i PATIO

Branding Guide

iPatio™ Branding Guide ■■■

The information contained in this guide is to be used in the design and creation of all iPatio Furniture, outward facing marketing collateral in both print and digital formats. Any deviation from this guide will require approvals from iPatio leadership.

We don't compromise on quality, comfort, or style - because we believe they should all go hand-in-hand in making homes functional as well as beautiful.

i PATIO

iPatio™ Branding ■ ■ ■

The iPatio Brand is designed to appeal toward the following demographic:

| NORTH AMERICAN MARKET |
| HOME OWNER | $250,000 PLUS |
| FEMALE | AGES 30-65 |

The iPatio Branding is designed to invoke the following emotions:

BALANCE	CALM	IMAGINATION	CREATIVITY	DEPENDABILITY
GRAY & WHITE	**PURPLE**	**BROWN**

The Governing Brand Design is SQUARE and HORIZONTAL in nature. Circles and and rounded edges should be avoided. Vertical standing rectangles should only be used as part of a greater horizontal rectangle. The horizontal nature of the brand also emphasizes the wider scale of the furniture.

SQUARE

HORIZONTAL
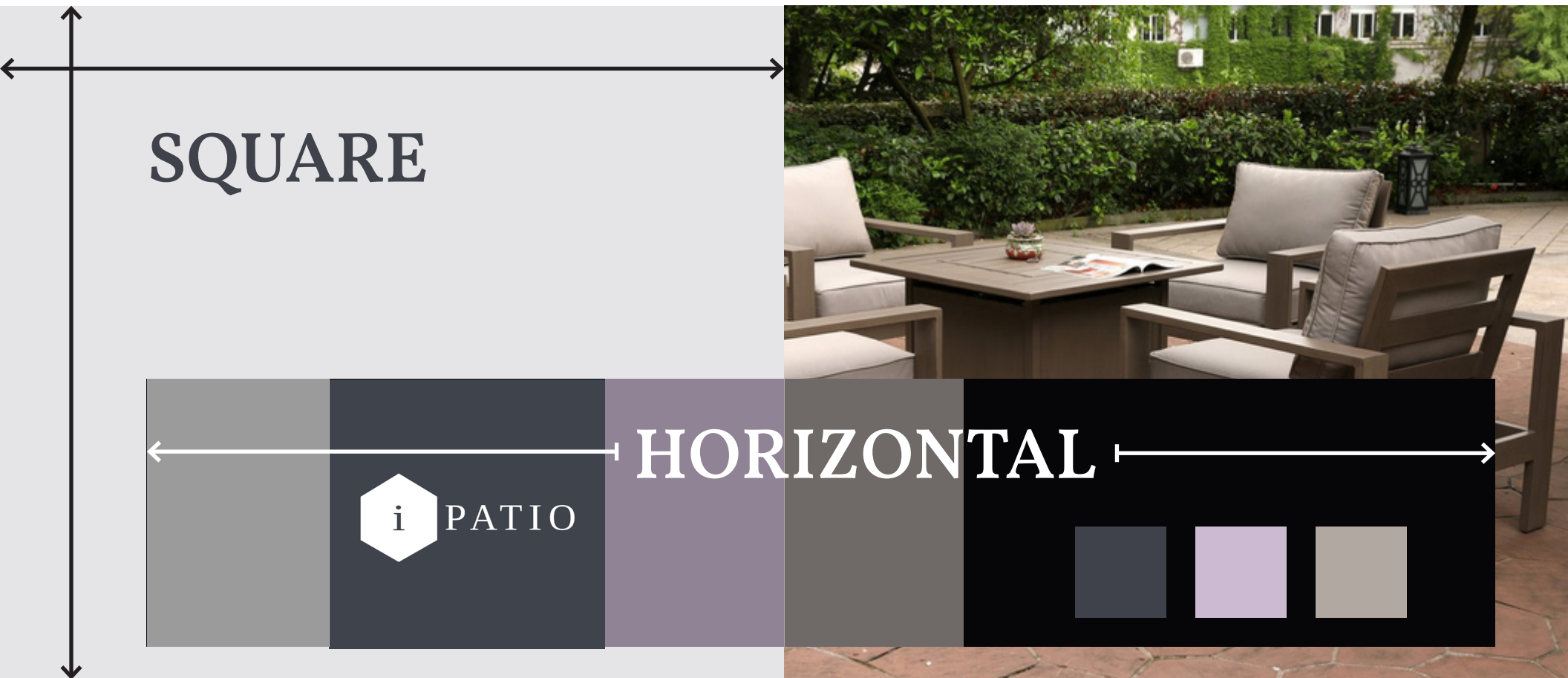
i PATIO

iPatio™ Logo & Icon ■ ■ ■

The iPatio Logo should be predominately used against a white or lighter background when possible. The logo may be used against a dark background when necessary, but never of the same GRAY color of the logo itself.


The iPatio Icon is made up of three, evenly spaced squares in the iPatio branded colors. The purpose of the icon is to have a branding agent in spaces too small to use the logo (under 1"). It is also a decoritive feature that will strengthen the consistency of the brand image when used across all marketing platforms. All usages of the icon (with the exception of size limitations) are the same as those of the logo.

The iPatio Logo may be used in any size greater than one inch in diameter. Any smaller size renders the logo illegible.

1"

1"
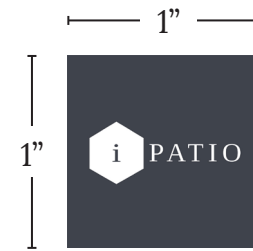
**One Inch Min.
Size Requirement**

DO use logo against a non-busy color photo.

DO NOT use logo against a overly busy background.

DO NOT stretch or distort the logo in any way.

iPatio™ Brand Colors ■ ■ ■

The following colors make up the iPatio Color Palette and should be used across all marketing platforms. The colors are broken down into Primary and Secondary colors; the secondary colors to be mainly used as accents. While GREEN (Peaceful, Health) is not being used as an official Secondary Color, it will often be picked up in photo backgrounds.

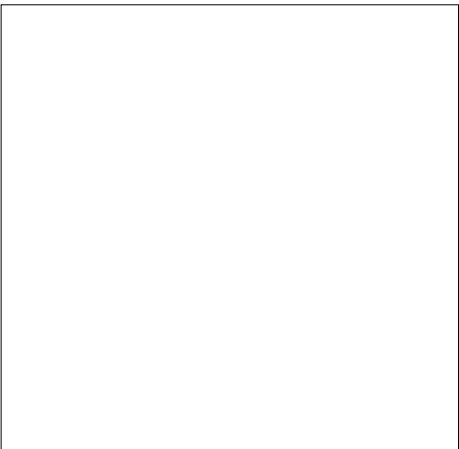## PRIMARY COLORS

DARK GRAY

Ballance, Calm

C:	72	R:	64
M:	64	G:	67
Y:	52	B:	76
K;	40		

#40434c

PANTONE P 173-15 C

WHITE

Safety, Cleanliness

C:	0	R:	255
M:	0	G:	255
Y:	0	B:	255
K;	0		

#ffffff

PANTONE P 173-1 C

SECONDARY COLORS

LIGHT PURPLE
Imagination, Creativity

C:	12	R:	205
M:	24	G:	184
Y:	0	B:	210
K;	6		

#db8d2

PANTONE P 89-1 C

LIGHT BROWN
Dependability

C:	32	R:	177
M:	30	G:	168
Y:	33	B:	162
K;	0		

#1a8a2

PANTONE P 70-2 C

LIGHT GRAY
Ballance, Calm

C:	9	R:	229
M:	7	G:	228
Y:	6	B:	230
K;	0		

#5e4e6

PANTONE P 179-2 C

TEXT COLORS

DARK GRAY
Titles and Headings

C:	72	R:	64
M:	64	G:	67
Y:	52	B:	76
K;	40		

#40434c

PANTONE P 173-15 C

LIGHT GRAY
Body Text

C:	60	R:	114
M:	54	G:	111
Y:	48	B:	116
K;	8		

#726f74

PANTONE P 172-9 C

i PATIO

iPatio™ Fonts ■ ■ ■

The following Fonts shall be used in all iPatio Marketing and Communications.

VALLKORN BOLD | SEMI BOLD

TItles and Headings

Font name: Vallkorn
Version: Version 4.015
OpenType Layout, Digitally Signed, TrueType Outlines

---

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"(!?)+-*/=

---

12   The quick brown fox jumps over the lazy dog. 1234567890

18   The quick brown fox jumps over the lazy dog. 1234567890

24   The quick brown fox jumps over the lazy dog. 1234567890

LORA REGULAR

Body Text

Font name: Lora
Version: Version 4.015
OpenType Layout, Digitally Signed, TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"(!?)+-*/=

12   The quick brown fox jumps over the lazy dog. 1234567890

18   The quick brown fox jumps over the lazy dog. 1234567890

LORA ITALICS

Large Titles, Quotes, Boxed Descriptions, Sub Headings

Font name: Lora
Version: Version 4.015
OpenType Layout, Digitally Signed, TrueType Outlines

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"(!?)+-*/=*

12   *The quick brown fox jumps over the lazy dog. 1234567890*

18   *The quick brown fox jumps over the lazy dog. 1234567890*

i PATIO