

KOBEWOOD
Brooklyn Custom Millwork

Brand Identity Guidelines

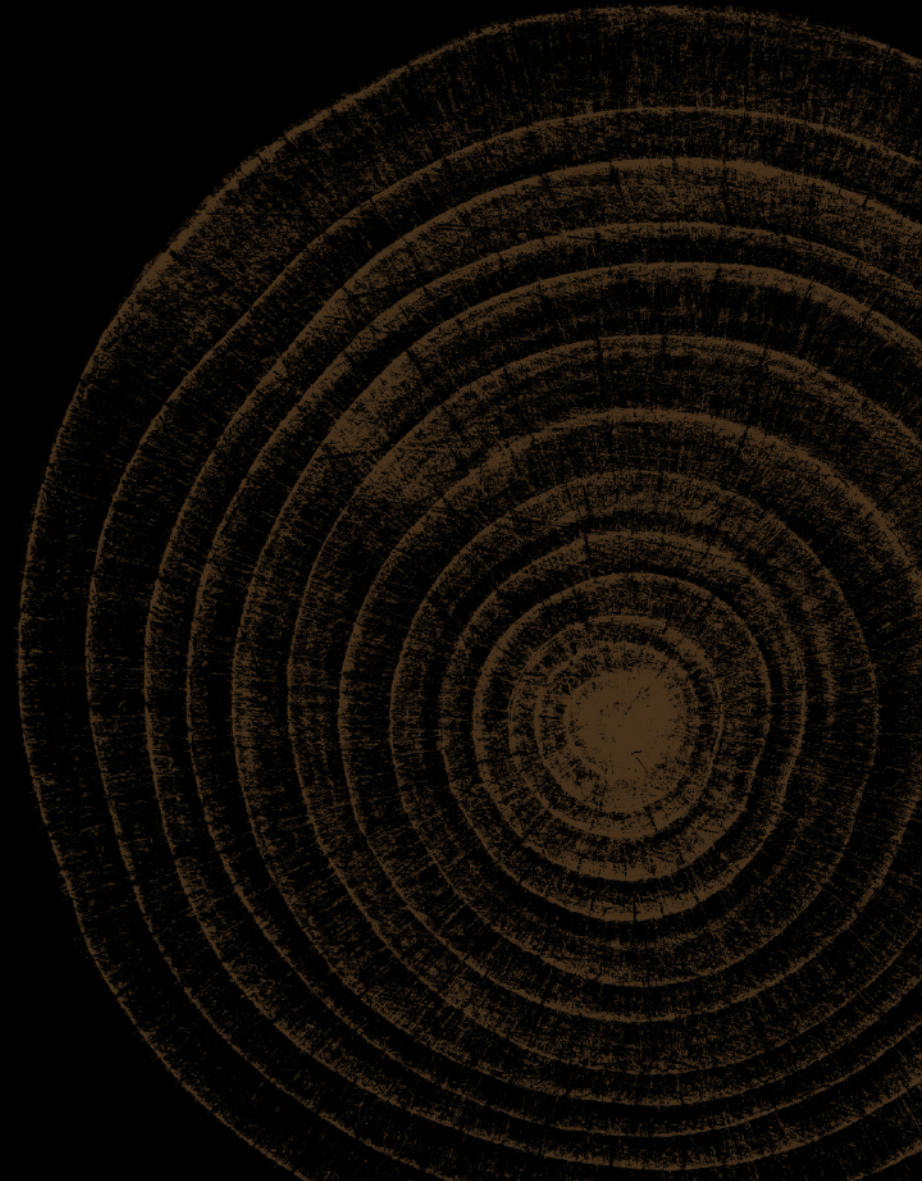


Table Of Content

1.0 Introduction

- 1.1 Introduction 1
- 1.2 Design Overview
- 1.3 Brand
- 1.4 Logo Philosophy

2.0 Logo

- 2.1 Logo Construction
- 2.2 Minimum Clear Space
- 2.3 Graphic Element
- 2.4 Logo Usage
- 2.4 Logo variation

3.0 Colors

- 3.1 Color Palette
- 3.2 Color Variation

4.0 Typography

- 4.1 Typography
- 4.2 Typography

5.0 Do's & Don't

- 5.1 Logo Do's & Don't

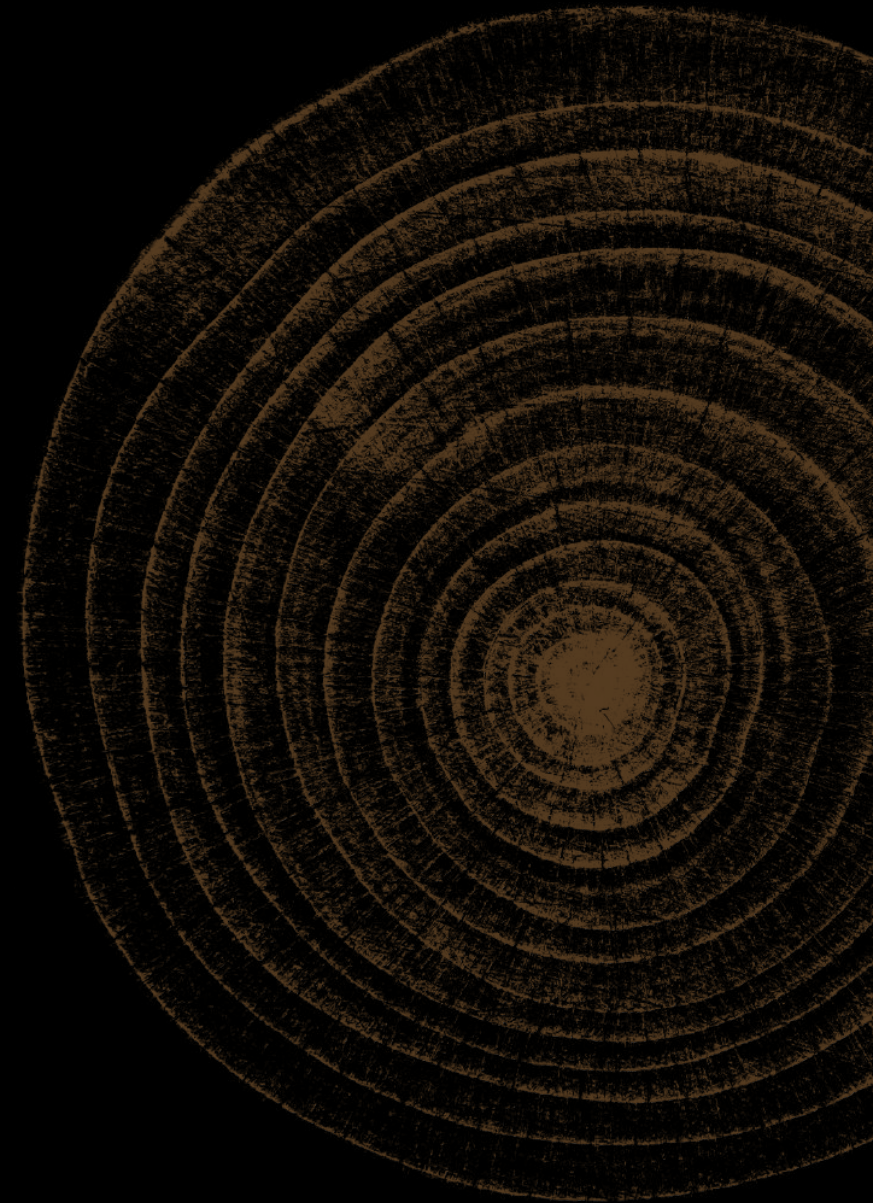
6.0 Visual Application

- 6.1 Marketing Collaterals

7.0 Legal Notes

1.0 Introduction

01



1.1

Introduction



Expertly Crafted Custom Furniture Millwork

Since 1994, our woman-owned millwork company has been crafting custom woodwork in Brooklyn's Industry City. Specializing in bespoke cabinetry, furniture, and storage solutions, we bring precision, innovation, and sustainability to every residential and commercial project.

Blending traditional craftsmanship with modern design, we create high-end, durable, and elegant millwork. From kitchen cabinetry to office interiors, every piece is made with care, ensuring timeless quality and exceptional detail...

1.2 Design Overview

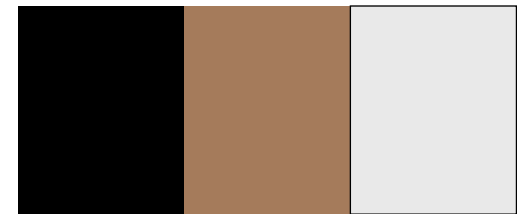
Brand Logo



Secondary Logo



Brand Colors



Typeface

Montserrat-Alt1

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 ! @ \$ % ^ & * ()

Aa Light
Bold

Brand attributes



Mission

Our mission is to deliver exceptional custom millwork that blends craftsmanship, innovation, and sustainability. As a woman-owned business, we are committed to creating high-quality, tailor-made solutions for residential and commercial spaces, ensuring every piece enhances both function and beauty.

Vision

Our vision is to be a leader in custom millwork, redefining interiors with timeless design, superior quality, and eco-conscious practices. We strive to inspire creativity, set new standards in craftsmanship, and create lasting value for our clients and communities.

Brand attributes

Brand 1.3



Values

Born from a deep passion for craftsmanship and design, our millwork journey began with a vision—to create high-quality, custom woodwork that transforms spaces. As a woman-owned business, we take pride in breaking barriers in the industry while bringing a fresh perspective to millwork. From humble beginnings in Brooklyn's Industry City, we have grown into a trusted name for both residential and commercial custom woodwork, delivering tailor-made cabinetry, furniture, and storage solutions with precision and care. Every piece we create tells a story of dedication, innovation, and timeless craftsmanship.

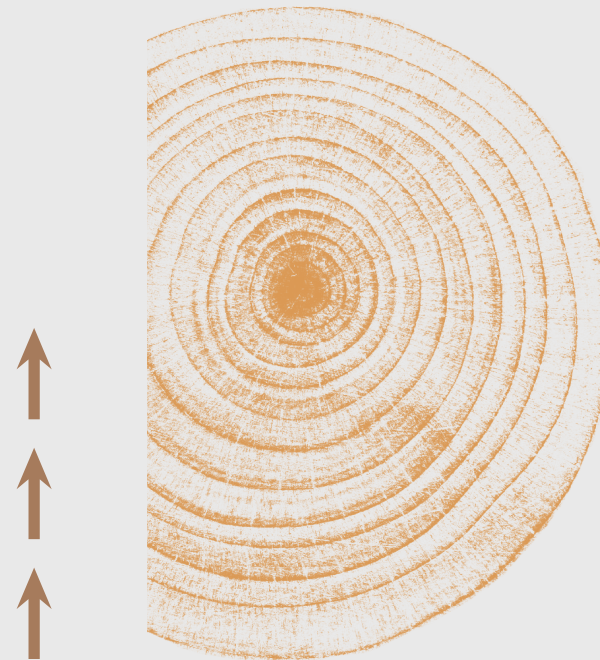
Slogan

Brooklyn Custom Millwork
– Crafted with Heart, Designed to Inspire.

1.3 Logo Philosophy



Our logo represents the essence of KobeWood—rooted in craftsmanship, nature, and timeless design. The text name "KobeWood" stands boldly against a black background, symbolizing strength, sophistication, and the foundation of our work. The wood-colored letters reflect the organic, natural materials we use in every piece of custom millwork, celebrating the beauty of wood and its ability to transform spaces.

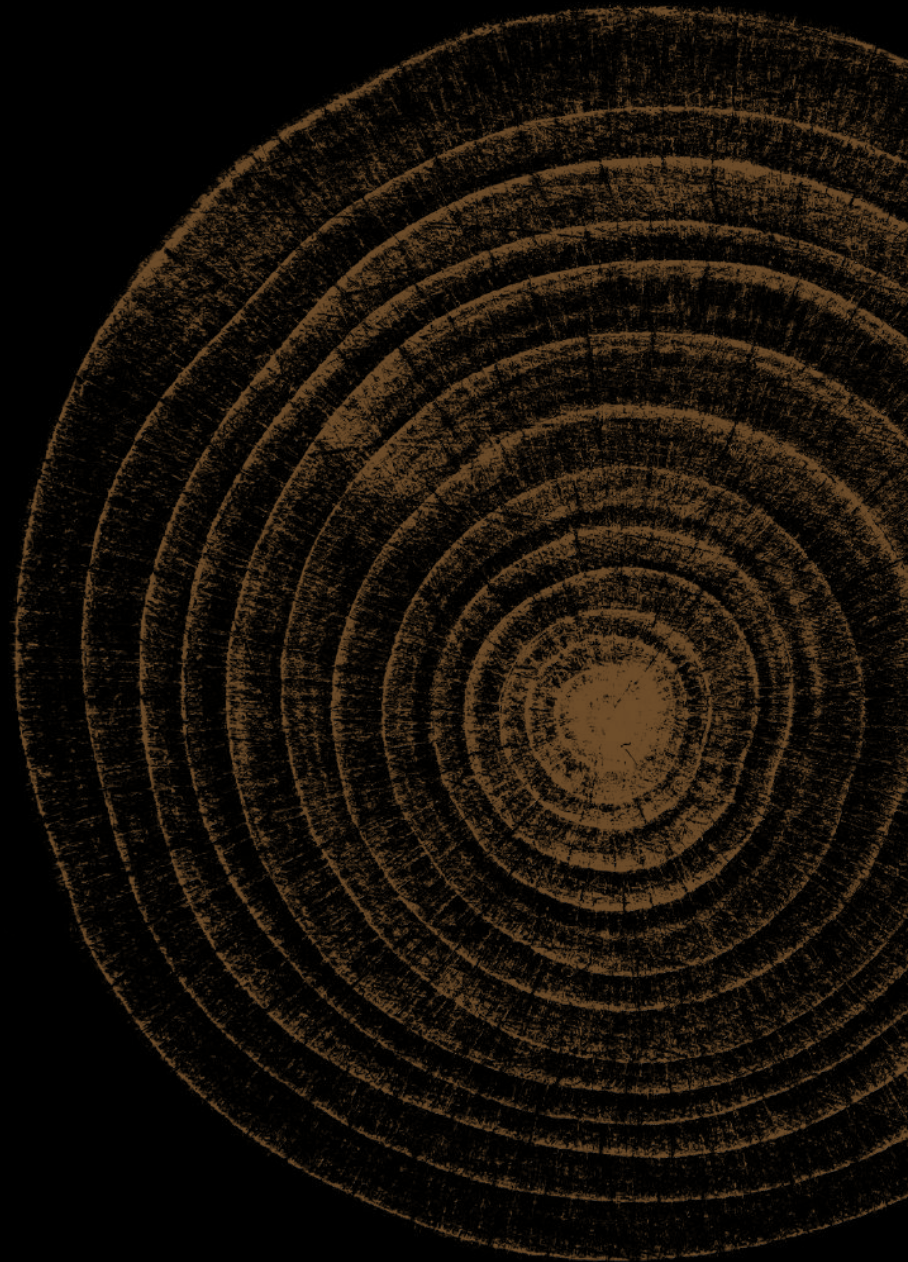


The wood texture incorporated into the design further reinforces our commitment to quality craftsmanship, highlighting the depth, warmth, and authenticity that define our work.

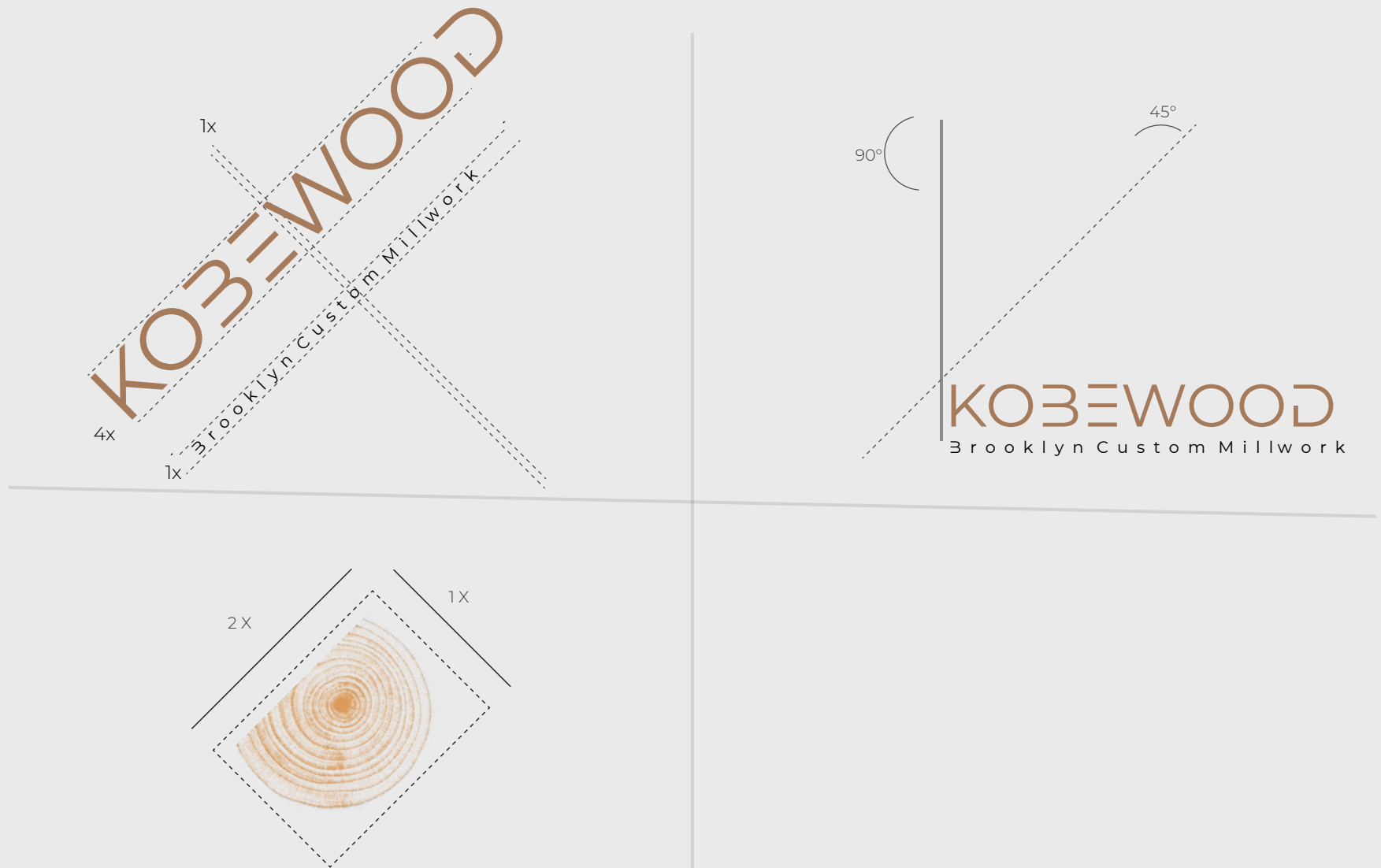
Together, the elements of our logo convey a harmony between nature, design, and innovation, embodying our passion for creating custom woodwork that lasts for generations.

2.0
Logo

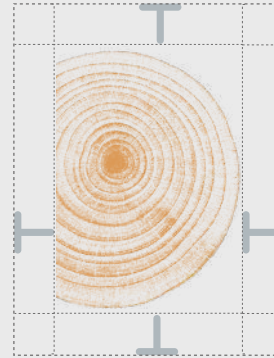
02



2.1 Logo Construction



Minimum Clear space 2.2



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.

2.3 Graphic Elements



Logo

Logotype
&
Tagline

KOBEWOOD
Brooklyn Custom Millwork

Primary Logomark

KOBEWOOD
Brooklyn Custom Millwork

Logomark



Secondary Logomark

KO
BE
WOOD

Our logo is the face of Kobe Wood
The primary visual expression that we use to identify ourselves.
Meaning that we need to be careful to use it correctly and to do
so consistently.

2.3 Logo Variation

Full color



One color



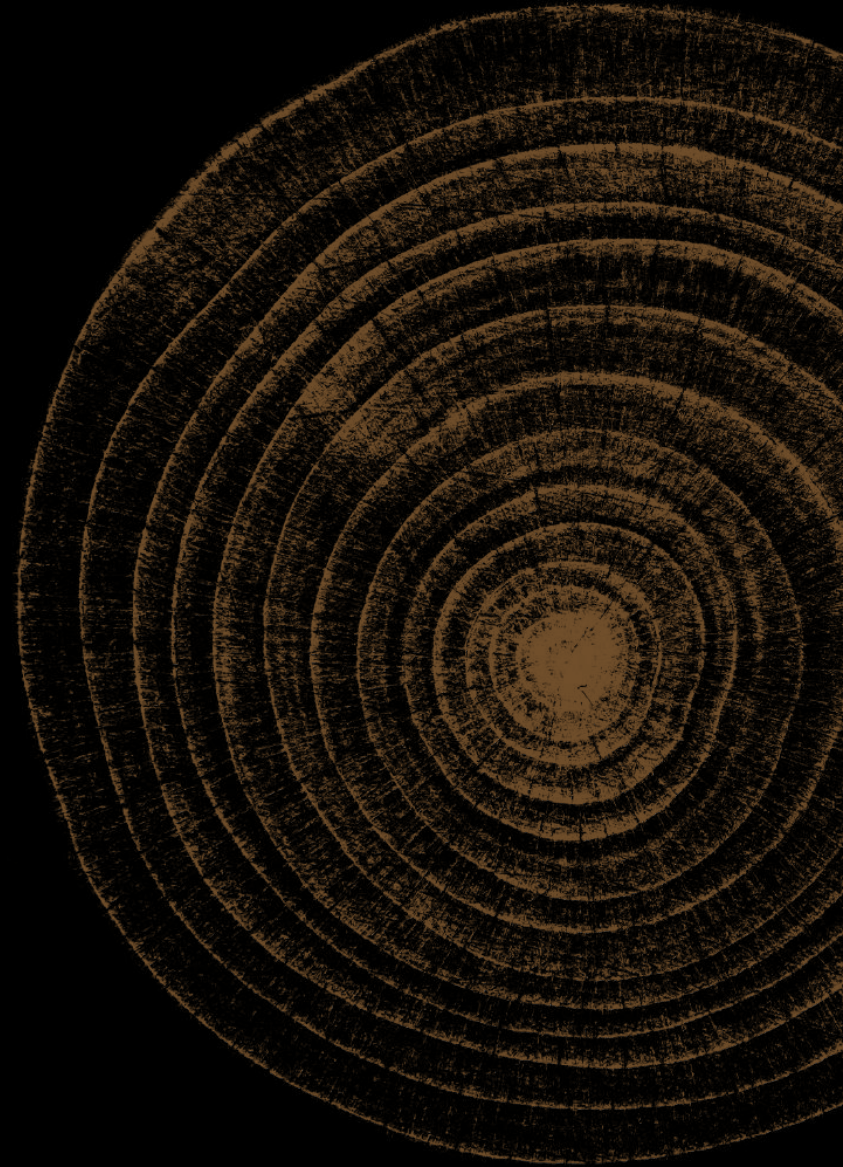
Full color with background



Logo used on an application will often depend on the background and production method. When using the logo on a white background.

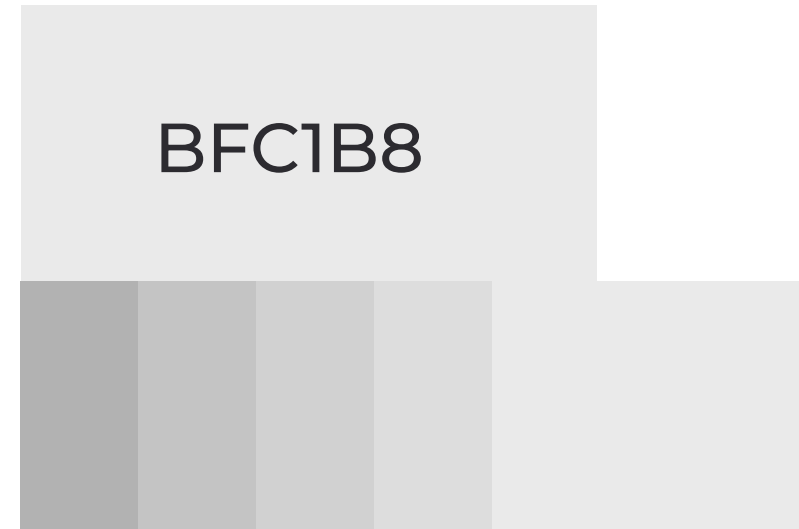
3.0
Color

03

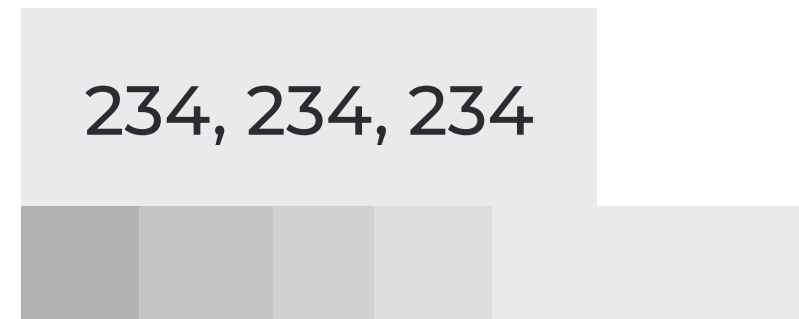
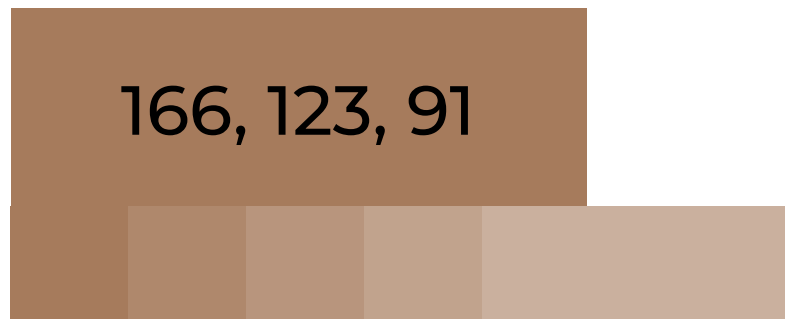


3.1 Color Palette

HEX



RGB

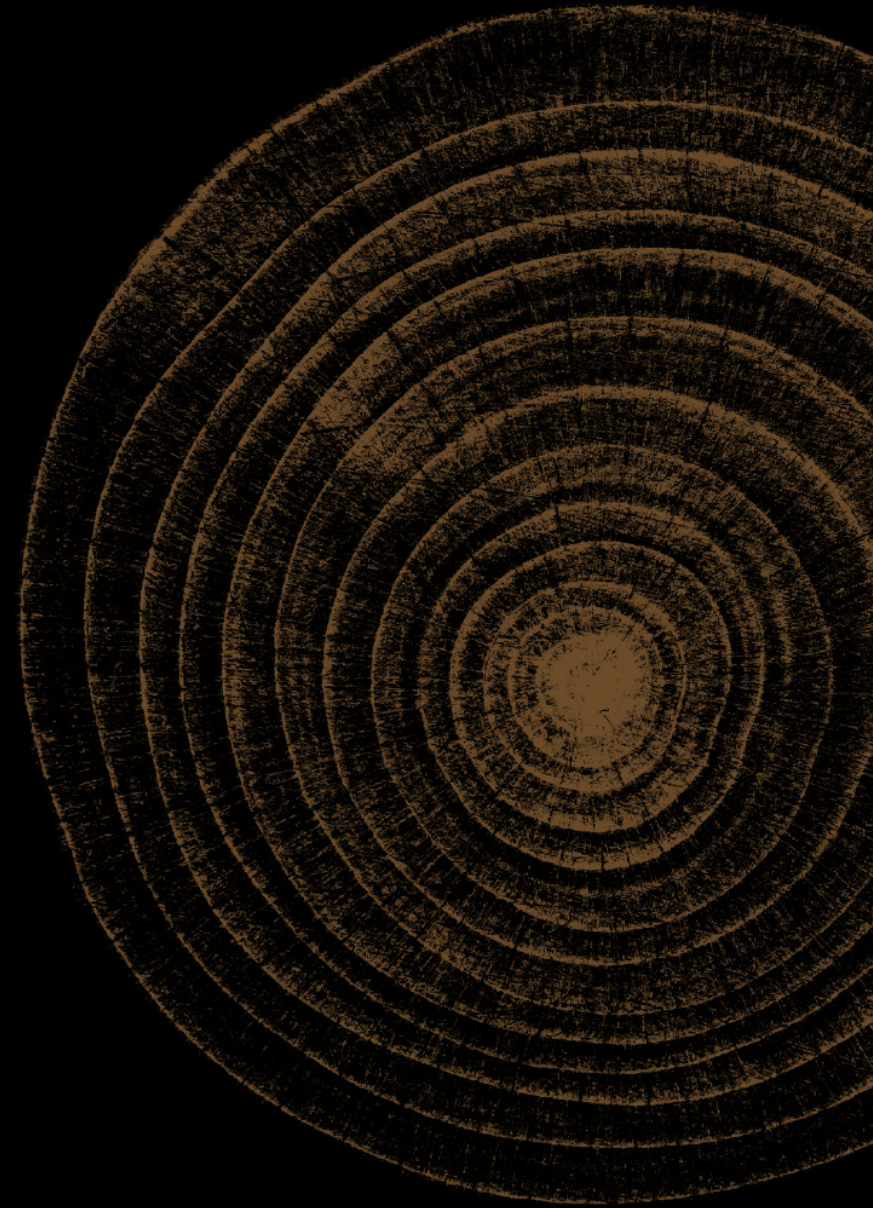


Color
Variation **3.2**



4.0 Topography

04



4.1 Typography

Primary font

Montserrat-Alt1

Aa

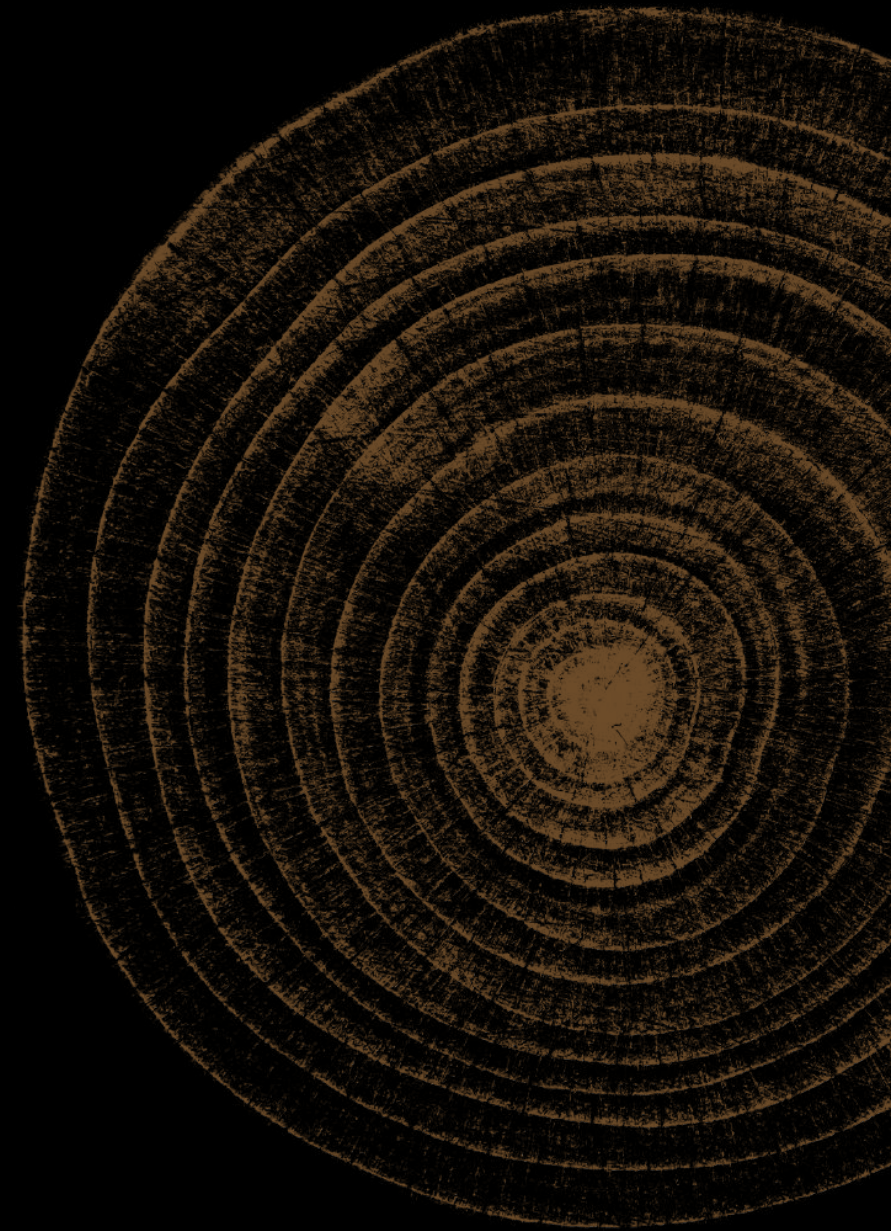
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()**

5.0

Do's & Dont's

05



Logo Do's & Don't 5.1

Do Not: Logomark

Do not resize or change the position of the logomark.



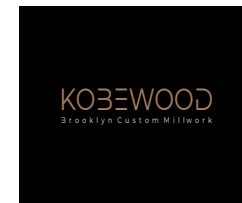
Do Not: Fonts

Do not use any other font



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



Logo Do's & Don't 5.1

Do



Do



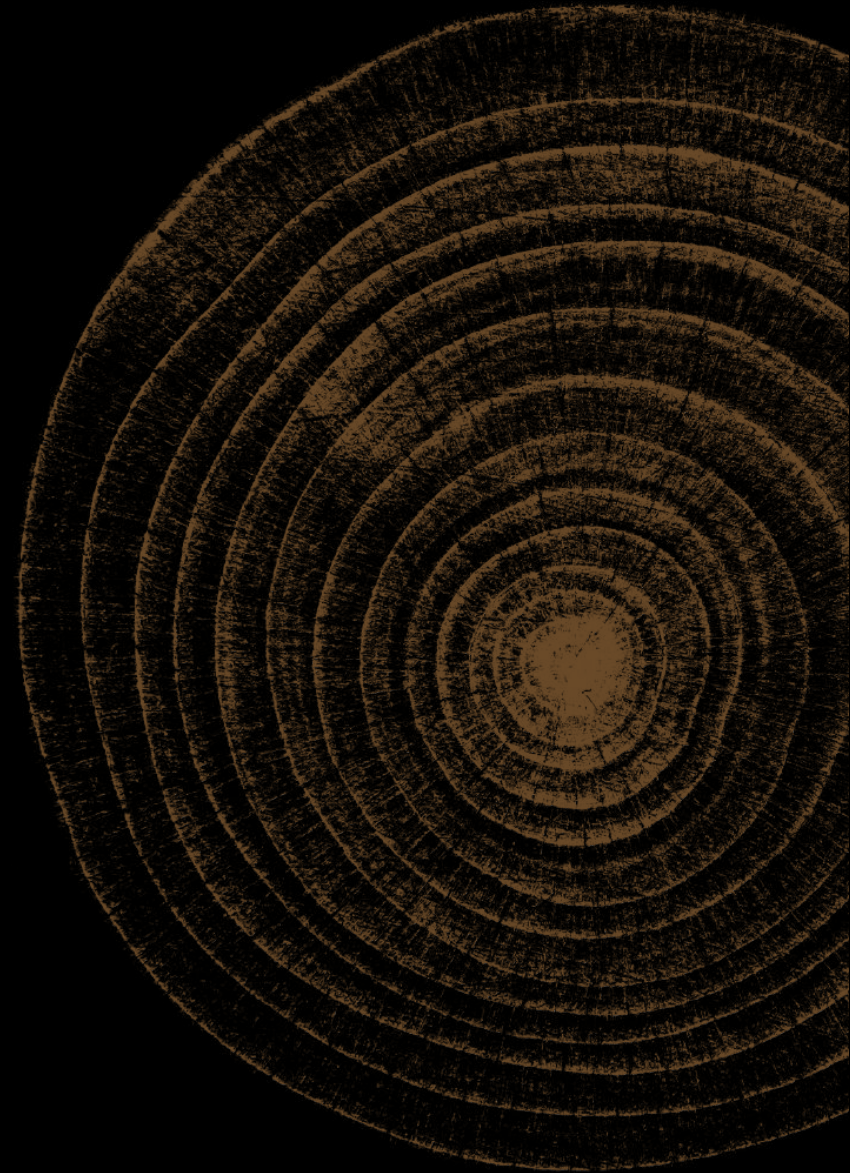
Do



6.0

Marketing Collateral

06

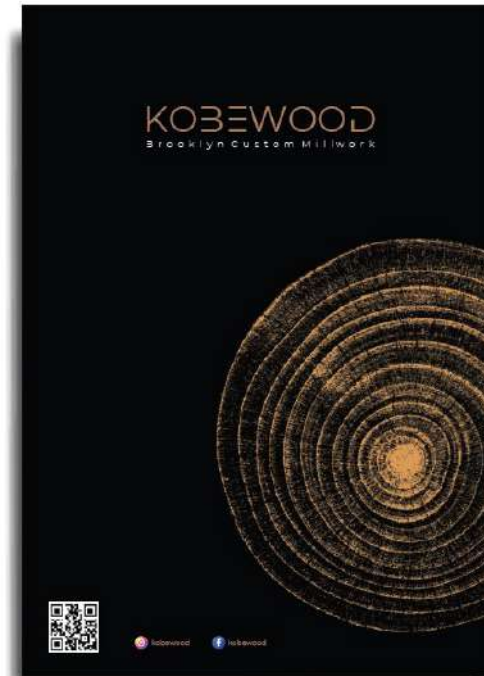


kobewood.co



Marketing Collateral 6.1

kobewood.co



Marketing Collateral 6.1

kobewood.co



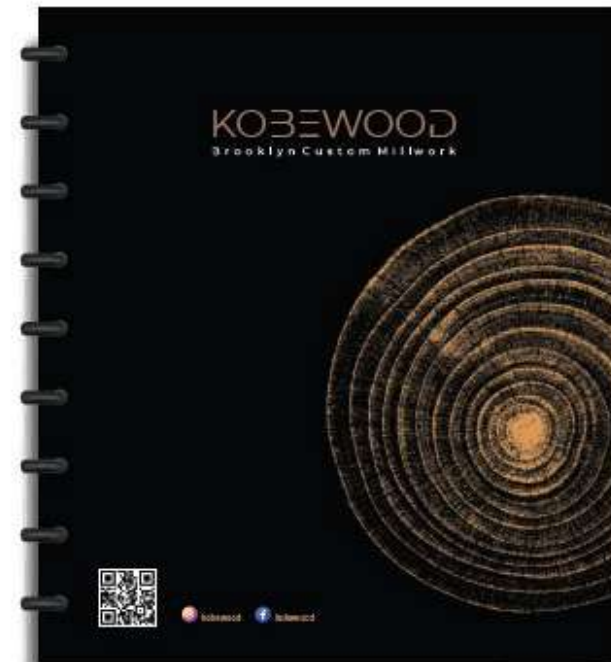
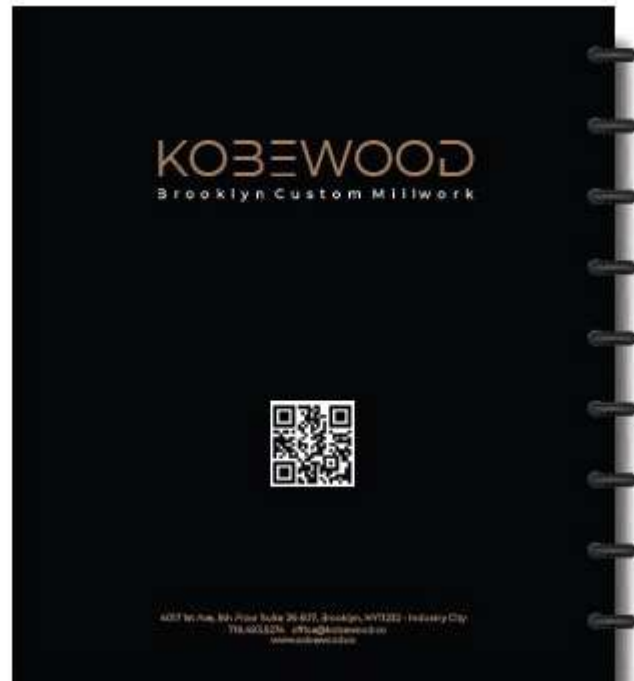
Marketing Collateral 6.1

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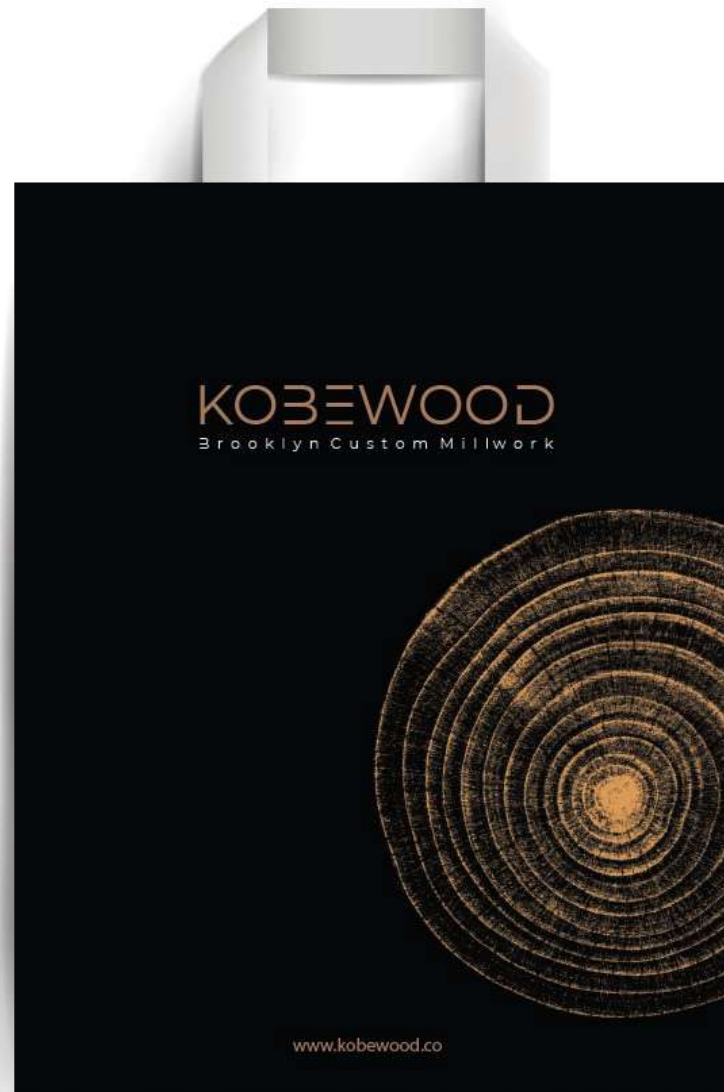
Marketing Collateral 6.1

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Marketing Collateral 6.1

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Marketing Collateral 6.1

kobewood.co





Marketing Collateral 6.1

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Using the brand book

This is a tool to help guide and strengthen the body of visual communications that will build Kobe Wood into a highly recognized and respected brand. The information provided in this document brings a solid foundation to the Kobe Wood brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications.

This brand guideline is developed for the benefit of the Kobe Wood network, including partners, contractors, and/or client individuals and for those who are considering cooperating with the brand.

Important copyright notice

The Kobe Wood logo is a trademark of Gurri INC.

It is important to maintain the integrity of the logo. The guidelines described in this document must be used by all Gurri INC affiliates (Distributors, Partners, Contractors, Clients, etc.) that intend to use our logo.

If you are not sure if the Kobe Wood brand is properly protected in your entity, contact Kobe Wood marketing department.

For further information, questions, and/or concerns, please contact office@kobewood.co.

A dark, grayscale photograph of the Manhattan skyline. The Brooklyn Bridge is prominent in the foreground, with its stone arches and suspension cables. In the background, the One World Trade Center stands out among other skyscrapers. The water of the harbor is visible at the bottom.

Thank You

Design by:
www.globalcreativefy.com