



Brand guidelines

“ Refreshing your home style.

CCFurni vision is to become the best partner of everyone when it comes to creating a perfect living space. Our style is minimal - simple, functional but catchy enough. We value art as much as engineering and it is reflected in our products & services.

info@ccfurni.com

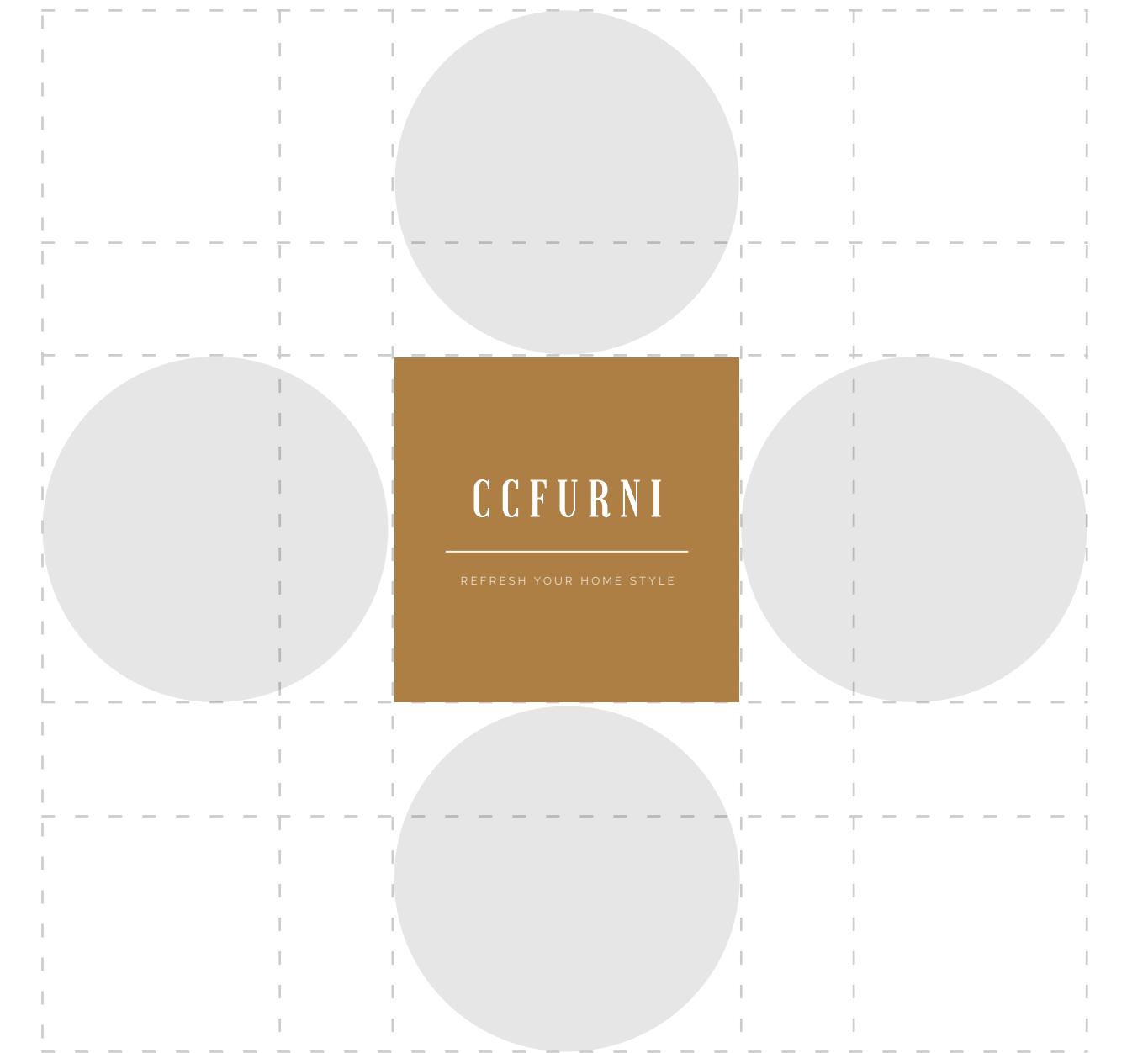




Clear space

While our logo can be placed flexibly, some rules apply to ensure its optimal placement and visibility:

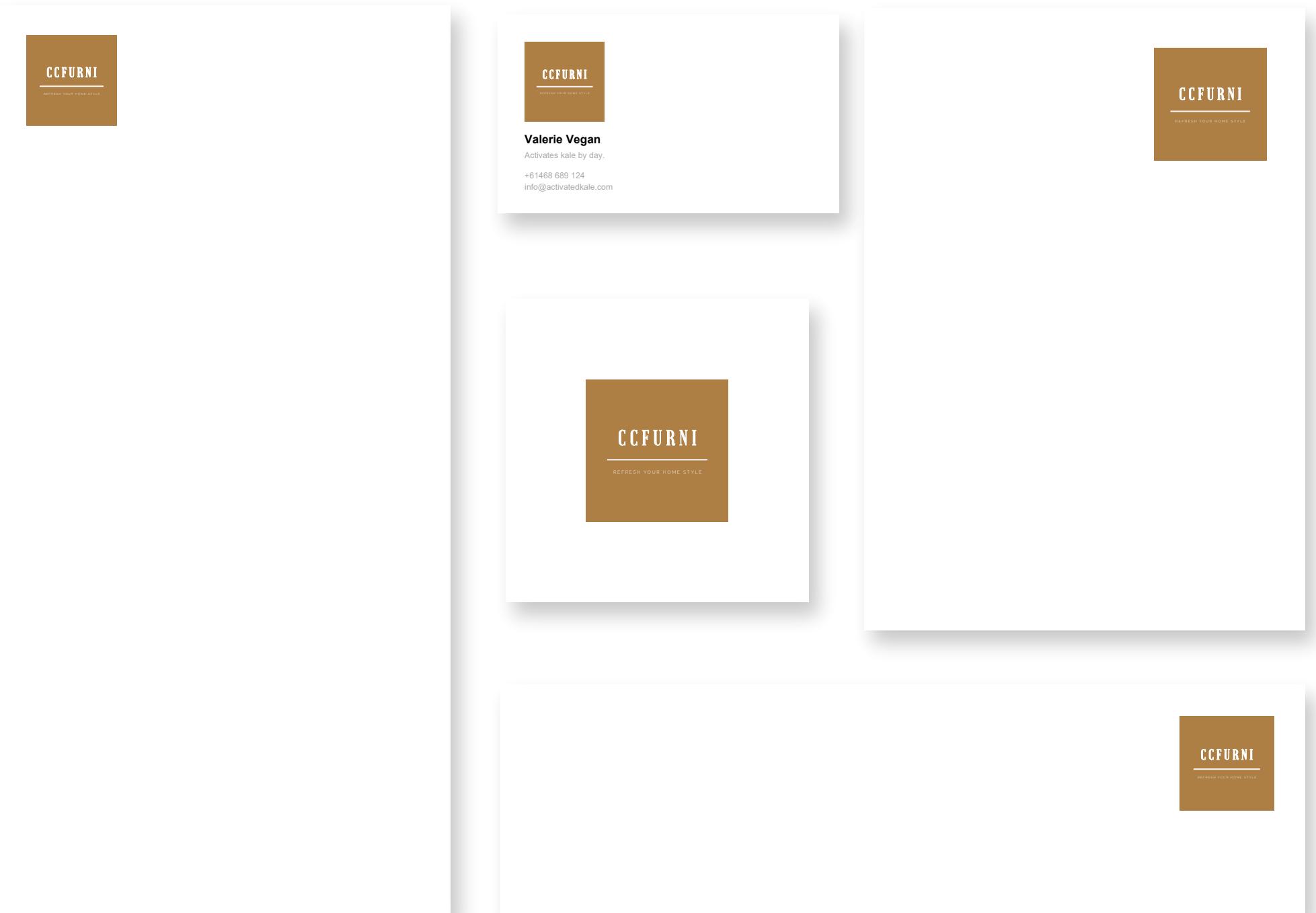
- The minimum clear space around the logo equals 1/3 of the height of the logo box – upwards and downwards, to the left and to the right (1/2 in case of logo with text only)
- The clear space around the logo should be as large as possible so that it is not affected by other graphic elements and not too close to the margins
- The minimum clear space also equals the minimum distance of the logo to the margins



Please allow adequate spacing at all times.

Placement options

- The logo is always positioned above the message, as long as one is provided
- Besides this, the logo can be placed anywhere in the layout
- In cases where the logo is presented without text or message, its placement is completely flexible





Size and ratio

- The size of the logo is freely selectable, but has to fit the size of the medium and the form of communication.

Maximum and minimum restrictions apply according to the ratio of logo to headline:

- Smallest logo possible: 1:3
- Largest logo possible: 2:3

03 Typography

Voga

Logo font

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

C C F U R N I

REFRESH YOUR HOME STYLE

Raleway

Headline & Body font

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

Regular - Body font

*Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.*

Italic

*Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.*

Bold - Headline font

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Raleway Bold

- Bold letters, to be used in headlines
- Specially designed for large-sized texts
- Also used to highlight text elements in reduced font size

Raleway Semibold

- Used for subheadlines

Raleway Regular

- Basic font for body copy texts

Headline in Raleway Bold

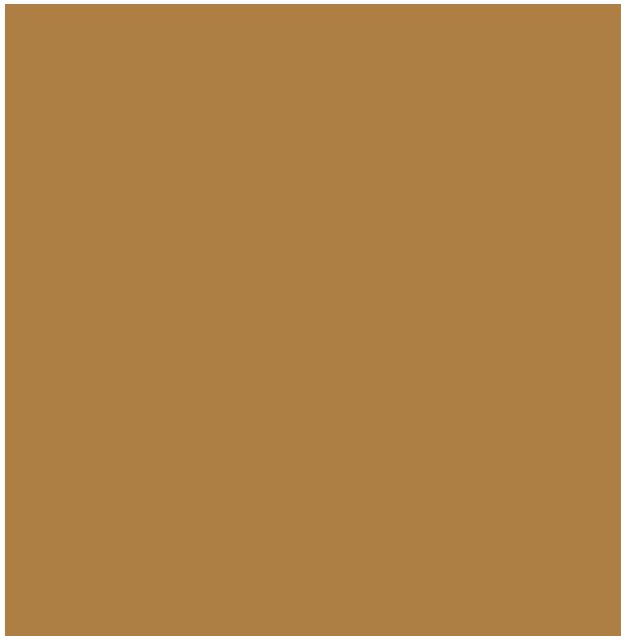
Subheadlines in Raleway Semibold

Body Copy in Raleway Regular

Text highlighting in **Raleway Bold**

04 Color

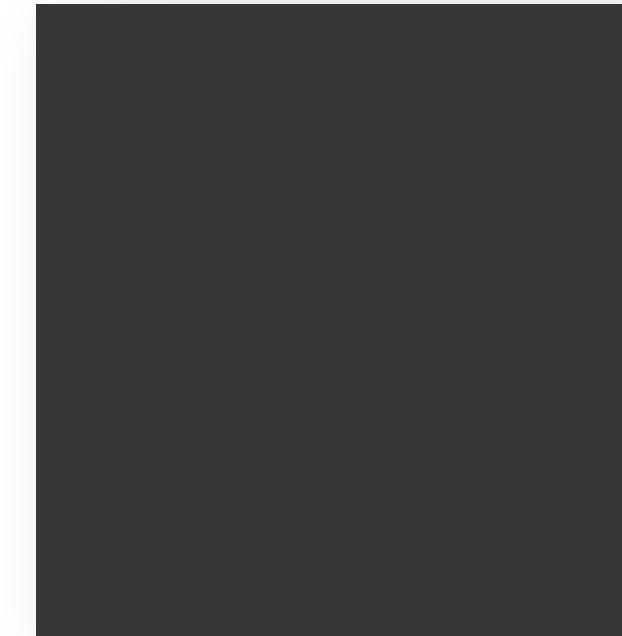
Primary Colors



HEX #ac7f46

RGB 172/127/70

CMYK 29/48/82/9



HEX #383737

RGB 56/55/55

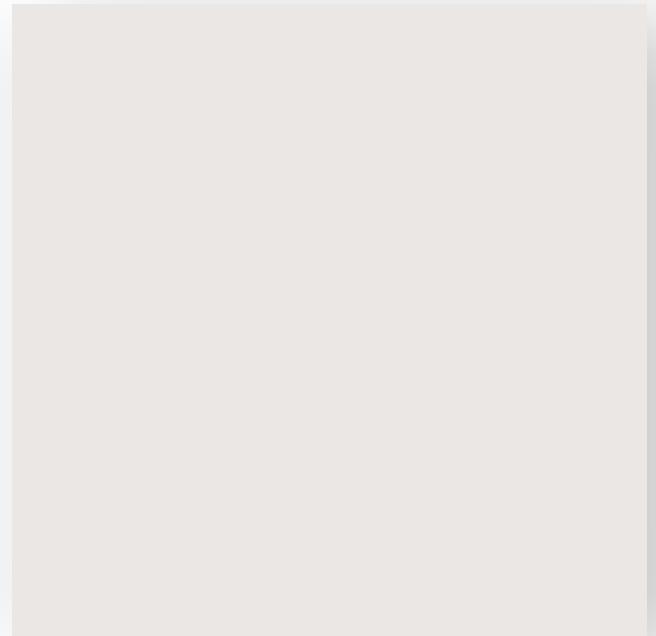
CMYK 68/63/62/55



HEX #878834

RGB 135/136/52

CMYK 49/34/100/11



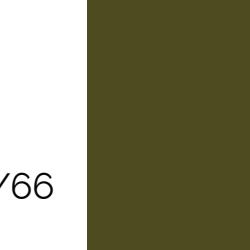
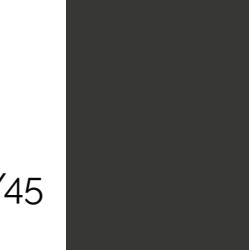
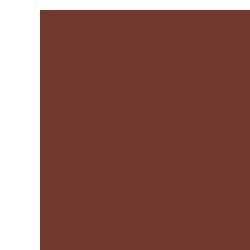
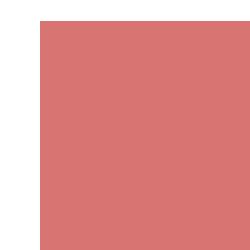
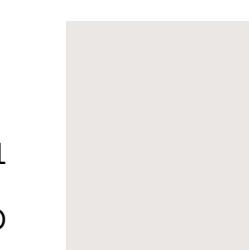
HEX #eaebc4

RGB 234/230/228

CMYK 7/7/7/0

04 Color

Secondary Colors

	HEX #614628		HEX #43241a		HEX #4c4c20		HEX #383737
RGB 97/70/40		RGB 67/36/26		RGB 76/76/32		RGB 56/55/55	
CMYK 46/62/85/44		CMYK 48/74/76/66		CMYK 60/51/100/45		CMYK 68/63/62/55	
	HEX #7f5b38		HEX #562d22		HEX #6e6d2d		HEX #565656
RGB 127/91/56		RGB 86/45/34		RGB 110/109/45		RGB 86/86/86	
CMYK 40/59/82/28		CMYK 42/75/78/56		CMYK 54/42/100/24		CMYK 64/56/55/30	
	HEX #ac7f46		HEX #753a30		HEX #878834		HEX #8c8b8b
RGB 172/127/70		RGB 117/58/48		RGB 135/136/52		RGB 140/139/139	
CMYK 29/48/82/9		CMYK 36/78/77/39		CMYK 49/34/100/11		CMYK 47/40/40/4	
	HEX #c39768		HEX #a55248		HEX #9f9f41		HEX #c6c5c4
RGB 195/151/104		RGB 165/82/72		RGB 159/159/65		RGB 198/197/196	
CMYK 23/40/65/2		CMYK 27/76/71/15		CMYK 41/27/93/3		CMYK 22/18/19/0	
	HEX #c39768		HEX #d87673		HEX #cccc51		HEX #eae6e4
RGB 229/178/127		RGB 216/118/115		RGB 204/204/81		RGB 234/230/228	
CMYK 10/31/54/0		CMYK 12/65/47/0		CMYK 23/10/84/0		CMYK 7/7/7/0	

05 Image usage



Our visual language

- Solid background color
- Minimal style
- Furniture in focus, decoration items work as the framework
- One focus on one visual statement
- Clear compositions without motion blurs

CC FURNI

REFRESH YOUR HOME STYLE

Refreshing
your home
style.

Please also check and use other templates
available for any internal & external communication!