



**BRAND**  
**PLAYBOOK\_**



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**PLAYBOOK \_**





a brand that's born out of our experience, "Making places for everyone" is what we love doing with design led furniture\_

π ϕ ρ MAKING PLACES FOR EVERYONE

# some epic stuff to keep in mind\_

## table

/ˈteɪb(ə)/

Noun

1. a piece of furniture with a flat top and one or more legs, providing a level surface for eating, writing, or working at.

“she put the plate on the table”

synonyms: bench, board, work surface, worktop, counter, desk, bar, buffet, stand, workbench, worktable, top, horizontal surface, surface

2. a set of facts or figures systematically displayed, especially in columns.

“the population has grown, as shown in table 1”

synonyms: list, chart, diagram, figure, graph, plan

Verb

1. BRITISH

present formally for discussion or consideration at a meeting.

“more than 200 amendments to the bill have already been tabled”

synonyms: submit, put forward, bring forward, propose, suggest, move, enter, lodge, file, introduce, air, moot, lay

“an opposition MP had tabled a question in parliament”

2. US

postpone consideration of.

“I’d like the issue to be tabled for the next few months”

## place

/ˈpleɪs/

Noun

1. a particular position, point, or area in space; a location.

“I can’t be in two places at once”

synonyms: location, site, spot, scene, setting, position, point, situation, area, region, whereabouts, locale

2. a portion of space designated or available for or being used by someone.

“they hurried to their places at the table”

synonyms: seat, chair, position, space

Verb

1.

put in a particular position.

“a newspaper had been placed beside my plate”

synonyms: put down, put, set, set down, lay down, deposit, position, plant, rest, stand, sit, settle, station, situate, leave, stow, prop, lean

2.

find a home or employment for.

“the children were placed with foster-parents”

synonyms: find employment for, find a job for; find a home for, accommodate, find

accommodation for; allocate, assign, appoint

“the agency had placed 3,000 people in work”

## chair

/tʃeɪ/

Noun

Plural Noun: chairs

1. a separate seat for one person, typically with a back and four legs.

synonyms: seat

“he sat down on a chair”

2. the person in charge of a meeting or of an organization (used as a neutral alternative to chairman or chairwoman).

“she’s the chair of a research committee”

synonyms: chairperson, chairman, chairwoman, president, convener, spokesperson, spokesman, spokeswoman, leader, MC, master/mistress of ceremonies

Verb

3rd person present: chairs

1.

act as chairperson of or preside over (an organization, meeting, or public event).

“the debate was chaired by the Archbishop of York”

synonyms: preside over, take the chair of, be in the chair at, officiate at, moderate

2. BRITISH

carry (someone) aloft in a chair or in a sitting position to celebrate a victory.

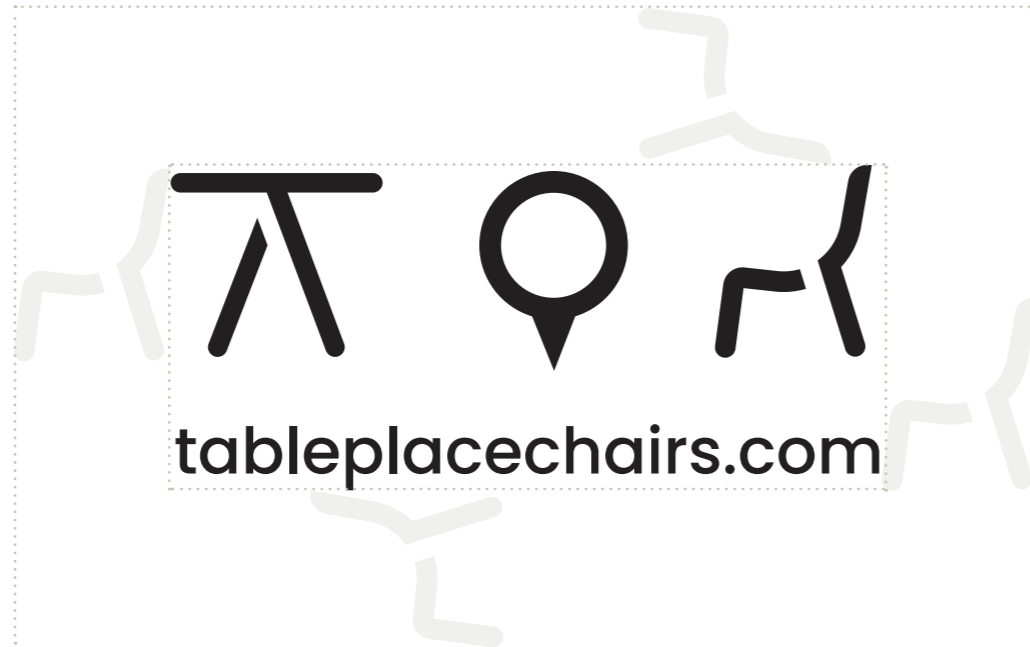
“no one seemed anxious to chair him round the hall”

# the logo\_

The Table Place Chairs\_logo has been designed with total flexibility in mind. The logo has a minimalistic vibe, but retains an air of creativity and spacial freedom. Whilst the row of icons remain fixed along the top, the words can be manipulated to compliment any format.

This is the main logo that will be used across primary brand applications. It will help audiences easily identify Wella in their products, web presence, ads and other brand touch points; this will also enhance the creative feel of the brand.

Primary logo:



# logo formats\_

Secondary logo options that can be used where the URL is already visible:



MAKING PLACES FOR EVERYONE



# the icon catwalk\_

The Table Place Chairs\_ icons are generally shown grouped together. However, they are stand-alone icons that can also be used to identify particular pieces / products / ranges.

When grouped, they can be applied closer together and the following figs. show the guides from which to follow.





# brand font\_

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the disciplined efficiency of the brand without losing the creative element.

# A d

## PRIMARY TYPEFACE:

Poppins Light  
 Poppins Regular  
 Poppins Medium  
 Poppins Semi Bold  
**Poppins Bold**

## HEADINGS:

Poppins Medium / Poppins Semi Bold

## LETTER SPACING FOR HEADINGS & SUBHEADERS:

A consistent degree of increase of space between letters in headlines and subheaders can be applied to give a sense of openness and create light, airy layouts.

# making places for everyone\_

# straplines & the underscore\_

When written our name should always be followed by an underscore. Straplines can be placed after the brand name but must always be in a different colour or tone. Underscores can also be used in headlines and pull out text. See the following examples.

**TABLE PLACE**  
**CHAIRS\_** WORKSPACE

**TABLE PLACE**  
**CHAIRS\_** HOTELS

making places for  
everyone\_ outdoor

making places for  
everyone\_ hotels



DESIGN HUB PHILOSOPHY

# embracing styles & culture\_

Our Design Hubs for Table Place Chairs\_ are at the forefront of our business and play a crucial role in our selling process and global voice.



## MAKING A PLACE

The design of the space is to be a 'working document' of who we are, the service we offer and products we sell; and therefore, needs to be always presentable and ready to provide the design community the best experience.

Making places for everyone includes our own space, as it is available to all our clients, and the design community!.

## GLOBAL PRODUCT RANGES (GPR)

### PRODUCT HERO

- Top quality samples, no flaws
- Coordinated colour palette showing how it can all work together
- The products displayed are to be the same in all design hubs
- All products to have data, pricing and availability
- Consistency gives confidence
- Whilst we have the GPR we can be fluid within the brand and regional product designs.

## TOUCH, TEST & SEE

Although we will major on our Global Product Range (GPR) we will need to be playful and be adaptable round the edges. This point is to enable us to have different finishes, surfaces and products that may sometimes be to stimulate the senses.

- Surfaces that are on trend
- Playful colour palettes
- Fabrics that are design led
- Interesting products that create discussion

coming soon\_

FUTURE DESIGN HUBS: Paris / New York / Berlin / Dubai





# photography\_ curated

Interior shots should emulate the beauty of the space. Distinct capturing of the outdoors from within will help the images breathe life to project images.

Detail shots should promote moods and a touch of glamour to the products. Whites must be brought out elegantly and with energy, rather than flat and lifeless.





# photography\_ products

Photography of our products must be clear and show the authenticity of the timber or metal. Grains in leather, timber and texture in fabric are all important elements of a finished product.

Showcasing a product either on a light colour background or as shown with a concrete finish. The angles to shoot are generally front, side and rear all from a level angle. White background images are to be used for thumbnails and indexing.

Product should look real and have life.





# photography\_ energy

The images we use capture the magic and natural movement that happens between people and spaces.

The use of people in images should be considered, flowing and capture informal moments where people are having meaningful interactions in hospitality and workspace settings.

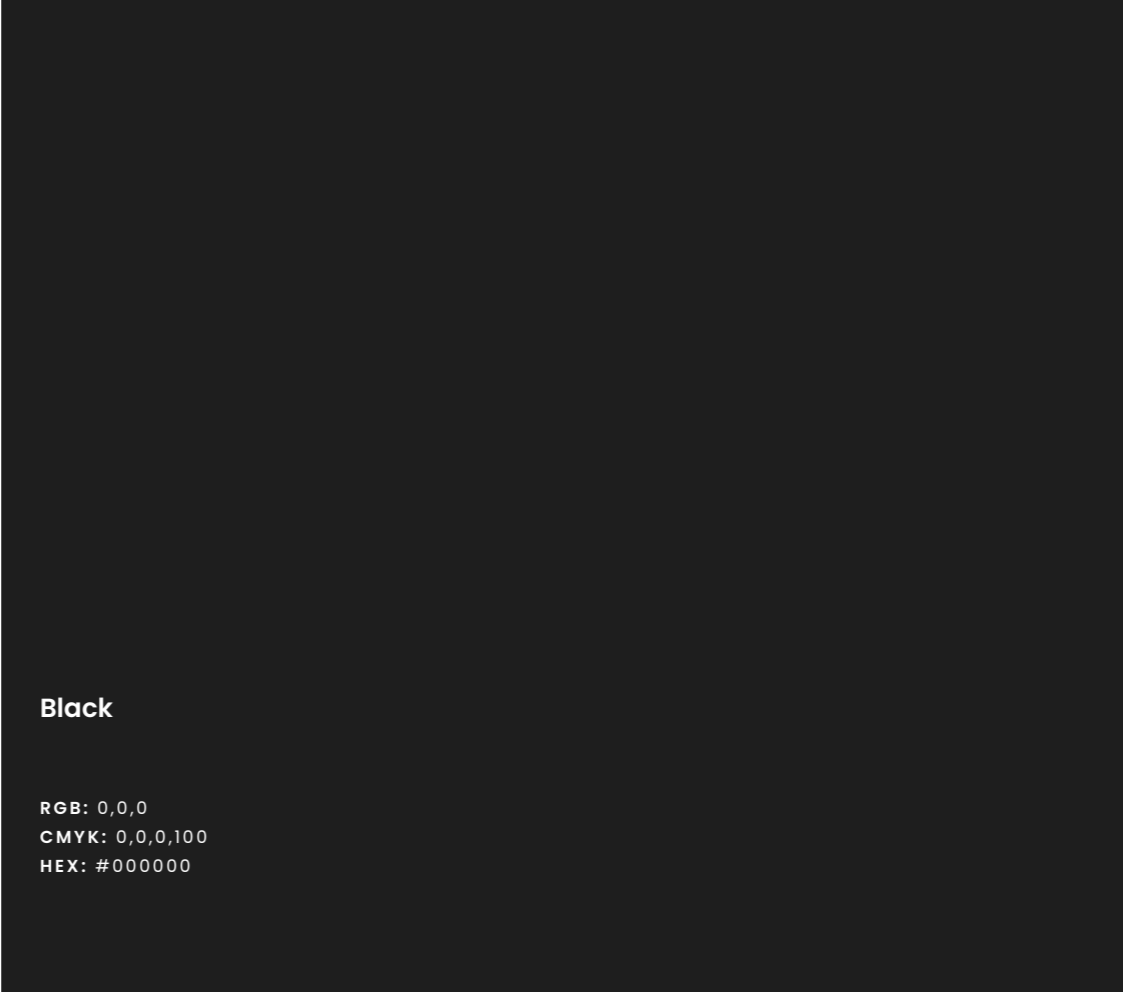
Our imagery is authentic with a purpose to be relatable and inspiring.





# primary colours\_

The challenge of matching colours can be agonizing, so in order to keep greater consistency we have produced a set of colours that will look as close as possible to the colours on printed material.



**Black**

RGB: 0,0,0  
 CMYK: 0,0,0,100  
 HEX: #000000

**White**

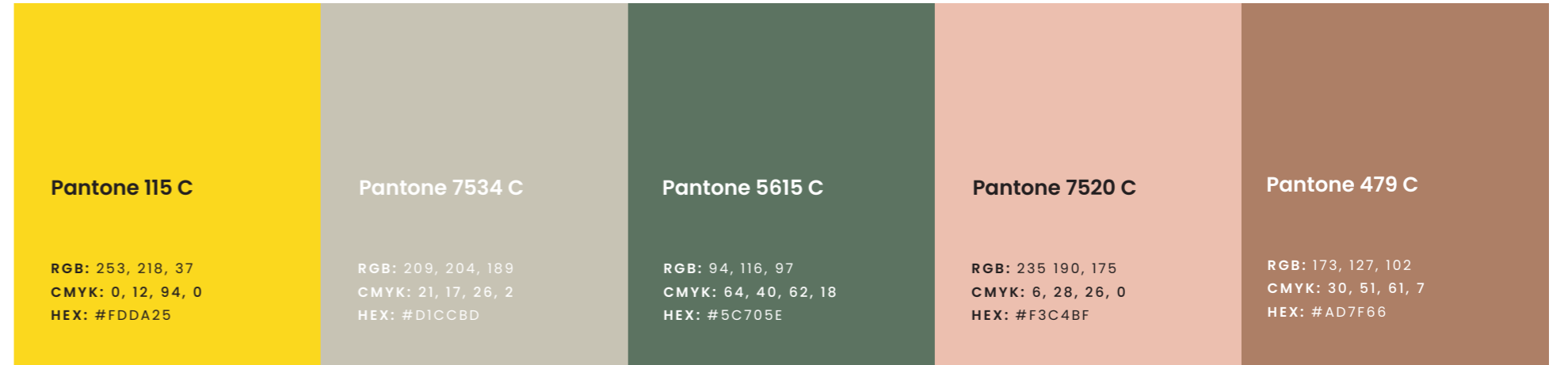
RGB: 0,0,0  
 CMYK: 0,0,0,0  
 HEX: #FFFFFF

**Light Grey**

RGB: 238,238,238  
 CMYK: 5,4,4,0  
 HEX: #EEEEEE

# secondary colours\_

There is so much colour in all the differing cultures that make up today's world, the Table Place Chairs\_colour palette must be such that it can embrace these many varied colours. Therefore, a secondary palette is available, used at the descretion of the designer.



**Pantone 115 C**

RGB: 253, 218, 37  
 CMYK: 0, 12, 94, 0  
 HEX: #FDDA25

**Pantone 7534 C**

RGB: 209, 204, 189  
 CMYK: 21, 17, 26, 2  
 HEX: #D1CCBD

**Pantone 5615 C**

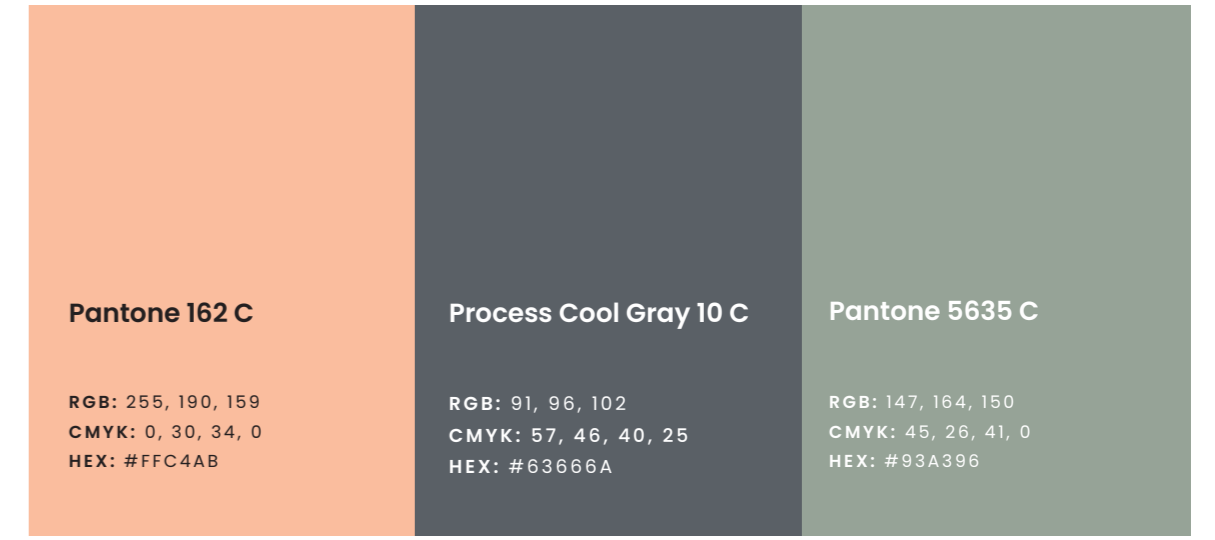
RGB: 94, 116, 97  
 CMYK: 64, 40, 62, 18  
 HEX: #5C705E

**Pantone 7520 C**

RGB: 235 190, 175  
 CMYK: 6, 28, 26, 0  
 HEX: #F3C4BF

**Pantone 479 C**

RGB: 173, 127, 102  
 CMYK: 30, 51, 61, 7  
 HEX: #AD7F66



**Pantone 162 C**

RGB: 255, 190, 159  
 CMYK: 0, 30, 34, 0  
 HEX: #FFC4AB

**Process Cool Gray 10 C**

RGB: 91, 96, 102  
 CMYK: 57, 46, 40, 25  
 HEX: #63666A

**Pantone 5635 C**

RGB: 147, 164, 150  
 CMYK: 45, 26, 41, 0  
 HEX: #93A396

# brand application\_ collateral

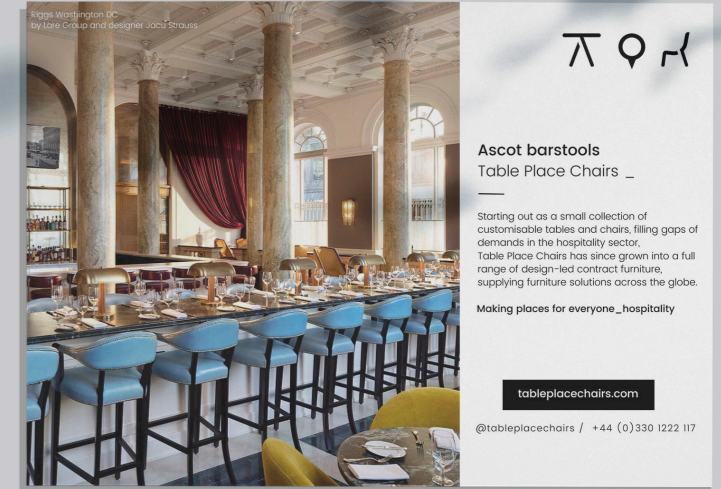
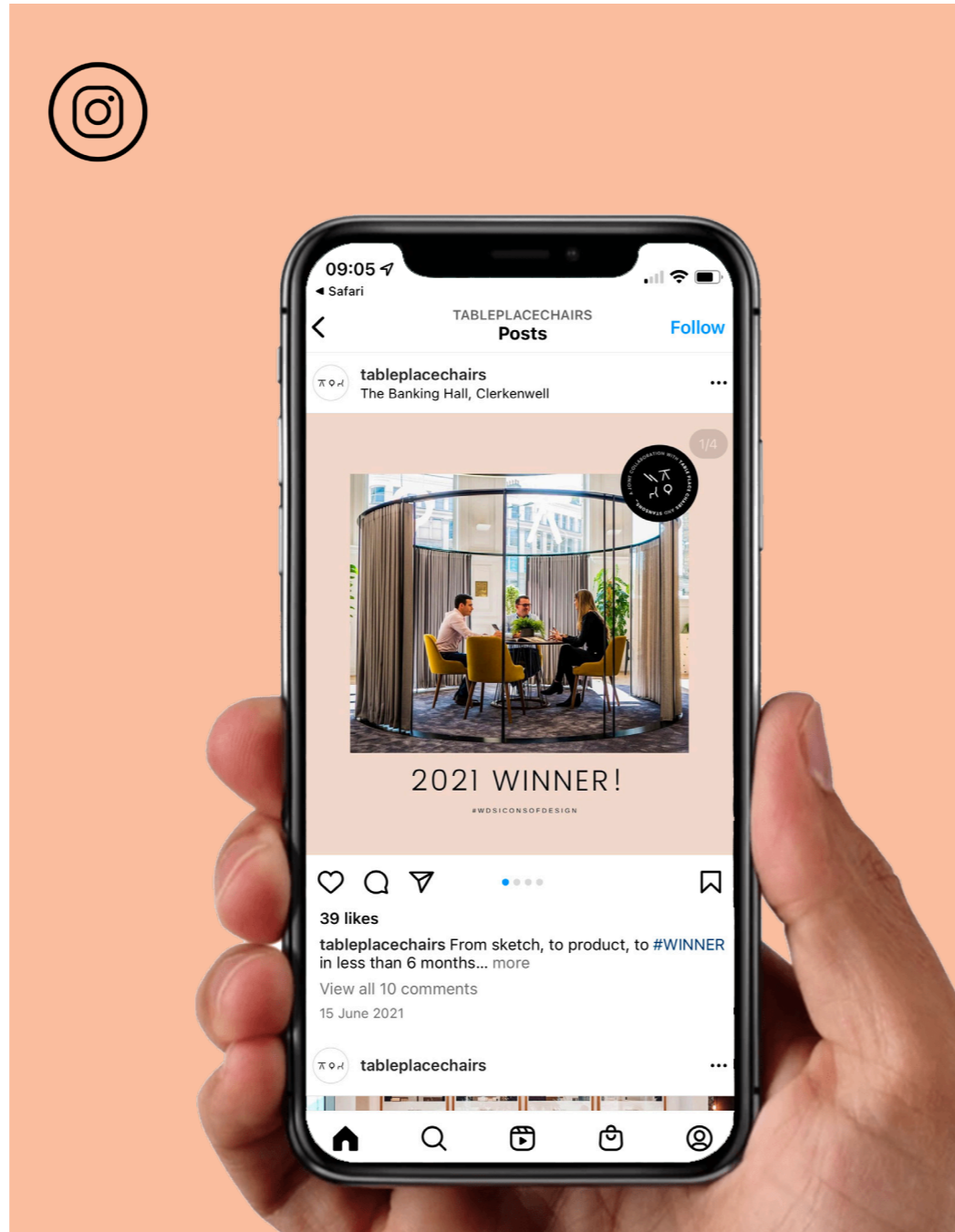
Example of our existing brand collateral and how the brand can be applied across different formats. Consistency with colours, fonts and iconography is key.





# brand application\_ print & digital

Table Place Chairs\_ logo can be applied with freedom to clothing and other similar items.





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# brand application\_ merchandise

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**London, UK**

THE BANKING HALL, 74 GOSWELL ROAD  
CLERKENWELL, LONDON, EC1V 7DA, UK  
T: +44 (0)330 1222 400

**Oxfordshire, UK**

177 BROOK DRIVE, MILTON PARK  
ABINGDON, OX14 4SD, UK  
T: +44 (0)330 1222 400

**Paris, France**

COMING SOON

**Roma, Italia**

VIA DELL'ARTIGIANATO 16, 00030  
SAN CESAREO, ITALY  
T: +39 06 6220 5009

**Baix, France**

ZA LA MOTTE  
07210, BAIX, FRANCE  
T: +33 (0) 186 261 155

**New York, USA**

COMING SOON

**München, Germany**

UNTERFOHRING-MEDIA PARK  
3RD FLOOR, 85774, MUNICH, GERMANY  
T: +39 06 6220 5009

**Indianapolis, USA**

10715 ANDRADE DRIVE  
ZIONSVILLE, INDIANA, 46077, USA  
T: 1-833-459-9403 (TOLL FREE NO.)

**Milano, Italia**

COMING SOON



**Say Hello**

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