

انتيريرز
ش.ذ.م.م
interiors L.L.C
— Since 1968 —

BRAND IDENTITY GUIDELINES



THE INTERIORS LOGO

- Specifications
- Size and clear Space
- Logo colours & background
- Improper use
- General logo placement

LOGO SPECIFICATIONS

Our logo serves as a graphical representation of our tenacity, character, and excellence. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications. To maintain regularity, the following logo guidelines should be followed.

Logo variations

The logo does not have alternate versions.

Construction

The logo should never be recreated or typeset. Only official logo files should be used in communications. Position, size, spatial and proportional relationships of the elements are fixed and must not be altered.

Clear space

Clear zone refers to the required space surrounding each side of the logo. The minimum clear zone for the Interiors logo is equivalent to the square height of the letter “i” found in the English logotype.

Size

- Print minimum size: 25 mm width
- Digital minimum size: 100 px width

PRIMARY LOGO



MINIMUM CLEAR SPACE



MINIMUM SIZE



Print



Digital

LOGO COLOURS

The logo is available in all basic formats for print and digital. The primary full colour logo must be used whenever possible.

1. Primary colour option - The logo is intended to be used on lighter backgrounds and images in order to maintain legibility.

2. White logo - Another acceptable option is to reverse the logo out to white on darker backgrounds and images.

3. Gold logo - The primary colour is preferred, however, in more casual usage, such as corporate gifts, *Pantone 7551* or *gold foil finish* may be used. The legibility of this version may be compromised when midtones were used as backgrounds.

4. Black logo - The logo should only be used in black when full colour printing is not an option.

1



1



2



2



3



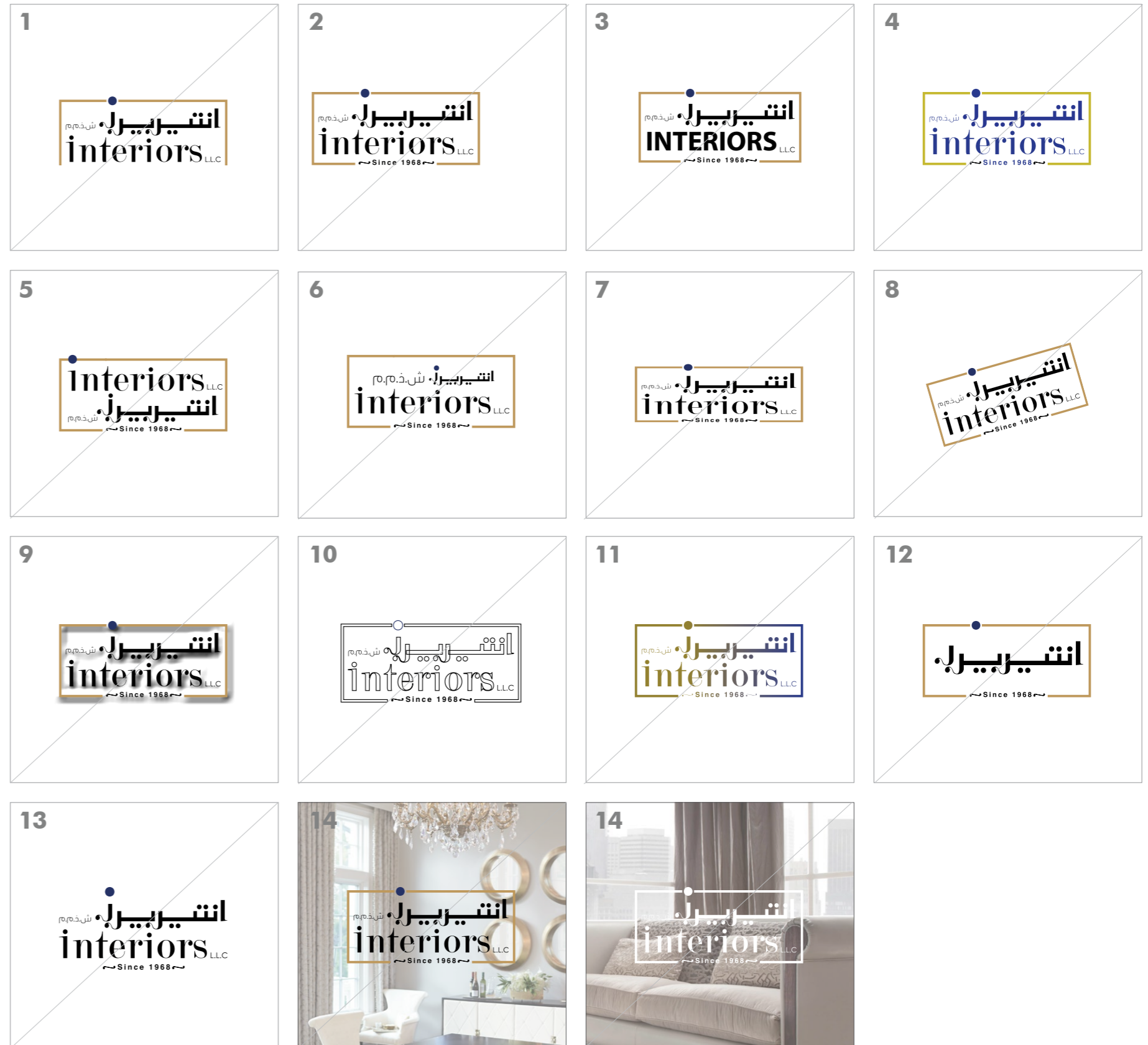
4



Incorrect logo use debilitates its overall impact and conveys inaccurate perception.

IMPROPER LOGO USE

1. Don't crop the logo
2. Don't violate the required clear space
3. Don't change the typeface
4. Don't use colours or gradients other than specified
5. Don't alter the position of elements
6. Don't alter the size relationship of the elements
7. Don't distort, stretch or compress
8. Don't use on an angle
9. Don't add drop shadows or bevel effects
10. Don't outline the logo
11. Don't apply gradient fills
12. Don't use the elements separately
13. Don't remove the border element
14. Don't use on a background that renders it unreadable



GENERAL LOGO PLACEMENT

The preferred placement is in the upper horizontal segment for communications. Anywhere in the outlined areas shown here is suitable, although corners are preferred.

If the top segment is unsuitable, it is also acceptable to place the logo anywhere in the lower horizontal segment. Again, corners are preferred, but the logo can be centered for more formal communications.

**Preferred
placement**



**Acceptable
placement**



CORPORATE IDENTITY

- Tag Line
- Colour Palette
- Typography - English
- Typography - Arabic
- Imagery
- Tone of Voice
- Text Rules

Interiors has been in the UAE for over 50 years, and has been evolving from generation to generation. Our customers buy from us because their parents & grandparents furnished their home from Interiors.

THE INTERIORS TAG LINE

Guidelines:

- Primarily for branding and corporate collaterals
- Can be written in multiple lines
- Font permitted (EN): Baskerville Italic
- Font permitted (AR): GE Hili Book +11° skew
- It can be placed next to the logo or stand alone

ENGLISH

In your heart and home since 1968

ARABIC

في قلبك وفي منزلك منذ عام 1968

TWO LINES

*In your heart and home
since 1968*

في قلبك وفي منزلك
منذ عام 1968

Sample applications
of the tag line.

THE INTERIORS TAG LINE



في قلبك وفي منزلك منذ عام 1968



In your heart and home since 1968

*In your heart
and home
since 1968*



DECOR-REST
FURNITURE LTD

🌐 [Interiorsfurniture.com](https://interiorsfurniture.com) **f** InteriorsFurnitureUAE **@** InteriorsUAE



Our colours are as important as our logo. They're part our visual personality. These colours were selected to reflect our core values, mission and vision.

PRIMARY COLOUR PALETTE

Using colour appropriately is one of the easiest ways to make sure our collaterals reflect a coherent representation of Interiors.

LEGACY COLOUR TONES

White
CMYK: 0-0-0-0
Hex: FFFFFFFF
RGB: 255-255-255

Pantone 7551
CMYK: 0-40-96-32
Hex: BF985C
RGB: 191-152-92

Pantone Black 6
CMYK: 0-0-0-100
Hex: 000000
RGB: 0-0-0

NEUTRAL VERSIONS

White
CMYK: 0-0-0-0
Hex: FFFFFFFF
RGB: 255-255-255

Pantone 871 C
CMYK: 0-40-96-32
Hex: BF985C
RGB: 191-152-92

Pantone Black 7
CMYK: 38-35-33-92
Hex: 414042
RGB: 65-64-66

As needed, the primary colours may also be accentuated with the secondary palette which consists of a range of colours offset against a limited range of toned-down, more neutral hues.

SECONDARY COLOUR PALETTE

Secondary colours may be used in various combinations based on value, density, and compatibility to one another, as long as they **do not dominate the primary** colours.

Applications:

- Sale promotions
- Special events
- Thematic campaigns

YELLOW

Pantone 7408; CMYK: 0-30-100-0;
Hex: #F7B71F; RGB: 245-185-30

LIGHT GREEN

Pantone 367; CMYK: 23-0-60-22;
Hex: #9BC850; RGB: 155-200-80

TURQUOISE

Pantone 3248; CMYK: 56-0-37-0;
Hex: #6BC6B3; RGB: 105-200-180

BLUE

Pantone 7456; CMYK: 80-65-0-0;
Hex: #7456AF; RGB: 71-100-175

PURPLE

Pantone 258; CMYK: 50-85-0-0;
Hex: #90499B; RGB: 145-73-155

RED

Pantone 1795; CMYK: 5-100-100-0;
Hex: #E31F26; RGB: 227-31-38

ENGLISH FONT 1

Futura font family is the permitted typeface for general English-language content.

Bold in upper case

Header texts

Regular/Light in sentence case

Body texts

CORPORATE
TYPOGRAPHY,
ENGLISH

FUTURA BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9 @**

FUTURA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9 @

FUTURA LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9 @

ENGLISH FONT 2

Baskerville

Use it for:

- Special headings
- Feature texts and call-outs
- The Interiors tag line

CORPORATE
TYPOGRAPHY,
ENGLISH

BASKERVILLE ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

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ARABIC FONT

Droid Kufi font family is the only permitted typeface for Arabic content.

CORPORATE
TYPOGRAPHY,
ARABIC

DROID ARABIC KUFII - BOLD

أ ب ج د ه و ز ح ط ي ك ل م ن س ع
ف ص ق ر ش ت ث خ ذ ض ظ غ
٩٨٧٦٥٤٣٢١٠

DROID ARABIC KUFII - REGULAR

أ ب ج د ه و ز ح ط ي ك ل م ن س ع
ف ص ق ر ش ت ث خ ذ ض ظ غ
٩٨٧٦٥٤٣٢١٠

The type of **photography** that we use must successfully showcase the products that we stock.

Whether it be for our website, social media or printed communications, the imagery is fundamental in providing unique, premium and innovative furniture and design concepts to our customers.



IMAGERY

Imagery continued.



Guidelines to ensure the **tone of voice** remains distinctive and consistent.

- Respectful
- Premium
- Exceptional
- Trustworthy

TONE OF VOICE

RESPECTFUL

The Interiors tone is never arrogant. Copy should reflect openness and accessibility. It should be respectful towards every endeavour, culture, creed and gender equally.

PREMIUM

Copy should reflect luxury and elegance as per the products and services that we offer.

EXCEPTIONAL

It should also reflect that we exclusively carry a number of reputable international brands alongside our bespoke customer services.

TRUSTWORTHY

Text should demonstrate honesty, authenticity and dependability.

Any written communication should always follow these **text formatting** to ensure consistency throughout all communications.

- UK Spelling
- English Dates
- Arabic Numbers

TEXT FORMATS

SPELLING

UK spelling should always be the default way of writing. Thus metre is accepted, meter is not; colour is accepted, color is not.

DATE FORMAT (ENGLISH)

Dates should be written out as follows: 01 January, 1968.

WRITING ARABIC NUMBERS

Always use the English forms of numbers even for Arabic communications.



CONTACT US

For enquiries and questions, please
contact Interiors Marketing Team.

Contact us for enquiries or questions about using the Interiors brand elements and these guidelines, please contact us.

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YouTube: Interiors Furniture

**INTERIORS
MARKETING
TEAM**

