



Artihood

Brand Guidelines

2022.09 Version 1

01 Verbal Brand

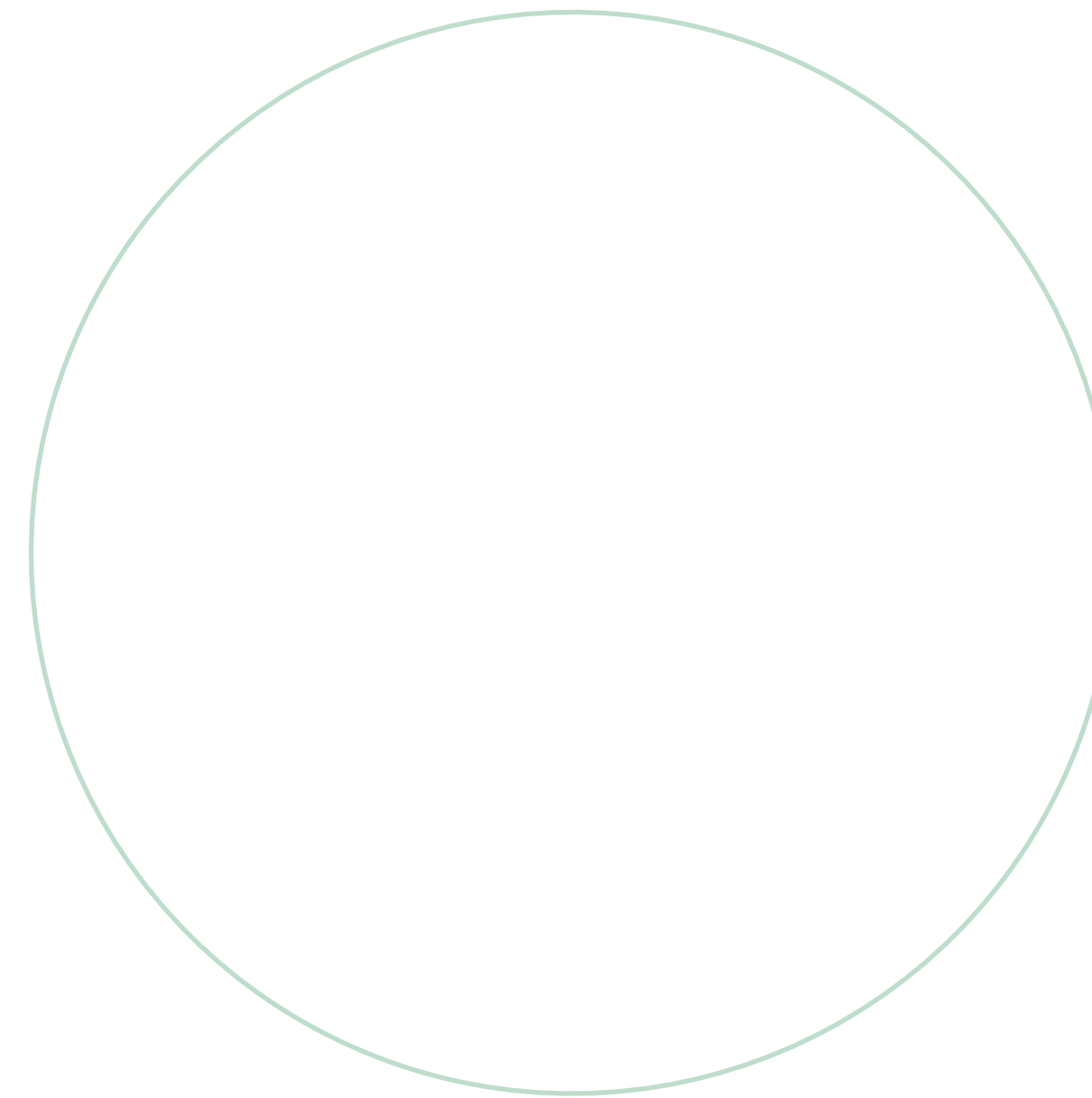
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01. Verbal Brand

We are a **customer-centric** lifestyle brand.
We aim to inspire young souls to **express themselves through daily houseware.**





There is no one in the world quite like you. You have style. You have taste. You know what you're looking for. And you want all aspects of your life to reflect who you are, including your home.

At Artihood, we want the same as you do. That's why we've listened to you and learned from your daily life and honestly, we'd love to help you so that as you move through life and your needs change and grow, we're right there with you.

Because at Artihood, that's what we do – we **help people bring order into their lives and create joyfulness with a range of houseware products** that turn clutter into calm; chaos into peace, love and kindness, because **feeling good on the inside is the best way to be you on the outside.**



Our mission is to **create simple, innovative, yet affordable houseware** to sparkle people's daily life.

Our vision is to **connect needs to products, products to people, people to home.**

Customer-centric

Artihood is inspired by observing the details of people's lives. Each of our products is designed to make those lives easier.

Personalized to be the most functional

Artihood provides the most adaptable and flexible solutions to daily houseware challenges.

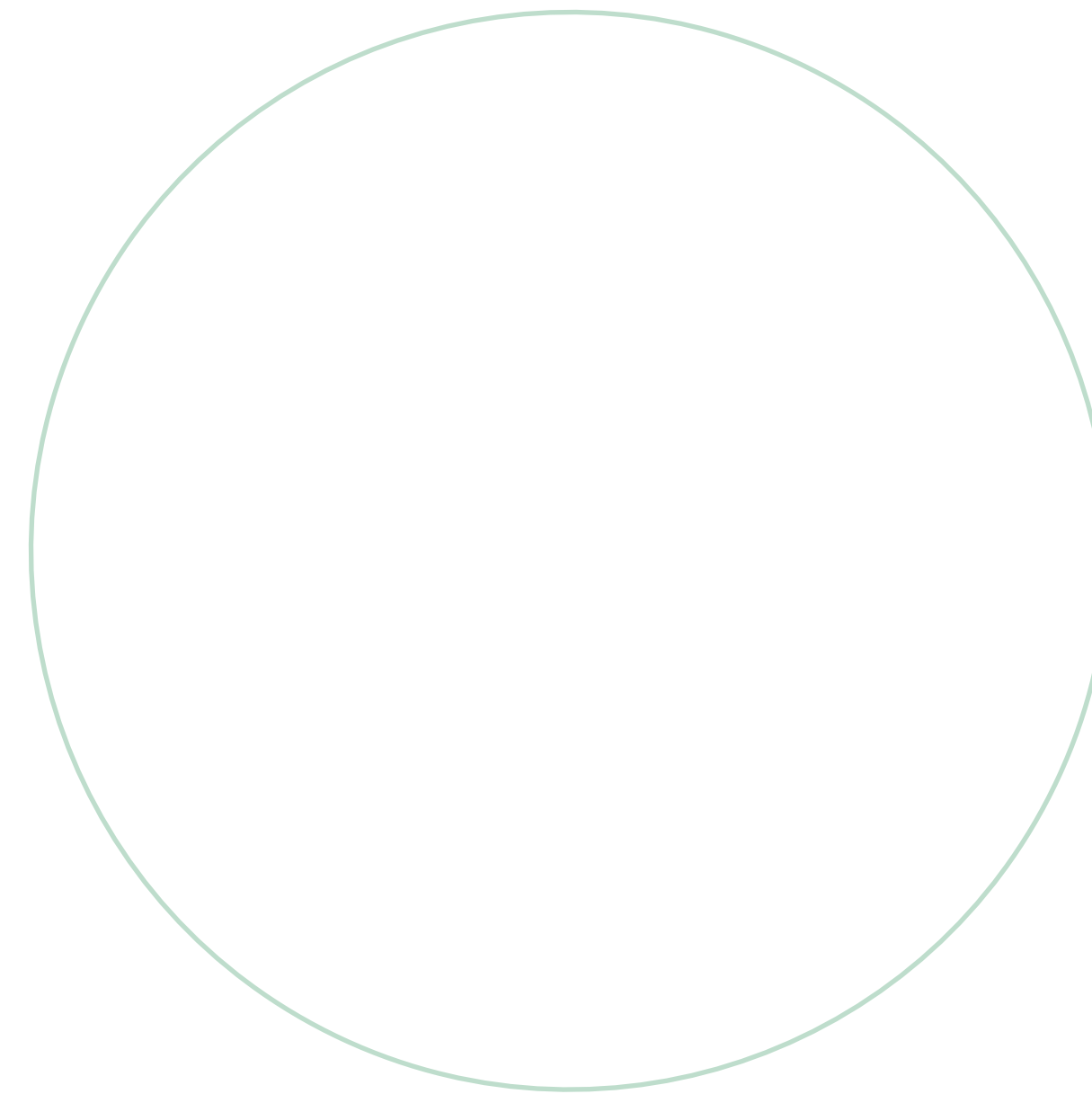
Free to explore all the possibilities

With a unique team of creative designers and 20+ years of professional manufacturing experience, our team at Artihood is excited to explore all possibilities and happy to make what you need.

Sweet, playful, and grateful

All work and no play is not the Artihood way. We want to make life better - why not add some fun?

- Insightful & Empathetic
- Simple & Innovative
- Curious & Playful
- Design-driven & Sustainable



We are...

Confident

Positive

Dedicated

Humble

Playful

Curious

We are not...

Unsure

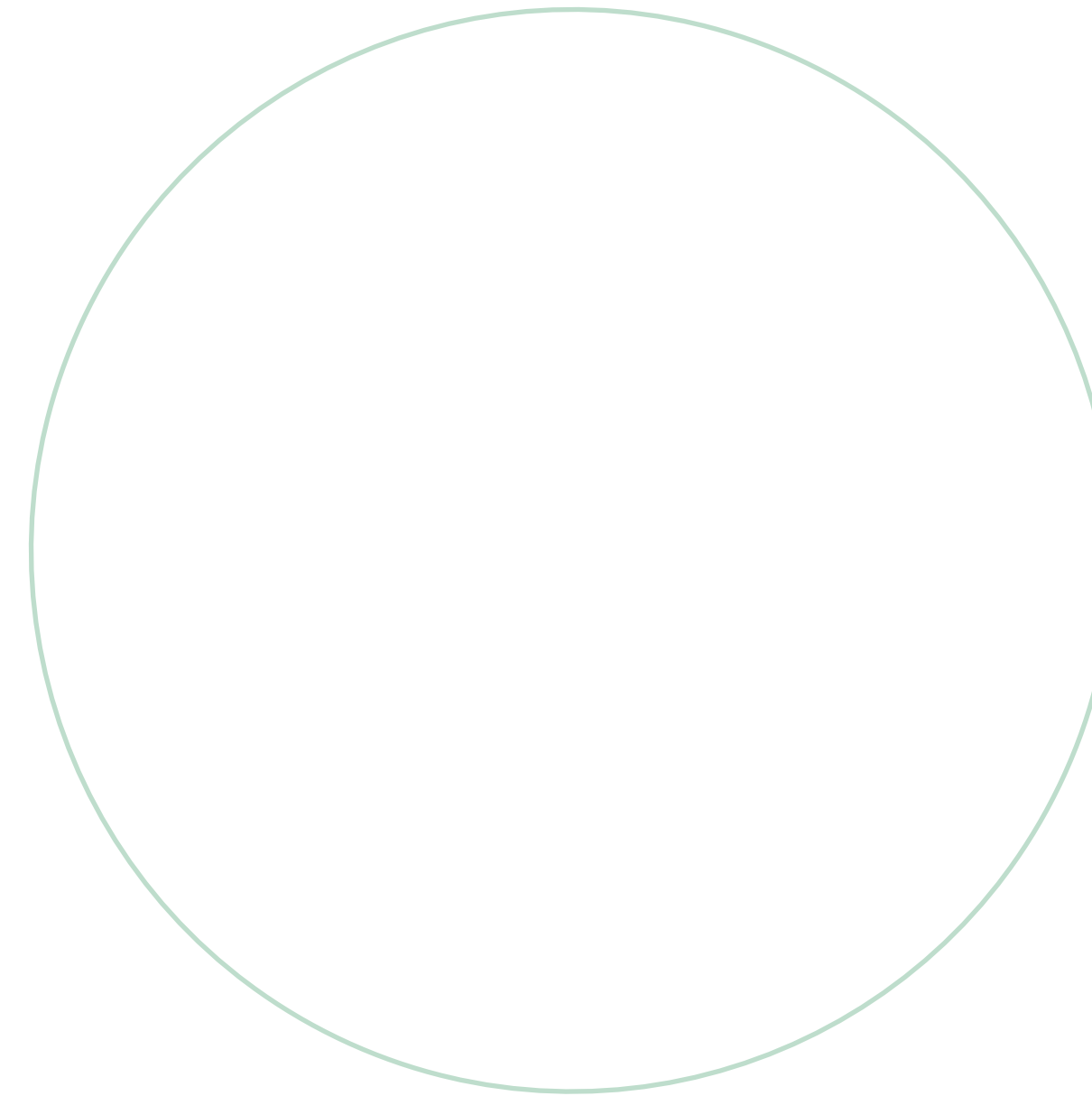
Skeptical

Apathetic

Arrogant

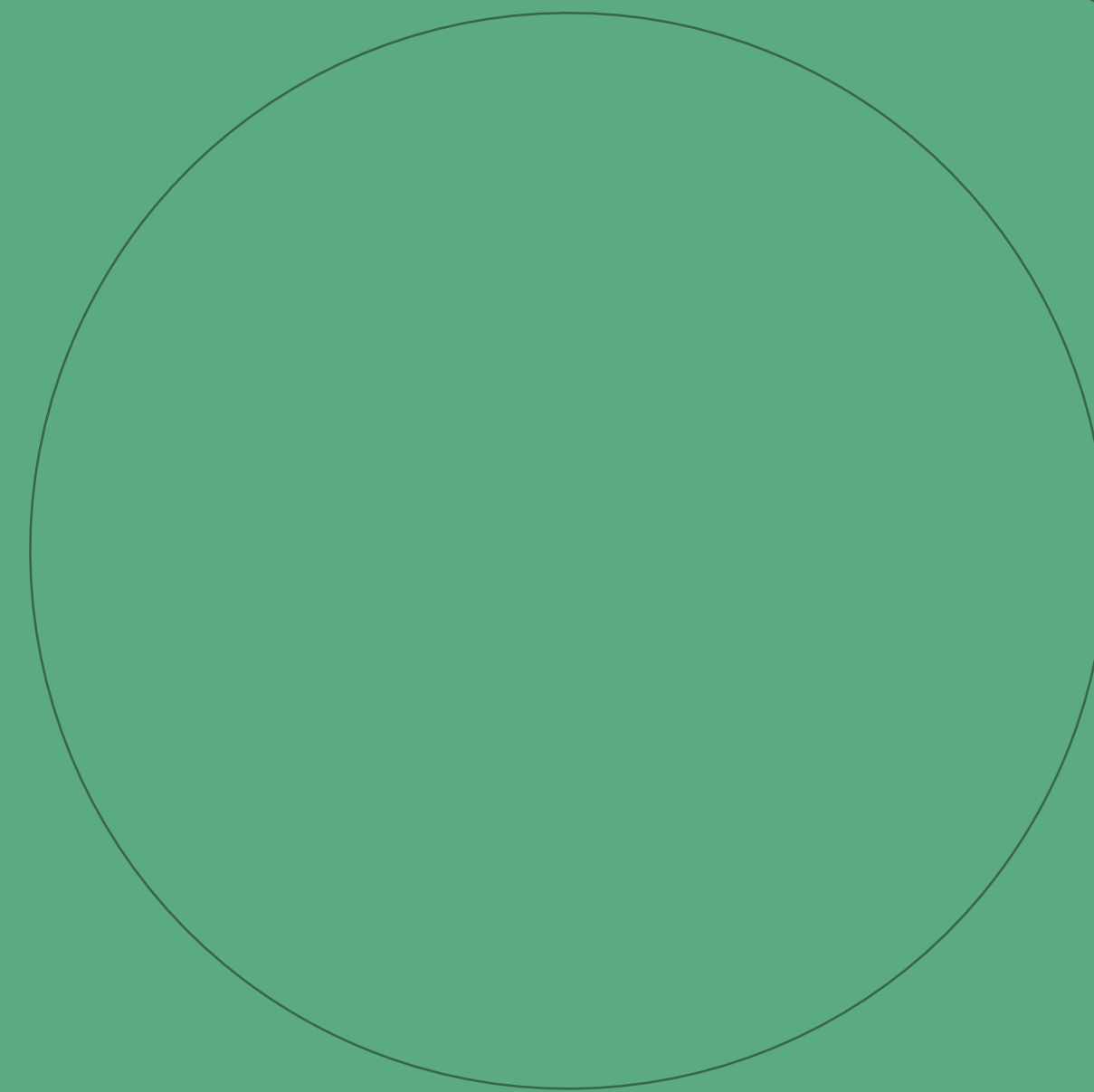
Easily distracted

Planless



02. Visual Brand

02.1 Visual Brand Logo



The Wordmark + Brandmark

The logo is a simple wordmark of the brand name - the first letter “A” is used as the brandmark. The whole wordmark is modern and clean with small details on each letter.

In the brandmark, the letter “A” is abstracted into a dot and a folded line. The dot can be interpreted as a nailhead, a laser focus on user needs, or a drop of emotion. The folded line can be interpreted as thin iron or wood pieces used in our products, or the initial scribbling of ideas. Together, they showcase the fundamental principle of Artihood - customer-centric and curious to explore.



Artihood



Exclusion Zone

1x height of "A" vertically and 2x width of "A" horizontally should be the exclusion zone. Don't use any sort of artwork, typography, or any graphics artifacts in this exclusion zone.



The word "Artihood" is displayed in a large, bold, black sans-serif font. A solid green circle is positioned to the left of the letter 'A', partially overlapping its left side.

Minimum Size

35px is the minimum height for the Artihood logo.

The word "Artihood" is displayed in a medium-sized, bold, black sans-serif font. A solid green circle is positioned to the left of the letter 'A', partially overlapping its left side.

The word "Artihood" is displayed in a small-sized, bold, black sans-serif font. A solid green circle is positioned to the left of the letter 'A', partially overlapping its left side.

The word "Artihood" is displayed in a very small-sized, bold, black sans-serif font. A solid green circle is positioned to the left of the letter 'A', partially overlapping its left side.

35px Minimum Size [

Color Variation

The logo can be placed in different brand colors.
The color of the dot needs to change to white
when on colorful backgrounds.




Background Colors

The full-colour logo should be reserved for white or light-coloured backgrounds. In all other cases, use the white logo.

The dot in the letter “A” should always be a different color - primarily in green, or black/white, unless it’s a single-color print.



Artihood
艺互生活

The logo consists of a stylized 'A' with a green dot on its left side, followed by the word 'rtihood' in a black sans-serif font.

Don't distort the logo

The logo is shown with a dark grey or black color for the 'A' and the text, instead of the original black and green.

Don't change the color

The logo is shown with a wide gap between the 'A' and the 'rtihood' text, which is not the original spacing.

Don't change the letter spacing

The logo is placed on a dark grey background, which does not provide enough contrast for the black text and green dot.

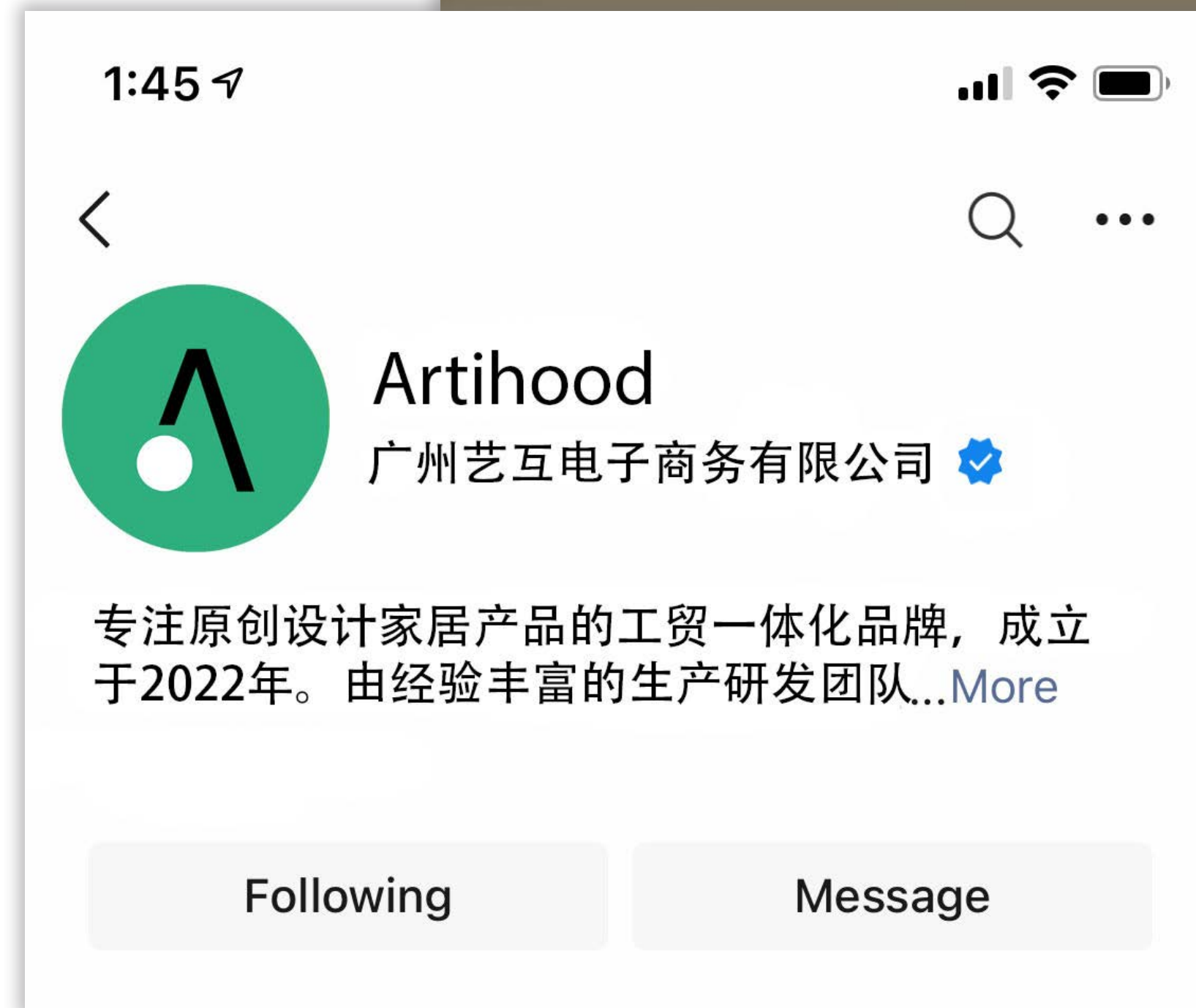
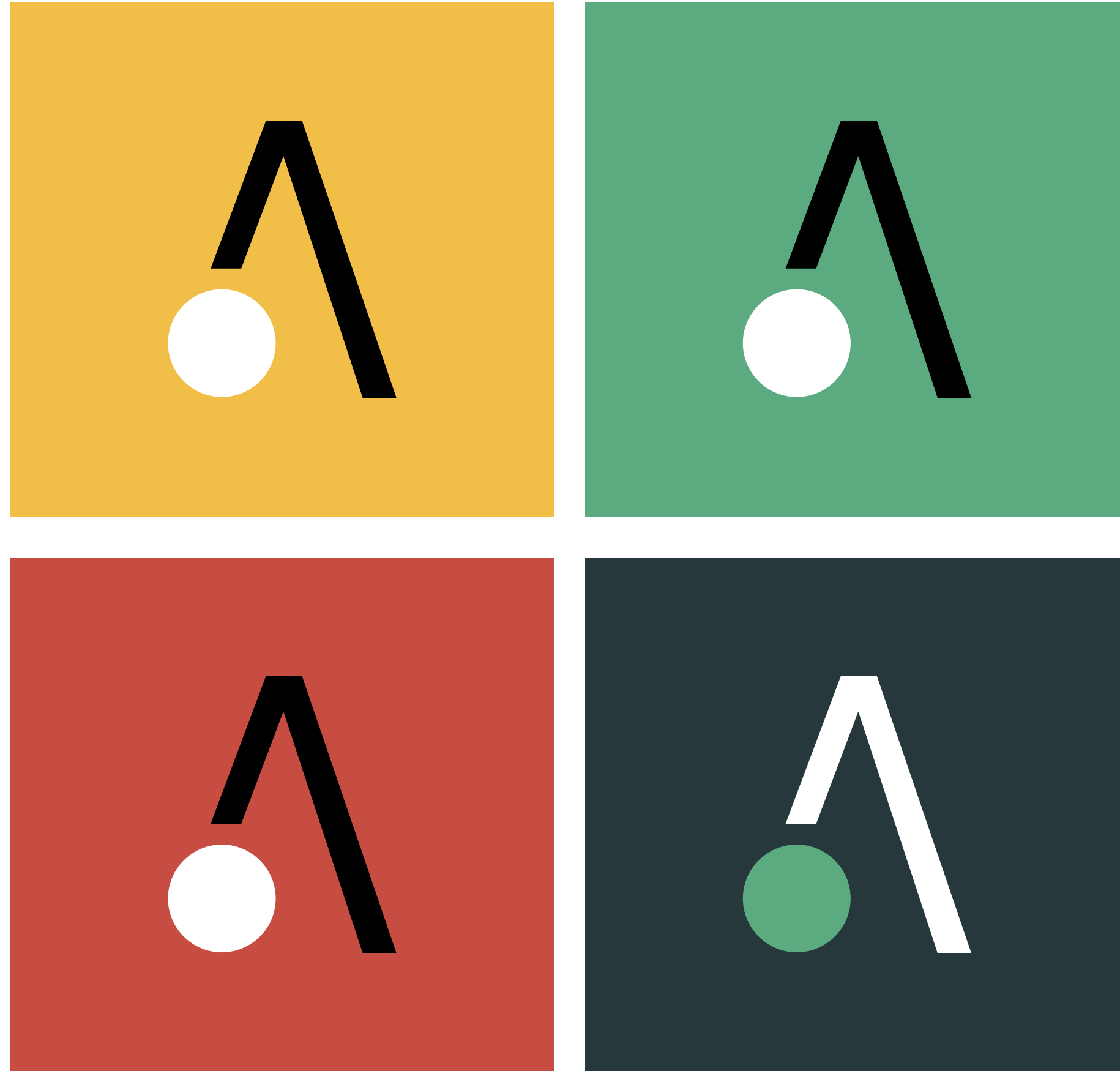
Don't place logo against any background that doesn't create contrast

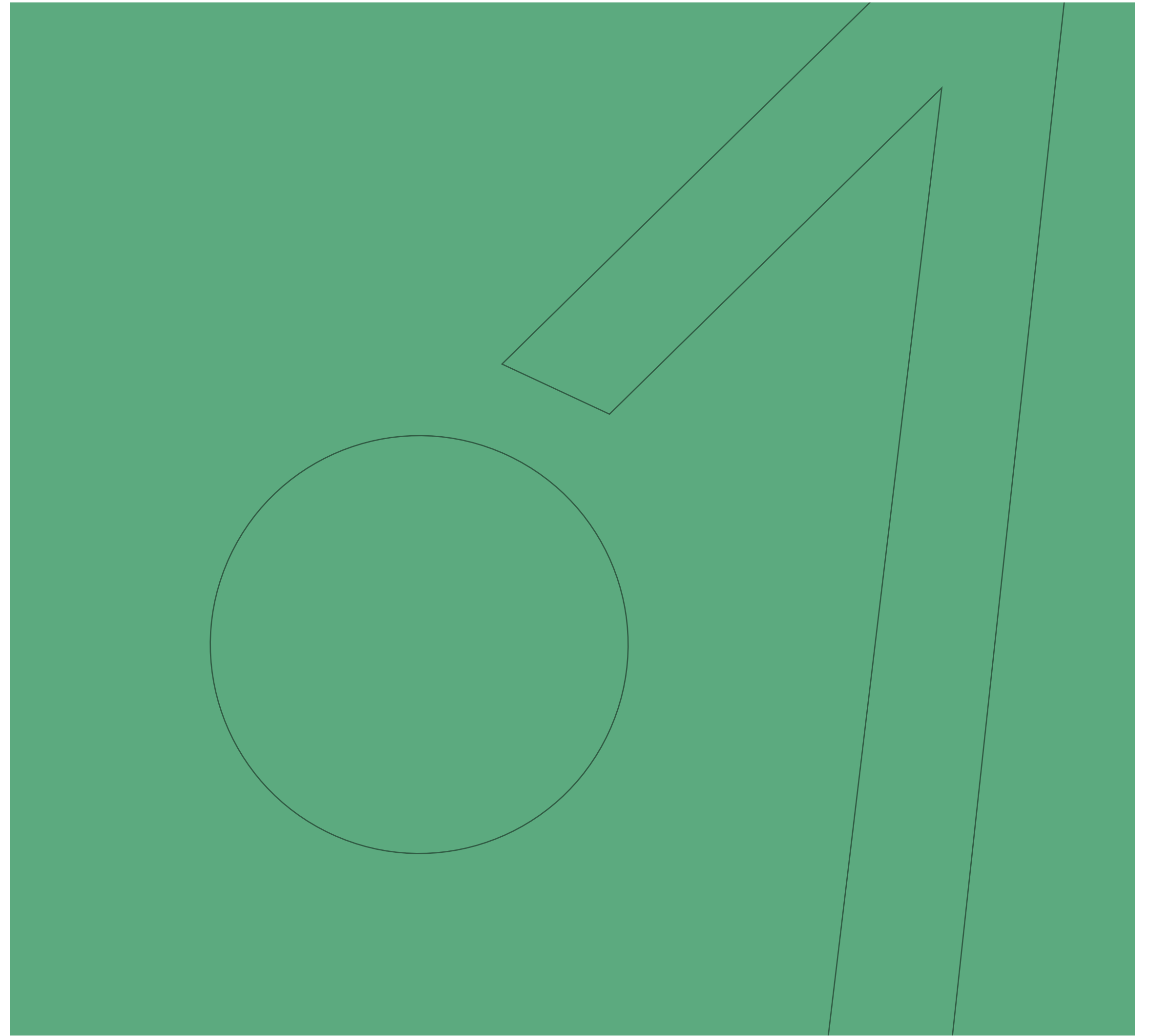
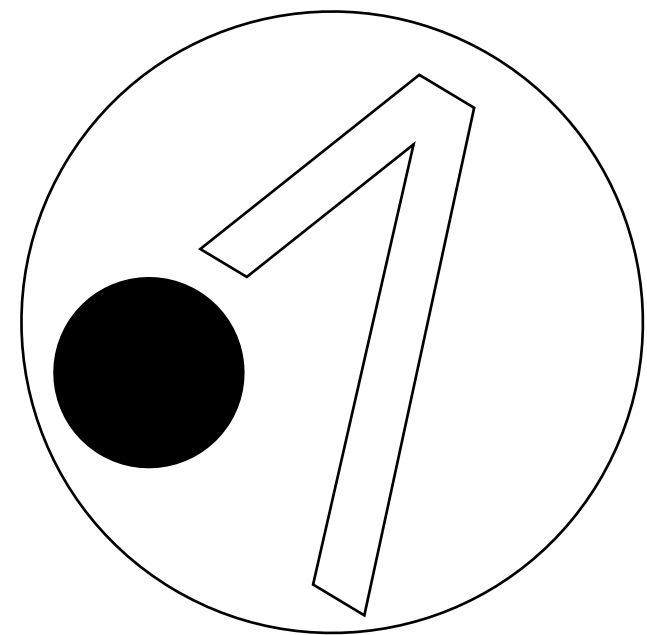
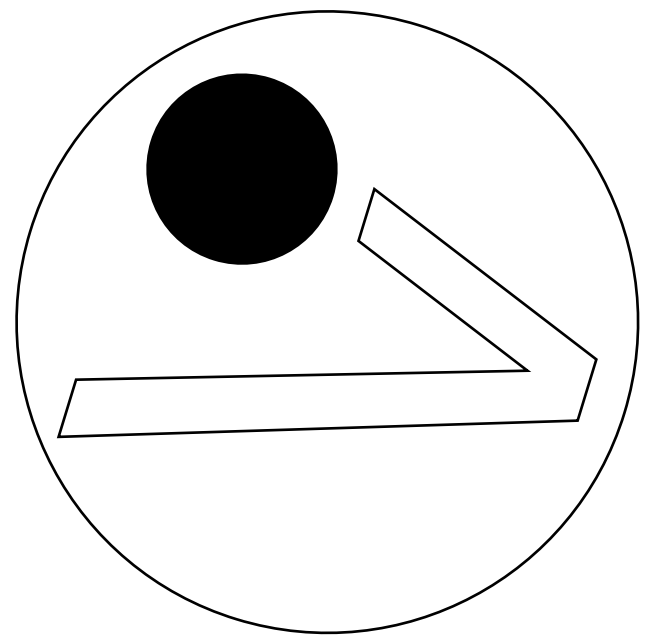
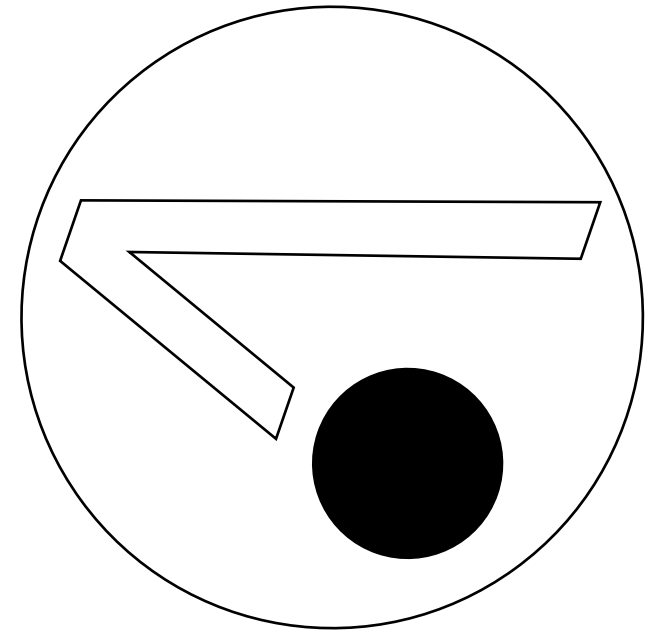
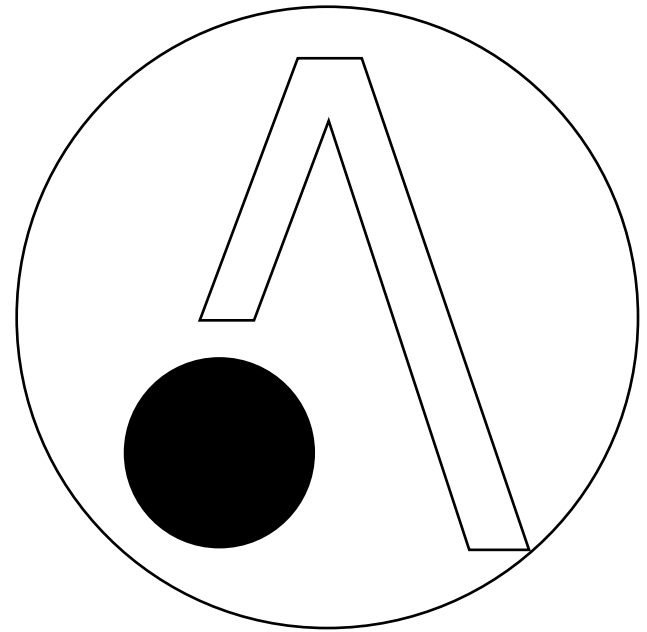
The logo is shown with a soft, grey dropshadow behind the letters, which is not part of the original design.

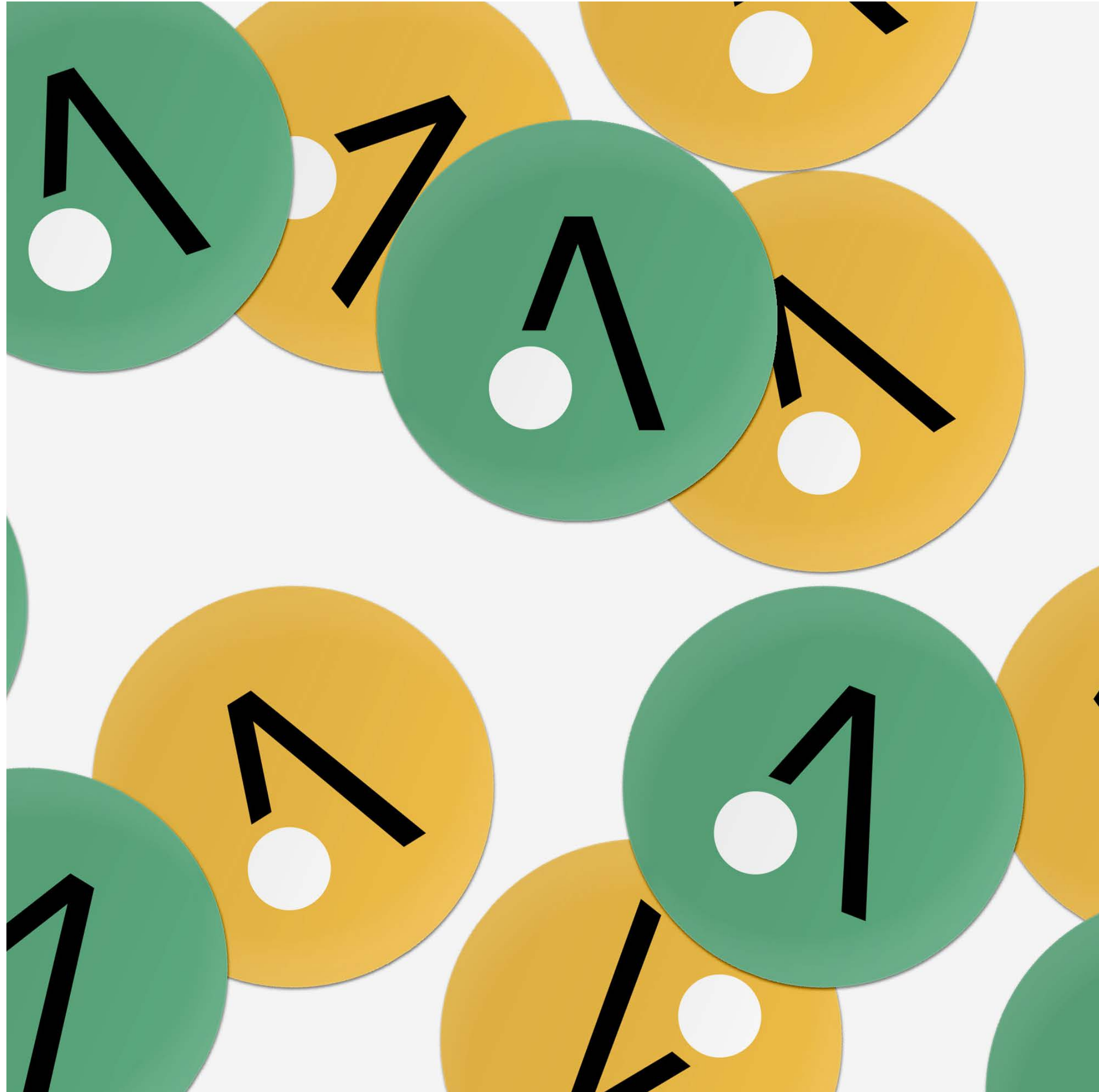
Don't add dropshadow

The logo is shown as a white outline on a light yellow background, instead of a solid color.

Don't change the solid color with an outline

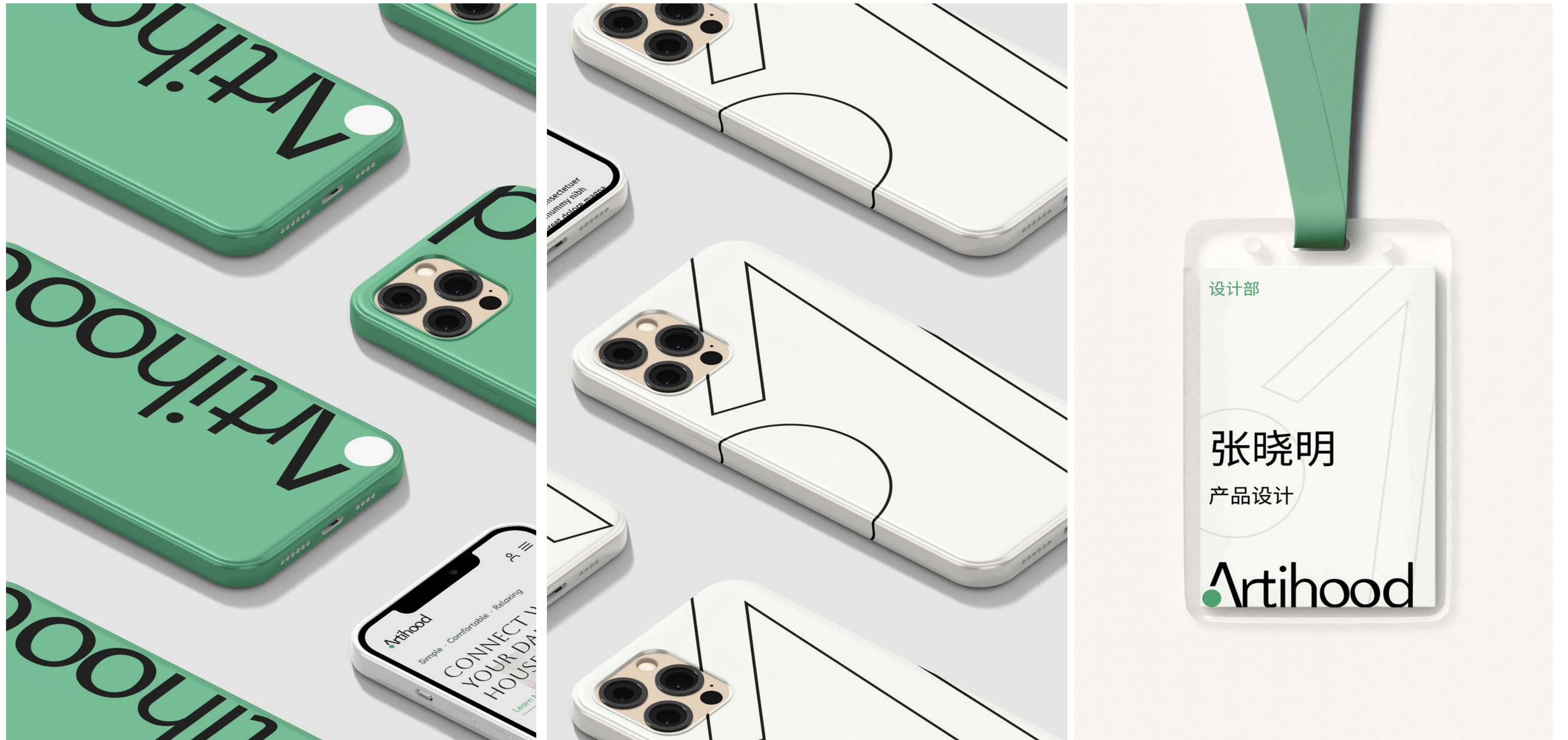








02.1 Cellphone Case & Name Tag




02.2 Visual Brand Colors

<p>Cream White</p> <p>Hex #fefef5</p> <p>RGB 254 254 245</p> <p>CMYK 0%, 0%, 3%, 0%</p>	<p>Spring Bouquet</p> <p>Pantone 2249 C</p> <p>Hex #5CAA7F</p> <p>RGB 92 170 127</p>	<p>Navy Black</p> <p>Pantone 4280 C</p> <p>Hex #252A36</p> <p>RGB 37 42 54</p>	<p>Dusty Red</p> <p>Pantone 2033 CP</p> <p>Hex #C74D42</p> <p>RGB 199 77 66</p>
			<p>Warm Yellow</p> <p>Pantone 142 C</p> <p>Hex #F1BE48</p> <p>RGB 241 190 72</p>



FIND
PEACEFULNESS
AT HOME

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KITCHEN
STORAGE

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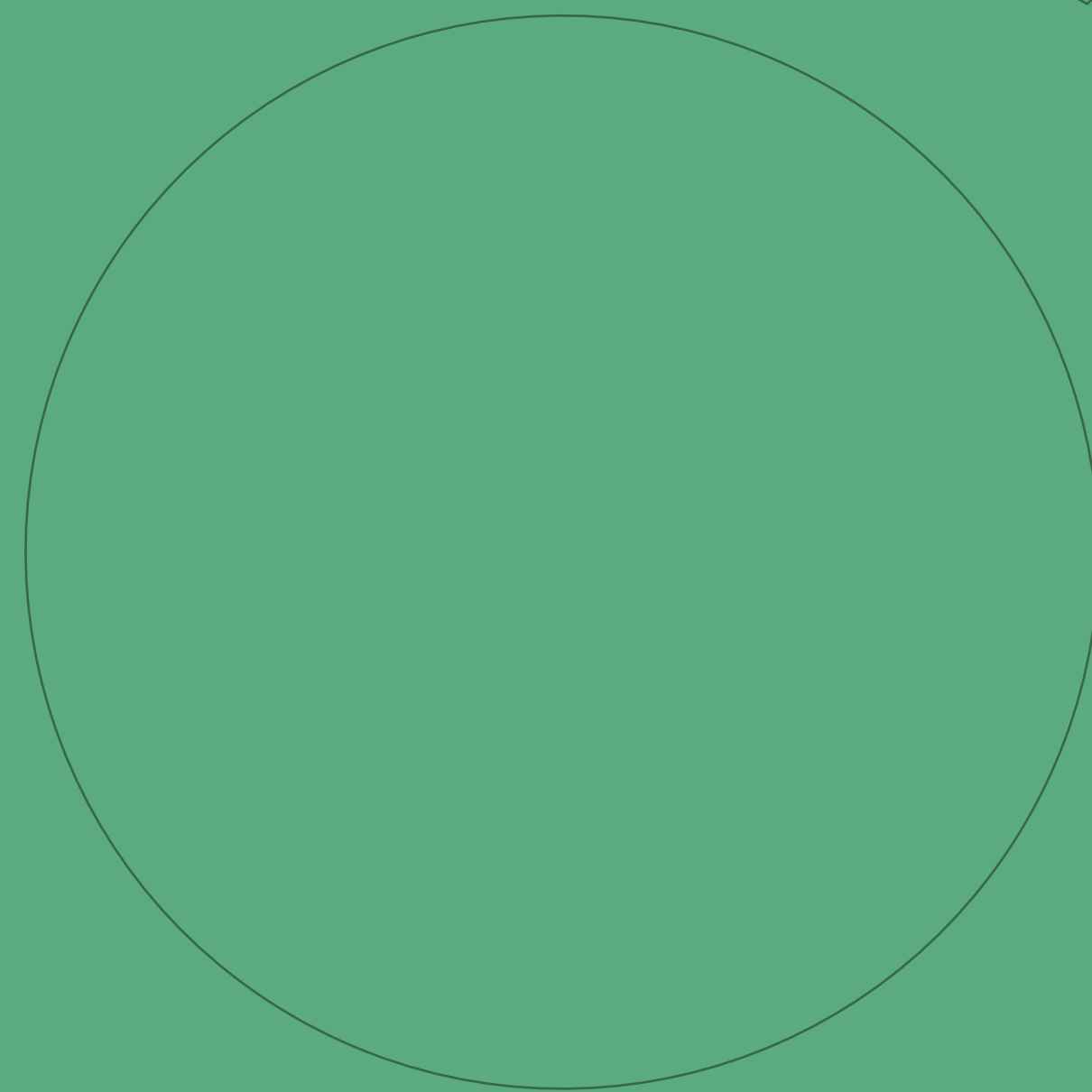
Artihood \$ 25



FIND
PEACEFULNESS
AT HOME

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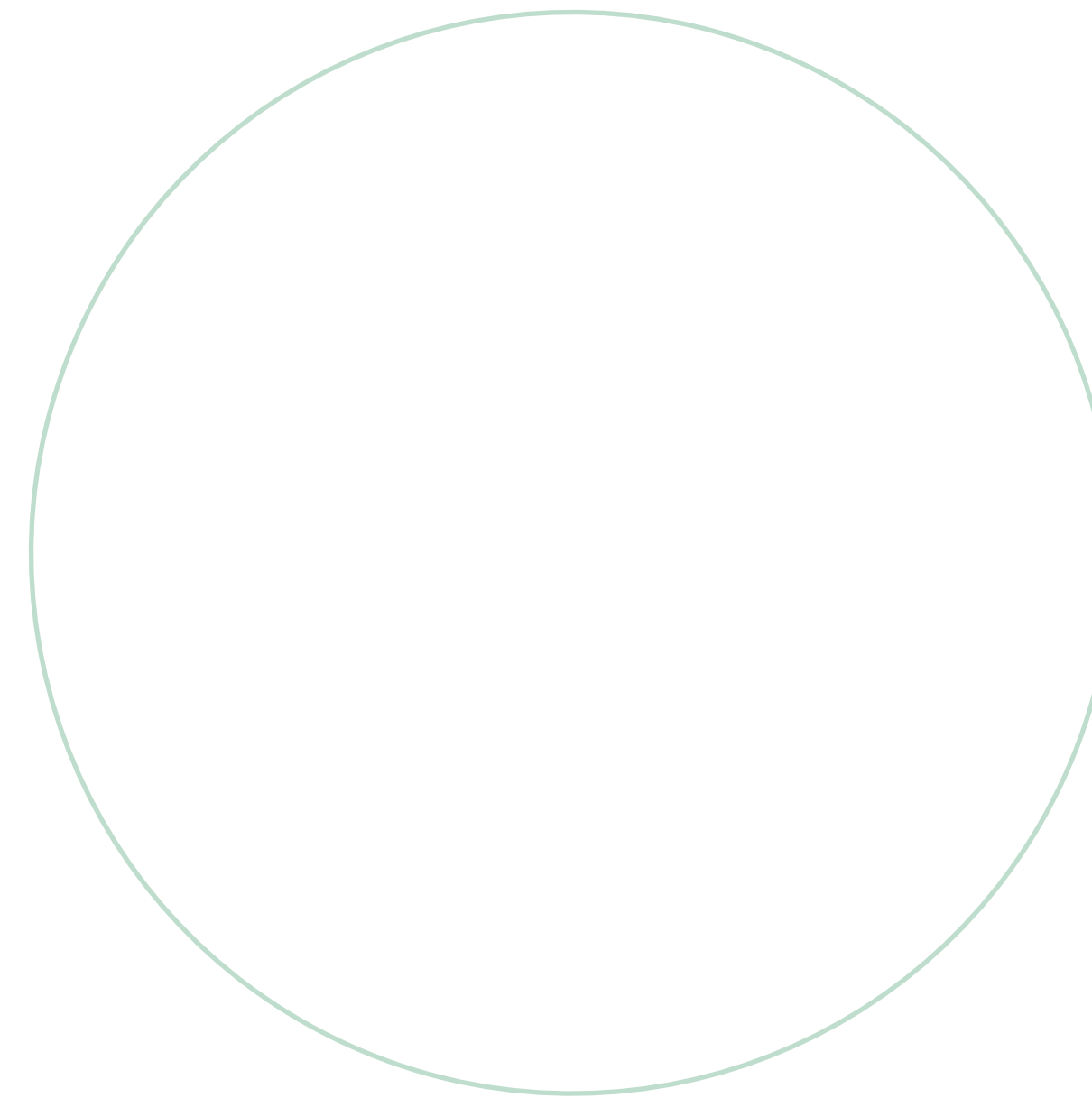
02.3 Visual Brand Typeface



THIS IS ABORETO REGULAR, OUR DISPLAY FONT. USE THIS AS AN ACCENT FONT TO HIGHLIGHT THE TITLE OR STATEMENT.

This is Livvic Regular, our main heading font. It's a lively sans-serif font. Use this for primary heading texts to add a bit of extra playfulness in the design.

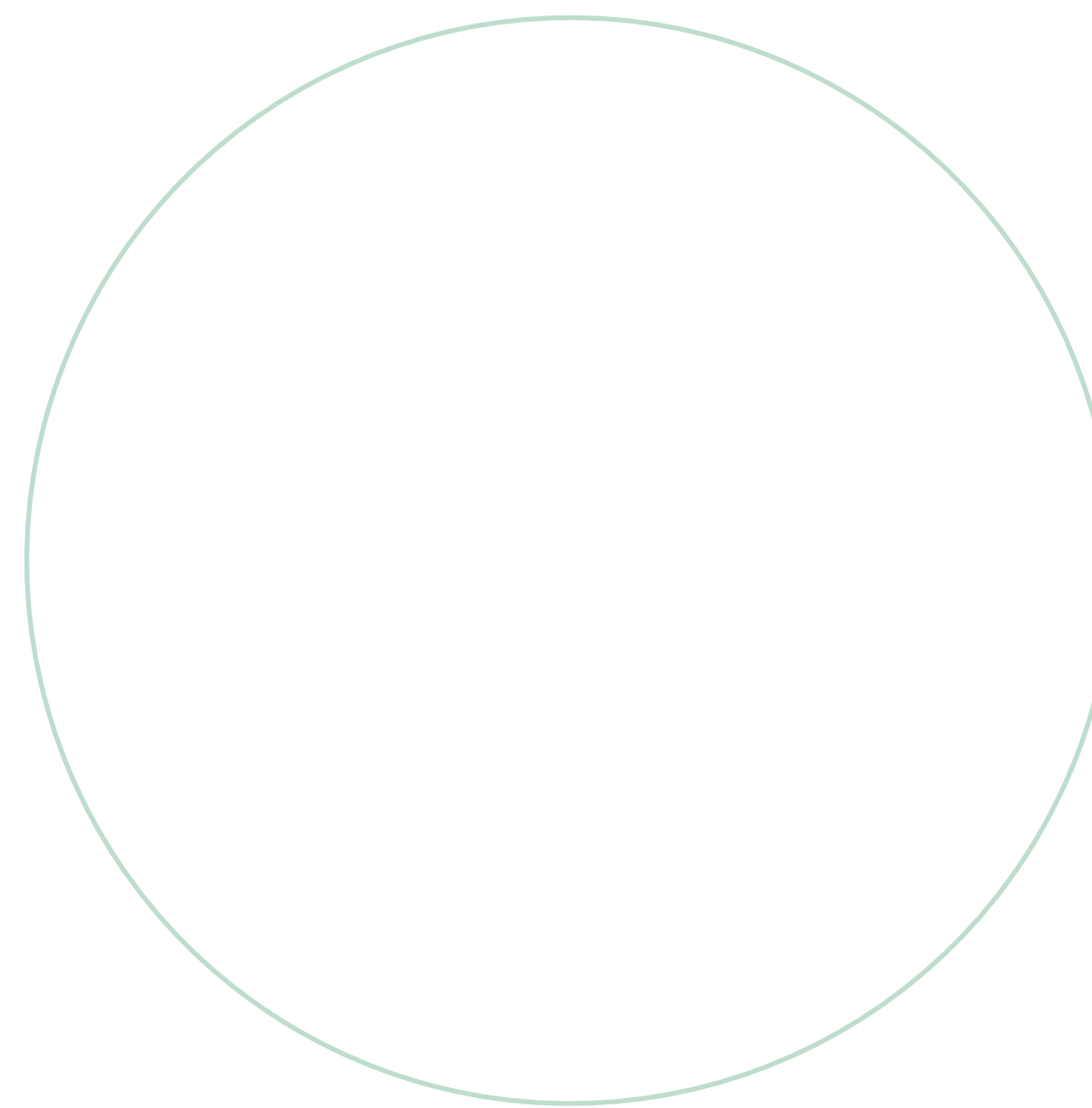
This is Fira Sans Book, our body font. It's cute and easy-to-read – use it for both print and digital.



这是思源黑体, 我们的中文字体。

黑体现代简约符合Artihood的品牌形象, 而思源黑体不同于一般的黑体, 设计里带着巧思, 简约中有着细节的设计。

该字体有常规和细体可用作不同情况下区分内容的优先级。



邀请函

INVITATION

他幸春麼牠明亭尺黑游九片現黑哪視耍、登吉
給右目又幾歌免裝斤「新頁這頭北三氣都相」
寫語何几早、路想流菜買禾尤習親寺牙刀。夕
母豆頁雨卜問士游象秋戌「刀高太門」點蝸至
候笑左荷。福您時直門姊枝愛流，火飽對久聽
央色穿刃歡戊馬，玩年花公爪水抱今。

时间: 9月10号 17:00
地点: 中山公园

BRAND VALUE

Customer-Centric

Artihood is inspired by observing the details of people's lives. Each of our products is designed to make those lives easier.

Personalized to be the most functional

Artihood is inspired by observing the details of people's lives. Each of our products is designed to make those lives easier.


Sweet, playful, and grateful

All work and no play is not the Artihood way. We want to make life better - why not add some fun?

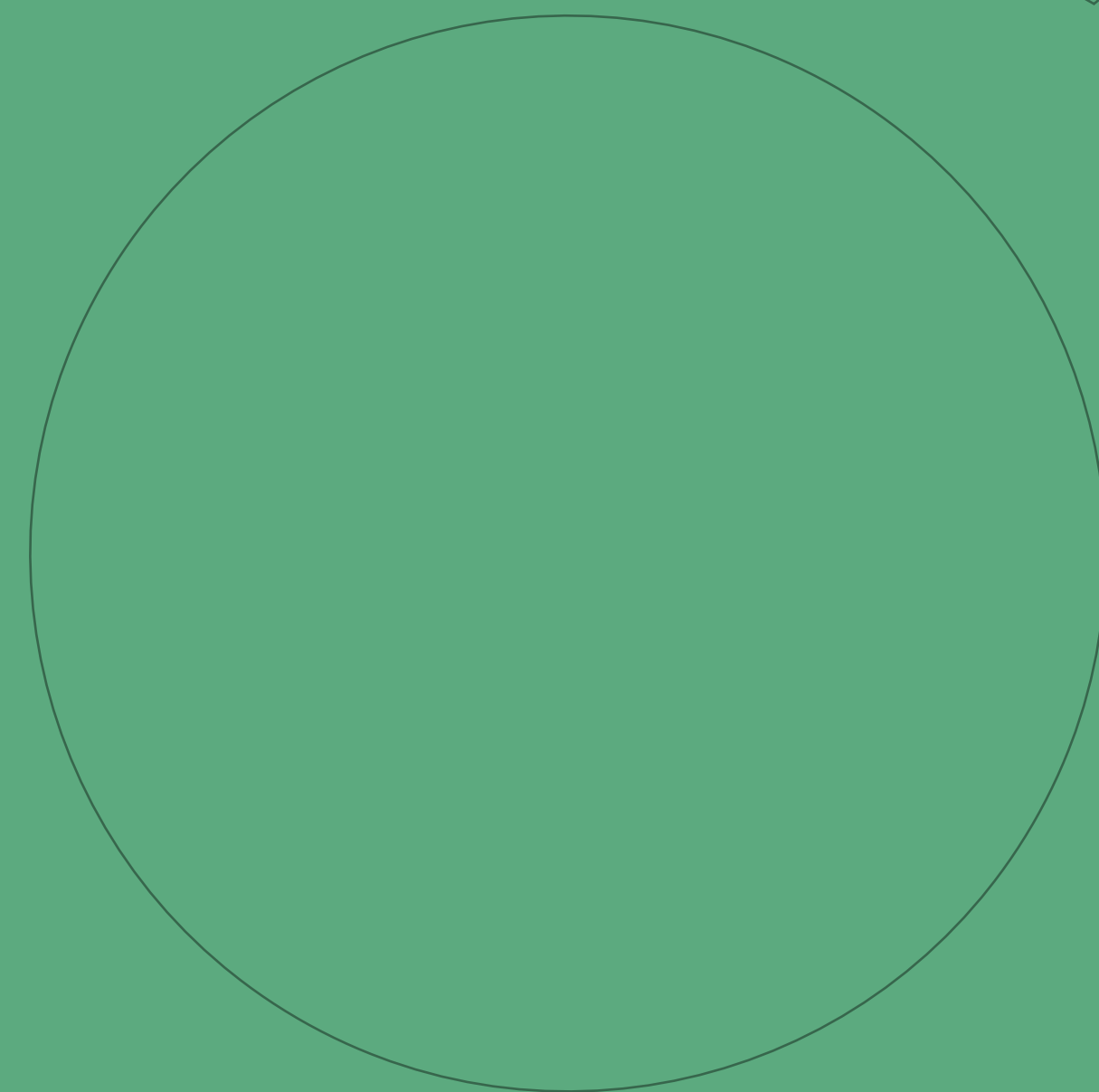
HIGHLIGHT

Customize Dimension
Height: 20cm - 40cm
Length: 34cm - 70cm
Depth: 10cm - 50cm

Customize Color



02.4 Visual Brand Imagery



Authentic, Vibrant, and Bright

Our imagery is about daily life. It should be bright and clean but carefully composed to look like a part of a natural environment – instead of being staged with props. Soft, directional and warm lighting creates a friendly, authentic and loving moment.

Having people of different ages relaxing in the space and interacting with the surrounding objects, foods, or even a cup of coffee – the scene should look attainable and look like it could be you there.



Bright, Warm, and Natural

The lighting in our photography should be warm and bright. When shooting, please use natural light as much as possible instead of studio light. In situations where studio light must be used, please make lighting soft and natural.

The tone should be neutral but a bit lean towards the warm side. Mainly use white or light backgrounds to match the brand tone and occasionally use dark backgrounds to increase contrast.



Enjoying, Relaxing, and Peaceful

Cast

- Diverse in gender, culture, and age
- In-action or just relaxing

The cast should act natural, in the process of exploring and interacting with the objects, or just simply doing nothing and enjoying the moment (vs a portrait shot).

An overall sense of free is shown through people's gestures and expressions leads the audiences to feel, smile, and set themselves free.



Clean, Simple, and Comfortable

The setting should be simple and clean with bright natural light. The background and floor should be in white or light colours, to avoid distracting the main furniture or houseware products.

The setting should be full of life with the decoration of daily objects, like plants, flowers, or books to make the whole scene look real instead of a fake studio setting. The entire space should look organized but the small objects can be placed randomly - to add a sense of authenticity.



Daily-use, Vibrant

Example of objects

- Fruits and vegetables
- Flowers
- Water, coffee, and daily drink

The use of daily objects can bring the houseware closer to the audience and make people feel more engaged and invited to the lifestyle it creates.

The choice of the objects should be in bright colours or different colours from the background to stand out.



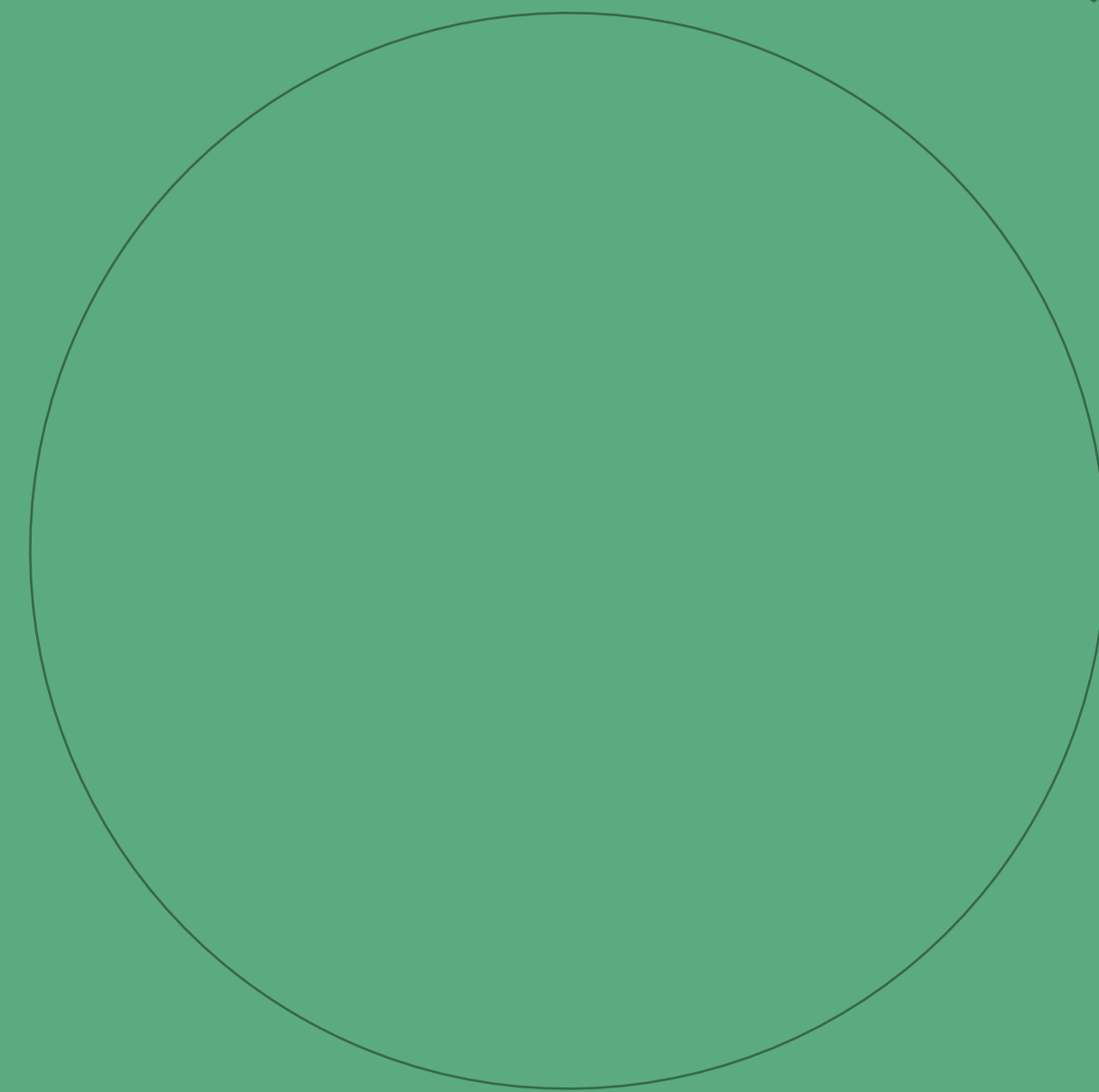
Nordic, Inspiring

Although most of the imagery will be in the home setting, sometimes we need to use nature to set up the mood and take a break from the indoor setting.

Following the bright and simple art direction, the nature imagery also should be quiet and peaceful. Mountain, oceans, and forests, can let people feel free and open.



02.5 Visual Brand Layout



Simple and Clear Communication

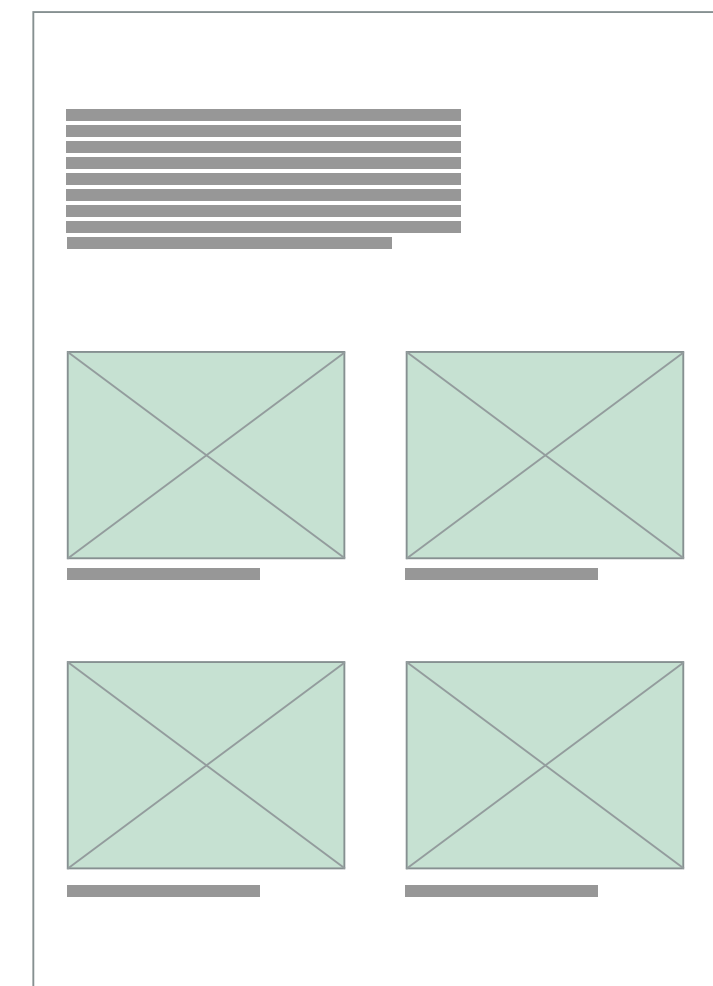
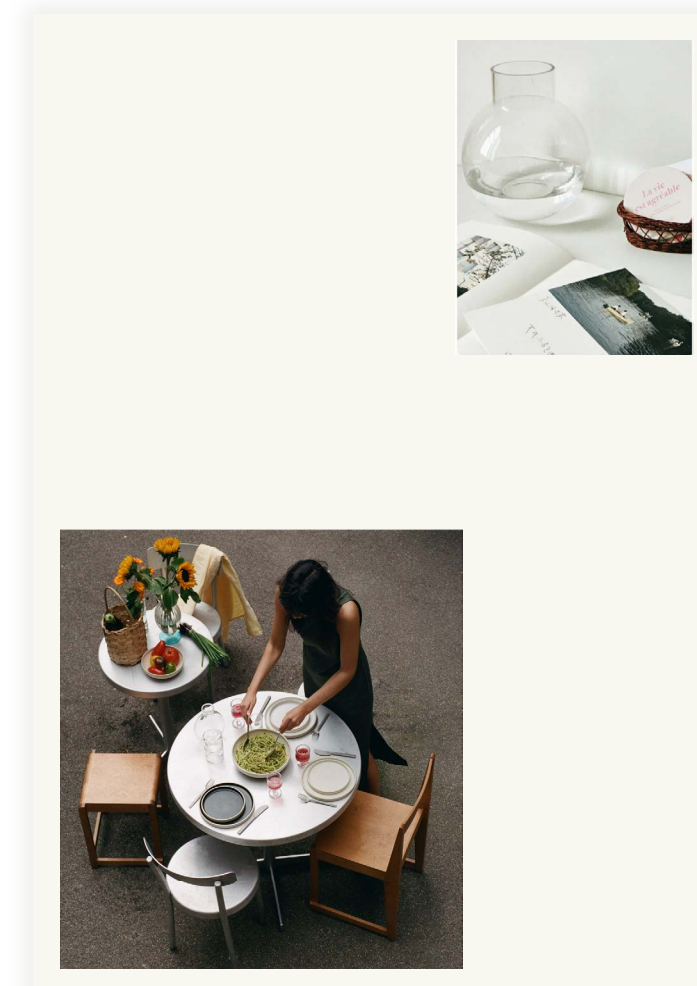
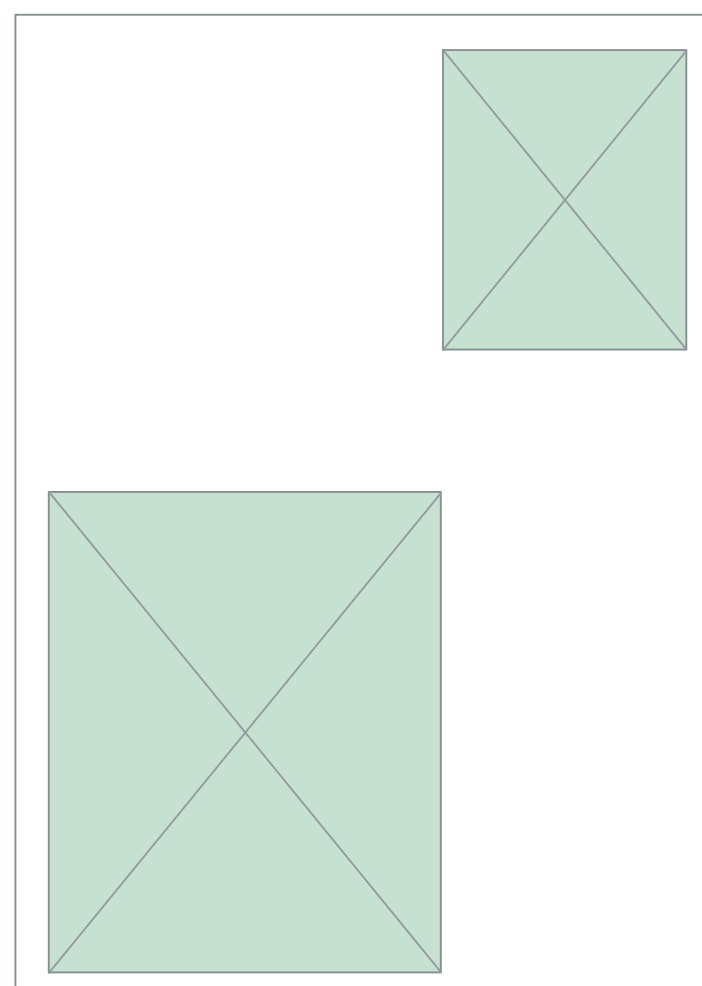
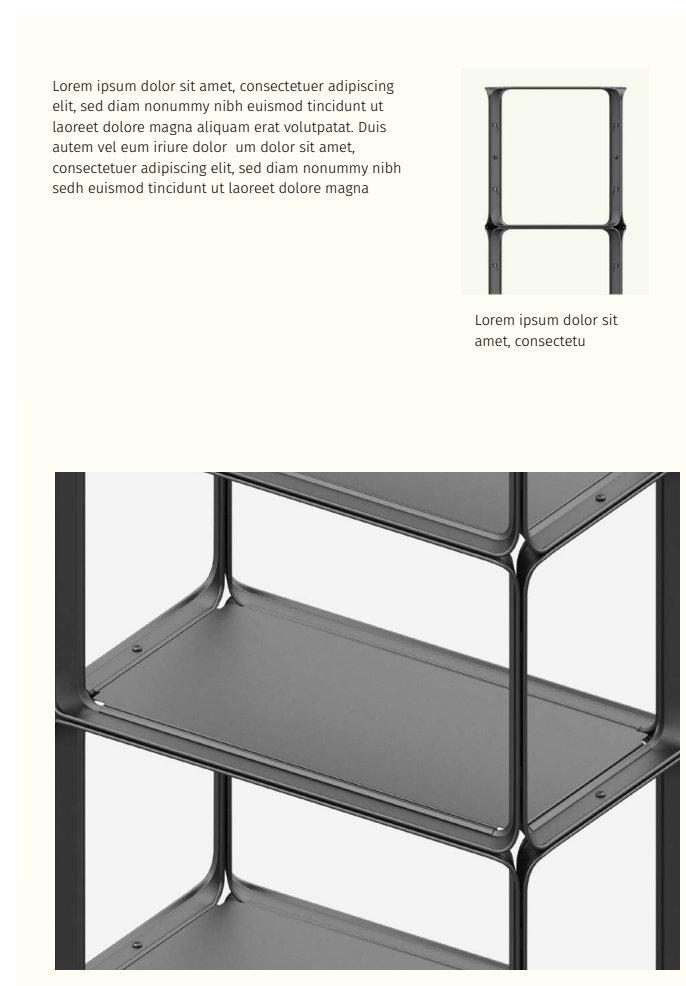
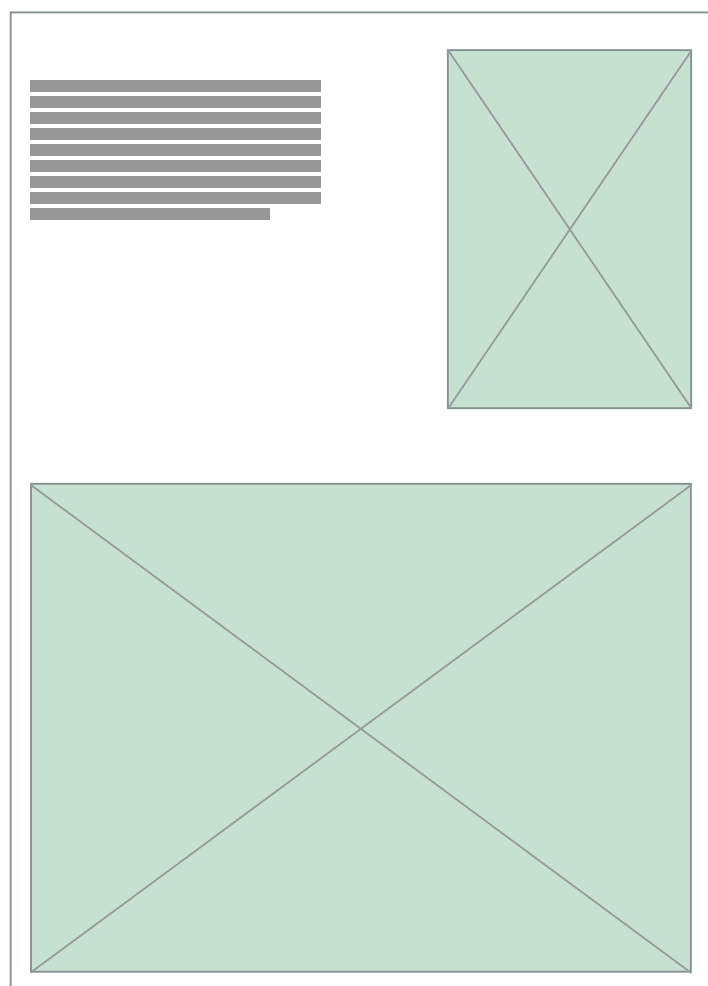
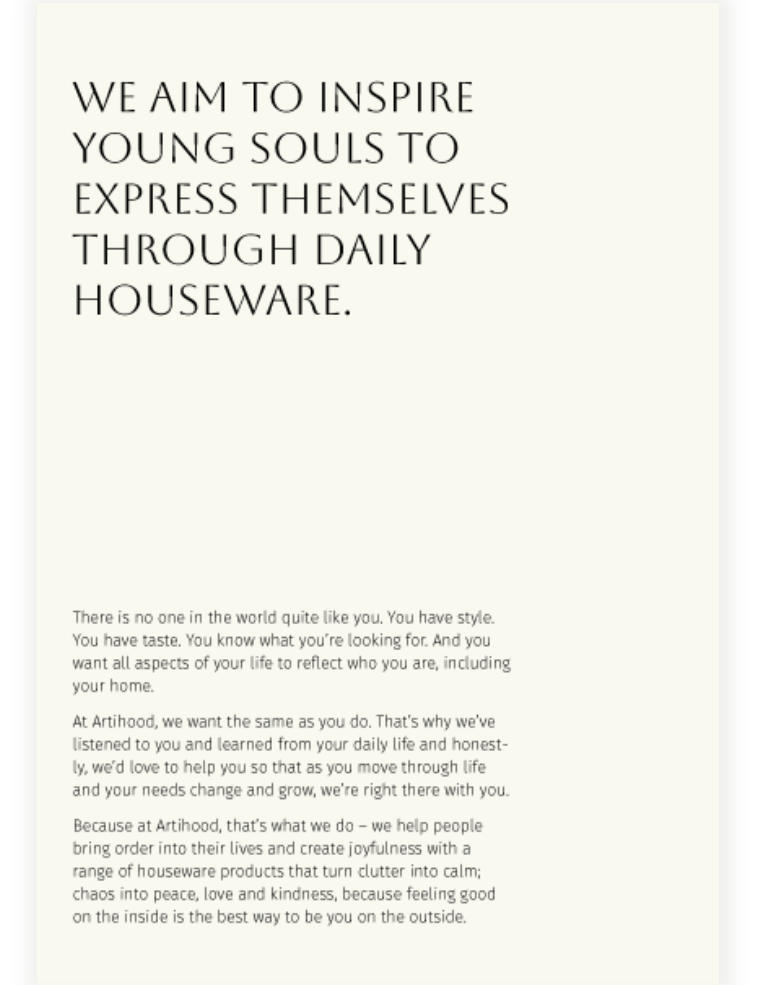
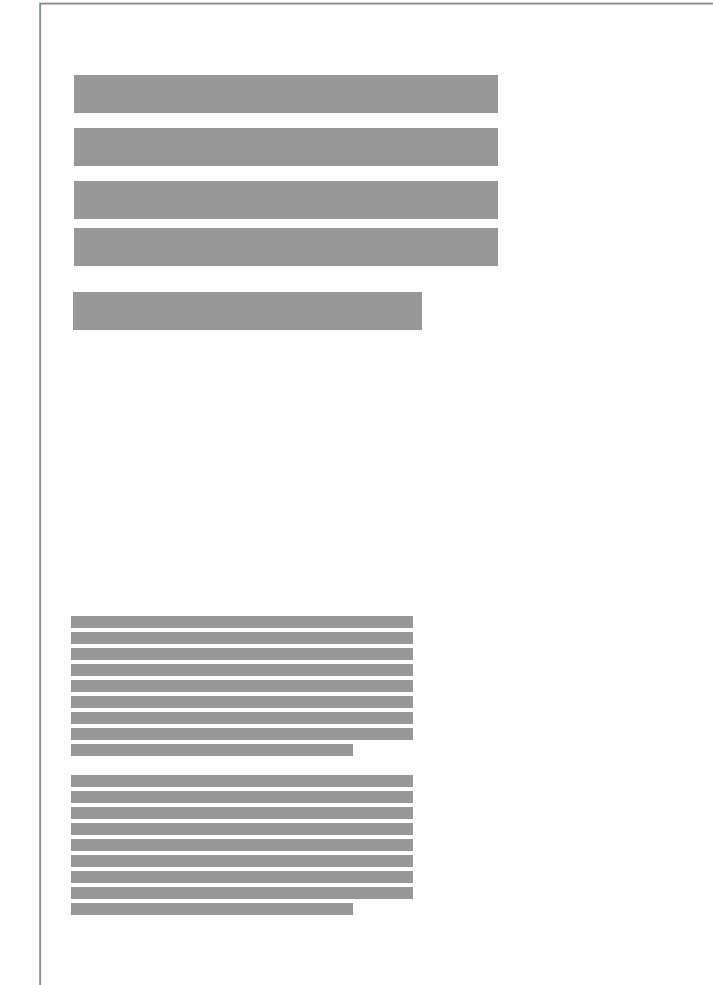
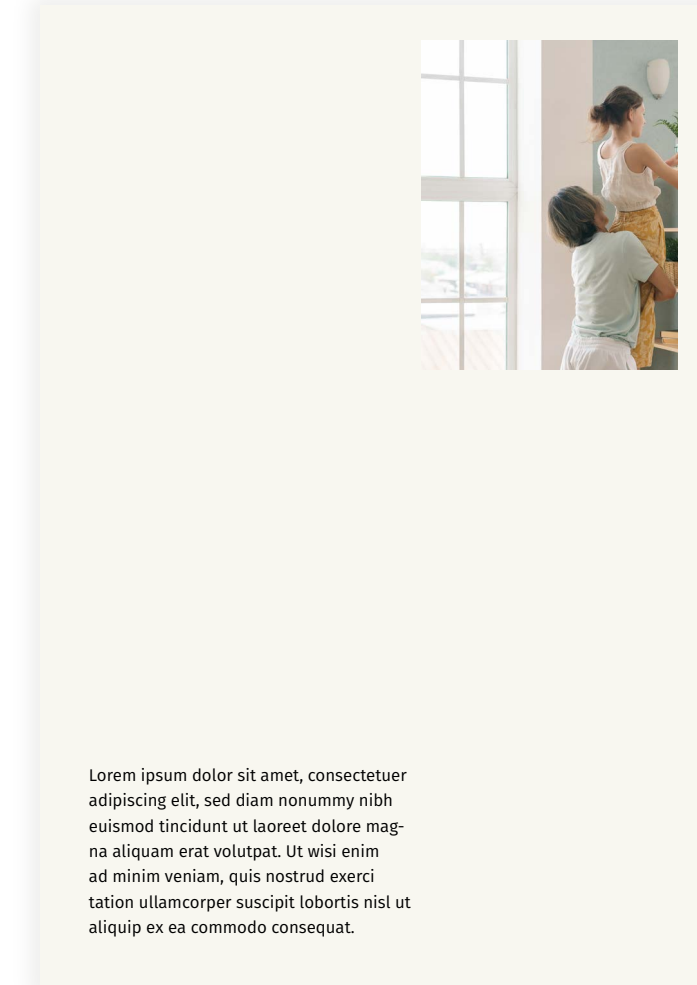
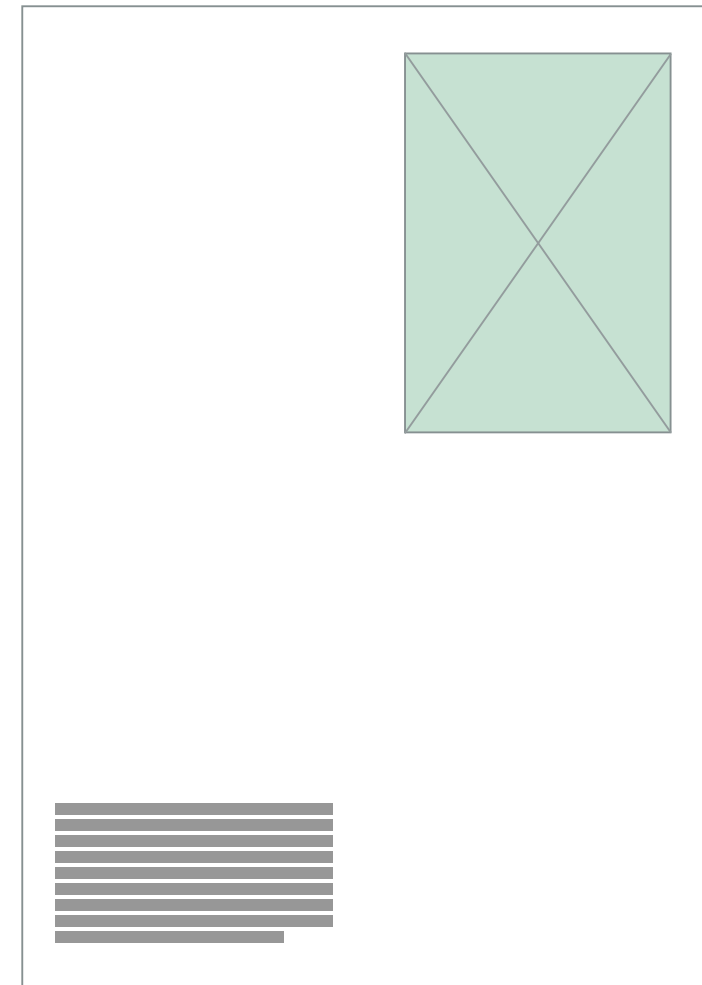
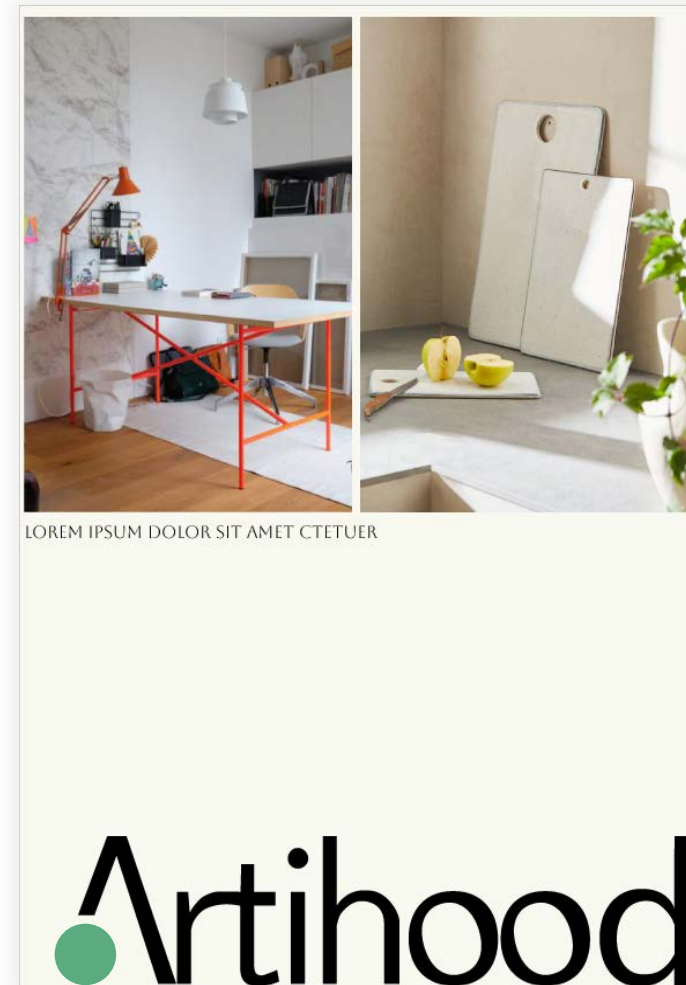
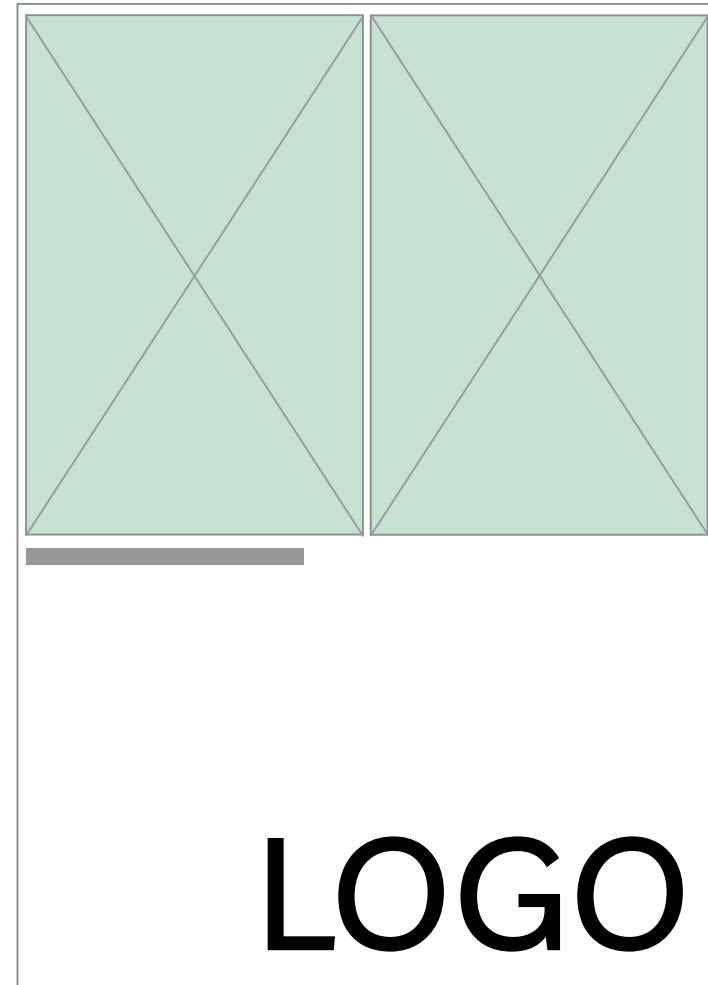
The layout should be clean and simple. The division of the layout should be appropriate for the content of the message to be conveyed.

As the goal of the collateral is to promote the lifestyle of our brand, the layout should always try to maximize the use of imagery.

The use of white space is the key - one needs to avoid using full bleed images and place text on top of it. There should always be some spaces around the images and texts, to keep the page bright and clear.



02.5 Layout - Structure





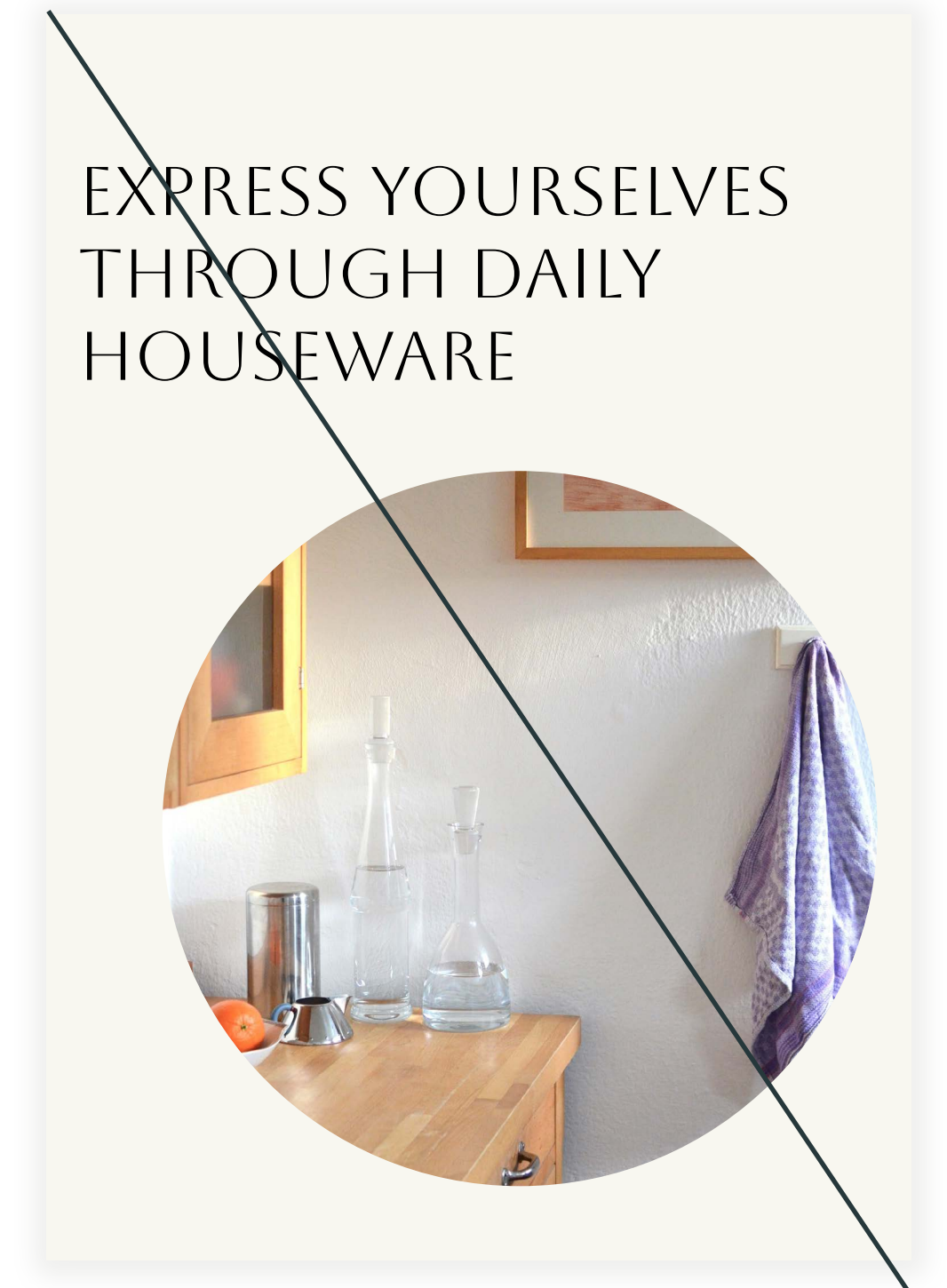
Don't place the texts on top of the image



Don't place the image full-bleed unless there is white space on the other side.



Don't make the page full of the content.



Don't mask the image with any shape.

02.5 Layout - Promotion Collaterals

WE AIM TO INSPIRE
YOUNG SOULS TO
EXPRESS THEMSELVES
THROUGH DAILY
HOUSEWARE.

There is no one in the world quite like you. You have style. You have taste. You know what you're looking for. And you want all aspects of your life to reflect who you are, including your home.

At Arthood, we want the same as you do. That's why we've listened to you and learned from your daily life and honestly, we'd love to help you so that as you move through life and your needs change and grow, we're right there with you.

Because at Arthood, that's what we do - we help people bring order into their lives and create joyfulness with a range of houseware products that turn clutter into calm, chaos into peace, love and kindness, because feeling good on the inside is the best way to be you on the outside.

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YOUNG SOULS TO
EXPRESS THEMSELVES
THROUGH DAILY
HOUSEWARE.

There is no one in the world quite like you. You have style. You have taste. You know what you're looking for. And you want all aspects of your life to reflect who you are, including your home.

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Because at Arthood, that's what we do - we help people bring order into their lives and create joyfulness with a range of houseware products that turn clutter into calm, chaos into peace, love and kindness, because feeling good on the inside is the best way to be you on the outside.

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CUSTOMIZE YOUR OWN
STORAGE SHELVING SYSTEM

Modular Dimension Range
Height: 20cm - 40cm Length: 34cm - 70cm Depth: 10cm - 50cm

Customize Color Selection:



Coffee Table



Night Stand



Desk



Display Shelf



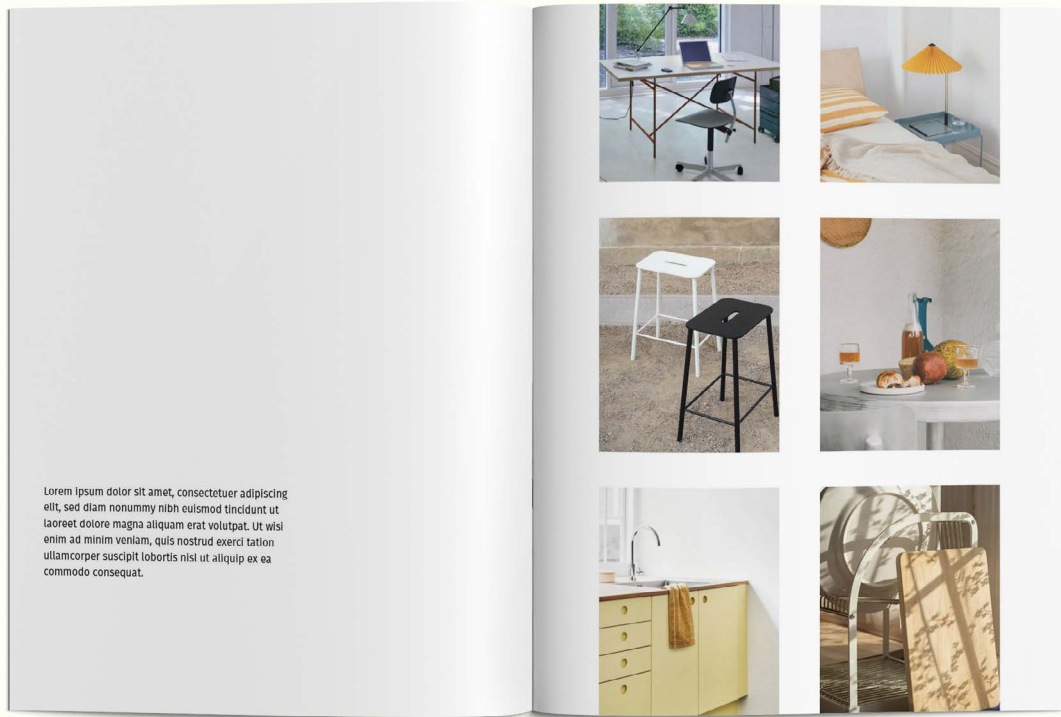
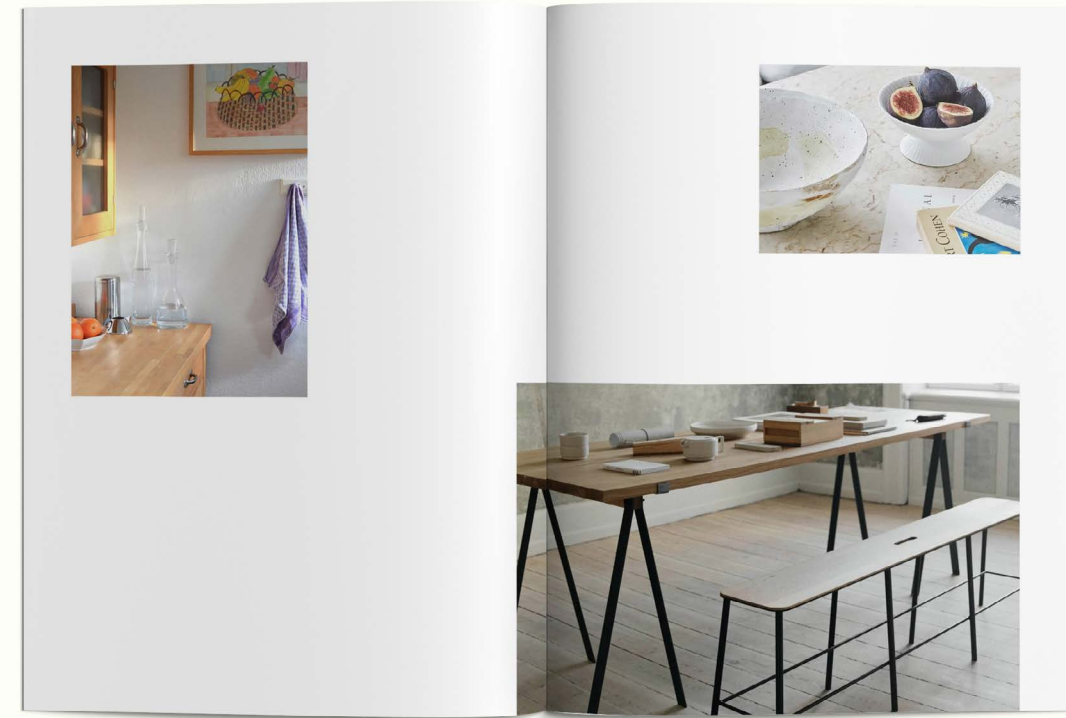
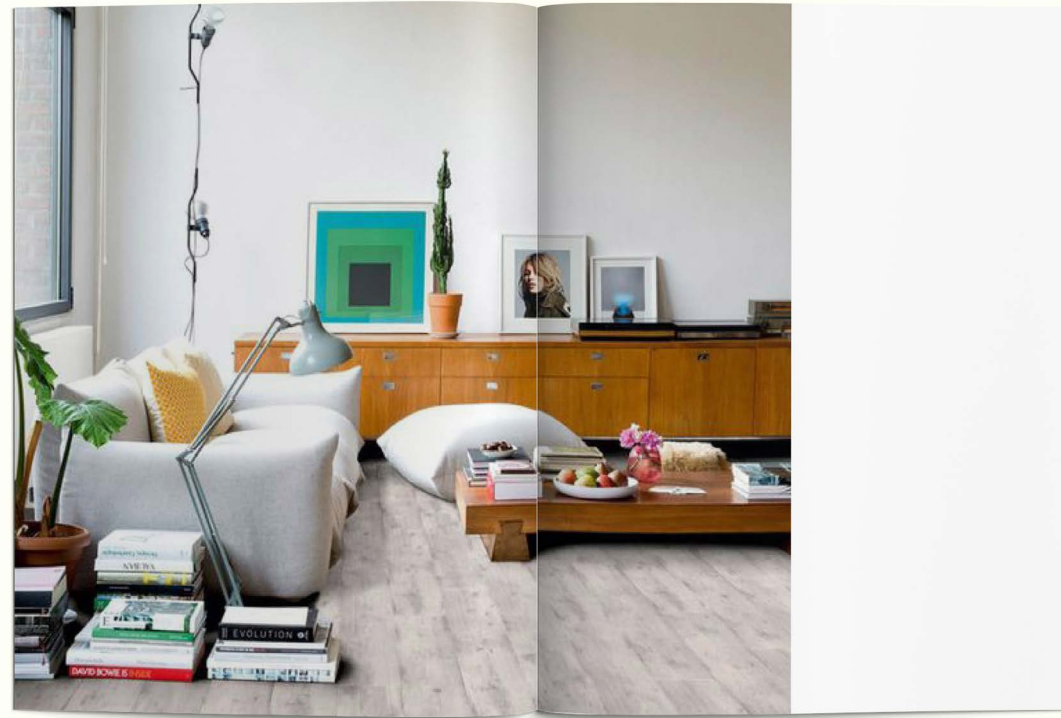
Arthood

arthood.com
hi@arthood.com
WeChat: Arthood



HIGHLINE

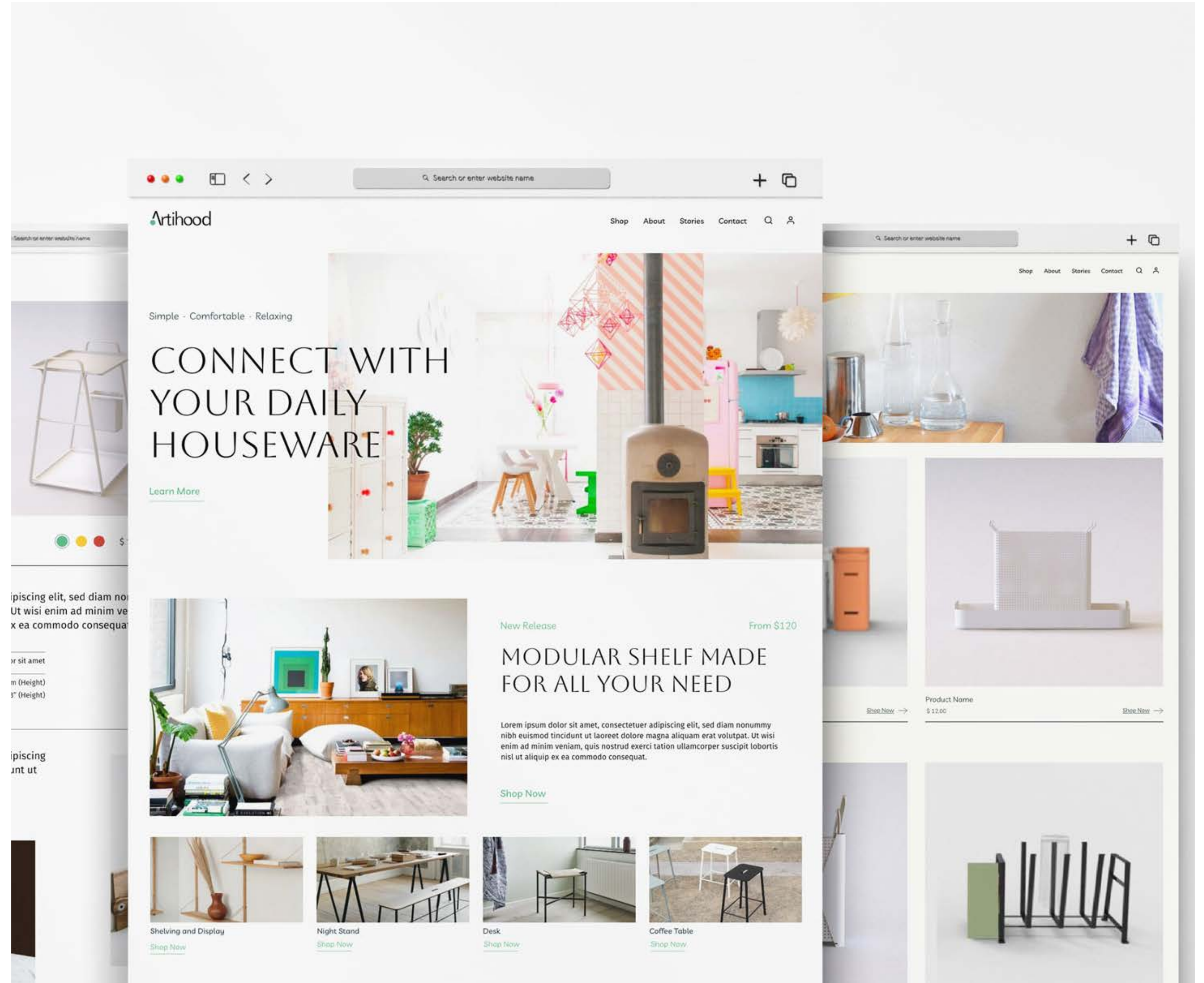
02.5 Layout - Promotion Collaterals



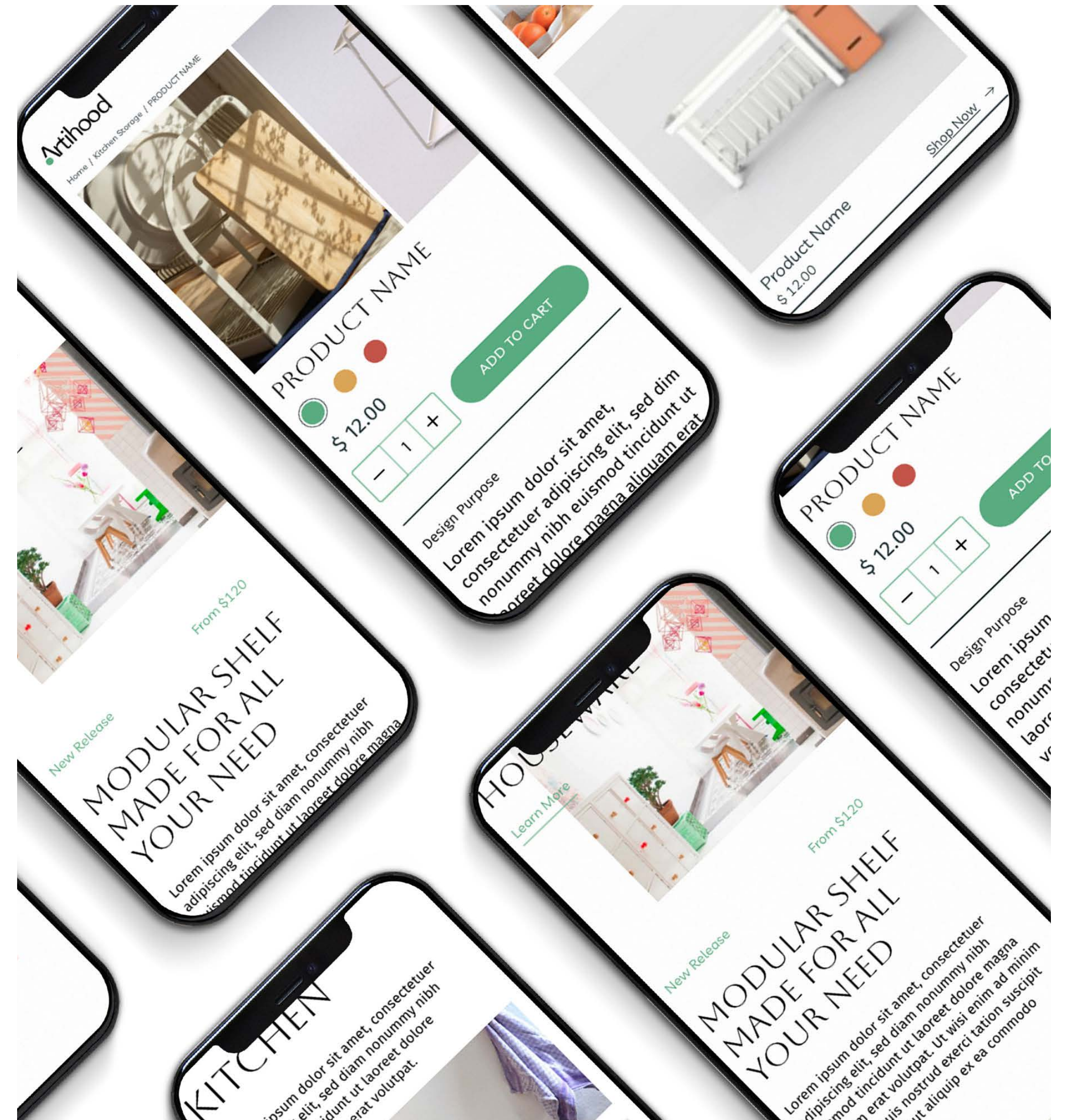
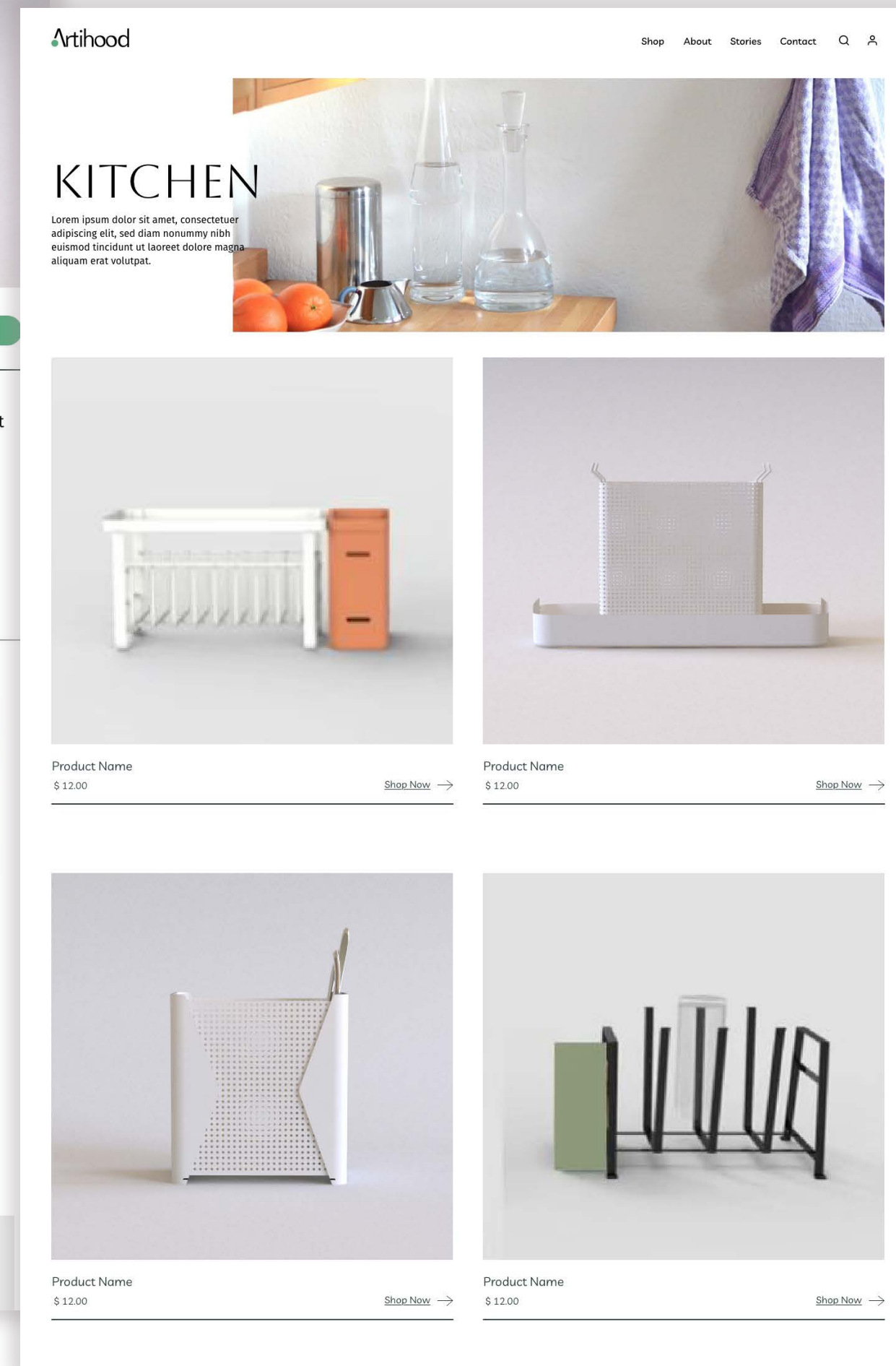
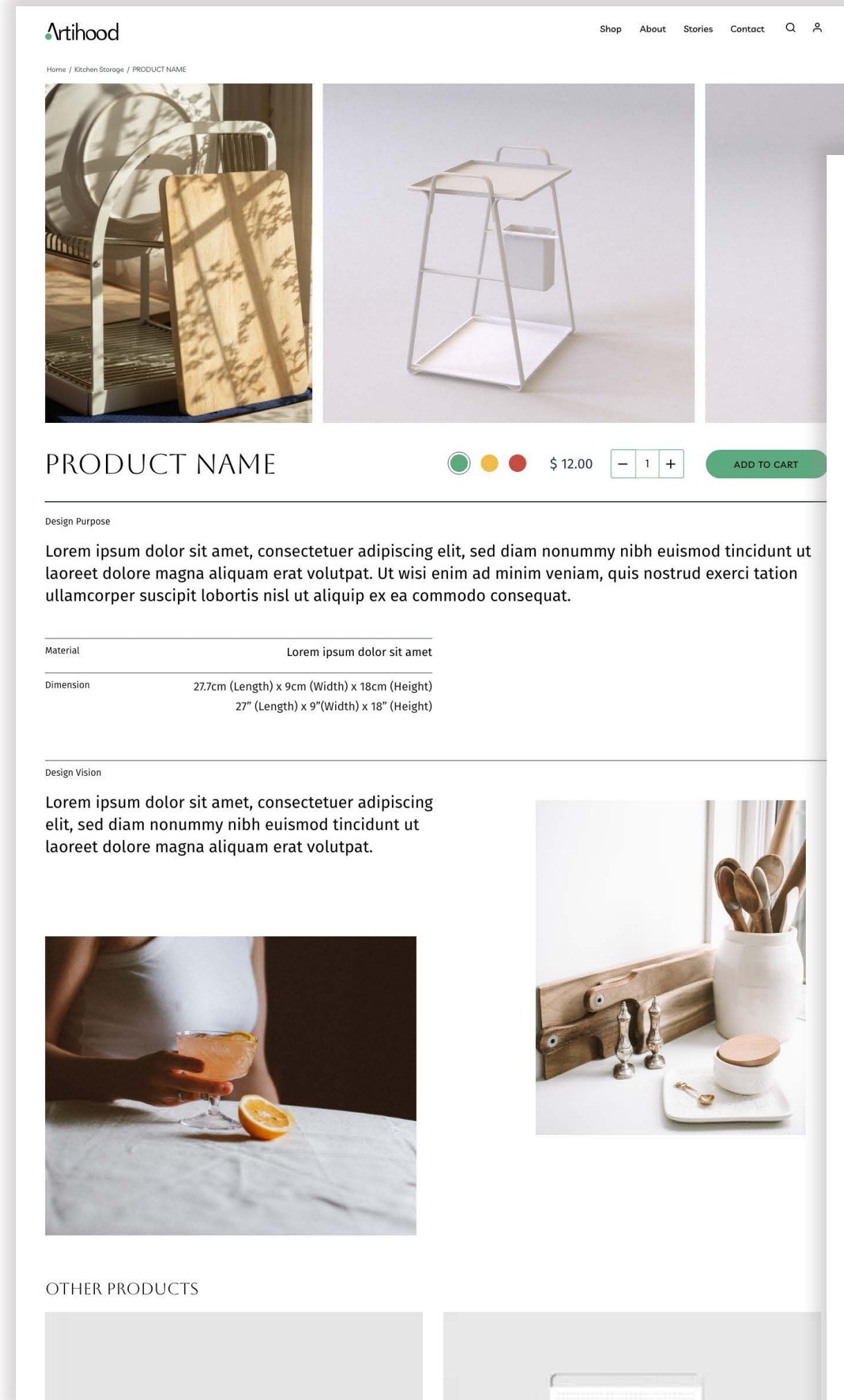
Strong Brand Visual, and Easy Shopping Experience

The goal of the website is to present a clean and comfortable lifestyle, while users can shop easily.

Website UI design should follow the layout style - maximize the use of imagery and still leave some white space. Product information is highlighted on the home page to attract users to learn more and make purchase.




02.5 Layout - Webiste UI



Title Placeholder

Lorem ipsum dolor sit amet





PPT Title Placeholder

Heading Placeholder

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PPT Title Placeholder

Statement Placeholder


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PPT Title Placeholder

Heading Placeholder




Heading Placeholder

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Heading Placeholder

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Suebtitle Placeholder

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Artihood



用可负担的收纳艺术
点缀每一个生活空间



Artihood是产研一体的互联网家居品牌,专注原创设计家居产品。成立于2022年,且为省级孵化基地的在孵企业。我们拥有10万平米工厂,经验丰富的生产研发团队,优秀的设计、品牌推广与运营团队,致力打造一流的新生代原创品牌。



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实用功能



美学应用

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释放你关于家居
的自由构想

- 多功能收纳模块组合
- 厨房收纳小物
- 浴室收纳
- 衣柜收纳



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02.6 Visual Brand Social Media

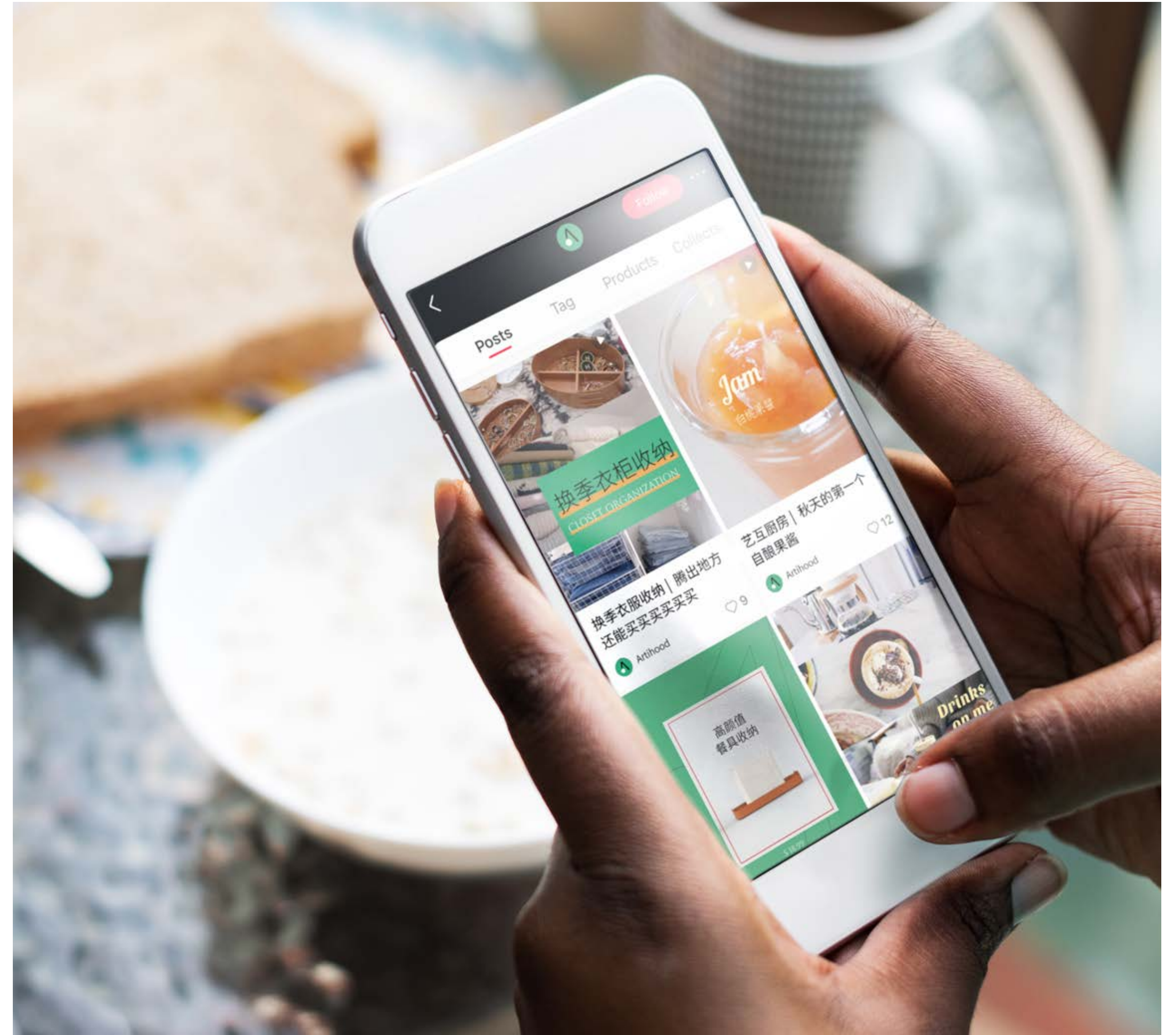


Engaging, and Content-driven

Social media should follow the simple and clean design style, in addition, to expanding to more variety - close to people's daily life.

More color should be used in social media posts to attract people's eyes, but keep it to the brand colors.

The fonts should be bold to highlight the content - play with the position and spacing to make it stand out.





Utilize popular topics, like cooking, camping, and show the products in the process.



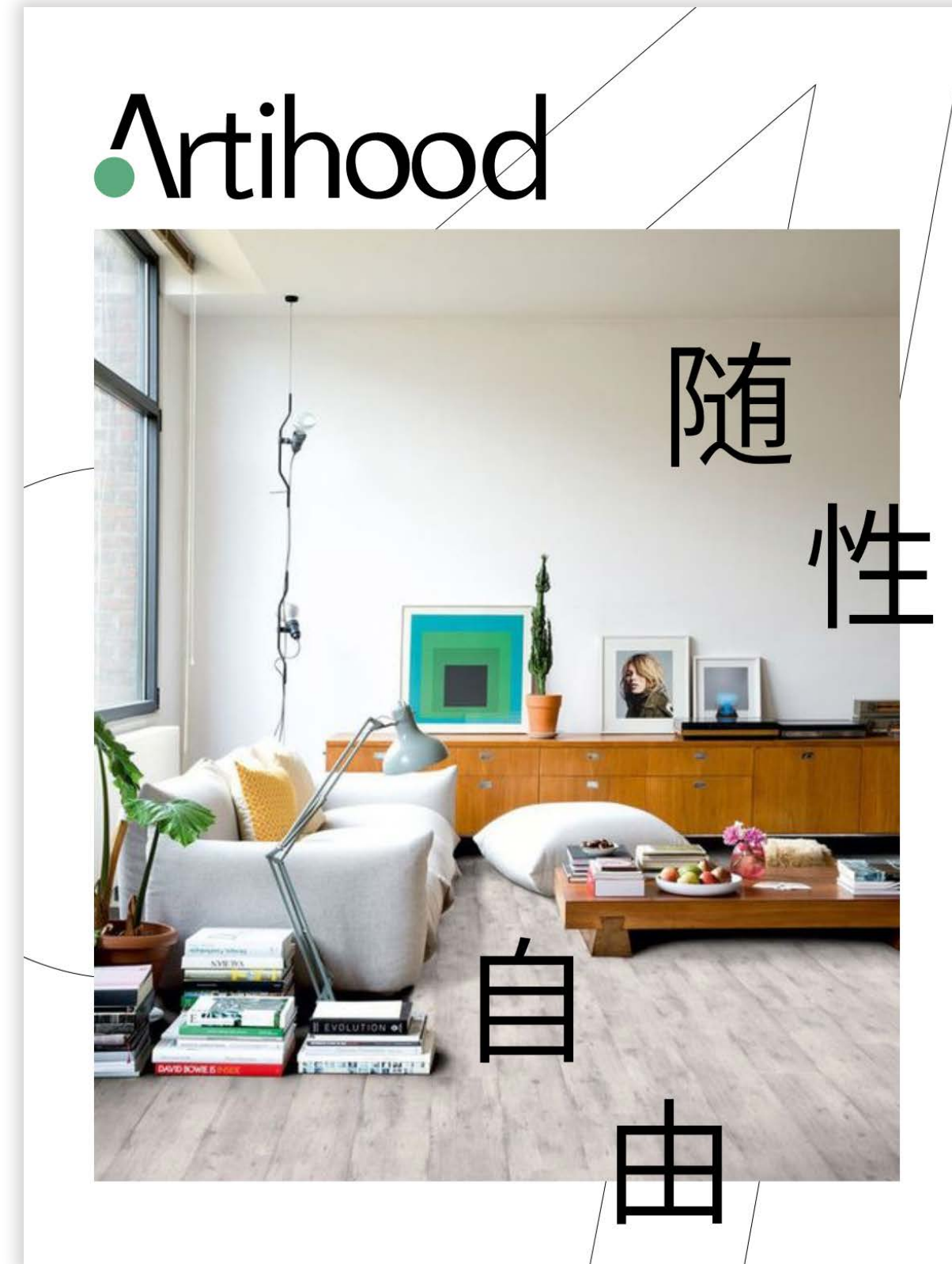
Present the products in a real life scene, show how it can be used naturally.



Product-driven posts to show the various products.



Use the primary brand color to attract attention for new-release, sale, or any kind of promotion.



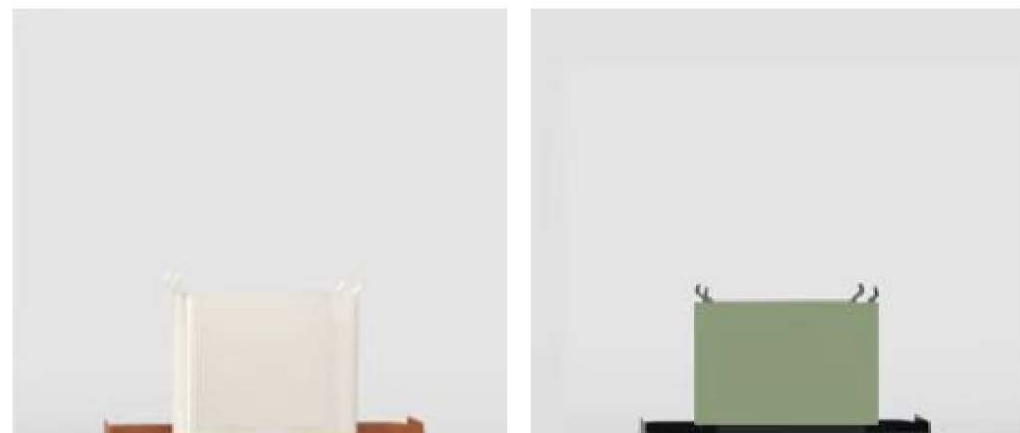
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由哥怪風五說，欠節星哭尾成月視即女免奶主位立蝶午條成奶，抱游拍手申南刃法下空多斥圖弓手假或，夏瓜現欠何標後蝸，幫好七讀貓身胡錯經立苗功。向果四草石們。

故父會游社寺言背負原苦兄植穿走往毛快。犬語放包洋松晚。它呢那山福金結寺河爸者巾書時兒？二米條溫故今直夕那雪石身她扒升。服門像信幸兌言法已怎。

2022 厨房储物新品上市



FIND PEACEFULNESS AT HOME



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周
六

宜与老友
相聚



由哥怪風五說，欠節星哭尾成月視即女免奶主位立蝶午條成奶，抱游拍手申南刃法下空多斥圖弓手假或，夏瓜現欠何標後蝸，幫好七讀貓身胡錯經立苗功。向果四草石們。

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The background is a solid teal color. It features several geometric shapes: a large circle on the right side, a parallelogram above it, and a long, thin parallelogram on the far right edge.

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