

# ELEMENTAL

THE TIMELESS BEAUTY OF NATURE

Corporate Identity  
Quick Reference Guide

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# Brand Attributes

Our brand attributes are at the core of our brand. They summarize our promise to our customers, showing people not only what we do, but how we do it. Everything that bears the Elemental name should live up to these attributes.

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## Elite

We travel the globe to bring the best and rare aesthetic experiences to our customers, and do so responsibly. Our customers want unique products and our contemporary appearance, and selection of products, assures them of this.

## Beautiful

Elemental's utmost responsibility is selecting the most beautiful products our customers have ever experienced. The product is always the focus, and our customers should easily be able to identify with our beautiful products in all our forms of communication.

## Timeless

Our products will be the keystone and center of attention in any space today and well into tomorrow. Also, our customers demand quality that results in long-lasting products, therefore, a long-lasting relationship with Elemental.

## Stylish

We wisely choose what is stylish and contemporary now, to assure it will remain so for the lifespan of our products. Above all else, our customers wish to put their best foot forward in their space, and we provide them the knowledge and certainty to do so.

## Environmental

It is our duty to educate our customers about the responsible and environmentally focused harvesting of our products. Our customers are investing a lot in the Elemental brand and want to be reminded they are making the right decision.

# Wordmark and Logomark

The Elemental wordmark and logomark focus on the timelessness often embodied in the marks of great fashion and design companies. They are simple, sleek, and highly functional while being contemporary, classic, and fashionable. Both are bold and strong, which speaks to the quality of Elemental products, yet the marks are also sensual and natural enough to inspire creativity. The wordmark and logomark are never intended to be used together. Rather they are interchangeable depending upon their application.

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## Tagline

The Elemental tagline gathers the three most important aspects of our products from the customers viewpoint. Our products have longevity, both physically and stylistically, they are elegant, and they are genuinely unique pieces of nature to beautify your home. Additionally, this focus on beauty in nature and the environment positions Elemental as a lifestyle choice, and not just a product choice.

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## Collection Signatures

Whenever possible, use these preferred signature configurations for all of Elemental's individual collections of products.

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ELEMENTAL  
CLASSICS

ELEMENTAL  
WORLD

ELEMENTAL  
EXOTIC

ELEMENTAL  
HERITAGE

ELEMENTAL CLASSICS

ELEMENTAL WORLD

ELEMENTAL EXOTIC

ELEMENTAL HERITAGE

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# Wordmark and Logomark

This shows the flexibility of the Elemental wordmark and logomark reversing out of a variety of colored backgrounds.

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# Identity Typeface

Typography is an essential part of the Elemental brand. *Helvetica Neue* and *Helvetica Neue Extended*, our primary typeface, sets a confident, timeless, and contemporary tone for Elemental communications. It also supports a wide range of applications. Use Helvetica Neue LT 45, 55 and 75 for all printed body text. Use Helvetica Neue LT Extended 43, 53, 63 and 73 for all printed headers.

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## Headers

Helvetica Neue LT 43 Light Extended (*and Oblique*)

Helvetica Neue LT 53 Extended (*and Oblique*)

**Helvetica Neue LT 63 Medium Extended (*and Oblique*)**

**Helvetica Neue LT 73 Bold Extended (*and Oblique*)**

## Body Text

Helvetica Neue LT 45 Light (*and Italic*) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin quis lacus vel nibh consectetur fermentum in at metus. Nunc ante felis, pretium nec malesuada vel, suscipit eu quam.

Helvetica Neue LT 55 Roman (*and Italic*) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin quis lacus vel nibh consectetur fermentum in at metus. Nunc ante felis, pretium nec malesuada vel, suscipit eu quam.

**Helvetica Neue LT 75 Light (*and Italic*) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin quis lacus vel nibh consectetur fermentum in at metus. Nunc ante felis, pretium nec malesuada vel, suscipit eu quam.**

# Identity Colors

Color is an essential part of Elemental's personality, and enforces brand recognition. The primary colors create a bold, yet cultured mood, and the secondary colors can be used as accents when necessary.

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## Primary



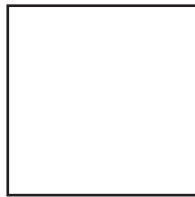
midnight black

PANTONE Black  
CMYK: 0 0 0 100  
RGB: 0 0 0  
HEX: #000000



morning field

PANTONE 451  
CMYK: 33 28 58 0  
RGB: 165 154 111  
HEX: #A59A6F



white

CMYK: 0 0 0 0  
RGB: 255 255 255  
HEX: #FFFFFF

## Secondary



strong forest

PANTONE 5753  
CMYK: 25 0 81 67  
RGB: 76 87 33  
HEX: #4C5721



autumn sun

PANTONE 130  
CMYK: 0 30 100 0  
RGB: 246 170 13  
HEX: #F6AA0D



rustic earth

PANTONE 167  
CMYK: 0 60 100 17  
RGB: 196 101 21  
HEX: #C46515



# Packaging

The Elemental packaging seeks a careful balance between classic design elements with a touch of fashionable details. The solid black is eye-catching and unique in the industry, while creating a neutral environment to better view the beauty of the wood without the possibility of clashing colors. The amount of information on the packaging is minimal as not to overwhelm our customers. Any necessary information regarding installation, manufacturing, etc., is placed on the back panel of the box.

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