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Branding Guidelines

2022





# Preface

The graphic identity for **Chair Wala** is summarized in this brand book document. Adhering to these guidelines will maintain a strong brand identity and establish rules for the consistent implementation of brand elements.



# **Brand Manual**



# **Brand Values & Tone of Voice**

**Chair Wala** is a mainstream consumer brand that sells foldable chairs. We offer seating that can be twisted loose to create an extra seat in tight spaces, places with no sitting, or circumstances where chairs are already filled. With a better and less expensive design, we hope to overcome all sitting issues.

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WHAT

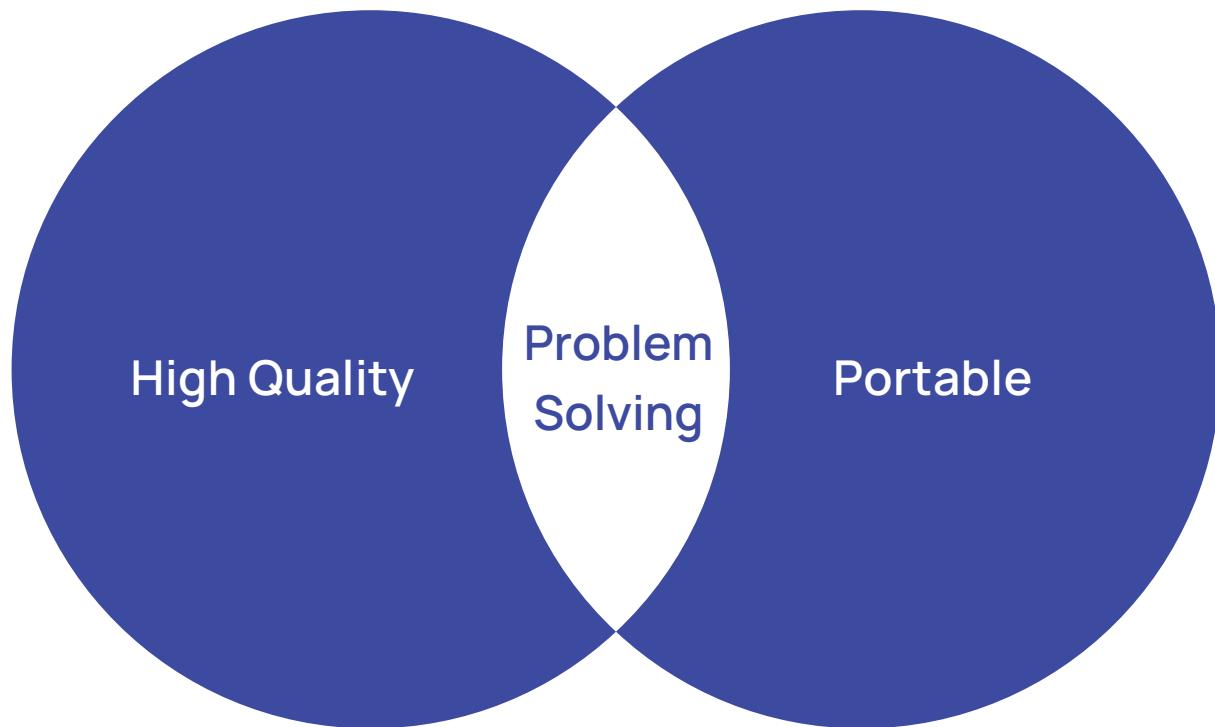
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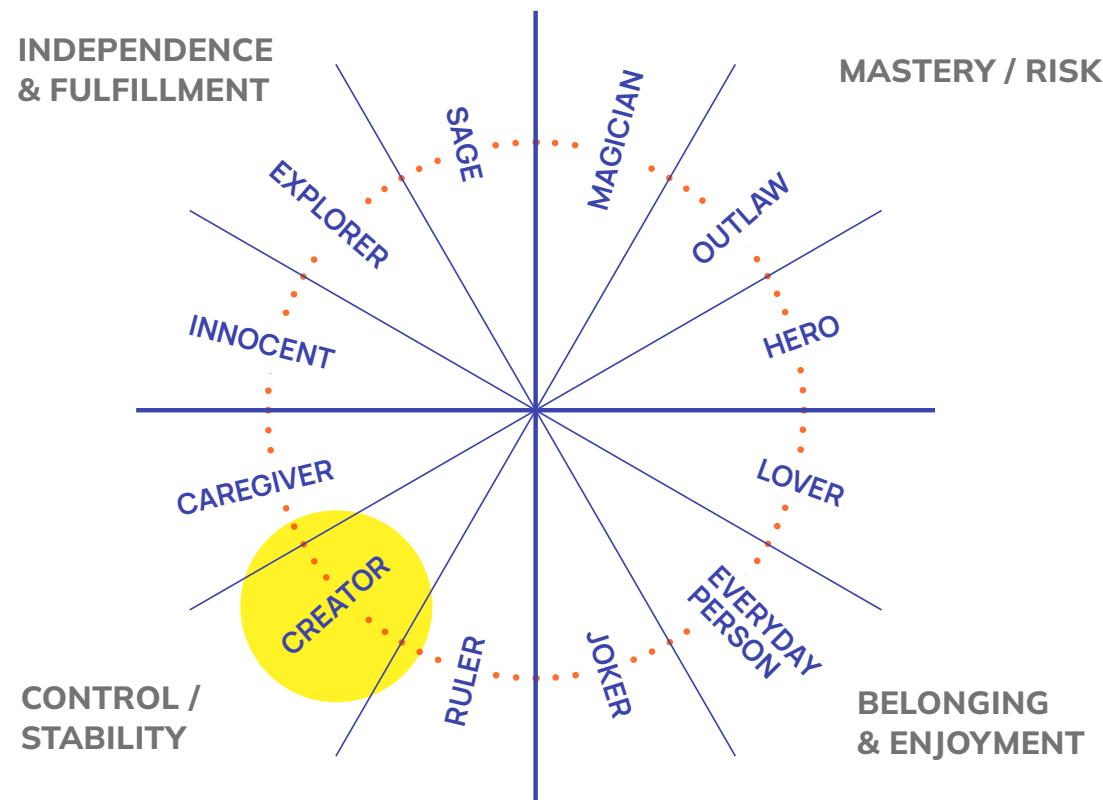
HOW

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WHY

# Core Values





## The Creator

The Creator brand archetype is a visionary, non-conformist and authentic. The Creator has the desire to craft something meaningful and special. They love new ideas and make things happen. The Creator gets deep satisfaction from both the Process and the outcome of creating something that did not previously exist and therefore a natural fit for many marketing, design, and technology brands.

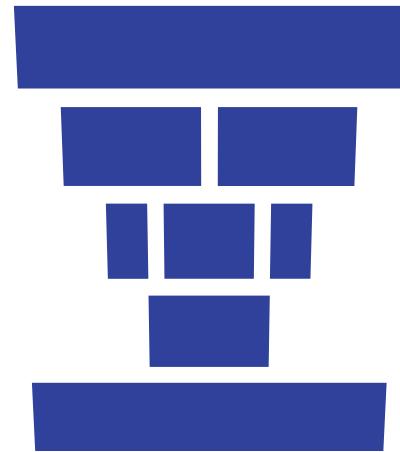
Brand Archetype Examples  
Apple, Lego, Canon

Practical  
~~Boring~~

Minimal  
~~Simple~~

Informative  
~~Technical~~

Logo



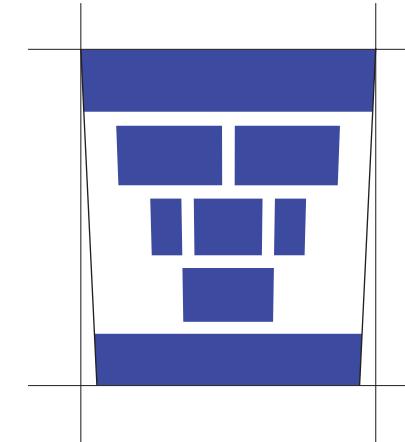
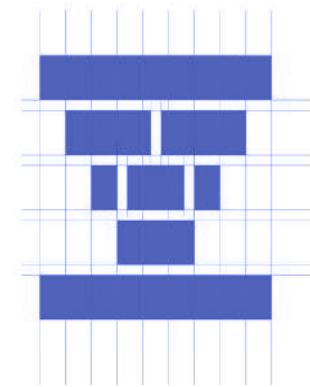
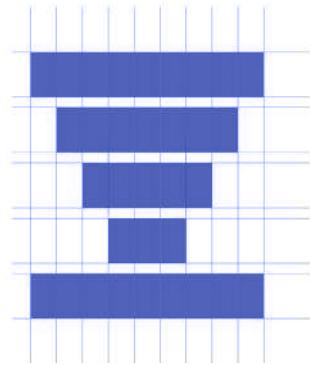
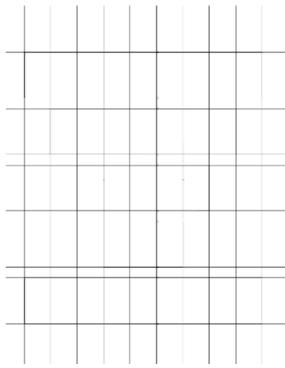
# CHAIR wala

Turn Loooose the Comfort.

This is the Chair Wala logo. It is simple and straightforward and it's styling and broad look reflects that of the contemporary chair offered.

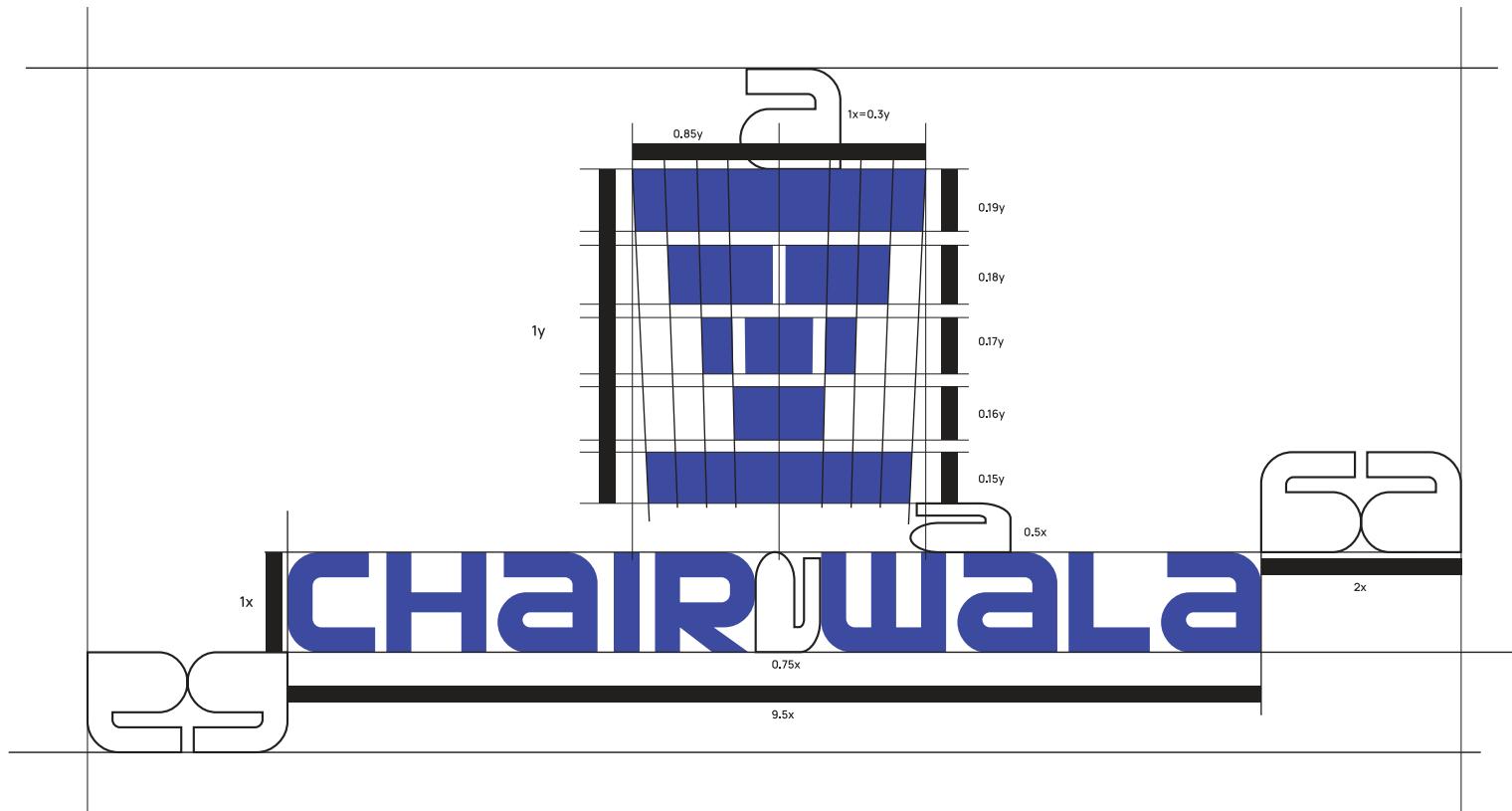
The highlight of the logo is the geometrical silhouette of our retractable stool, which is displayed in the primary color of the brand Pantone Blue amongst the square typeface. This split squares is reminiscent of the link or binding of the stools core structure that is evident by the gaps in the square like structure.





## Logo Construction & Clearance

We used a 9x5 grid with a 1px gutter to create the Chair Wala logo. Then, to represent the stool's structure, we created a step-like design that displays progression while also demonstrating the stool's retractable nature because each shape is smaller than the next except the pillars, which demonstrates the stool's strength and stability. Our stool is made up of 5 layers of interlocking plastic components that give it strength to support and a gill-like structure that allows it to fold into a compact, easy-to-carry disc. As a result, we created gaps in the layers to emphasise this.



We have added perspective in such a way that each layer is a little smaller than the layer above.

1x= height of the letter a

1y= height of the icon

1x=0.3y

Distance between icon and text  
=half of height of the letter a

Minimum distance around logo  
=height of the letter a

Distance between chair & wala  
= three fourth of height of letter a

## The Icon

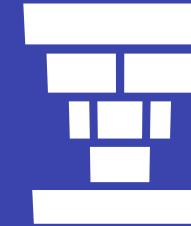
We use the icon as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

Icon should be used as the reduced form of our logo in tight spaces. Using it associated with Blue, our primary brand color, should always be the favourite option. For any other use cases, a monochrome version is allowed too.

### Usage hierarchy

#### 1. White Icon on a blue background

Preferred option.



#### 2. Blue Icon on a white background

To be used when option is not working out.



#### 3. White Icon on a black background

When incorporating blue is not an option, our preferred option is a white version of the icon on a black background.



## Wordmark

SF AUTOMATON

is the name of our typeface

We prefer to use our logo with icon included.  
However, some use cases will steer you  
towards the sole use of the wordmark.  
For example, this may happen when icon is  
used elsewhere in the layout.

**CHAIR WALA**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## Logo Variations



## Tagline

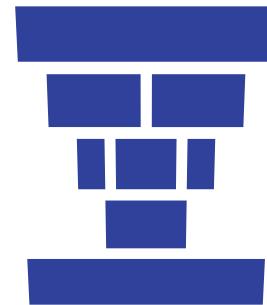
The tagline ' Turn Loooose the Comfort.' which represents the key feature in the retractable stool and at the same time shows how easy it is to open and close the stool.

The Tagline is always right aligned to the word mark and is not used in isolation with the symbol logo.

It can be used in brochures + print collaterals and sparingly on web.

Avoid using this in stickers or smaller surfaces due to visibility.

The tagline to only be used in Manrope Typeface.



# CHAIR waLA

Turn Loooose the Comfort.

## Minimum scale of logo

The logo shouldn't be used at a lower scale than these

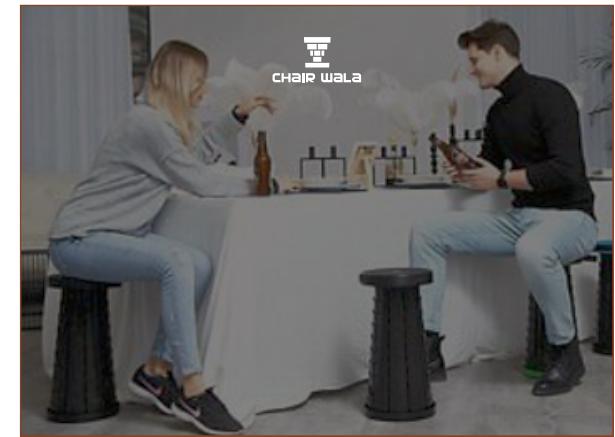
### Web



### Print



## Logo on Background



## Logo Placement

When it comes to logo placement, we have a options.

Whenever's possible, place the logo centered in the bottom of the layout. However, we might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it.

### 1. Portrait

Our default option would be to place our logo in center-bottom of the layout.

### 2. Landscape

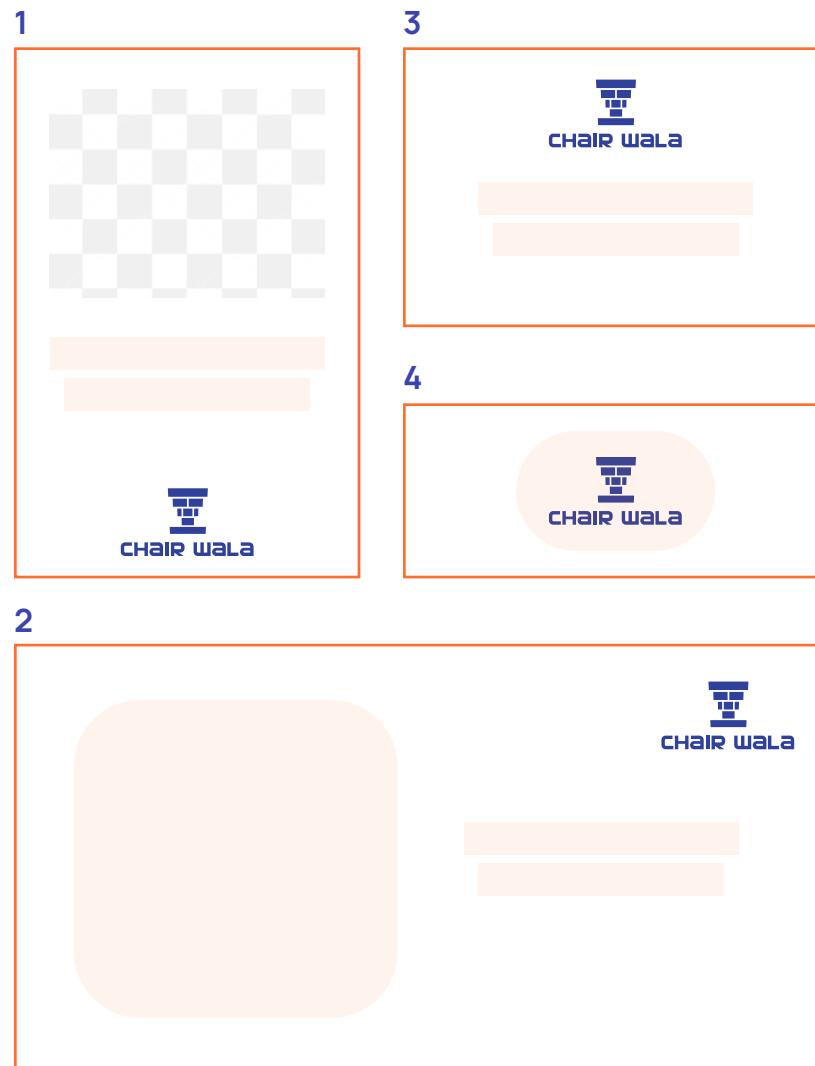
When working with a key visual and text on landscape layouts, we prefer to place our logo in the top-right corner of the layout.

### 3. Poster

Our default option would be to place our logo in top-right corner or top-center of the layout, depending on what looks better.

### 4. Logo Animation

When working with animation, we prefer to combine our tagline and logo in the center.

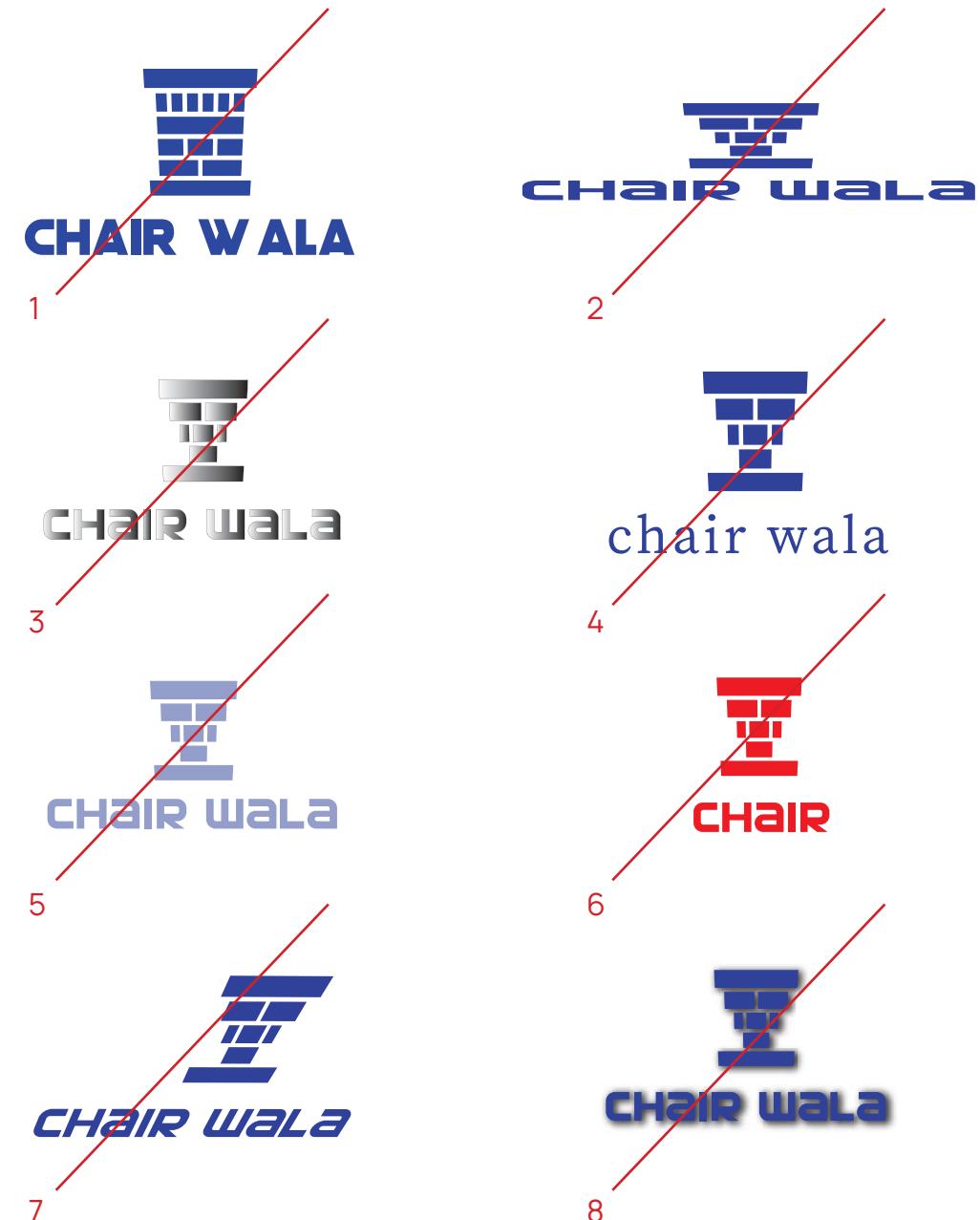


## Misuse of logo

Please don't mess with our logo.

Avoid the examples mentioned at all times.

1. Do not change the design of the logo
2. Do not change the proportions of the logo to make it fit
3. Do not use any harsh gradient on the logo
4. Do not change typeface of the logo
5. Do not alter the opacity of the logo
6. Do not change the color and the name of the brand in the logo
7. Do not distort the logo in any way
8. Do not add harsh shadows to the logo which affects the visibility



# Color and Type

The primary color of the brand is a

**PANTONE BLUE 072 U**

HEX **3B44AC**

RGB **59,68,172**

CMYK **83,83,0,0**

The orange is used as highlights to point out importatnt things in illustration or product details

## PANTONE ORANGE 021 U

HEX FF6D2D

RGB 255,109,45

CMYK 0,71,89,0

White and Black can be used throughout the brand.

## BLACK

HEX **000000**

RGB **0,0,0**

CMYK **75,68,67,90**

## WHITE

HEX **FFFFFF**

RGB **255,255,255**

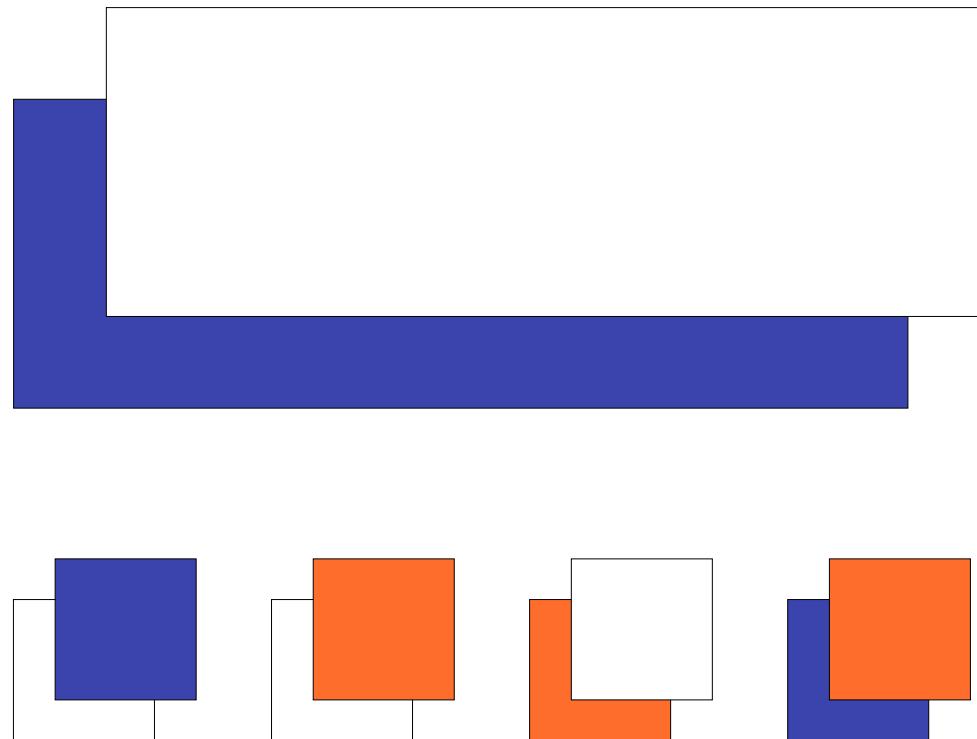
CMYK **0,0,0,0**

## Usage Applying Colors

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

These colors work well on-top of each other and provide enough contrast for the reader.

Note: Avoid any other color combination.



## Neutrals

Neutral colors are applied to text and icons on the website to create some balance within a colorful system.

Gray 45

HEX 7B7B7B

Gray 38

HEX 9F9F9F

Gray 10

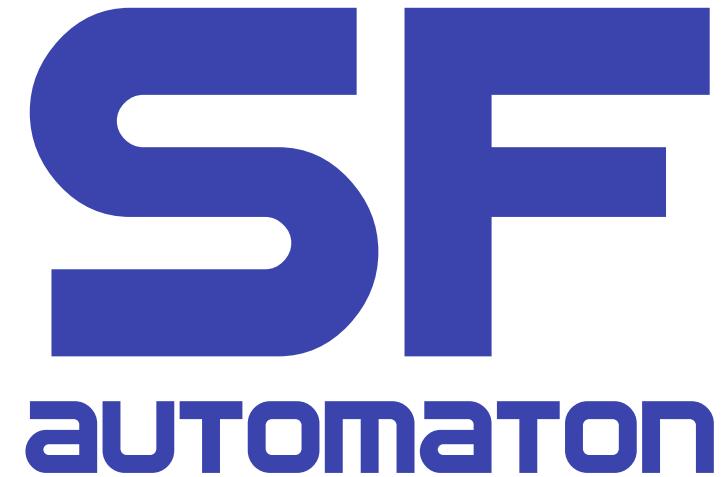
HEX E5E5E5

Gray 5

HEX F2F2F2

## Typeface

Our typography consists of two font families, SF Automaton and Manrope.



a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Primary Typeface: SF Automaton

## Secondary Typeface: Manrope

Manrope is Modern Sans-Serif.

This typeface is a crossover of different font types: it is semi-condensed, semi-rounded, semi-geometric, semi-din, semi-grotesque. It employs minimal stroke thickness variations and a semi-closed aperture.

**Quisque ex vestibulum pretium in eu augue.**

## Secondary Typeface: Manrope

# Manrope ExtraBold

abcdefghijklmnopqrstuvwxyz  
01234567890#\$%^&\*()

# Manrope SemiBold

abcdefghijklmnopqrstuvwxyz  
01234567890#\$%^&\*()

# Manrope Medium

AaBbCcDdEe  
abcdefghijklmnopqrstuvwxyz  
01234567890#\$%&\*()

## Manrope Regular

AaBbCcDdEe  
abcdefghijklmnopqrstuvwxyz  
01234567890#\$%^&()

# Manrope Light

AaBbCcDdEe  
abcdefghijklmnoprstuvwxyz  
01234567890#\$%^&\*()

## Typestyles

Our typestyles consists of headlines styles & a paragraph style.

### Headlines

We always use Manrope for our headline style.

Headlines are always written in sentence case, and could be applied as Primary or Secondary titles.

#### Primary Headline

Typeface: Manrope

Font-weight: **Extra Bold**

To be used for short and large headlines as for instance tagline.

#### Secondary Headline

Typeface: Manrope

Font-weight: **Semi Bold**

#### Paragraphs

Typeface: Manrope

Font-weight: Regular

# Manrope ExtraBold

Manrope ExtraBold | 72pt / Line height 110% / Letter spacing 0%

# Manrope SemiBold

Manrope SemiBold | 48pt / Line height 120% / Letter spacing 0%

Lore ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula.

Manrope Regular | 12pt / Line height 150% / Letter spacing 0%

## Rules for Paragraph



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ve@icula est. In eget erat quis ex vesti1ulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae ve@icula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. Praesent pellentesque, felis sed convallis pellentesque, odio erat v p@aretra justo metus quis lorem. Mor1i nec magna a mi venenatis fini1us id ut nulla.

Right paragraph width, Correct Line Height & Letter Spacing

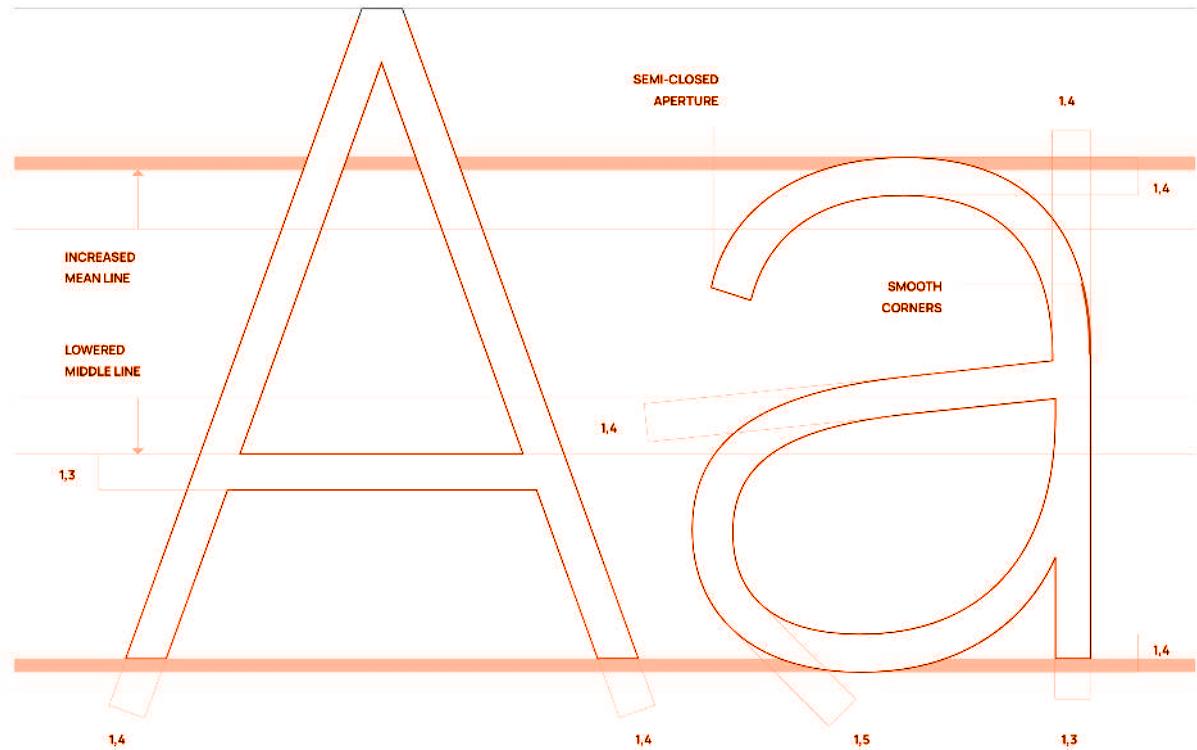
~~Too narrow paragraph width, Incorrect Line Height, Correct Letter Spacing~~

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae vehicula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. .~~

~~Too wide paragraph width, Incorrect Line Height & Letter Spacing~~

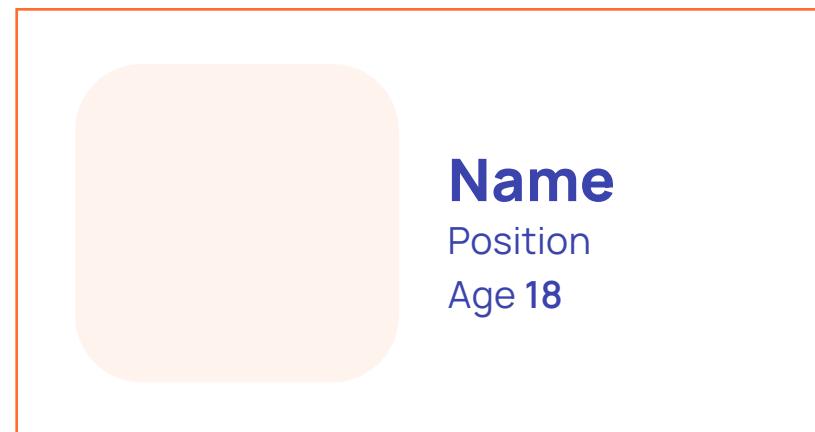
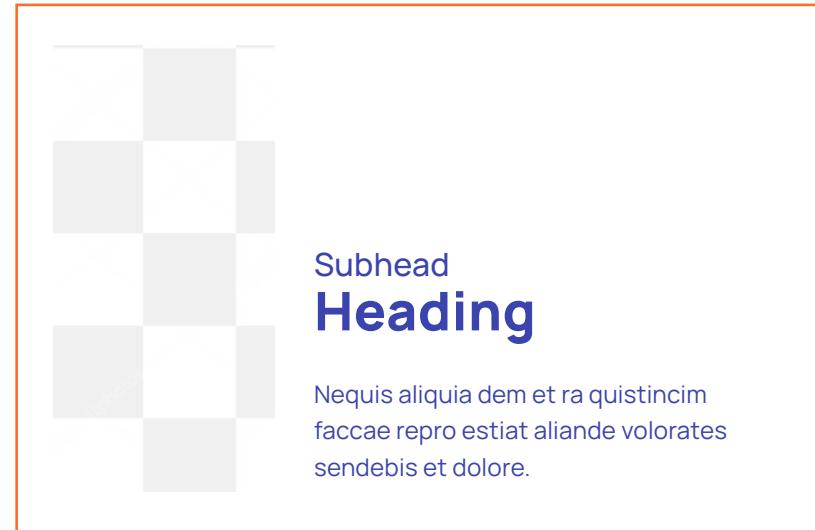
~~Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et vehicula est. In eget erat quis ex vestibulum pretium in eu augue. Proin fringilla ullamcorper ligula, vitae vehicula lacus vulputate eget. Nunc mauris dui, tristique sed dignissim vitae, dignissim sed orci. .~~

## Geometry



## Text Lockups and Placement

There are a few simple rules when designing layouts. We always want to keep the text-layout simple to allow for the content to be the main focus.



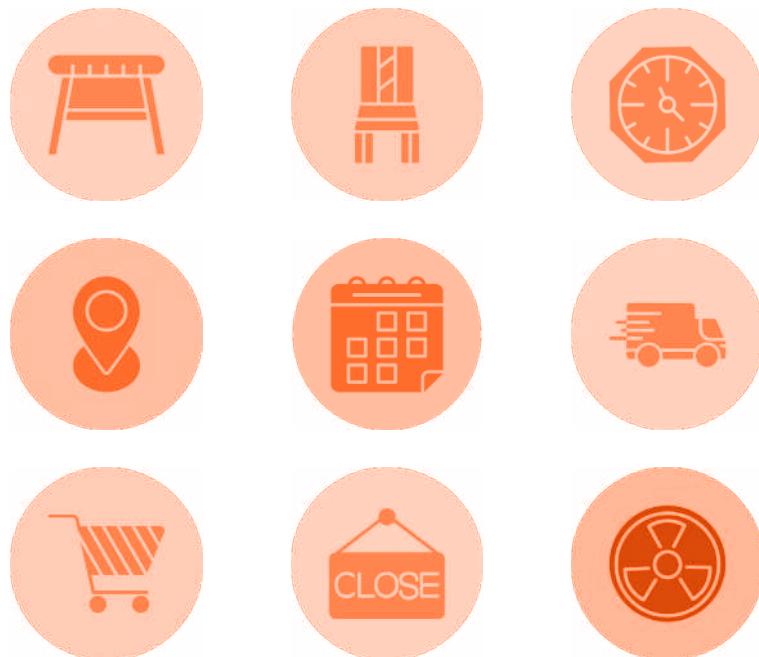
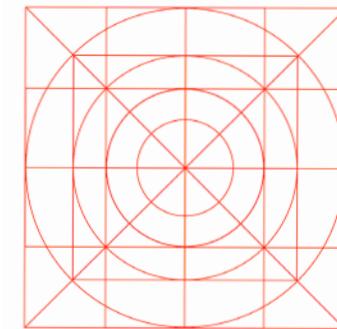
# Visual Elements

## Iconography

The brand uses icons for it's product and for it's core values.

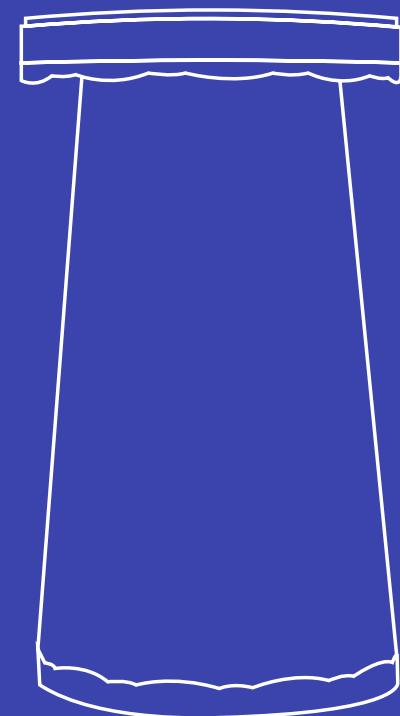
These are both based on an underlying grid, which is to be maintained for any future icons.

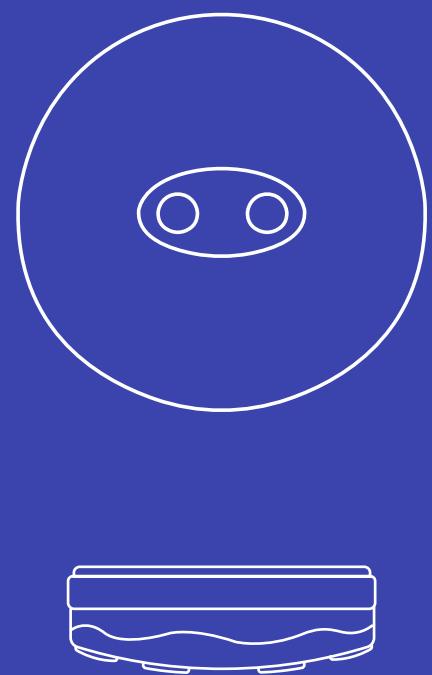
Hints of orange are used in the icons to highlight the important features + aspects of the brand.



## Technical Illustrations

The brand uses technical drawing to show the consumer why our products are better than the competition.





## Photography

Using actual product in use photographs to show the consumer how the product will behave in the environment.

The backgrounds should be sparse with only a few more elements to bring the focus on the product itself.

These could be shot in natural lighting or artificial lighting made to look natural. Realistic 3d renders are also usable.

Using actual humans interacting with the product will help the consumer understand the true value of the product.





## Photography

When products are used as a catalogue/on website for sale they should be used without any background at a front angle to highlight the important features of the product.

No outline will be applied to the product and no graphic element will be used on/behind it. A light shadow at the base could be applied for the product to look real.



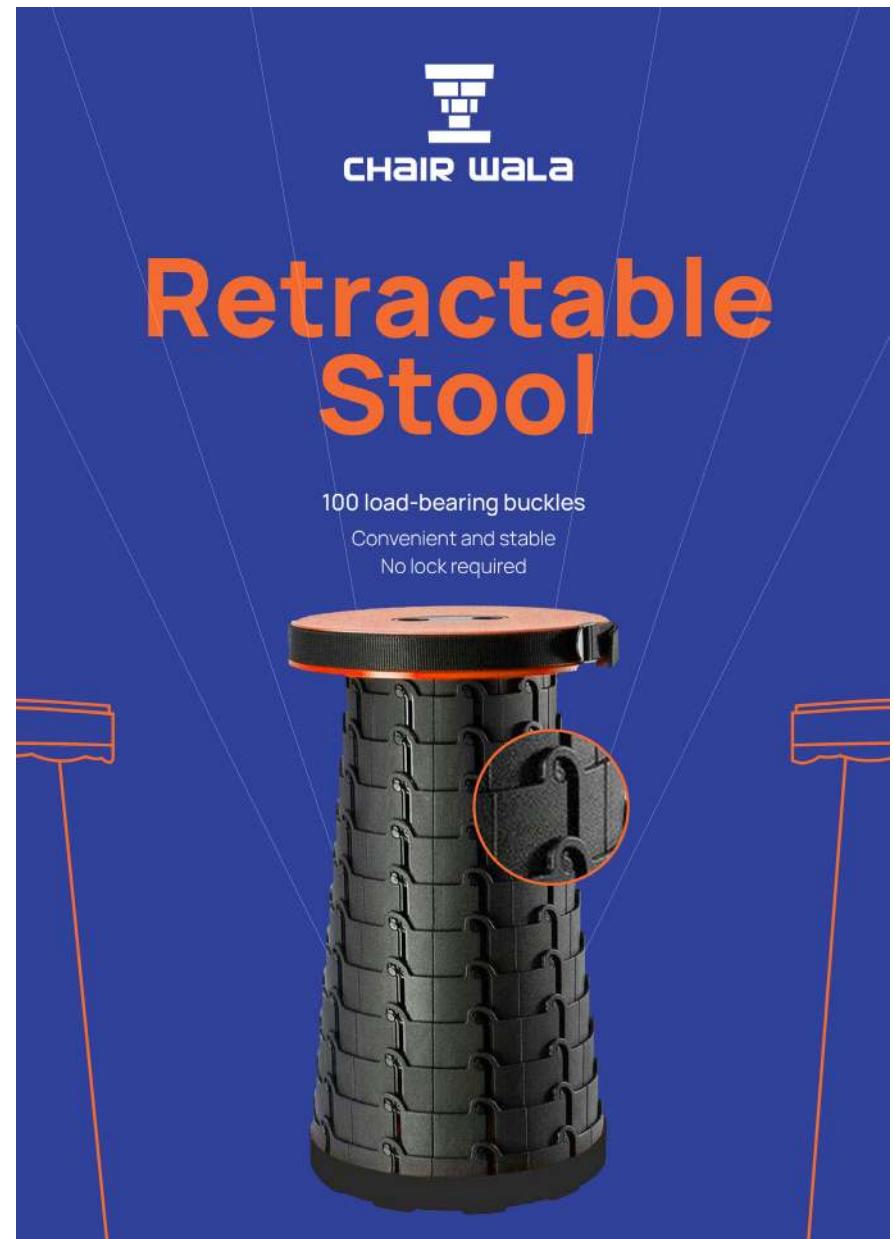


# Application

## Print: Poster

Use of brand elements in a poster/layout where the product + details are displayed.

Keep the text minimum and only use it to highlight product features with the use of orange highlights.



Poster 2



Print: Stickers



## Print: Stationery

Stationery collaterals.

The business cards should be printed in Pantone blue / white background. They have a playful touch of the person's favourite product on the flipside.





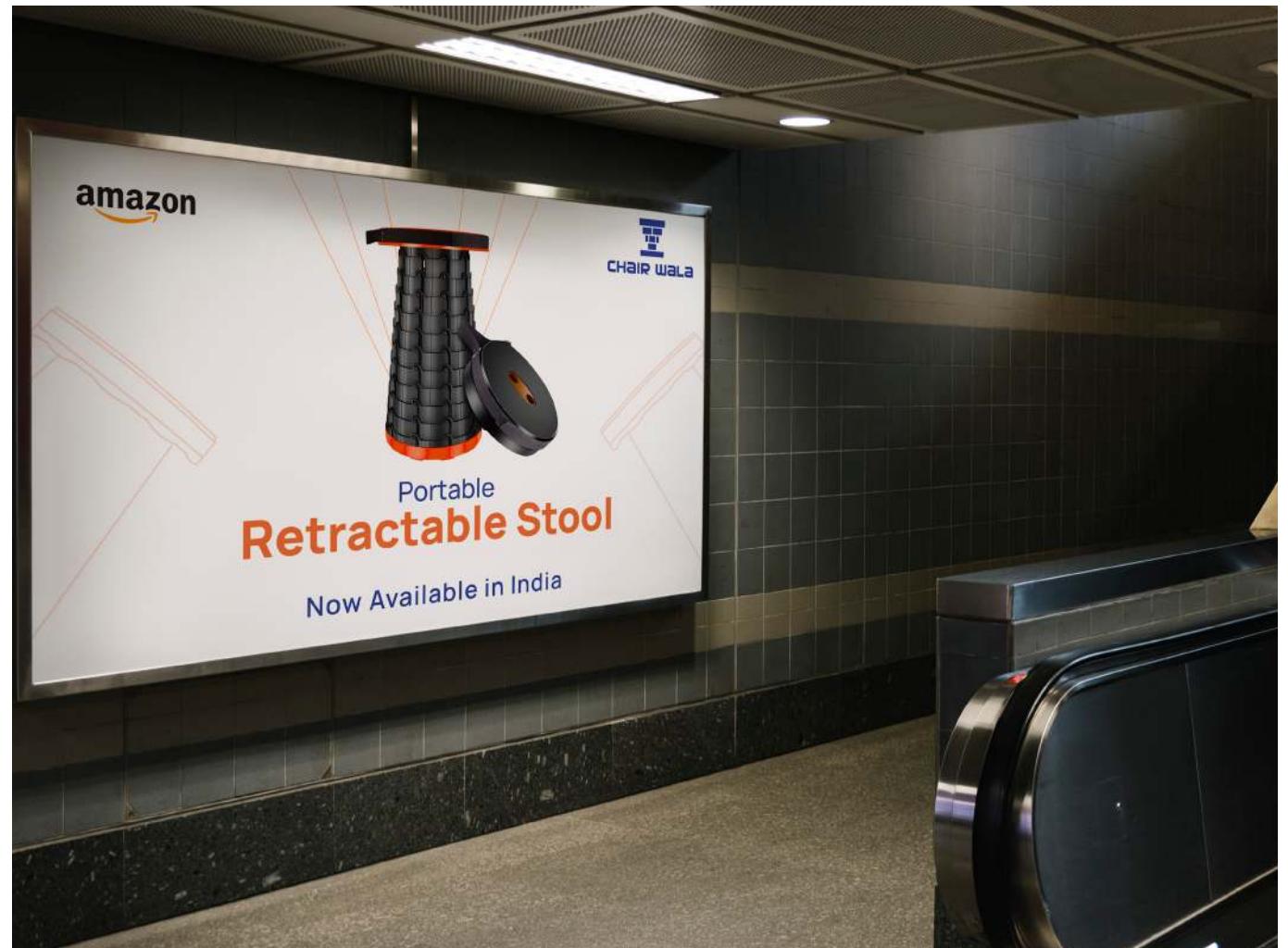
**DEV HASIJA**  
Designer  
+91 996 054 7632  
[dev@chairwala.com](mailto:dev@chairwala.com)



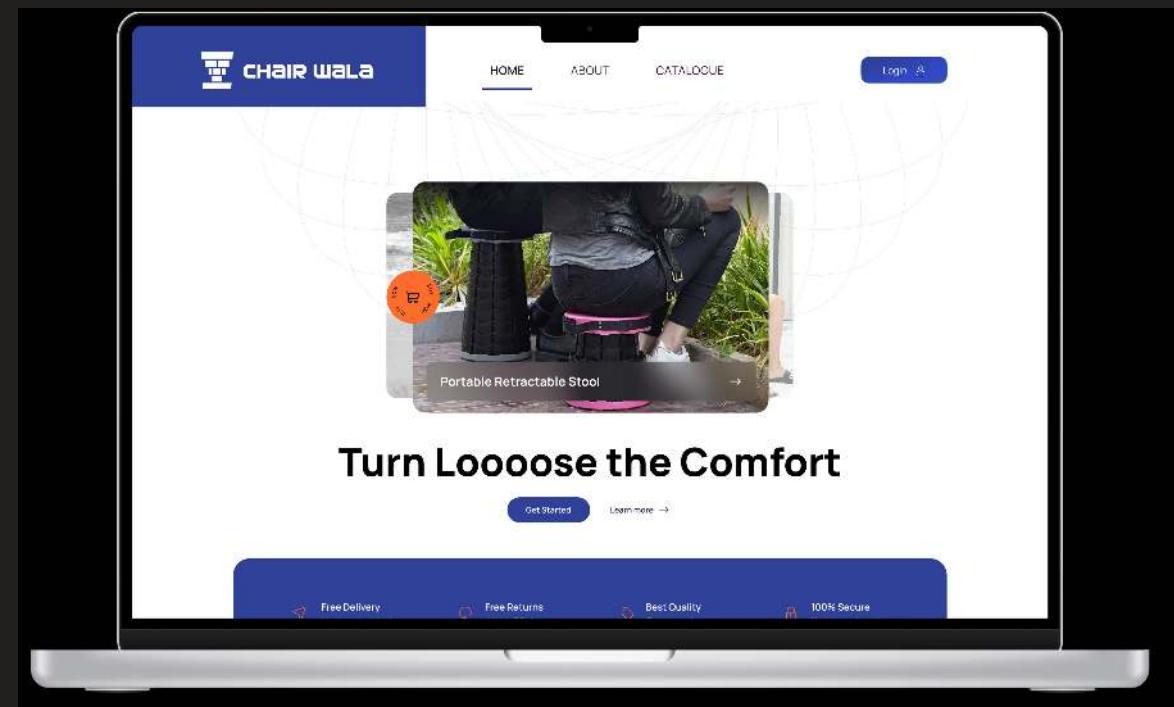
## Product Packaging

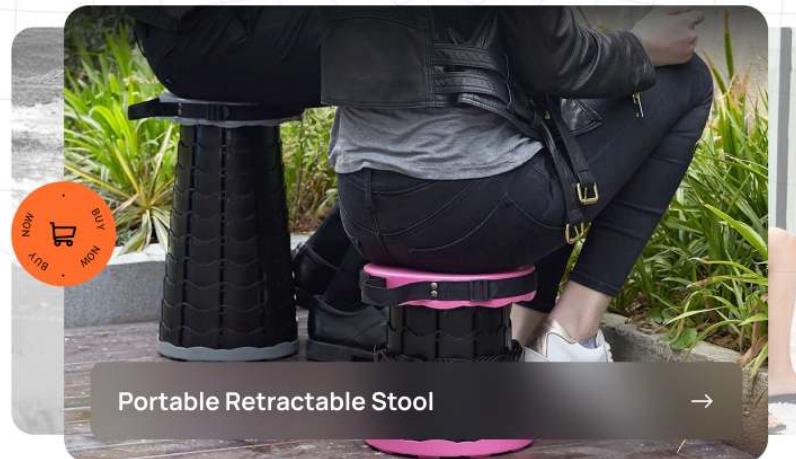


Print: Flex



## Digital Website



[HOME](#)[ABOUT](#)[CATALOGUE](#)[Login](#)

## Turn Loooose the Comfort

[Get Started](#)[Learn more →](#)

Free Delivery  
Worldwide shipping



Free Returns  
Within 30 days



Best Quality  
Guaranteed



100% Secure  
No information stored

## Digital: Social Media





# Retractable Stool



Foldable



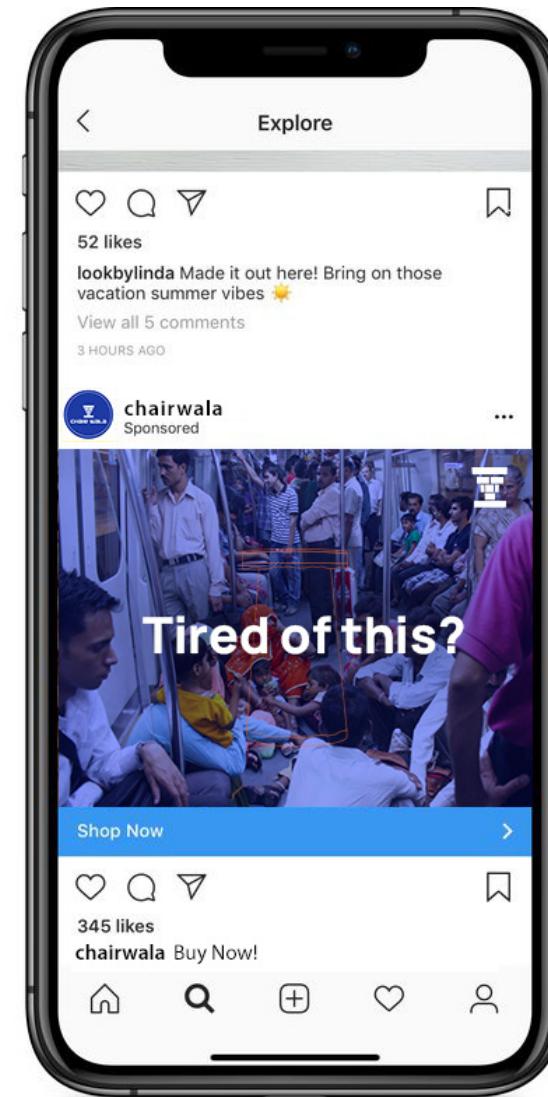
Load-bearing



Lightweight



## Digital: Instagram Ads



# Launch Campaign

## Hoardings

The best way to reach the highest target audience is hoarding. A hoarding allows you to reach people of all genders, age groups, and class. It especially ensures that you capture the attention of the middle class and the upper class (since this is where the majority of consumers lie on the spectrum)

### Location

Outside all the stations where metro when arrives at the platform, is fully occupied



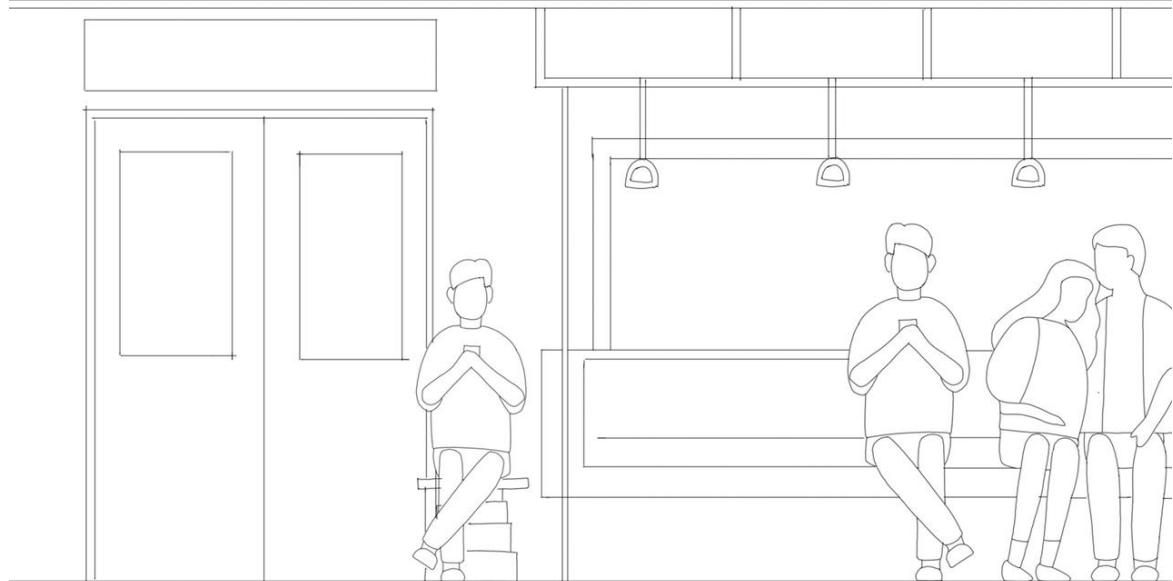
## Bless your buns

Not all folks get lucky, carry your luck.

The spontaneity of getting a metro seat, what if I say you dont have to worry about that anymore with our retractable stool you dont have to stand and watch the old boring path. Your buns will thank you at the end of the journey because our stool is nothing less than a Munna bhai's hug on a stressful day.

Toh Bidu kis ki wait hai.

Buy Now!





## Tiring Monday

Not all folks get lucky, carry your luck.

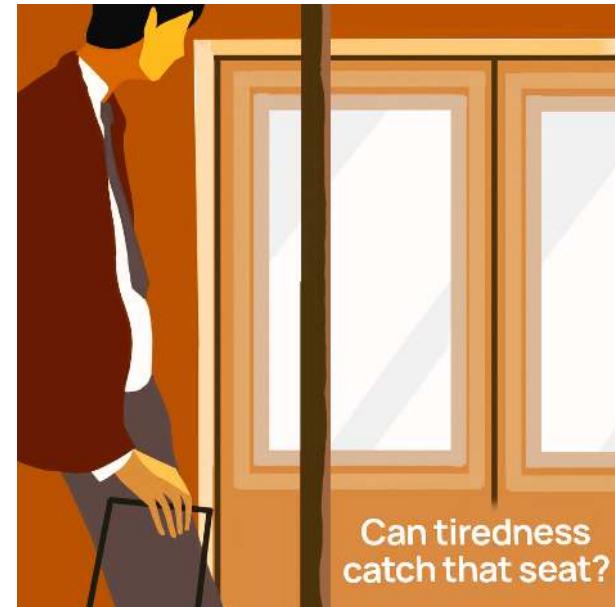
Imagine having a blast on the weekend  
and then on monday all the fun goes  
away, when you have to stand all the  
way to your destination.

Now you don't have to get a seat on  
your train by luck.

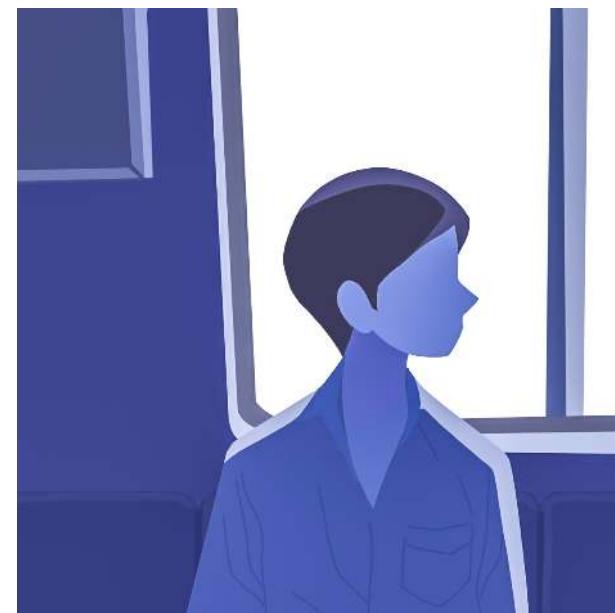
30% off on all products. Buy Now!

(Ad for this campaign will run between  
6:30am-11am )

Ideation 1



Ideation 2





Can tiredness  
catch that seat?







# **Work Process**



## What is the Problem?

1

A lightweight foldable chair  
that is easy to carry around.

2

The present chairs in the market are big  
and bulky, a folding chair that is easy to  
store would be great.

3

The present folding chairs in the  
market are flimsy and cannot hold  
more than avg. body weight



4

Males from 16 to 55 who travel by metro on a daily basis must avoid sitting on reserved seats because they will be withdrawn, or they will be penalised if they sit on the metro floor.

## About the Product

A retractable stool with a non-slip bottom that can be used to sit in limited spaces, places with no seating, or situations where seats are occupied and you need to create an extra seat, such as metros.



## What is the Solution?



### A Collapsible Stool

#### Heavy-Duty Materials, Durable Construction

Made of high-end nylon for increased stability, with an interlocking structure for max safety, and has an load capacity of a full 180 kilograms

#### Lightweight, Easy To Carry

This foldable stool is lightweight just 1.1kg, and comes with an adjustable nylon strap for easy transportation

#### Easy To Use, Height Adjustable

Stretch the buckles on the top and bottom and twist them to open your retractable folding stool. Adjust its height to suit your needs.

#### Non-Slip Bottom Function

This folding stool will not slide on slippery grounds, ensuring safe and stable use in the camping, metro and outdoor events.

## Competitors & Competitive Analysis



Plastic Round Stool



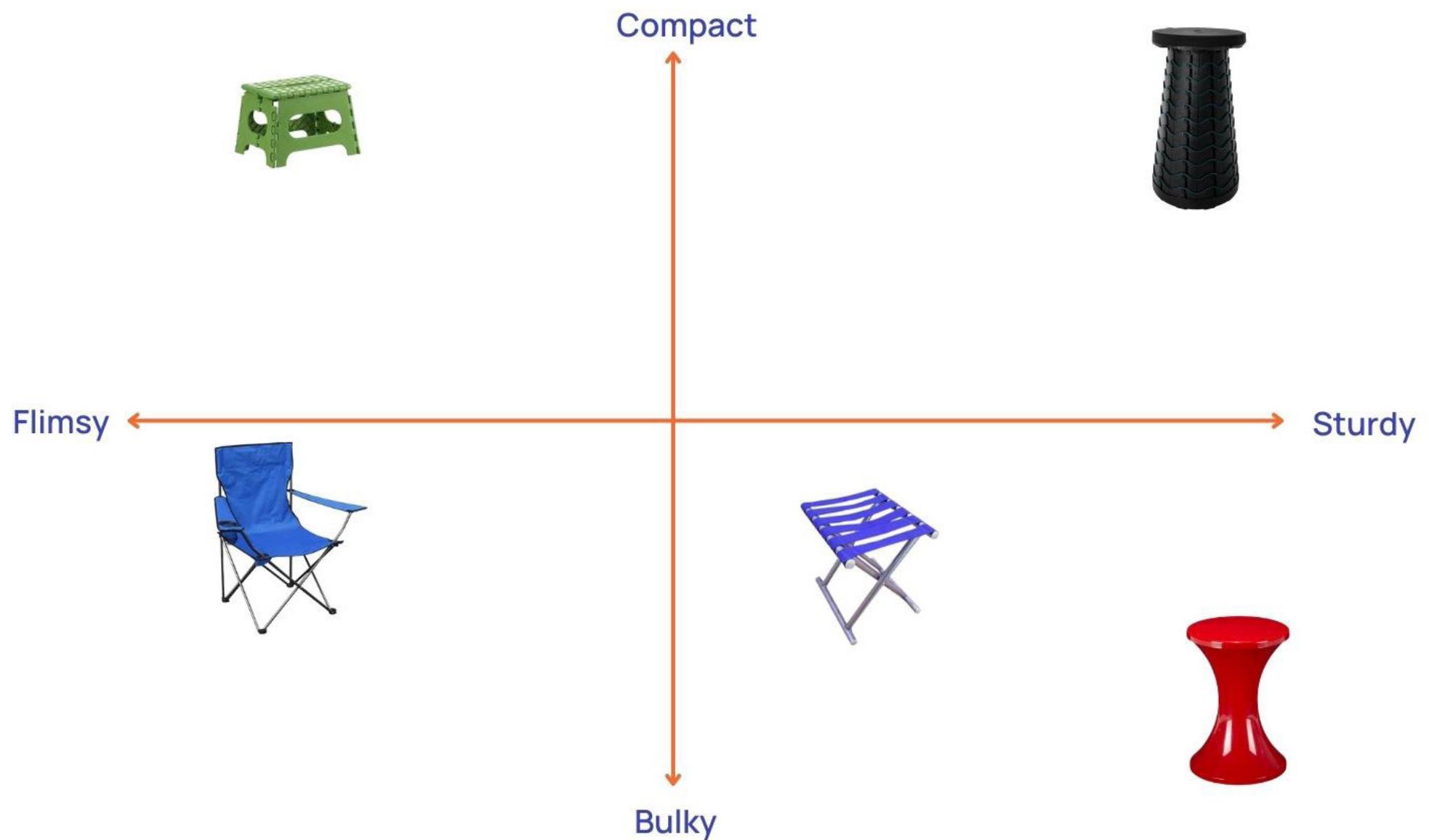
Plastic Folding Stool

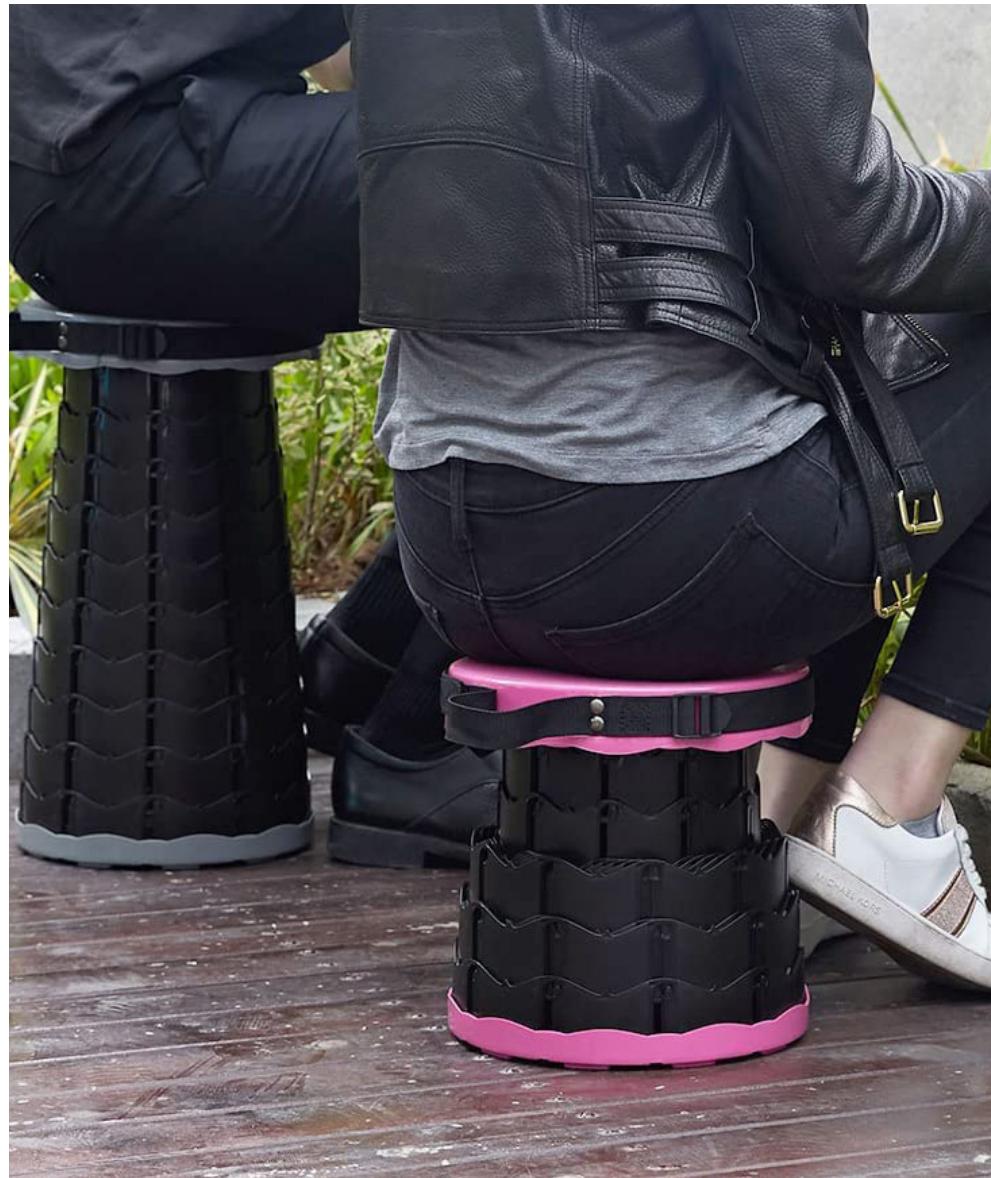


Folding Chair



Portable Folding Stool





## Target Audience

16-55 Male who commute daily via metro

People waiting in long queues

Those seeking for a less priced option to a foldable chair

Parents who go to park with their kids

People who want to go camping and need a compact chair to fit in their luggage

Tuition Teachers who desire more sitting in their house but don't want it to take up too much room.

Plus-size persons who are afraid of sitting in flimsy seats and want something more substantial to sit in.



## Potential

On a average 60 lakh people travel in Delhi Metro daily, so if we account half of them being male that is 30 lakh males, so if we only capture 5% of that. We wont be able to manage the demand. So the potential is huge and it will keep on increasing day by day.

Second, we will start manufacturing other types of chair/stools as our long term plan other than this, as our main product is entirely plastic, we will start recycling and reusing plastic bottles and other plastic to make our product thus this will help the environment.

Lastly, We contribute to the growth of the economy because we are a Made in India product.

## Consumer Profile



Bhavya Agarwal

STUDENT

Pursuing B.Com. in Delhi University, commutes daily via metro and has to sit on the floor of the train or keep standing which makes him cranky, so he wants a way to sit

“

I enjoy using the metro, although it may be exhausting at times but when I see folks sitting on the metro, I become envious.

”

#### Demographics

Ages: 18- 24

#### Modes of Travel

Metro & Personal Bike

#### Traits

Budget Concious



Tech saavy



Introvert



#### Needs

A magical extra seat

Young      Proactive  
Responsible      Social  
Passionate      Student  
Organized      Extrovert



Vishal

TEACHER

Vishal teaches children's tuition in his one-bedroom apartment, and he recently married Swati, so he started tuition to support his income. However, because his apartment is small, he is looking for a foldable chair that is both inexpensive and long-lasting while also not taking up a lot of space.

“

Swati, I love you

”

#### Demographics

Ages: 24-30

Number of  
Students in class

8+

#### Traits

Budget Conscious



Tech saavy



Introvert



#### Needs

A smart chair that doesn't take up a lot of room and is reasonably priced.

Married	Male
Teacher	Smart
Shy	Taurus
Busy	Jolly



Monika

HOUSEWIFE

She enjoys going to the park with her children and dog, but owing to osteoporosis, she is unable to sit on the grass and play with her children for lengthy periods of time, and instead must sit in a heavy plastic chair that is difficult to transport from one location to another.

“

I want a chair that I can fold in my bag.

”

#### Demographics

Ages: Female 35-50

#### Medical Condition

Osteoporosis

#### Traits

Budget Concious

-  +

Tech saavy

-  +

Introvert

-  +

#### Needs

A chair that is both light and foldable.

Old

Female

Responsible

Social

Dog lover

Mom of 2

Punctual

Jolly



### STRENGTHS

sturdy, heavy-duty material, non-slip bottom, adjustable height, easy to use, lightweight,

### WEAKNESSES

not eco-friendly, non-biodegradable, low max height, no back support, weight restrictions

### OPPORTUNITIES

great gifting idea, good for using in cramped spaces, can work as a step-up stool, good when there is no seating available

### THREATS

a large number of market competitors, lack of awareness about the product, customer hesitation in trying a new product

**PHYSIQUE**

small, compact, heavy-duty material and funky design

**RELATIONSHIP**

providing a place to rest your legs in unfortunate situations

**REFLECTION**

study, efficient, compact design, available in a range of colors

**PERSONALITY**

if chairwala was a person, it would be empathetic and helpful

**CULTURE**

smart, problem-solving, convenient, comfortable

**SELF-IMAGE**

providing comfort, lightweight and portable

## Moodboard







## Mindmap

### Personality

Compact

Relief

Durability

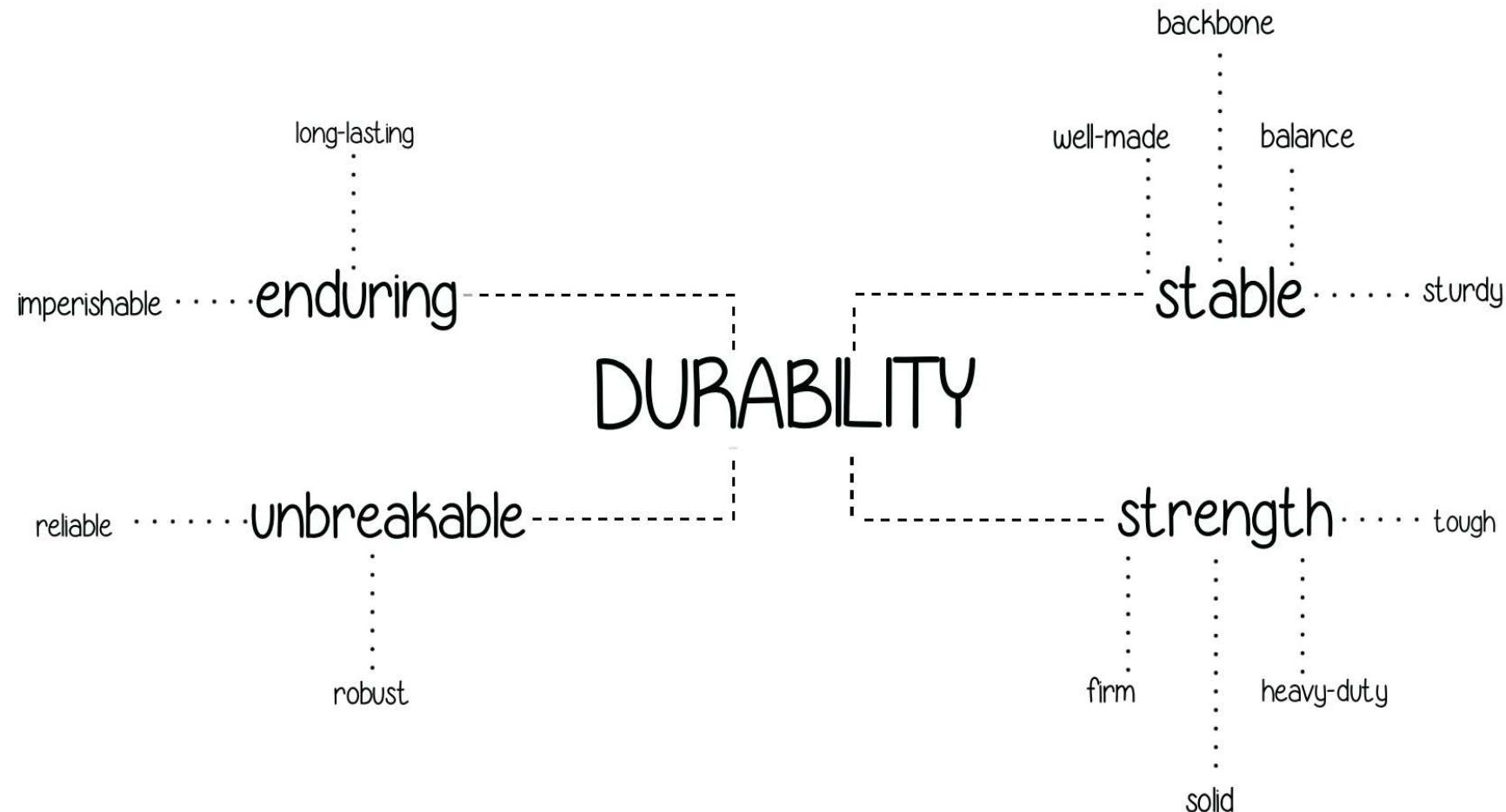
### Character

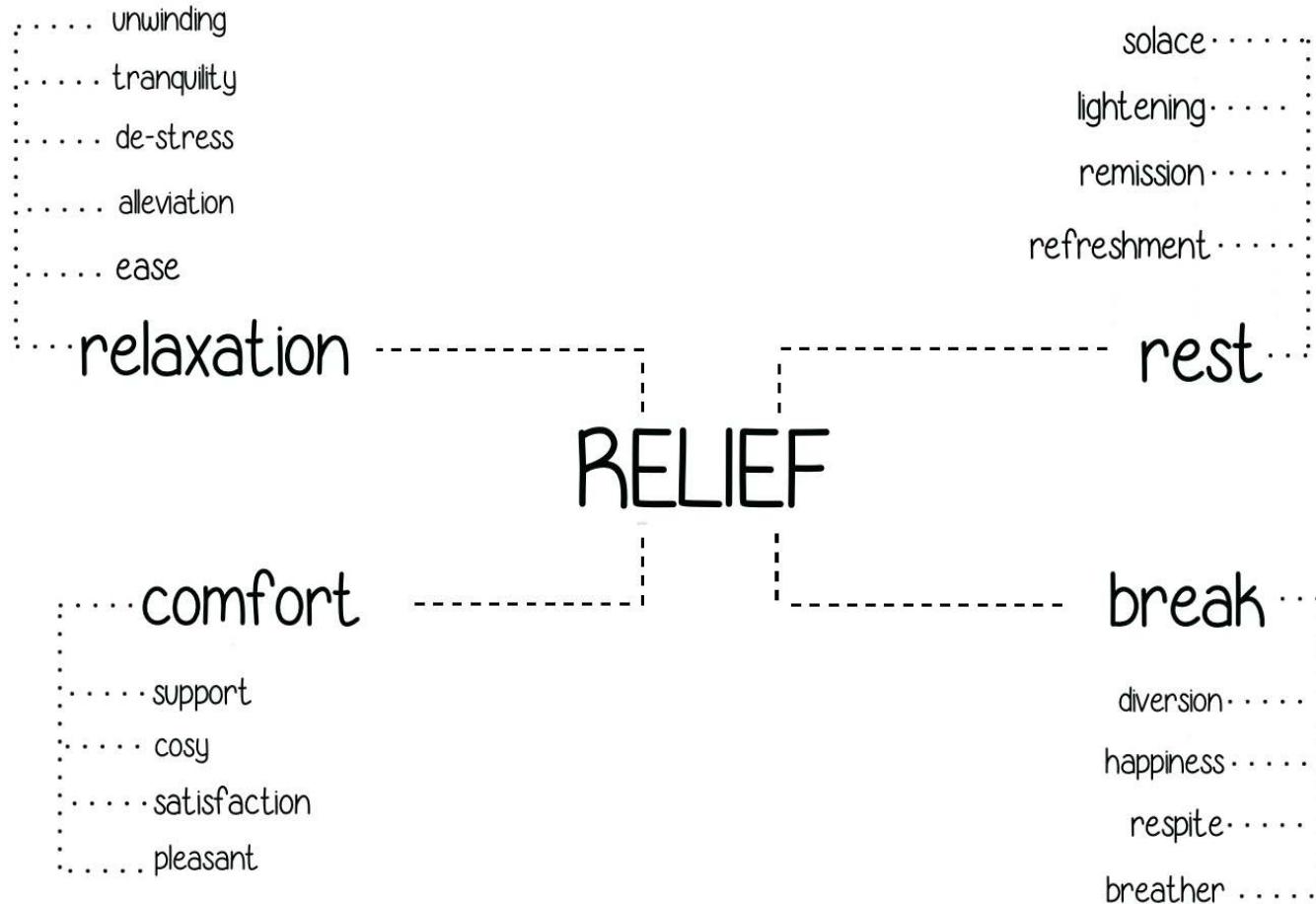
Intuitive

thick  
compressed      balance  
condensed ..... **dense** ..... solid

# COMPACT

petite ..... **small** ..... tight  
packed      close  
firm





self-explanatory

- ...easily understood
- ...simple
- ...straightforward
- ...distinct

effortless

- uncomplicated ...
- easy ...
- painless ...

INTUITIVE

user-friendly ..... ease of use ..... well thought of

accessible

unproblematic

# Brand Names & Logos

MySeatPal

**Chair Wala**

Final Name

GiveMeChair

Presseat

Compay

Compad

Microseat

Press Port

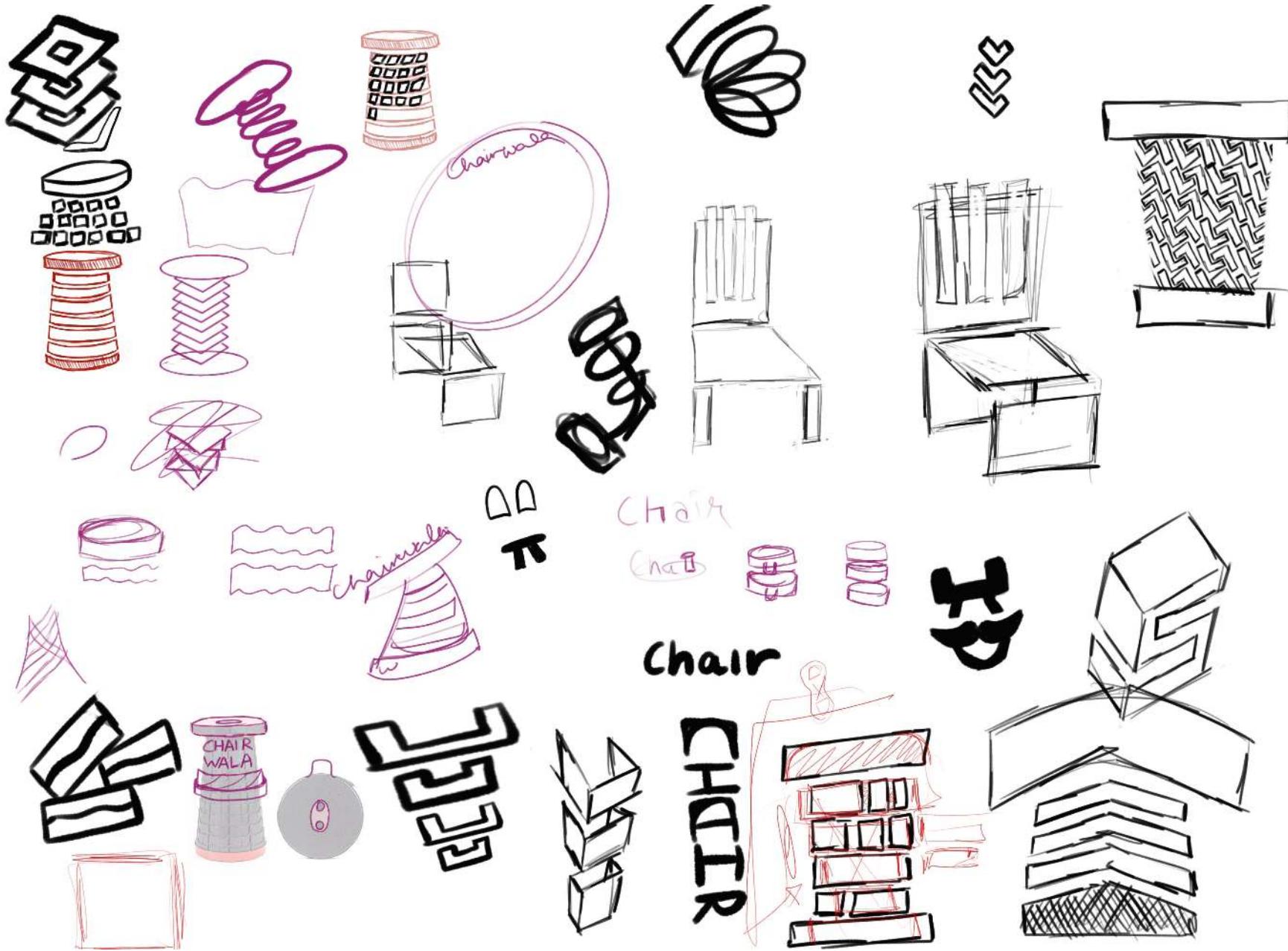
Simple Throne

Bring Bench

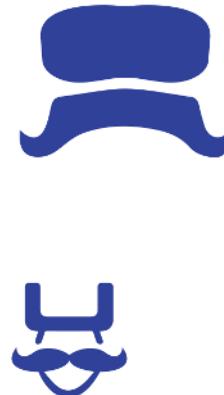
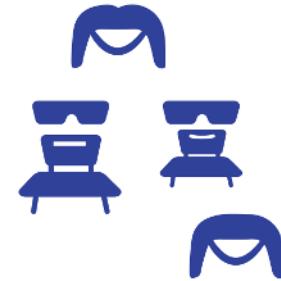
Bougie Bench

SitOnMe





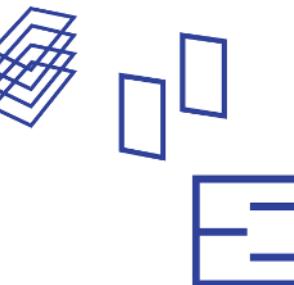
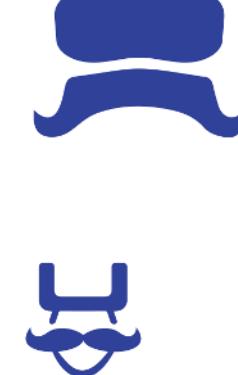




chairwala

chairwala

Chairwala



chair wala



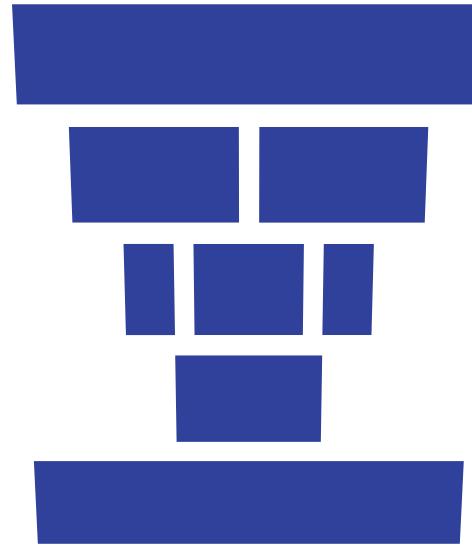
CHAIR WALA



CHAIR WALA



CHAIR WALA



# CHAIR wALA

Turn Loooose the Comfort.

A Devansh Hasija Production

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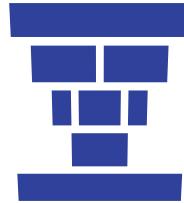
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