

# lush

Contemporary Furniture | Pop art | Lifestyle | Ideas | Customization

## The Essential Brand Guidelines

# Contents

Introduction	3	Illustration	17
Core Thoughts	4	Usage of Illustration	18
Our Brand Beliefs	5	Photography	20
Tone Of Voice	6	Usage of Photography	21
Signature	7	Stationery	22
Brand Elements	9	Packaging	23
Logo Do's and Don'ts	10	Contact Us	24
Logo Typeface	11		
Typeface	12		
Typographic Style	13		
Primary Colours	14		
Secondary Colours	15		
Style and Content	16		

# Introduction

LUSH is born out of the mission to inspire contemporary styling ideas to individuals who have a keen eye for style and design, with an added touch of functionality.

This inaugural edition of our brand guide will aim to provide a creative insight into marketing our brand as a household name in contemporary furniture design and the incorporation of our products under our name, how we made them to look not only iconic, recognisable and cutting-edge, but also as functional, timeless masterpieces.

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# Core Thoughts

At LUSH, we like to imagine our products as a pieces of artwork. It helps us to think from different perspectives as designers. We pride ourselves on presenting our merchandise in the best possible manner that will captivate our customers.

Throughout our years as a furniture firm, we are always at the forefront of the contemporary design field. Although keeping up with the latest contemporary furniture trend is a necessity, the ability to successfully evoke a myriad of creative thoughts and design possibilities in the minds of our clients is a valued ability that LUSH holds dearly to.

# Our Brand Beliefs

## The equality of Form & Function.

Having the balance of a distinctive form and an innovative function is essential to our brand. We believe these two words go hand-in-hand resulting in a design that is LUSH-worthy.

## Because you need a well-deserved break once in awhile.

In today's urbanized setting, many do not make the the most out of their time off from work. LUSH aims to correct this oversight by providing designs that envelope our customers in an otherworldly atmosphere where they can truly recline in peace.

## To each his own.

It is a proven fact that everyone favours a different style, therefore we believe in individuality and flexibility, which we feel should be expressed according to one's desires.

# Tone of Voice

## Expressive

LUSH engages in conversations that are open, simple yet insightful. Due to the wide range of furniture in our inventory and showcases, we like to let our products speak for themselves.

## Straightforward

In order to convey our message across quickly, efficiently and clearly, we should remain direct and on the ball, in order to avoid bringing doubt to our potential clients.

## Sophisticated

LUSH approaches its clients in a manner where we sound refined and professional, in addition to conversing with them in a way that they can make an image of what we suggest in a few words.

# Signature



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This is the LUSH logo. It is simple and straightforward and its styling and sleek look reflects that of the contemporary furniture offered.

The highlight of the logo is the geometrical split letter 'S', which is displayed in an icy green colour amongst the other letters, which are white. This split 'S' is reminiscent of the link or binding between form and function that is evident in LUSH's furniture inventory.

The basic elements of the LUSH corporate design are:

- the LUSH logo
- the corporate colors
- the corporate typeface

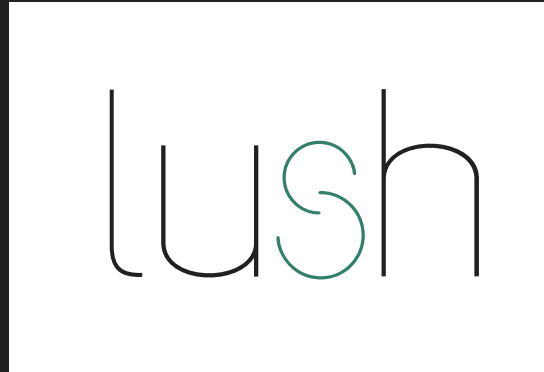
All of which will be covered in the following pages.

l u s h

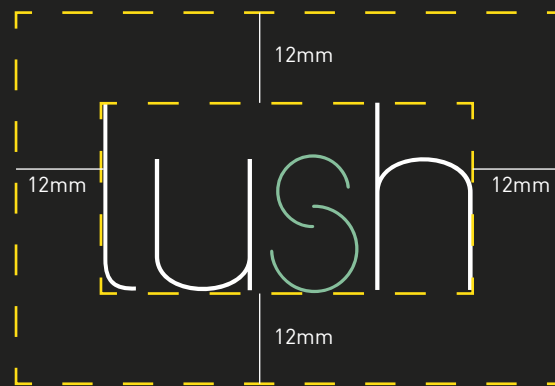


# Brand Elements

lush



The LUSH logo should only be applied on a primarily dark or white background without any other visual interference, to maximize visibility even from a distance. It is advisable to utilise the white/green logo for darker backgrounds and the black/dark green logo for brighter backgrounds.



A clear spacing of 12mm should be maintained on all sides of the logo to minimize visual clutter.



The minimum width allowed for all applications of the logo should be no smaller than 20mm.

# Logos Dos & Don'ts



Do not change its colour.



Do not stretch or distort it.



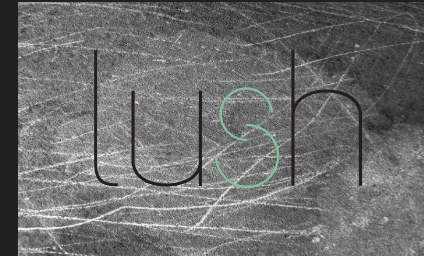
Do not make it glow.



The 's' should be unique.



Do not use drop shadow.



Do not place the logo on messy and inappropriate backgrounds



# Logo Typeface

Dekar Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

l u s h

circle d ————┘  
abcdefghijklmnopqrstuvwxyz

There are two main fonts that are used in the LUSH logo. They consist of **Dekar Light** and **Circle D**.

Dekar Light must be used for the letters “L”, “U” and “H”.

Circle D must be used for the letter “S”.

# Typeface

Print

Din-Regular

a

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Web

Arial

b

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Typographic Style

Header

Subheader

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**Header** should be in the size of 36 pt and should be in primary colour.

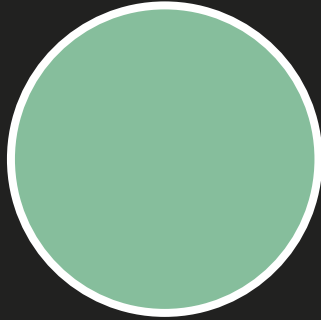
**Subheader** should be in the size of 24 pt.

Body text should be in the size of 14 pt.

Maintain a clear, uniform and distinguishable amount of spacing between elements to avoid legibility issues and confusion.

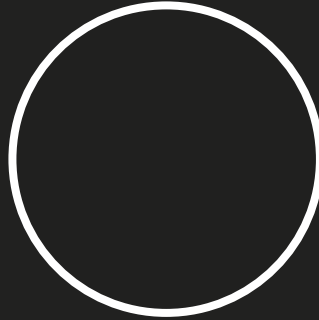
# Primary Colours

Icy Green



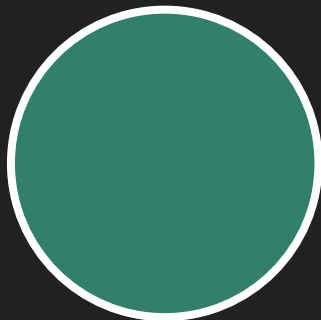
Hex: 88BF9C  
RGB: 136,191,156

Dark Grey



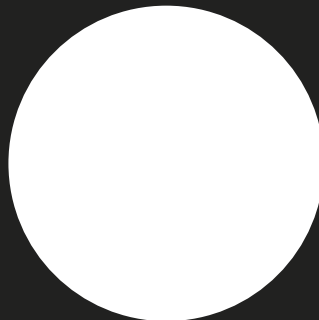
Hex: 212120  
RGB: 33,33,32

Turf Green



Hex: 337F6C  
RGB: 51,127,108

White



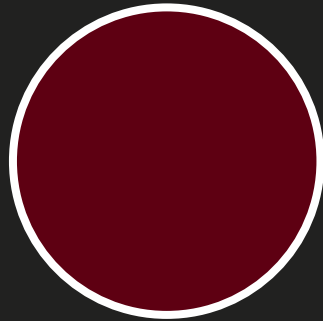
Hex: FFFFFFFF  
RGB: 255,255,255

These are the primary colors for the LUSH identity system. They should hold the highest priority when selecting colors for both online and print applications.

An important thing to note is that body text should only use either Dark Grey or White.

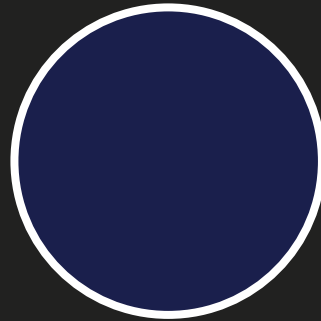
# Secondary Colours

Royal Maroon



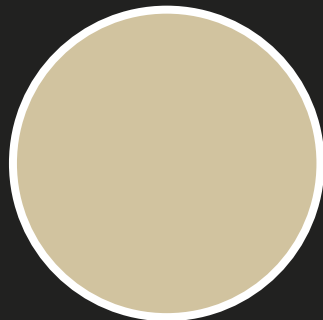
Hex: 5E0012  
RGB: 94, 0, 18

Navy Blue



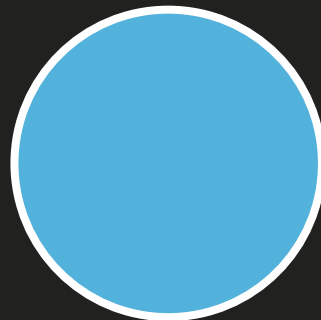
Hex: 1A1f4C  
RGB: 26, 31, 76

Light Wood



Hex: D1C39F  
RGB: 209, 195, 159

Baby Blue



Hex: 53B2DB  
RGB: 83, 178, 219

Four secondary colours are available, although they should be used sparingly in cases where there are no more suitable primary colours for use.

Please note that they should not be applied for text elements.

# Style & Content

## Style

Simple, clear and consistent background colors/images, in line with the general image of LUSH.

Full colored photography reflecting the brand direction of LUSH.

Subject/Object to stand out or to make a perfect balance with others

## Content

Setting of content should evoke a consistently sophisticated presence.

Content should provide a human element to it, be it design-related or functionality.



# Illustration

## Illustrations

The use of illustrations is an extension of the LUSH brand and logo, further enhancing and incorporating our image across various media platforms. The illustrations are made mostly of geometrical shapes to represent contemporary art and its structural identity.



# Usage of Illustration



An image can be placed over or be used as an output for the illustrations as long as it follow a consistent style and content display.



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Body copy of text can be placed onto illustrations to provide a clear avenue for legibility. Copy may be placed off or around the illustrations as long as it keeps to a consistent theme and is of a clear contrast against the background on which it is placed upon.

Color of copy should primarily be in black or white, but in some instances, the LUSH colors may be utilized to add an extra dimension to the image.



#### LOREM IPSUM DOLOR SIT AMET

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# Photography



An important platform to display and relay the right message to our target audience, photography plays an integral part in our branding image and display of furniture. Without the proper and right photography style, the wrong message would be sent to the audience, confusing them with our product and brand image.

# Usage of Photos



# Stationery



# Packaging



# Contact Us

lush

+65 6858 5882

[enquiry@lush-lush.com](mailto:enquiry@lush-lush.com)

<http://www.lush-lush.com>