

Brand Guidelines



B R A N D I N T R O D U C T I O N

X'clusive[®]
HOME

About Us

X'clusive Home

More than just furniture, we provide a lifestyle. X'clusive wants to bring the good feelings and experiences back to you and your space, washing away the dread and dullness of staying at home, bringing the excitement and comfort back into our lives.

That's why X'clusive offers a wide range of customisation options for leather and fabric, without compromising on quality - so you can have the best of both worlds.

Live as you dream. The good feelings in life don't have to be rare; let's make them part of everyday life.

Brand tagline >

L I V E A S Y O U D R E A M



Brand Category Furniture

Brand Credibility

We invite consumers to gauge the manufacturing quality for themselves and get to know the customisation options through the Brand Activation and provide transparency through the information available on our channels such as sales tags, Instagram shop, website and catalogue.

Brand Mission

We want our consumers to celebrate the good feelings and experiences in life, and live the stylish lives they have envisioned, without having to compromise on quality.

Brand Vision

X'clusive aims to eventually expand overseas (Taiwan & SEA countries) and connect people with all their favourite interior styles.

Brand Character

Modern, premium, charismatic, charming, imaginative, daring - The Magician Archetype.

Brand Difference

We have styles from different countries and unique suppliers that other brands don't have access to, allowing a wider range of materials like leather and fabric. Customers can come home to a private retreat.

Brand Benefit

Experience living the way they dream of, bringing a piece of another country into their homes.

Brand colour palette >

For use across channels and in varying opacity as the designer sees fit (e.g. varying opacity for web element: hover, link visited, etc.)

Minimum opacity: 5%.
Maximum opacity: 100%

White
#FFF8EF

Black
#000000

#F2DDC2

#BFB7B4

#D9B595

#50425B

Logo



Our logo is very modern and simple. The X and H join together to form a home, conveying the nature of our business from a glance.

The black makes it bold and premium. The design creates a more modern, iconic and clean look for our brand. The white space also makes it more high class and less rigid.

Horizontal Lockup



This is the primary logo.

It has been designed in horizontal and vertical lockup, for use across channels, along with the brand tagline if needed.



Minimum size:
width 35px

Maximum size:
width 215px

Vertical Lockup



Minimum size:
height 35px

Maximum size:
height 215px

For any exceptions, please
contact the design team at
X'clusive's Home.

Wordmark

X'clusive

This wordmark can be used across channels in place of the logo, when legibility is an issue or because of print constraints. If not, the primary logo should be used.



Typography

Aa

Heading 1
Montserrat SemiBold

Aa

Heading 2
Montserrat Medium

Aa

Heading 3 - Prices
Montserrat Light

Aa

Body
Montserrat Regular

A B C

SUBHEADING
MONTSERRAT MEDIUM, TRACKING 800

SAMPLE TYPE LAYOUT →

Be anywhere
at home

We all love places & experiences around the world. X'clusive aims to deliver just that. Giving you the ability to be anywhere at home, through our range of styles from different countries.

The good feelings in life don't have to be rare; let's make them part of everyday life.

Heading - Montserrat SemiBold*
Heading - Montserrat Medium*

SUBHEADING - MONTSERRAT MEDIUM (TRACKING: 800)

Heading 2 (Prices) - Montserrat Light*

Body - Montserrat Regular*

**Italics can be used for emphasis or for type-based designs*

NOTE:

Shadows can be added behind text on photography for better readability (except for Logo)

Maximum shadow opacity: 35%

Logo Mark



As mentioned previously, the X and H come together to form a home, conveying the nature of our business from a glance. It can be used across channels as a small signifier of our brand. In special cases, such as when legibility is an issue or because of print constraints, it can be used - but generally does not replace the logo completely.



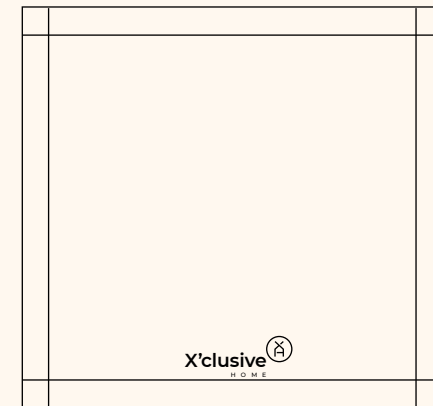
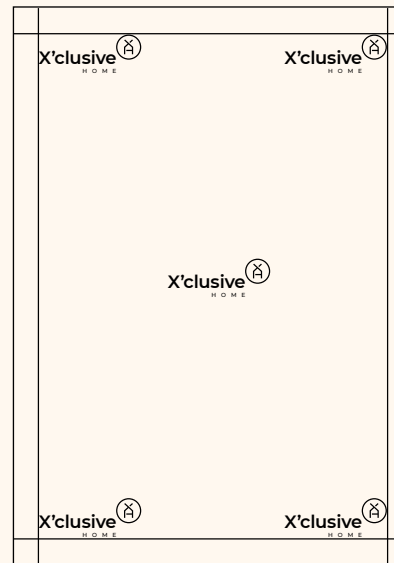
This logo mark can be used on small items such as stamps, stickers and profile pictures for social media accounts that state our brand name in close proximity.

Logo Placement Recommendations

As a general guide, the width should not be more than 1/4 of the width of page, unless placing in the center with no other elements.

The logo can be placed in the corners of the media, following the exclusion zones. It can also be placed in the center, in top of product or mood images.

The logo placement is ultimately dependent on the media usage and photography (if applicable). These placements are recommended but are not to be followed too strictly.

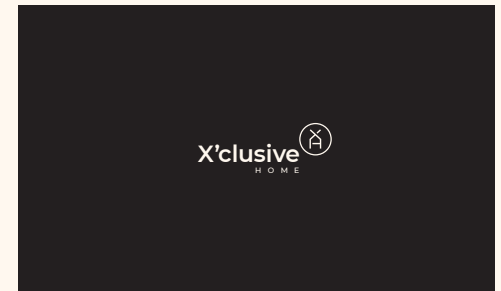


For product images, it may be placed at the bottom in the center so that it does not cover things in the image.

Logo Usage

Usage on brand colours:

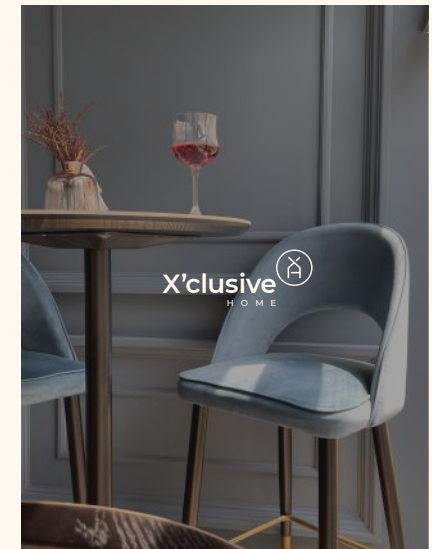
Use the black logo on light backgrounds and the white logo on dark backgrounds



Usage on photography:

If the logo does not show up well, the photo may be darkened to allow it to be seen better.

Do not use a drop shadow on the logo.



Exclusion Zone:

Due to the asymmetrical nature of the logo, the exclusion zone is measured using the width of the house inside the logo mark, to the edge of the circle as 'x1'.



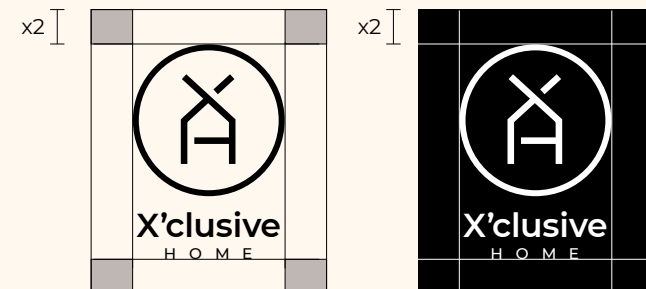
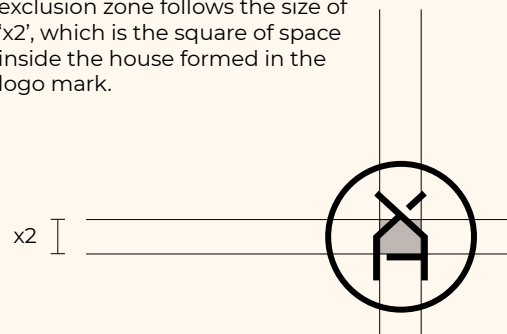
The exclusion zone ensures the prominence and legibility of our logo by clearing space around it, so that there are no distracting elements such as text or graphics fighting with it for attention.



No elements are to be on any part of the exclusion zone, such as text or illustration.

Exclusion Zone:

For the vertical lockup, the exclusion zone follows the size of 'x2', which is the square of space inside the house formed in the logo mark.



Logo Misuse



Do not add a drop shadow



Do not distort the logo



Do not outline the logo



Do not change the opacity



Do not delete elements

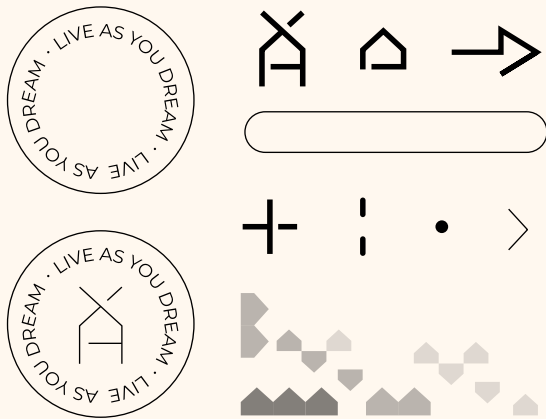


Do not change the colour



Visual Identity >

Graphic Elements



Stroke width: 0.25, 0.5, 0.75, 1pt, 2pts
(according to weight of typography in the
vicinity & designer's discretion)



Photography >

Product images should be shot with natural-looking studio lighting where possible, unless it is for a unique concept.



Photos with people should not include the face - up to chin level is acceptable. Mood images could be of nature, architecture and interior design.

Black & white filters can be applied to the images where applicable, but for product images there should be at least one other version in full colour.



Photography can be placed into the house-shaped frame, using the graphic element created from the logo mark.

Natural textures such as wood or stone can also be used as backgrounds.

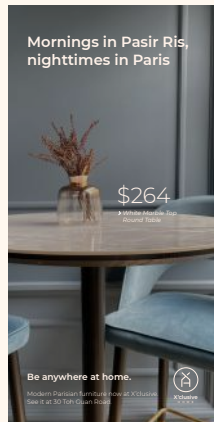




B R A N D A P P L I C A T I O N S

X'clusive[®]
HOME

Brand Application Examples



Living Room
FZ-DT-FH-8937

X'clusive

\$6,599

> Charcoal 2-Seater
Fabric Sofa

Model: FZ-DT-FH-8937
Bed Code: X33A918937
Colour: Light Grey

Material:
Italian Fabric
Coloured in Germany

• Free assembly
• Free delivery available
• Valid for exchange within 7 days

Measurements

1500 (Width)
900 (Depth)
1800 (Height)
3" Feet Height

Sitting:
35 cm (Seat Height)
48 cm (Seat Depth)

Find us at

contact@xclusivestore.com.sg
info@xclusivestore.com.sg
facebook.com/xclusivestore
xclusivestore.hk

OPEN AS YOU WALK

Customisation:

Can be converted to a 4 seater, upholstery can be changed to any in our Fiber Tech - Bruno Collection

Pairs well with:

- Modern luxurious furniture
- Gold trimmed items
- Black/ark walls
- Potted Bonsai in Ceramic Bowl (AB-OP-GH-3863)
- White Knit Rug (CS-FV-E3-2394)

Care instructions:

General cleaning with with a damp cloth. Wipe down with cleaning agent to remove static.

HOW-TO'S
TIPS & GUIDES

X'clusive

Pet-Proofing Your Home

Don't blame him,
he's just Kitten around.

A guide for frazzled
pet-owners





✉ contact@xclusivehome.gmail.com.sg
📷 [xclusivehome.sg](https://www.instagram.com/xclusivehome.sg)
📘 facebook.com/xclusivehomesg
📺 youtube.com/channel/UCely3Ya8tO687hOVPrqlyzA