



MONTEREY DESIGN CENTER  
**BRAND GUIDE**

## **PURPOSE**

This book is a reference guide for Monterey Design Center and Monterey Design + Build, to help the team bring the new brand strategy and graphic identity to life.

Building a successful brand requires strategic focus and consistency in every aspect of the company and its communications. This overview and guidelines will help the team stay aligned.



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Monterey Design Center's goal is to become Northern California's "go to" source for home design and inspiration. Affluent and aspirational consumers will use MDC for our "home design mode" – including design, build, and retail. This will facilitate growth today and expansion into new stores/markets in the future.

## The experience

We will make home design an experience through initiatives such as:

- Technology-Assisted: Storytelling, product selection (send customers inspiration), customer communication, customization, and personalization (to attract millennials).
- Interactive Technology: Prompt customers to use their phones for maximum engagement - as with augmented reality.
- Unique Events: Create a sense of community, and shareable shared moments.
- Localize: E.g. models named after neighborhoods, and loyalty rewards partner-ships with local merchants and restaurants.
- RH model: Make it a destination, not just a place to buy things. Add food, wine, music, art.

## CONVERT A "NEED" TO A "WANT"

How can we convert the design/purchase to be an experience (with a bigger price tag).

*"I go in needing a kitchen remodel. I come out with a design, cabinet, and faucet I'm proud of, excited about, and ready to "show off."*



## **Affluent and aspirational consumers.**

### **Today's Luxury Consumer:**

60% Boomers

30% GenX and Millennials

#### **30% Affluent**

- Mostly boomers.
- Buys luxury items most of the time.
- Buys for quality and self-validation rather than showing off.
- Discreet, no conspicuous consumption or overt branding, quiet wealth shrinking, disappearing, dying off.

#### **70% Aspirational**

- Mostly GenX and Millennials.
- Occasionally buys luxury, trades up on certain items.
- Wants to show brands and wants their home as an accessory.



## CUSTOMER 1

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### “I NEED A KITCHEN”

Consumers who see their home as a place to live without the need to reflect their life or style. These consumers will always buy on price and search for the best deals. They are unlikely to be interested in home design or have any desire to pay extra for it. They want their kitchen updated for the least amount of money possible.

These are not  customers



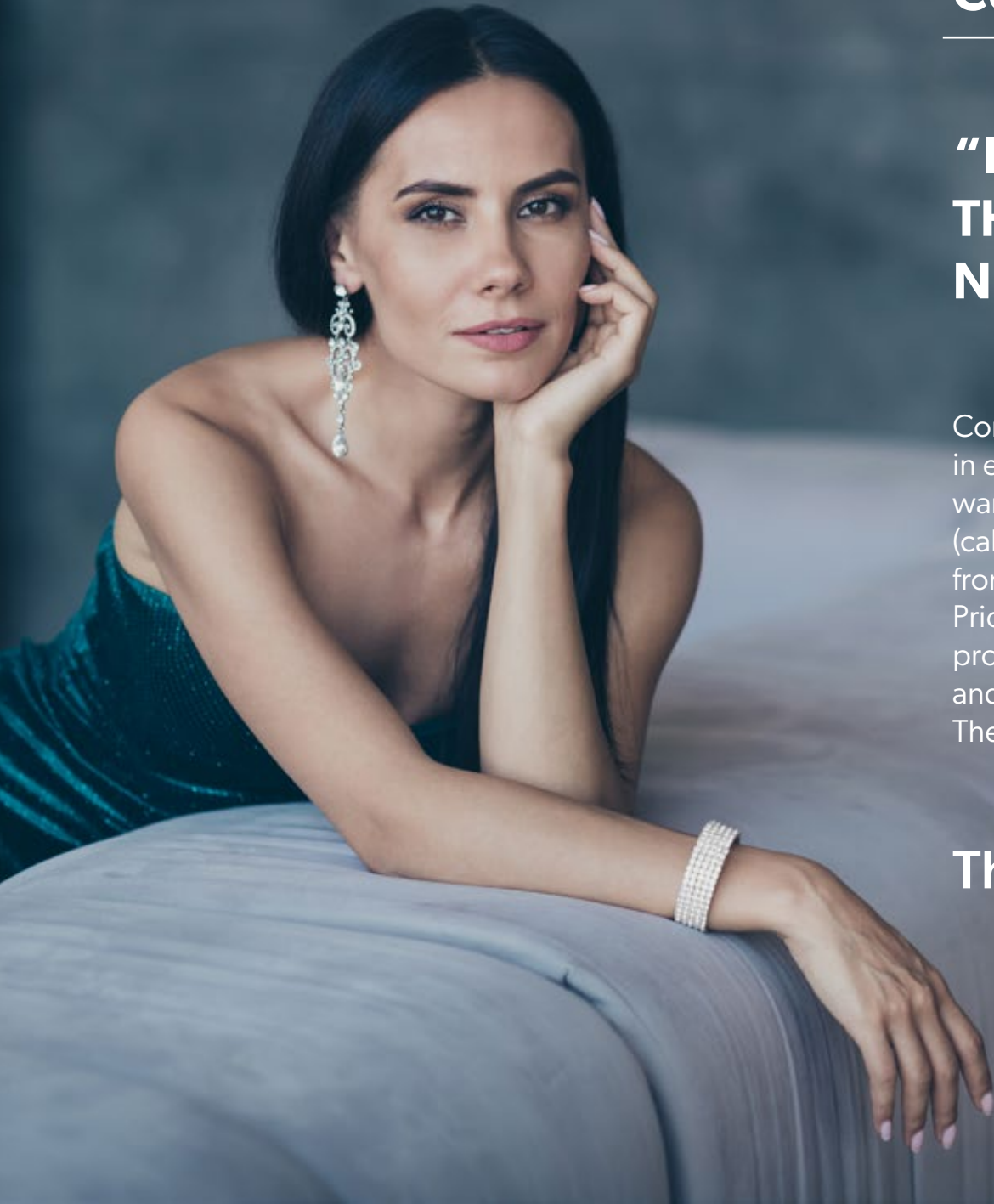
## CUSTOMER 2

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### **“I WANT A NICE KITCHEN”.**

Consumers who want a kitchen that goes beyond only function: These consumers need to be inspired and guided, since they're budget-considerate and insecure about what they want. They are brand conscious and are willing to spend a bit more for something special, and might be open to upgrading cabinets, counters, hardware – even customized design.

These can be  customers



## CUSTOMER 3

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**“I WANT A UNIQUE KITCHEN  
THAT REFLECTS MY FAMILY’S  
NEEDS AND MY TASTE IN LIFE”**

Consumers who recognize and seek excellence in everything they do and buy: These consumers want customized design and the best materials (cabinets/counters etc.) and they want to buy it from the undisputed experts in the marketplace. Price is a secondary concern; innovation, inspiration, product knowledge, selection, buying experience and style consultation are most important. These consumers will take the lead from MDC.

These are  customers

# BRAND PERSONALITY



Mission

**WE ASPIRE TO ELEVATE  
PEOPLE'S QUALITY OF LIFE**

Vision

**BY DESIGNING SPACES  
THAT INSPIRE.**

I N S P I R E D L I V I N G

**GRAPHIC IDENTITY**

**Logo**

Our logo reflects the core values of our company. The bold M signals stability and boldness, while being elegant and sophisticated. The checkmark adds proof and confirmation.

## Primary lockup



## Alternative lockup



We have a beautiful, unique logo. Don't let anyone %\$#@ it up.



Do not use the logo in other ways than approved lockup



Avoid logo on patterns



Avoid logo on busy backgrounds



Make sure there's enough contrast



**Logo usage**

When placing the logo in layout, it is important to give it a bit of breathing room.  
Use the height of the logo mark (M) to indicate the minimum amount of needed space.



**Logo with tagline**

When using tagline with logo, tagline should be same color as the check mark in the M.  
Horizontal logo can have same color tagline as Monterey Design Center.



**COLORS**

Our color palette is inspired by the nature that surrounds us.

**GREY**

PANTONE 432C

CMYK 0/0/0/88

RGB 70/70/70

HEX 464646

**TEAL**

PANTONE 631C

CMYK 69/7/16/0

RGB 50/180/206

HEX 32b4ce

**Logo and colors**

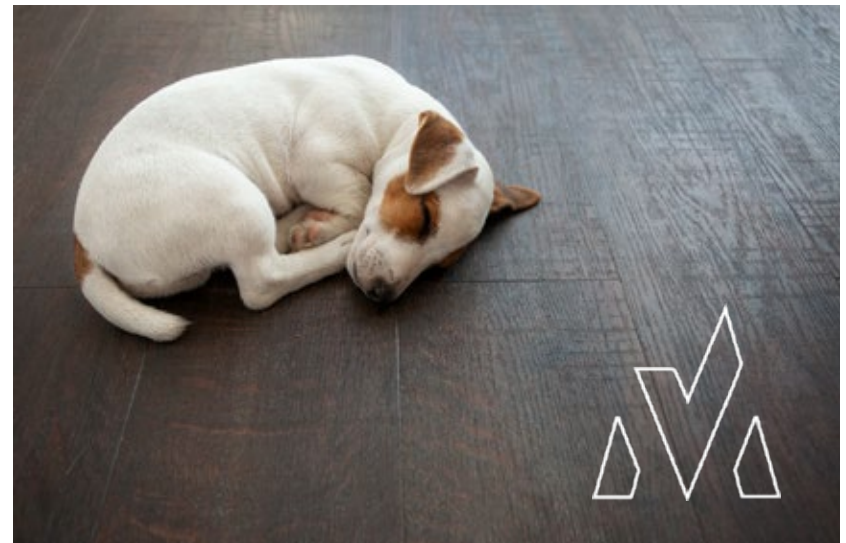
Our logo and colors are unique and recognizable, we can have fun mixing them, but try and stick to these combinations:

This is the main logo



**Logo mark**

The M logo mark is what the swoosh is for Nike. It's a recognizable icon that can be used as an alternative to the full logo with the name. The checkmark can be used as a separate design element when appropriate.



A photograph of a modern water feature. The feature consists of a rectangular frame made of dark, weathered metal. Water is falling from the top of the frame, creating a vertical curtain of water. The water feature is set on a concrete base with a metal grate at the bottom. The background shows a dense forest of green trees under a clear blue sky. The word "DREAM" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**DREAM**

**Typography**

Gibson is our typeface; use it whenever it's possible.

Rule of thumb: The longer the sentence, the thinner the font.

ALL-CAPS should only be used for single words or short sentences.

Effect text  
Gibson Bold

**DREAM**

Headline text  
Gibson Semi Bold

**INSPIRED LIVING**

**Be faithful to your own taste because nothing  
you really like is ever out of style.**

General copy  
Gibson Book

A style that reflects you, soothes you. A space that embraces you, propels you. We pride ourselves in creating homes that are designed around you. Schedule a free consultation with the architects and designers at the newly expanded and inspiring Monterey Design Center.

General copy  
Gibson Book italic

*A style that reflects you, soothes you. A space that embraces you, propels you. We pride ourselves in creating homes that are designed around you. Schedule a free consultation with the architects and designers at the newly expanded and inspiring Monterey Design Center.*

**Design identity**

One of the unique and recognizable design elements in our graphic identity is the angle in our logo. We want to use it wherever possible; text, picture frames, boxes, and graphics in our collateral, website, presentations stationery, and business cards, etc.



**WELCOME TO  
MONTEREY  
DESIGN CENTER**  
YOU'RE ABOUT  
TO GET INSPIRED.



**Print files vs. digital files - What to use when**

Use the correct file to make the logo look the best.

CMYK files are for printing. RGB files are for anything digital.

CMYK Print



.eps is a vectorized “professional” file and can be scaled as big as you like. It has a transparent background, so you can use it on top of an image etc. Use this for high-quality printing projects.

.eps can also be alternated in Adobe Illustrator

RGB Digital



.png can be used for anything digital it has a transparent background to use on top of an image, etc.



**A good brand  
makes people feel good.  
A great brand  
makes people feel good  
about themselves.**

*- All About Them*

