Brand System & Style Guide

May 2024

bushhome

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 Home brand identity. This guide serves as an aid for the Bush Home 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

Bush Home is a leading e-commerce manufacturer of quality crafted ready-to-assemble furniture solutions that meet any need and budget. From our small-town roots in Western New York, we understand the dreams and challenges of hardworking families.

Our mission is to simplify your quest for the perfect home with collections that enhance every space with tasteful comfort, pure simplicity, and real value.

From entrance to hallway, living room to bedroom, and workspace to play space, Bush Home aims to provide everything you need to love where you live.

Mission, Vision & Core Values

Mission

Become a leading e-commerce provider of accessible RTA furniture solutions throughout the entire home.

Vision

By providing access to consistent style at a reliable value, empowering anyone to create harmonious spaces and bring joy to the everyday.

Core Values

- Rooted in Small-town America
- Accessible
- Reliable
- Family-friendly Vibe

Unique Selling Proposition

Whole Home Harmony

Cohesively styled, our collections transform houses into homes, offering solutions for every room.

Family-First Design

Safety and practicality at the forefront, because we understand family needs come first.

Reliable Support

Rooted in small-town values; our US-based service team supports you every step of the way.

Value for Every Home

Quality meets affordability with our furniture. Get the stylish, durable designs your family loves, without stretching your budget.

Target Audience

Homeowners

Those looking for cost-effective furniture options for the bedroom, living room, dining room, home office, and beyond.

DIY Enthusiasts

Ready-to-assemble furniture offers easy transportation and appeals to individuals who enjoy simple do-it-yourself projects.

Style-Conscious Consumers

Our products offer a variety of style and finish options that cater to consumers with different aesthetic preferences.

Customers Looking for Quality on a Budget

We offer stylish and practical furnishings at an affordable price for value seekers looking for products to enhance their homes.

Brand Persona



Jennifer Thompson

Demographics:

- **Age:** 38
- **Gender:** Female
- **Marital Status:** Married

- **Family:** Jennifer is a mother of two children, a son (10 years old) and a daughter (7 years old).

- **Income:** The Thompson family's combined household income is around $90,000 per year.

- **Education:** Jennifer has a bachelor's degree in elementary education, and her husband, James, is an electrician with a vocational degree.

- **Location:** They live in a small town in the Midwest, where Jennifer grew up. The town has a population of about 5,000 people, and everyone knows each other.

Brand Persona (continued)

Psychographics:

- **Values:** Family is at the center of Jennifer's life. She values hard work, a fulfilling life, and regularly gets involved and volunteers in her community.
- **Lifestyle:** The Thompsons have a modest but comfortable lifestyle. They own a small, well-maintained house with a backyard where the kids play. They enjoy simple pleasures like family dinners, movie nights, and going to the local park.
- **Hobbies/Interests:** Jennifer enjoys gardening and is part of a local gardening club. She also volunteers at her children's school. James is an avid outdoorsman and enjoys fishing and hunting.

Shopping Behavior:

- **Shopping Habits:** Jennifer is a practical shopper. She prefers to buy items that are on sale and offer good value for the money. Due to living in a small town, Jennifer must plan a day trip to the nearest city for larger purchases. Online shopping offers a more convenient alternative that fits her busy lifestyle.
- **Brand Loyalty:** Jennifer tends to be loyal to brands that have a reputation for quality and affordability. She values style but also durability and long-lasting products for her family. A brand she can trust saves her time and worry throughout the shopping experience.
- **Technology Use:** Technology is part of everyday life for the Thompsons, from their smartphones to their use of social media to keep up with friends and family. The internet provides a convenient way for the Thompsons to stay connected and inspired, but time online is not a focal point of their busy lifestyle.

Brand Manifesto

Home is where movie nights go way past bedtimes. Where play dates and playoffs get cozy. And where mismatched mittens and perfectly organized living rooms, co-exist.

Welcome to Bush Home. Where quality crafted furnishings – from entranceway to hallway, living room to bedroom and workspace to play space - enhance every family's home with tasteful comfort, pure simplicity and real value.

2. Visual Guidelines

A. Logo

Logo Use Overview

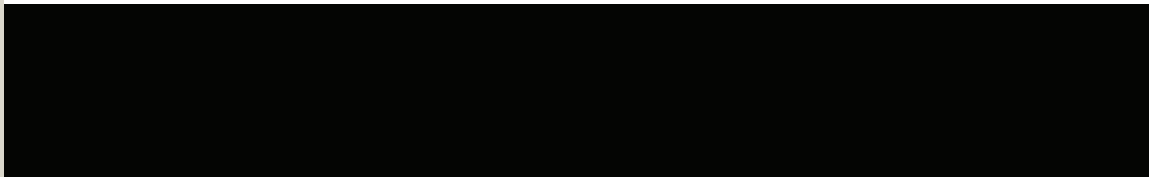
This is the primary version.
All other versions are for specific purposes (co-brand, by-line, stack, etc.) or space reasons. The logo should be in black or white unless there are specific circumstances for social media.

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

The logo consists of
the following elements:

1. The “bh” icon
2. The “bush” word mark
3. The “home” word mark





Secondary Logo

This is the secondary version for use when spacing doesn't allow for the horizontal logo. The logo should be in black or white unless there are specific circumstances for social media.





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.



Exclusive for social media.
Icon will use a darker shade of beige for visibility purposes.
Hex: #CFCBBE



Primary icon
Favicon

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 one “bh” icon on the top and bottom and two icons on the 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 “bh” icon 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 2 inches (width).

2 in
50.8 mm
144 pixels



1.25 in
31.75 mm
90 pixels



0.22 in
5.644 mm
16 pixels



Logo with Tagline

Distilling the Bush Home brand ethos into a succinct message, “love where you live” 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 (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 Bilingual

In instances where we want to establish ownership of one of the eSolutions Furniture product sub-brands, we're adding the by-line "by eSolutions furniture."









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: Beige
HEX: #DBD8CD
RGB: 219/216/205
CMYK 13/11/17/0
PMS: 7527 C

Name: Green
HEX: #4D6B57
RGB: 77/107/87
CMYK 70/41/67/23
PMS: 4201 C

Name: Blue
HEX: #94B6B2
RGB: 148/182/178
CMYK 43/17/29/0
PMS: 5503 C

Name: Red
HEX: #A65D4A
RGB: 166/93/74
CMYK 27/69/71/14
PMS: 2442 C

Name: Yellow
HEX: #E1A455
RGB: 225/164/85
CMYK 11/38/77/0
PMS: 4191 C

2. Visual Guidelines
B. Colors

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: #DBD8CD

Background

HEX: #E1A455

Background, sales badges

HEX: #94B6B2

Background, badges, Instagram highlight

Variations

HEX: #FCFCFA

Background

HEX: #F9F7F2

Background

HEX: #EAE6DE

Background

HEX: #CFCBBE

Background, icon, favicon, Instagram highlight

HEX: #1B1B18

Text, buttons

HEX: #333333

Text, UI elements, shadow

HEX: #616161

Text, UI elements, badges

HEX: #FFFFFF

Text, background, UI elements

HEX: #D9E2E1

Background, UI elements (e.g. carousel bar, text text field border, separation lines, arrows), Instagram highlight

HEX: #738789

UI elements (eg. carousel bar), Instagram highilght

HEX: #EFB569

Instagram highlight

2. Visual Guidelines
B. Colors

Web Color Variations (continued)

Main Colors

HEX:
#4D6B57

Background, badges, Instagram highlight

HEX:
#A65D4A

Background, sales badges, Instagram highlight

Variations

HEX:
#C39082

Filters/buttons UI, Instagram highlight

HEX:
#D9B8AF

Filters/buttons UI, Instagram highlight

2. Visual Guidelines
B. Colors

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.



Logo on Colors (continued)



2. Visual Guidelines

C. Typography

Primary Fonts

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

Suisse BP Int'l – Regular

Suisse BP Int'l – Light

Suisse BP Int'l - Bold

Headlines

Adobe Caslon Pro - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Suisse BP Int'l - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tagline, Subtitle, and Introduction text to Headlines

Suisse BP Int'l - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy - Highlight

Suisse BP Int'l - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Replacement Fonts

PowerPoints / Web / Newsletters

Times New Roman – Bold can be used for headlines on web applications in lieu of Adobe Caslon Pro – Semibold.

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

Headlines

Times New Roman - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2. Visual Guidelines
C. Typography

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
Adobe Caslon Pro
Semibold, 40/48 pt

H2
Adobe Caslon Pro
Semibold, 30/36 pt

Quote
Adobe Caslon Pro
Regular, 30/45 pt

H3
Suisse Int'l
Light, 25/30 pt

H4
Adobe Caslon Pro
Semibold, 25/30 pt

Copy 1
Suisse Int'l
Light, 20/26 pt

Copy 2
Suisse Int'l
Light, 16/24 pt

Copy 2
Suisse Int'l (for highlights)
Medium, 16/24 pt

Copy 3 (small)
Suisse Int'l
Light, 14/18 pt

Copy 3 (small)
Suisse Int'l (for highlights)
Light, 14/18 pt

Mobile

H1
Adobe Caslon Pro
Semibold, 30/36 pt

H2
Adobe Caslon Pro
Semibold, 25/30 pt

Quote
Adobe Caslon Pro
Regular, 20/30 pt

H3
Suisse Int'l
Light, 20/24 pt

H4
Adobe Caslon Pro
Semibold, 20/24 pt

Copy 1
Suisse Int'l
Light, 18/24 pt

Copy 2
Suisse Int'l
Light, 16/24 pt

Copy 2
Suisse Int'l (for highlights)
Medium, 16/24 pt

Copy 3 (small)
Suisse Int'l
Light, 14/18 pt

Copy 3 (small)
Suisse Int'l (for highlights)
Medium, 14/18 pt

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.



Fast and Free Delivery



Whole Home Harmony



Family-first Design



Reliable Support

2. Visual Guidelines

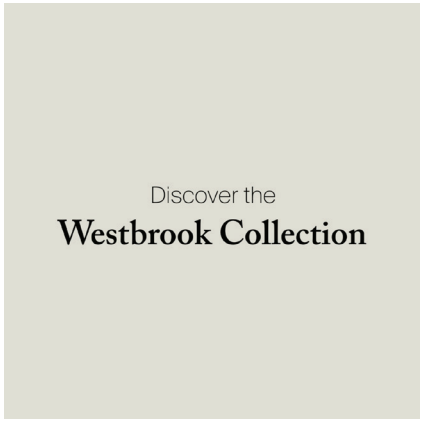
E. Motion Graphics & Video

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



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.



Westbrook Collection



Lennox Collection



Stockton Collection



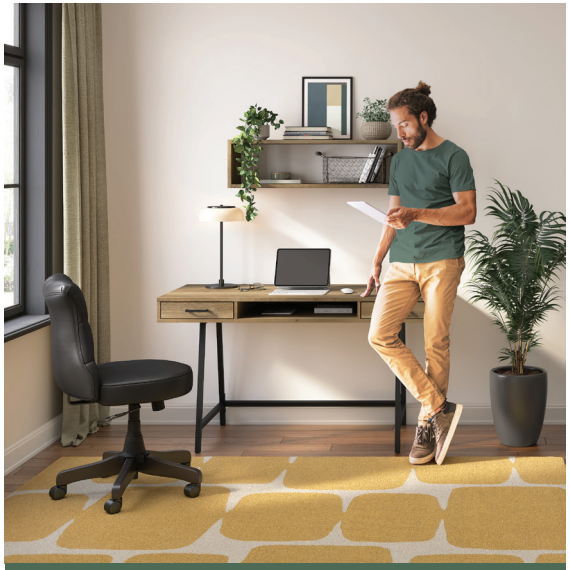
Saratoga Collection

CGI Imagery with Model

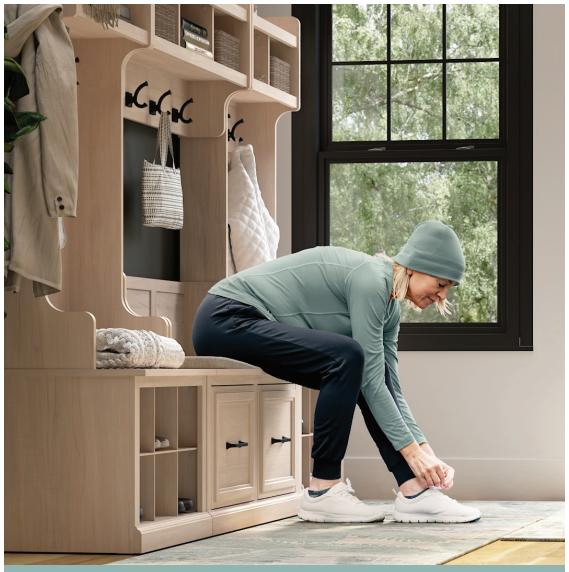
Adding a model to CGI imagery is a good way to infuse human interest into our products. Brand colors should be matched with colors in the image.



Energize Collection



Steele Collection



Woodland Collection



Key West 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.





UGC Imagery

Comes from customer reviews, no control over quality. Most likely won't follow the brand feel. Use only to support reviews/testimonial designated by customer provided.





Photo & Video Shoots

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









Diptyque

The diptyque should be split down the middle of the “h” in the icon line. Add gradient to images black or white between 0-10% for logo readability.

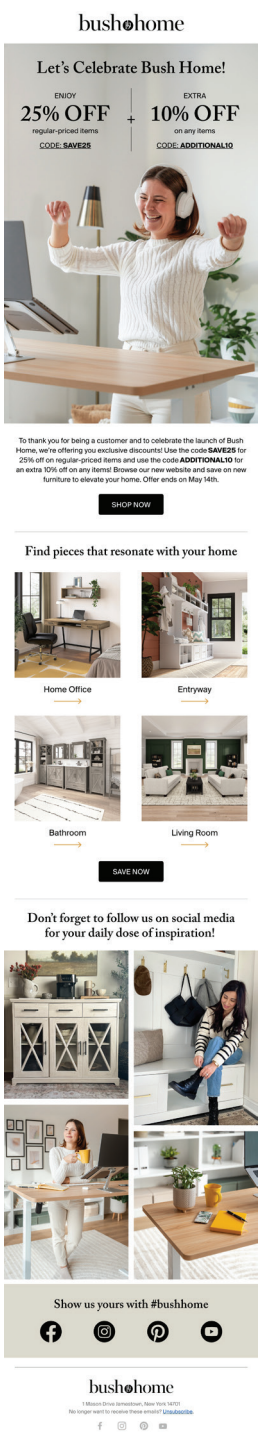


Your space Your brand



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.



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.

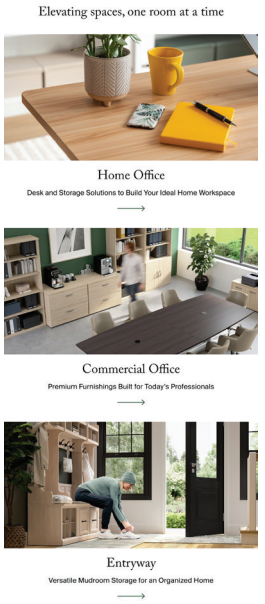
Can vary in height. Allow the image room to portray the message.



Email copy and CTA

2x2 category shopping section example or one large image showcasing product/ lifestyle.

Category shopping section can also be broken out into single rows to better show off the category image and copy.



UGC / Social media callout example

2x2 individual SKU shopping section



Footer

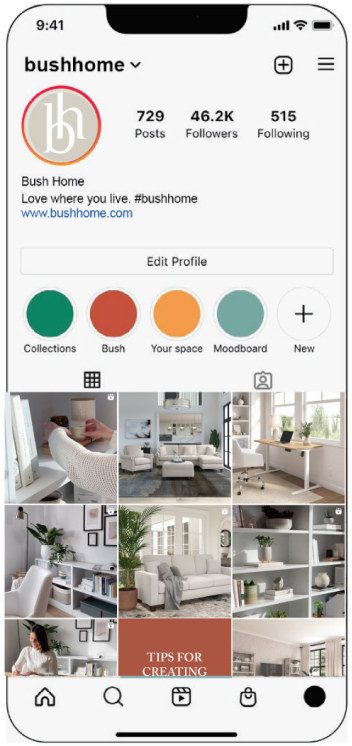
2. Visual Guidelines
F. Application Examples

Social Media

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

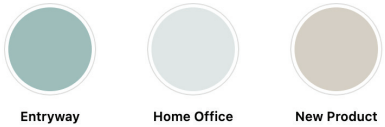


Social media strategies developed for various channels (Youtube, Instagram, Facebook, Pinterest)



Partnerships with content creators and influencers

New interactive stories to create more engagement



Instagram highlight icons

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

- Familiar but fresh
- Trustworthy but lighthearted
- Warm but real
- Friendly but responsible

Language

- Everyday
- Relatable
- Inclusive

3-Second Positioning Statement

Bush Home furnishes family living spaces with tasteful comfort, pure simplicity & real value.

Tagline

English:

Love where you live.

French:

Aimez où vous vivez.

Dynamic Campaign / Category Language

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

Words in green may be added or modified.

- Where **quality** lives.
- Where **comfort** lives.
- Where **value** lives.
- Where **simplicity** lives.
- Where **style** lives.
- Where **ease** lives.
- Where **organization** lives.
- Where **cozy** lives.
- Where **productivity** lives.

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.

Media Consoles

Crafted for play dates & playoffs.

Media consoles that gather everyone together.

SHOP MEDIA CONSOLES

Home Office

Built for doing your best work & making it look good.

Home office pieces that make productivity a beautiful thing.

SHOP HOME OFFICE

Coffee Tables

Holds family albums & family feet.

Coffee tables that fit your family.

SHOP COFFEE TABLES

Campaign Language / Structure (continued)

Accent Tables

Fits beautifully into your dog's napping nook.

Accent tables that elevate everyone's favorite places.

SHOP ACCENT TABLES

Sofas

Designed for book clubs & baby cuddles.

Sofas that offer round the clock comfort for the entire family.

SHOP UPHOLSTERY

Entryway Sets

Organizes accessories & families.

Entryway storage sets that organize every family. Even yours.

SHOP ENTRYWAY

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 ***home***, ***family***, or ***gathering*** insight.
3. Be short, concise, clever, and hook the user with a little smile.
4. Use words and phrases like ***Designed to; Built for; Made for; Stores; Accents; Crafted for;*** etc.
5. Use commas and periods instead of exclamation or question marks.
6. Sound like your friend next door.

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)

Contact Information

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bushhome

Love where you live.