



block[®]
DESIGN



block[®] MISSION

We create and curate beautiful objects that bring joy to people and planet.



Certified



This company meets high standards of social and environmental impact.

Corporation

block[®] VISION

To have an iconic collection of brands, recognised for their distinctive design and excellent quality.



COLOR LAB



IDLE HANDS



7 SUPPLY



block[®] PURPOSE

To inspire creativity and
bring joy to people's lives.

block[®] MANIFESTO

We believe our business can be a platform for positive change.

We bring joy to people's lives.

We infuse your life with colour with distinctive design and products made to last - to empower you to embrace your creative side.

We are a team, sharing beliefs and values, shaping the future of the business together.

We support disadvantaged new talent and look after our tribe.

We are responsible for each other, colleagues, suppliers, our industry and our planet.

We know that everything we do has an impact and we're committed to becoming carbon neutral.

Working transparently, improving, learning and giving back - we use our creativity to promote positive and lasting change.

Let's make this world a better place together, one creative spark at a time.

block[®]

OUR STORY

Block is a British studio, designing and making lifestyle products.

Founded in 2000 by lead designer Tara Ashe, Block is now an internationally recognised name stocked in over 70 stores, comprising innovative brands.

A team of 12, the Block studio is a collaborative hub of creativity, colour and innovation.

Our products celebrate our customers creativity, empowering them to achieve their goals.



block[®]
VALUES

We inspire creativity

We don't cut corners

We provide a personal level of service

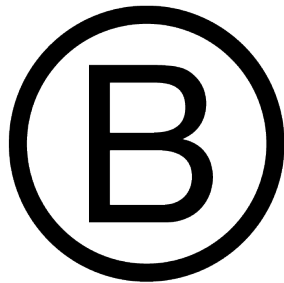
We consider the environmental impact of our business

Our culture is one of high vibration

We are an organisation for good

We are happy and fulfilled

Certified



Corporation[®]

Last year we received certification as a B Corporation (or B Corp), joining a growing group of companies reinventing business by pursuing purpose as well as profit. We have been certified by B Lab, the not-for-profit behind the B Corp movement, as having met rigorous social and environmental standards which represent our commitment to goals outside of shareholder profit.

We are now part of a community of 7,000 businesses globally who have certified as B Corps. The B Corp community in the UK, representing a broad cross section of industries and sizes, comprises over 1,500 companies and include well-known brands such as The Guardian, innocent, Patagonia, The Body Shop and organic food pioneers Abel & Cole.

As part of 1% For The Planet we are also committed to donating 1% of our annual sales to environmental organizations.

block[®]

TONE OF VOICE

AUTHENTIC

Celebrate our female head of the company

First person reference: "our products"

Identify as a medium size company

Celebrating our British design heritage

Cornwall-based

Authentic design company since 2000

UNPRETENTIOUS

Keep it simple

PASSIONATE

Love what we do

INTELLIGENT

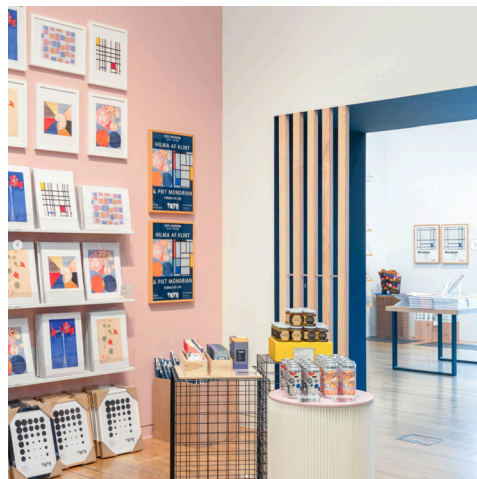
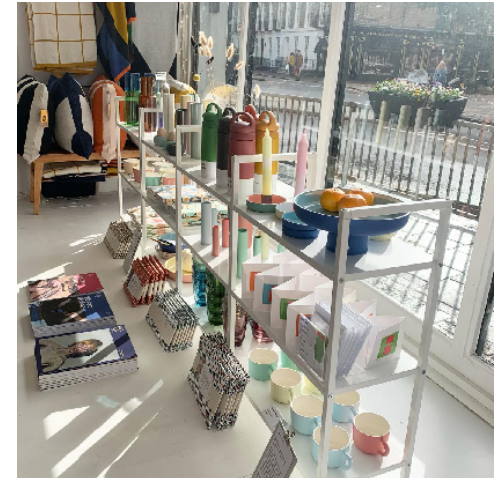
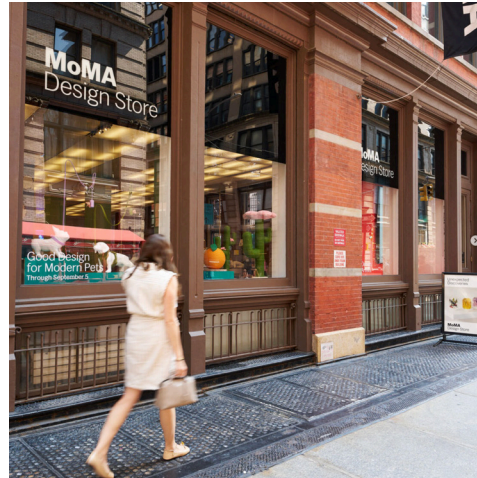
Speak with authority powered
by industry knowledge



block[®]

THE GATE KEEPERS

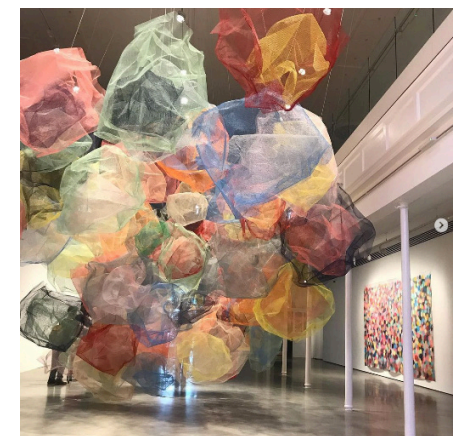
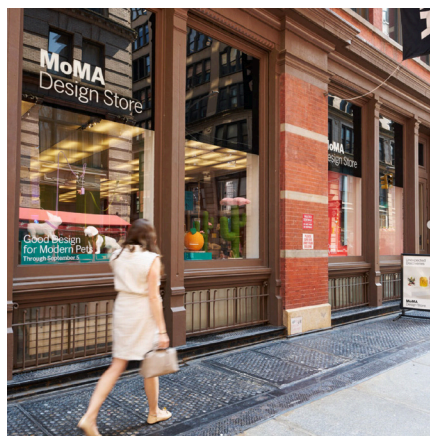
Museum stores, concept stores - large and independent
Design focussed female buyers



block[®] END USER

A design conscious urban dweller, an early adopter of trends. They play a key role in their social circle, they love to share knowledge and creativity. They consider colour and style as an important element within their home.

A creative who loves the retail experience as much (or more) than the actual purchase. If they like it they will buy it. Purchase is based on aesthetic instead of function. Their taste is eclectic yet contemporary.



block[®]

ECO CREDENTIALS

Not an activist

Pragmatic

Professional, financially relatively secure

Interested in self-improvement and self-expression

Likes plants and environment, aware of climate change

Has made some changes: recycling, trying to avoid some single use plastics for example, maybe a meat-free Monday

Aware of environmental impact of purchases, but not leading motivation.

Wants to go with / be seen to go with the grain of progress

Busy and interested in / worried about other issues, so climate / environment moves up and down her priority list

Optimist – motivated by positives and immediately turned off by negatives like doom and gloom climate stories. Think instead opportunities, working together, being part of something, using creativity to find improvements and solutions

block[®] PRODUCTS

Strong USP

Trend driven

Sparks creativity, passion and positivity

Colour is integral to design, interesting and considered

A simple solution, unique yet understated

A gift for the design conscious consumer

A niche product, engineered with innovation

Small to medium scale

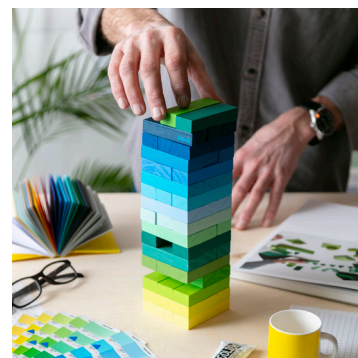
Subtly branded

A strong presence in its environment

Exudes quality

Environmental impact is a consideration

Has strong sales potential



block[®] LOGO

A. **block[®]**
DESIGN

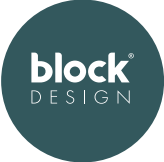
A. MAIN LOGO can be in any colour combination from our palette

B. **block[®]**

B. BLOCK IN ISOLATION on products

C. **block[®]**
PRODUCT
NAME

C. BLOCK WITH PRODUCT NAME on packaging, min width size: 15mm

D. 

D. LOGO IN CIRCLE used for social icons and brand sticker

block[®]

TERMINOLOGY

WHAT WE DO

We design and manufacture contemporary home and desk accessories.

STRAP LINE

We make beautiful, innovative things for creative living.

WORK AREA

Studio

OUR COMPANY

Block Design

TARA

Lead Designer

CO-WORKERS

Colleagues

