



blinds & more

brand guidelines



brand pillars

Blinds and More has a strong brand image which starts from brand pillars.

We are an inventive and confident brand; proud to call ourselves blinds specialists. We pride ourselves on our brand ethos, our ultimate goal is to provide an easy, creative service to bring comfort and natural living into peoples lifestyles through as sustainable methods as we can.

Sustainability

We are extremely passionate about keeping our planet healthy and green, which is why we hand pick our materials, choosing the best options that we can within a market which lacks sustainability. We are very conscious about the materials we use for our blinds and we believe that we have a responsibility as a business to be as sustainable as we can.

Service

We aim to go above and beyond with our service; the service is a big part of product purchasing and we want our customers to feel they had an easy hassle-free experience so they want to use our service again. We like to add that personal touch, so if our customers feel they need to contact us we like to do our best to get back to them as soon as possible.

Bespoke

In order to make our customer's visions a reality, we provide a bespoke service which allows you to pick out the colour and material of the blinds. Our incredible installation team will be able to help install these blinds, but in the meantime we can make adjustments along the way so the final product is something the customer is happy with.

Lifestyle

We want to provide our customers with their idealised lifestyle by providing high quality, affordable blinds. A quality blind makes a positive impact on a space, as you can adjust the light bleed that comes into a room. This ultimately makes life a lot more hassle-free as you don't have to worry about screen glare or lack of privacy.

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tone of voice

It is important to us that our tone of voice is illustrated through our visual identity.

We are insistent on being as sustainable as we can, which is a challenge in the blinds industry, we love our planet and we want to keep it looking healthy and beautiful. We like to show this visually through our brand by using images with natural tones and plants, our colour palette and typefaces but also by sticking to our brand values and visually demonstrating these through our website and branding.

Our brand appears friendly and simple, which is the exact tone we want to make public. We put our service above everything else, which is very important to us. The quality of our products is high, but we like to charge fairly for our products so our brand appears much more casual and therefore relatable and more personal.

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logo

Our logo is simple, bold and stylish.

Our logo is an important piece of imagery for our brand. The two squares are representative of a window (the green square) and a blind (the black square with lowered opacity). We use the graphic idea of the logo in other places in our brand, playing around with the two colours and the lowered opacity.

Main Logo:



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Black Logo:



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White Logo:



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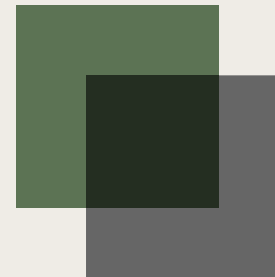
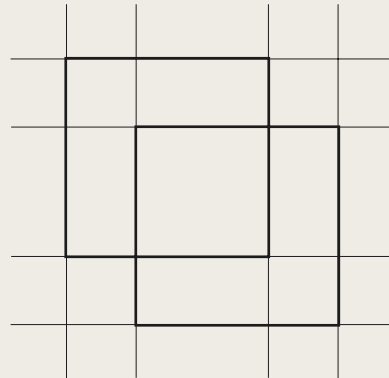
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logo

Blinds and More Icon.

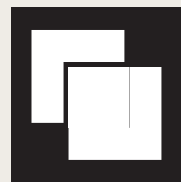
The Blinds and More icon has potential to be iconic across our intended market. It is our aim to make it recognisable without the word-mark. Familiarise yourself with our logo misuse below:



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Dos:



Don'ts:





logo

Blinds and More word-mark.

Our word-mark is very simplistic, legible and clean. We want the focus to lean more towards the icon, hence the simplistic sans serif word-mark. Overtime, people will associate the words 'blinds and more' with our icon but our word-mark is an important step to this goal.

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logo

Our icon and word-mark work well both individually and united.

Our logo consists of an icon and a word-mark. It is important that they are used correctly both individually and together, take a look below at our guide of how to use these logos properly.

Dos:



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Don'ts:



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colour

Our green represents sustainability. It is visible and our most identifiable asset.

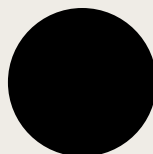
It is very important to our brand that all brand colours are natural and iconic. Our primary colour is Blinds and More Green, we chose this colour to represent our suitable ethos. We use black and white to complement this colour.

The secondary colours complement our primary green; pale green and light beige. Pale green should be used when our primary green is not suitable and the light beige is used primarily for backgrounds.

Primary Colours:



#5B7254



#000000

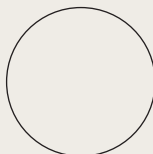


#FFFFFF

Secondary Colours:



#CBD5C8



#F2F0EB

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typography

Three Fonts, One Brand.

There are three fonts for Blinds and More: Forma DJR Micro, Lust Text and Roboto.

Forma DJR Micro is our primary font, it is the font used in our word-mark and the core font which is used throughout our brand. Lust Text is our serif typeface, and used to accent more expressive moments and certain headings. Finally, Roboto is the typeface we use for body text, as it is easy to read and simplistic.

Forma DJR Micro

Primary Font used in a mixture of Regular, Medium and **Bold** characters

Libre Baskerville

Secondary Font used mainly in **bold** but occasionally used in regular and always used in lowercase

Roboto

Body Typeface used in regular and used in title case

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website

We are very proud of our distinct little website and everything it holds.

Our website has everything you need to know about our company, it screams blind experts with a sustainable twist.

Our website is user friendly, and everything you can see on the desktop appears in a simplistic design whilst viewed on mobile. We try to make the design more minimal on the mobile to make it easier to navigate on the smaller screen.

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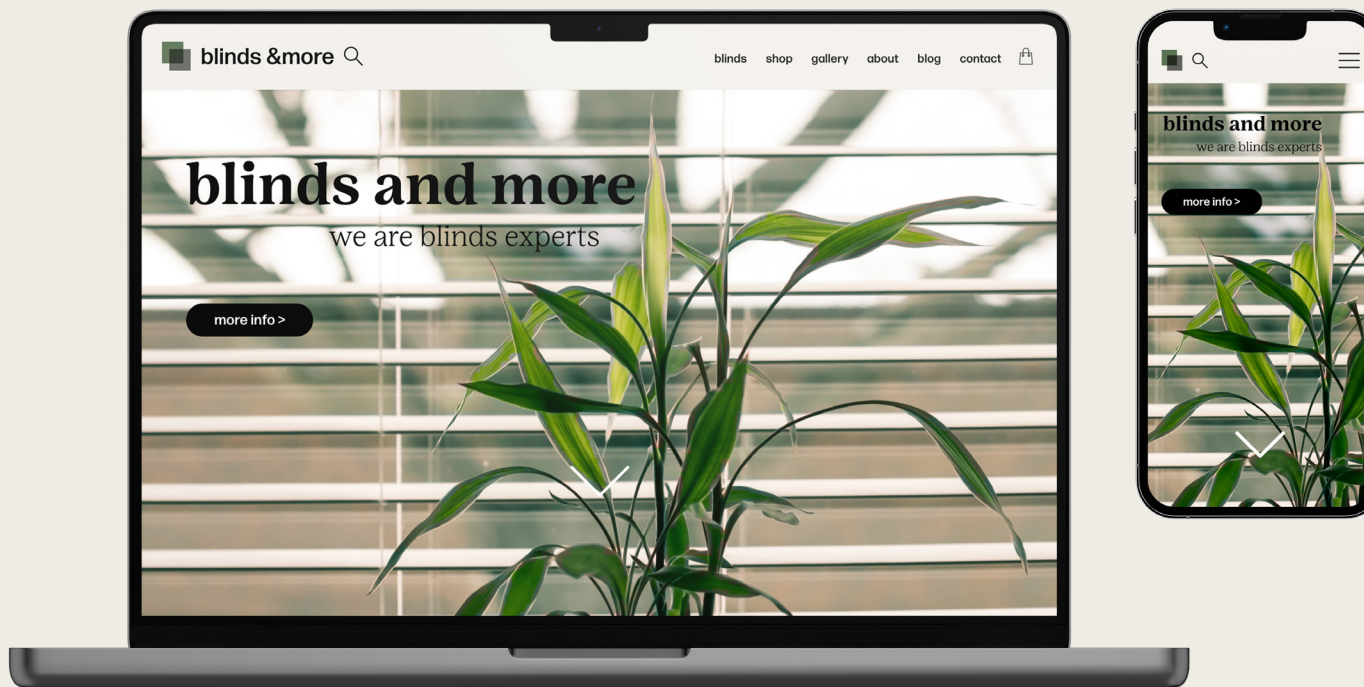
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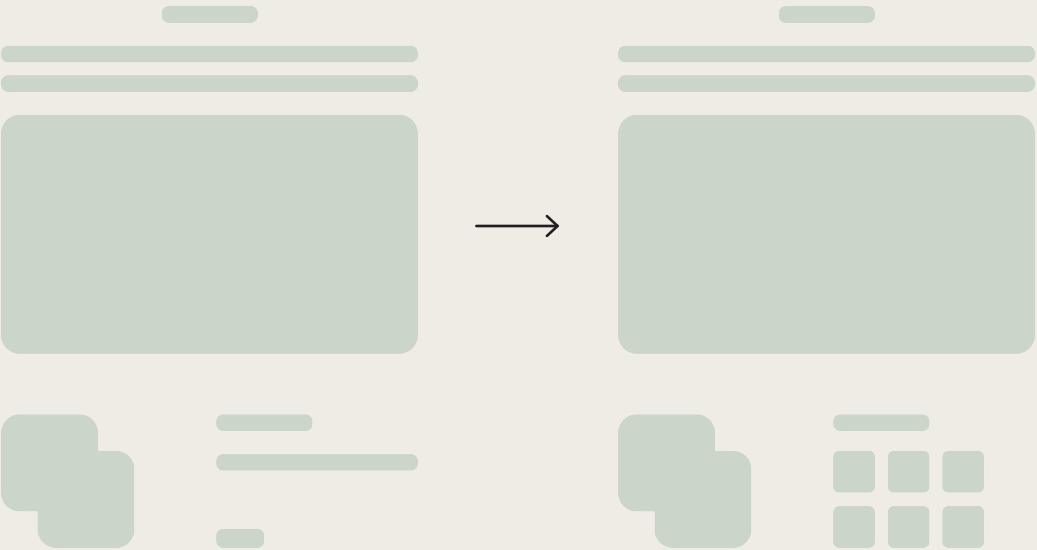




website

Our website is easy to navigate and the design is clean and simple.

We use simple layouts for the design and our website. For blind category pages we have a heading, description, and an image followed by swatches. When using the swatch boxes the information next to it disappears and a swatch menu appears. This way you can choose your colour and pattern and also your material. The image above will change accordingly to the chosen colour, pattern and material.



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website

Simple, clean grids make it easy to browse.

When navigating under the ‘shop’ menu, we have an authentic grid layout which consists of 4 columns. This is a simple and easy way to shop which is universal, making it easy to use and navigate for the majority of people. Inside the grid there is an image of the product, with the colour and material type labelled underneath, along with the price range which varies for each product.



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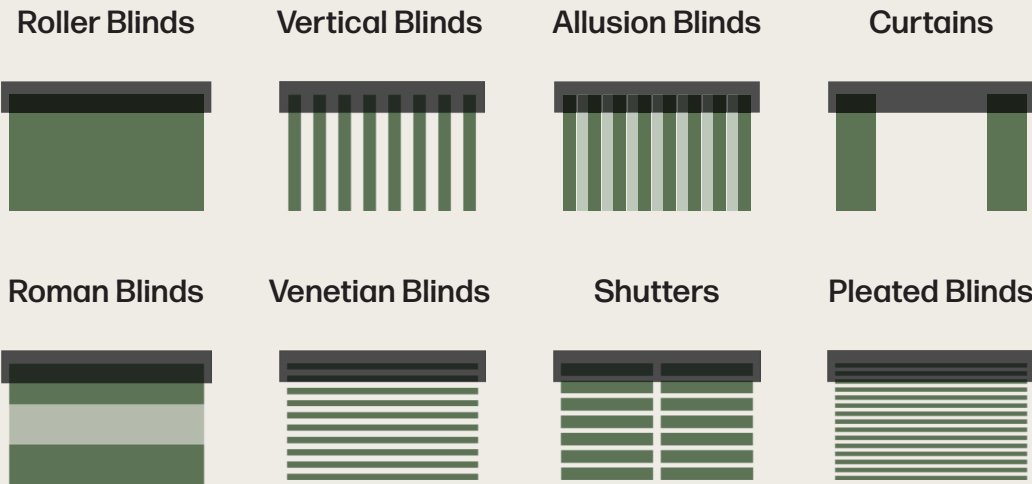


website

We use branding assets as illustrations and navigations on our website.

We like to be creative at Blinds and More, so we have taken advantage of our logo by creating assets which function on the website, all inspired by our logo and branding.

We have an asset for each type of blind and it is used on the homepage and on the blinds pages to accent specific blinds. We also use the logo concept for our swatches, the back square acting as the colour / pattern swatch and the front square acting as the material swatch.



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