

block[®]
BRAND MANUAL





We combine a love of creativity and colour to create beautiful objects that bring joy to people and planet.

block[®] VISION

To be an iconic brand,
recognised for its
distinctive design and
bold colours.





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

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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.

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OUR STORY

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

Started 22 years ago by our lead designer Tara Ashe, Block is now an internationally recognised brand stocked in over 70 stores.

A team of 8, the Block studio is a collaborative hub of creativity, colour and innovation.

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





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

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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

UNPRETENTIOUS

Keep it simple

PASSIONATE

Love what we do

INTELLIGENT

Speak with authority powered by industry knowledge



block[®] DEMOGRAPHIC

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.





OUR CUSTOMER

NAME

Polly

RELATIONSHIP

Lives with partner of 6 years

ECO CREDENTIALS

Not an activist

GENDER

Female

LAST GETAWAY

Long weekend in Lisbon

Pragmatic

Professional, financially relatively secure

AGE

38

CURRENTLY READING

Happy Inside by
Michelle Ogundehin

Interested in self-improvement and self-expression

Likes plants and environment, aware of climate change

LIVES

London

WORST HABIT

Instagram addiction and
cactus collection

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.

HOME

Currently renovating a 1930's
semi-detached house

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

LAST SPOTIFY LISTEN

Harry Styles

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

OCCUPATION

Writer - Homeworker

LATEST PURCHASE

Anglepoise lamp
for her new Heal's
Trivoso Desk

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

INTERESTS

Eating out, cooking, travel

block[®] PRODUCT

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

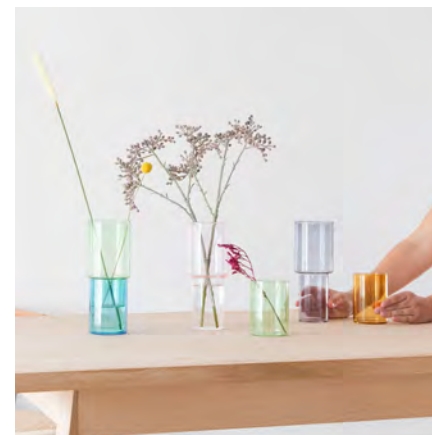
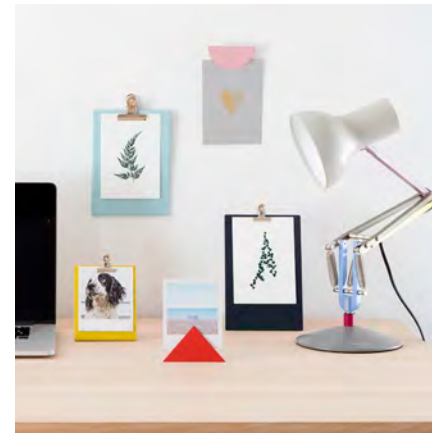
No more than two carefully selected components

A strong presence in its environment

Exudes quality

Bold geometric shapes, simple with no adornment

Environmental impact is a consideration

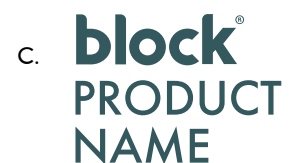




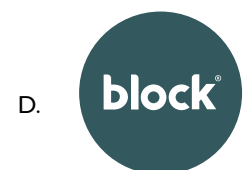
A. MAIN LOGO can be in any colour combination from our palette



B. BLOCK IN ISOLATION on products



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



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



E. LOGO WITH STRAPLINE used on the stand

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PACKAGING

Block packaging must raise the perceived value of the product.

PACKAGING STICKER MUST:

Show the colour of the product within

Include the URL - min font size 10pt

Include USP and product name

Follow photography style

Cover 2/3 of the box

Min 10pt font size

(Where product photography is not possible show illustration on product colour background)

Barcode on the same sticker
(min size 23mm)



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PALETTE

Colour is one of our greatest distinguishing features. It is an essential part of our brand identity.

Our palette can be used in various combinations to portray the required message.

Our colours are strong and confident like our products.

Our colour choices should be considered, intriguing, trend driven and brave.





Futura PT is our only typeface.

Medium is used for all headings.

Book is used for sub-headings
and highlights.

Light is our primary communication
font,
and is used for all body text.

FUTURA PT - regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 £ & * : ; ' . ' "

Lorem ipsum dolor sit amet

FUTURA PT - medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 £ & * : ; ' . ' "

Lorem ipsum dolor sit amet

FUTURA PT - light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 £ & * : ; ' . ' "

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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 TBC

TARA

Lead Designer

CO-WORKERS

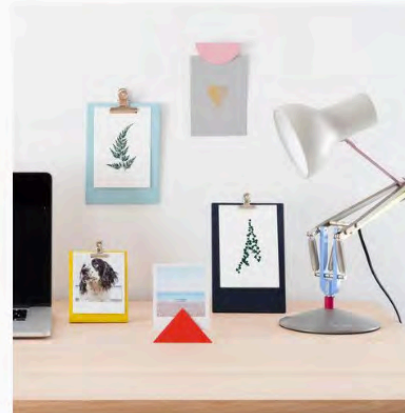
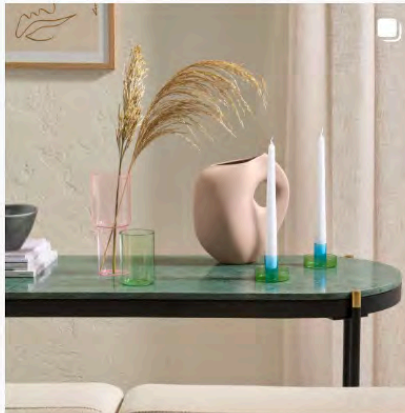
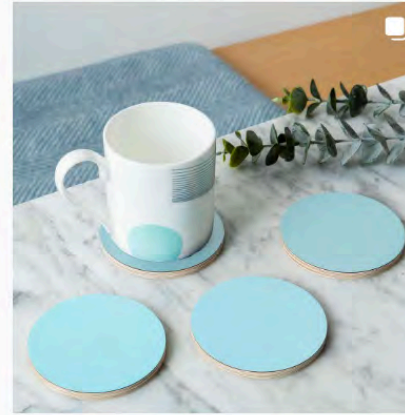
Colleagues



block[®] SOCIAL

INSTAGRAM

authority, expertise, trustworthy,
inspiring
we are designers/makers



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PHOTOGRAPHY

SIZE REQUIREMENTS

Uses

Instagram Grid	1:1
Instagram Stories	9:16
Facebook	1:1 9:16
Pinterest	16:9 1:1 9:16
Home page	1:1 16:9
Web Hero	16:9
(i.e. Collection Page)	
Product Page	1:1



LIFESTYLE

Implied interior
Choose accessories in on trend accent colours
texture, textiles, natural light, soft furnishings



COLOUR/PACKAGING

TBC



WHITE BACKGROUND

Soft shadow
Off white background
Slight down facing angle
Slight right or left angle