Brand System & Style Guide

July 2025

bestar
spaces reimagined

Introduction

Using this Brand Guide

This brand and style guide is designed to illustrate a holistic set of standards and appropriate use of the Bestar brand identity. This guide serves as an aid for the Bestar team as well as third parties such as designers, copywriters, agencies, printers, and others producing content and communication materials for the company.

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1. The Strategy

About the Brand

Our Brand Belief

At Bestar, we believe furniture should do more than fill a room — it should solve problems. We don't just furnish spaces; we reimagine them. Not by changing their size, but by transforming their purpose, functionality, and flow. Our modular designs help customers unlock the full potential of every square foot — with style, ease, and imagination.

Our Promise

We promise to design smart, stylish furniture that adapts to your space—and your budget. Every Bestar piece combines modular flexibility, modern design, and practical function to help you create a personalized setup that looks and feels custom, without the custom price.

Our Story

USA Audience

A Legacy of Innovative Craftsmanship

Founded in 1948, Bestar has grown from a small furniture workshop in Quebec to a leading North American manufacturer of ready-to-assemble modular furniture. With over 75 years of craftsmanship, we're committed to delivering modern solutions that are as functional as they are affordable.

CAN Audience

A Legacy of Canadian Craftsmanship

For over 75 years, Bestar has stayed true to its heritage of quality and innovation. As a proud Canadian company with deep roots in Quebec, we have grown from our early days as a small workshop to becoming a leader in modular furniture. We've always believed that great design supports how people truly live.

Mission, Vision & Core Values

Mission

To become a leader in the RTA modular furniture solutions category.

Vision

By providing access to ingenious, modern, multifunctional furniture solutions that transform spaces.

Core Values

- **Functional:** Innovative modular solutions that transform spaces
- **Affordable:** Ready-to-build systems and beautiful styles at an attractive price
- **Accessible:** Supreme shopping, ordering and assembly experience

Why Bestar?

Our Why

We help people do more with their space, because we believe flexibility is freedom — and great design should support how people really live.

Our How

By creating modular, modern furniture that adapts beautifully to any room, any time.

Our What

High-quality, stylish, space-optimizing furniture that transforms everyday living.

Unique Selling Proposition

Smart & Modular

Flexible adaptable furniture — without the custom price tag.

Real Support, Real People

Our furniture experts are here for you.

Made in Canada (for .ca)
Made in North America (for .com)

Over 75 years of local craftsmanship & innovation.

No-Fee Delivery, Right on Schedule

We ship your order within 7 business days —
quickly, safely, and always for free.

Target Audience

Homeowners

Those looking for modern, highly functional furniture options for the bedroom, closet and storage areas, living room, office, and beyond.

DIY Enthusiasts

Ready-to-assemble modular furniture offers easy transportation and appeals to individuals who enjoy creative home improvement projects.

Customers Looking for Customization on a Budget

Shoppers that desire a custom or built-in system look for less.

Work from Home Professionals, Small Business & Real Estate Property Owners

A perfect choice for professionals seeking modern and flexible furniture that can outfit any size space from small compact multi-purpose rooms to large and spacious footprints.

Primary Brand Persona



Maria & Mark Macina

Buyer Motvation:

Space Allocation Problem; desire for a better organized home; attracted to modern, multipurpose functional furniture.

Demographic:

- Young Family
- Age: 35-45
- Above average income [but not rich]
- Residence: Urban Market [home or condo]
- Modern lifestyle & habits
- Adventurous – not afraid of a project

Channels:

- Primary: DTC – will be lead channel for modular design & service capabilities
- eCommerce: AMZ, Wayfair, Costco, Bed Bath & Beyond – will have curated assortment of self shop product solutions kits & bundles
- Heavily Inspired & Influenced by Social Media

Secondary Brand Personas

Young Couples

- Budget-conscious but design-savvy
- Embracing small space living
- Want multifunctional furniture that evolves with them

Urban Dwellers

- Creative with small square footage
- Open to modular, DIY assembly
- Sleek clean, modern aesthetics with max utility

Retirees/Downsizing

- Empty-nester downsizing
- Optimizing space for multi-purpose use
- Durable, easy to maintain pieces
- Prioritizes guest rooms for hosting friends and family

Brand Manifesto

What if you could create the space you want, with the space you have. What if you could get the most out of every room with the least amount of effort. And what if you could organize your home more easily, more flexibly, and more stylishly than you ever thought possible.

We're **Bestar**. Fresh modular furniture solutions — for bedrooms to every room — **that give your creativity, vision and imagination a beautiful place to live.**

2. Visual Guidelines

A. Logo

Logo Use Overview

This is the primary version.
All other versions are for specific purposes (co-brand, by-line, stack, etc.) or space reasons.

All visual communication materials should be clearly identified as originating from Bestar mainly through the use of the logo. An official logo must appear on all pieces – print and digital.

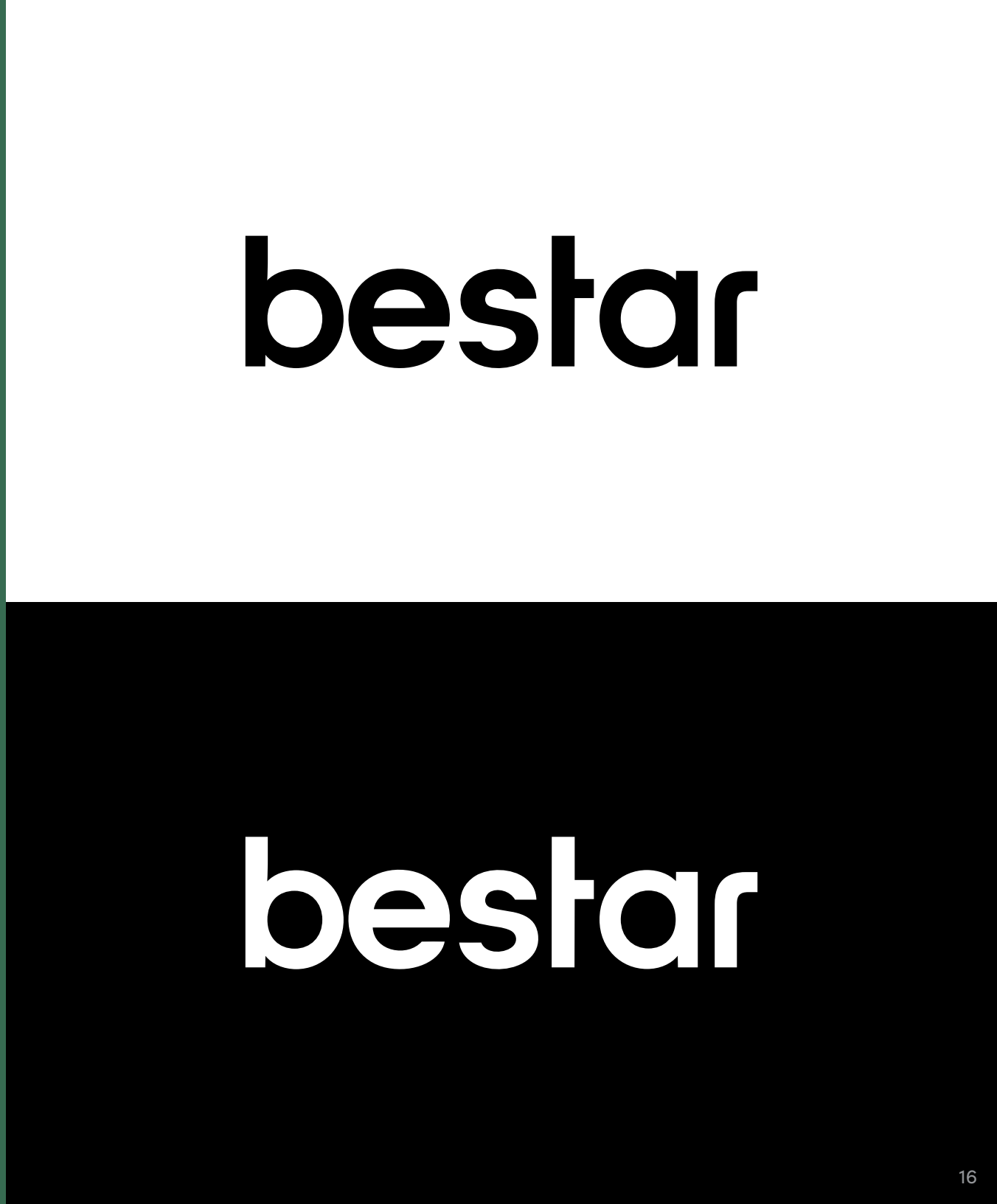






Secondary Logo

This is the secondary version for use when spacing doesn't allow for the icon with the logo.



Logo with Tagline — English

Distilling the Bestar brand ethos into a succinct message, “Spaces Reimagined” speaks to the brand’s unwavering focus on quality and to its customers’ unparalleled satisfaction with the products and services offered to them.

The tagline can be incorporated into both internal and external communications.











Logo with Tagline – French

Distilling the Bestar brand ethos into a succinct message, “Réinventez votre espace” speaks to the brand’s unwavering focus on quality and to its customers’ unparalleled satisfaction with the products and services offered to them.

The tagline can be incorporated into both internal and external communications.







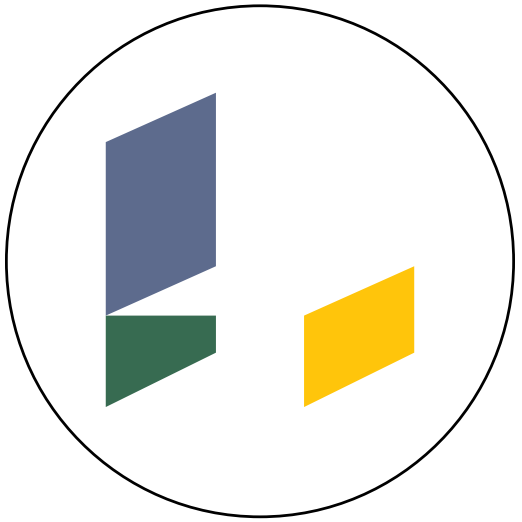


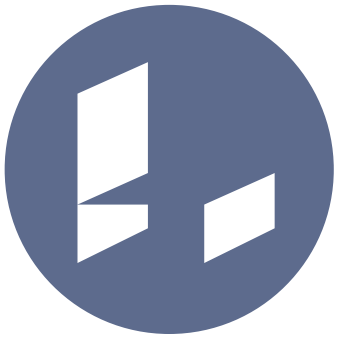


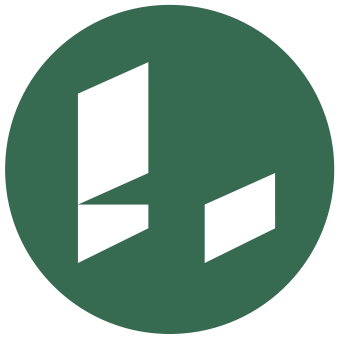
Social Media, Icon & Favicon

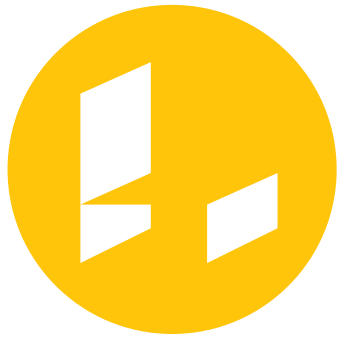
After the full logo has been introduced or in close contact with the full logo and brand, the icon can be used on its own. This might be of value when space is very limited, such as the internet favicon, pins, buttons, etc.

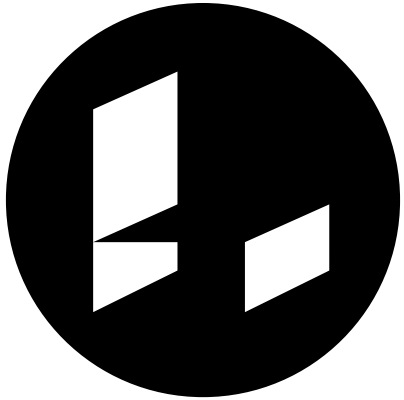
More detailed info about usage on next page 20.

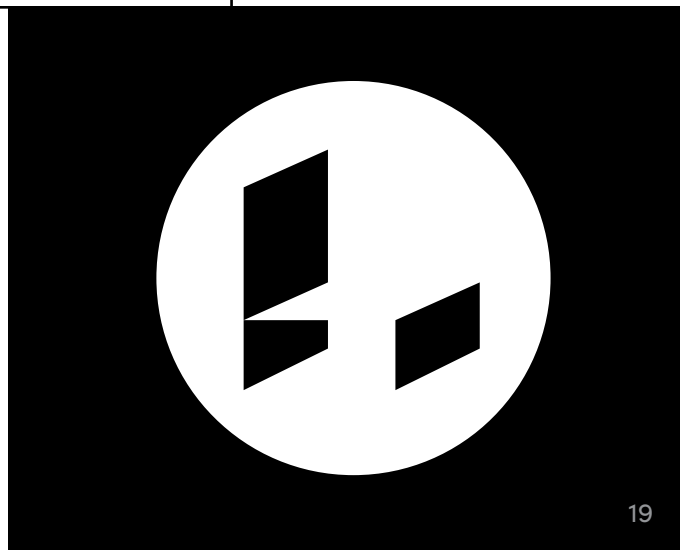












Logo Usage

The Bestar logo is a key element of our brand identity. To maintain its integrity and recognition, usage must follow these clear guidelines.

With Icon (Preferred)



The full logo with the colored icon should be used whenever space permits. This version strengthens brand recognition and reflects the updated visual identity.

Without Icon



Use the wordmark alone only when horizontal space is too limited and including the icon would compromise legibility or diminish brand presence (as in the top header of the website).

Usage of the Icon Alone



The icon should **never be used on its own** as a substitute for the logo, unless space constraints and context make it appropriate.

Example: When the logo appears alongside copy that already states “Bestar” (such as in social media posts or captions), the icon alone may be used in the logo placement zone to avoid visual redundancy.

Monochrome Versions (Black or White)



The black or white versions of the logo—icon or wordmark—should be reserved for cases where background color or production constraints make full-color use impossible.

Protected Area

The exclusion zone is the clear area around the logo in which nothing else should appear.
It helps to ensure clarity and to maximize the impact of the logo.
The exclusion zone is half the height and width of the icon on the top, bottom, left and right.





Minimum Requirements

The logo retains its visual strength in a wide range of sizes. However, when the logo is too small, the “Bestar” font is no longer legible.

The minimum size of the logo for print is determined by the width of the logo, which should not be reproduced in a size smaller than 1.25 inches (width).

1.32 in
33.569 mm
95.157 pixels



1 in
25.4 mm
72 pixels



1.651 in
41.944 mm
118.897 pixels



1.25 in
31.75 mm
90 pixels



0.22 in
5.644 mm
16 pixels



Favicon specifications only

Co-branding

In cases where we want both the product sub-brand logo and the eSolutions furniture logo to appear side by side, we're showcasing them next to each other with a narrow divider line in between.

The product sub-brands will appear in either one-color blue or one-color white.

Bilingual





English





French





By-line

Bilingual





English





French





Dos & Don’ts

The logo is a unique piece of artwork. The proportion and arrangement of the wordmark and additional elements have been specifically predetermined. Please avoid the mistakes listed below:

1. The logo should never be typeset, recreated, or altered which can cause inconsistencies that dilute the impact of the brand’s power.
2. The logo should only be used at 100% opacity.
3. The logo mark and logo type should not be scaled independently from one another.
4. The logo should not be stretched or squashed.
5. The logo color should not be changed arbitrarily.

For the correct use of the logo and other brand visuals, please review these guidelines carefully.

1.



2.

3.



4.



5.



2. Visual Guidelines

B. Colors

Primary Colors

The colors used in the logo — as well as how those colors are combined with other design elements — work together to create a unique and compelling brand expression.

The more consistently we use color, the more powerful and instantly identifiable our brand will be.

Consistent and correct use enhance the impact of the brand identity and differentiate the brand from competitors. Uncoated papers to be used preferably.

These express the brands voice and visual signature. They are used for high-visibility elements, navigation, and moments of strong brand presence.

Lead Brand Color
Hero headers, major CTAs, icons.
Signals energy, optimism, and accessibility.

Name: Super Nova
HEX: #FFC50B
RGB: 255/197/11
CMYK: 0/23/98/0
PMS: 7548 C

Primary Functional Color
Navigation text, headings, UI modules.
Offers grounding and modernity.

Name: Waikawa Gray
HEX: #5D6B8D
RGB: 93/107/141
CMYK: 70/57/27/6
PMS: 7667 C

Secondary Colors

These support the brands modular identity and lifestyle versatility. They offer sophistication and balance while maintaining a flexible, calming presence.

Lifestyle tonal accent
Warm, natural, used across banners and buttons. Recommended for sustainability-related content.

Name: Killarney
HEX: #376B51
RGB: 55/107/81
CMYK: 79/37/73/24
PMS: 555 C

Tonal bridge
For subtle borders, tertiary nav, iconography.

Name: River Bed
HEX: #404957
RGB: 64/73/87
CMYK: 76/64/47/33
PMS: 7545 C

Tertiary Colors

These support the primary and secondary colors. They should be used sparingly for highlights, callouts, hover states, charts, or decorative f lourishes. Their goal is to create depth, contrast, or visual interest without overwhelming the primary identity.

Extended System Accent
Optional accent to suggest smart modularity, digital clarity, and structure. Ideal for configuration tools or tech-forward lines.

Name: Smalt
HEX: #003399
RGB: 0/51/153
CMYK: 100/80/0/41
PMS: 293 C

Strategic Pop Accent
Reserved for targeted use: promotional highlights, lifestyle callouts, or emotional/ emphatic touchpoints. Avoid frequent use. Not part of the core identity but enriches expressive messaging where appropriate.

Name: Maroon Flush
HEX: #C62455
RGB: 198/36/85
CMYK: 17/99/55/3
PMS: 7636 C

Supporting / Neutral Colors

These form the structural canvas of the brand. They ensure legibility, visual calm, and layout clarity across formats.

Layout zones, sections
Softens bright elements and supports layout warmth.

Name: Cloudy
HEX: #B4B0A7
RGB: 180/176/167
CMYK: 31/26/32/0
PMS: 401 C

Background highlight
Light, clean, and warm.
Ideal for subtle layout contrast.

Name: Pampas
HEX: #EDEAE3
RGB: 237/234/227
CMYK: 6/5/9/0
PMS: Warm Gray 1 C

Text, UI backgrounds, footer
Strong, professional, and reliable.

Name: Mine Shaft
HEX: #262626
RGB: 38/38/38
CMYK: 71/65/64/69
PMS: Neutral Black C

Canvas and spacing
Provides clean background and layout breathing room.

Name: Alabaster
HEX: #F8F8F8
RGB: 248/248/248
CMYK: 2/1/1/0
PMS: PMS 000 C

Web & Social Media Color Variations

These colors will be used in social media posts, website backgrounds, and highlights to give more freedom, maximize visibility, and create a consistent theme throughout the page.

Colors

HEX: #EDEAE3

Banner and sections background

HEX: #262626

HEX: #B4B0A7

Variations

HEX: #DAD7D2

Background (promo ribbon)

HEX: #EBE9E5

Sections background

HEX: #FBFAF9

Sections background, UI elements background (toggles)

HEX: #FFFFFF

Page background, buttons (60% fill)

HEX: #202020

Body copy (accent), buttons

HEX: #444444

Body copy (primary)

HEX: #575757

Body copy (secondary)

HEX: #A8A7A3

Content - disabled

Logo on Colors

The brand logo should be shown in dark text on light backgrounds for contrast. White text can be used with more vibrant colored backgrounds.

The correct usage for each is shown here. Any other usage that differs from those would need to comply with web accessibility rules.



“Made in...” Event Colors

Bestar was born in Quebec, Canada. “Made in Canada” and “Made in Québec” messaging is used to honor these strong roots.

During these special event messaging, it is permitted to tie into the nation’s flags by using Canada Red to honor the Maple Leaf and Québec Blue to honor the fleur-de-lis.

Not applicable for use in USA.

Name: Canada Red
HEX: #FF0000
RGB: 255/0/0
CMYK: 0/100/100/0
PMS: 032 C

bestar

Name: Québec Blue
HEX: #003399
RGB: 0/51/153
CMYK: 100/80/0/41
PMS: 293 C

bestar

















2. Visual Guidelines

C. Typography

Primary Fonts

Sofia Pro should be used for print, digital applications, and everything that originates with the in-house or official design partners teams.

Headlines

Sofia Pro - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sofia Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sofia Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Sofia Pro – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy - Highlight

Sofia Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tagline, Subtitle, and Introduction text to Headlines

Sofia Pro – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Replacement Fonts

PowerPoints / Web / Newsletters

Arial – Bold can be used for headlines on web applications in lieu of Sofia Pro - Bold.

For PowerPoint or Word templates and email signatures, we recommend using Arial - Regular.

Headlines

Arial – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Arial – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Website Fonts - Desktop

Desktop and mobile copy will use the same font types. Larger font sizes should be used for desktop pages with smaller font sizes on mobile.

Headers

H1
Sofia Pro - Medium
48/60 px

H2
Sofia Pro - Medium
36/44 px

H3
Sofia Pro - Regular
32/38 px

H4
Sofia Pro - Medium
20/30 px

H5
Sofia Pro - Regular
18/28 px

H5 (Accent)
Sofia Pro - Medium
18/28 px

Paragraph

Copy
Sofia Pro - Regular
16/24 px

Copy (Accent)
Sofia Pro - Bold
16 px/24 px

Copy (Accent)
Sofia Pro - Medium
16/24 px

Copy
Sofia Pro - Regular
14 px/21 px

Copy (Accent)
Sofia Pro - Medium
12 px/18 px

Website Fonts - Mobile

Desktop and mobile copy will use the same font types. Larger font sizes should be used for desktop pages with smaller font sizes on mobile.

Headers

H1
Sofia Pro - Medium
36/44 px

H2
Sofia Pro - Regular
32/38 px

H3
Sofia Pro - Medium
24/32 px

H4
Sofia Pro - Medium
20/30 px

H5
Sofia Pro - Regular
18/28 px

H5 (Accent)
Sofia Pro - Medium
18/28 px

Paragraph

Copy
Sofia Pro - Regular
16 px/24 px

Copy (Accent)
Sofia Pro - Bold
16 px/24 px

Copy (Accent)
Sofia Pro - Medium
16 px/24 px

Copy
Sofia Pro - Regular
14 px/21 px

Copy (Accent)
Sofia Pro - Medium
12 px/18 px

2. Visual Guidelines

D. Graphic Icons

Graphic Icons

Iconography created specifically to follow the brand tone and voice.



Smart & Modular
Flexible adaptable furniture — without the custom price tag.



Real Support, Real People
Our furniture experts are here for you.



Made in Canada
Over 75 years of local craftsmanship & innovation.



Made in North America
Over 75 years of local craftsmanship & innovation.



No-Fee Delivery, Right on Schedule
We ship your order within 7 business days — quickly, safely, and always for free.

2. Visual Guidelines

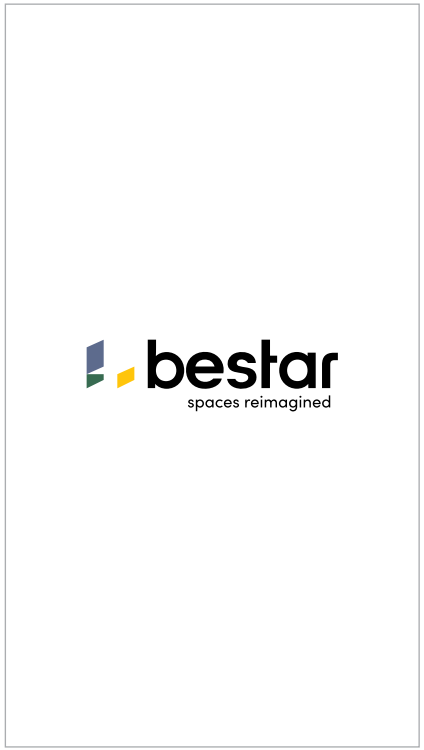
E. Motion Graphics & Video

Motion Graphics & Video

Showing guidelines for collection videos following the brand guidelines.

Facebook:
1080x1080 (1:1) - Square
1080x1920 (9:16) - Portrait/Story

YouTube:
1920x1080 (16:9) - Landscape



End card (1920x1080)



End card (1080x1080)



End card (1920x1080)

2. Visual Guidelines

F. Application Examples

CGI Imagery

CGI imagery should convey a warm and inviting tone that gives consumers a feeling of home while keeping visuals on trend. Brand colors should be matched with colors in the image.



Avalon Collection



Borealis Collection



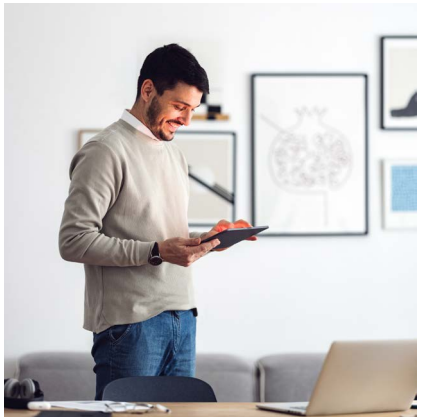
Florence Collection

Royalty Free

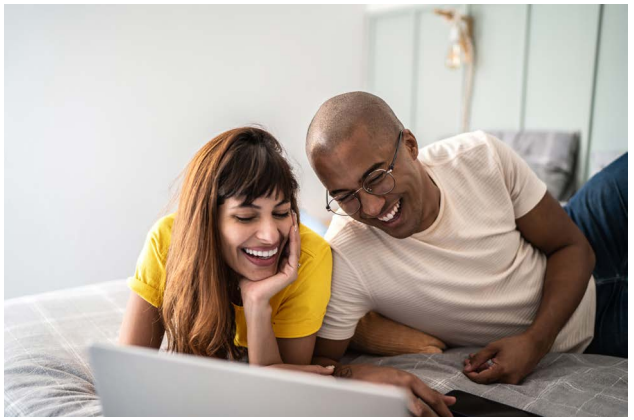
Images should be chosen that reflect our brand tone and voice. Colors should be re-touched to blend more effectively with our brand.

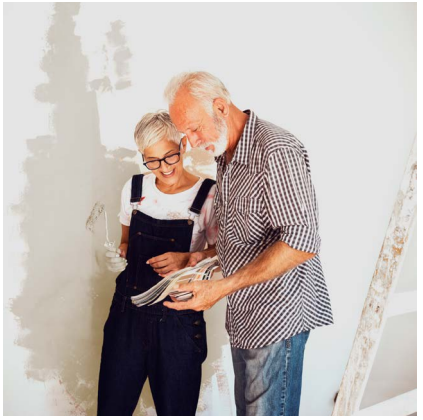








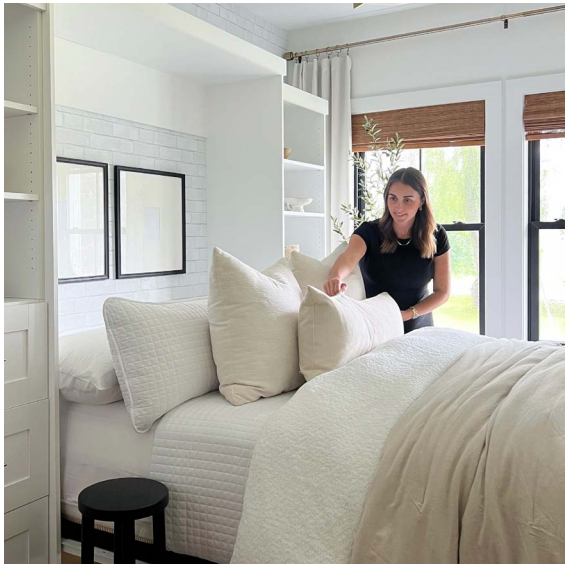




Content Creator / Influencer Imagery

It is our responsibility to guide and inform the content creator/influencer of our brand guidelines.

This can be used in social and paid media because it follows the brand.



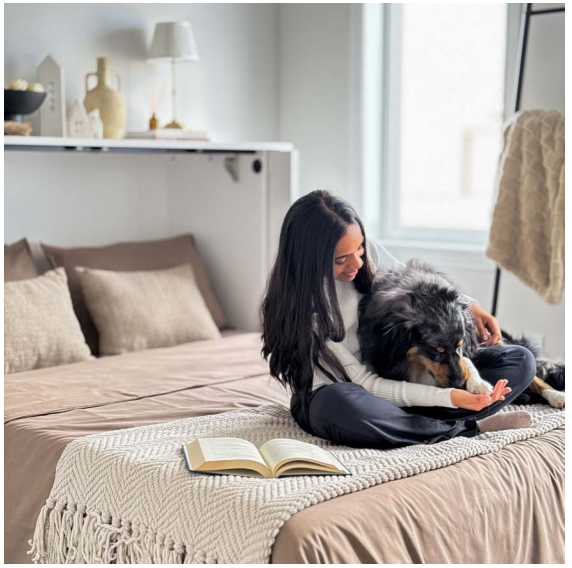






Photo & Video Shoots

Refer to our brand voice and tone with the subtle addition of brand colors when choosing decor and models.









Newsletters

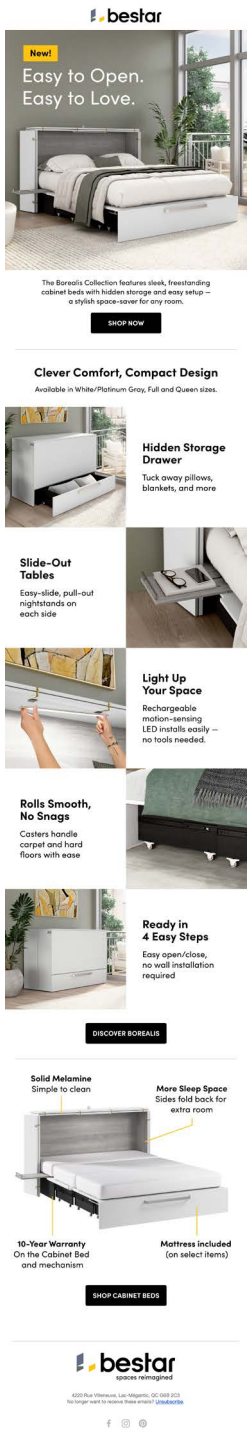
The goal of newsletters is to inspire and inform our customers. They should generally be designed at 1200 pixels wide for retina display. Refer to the description of section examples aside.

Subject Line:
10 words max. (6-7 preferably)

Preview Text:
Between 40 and 90 characters (including spaces)

Small Title (inside of email):
4-5 words max
(as short as possible)

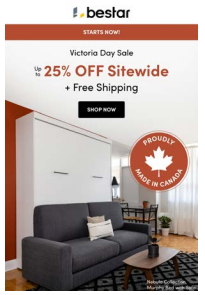
Email Text
About 2 sentences
(discussing the offer or promo in first sentence when applicable)



Header with logo

Hero shot featuring UGC, lifestyle, or CGI image. Favor images with humans unless none are available for that SKU.

If text is unreadable on image, utilitze a color block. Choose a brand color that connects/matches with a color in the image.

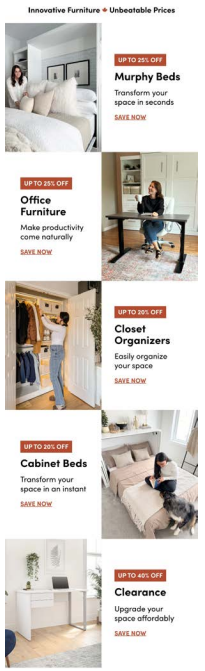


Can vary in height. Allow the image room to portray the message.
Email copy and CTA

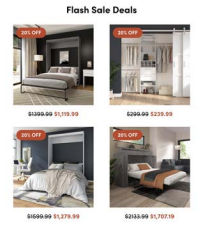
Product/collection features section

Category shopping section example or one large image showcasing product/lifestyle.

Include UGC/Social media section where applicable.



2x2 product shopping section

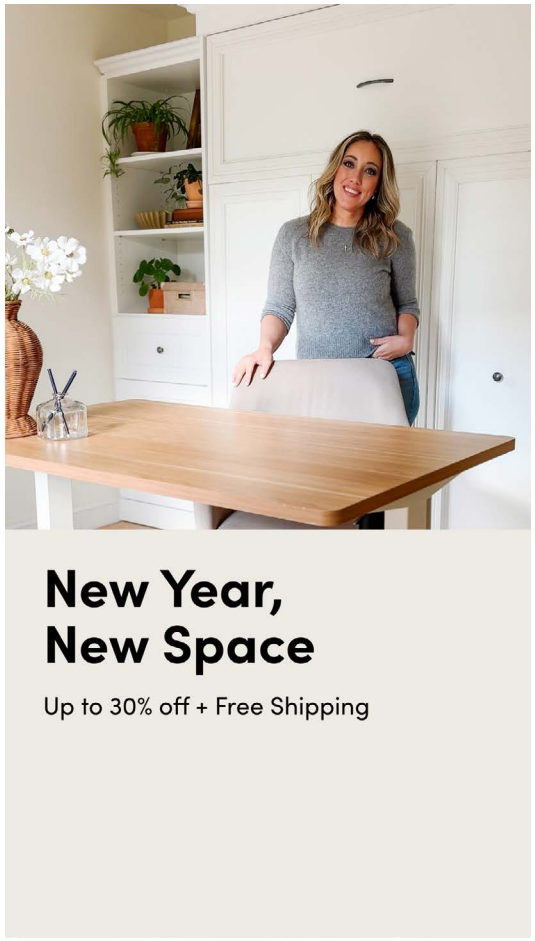


Footer

Social Media

Our social media pages and partnerships should reflect the same style and tone used throughout marketing materials.

Sale

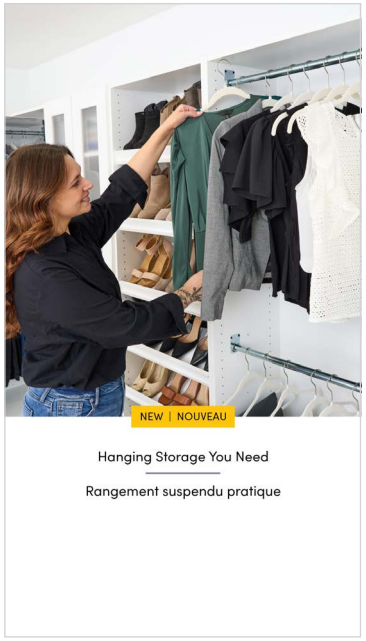


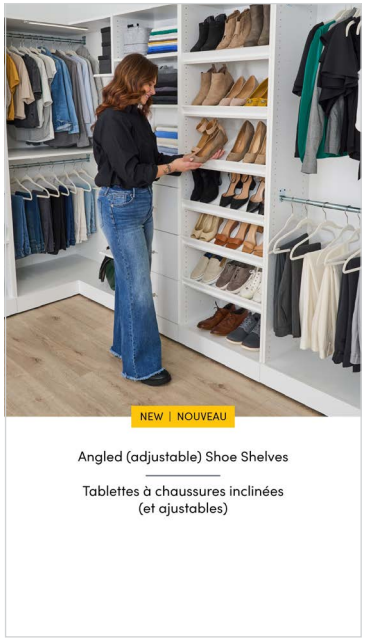


Social Media

New Product





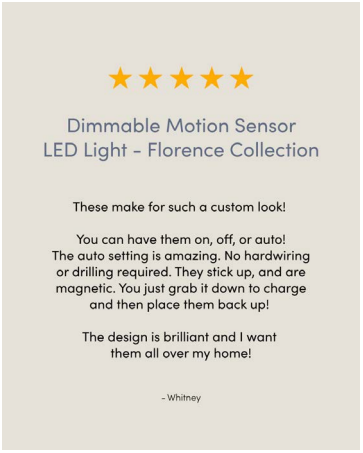


Instagram Highlight Icons



Social Media

Testimonials / Reviews



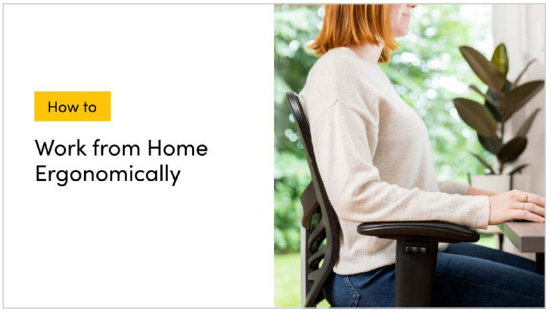




YouTube Thumbnails







3. Copy

Tone, Language, and 3-Second Positioning Statement

The tone should reflect our brand's core values and mission statement. Language used should be relatable and inclusive to our customers.

Tone

- Smart and warm
- Creative and trustworthy
- Personalized and accessible

Language

- Aspirational
- Confident
- Adventurous
- Open

3-Second Positioning Statement

Beautiful and innovative modular solutions that deliver the functionality of a custom system at a fraction of the price.

Tagline

English:

spaces reimagined

French:

réinventez votre espace

Dynamic Campaign/ Category Language

To be used for headlines or category usage (digital campaign language).

- Make Room for Life
- Turn Your Spare Room Into Something More
- Make Space for What You Love
- Create Space for the Big Moments
- Imagine a Space that Shows the Real You
- Create a Place Your Friends Want to Visit
- Design With Intention. Live With Ease.
- Design a Space That Inspires Creativity
- Design a Life Where You Can Find Time (and the Right Shoes)
- Reimagine. Transform. Make Space for More.
- Designed for Your Life, Not Just Your Layout.

Campaign Language / Structure

These are a few examples of headlines that can exist in this brand platform. There is no limit on how many or how few we can write. These headlines work well in social media posts, website headers, paid media ads, or any other media that requires a little breakthrough.

The copy line serves as support and a call-to-action. This line can also be included in the post caption.

Murphy Beds

Built for making your spare room become more.

Wall beds that make space easier to find.

SHOP MURPHY BEDS

Cabinet Beds

Make hosting simpler and help guests sleep easier.

Cabinet Murphy beds that leave room for more.

SHOP CABINET BEDS

Horizontal Murphy Beds

Innovation that fits in your life.

Murphy beds that leave a smaller footprint in your space.

SHOP HORIZONTAL MURPHY BEDS

Campaign Language / Structure (continued)

Closet Organizers

Create a space where organization reigns.

Modular closet systems that help keep it all in view.

SHOP MODULAR CLOSET

Closet Organizers

Conquer the clutter. Love your closet.

Modular systems that make “where did I put that?” a thing of the past.

SHOP MODULAR CLOSETS

Storage

Storage that gets you.

Solutions that hide the mess and show off your style.

SHOP STORAGE

Dos & Don’ts

Dos

1. **Honor the Approved Headline Framework—With a Residential Lens**
   Maintain the structured, consistent headline format. But ensure that the message resonates with home-based consumers, especially those seeking **flexible, modern, and space-saving solutions.**

2. **Showcase Adaptability and Everyday Functionality**
   Link every featured product to how it enhances **real life at home**—from studio apartments to family homes. Emphasize **smart storage, room-to-room flexibility, and style-meets-function versatility**.

3. **Write in a Tone That’s Smart, Warm, and Reassuring**
   Headlines and body copy should feel **thoughtful, design-savvy, and friendly**—never cold or clinical. We’re not just selling furniture; we’re helping people **create spaces that work beautifully and live easily**.

4. **Sound Like a Creative Guide, Not a Salesperson**
   Be informative but warm. Lean into a mentor-like tone that offers guidance on how to use or combine pieces, how to maximize square footage, and how Bestar furniture can evolve with life’s changing needs.

5. **Go Deeper, Without Going Long**
   Captions and longer copy can explore product detail—materials, modular options, room versatility—but always stay light, digestible, and visually scannable.

6. **Use Calm, Controlled Punctuation**
   Stick with periods and commas. Save exclamations for **rare, promo-justified use** only. The tone should inspire trust, not urgency.

Dos & Don’ts

Don’ts

- **Don’t Rely on Office-Centric Language**
  Bestar is shifting *away* from “corporate” or “professional office” messaging. Unless the product is hybrid-appropriate, avoid language that feels tied to commercial spaces.

- **Avoid Aggressive or Transactional Copy**
  Don’t say “Buy Now!” or “Act Fast!” unless clearly marked as part of a promotional campaign. Bestar’s tone is **thoughtful, not loud**.

- **No Overused Style Clichés**
  Words like “luxury” or “sleek” can feel vague or inflated. Choose more grounded, specific descriptors like “streamlined,” “intentionally designed,” or “built for how you live.”

- **Don’t Overpromise or Oversimplify**
  Consumers looking for modular and multipurpose furniture are discerning. Keep claims clear and honest—focus on **features, adaptability, and thoughtful craftsmanship**.

- **Avoid Emoji, ALL CAPS, and Unstructured Formatting**
  Bestar’s tone is modern but respectful—**aesthetic and accessible**, not flashy.

Contact Information

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bestar
spaces reimagined