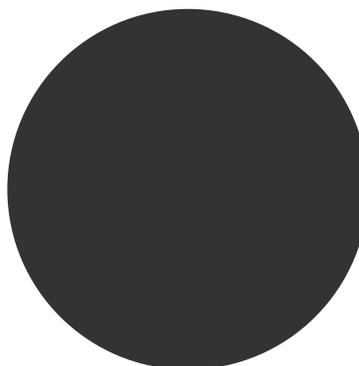


Color Palette



HEX
#336699

C - 86%
M - 60%
Y - 11%
K - 2%



HEX
#333333

C - 69%
M - 63%
Y - 62%
K - 58%



Brand Making



Logo Presentation

floor
living

floor
living

floor
living



Logo Used

floor
living



Logo Used

The image shows a close-up of a light-colored wood-grain surface. The words "floor" and "living" are rendered in a lowercase, sans-serif font. The letters are cut out of the wood, revealing a lighter, smoother material underneath. The word "floor" is positioned above the word "living".

floor
living



Thank you

