

! core identity

WHY, HOW, WHAT



Purpose - Why?

Solving Everyday Problems, Better. CS is here to absorb the complexity, so you are empowered with the simplest choices and the most efficient tools.

CS is out there,
simplifying complexities,
creating the simplest
decisions and the most
efficient tools. -- **DeWalt**
Inspired

Vision - why?

A future where lives are simplified. Effort, resources and time saved by empowering you with simplest choices and most efficient tools for your job.

Mission - How?

CS is out there simplifying complexities by going into the **dirty details, Improving and simplifying.**

We provide you with the simplest choices, and the most efficient solutions -- it is your job to choose how you will make an impact now.

Values - What?

1. **Efficiency** – Solving everyday problems, better.
2. **Simplicity** – Reducing complexity, minimizing wasted effort and resources.
3. **Empowerment** – Enabling you to make the right decisions, for your goals.
4. **Detail-Oriented** - Our approach to giving you all of the above.

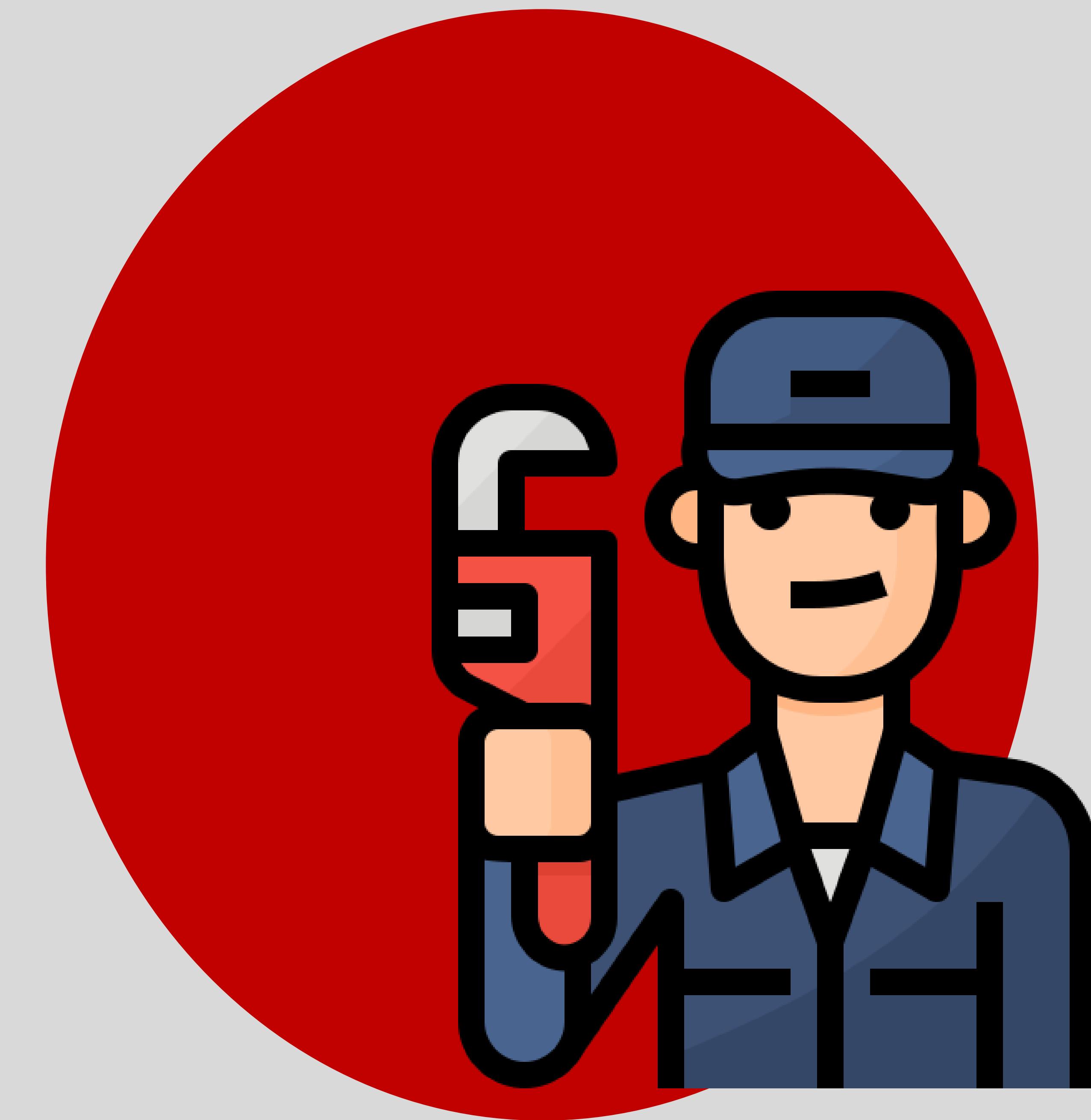
I brand personas

1. DIY Dobby

Home DIY Enthusiasts

Looking For Attributes:

- Quality + Price (Efficiency/High Value)
- Empowerment / Information



Our attributes that align:

- Efficiency
- Empowerment
- Simplicity

Description:

- They're looking for **Quality** because they know they will be using this for a while.
- They are also interested **knowing the right facts to make an informed decision.**
- They are looking to **maximize value**, aiming for an excellent bang for buck.

Demographics:

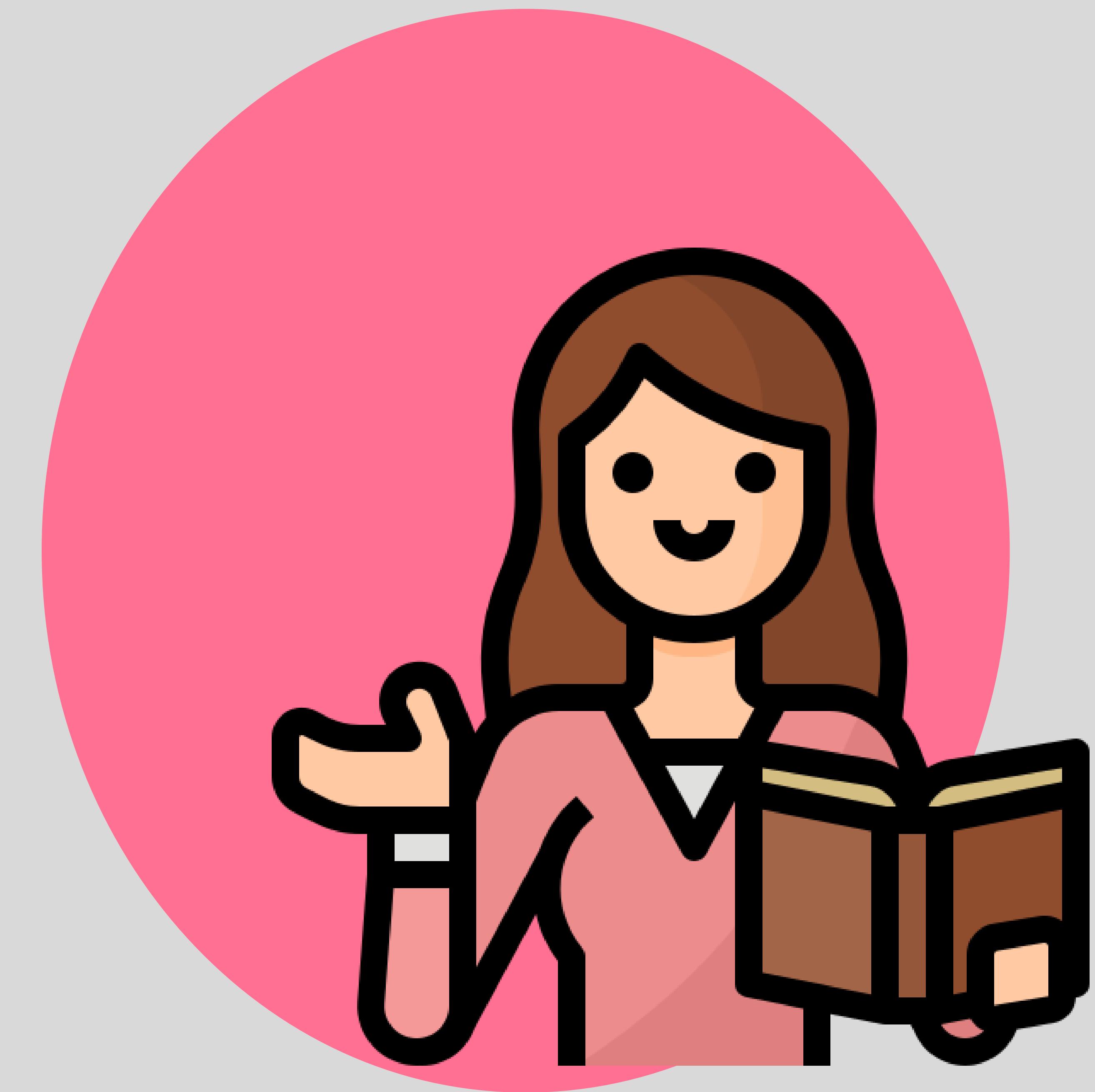
- 70% Male
- 30% Females
- Age: 25 - 40

I brand personas

2. Simple Susan Casual Consumer

Looking For Attributes:

- Price
- Ease of Use / Convenience / No-Nonsense
- Sustainability



Our attributes that align:

- Simplicity
- Efficiency

Demographics:

- 60% Male
- 40% Female
- Age 25 - 40

Description:

- Simple Susan is looking for the **easiest solution for her one-off jobs**.
- On a **budget**, because she has most likely either spent all her money on other painting equipment or she is buying on behalf of his contractors.

I brand personas

3. Painter Pan

Professional / Painter

Looking For Attributes:

- Reliability
- Variety
- Value



Our attributes that align:

- Efficiency
- Empowerment

Demographics:

- 80% Male
- 20% Females
- Age: 30 - 40

Description:

- Professional guy who is conscious about **reliability**, and **quality**.
- He wants to find the most suitable and best value tool

I brand personas

4. Mover Mark

Movers & Long Term Storage

Looking For Attributes:

- High Value
- Reliability
- Convenience



Our attributes that align:

- Efficiency
- Simplicity

Demographics:

- 95% Male
- 5% Male
- Age: 30 - 40

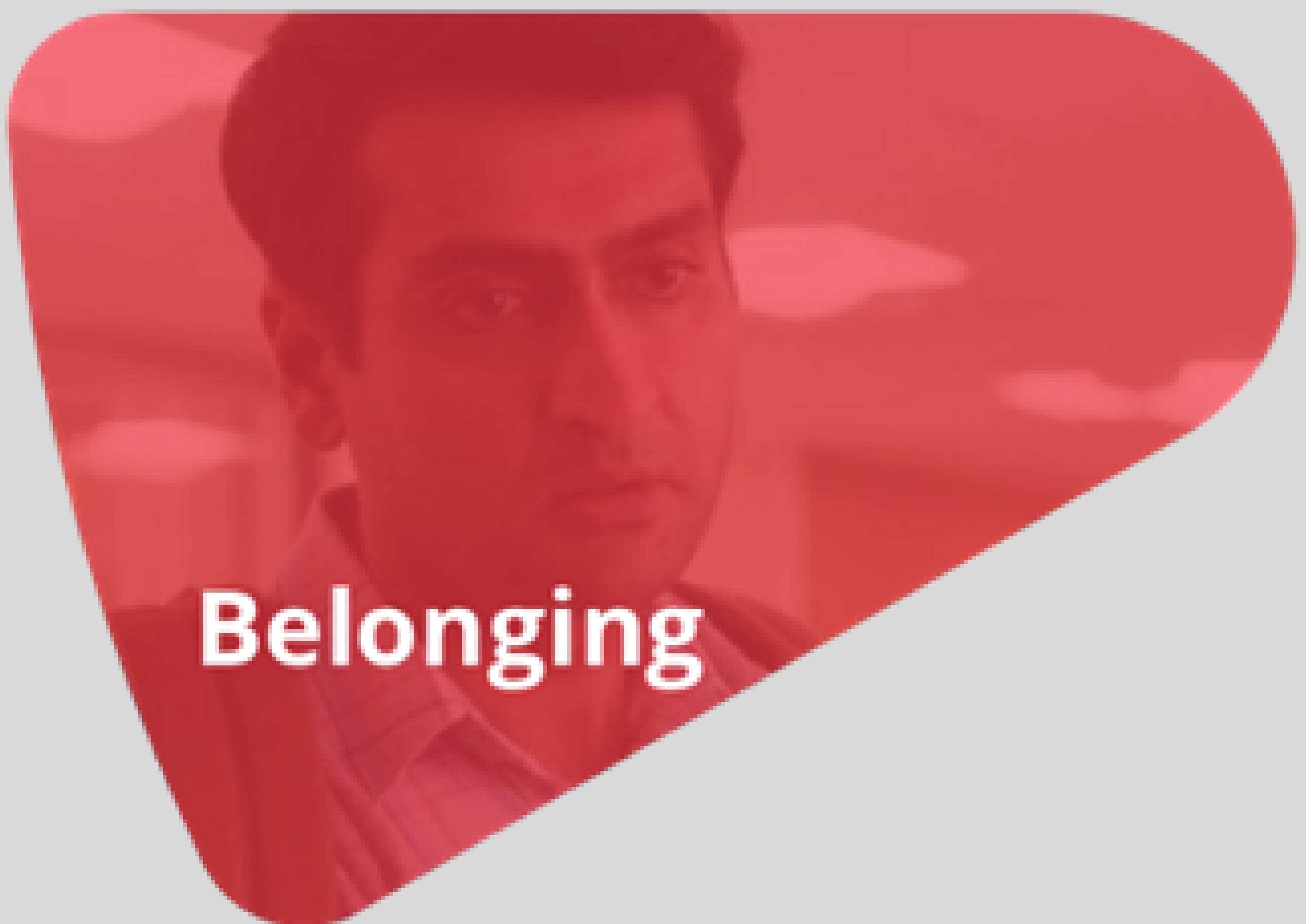
Description:

- Professional guy who is conscious about **reliability**, is looking to **save time, money and effort**.
- He wants to get things done as fast possible.
- They **do not want any disruptions** in their day to day work

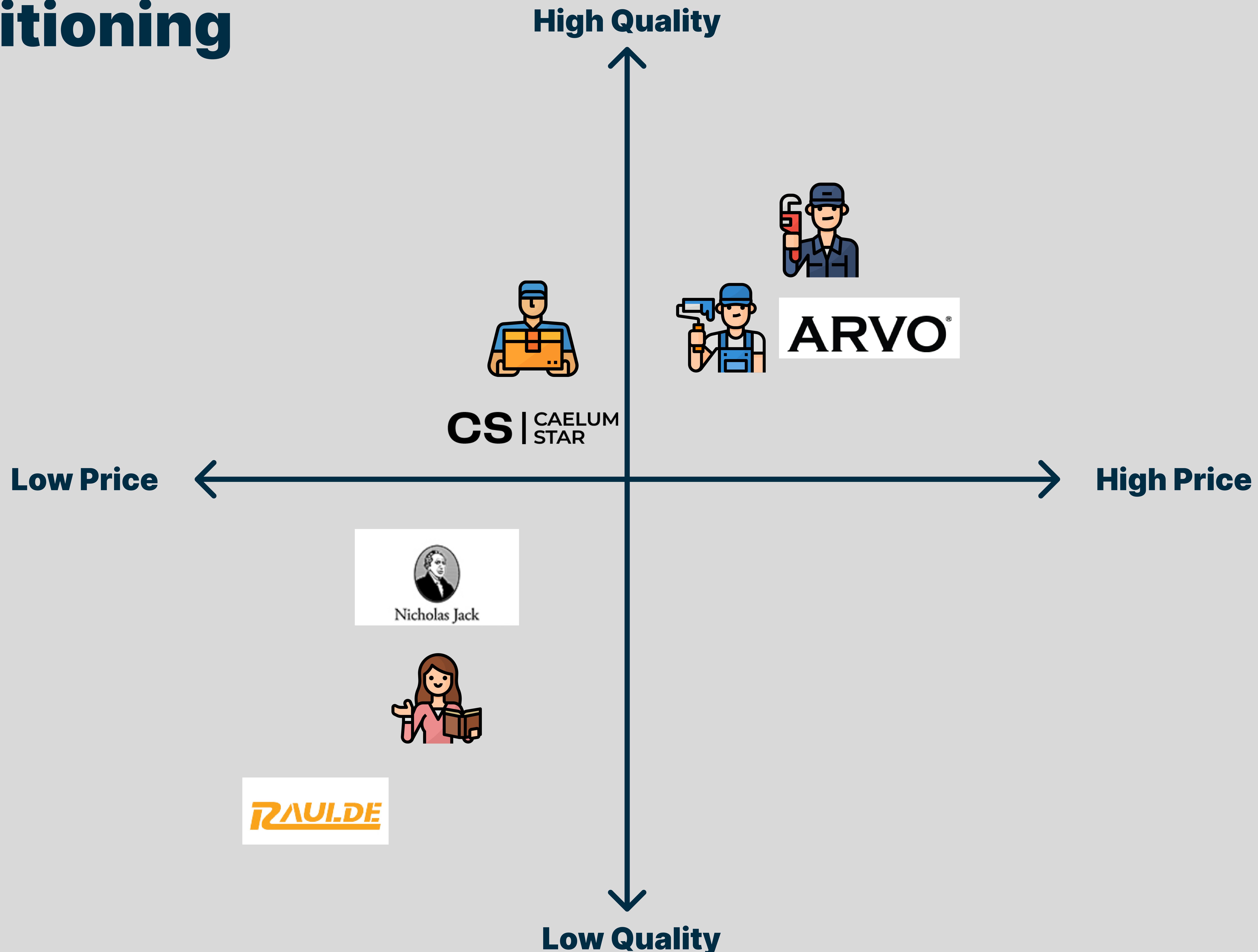
I brand archetypes

The Accepting and Wise Big Brother, Sensei

Everyperson



I brand positioning



verbal identity

HOW WE SPEAK

How do you want to make consumers feel? Tone & Adjectives

Simple, Smart and Friendly

Funny <> **(+1) Serious**

Casual **(+1)** <> Formal

Irreverent <> **(+2) Respectful**

Enthusiastic <> **(+2) Matter of Fact**

How do you want to be perceived as?

We want to be perceived as someone who is relatable, and guides you with the right information.

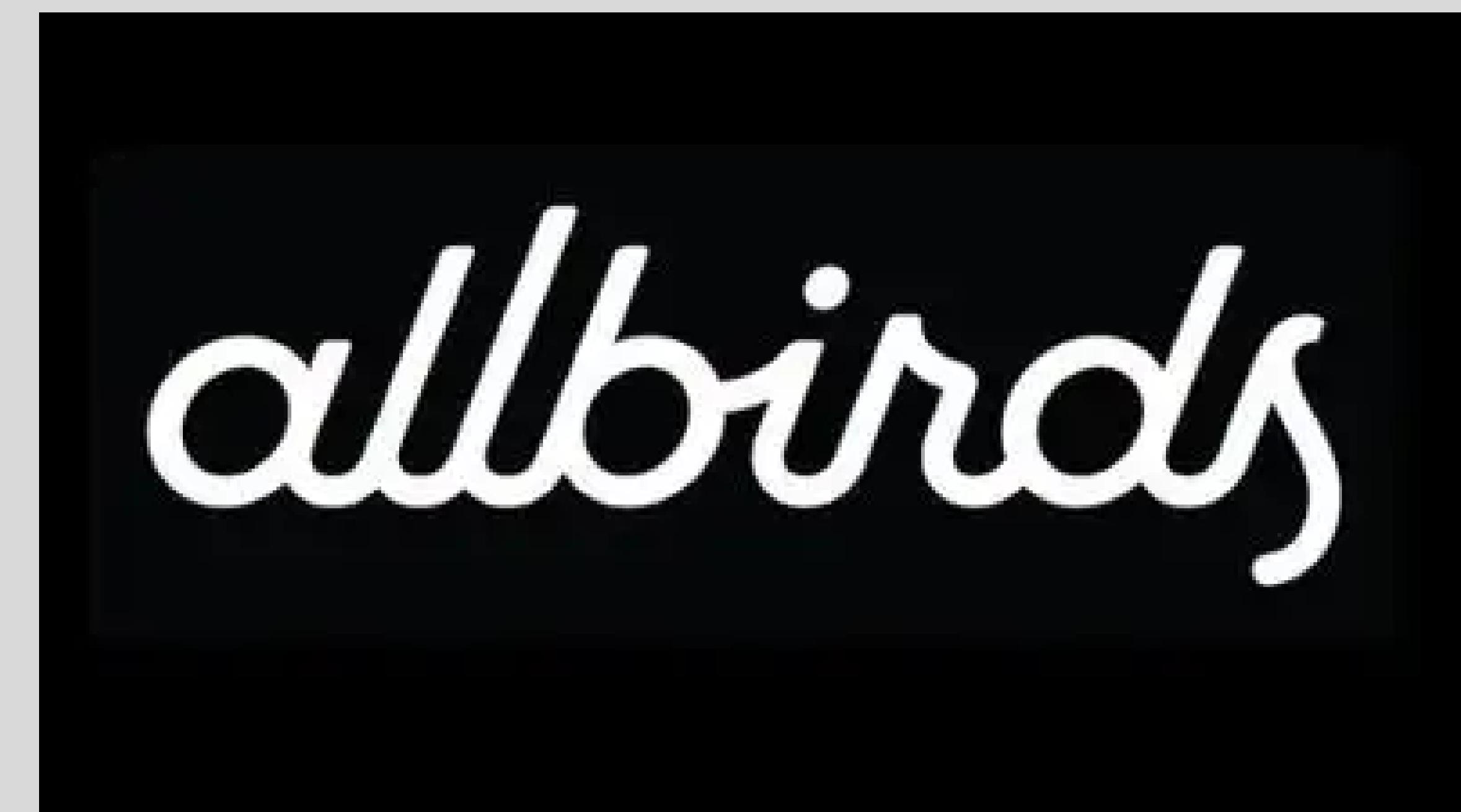
How do you NOT want to be seen as?

Exclusive, Chummy or Oversmart

**brand
I voice**

**verbal
I identity**

Inspirational Brands



Itagline

verbal
lidentity

**EVERYDAY, DONE
BETTER**

**value
Iprop**

**verbal
Iidentity**

what do you have to offer?

**Making lives simple while providing effective
solutions with awesome value**

Benefit #1 - Simplicity

Simple and effective no-nonsense solutions tailored to your specific requirements.

Benefit #2 - Empowerment, Transparency

Empowering you to choose the right tool for the right job.

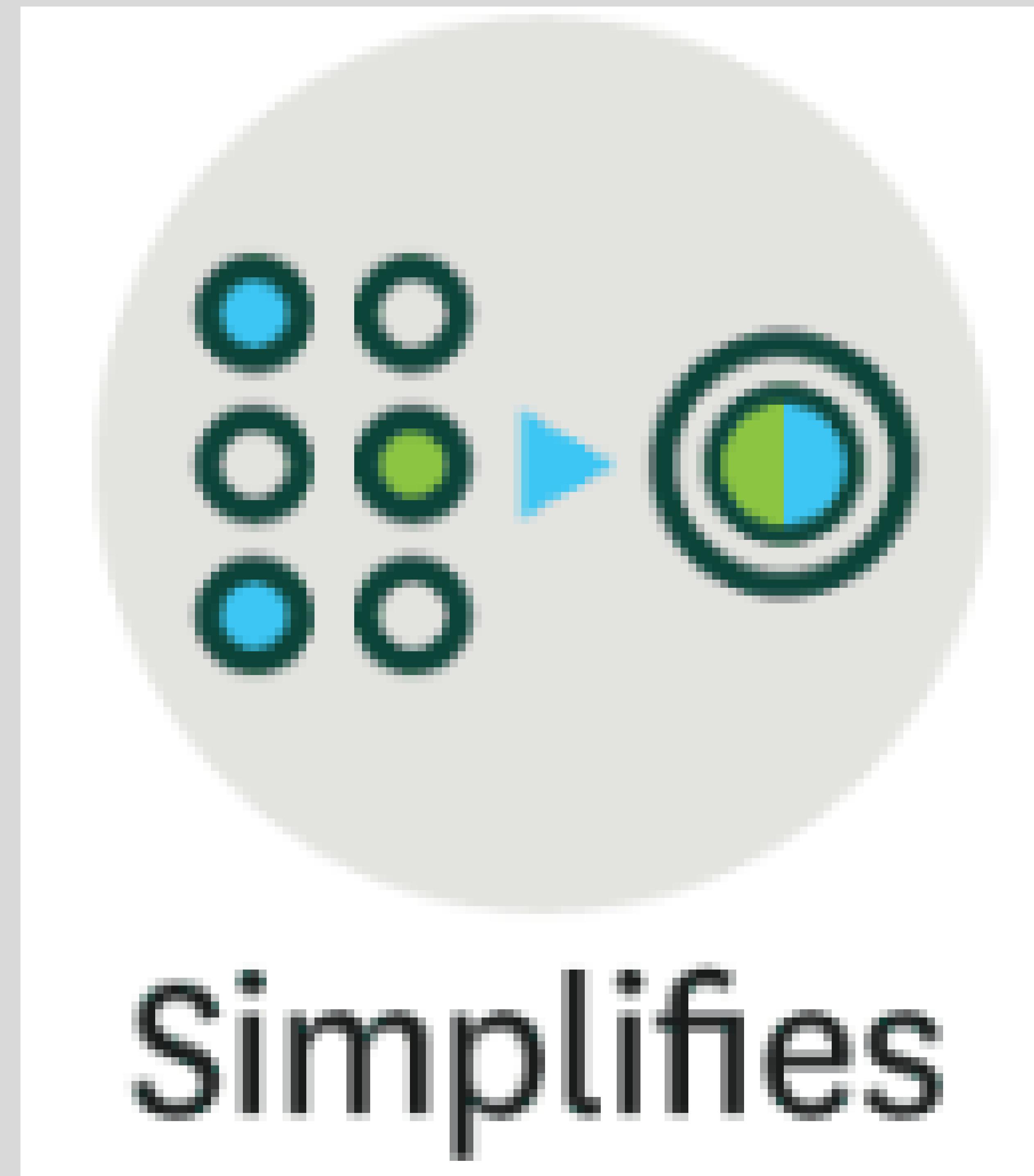
Benefit #3 - Efficiency, Relatability

Elevated Efficiency, Tailored to Your Needs.

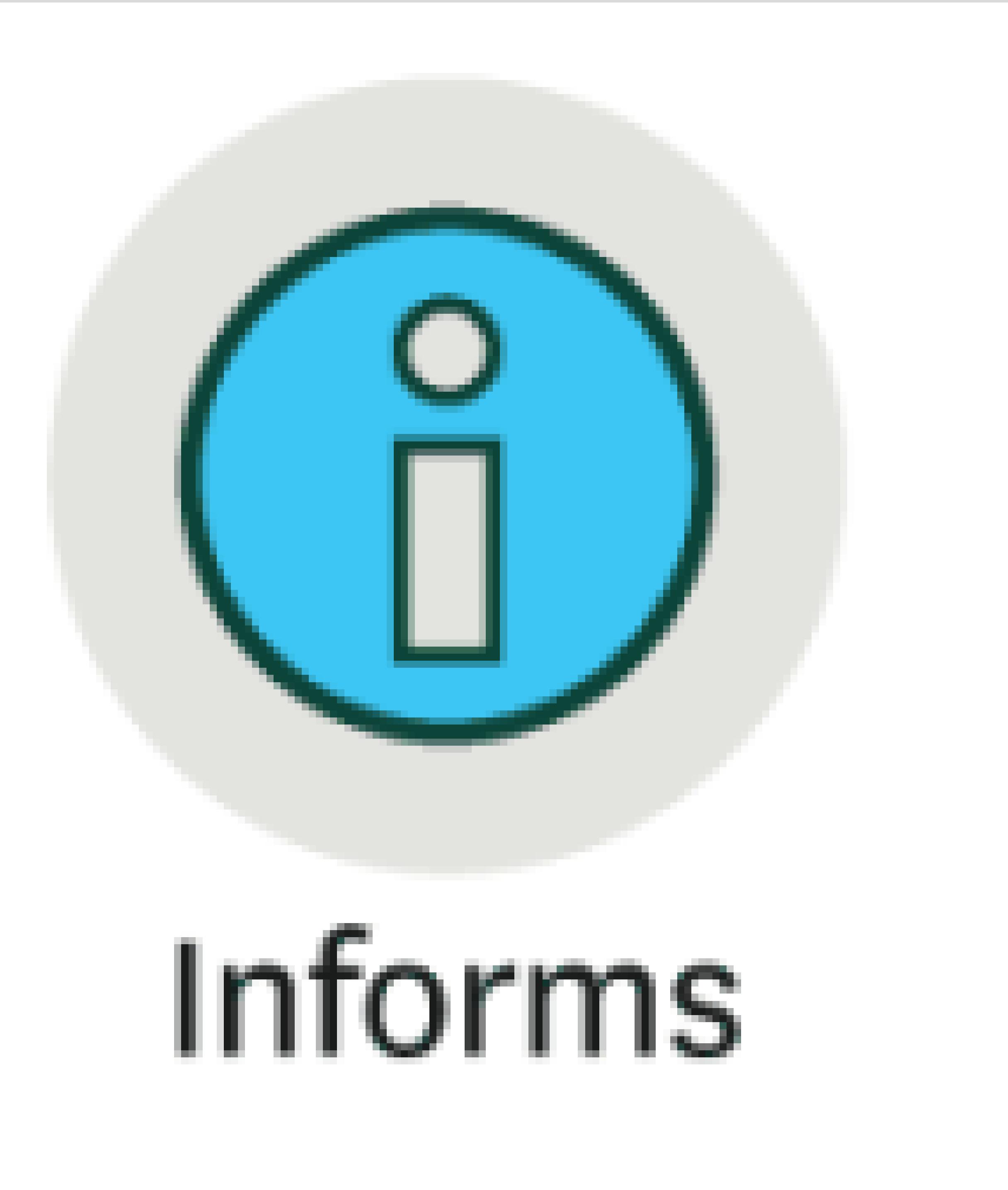
Functional Benefits



Quality



Simplifies



Informs

Emotional Benefits



Attractiveness



**Self-
actualization**

Efficiency

1. Cost Efficiency -- no more, no less. just the right amount goes into making our products.
2. Time Efficiency -- right information to streamline your decision making, saving you time and mental effort.
3. Sustainable Efficiency -- GRS, RCS, FSC, SIOC, Reduce carbon footprint and the process we follow.
4. Operational Efficiency -- optimizing space utilized, stringent QC measures and selecting the right sources, quality at the source

Simplicity

1. Gets the job done
2. No-nonsense clutter free solution, avoiding loud marketing
3. Minimalist presentation, Intuitive design

Empowerment / Information

1. We absorb the complexity, providing you with simple and direct information to decide what works for you



visual identity

OUR LOOK

Il logo

visual
identity

Font - Kiona Bold



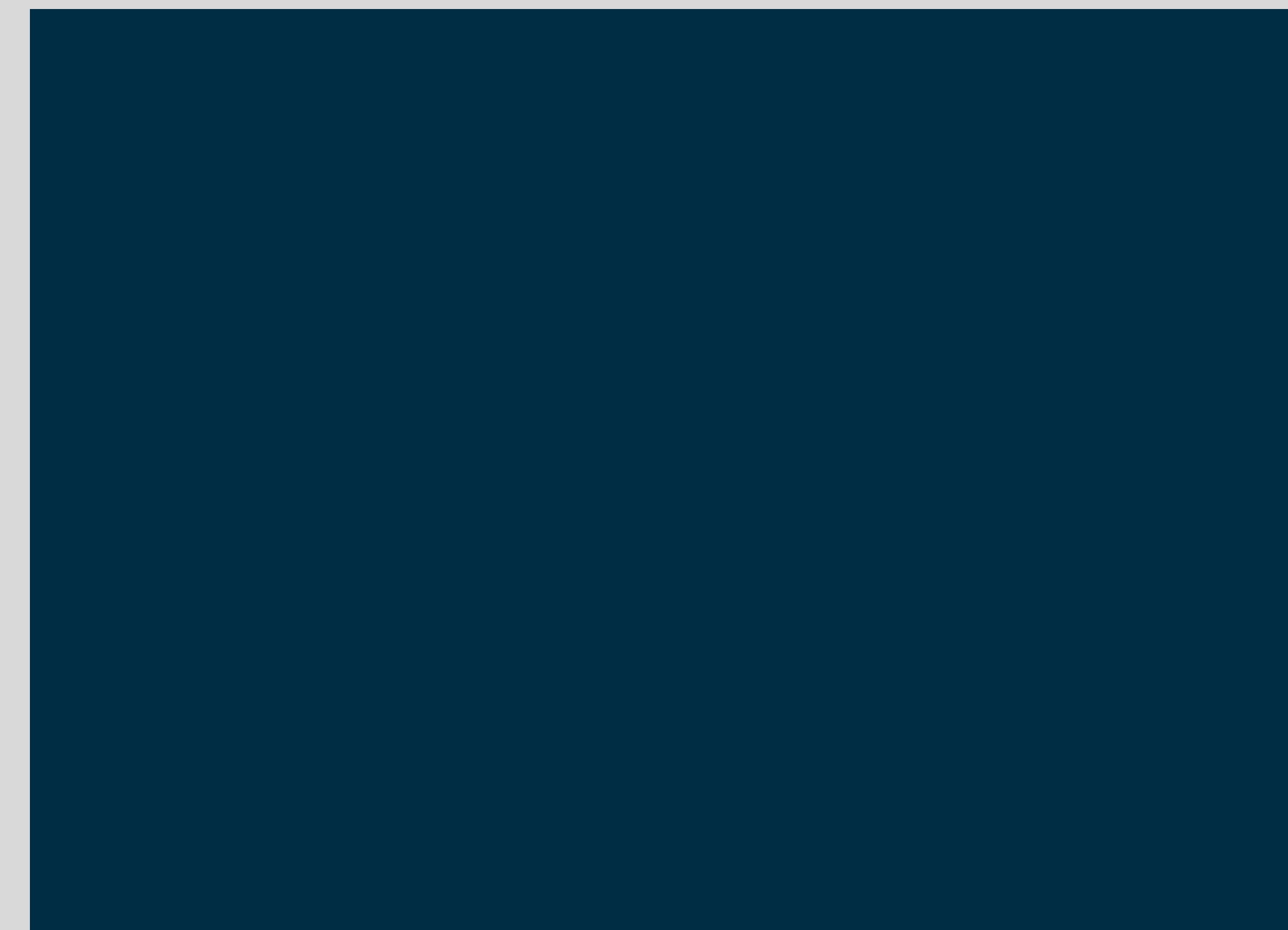
We selected **Prussian Blue**, as it stands for our 1st value of **Efficiency**, followed by derivative values of Trust and Reliability.

A hint of green in Prussian blue aligns with the **Empowerment** and **Sustainability** values of our brand.

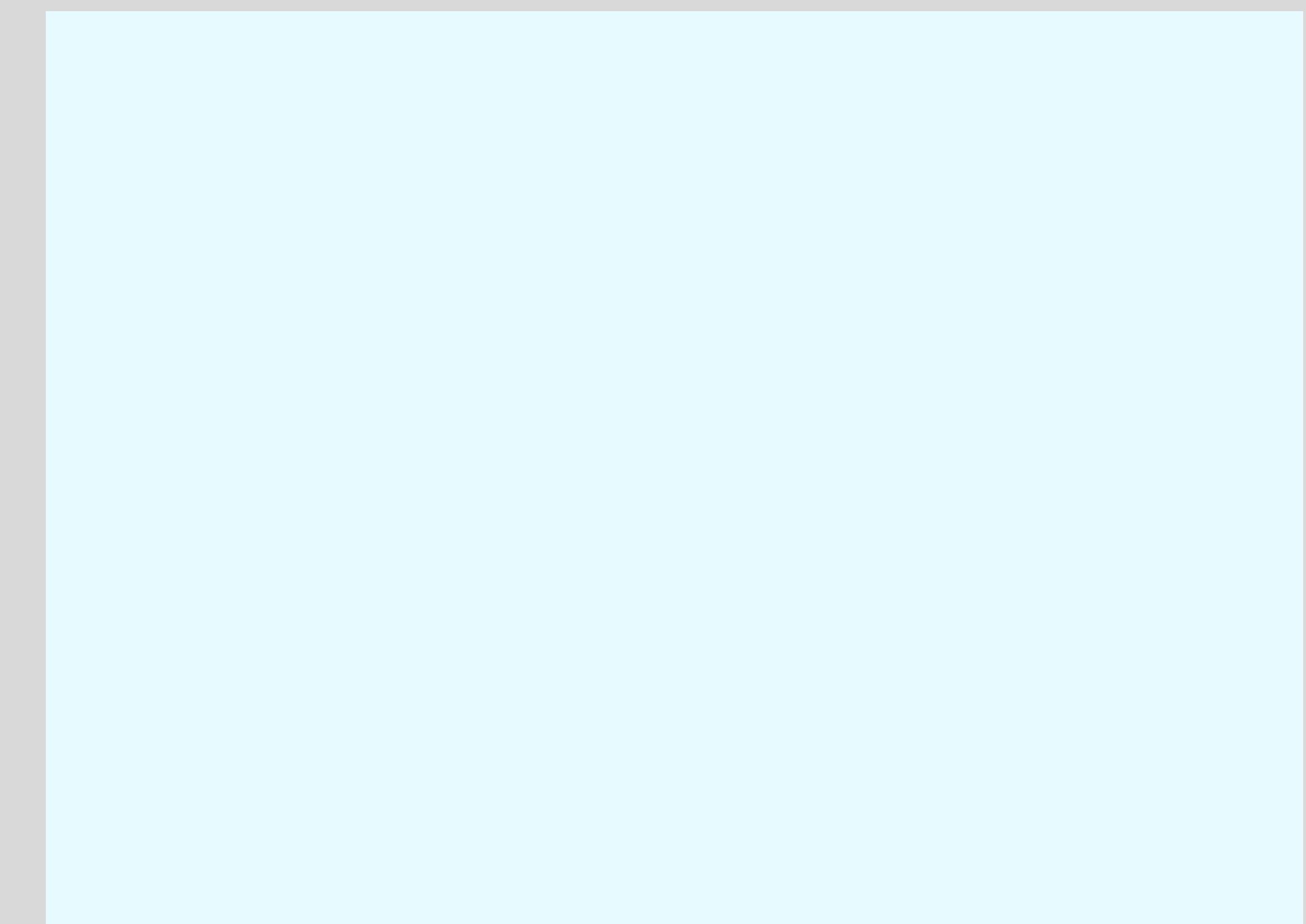
Azure is a mixture of blue and white. Azure aligns with our value of **Simplicity**.

Azure also represents freedom, clarity and cleanliness which is important for our product line-up.

Primary

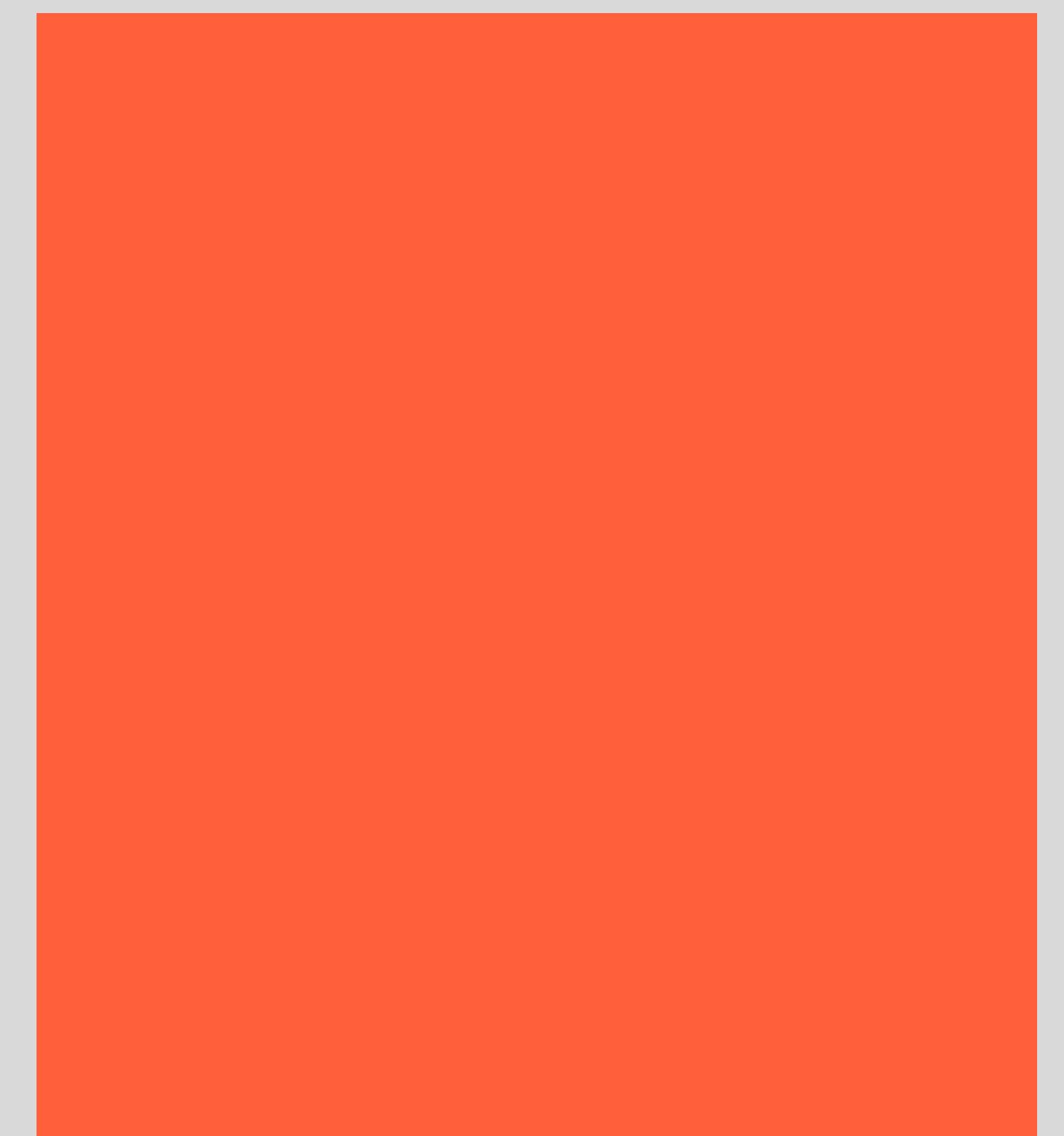


012D44



E6FAFF

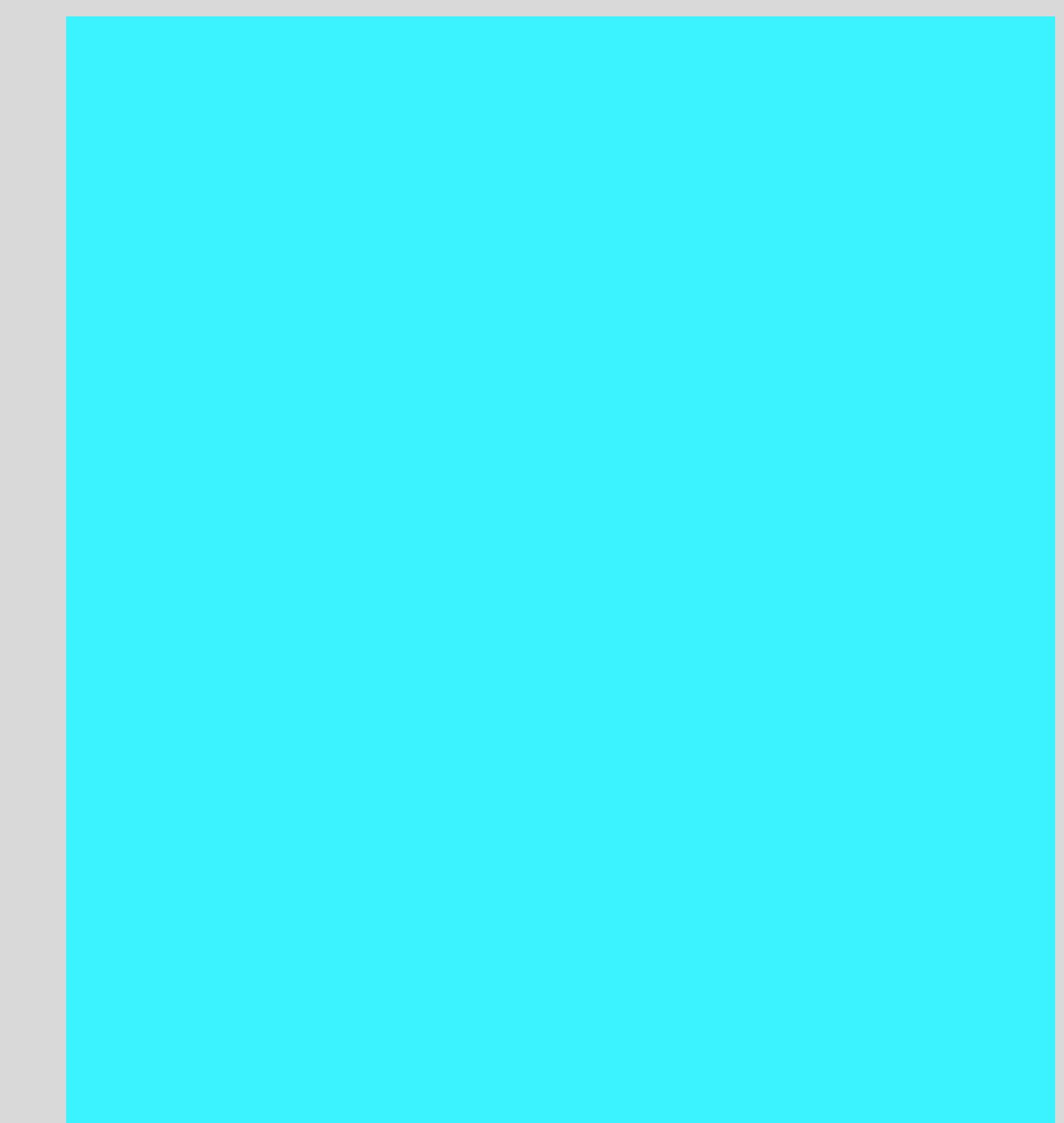
Secondary



ff5f3a



00ffb2



3af3ff

I typography

visual identity

Montserrat - Bold



Banschrift - Semibold Condensed

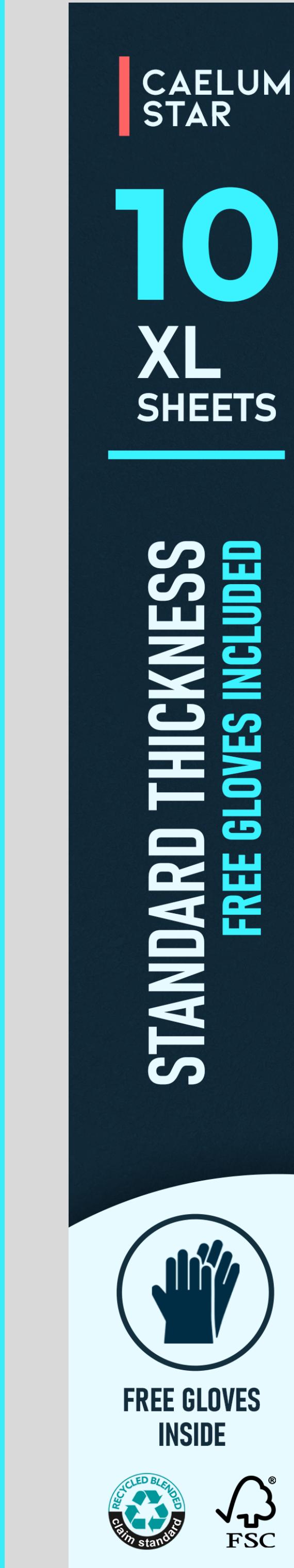
Banschrift - Bold

Banschrift Bold

Banschrift Bold Condense

Banschrift - Semicondenced Bold
Banschrift - SemiBold condensed

Banschrift - Bold



Montserrat - Bold

Banschrift - Bold

Banschrift SemiBold Condensed

Banschrift Bold Condensed

Banschrift Bold Condensed

Body Text: Banschrift Regular

| Patterns

| The Circle

2421

921

**| 100px curve on bottom
sides**

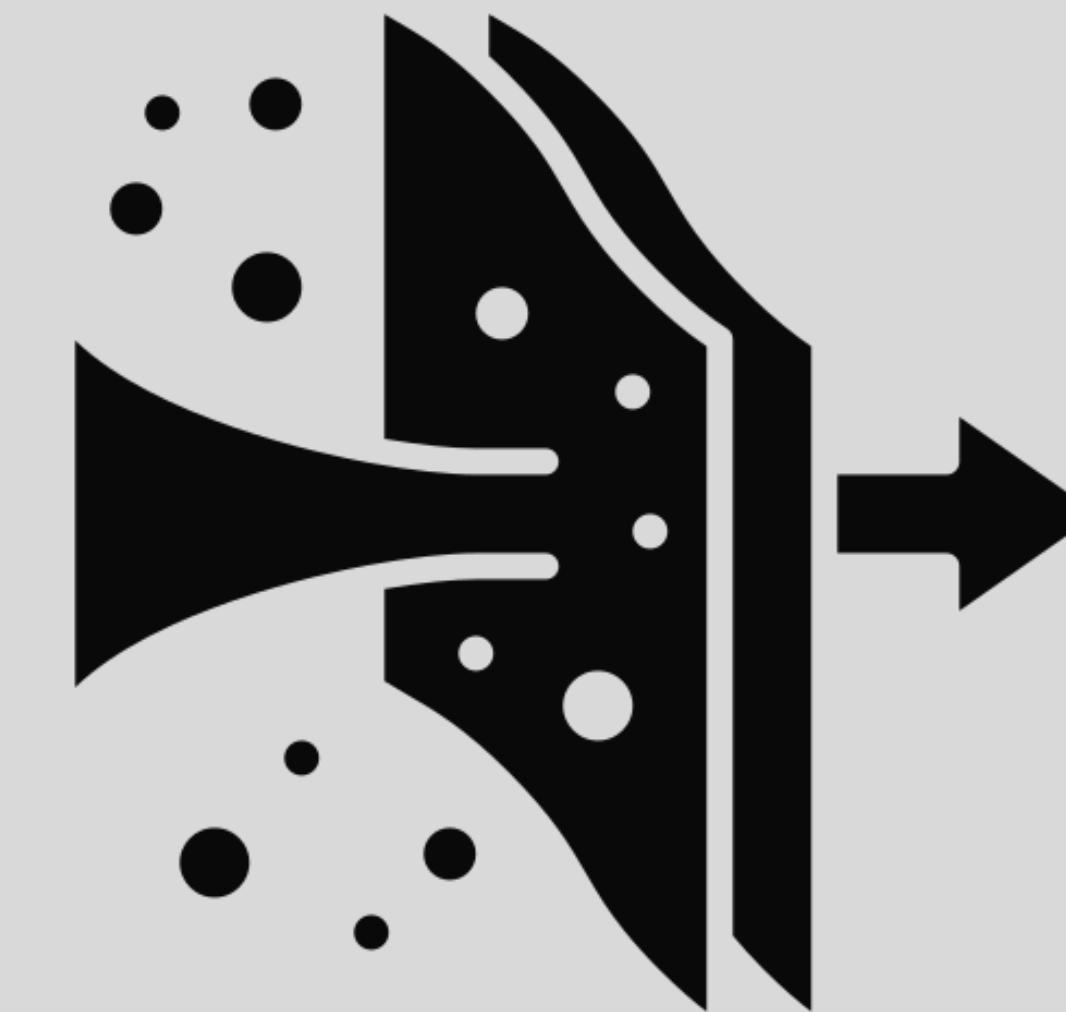
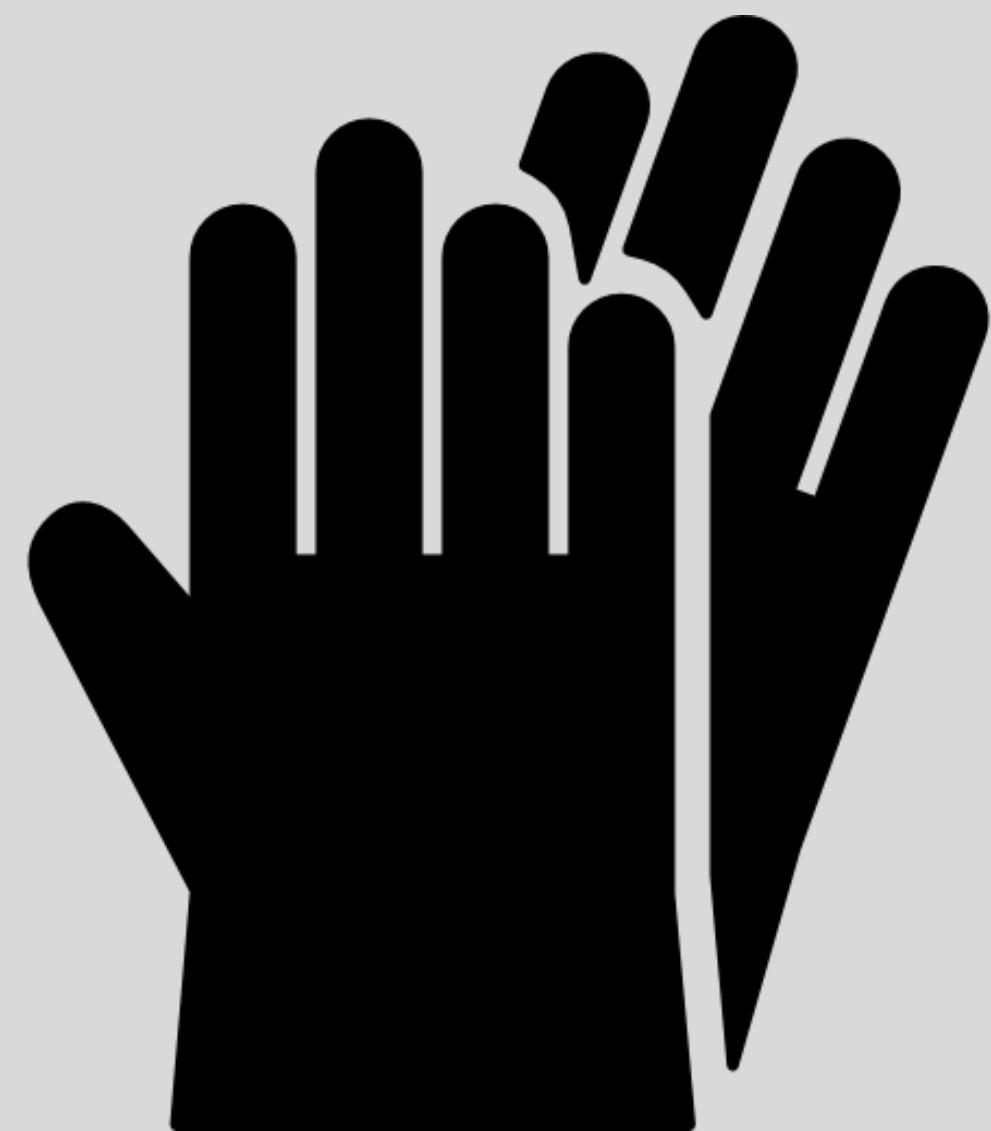
| Drop Shadow 50px

Iconography

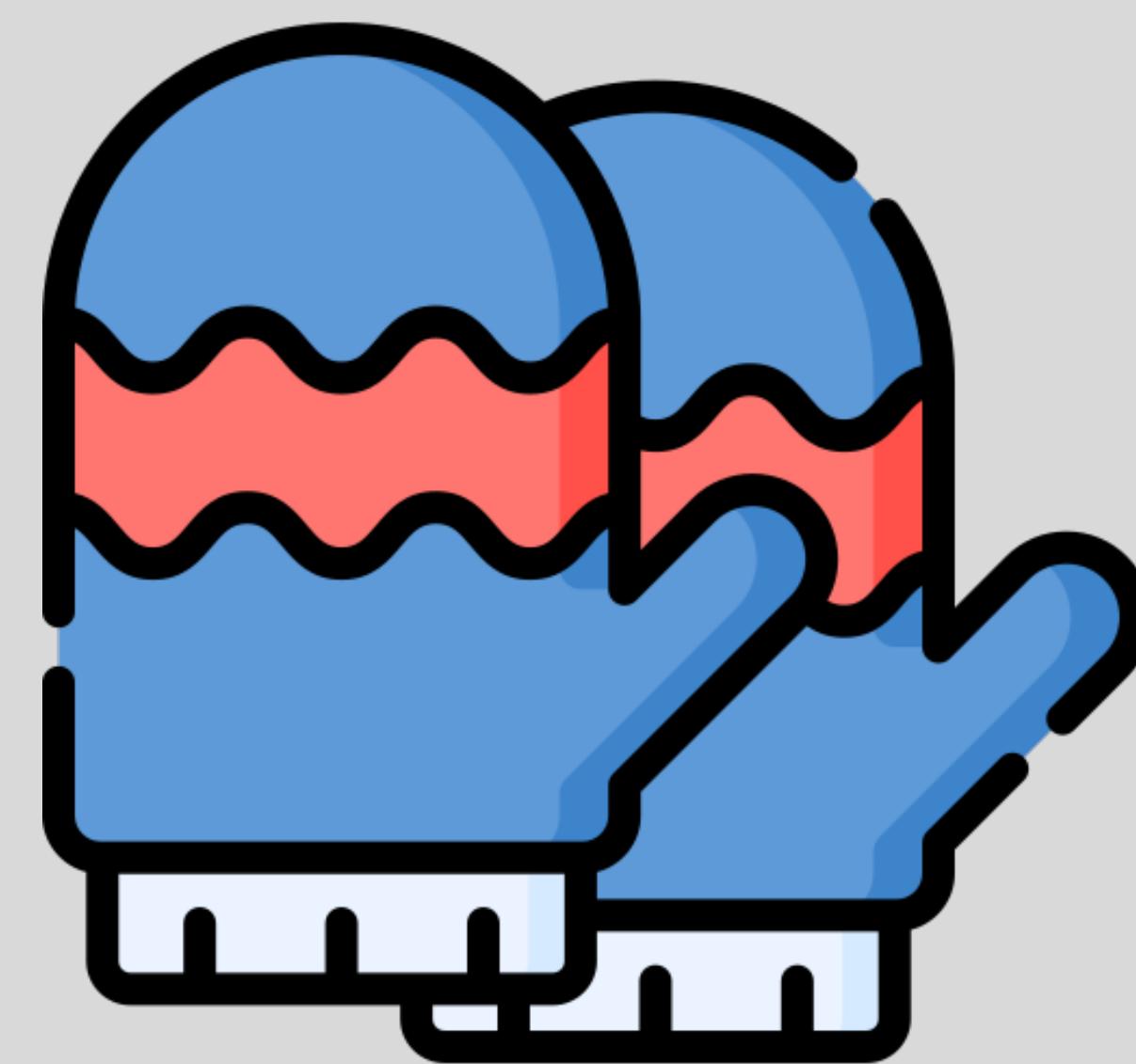
visual
identity

Correct Usage

Solid Icons



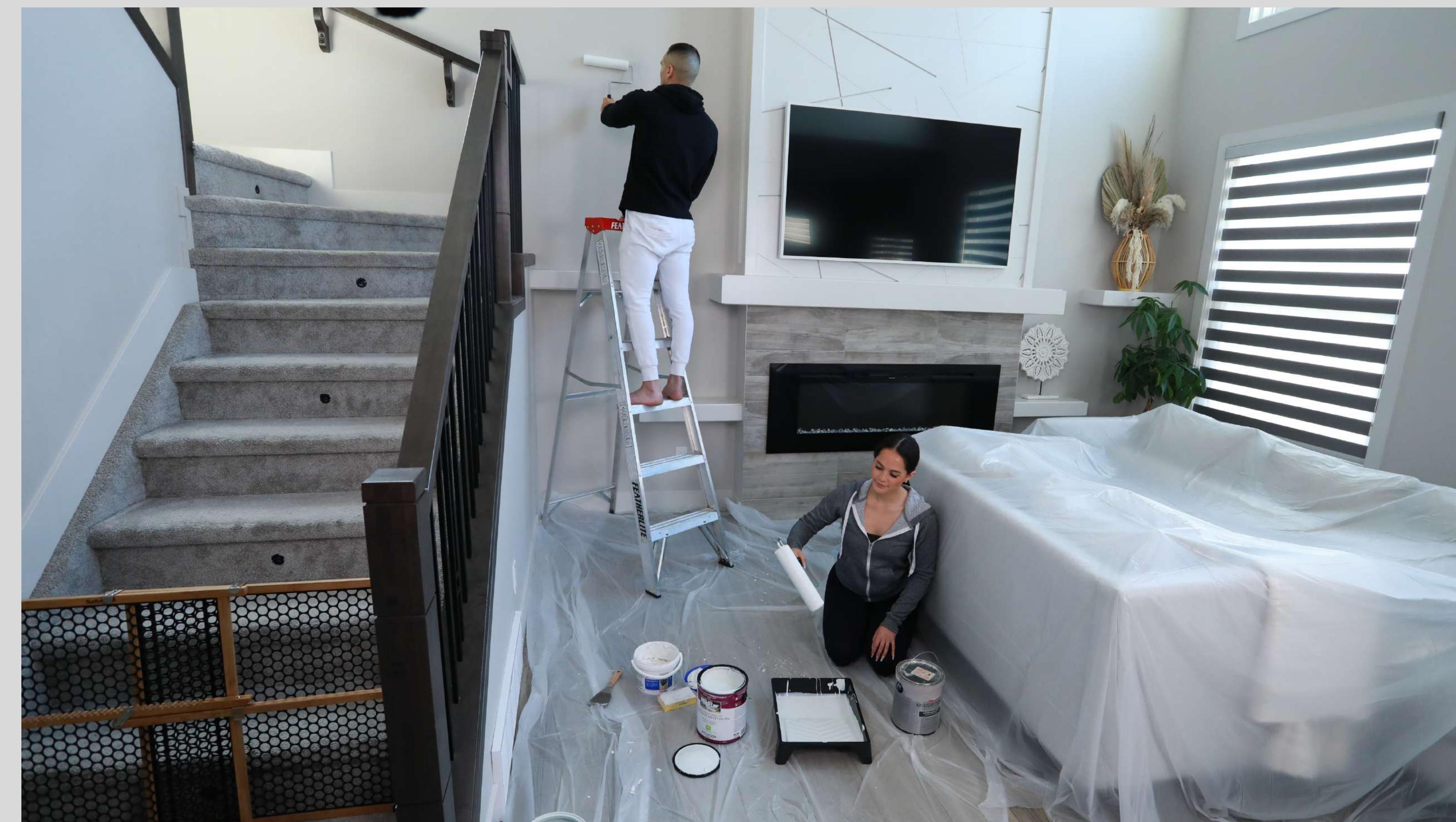
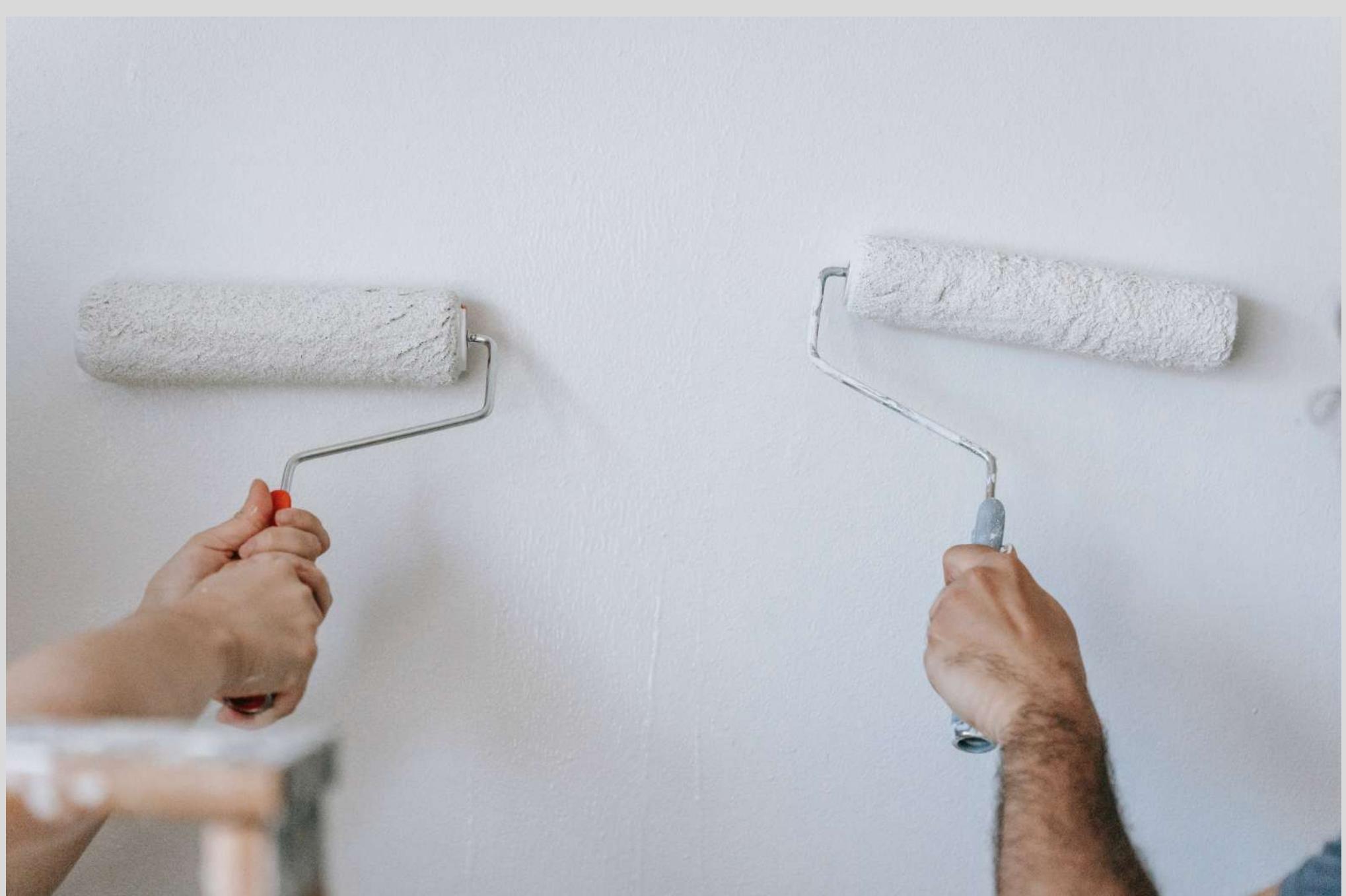
Incorrect Usage



No outlines
No Colors
No Illustrations

Imagery

visual identity



**visual
identity**

Imagery (anti)

