

LOFT + IVY

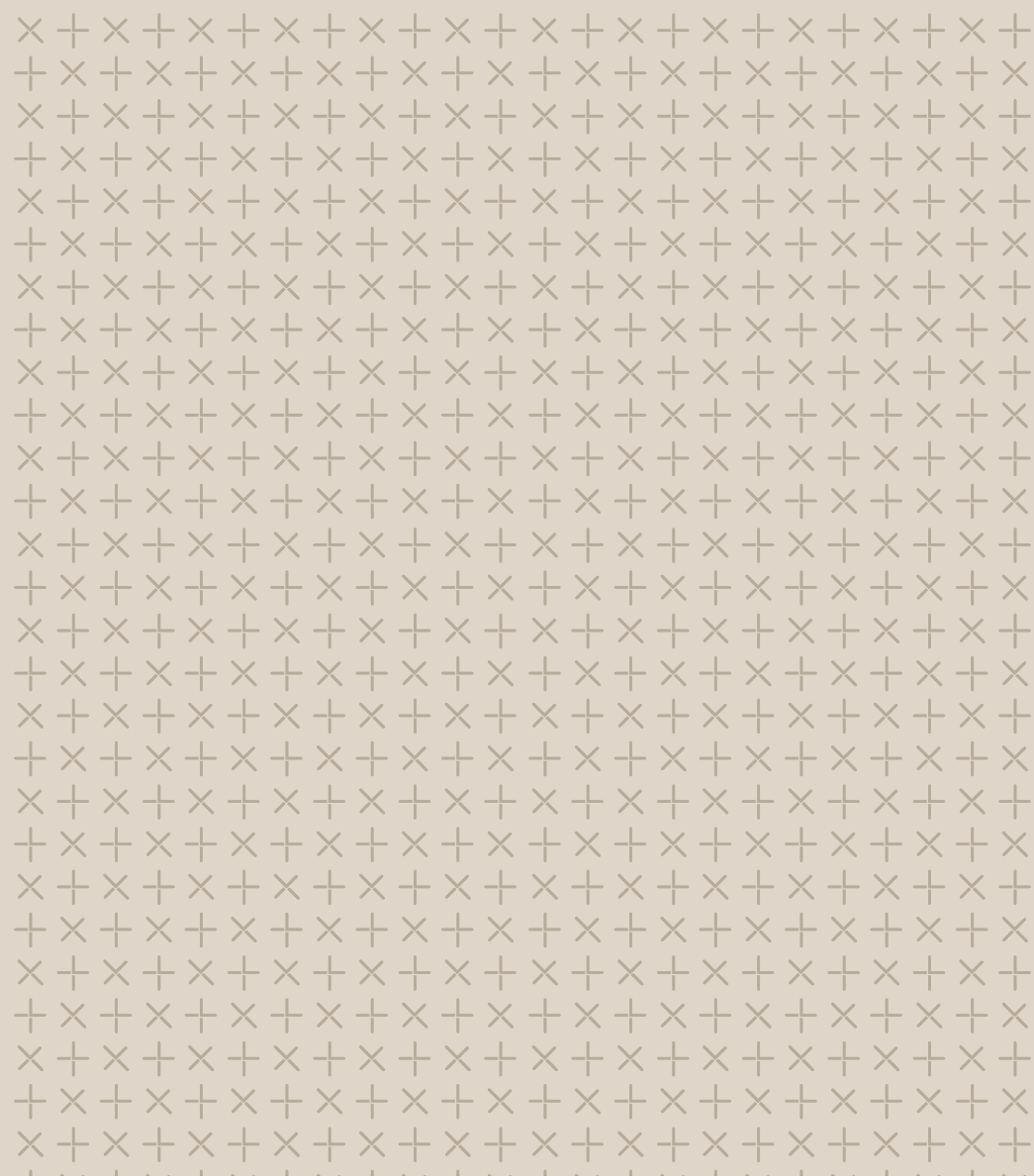
STYLE GUIDE

BRAND IDENTITY



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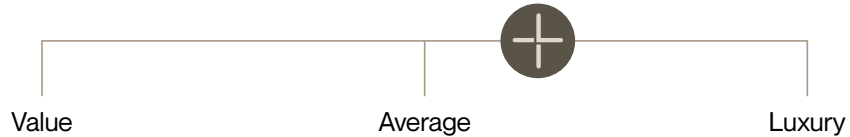


BRAND IDENTITY

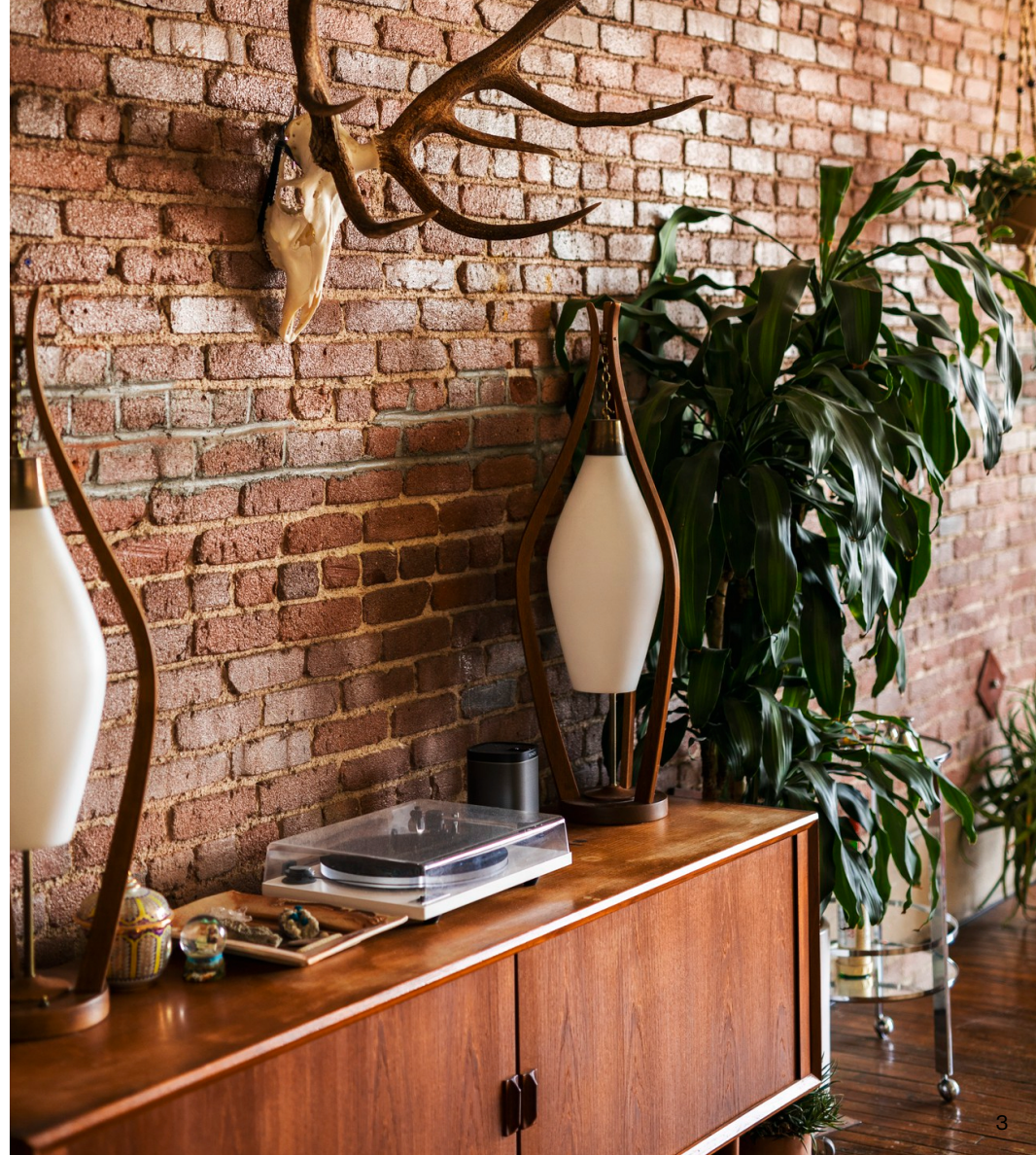
Loft + Ivy is all about celebrating individuality and making home decor fun again. We're not anti-establishment, just anti-boring. Our brand values include humor, approachability, and creating a space where everyone feels welcome.

We're not just about chairs and tables; we're about creating spaces that make you smile. Think of us as your design BFFs who happen to be experts in design from organization to accents, to comfort, all while being stylish.

TARGET MARKET



***We're not anti-establishment,
just anti-boring.***



Our vision is simple:

Customers should effortlessly expand their collection of pieces over time, adapting to changing needs and tastes.

Unique style
without the headache.

BRAND VISION

At Loft + Ivy, quality reigns supreme.

We hold ourselves to the highest standards, surpassing the expectations of our loyal customers. We meticulously craft our pieces with an eye toward timeless style, allowing them to seamlessly blend across seasons and years. Our vision is simple: customers should effortlessly expand their collection of pieces over time, adapting to changing needs and tastes.

Gone are the days of mind-numbing assembly instructions and soulless, mass-produced furnishings. We're here to infuse your living spaces with a touch of humor and carefully curated furniture and decor that exudes personality. Loft + Ivy isn't just another brand; we're your trusted partner in making your home into the ultimate gathering place.

This is why we dedicate ourselves to creating versatile pieces that accompany our customers through every stage of life.

Where Organization Meets Imagination

BRAND PROMISE

When you choose Loft + Ivy, you're opting for hassle-free style that doesn't compromise on quality. Our products are carefully curated for their flair and character. Plus, we're here to make your shopping experience enjoyable and stress-free.

BRAND EXPERIENCE

We're not just a brand; we're your go-to source for all things home. Dive into our website and social media for inspiration that wows. And when you need assistance, our friendly team is always here to help. Loft + Ivy is your partner in adding a touch of personality and style to your home without the fuss. Let's make your living spaces uniquely, unapologetically you.

SOCIAL & WEB

 www.loftandivy.com

 www.pinterest.com/loftandivy

   @loftandivy #loftandivy

MORE TAGLINES WE LIKE _____

***Bringing Character
to Every Corner***

Unleash Your Inner Decorator,
Tame Your Inner Chaos.

Your Space, Your Rules

TARGET AUDIENCE

Whether you're a young professional decorating your first apartment or an experienced homeowner looking to redefine your interiors, Loft + Ivy offers you a curated collection that marries style with comfort. Experience the contemporary aesthetics and timeless elegance, exclusively designed for you.

Interior Style



We're talking to the vibrant souls who want their homes to reflect their unique style without the headache. You appreciate thoughtful design and quality, minus the corporate stiffness. Our goal is to make your home the place where you can truly be yourself.

Age Range

20 - 40





ARCHETYPES

We're fun, relaxed, and always ready to offer practical advice to make your home shine.

Think of us as that witty friend who always knows where to find the best home decor.

ARCHETYPE

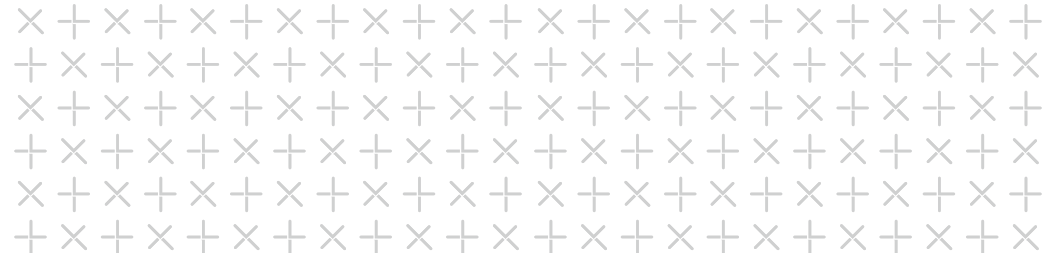


The Creator

The goal of a Creator is to solve a problem by inventing something that didn't exist before.

They constantly strive to create meaningful products with enduring value that align with their vision. Another characteristic of Creator brands is they empower customers to express themselves freely. This could either be with the help of a tool, feature or even design.

Their target audience is not a big fan of traditional advertising, mediocre products and features that already exist. In fact, these people are willing to pay a premium for products that inspire creativity and help them express themselves in the best possible way.



ARCHETYPE

The Jester

2

The goal of Jesters is to help people let go of stressful thoughts, come out of their shell and party a little.

This doesn't necessarily mean customers have to step out of their comfort zone — the Jester will bring the fun to wherever they are. Jester brands are extremely charismatic. They can exist in virtually any industry, but they're mostly found in food, entertainment and everyday home niches.

Appeal to jesters by using the right amount of humor to connect with the audience is key. They should know better than to have their jokes fall flat, overdo the humor, or to get into trouble for crossing moral or legal lines.

ARCHETYPE

The Everyday Person

3

The Everyday Person brand should become a comfort zone for its customers, which is exactly where they would like to stay.

It should feel like "home." For these brands, adopting a cost leadership strategy can be highly rewarding.

While it can be hard to differentiate an Everyday Person brand from the competition, it's not that big of a deal if you continuously produce high-quality, affordable products that customers find value in.



Sarah

Occupation
Marketing Manager

Age
35

Marital Status
Married

Shoe Collection

Sarah and Mark both have a penchant for shoes. They have a diverse collection that includes professional heels, sneakers for workouts, stylish boots, and more. Their shoe collection reflects their dynamic lifestyles, and they take pride in their choice of footwear.

Why the Rotating Shoe Rack?

Sarah and Mark's busy lives demand convenience and organization. They need a shoe rack that can not only hold their varied shoe collection but also provide quick and easy access to their preferred footwear. The rotating shoe rack is an attractive option for them because it combines functionality with a modern design that complements their home decor.

Goals and Needs

Sarah and Mark's main goal is to declutter their closet space and streamline their morning routines. They want a shoe rack that helps them effortlessly select the right pair of shoes for the day ahead. Additionally, they appreciate the rotating shoe rack's ability to save space, a valuable feature in their suburban home.

Shopping Behavior

Sarah is an online shopper who values convenience. She often reads reviews and seeks out products with a balance of style and functionality. She's willing to invest in quality products that simplify her life and add a touch of elegance to her home.



Jessica

First-Time Homeowner

Marital Status	Kids	Age
Single	None	27

Income	State
Moderate	Arizona

Occupation
Interior Designer (self-employed)

Degree
Bachelors in Interior Design

Goals and Needs

Jessica's goal is to personalize her first home with unique and creative decor. She needs eclectic and artistic home decor to reflect her design expertise.

Shopping Behavior

Prefers boutique and artisanal stores for one-of-a-kind pieces. Enjoys shopping at local markets.

Decor Style

Eclectic, artistic, and constantly evolving, with a passion for mixing styles and embracing trends.

Social Media Platforms and Influencers

Actively follows interior design influencers on Instagram and frequently updates her Pinterest boards with design ideas.

Average Spend

Willing to invest in statement pieces but also enjoys thrift shopping for unique finds.

Kevin

Young Urbanite

Marital Status	Kids	Age
Single	None	28

Income	State
\$55K/year	New York

Occupation
Marketing Coordinator at a Startup

Degree
Bachelor's in Marketing

Goals and Needs

Kevin aims to make his urban apartment stylish and functional without breaking his budget. He looks for affordable yet trendy home decor solutions that match his urban lifestyle. His goal is to create a comfortable and trendy living space.

Shopping Behavior

Kevin prefers online shopping for convenience and price-conscious options. He's willing to spend around \$200 on stylish, budget-friendly home decor.

Social Media Platforms and Influencers

Active on Instagram and follows lifestyle bloggers who offer budget-friendly urban home decor ideas.

Decor Style

Contemporary, urban, and trendy with a focus on bold colors and functional design.

Emily

Family-Focused

Marital Status	Kids	Age
Married	3 young kids	32

Income	State
\$70K/year	Texas

Occupation
Elementary School Teacher

Degree
Bachelor's in Education

SHOPPER PERSONA

Goals and Needs

Emily's main goal is to create a nurturing home for her family while managing her budget. She seeks durable, family-friendly home decor that withstands the demands of family life. Her goal is to maintain a cozy and practical home.

Shopping Behavior

Emily prefers in-store shopping for hands-on evaluation and affordability. She's willing to spend approximately \$300 on durable home decor.

Social Media Platforms and Influencers

Active on Pinterest for family-friendly home decor inspiration.

Decor Style

Rustic, cozy, and child-friendly with a focus on practicality and comfort.



Mia

Social Media Maven

Marital Status	Kids	Age
Married	2 young kids	30

Income	State
\$60K/year	New Jersey

Occupation
Social Media Manager (p/t, remote)

Degree
Bachelor's in Marketing

Goals and Needs

Mia's goal is to make her family's home unique and fun, filled with cool and different decor items she discovers on social media. She seeks trendy and innovative home decor to create an engaging and playful environment for her family. Her goal is to have a stylish yet family-friendly living space that sparks creativity.

Shopping Behavior

Mia is an avid follower of home decor influencers on platforms like Instagram and TikTok. She often discovers and buys products she sees on social media. She is willing to spend around \$250 on trendy and unique home decor items she comes across online.

Social Media Platforms and Influencers

Actively follows home decor influencers and lifestyle bloggers on various social media platforms. She values authenticity and unique product recommendations.

Decor Style

Eclectic, vibrant, and filled with quirky and innovative pieces that add personality to her home. She loves experimenting with bold colors and unconventional decor ideas.

ACCENT FONT

Dejanire Headline Black Italic

Used for special headings to draw attention and add visual style to text, do not overuse.

MAIN FONT FAMILY

Neue Montreal

Used as the default font for most content.

LOGO FONT

Courier New

This font is used for the logo only, do not use for other text.

Neue Montreal Light

Neue Montreal Regular

Neue Montreal Medium

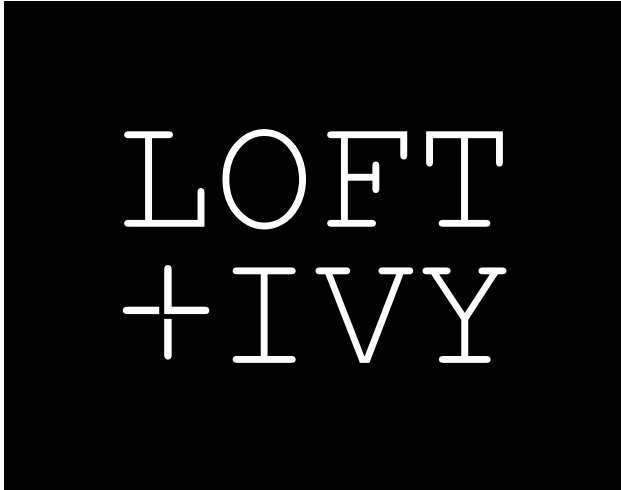
Neue Montreal Bold

BRAND COLORS

<p>GRAYS neutrality & balance</p> <p>HEX DCDBDB CMYK 13/10/10/0</p> 	<p>TANS comfort & security</p> <p>HEX DFD5C8 CMYK 12/13/19/0</p> 	<p>GREENS new beginnings</p> <p>HEX B6D2CA CMYK 21/0/15/10</p> 	<p>PINKS love & femininity</p> <p>HEX E9D3D1 CMYK 0/12/6/8</p> 
<p>HEX 5A5C5D CMYK 64/54/53/27</p> 	<p>HEX A79A88 CMYK 36/35/46/2</p> 	<p>HEX 6C7D78 CMYK 49/29/40/26</p> 	<p>HEX A26E7A CMYK 0/41/65/44</p> 
<p>HEX 000000 CMYK 75/68/67/90</p> 	<p>HEX 595348 CMYK 58/55/65/36</p> 	<p>HEX 3D4745 CMYK 41/25/33/72</p> 	<p>HEX 4F2D37 CMYK 44/71/48/60</p> 

The grays from the first column can be used with any accent color group from the second to fourth columns.

PRIMARY LOGO



TRANSPARENT VERSION



ALTERNATIVE LOGO

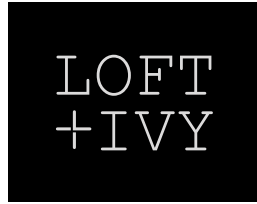
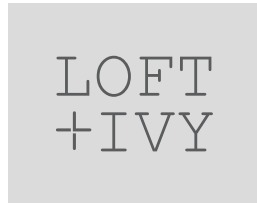


HORIZONTAL VERSION



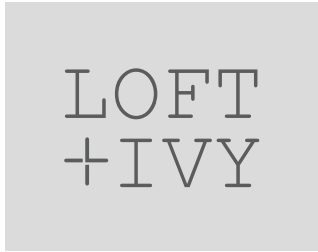
For use on website header and narrow spaces.

LOGO COLORS



Logo color combinations using the brand color groups.

BOXED LOGO



Use the boxed version with any of the available colored boxes from the logo colors.

TRANSPARENT LOGO



Use the transparent version over solid backgrounds. The spacing around the logo text should be that of the containing box.

← Containing box: use as clear spacing. →

BOXED LOGO



TRANSPARENT LOGO



LOGO USAGE



← Spacing of invisible containing box is honored

There's ample contrast between the background color and logo.



← Logo used in colored containing box.



← Not enough spacing.

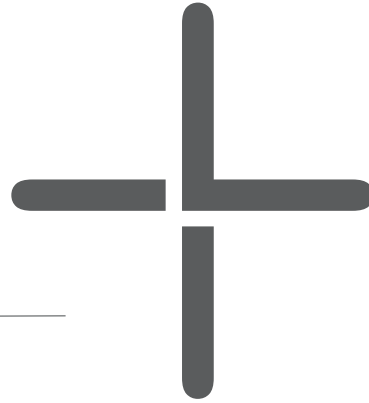
Not enough contrast.



← Not enough contrast.

LOGO ICON

“I” for Ivy



“L” for Loft

Plus for home additions

LOGO ICON USAGE



✓ Overlay it over photographs to make them more interesting.

✓ Hide it behind things.

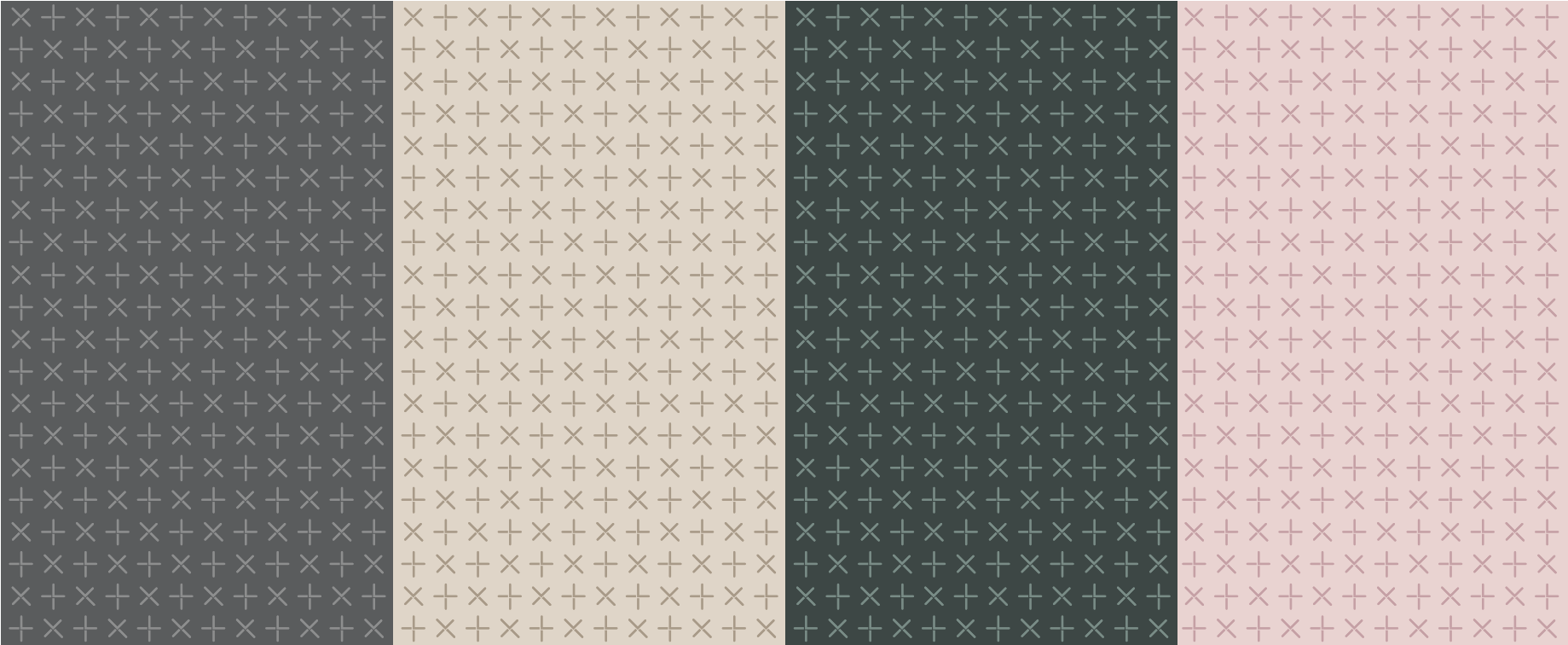
✓ Use it in a matching hue to layer over solid backgrounds to add visual interest.



✓ Use it as an icon!

PATTERN

Can be used subtly in brand colors or muted versions of the colors.





PACKAGING

COLOR BOX GUIDELINES

- + Use a main accent color from the brand colors and one other highlight color if needed with the brand grays, black and white for contrast.
- + Pattern is used subtly and icons are one color in flat outline or solid style.
- + Illustration of product is shown as a clean photo or 3D render over the background colors.
- + Logo should be shown on front and back, also the sides if possible.
- + Text is short and accent font is used to make headings stand out.

PACKAGING

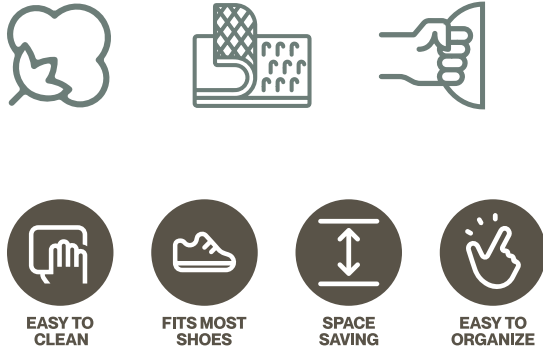
KRAFT BOX GUIDELINES

- + Product name clearly displayed in a combination of bold and italic Neue Montreal font.
- + Pattern is used in non-distracting way, possibly wrapped around the box.
- + Illustration of product is shown as a clean line vector file.
- + Logo is large and clearly displayed on front and back, also the sides if possible.
- + All other text is kept short and to the point, with humour added if it fits, and should work as part of the layout and design.



PACKAGING ELEMENTS

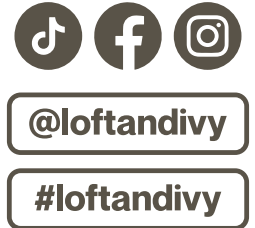
Icon style is flat outline, simple and 1 color



Icons & messaging on packaging should be clear and concise, do not overuse them - if fitting to include humour do so to make it less boring and formal:



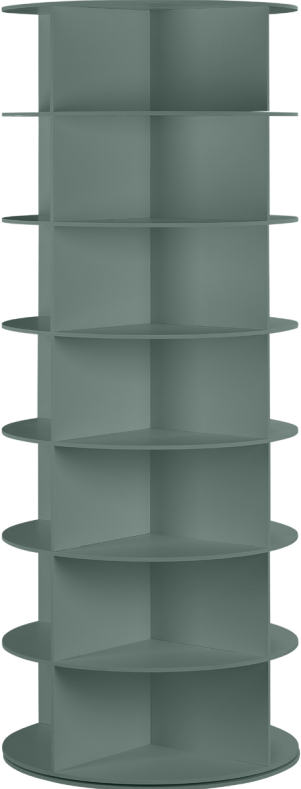
Social elements to include on packaging and inserts:



Sample of packaging inserts in folder.

PHOTOGRAPHY

ON WHITE BACKGROUND



PHOTOGRAPHY

LIFESTYLE INTERIORS



PHOTOGRAPHY

LIFESTYLE WITH MODEL



www.loftandivy.com

LOFT
+ IVY

