

## **UNIT 1 - DESIGN BRIEF - TITLE : ORAGAMI FOLDING FURNITURE**

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### **THE CLIENT**

The client for this task is Egoré Furniture Co., a new furniture design company that will specialise in space-saving furniture for apartments and in using their furniture as a form of art design. Their motto is "Less space used for more creativity," which reflects their aim to create artistic and functional designs that occupy less space than conventional furniture.

### **THE COMMUNICATION NEED**

The client company is seeking a brand design for their new venture before launching their range of furniture products. They want the brand identity to evoke a "wooden" feel, reflecting the fact that many of their new products are made from sustainable wood. The branding should use semi-muted colour schemes and convey an environmental and artistic aesthetic. It should also help differentiate the company from other furniture retailers.

### **TARGET AUDIENCE OR USER**

The target audience for the brand is younger individuals aged 18–25 who are moving out of their family homes and into small apartments, where space is limited for furnishing and decorating. Secondly, the brand will appeal to general furniture shoppers who are interested in compact furniture solutions. The branding and the featured small chair would also be especially relevant in the United Kingdom, where many homes are smaller compared to countries like the United States and Australia.

### **PURPOSE**

The purpose of the brand visual design is to create a strong brand identity for the client to adopt in its marketing efforts and to depict the new chair design to be released. The brand identity should focus on identifying and advertising to the target audience of younger people aged 18–25 and should include appropriate typography, colours, and visual elements.

### **CONTEXT**

A style brand guide will be presented to the client during a meeting to determine whether the design aligns with their brand direction. If approved, it will be incorporated into the company's key materials such as the website, business cards, internal presentations, products, and advertisements.

### **CONSTRAINTS**

The company requires that the design of the stylesheet include orange organic colours to deliver a more natural and organic feeling to the brand. These should be used alongside the brand's name and the design of the new minimum viable product: the folding origami chair, as well as the client's motto, "Less space used for more creativity." The brand name should be displayed as either "Egoré" or "Egoré Furniture."

Teacher: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

# Brand Research

Image Credit: Obtained 06/03/2025

<https://www.woodstockoutlet.com/blog/21-best-selling-furniture-brands-2023>

## Top 21 Best Selling Furniture Brands of 2023



FLEXSTEEL®

Minimalist title gives a modern feel to the brand.

England  
FURNITURE CO.

Handwritten font sets the message to the consumer that the furniture is handmade with care and the blue colour scheme shows trust in the company



Liberty Furniture  
INDUSTRIES, INC

Serifs gives "Old Fashion" feel to the brand  
The detail of the bell will not suit the brand idea

Home Stretch  
PUT YOUR FEET UP

The incorporation of the product means consumers can easily identify the product being sold. The red colourations shows excitement





Egoré furniture  
Abrotek

**Egoré furniture**  
**Abrotek**

*Egoré furniture*  
*Pristina*

**Egoré furniture**  
**Lexend giga**



[https://unsplash.com/@ikasalovic?utm\\_content=creditCopyText&utm\\_medium=referral&utm\\_source=unsplash](https://unsplash.com/@ikasalovic?utm_content=creditCopyText&utm_medium=referral&utm_source=unsplash)



<https://www.ecttravel.com/news/iconic-desert-landscape-usa>



<https://www.instagram.com/chrismottalini/p/DByqCtRORYm/>



<https://unsplash.com/@kdarmody>





Egoré

Ascending accent

Bird to relate to design of chair



Bird can be used as an accent on the

EGORÉ

Egoré

GO  
RE

This looks like



Tree could be used to cement design in an organic style

E case study

E E E E E  
E E



interesting style  
Build illustration into

Signature with incorporated logo give connected



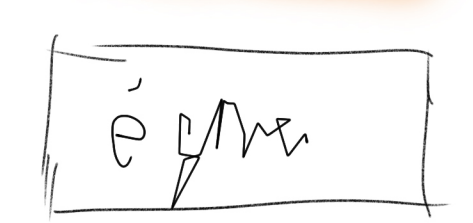
Egoré



This is an egg



Try modern Background



Egoré

The oblique tilt gives a sense of privilege and class

Handwritten style gives a more personal connection with the brand

Egoré

Eyere → eyore → Egoré

tail of 'e' can connect to 'e'

+ cursive gives personal feel

Egoré

Bubble seems soft and comforting

Egoré

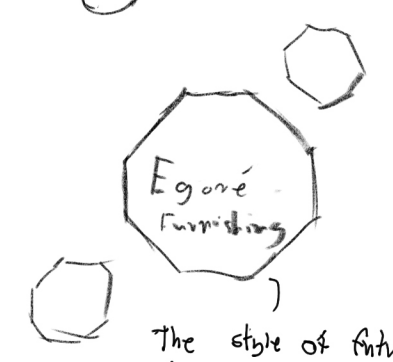
Might not fit on packaging in terms of giving childish

Egoré

Egoré

Egoré

Mossy stylisation gives organic feel



The style of futuristic does not suit a traditional and organic feel to the product

Egoré Furnishings



Use negative space



Using 0.1 negative

Hard shapes don't

Egoré

Ego

Egore

Egoré

Egoré

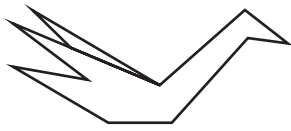
"to cluttered more like an illustration"

People sitting indicate purpose

Unsure how to incorporate

Egoré Furnishings

Egore furnishings



Minus - determined to be "too sharp" and didn't fit idea for furniture



"Good but fix up the lines"



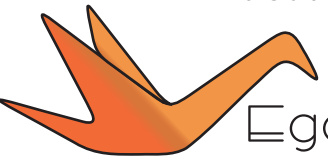
Plus - Soft and round lines give a comfort feeling which would convey well in furniture



Intresting - The blended gradient of the first design



Plus - Simple typeface suits the brand identity



Egoré  
Furnishings

Egoré  
Furniture



*Egoré*

**EGORÉ  
FURNISHINGS**

*Egoré  
Furniture*



#45788C



#F29544



#D9753B



#732D14



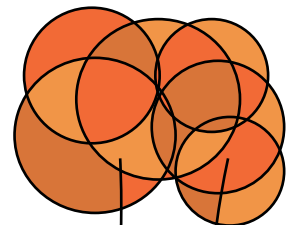
#F26938



**Egoré**



*Egoré*



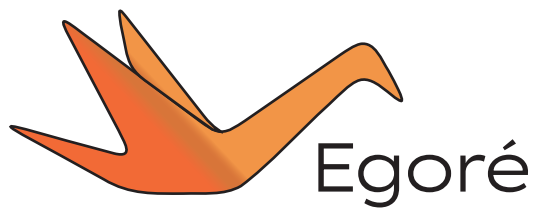
Egoré  
Furnishings



**EGORÉ  
FURNITURE**



**Egoré**



Votes:  
IIIIIIII



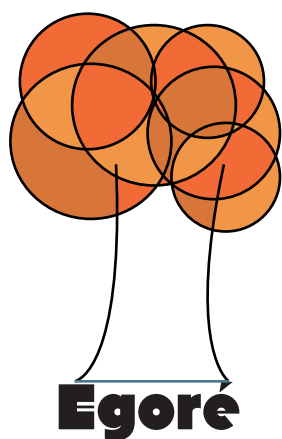
Votes:  
II

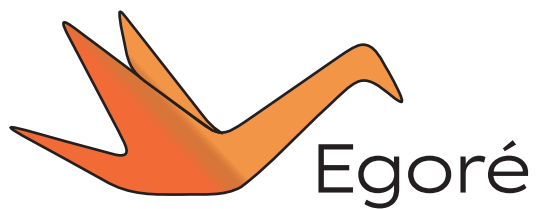


Votes:  
I



Votes:  
IIII



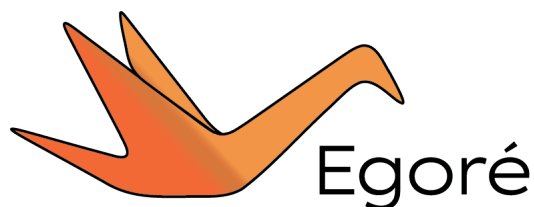


Egoré



# Egoré Furniture

## Style Guide



### Logo Suite



Main Style



Alternate Colour



Dark colours



Greyscale/Monocolour

### Colours



#000000



#47788b



#da763b



#f26a36



#ffffff



#f29545



#d87538

### Typography

#### Lexend - Semibold

For Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Lexend - Medium

For Subtitles

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Verdana - Regular

For Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Text Only

Egoré

Main colours

Egoré

Alternate colours

Egoré

Reverse colours

### Icon Only



Main colours - icon



Alternate colours - icon

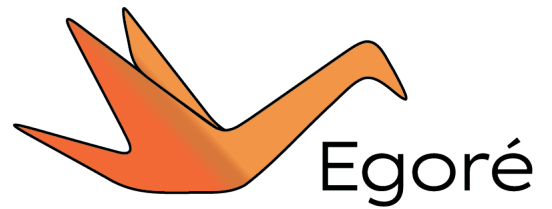


Black and White - icon



# Egoré Furniture

## Concept Renders



Concept 1:

- Paper Bag
- Carrying Box
- Tube



Concept 2:

- Notepad
- Sketchpad
- Phone Case



Concept 3:

- Backpack
- Baseball Cap
- T-Shirt