



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



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



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



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

Target audience

- Younger people
- people who just moved out
- people who live in smaller apartments
- Middle social economic class
 - People who can't afford both furniture and decoration



Sources

<https://unsplash.com/@nixaov> (24/03/25)

bit.ly/4bOwPcY (25/03/25)

<https://bit.ly/4iWEKau> (27/03/25)

Egoré

Ascending accent

Bird to relate to design of chair



Bird can be used as an accent on the

Descending "G"
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

The oblique tilt gives a sense of privilege and class

Egoré

tail of chair connect to 'e'

Handwritten style gives a more personal connection with the brand

Egoré → egoré → Egoré
+ cursive gives personal feel

Egoré

Bubble seems soft and comforting

Egoré

Might not fit on packaging in terms of giving childish

Egoré

Egoré

"to cluttered more like an illustration"

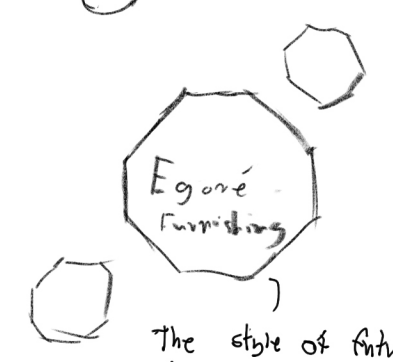
Egoré

Unsure how to incorporate

People sitting indicate purpose

Egoré

Mossy stylisation gives organic feel



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

Egg

This is an egg

egoré

Try modern Background

éyve

Egoré

Egoré Furnishings

EGOR

Use negative space

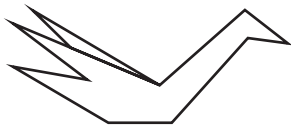
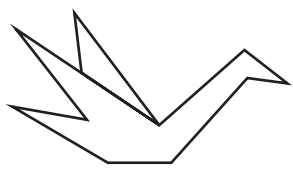
Egoré Furniture

Using 0+ negative

Hard shapes don't

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



Egoré
Furnishings



Egoré
Furniture



Egoré



**EGORÉ
FURNISHINGS**



*Egoré
Furniture*



#45788C



#F29544



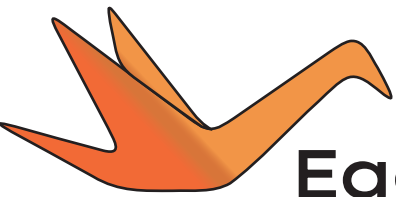
#D9753B



#732D14



#F26938



Egoré



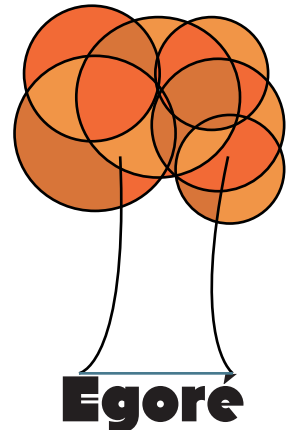
Egoré



Egoré
Furnishings



**EGORÉ
FURNITURE**





Votes:
IIIIIIII



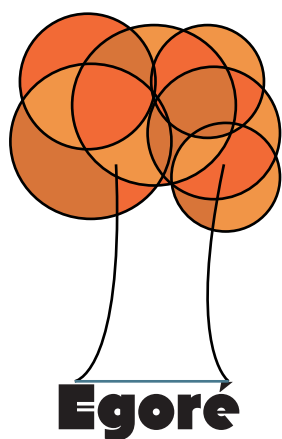
Votes:
II



Votes:
I



Votes:
IIII



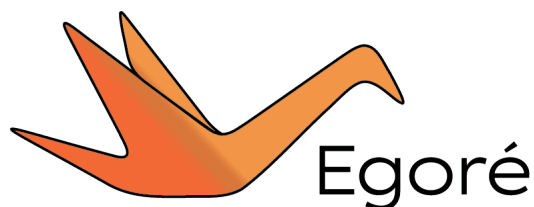


Egoré



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



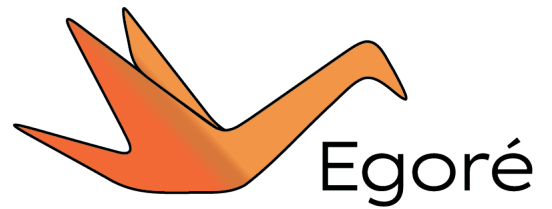
Alternate colours - icon



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