space

minimalist furnishings

Guiding Principles

We believe in the power of space - space to breathe, to live, to play - and we think that what you keep in your space matters.

Simple   We create minimalistic products that are comfortable, stylish, and built to last.

Reliable   We provide the best service possible for our customers through the unmatched quality of our physical furnishings, digital experiences, and customer service.

Sustainable   We are committed to the ethical sourcing of all materials and fair wages for all employees involved in producing our goods.

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Logos: Correct Usage

Primary

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With Tagline

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minimalist furnishings

The tagline must be at least 14pt or greater for optimal legibility. This requires the logo to be at least 296px wide by 90px high to display it with the tagline.
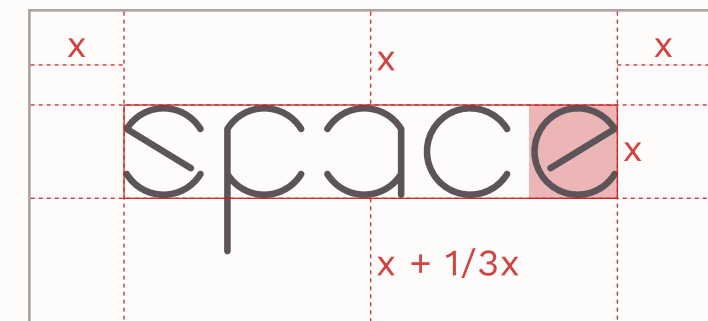
Reverse Dark

space

Reverse Light

space

Minimum Safe Area

x   x   x
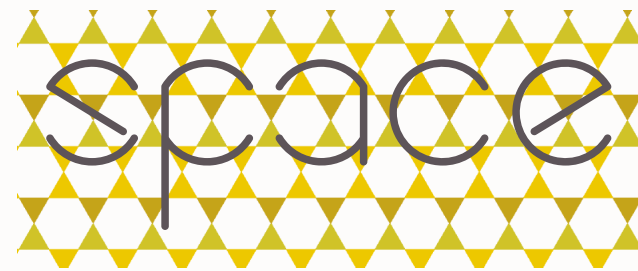
x + 1/3x   x

Colors

The preferred display color for the primary logo is Ash (#5D5459). It may also be displayed in Charcoal (#312933) or black if necessary.

The reverse logo is set in Ivory (#E6DDD2) on a Charcoal background.
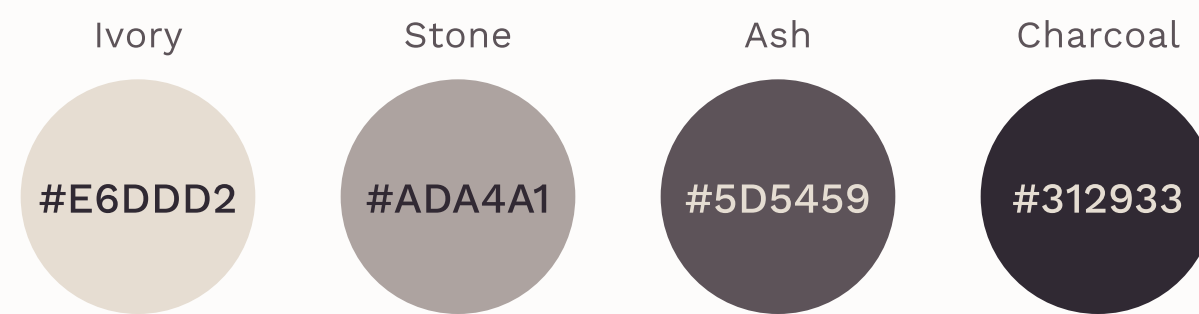
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Logos: Incorrect Usage

Do NOT:
- Place other elements within the safe area
- Make the background area smaller than intended (only applies to Reverse version)
- Display the logo in an unapproved color
- Place the logo on a pattern or color that makes it illegible
- Distort the logo
- Rotate or mirror the logo
- Add a shadow to the logo
- Add effects, like texture or emboss, to the logo
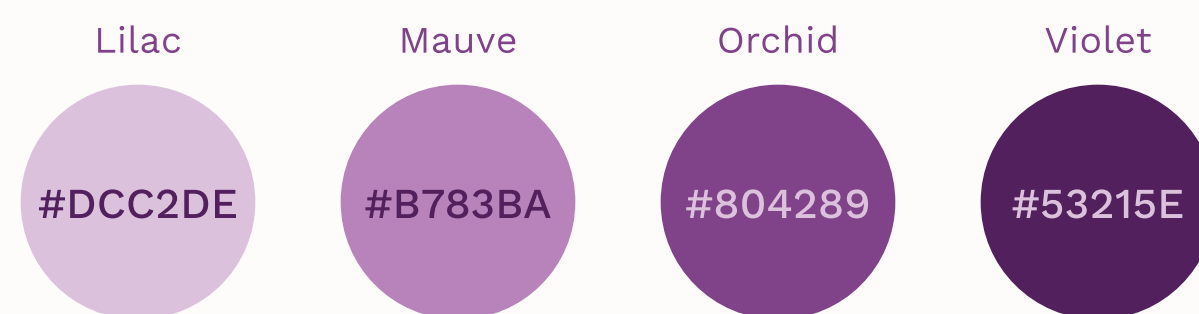
Color Palette: Primary

Primary

Ivory
#E6DDD2

Stone
#ADA4A1

Ash
#5D5459

Charcoal
#312933

Secondary

Sky
#C4E7E4

Sapphire
#66C6C4

Ocean
#209499

Peacock
#096270

Tertiary

Lilac
#DCC2DE

Mauve
#B783BA

Orchid
#804289

Violet
#53215E

Our primary colors are clean, simple, and neutral. They convey the minimalism of our brand and our products.

Our secondary color set includes several shades of teal that complement the neutral primary colors well. These can be applied as accents and should be used in moderation.
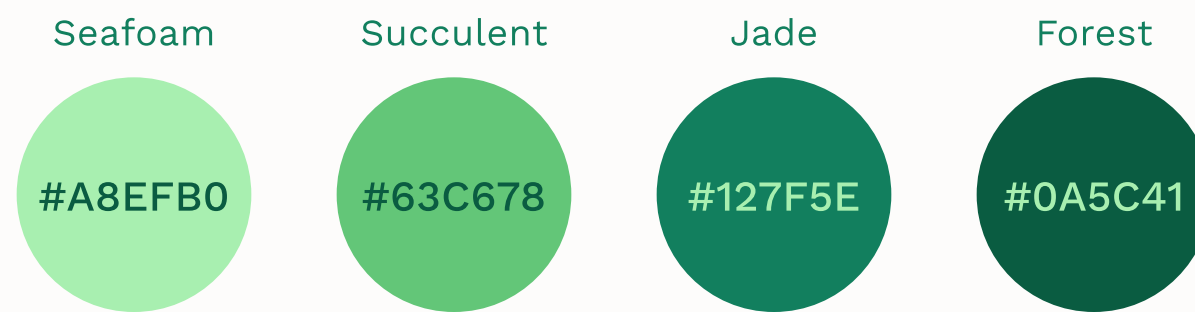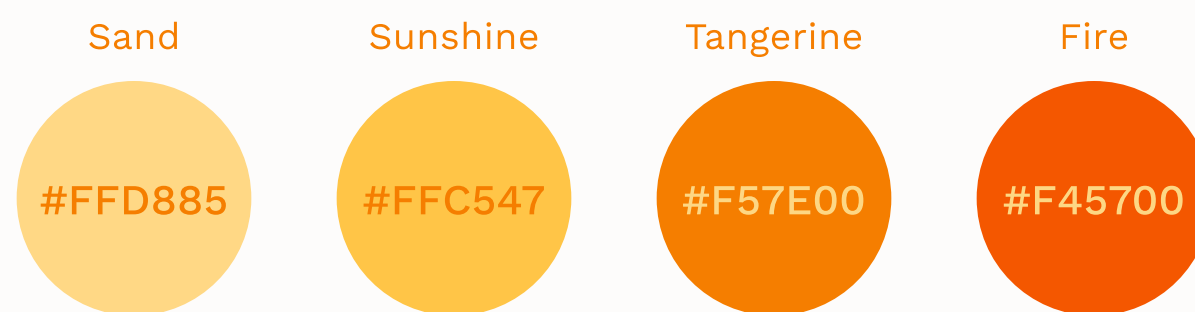
Our tertiary color set includes several shades of purple. We reserve these colors for when something needs extra emphasis, so they should be applied sparingly.
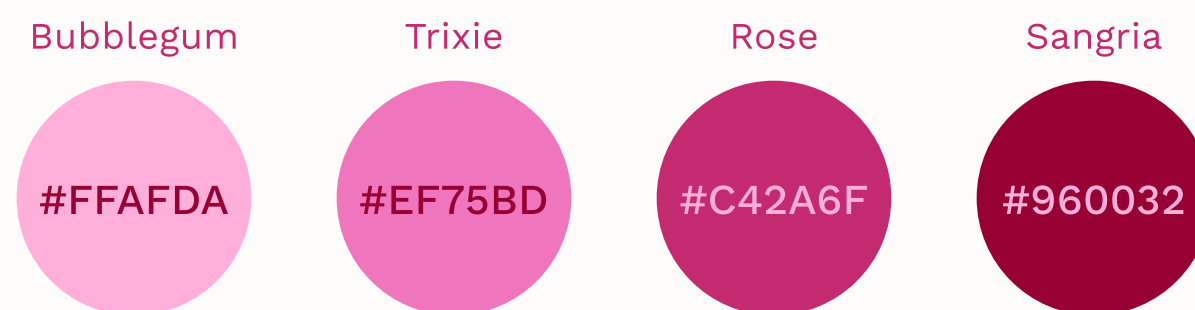
space

Color Palette: Extended

Greens

Seafoam
#A8EFB0

Succulent
#63C678

Jade
#127F5E

Forest
#0A5C41

Oranges

Sand
#FFD885

Sunshine
#FFC547

Tangerine
#F57E00

Fire
#F45700

Pinks

Bubblegum
#FFAFDA

Trixie
#EF75BD

Rose
#C42A6F

Sangria
#960032

Our primary color palette is intentionally limited, and sometimes you'll need more variety. Our extended color palette includes shades of green, orange, and pink. These colors should be used VERY sparingly.

Acceptable uses include:

- Empty state illustrations
- Error state illustrations
- Error feedback on input fields
- Occasional seasonal ads that call for a specific color mood that the main color palette does not include

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Typography

Large Header | Work Sans Light

Medium Header | Work Sans Regular

Sub-Header | **Work Sans Medium**

Body Copy | Work Sans Regular

Secondary Body Copy | Work Sans Regular

Caption | *Work Sans Regular Italic*

We use Work Sans as our primary font family. It is optimized for use on devices but must still be used mindfully to ensure legibility at all times.

The Light style should only be used for headlines, never for body copy.

Work Sans also includes several bold styles; these may not be used to set type for print materials or interface layouts. They may only be used to create stylized images, ads, etcetera, and even then, use them carefully and sparingly.

For type up to 32pt, set the character spacing to the same numerical value as the type size (for 32pt type, set the spacing to 32). Headings larger than 32pt should still be spaced at 32.

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Isolated Product Images

Our isolated product images are not technically isolated. Instead, they are displayed on a uniform, neutral backdrop.

All products will have isolated images taken at several different angles, shown here. All of these angles must be included in the product listing.

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Lifestyle Images: Correct Styling

Lifestyle images should be styled to reflect our brand: light, airy, modern, and beautiful.

Keep the color story minimal by using primarily neutral colors (for items other than the product on display). Only include additional colors if they genuinely add value to the composition.

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Lifestyle Images: Incorrect Styling

Lifestyle images should NOT:

- Be dimly lit
- Appear messy
- Be busy or cluttered
- Prominently include products we no longer carry
- Contain elements that distract from the product(s)
- Look distorted (shot at a steep angle)

Busy, cluttered, and too many colors

Distortion from angle of shot

Messy styling

Too dark

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Icons & Illustrations

We use this set of icons to represent our product categories. They are simple and clean, with realistic proportions and rounded edges.

We use these illustrations for error state screens on our website and miscellaneous marketing materials like email campaigns. They convey elegance while still being light and friendly.

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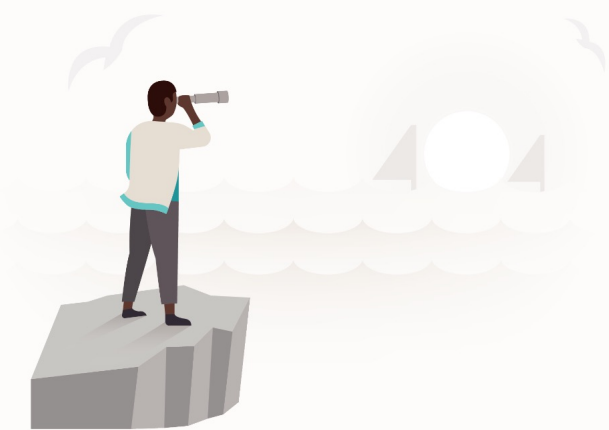
Writing Style

Our Brand Voice

Our voice is friendly but matter-of-fact. Minimalists to the core, we don't need a lot of extra embellishments to get the point across.

We're Minimalists, but We're Not Stuck-Up

Our writing style is informal and conversational - but not to an extreme degree. You won't find slang or curse words in our content. You may, however, find a cheeky line here or there. We want to connect with our customers personally without losing the grounded quality of our brand.

We Write for Everyone

We use clear, inclusive language. We want everyone who engages with our content to feel empowered, appreciated, and understood. So when you write for our brand, consider every individual who may read it - those that speak English as a second language, those that use screen readers, and those who have cognitive impairments, to name a few.

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