Brand System & Style Guide

October 2024

workspaces simplified

Introduction

Using this Brand Guide

This brand and style guide is designed to illustrate a holistic set of standards and appropriate use of the Bush Business Furniture (BBF) brand identity. This guide serves as an aid for the Bush Business Furniture 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

A. Bush Business Furniture

About the Brand

BBF is a longtime leader in meeting the needs of small to medium size businesses by making it simple to create effective workspaces with our offering of **affordable business-ready furniture for everywhere work gets done.**

Founded in Western New York, and with 60+ years of experience, we understand the needs of SMBs and – much like you – we roll up our sleeves and get things done. **It's our passion to help you create an office environment where productivity rises and goals are within reach.** That's why our US-based design planning and service teams are available to assist you at every step, so you get not only great furniture, but the support needed to create your ideal workspace – without the hassle.

Our mission is to help you find office solutions that put every space to its best use. From reception areas that set the right tone to cubicles that foster concentration; from upscale executive suites to casual breakrooms. Whatever your office furniture needs – your solution is here. And, with an eye towards the future, our office collections are designed for expansion, to grow with your business as your needs change over time.

Mission, Vision & Core Values

Mission

To become the **North American leader** of RTA office solutions for **small to medium sized businesses.**

Vision

By **delivering access** to great work environments that **enable organizations and employees to unlock their full potential.**

Core Values

- **Convenient** – A straightforward and simplified buying experience makes for hassle-free ordering, and quick shipping across the entire portfolio.
- **Accessible** – BIFMA Quality at RTA Prices provides premium office solutions at a fraction of the price you'll find from other manufacturers – all with guided assistance from our knowledgeable office category experts.
- **Reliable** – You can rely on us to have the product to meet your needs and deliver the quality you expect for your business, on the timeline we promise.

Unique Selling Proposition

Professional Quality, Priced Right for Your Budget

Commercial office furniture made and tested for full time schedules.

It All Ships Quick

If it's in the catalog, it will be there soon.

Support that Simplifies

Easy to buy, easy to sell, fully supported.

American Craftsmanship

Designed and engineered in America with domestic and globally sourced materials.

Target Audience

SMB Office Managers

These busy professionals want expansive one-stop-shopping and responsive, helpful service, as they work quickly through office set-ups, renos, and expansions.

Start-Ups/Entrepreneurs

Looking for aspirational styles that create a professional atmosphere – AND are cost-effective, simple to order online without assistance, and easy to add to as your business grows and changes.

Facilities Managers/Procurement

Values reliable, compliant furniture and equipment for businesses with 50 or more employees. Bulk discounts and competitive pricing are paramount.

Work from Home Professionals

Ready to create a home office that is perfectly suited to video calls or in-person meetings, these professionals want comfortable, ergonomic furniture that is easy to order, with easy, yet eye-catching style that enhances their home.

Primary Brand Persona



Angela

Small-Medium Business
Give me Speed & Ease

Demographics:

- **Position:** Office Manager
- **Age:** 42
- **Gender:** Female

- **Size of Business:** 10-25 employees

- **Buyer Motive:** Transactional Needs

  "I wear many hats and am responsible for keeping the office organized and running smoothly. We have 3 new employees starting and an important meeting coming up; our conference room needs upgrades. I need to move swiftly – I want a furniture vendor with expertise to guide the process start to finish and hit my deadline."

- **Shopping Values:**
  - Responsive Helpful Vendor
  - Expansive Product Offering (One-Stop Shop)
  - Fast Reliable Shipping
  - Products Within My Budget

Secondary Brand Personas



Christian

Business Owner / Start-Up
Grow with me Solutions

Demographics:

- **Position:** Owner/Operator
- **Age:** 35
- **Gender:** Male

- **Size of Business:** 0-10 employees

- **Buyer Motive:** New Business Development

  "I need a furniture supplier that I can depend on as my business expands over time. I need the style, durability and options to outfit my office space at a price point I can afford. I care about the impression I make on my clients and want to create an inspiring attractive space for my employees to work in."

- **Shopping Values:**
  - Easy Self Serve Online Experience
  - A Good Deal/VIP Membership
  - Account Rep & Service if needed



Greg

Enterprise
Win my Business

Demographics:

- **Position:** Procurement/Facilities Manager
- **Age:** 50
- **Gender:** Male

- **Size of Business:** 50+ employees

- **Buyer Motive:** New Location / Growth

  "I'm putting out an RFQ to all known and prospective suppliers – I will go with the provider that checks all the boxes and can compete on price. I have a multitude of furniture needs including remote employee programs. I prefer to work with few and select partners who I know can deliver consistently."

- **Shopping Values:**
  - Reliable Relationship – In Stock Availability
  - Competitive Pricing/Bulk Discounts
  - Expansive Product Offering
  - Meets all Safety & Compliance criteria

Brand Manifesto

From meeting office deadlines to meeting the office dog, from welcoming new staff to welcoming new business, and from growing in size to growing in goals, your work is anything but simple. That's why furnishing your workplace – whatever the size – should be. We're BBF: office solutions rooted in simplicity, speed, and unparalleled service. Where updating your office space is fully supported so you can focus on getting, literally, everything else done. Simply.

1. The Strategy

B. OfficeSmart by BBF

BBF Sub-brand created for product portfolio segmentation

Brand vs Sub-Brand Differentiators

BBF – Best

1. BIFMA grade quality
2. Commercial channel focus
3. Targeting SMBs with 10-50 employees
4. Heavy duty, everyday use

OfficeSmart – Better

1. Commercial grade quality
2. eCommerce and Commercial focus
3. Targeting WFH or Startup
4. Medium duty, frequent use

Bush Home – Good

1. Residential/SOHO grade quality
2. eCommerce channel focus
3. Targeting renter or homeowner
4. Light duty, occasional use

Introduction

Introducing OfficeSmart to
Reach New Market Segments

About

With collections that are designed to grow and expand as the needs of your business evolve, creating your ideal workplace has never been easier. OfficeSmart by BBF is a perfect choice for startups, mom-and-pop shops, work from home professionals, and anyone else who needs stylish, long-lasting office furniture at an affordable price.

3-Second Positioning Statement

OfficeSmart by BBF makes it easy to outfit your small office, your home office, or any space where work gets done – at prices you'll value, on an ecommerce platform that is easy to use. And it all ships quick.

Unique Selling Propositions

Impressive Value

We aim to create office furniture solutions that support the growth of your business, not derail it with a lofty price tag.

Adaptable Solutions

As the needs of your workplace evolve, our expertly curated office furniture collections are designed to grow with you.

One-Stop Shop

A hassle-free shopping experience and quick shipping let you spend more time focusing on what matters most.

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 Bush Business Furniture mainly through the use of the logo. An official logo must appear on all pieces – print and digital.

Distilling the Bush Business Furniture brand ethos into a succinct message, "workspaces simplified" 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.







Secondary Logo

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



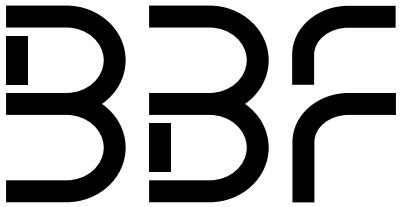




Tertiary Logo

To be used in select applications where byline text is not permitted, or scale hinders readability.







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.







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 the height and width of the top part of the “F” 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 “workspaces simplified” 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 1.5 inches (width).

1.5 in
38.1 mm
108 pixels



0.5 in
12.7 mm
36 pixels



0.22 in
5.644 mm
16 pixels

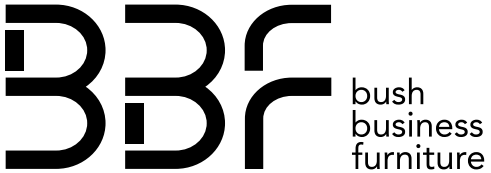


Favicon specifications only

Logo with Company Name

To be used in instances where the Brand must be written in full name text. Bush Business Furniture has established strong recognition in the market and will continue to be represented in full text name alongside visual logo BBF.







Logo with Company Name (continued)







Co-branding Bilingual

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.





Co-branding English





Co-branding French





By-line English





By-line 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.

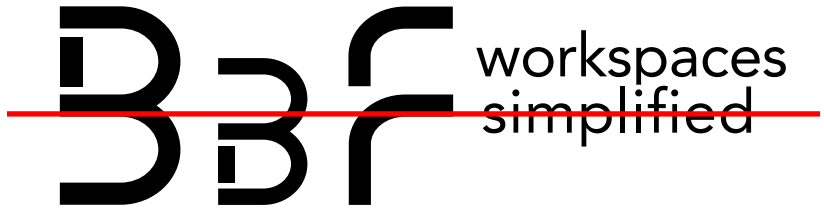
For the correct use of the logo and other brand visuals, please review these guidelines carefully.

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.

Name: Cinnabar
HEX: #EB4628
RGB: 235/70/40
CMYK: 2/88/98/0
PMS: 171 C

Name: Bright Grey
HEX: #58595B
RGB: 88/89/91
CMYK: 0/0/0/80
PMS: Cool Grey 11 C

Name: Black Pearl
HEX: #161D25
RGB: 22/29/37
CMYK: 82/71/58/72
PMS: 7547 C

Name: Regal Blue
HEX: #13335D
RGB: 19/51/93
CMYK: 100/86/37/28
PMS: 534 C

Name: Cornflower
HEX: #8CC3E1
RGB: 140/195/225
CMYK: 43/10/4/0
PMS: 283 C

Name: Mindaro
HEX: #DFEC69
RGB: 223/236/105
CMYK: 16/0/72/0
PMS: 379 C

Name: Sugar Cane
HEX: #ECECE0
RGB: 236/236/224
CMYK: 7/4/11/0
PMS: 7527 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.

Main Colors

HEX: #EB4628

HEX: #161D25

Copy & graphics

HEX: #13335D

Copy & underline color for links

Variations

HEX: #EBEBEB

Gallery

HEX: #484747

Body copy & graphics

HEX: #737373

Copy for inactive/ disabled elements

HEX: #E6E6E6

Accents on light grey backgrounds (graphics, typography)

HEX: #F6F6F8

Page or sections background

HEX: #FBFBFB

Background color accents on page

HEX: #FFFFFF

CTA backgrounds, page backgrounds or section on light grey background

HEX: #A62E2E

Sale price

Web Color Variations (continued)

Main Colors	Variations
HEX: #8CC3E1	HEX: #D1E7F3
	Background color to highlight small components (e.g. consultation banner, badges, background)
HEX: #DFEC69	HEX: #F8FFBA
	Background color for sales badges and banners
HEX: #ECECE0	
Banner background color	

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.

This applies for all existing versions of the logos.



2. Visual Guidelines

C. Typography

Primary Fonts

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

Headlines

Avenir – Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tagline, Subtitle, and Introduction text to Headlines

Avenir – Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Avenir – Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy - Highlight

Avenir – Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Replacement Fonts

PowerPoints / Web / Newsletters

Arial – Bold can be used for headlines on web applications in lieu of Avenir – Heavy.

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

Desktop

H1
Avenir – Roman
60/66 px

H2
Avenir – Roman
48/52.8 px

H3
Avenir – Roman
36/43.2 px

H4
Avenir – Roman
20.8/33.28 px

Copy
Avenir – Roman
16/25.6 px

Copy (accent)
Avenir – Heavy
16/25.6 px

Copy (small)
Avenir – Roman
14/22.4 px

Mobile

H1
Avenir – Roman
40/44 px

H2
Avenir – Roman
32/35.2 px

H3
Avenir – Roman
24/28.8 px

H4
Avenir – Roman
20.8/33.28 px

Copy
Avenir – Roman
16/25.6 px

Copy (accent)
Avenir – Heavy
16/25.6 px

Copy (small)
Avenir – Roman
14/22.4 px

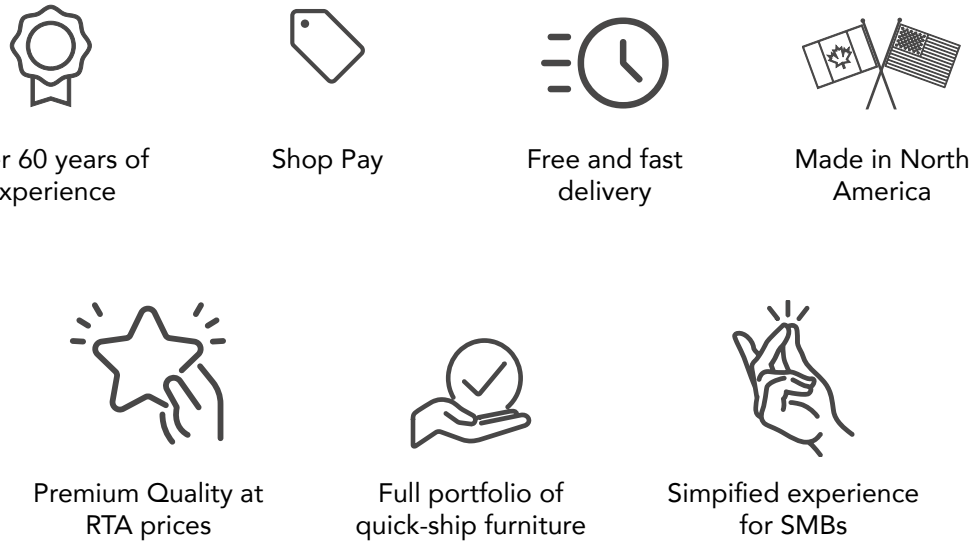
2. Visual Guidelines

D. Graphic Icons

Graphic Icons

Iconography created specifically to follow the brand tone and voice.

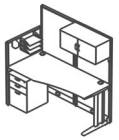
Keep the style of line-art, human, and family connection.

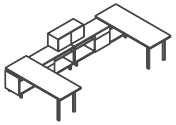


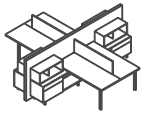
Furniture Line-Art Icons

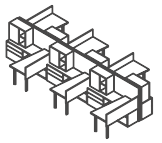
The use of furniture line art exists to create awareness & education for the product range and variety within either product format groups or collection groups and to aid in website navigation.

Cubicles and Workstations


Single person cubicle

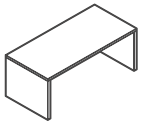

2-person cubicles

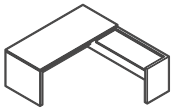

4-person cubicles

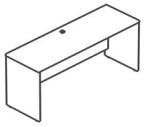

Cubicle sets

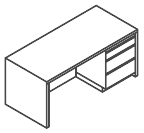

Desks Privacy panels

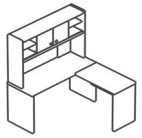
Desks and Tables

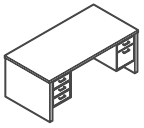

Conference tables

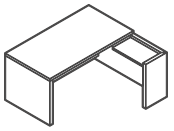

Corner desks

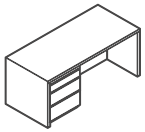

Credenzas desks


Desk sets

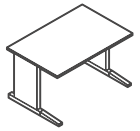

Desks with hutch

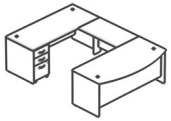

Executive desks


L-shaped desks


Reception desks


Standing desks


Table desks


U-shaped desks

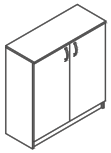
Furniture Line-Art Icons (continued)

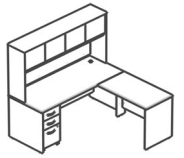
Office Storage


Bookcases


Desk hutches


Filing cabinets


Storage cabinets

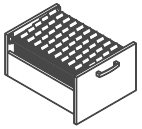

Storage sets

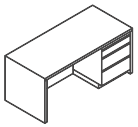
Office Chairs

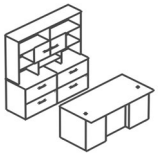

Ergonomic chair


Reception chair

Office Furniture Sets


Accessories


Desks sets


Executive desks sets

2. Visual Guidelines

E. Motion Graphics & Video

Motion Graphics & Video

Showing guidelines for collection videos following the brand guidelines.

Other brand colors can be substituted for the orange arch graphic (see page 32 for approved brand colors).

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

YouTube:
1920x1080 (16:9) - Landscape



Front card (1080x1080)



End card (1080x1080)



Front card (1920x1080)



Front 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.



Vista Collection



Easy Office Collection



Hustle Collection



Align 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:
Ideally 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.

Always mention “Free Shipping”.

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.



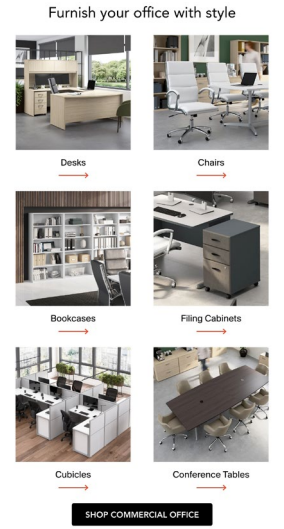
Can vary in height. Allow the image room to portray the message.

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 collection shopping section.



Footer.

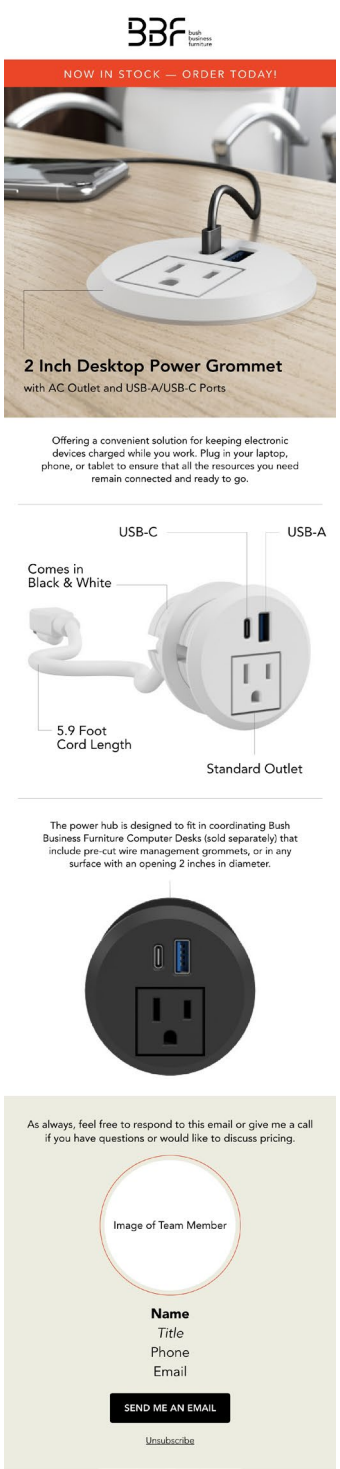
B2B Newsletters

The goal of Business to Business (B2B) newsletters is to inspire and inform our sellers. They should generally be designed at 1200 pixels wide for retina display. Refer to the description of section examples aside.

Should link to a modified Digideck presentation, catalog, or brochure when applicable; not to the website.

Set the “reply to” and “from” address, name, and email to the sales person’s contact information.

Send to personalized lists (provided by salesperson).



Header with logo.

Hero shot featuring CGI image.

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 (when applicable).

Email content with features about the product/collection.

Contact section with the saleperson’s information and image.

Social Media

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

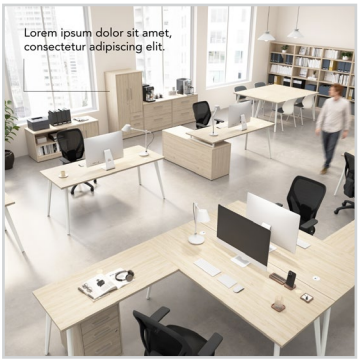
Sale



Social Media

New Product











Instagram Highlight Icons


Office Desks


Office Chairs


Cubicles and Workstations


Bookcases

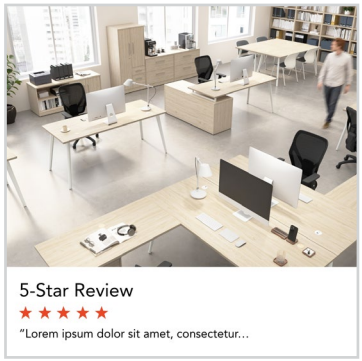

Reception Solutions

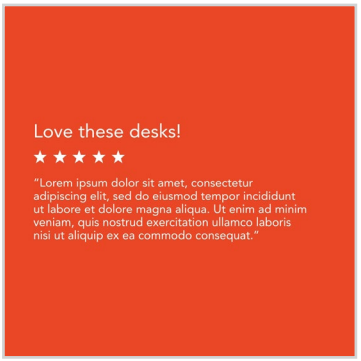

Conference Tables


Office Storage

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

- Quick, but approachable
- Knowledgeable and helpful

Language

- Professional
- Positive
- Reassuring
- Helpful

3-Second Positioning Statement

Delivering access to great work environments that **enable organizations and employees to unlock their full potential.**

SEO

Bush Business Furniture – when is it Bush Business Furniture, when can it be BBF?

In general, Bush Business Furniture (written out) is our default expression, as we are known this way for many years and want to maintain the SEO benefits we currently have for this name recognition.

	Bush Business Furniture	BBF
Product Names	This should **ALWAYS** be written out as Bush Business Furniture.	
Blog	Bush Business Furniture on first reference, BBF is acceptable on subsequent references.	BBF is acceptable on second and subsequent references.
Page Titles and Meta Descriptions	Bush Business Furniture can be used in page titles whenever space permits – helps build our SEO.	BBF can be used in page titles as needed to save space.
Ads and Other Short Copy	Bush Business Furniture can be used in ad copy when space permits – helps build our SEO and capitalize on name recognition.	When needed as a space-saver in very short copy, BBF can be used in messaging.

Tagline

Dynamic Campaign / Category Language

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

English:

Workspaces simplified

French:

Votre espace de travail, simplifié

- Where efficiency is easier.
- Where progress is simplified .
- Where problems are solved.
- Where obstacles are removed.
- Where things get done.
- Where space is saved.
- Where convenience looks good.
- Where durability is always in style.
- Making businesses work.
- Making spaces flow.
- Where easy comes standard.
- Making style look easy.
- Simple. Easy. Done.

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.

Office Desks

Built for getting in the zone & making it look good.

Office and L-shaped desks that make productivity come naturally.

SHOP OFFICE DESKS

Office Chairs

Enhances productivity, comfortably.

Office chairs that fit you and your work style.

SHOP OFFICE CHAIRS

Bookcases

Holds the tools of success.

Bookcases that keep your space organized and productive.

SHOP BOOKCASES

Campaign Language / Structure (continued)

Reception Solutions

Designed for the right first impression.

Reception areas that make your business stand out.

SHOP RECEPTION SOLUTIONS

Conference Tables

Brings everyone together to create solutions.

Conference tables that set the stage for collaboration.

SHOP CONFERENCE TABLES

Office Storage

Makes it easy to create storage that keeps everything in its place.

Office storage solutions that make it easy to stay organized.

SHOP OFFICE STORAGE

Dos & Don'ts

Dos

1. Adhere to the approved headline structure – for brand consistency, recognition, and cohesion across all platforms.
2. Link the piece or collection featured with a strong productivity, efficiency, or cost-savings insight.
3. Be short, concise, clever, and hook the user with a positive, but non-nonsense vibe.
4. Use words and phrases like ***business; professional; ambitious; inspiring;*** etc.
5. Use commas and periods instead of exclamation or question marks.
6. Sound like a mentor who can help you find the solutions you need.

As such, we encourage that captions or longer copy:
Go deeper into the product information, while staying on tone (please see "Tone, Language, and 3-Second Positioning Statement" section).

Don'ts

We discourage headlines and social posts that:

- Veer from the brand structure/language & tone established
- Use any profanity or hint at any profanity
- Use overly promotional language (Buy/Save/Hurry!/Act Now) and exclamation marks (*unless the execution IS on a promotional piece)

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