



*our* **BRAND**  
G U I D E L I N E S

# w h o a r e w e ?

Twenty10 Designs was established in 2016. We are Importers and Wholesalers of beautifully and carefully designed, modern furniture. We have an excellent reputation and have built strong and close relationships with our clients who are impressed by our fast and efficient turnarounds, delivering affordable, on-trend pieces to suit everyone. We are trade-only suppliers.

Great care and attention have been taken into our designs and finishes of each and every one of our products. Our styles are perfect for all types of businesses i.e Contract Furnishings, Interior Designers, and Retailers.

Our service is very important to us, supplying high quality products is one thing but we pride ourselves on our efficient service, which has been praised by several of our clients. Take a look at our reviews on our Google page, you won't be disappointed.

The services that make us stand out amongst our competitors are our delivery service, our bespoke service and our beautiful swatches that we can send directly to you.

# *Brand* || Pillars

## Quality

We stay in close contact with our manufacturers and warehouse teams to make sure each product undergoes quality assurance and quality control measures, so that all our products are high quality and durable.

## Effortless

It is very important to us that our user experience is as effortless as possible. We don't want our customer's experience to be a hassle, our top-notch delivery service and order system make purchasing from Twenty10 easy.

## Connected

We make it our goal to provide excellent customer service to all our customers, no matter what the query. We will always do our best to reply to customer emails and phone calls as soon as we can, to stay connected.

## Personalised

At Twenty10 Designs we offer a Bespoke service which allows our customers the freedom to design their own furniture and create unique pieces. This personal touch is something we are proud to offer our customers.

h o w t o d i s p l a y  
p r o d u c t s ?



**YES**

All products are to be displayed in the centre of a white, transparent box



**NO**

Products must not have a visible or coloured box underneath the transparent product image



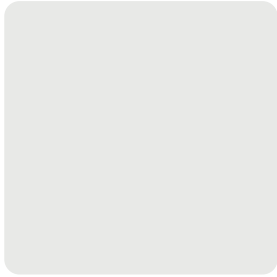
**NO**

Product images must not be enlarged, stretched or distorted in any way

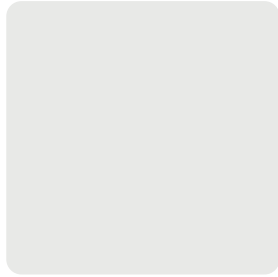


**NO**

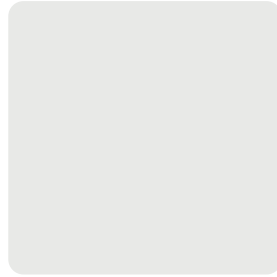
Product images must always be centred in the transparent white box; no exceptions



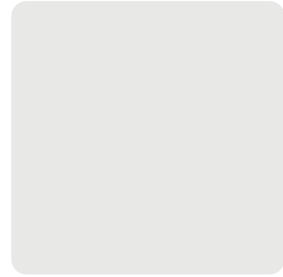
PRODUCT NAME



PRODUCT NAME



PRODUCT NAME



PRODUCT NAME

Products must be displayed in a 4 grid block system. Products images are to be 367x367 pixels with the product name displayed centred underneath the correct product image. Product names should be in capitals, displayed in Futura - Medium font and in black #000000 text colour.



## *our* **LOGO**

We are very proud of our logo, the design inspiration is influenced by the Art Deco movement which was established nearly 100 years prior to Twenty10 Design's launch. This art style is also seen throughout our collections.



*YES*



*YES*



*NO*



*NO*



*NO*



*NO*



*NO*



*NO*

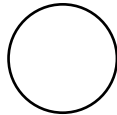
# c o l o u r   p a l e t t e



#000000



#EDED



#FFFFFF

We have a very simplistic colour palette at Twenty10 Design. With no brand colours and only brand tones; a monochrome branding. The reason we decided not to use colour in our branding is because we do not want to distract from our beautifully designed products, which stand out through colour and texture on their own.

Black and white are the two primary colours, the grey should only be used when black or white can't or the emphasis something important on a page or design.



# t y p o g r a p h y

## Headings

Charter Bold / *Bold Italic* / Roman  
Mixture of all in *TitleCase* &  
UPPERCASE in some cases

## Sub Headings

Charter Bold / Roman  
lowercase & loose k e r n i n g in  
some cases

## Body Copy

Futura Medium in Title Case

Our brand image has an editorial magazine aesthetic, which we created to mimic the simplicity of our services and hassle-free, personal experience, which could be found by browsing through magazine catalogues and circling your favourite products.

We are very creative at Twenty10 Design and how we present our fonts is no exception to this. For our headings we like to use a combination of bold, bold italic and roman to emphasis hierarchy in our words. 'Charter' is a classy font which fits into our brand image and ethos perfectly. Our products are extremely high quality and durable, this sophisticated and opulent font illustrates this perfectly.

'Futura' is ubiquitous because it conveys our core goals: quality and excellent communication. This font aligns with Twenty10 Design's values and inspired our own logo design, but most importantly it is a sophisticated font which is easy to read.

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