



Branding Guide



Our Mission

Yamazaki creates home goods, housewares & happy-making objects with small-space sensibility.

We believe that even the smaller transformations throughout the home can help us stress less & live more joyfully.

Headquartered in Japan, we are universally recognized for bringing intelligent, uniquely-considered design to everyday items.

With passion & purpose, we believe we can elevate the industry with a new, higher standard of product design.

If home is what you make it, make it tidy. Make it beautiful. Make it Yamazaki.

The Logo

Our logo is simple, clean, and organized, just like our products.

At our core, we are home organization reinvented. No one does contemporary organization like our logo.

The Yamazaki Home logo border is made using border width 1pt in Adobe Indesign.



The Yamazaki Logo typeface is Brutal, colored #000000.



However though, when we put our logo on this dark background, the border and type color changes to #ffffff.

The logo is not allowed to be changed in dimension and color unless it is one of these two circumstances.

The Yamazaki black logo must always be on a white background (#000000) and its counterpart (white logo) can only be used on a #27373E color background.

The total width to height ratio is 112:80px, with a maximum logo size of 112px by 80px.

We hope you'll take care of our logo as well as you would your belongings.



Color

A color scheme benefitting any home and any contemporary space. Same colors, so its easier to make your space look cohesive.

These colors are never allowed to be tints or shades. Only use the colors shown below in their exact mixes (Pantone, CYMK, RGB) depending on the medium.

#000000

#f4f3f2

#efe4e1

#906d41

#27373e

#4d4e55

Typography

We only use two typefaces to make all Yamazaki Home collateral, so be sure to only use these two.

Brutal

For our body texts, small text, and descriptions we use the Brutal typeface in either 16px or 18px size. Brutal can only be colored #000000 or #4d4e55.

Brutal is also used in product title pages and is the typeface for the Yamazaki Home logo.

LibreBaskerville

For our titles and page headers, we prefer the classy LibreBaskerville font. #906d41 or #4d4e55 font colors must be used for titles and headers on #000000 and #efe4e1 backgrounds, while #000000 font color must be used on #27373e or darker backgrounds.

The contrast between fonts shows how our products can fit in any environment, among any aesthetic.

Brutal

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

LibreBaskerville

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz



Application

Our stationery is a regular point of contact with our clients. It may be small, but it constantly re-enforces our ethics of high quality and strong consistency.

Using our stationery

Our stationery is simple and minimalistic - perfect for communicating the Yamazaki Home brand.

With the existing color scheme and logo, different avenues can be explored in the design of the business card - one for every member of the team to whom it belongs.



Icons and Illustrations



Though we use a small sample of icons currently, icons help Yamazaki Home communicate quickly and effectively.

Some simple rules for creating new icons:

- Use only colors from the Yamazaki Home color palette
- Keep the illustrations within the icon as simple as possible with an SVG format (for high quality scalability)
- Use only flat color - do not use gradients or drop shadows
- If the icon needs a letter or number within it, only use the Brutal typeface
- All icons must be made with 0.25 stroke width





www.theyamazakihome.com