

REFLECTIONS

S I N C E N I N E T E E N S I X T Y F I V E

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Contents

Reflections is a family business, with decades of experience designing, producing and installing bespoke kitchens and bathrooms for customers with a vision for the sanctuaries of their home. They are always striving to improve the provenance of their kitchens and bathrooms, and through the years have developed strong relationships - and an impeccable approval rating - with some of the globe's most revered brands, including Alape, Dornbracht, Leicht, Burgbad and Poggenpohl.

Their vision is to become the go-to brand for top of the line kitchens and bathrooms in the Birmingham and Solihull area in the short-term, then - in the medium to long term - become a national powerhouse opening high-end kitchen and bathroom boutiques in wealthy commuter towns in The Home Counties, Cheshire and The South West.

Their brand personality is monochrome, slick and functional, putting through their key values of being honest, considerate of form and highly technically competent, resulting in high levels of trust, repeat business and a stellar reputation.

Their kitchens and bathrooms are designed with aspirational families in mind. These kitchens and not only have to deliver on functionality, but be equally fit for Instagram as they are for entertaining, and provide an "wow" moment for all those who behold them.

Overview

Brand Message

"You already have your German cars in the driveway, bookings at upscale restaurants and a wardrobe full of designer brands. Business is good, and you've managed to furnish your family with a home that you could potentially live in forever. It's time to invest in your space. Use our expertise as a tap that you can turn on and off. This project is yours, not ours. We know you're the kind of people that march to the beat of your own drum. We're just here for you, when you need it, with 45 years of knowledge and experience, as well as access to some of the world's finest design and craftsmanship."

Your brand's words are its signature. They express personality and make it stand out from others. When writing, it is important to be mindful of communicating the following:

Reflections helps successful people in well-healed towns design their dream kitchens and bathrooms - from colours to materials and appliances - whilst still maintaining authority on what makes a good space, and gracefully dispensing precise tips and advice if the client requires. In order to stay relevant, Reflections are constantly investing in their customer experience and creating new in-store spaces for their customers. From cookers to light-switches, Reflections help wealthy and creative people express their identity and self-actualise through stunning, collaborative design.

The purpose of all your copy is to attract these people into your space. Once they're in, you can stop "telling" and start "showing".

Editorial Guidelines

Logo

Our Logo is one of the key building blocks of our identity, and is the primary visual element that identifies us as a brand. The signature is - purely and simply - our company name. This should never be changed in any way.

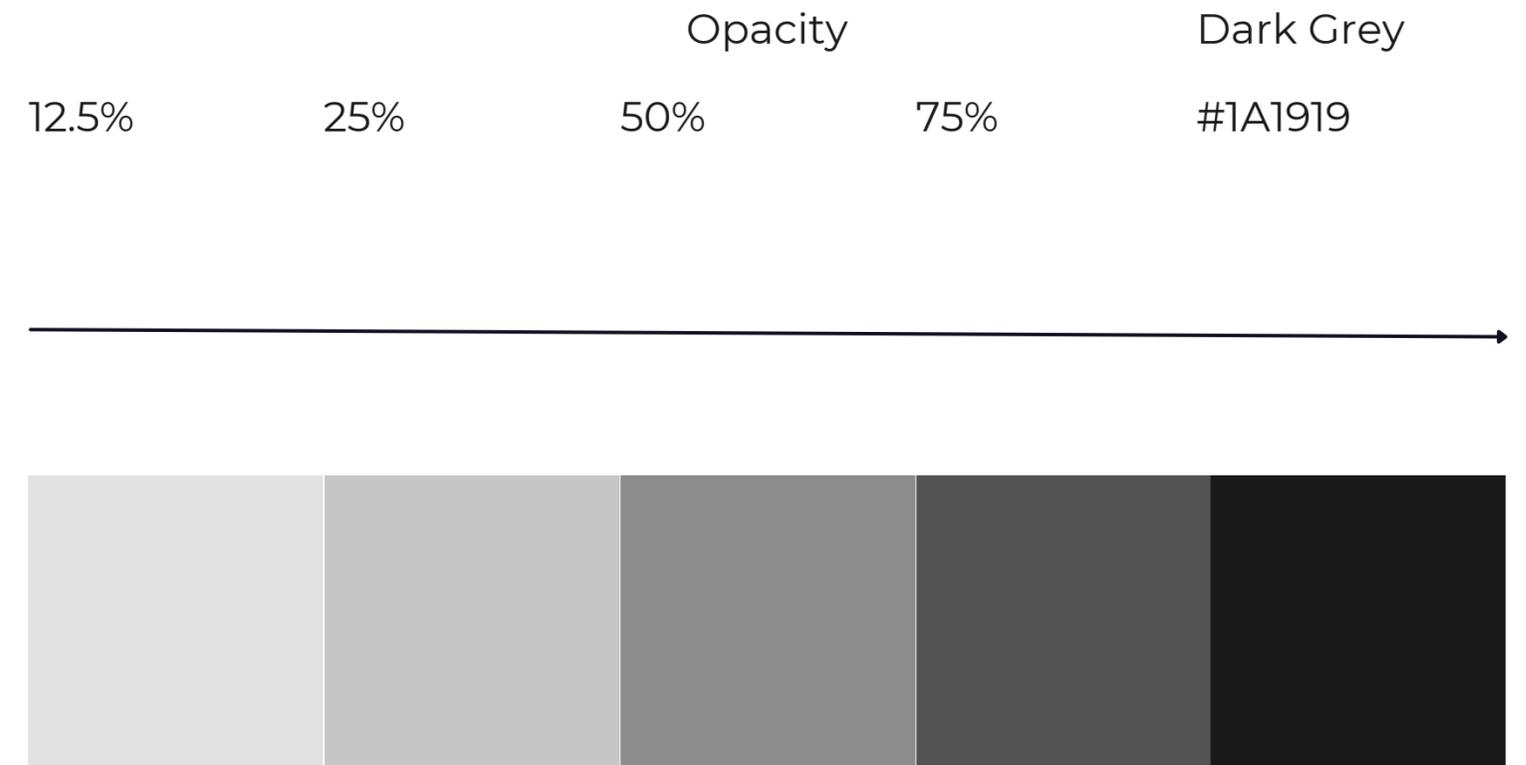
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clear space, take the height of the uppercase "R" from the logo type and measure from the main base of the type.



Colour

Colour plays an important role in the Reflections corporate identity. The colours below are recommendations for various media. A palette of monochrome has been developed, which comprises the colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the Reflections brand identity across all relevant media.

Always check with your designer, asset-producer or printer when using the corporate colours that they will be always be consistent. Reflections has two official colours: White and Inky Blue/Grey. These colours are the recognisable identifier for the company.



Typography

The Reflections typeface, Montserrat, has been chosen to reinforce and accentuate the clean and modern aesthetic that has become a hallmark in every kitchen and bathroom that the company produces. The font family includes two different weights, namely Regular and Extra-Thin. These can be used interchangeably depending on the asset, and the emphasis.

All copy must have a letter spacing of zero, and a line height in paragraphs of 1.25. For headings, and extra bold this must increase to 1.5. Minimum size for html is 15px, although 18px is recommended.

Aa

MONTSERRAT REGULAR

Aa

MONTSERRAT THIN

| | | | | | |
|----|----|----|----|----|----|
| 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 | 00 | 01 | 02 | 03 |
| 04 | 05 | 06 | 07 | 08 | 09 |

| | | | | | |
|----|----|----|----|----|----|
| 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 | 00 | 01 | 02 | 03 |
| 04 | 05 | 06 | 07 | 08 | 09 |

Imagery

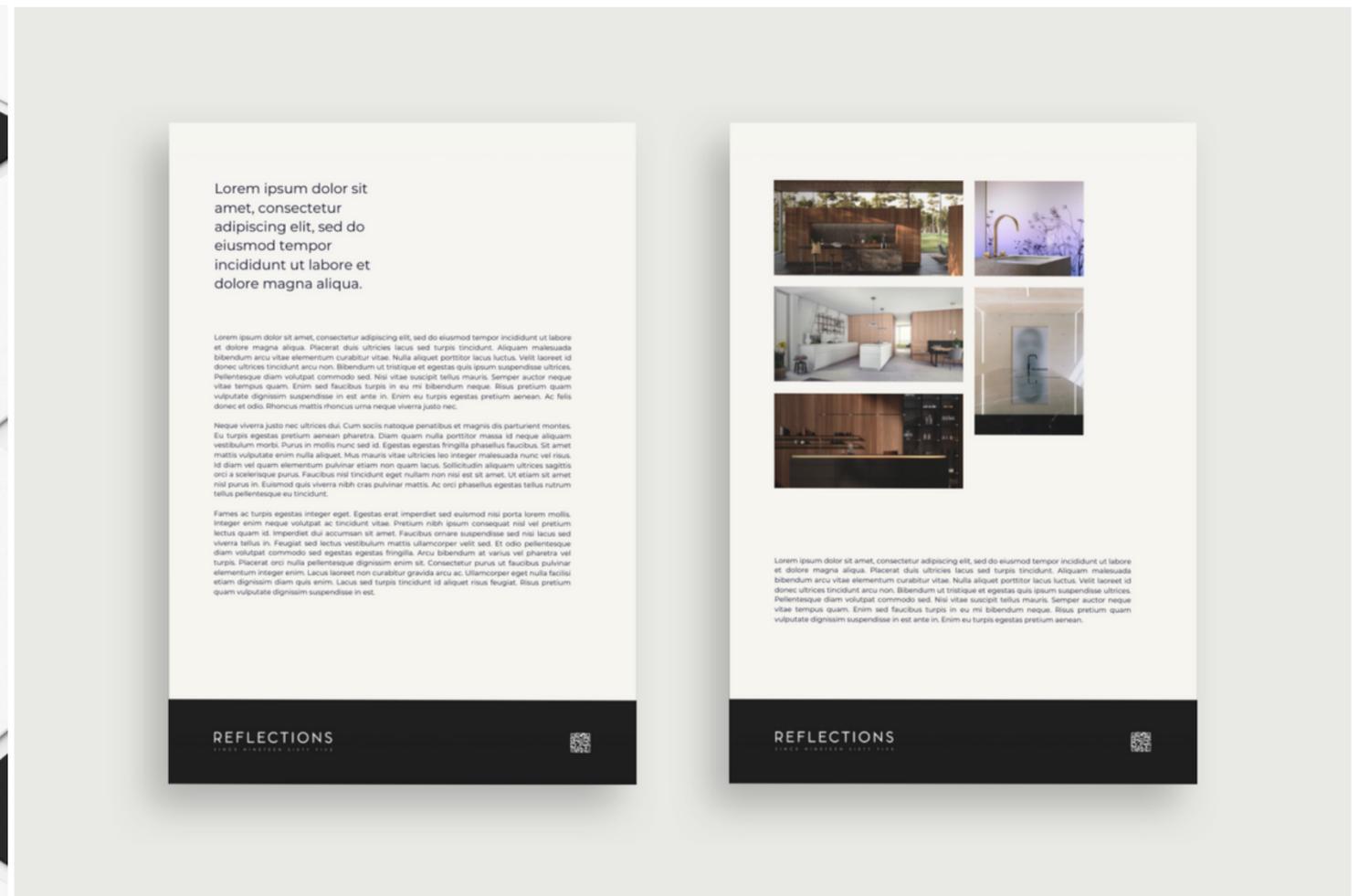


Photographs add depth to your assets and are very useful in conveying meaning. They are also attractive to the eye and are easy to scan, breaking up the page in interesting ways.

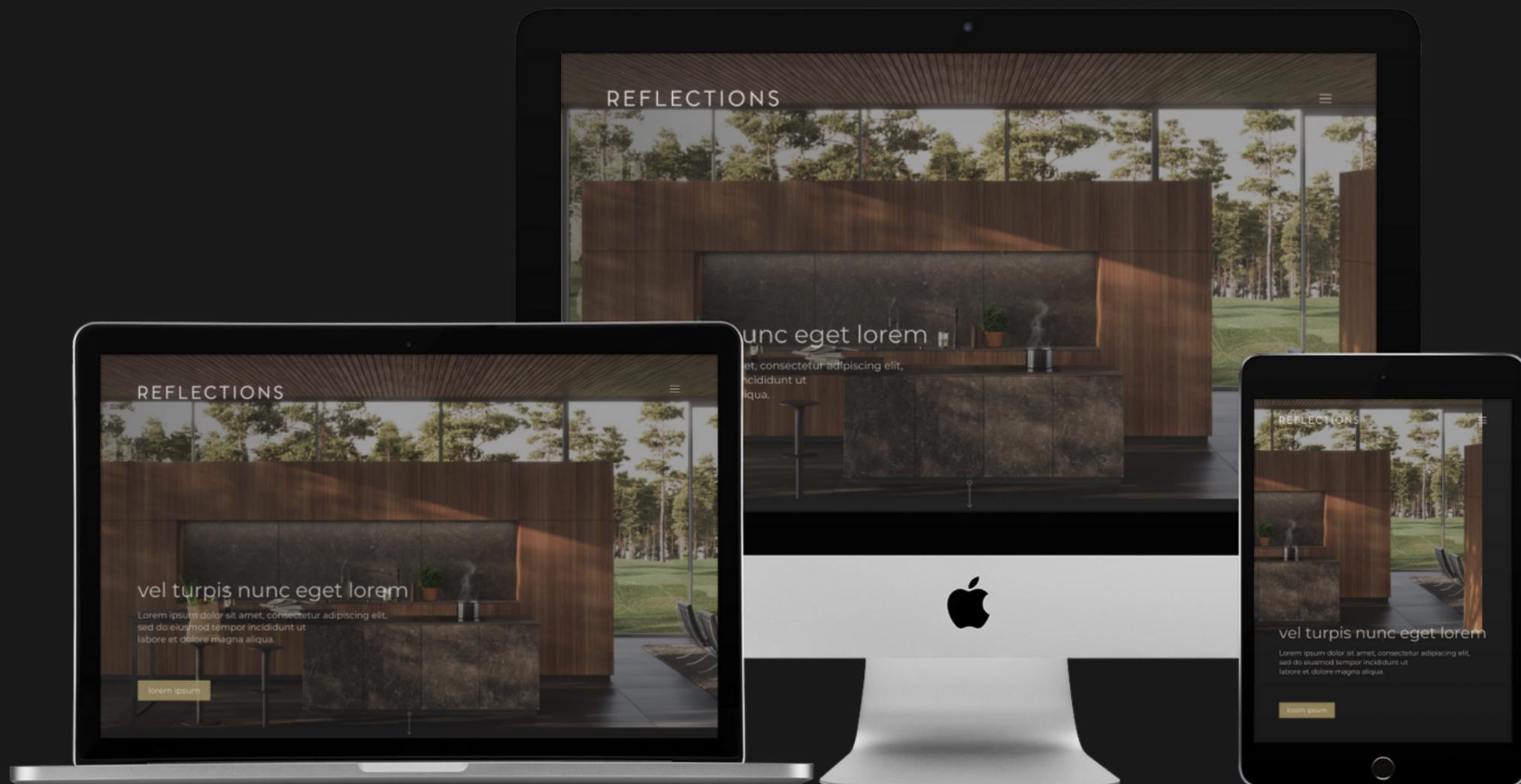
- Only use the photo if it genuinely adds to the value of the asset.
- Use photographs that look staged and perfect.
- No people should be present.
- Use photographs that show architecture. How does the kitchen or bathroom fit within the context of the overall style of the space?

The photographs below are under copyright from Leicht, Dornbracht and Poggenpohl, and are used for display purposes on this document only, as examples.

Print



Digital



Digital





Banner pic for facebook, twitter, linkedin. The background may be interchangeable with a shot of your latest project.



Profile pic for facebook, twitter, instagram, linkedin.

Social Media



Advertising
Treatment

Vehicle Wrapping



Signage



Apparel





Hoardings