One multibrand house . Four brands . **One brand guide**

*Bloomingville®
-EVER CHANGING HOMES

*Bloomingville® -EVER CHANGING HOMES   creative collection - enjoying authentic living   bloomingvilleMINI   ILLUME® x *Bloomingville® -EVER CHANGING HOMES

Bloomingville A/S is an international multibrand house founded in 2000.
Deeply rooted in Nordic aesthetics and the Danish design tradition,
the company presents four exclusive brands:

Bloomingville

Creative Collection

Bloomingville MINI

ILLUME x Bloomingville

Brand guide . Contents
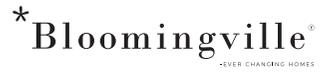
Bloomingville
·EVER CHANGING HOMES·

creative collection
enjoying authentic living

bloomingvilleMINI

ILLUME x **Bloomingville**
·EVER CHANGING HOMES·

The Bloomingville logo

Our Bloomingville logo is an important and valued graphic element and must be used **consistently and appropriately**, even minor variations will undermine and compromise the brand.

Please note, that Bloomingville is the **name of both our multibrand house and one of our brands** and so the logo of both.

The logo exists in two variants: In an ®-variant and a TM-variant. **The rule of thumb is:** <u>only</u> if your won't be able to read "Ever changing homes", then use the TM-logo.

*Bloomingville®
-EVER CHANGING HOMES

*Bloomingville™

Logo usage

Always use master artwork when reproducing any logo design. It should **never be recreated under any circumstances**. Always ensure you are using the correct artwork for the application.

Make sure not to drag the size of the logo; the logo should **always be scaled proportionally.** The logo's shape should always be consistent with the initial design, retaining balance and legibility.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used. **Vectorized eps-files are best for print, and jpg-files and png-files must never be upscaled.** Logos may not be taken from this document.

Logo visibility

The logo should **always be clear and visible**, set in colors onto a backdrop which shows contrast.

A black logo is preferred for packaging etc.

However, it is perfectly okay to use the logo in other colors as long as the logo is still clear and visible and the colors are coherent with the current color scale. Never use a gradiant though.

When using the logo across images etc. remember to adjust the color of the logo accordingly. Below a few examples:

Bloomingville font usage

Montserrat is the name of the corporate font of Bloomingville. It is an Adobe font and it can be activated from Creative Cloud if you have an account.

Several letterings of the font can be used, however "extra light" is the preferred lettering. Please refer to the current marketing material for visual guidance or ask our marketing team.

The color of the font must be coherent with the material in question – and **always visible and clear**.

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

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The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

Bloomingville brand text

In short, this is what the Bloomingville brand is all about.

Feel free to use and share.

Home interior for everyday designers
living and loving happy changes.

Share your style.
Tell your story.
Change your home.

Bloomingville graphic elements

The Bloomingville star is used across multiple platforms.
Usage varies from season to season, but is always recognizable.

The Creative Collection logo

Our Creative Collection logo is an important and valued graphic element and must be used **consistently and appropriately**, even minor variations will undermine and compromise the brand.

The logo is designed from a classic typography – with a Creative Collection twist. **The stroke is removed from the i, but the dot is remained. This gives the logo its strength and signature look;** the subconsciousness reads the i´s anyway, but the twist and elusiveness embrace what Creative Collection is. **A brand that dares standing out and definitely a brand worth knowing.**

creatve collecton

enjoying authentic living

Logo usage

Always use master artwork when reproducing any logo design. It should **never be recreated under any circumstances**. Always ensure you are using the correct artwork for the application.

Make sure not to drag the size of the logo; the logo should **always be scaled proportionally**. The logo´s shape should always be consistent with the initial design, retaining balance and legibility.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used. **Vectorized eps-files are best for print, and jpg-files and png-files must never be upscaled.** Logos may not be taken from this document.

Logo visibility

The logo should **always be clear and visible**, set in colors onto a backdrop which shows contrast.

A black logo is preferred for packaging etc.

However, it is perfectly okay to use the logo in other colors as long as the logo is still clear and visible and the colors are coherent with the current color scale. Never use a gradiant though.

When using the logo across images etc. remember to adjust the color of the logo accordingly. Below a few examples:

Creative Collection font usage & visibility

Minerva Modern is the name of the corporate font of Creative Collection. It is an Adobe font and it can be activated from Creative Cloud if you have an account.

Several letterings of the font can be used, however "regular" is the preferred lettering.

The color of the font must be coherent with the material in question – and always visible and clear.

Please refer to the current marketing material for visual guidance or ask our marketing team.

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ´ ´ " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

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The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ´ ´ " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

Creative Collection brand text

In short, this is what the Creative Collection brand is all about.

Feel free to use and share.

Authentic living making homes individual and personal. A collection of characterful styles and upcycled treasures with stories to tell.

Enjoying authentic living.

Creative Collection graphic elements

Creative Collection uses its strong pay-off and a favicon across
the themes of the brand.

C

Enjoying
authentic
living

The Bloomingville MINI logo

Our Bloomingville MINI logo is an important and valued graphic element and must be used **consistently and appropriately**, even minor variations will undermine and compromise the brand.

The logo exists in two variants a stacked and a long variant. Use the variant that suits your material best.

The logo is designed with the five brand words of Bloomingville MINI in mind: **PLAYFUL . COZY . AESTHETIC . TIMELESS . NORDIC.** The elegant and soft lines of the round shapes of the letters are completing an overall playful, cozy, aesthetic, timeless and Nordic feel. Just as the dots over the i's are removed to complete the look – come along!

bloomingville MINI

bloomingville MINI

Logo usage

Always use master artwork when reproducing any logo design. It should **never be recreated under any circumstances.** Always ensure you are using the correct artwork for the application.

Make sure not to drag the size of the logo; the logo should **always be scaled proportionally.** The logo's shape should always be consistent with the initial design, retaining balance and legibility.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used. **Vectorized eps-files are best for print, and jpg-files and png-files must never be upscaled.** Logos may not be taken from this document.

Logo visibility

The logo should **always be clear and visible**, set in colors onto a backdrop which shows contrast.

A black logo is preferred for packaging etc.

However, it is perfectly okay to use the logo in other colors as long as the logo is still clear and visible and the colors are coherent with the current color scale. Never use a gradient though.

When using the logo across images etc. remember to adjust the color of the logo accordingly. Below a few examples:

Bloomingville MINI font usage & visibility

Montserrat and Chennai are the names of the corporate fonts of Bloomingville MINI. They are both Adobe fonts and they can be activated from Creative Cloud if you have an account.

Chennai is used for headings, quotes, small eye catchers etc. Several letterings of the fonts can be used, however "light" is the preferred lettering.

Montserrat is used for everything else – body copy product specs etc. Several letterings of the fonts can be used, however "extra light" is the preferred lettering.

The color of the fonts must be coherent with the material in question – and **always visible and clear**. Please refer to the current marketing material for visual guidance or ask our marketing team.

Chennai:

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

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Montserrat:

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

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Bloomingville MINI brand text

In short, this is what the Bloomingville MINI brand is all about.

Feel free to use and share.

Welcome into a cozy and playful universe of aesthetic home interior for the little ones in the family, designed in a timeless Nordic feel to fit into every room – come along!

Bloomingville MINI graphic elements

The Bloomingville MINI logo may be combined with
an illustration according to the season in play.

The ILLUME x Bloomingville logo

Our ILLUME x Bloomingville logo is an important and valued graphic element and must be used **consistently and appropriately,** even minor variations will undermine and compromise the brand.

The logo exists in four variants: A stacked and a long variant – use the variant that suits your material best – each in an ®-variant and a TM-variant. **The rule of thumb is:** only if your won't be able to read "Ever changing homes", then use the TM-logo.

Logo usage

Always use master artwork when reproducing any logo design. It should **never be recreated under any circumstances.** Always ensure you are using the correct artwork for the application.

Make sure not to drag the size of the logo; the logo should **always be scaled proportionally.** The logo's shape should always be consistent with the initial design, retaining balance and legibility.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used. **Vectorized eps-files are best for print, and jpg-files and png-files must never be upscaled.** Logos may not be taken from this document.

Logo visibility

The logo should **always be clear and visible**, set in colors onto a backdrop which shows contrast.

It is perfectly okay to use the logo in various colors as long as the logo is still clear and visible and the colors are coherent with the current color scale. Never use a gradiant.

When using the logo across images etc. remember to adjust the color of the logo accordingly. Below a few examples:
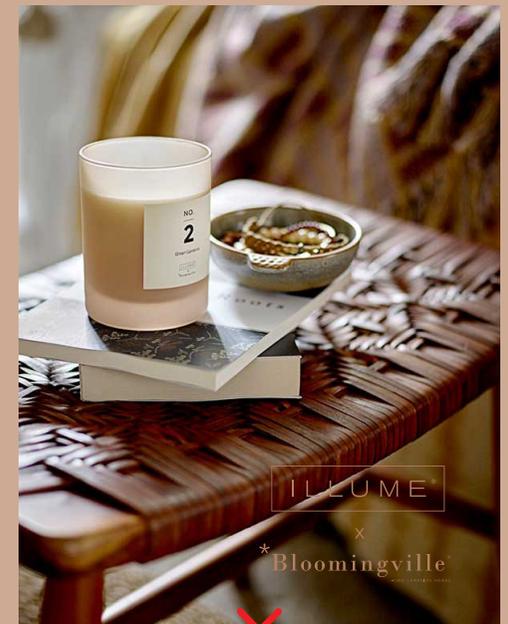
ILLUME x Bloomingville font usage & visibility

Omnes is the name of the corporate font of ILLUME x Bloomingville. It is an Adobe font and it can be activated from Creative Cloud if you have an account.

Several letterings of the font can be used, however "light" is the preferred lettering.

The color of the font must be coherent with the material in question – and **always visible and clear.**

Please refer to the current marketing material for visual guidance or ask our marketing team.

The quick brown fox jumps over the lazy dog 0123456789 ¿ ? ¡ ! & @ ' ' " " « » % * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

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ILLUME x Bloomingville brand text

In short, this is what the ILLUME x Bloomingville brand is all about.

Feel free to use and share.

A scent of home in every room.

Evoking all senses with aromatic and balanced fragrances in a beautiful Nordic design and calm look.

ILLUME x Bloomingville graphic elements

Each of the nine scents of ILLUME x Bloomingville is combined with a number and- or name,
a color and an illustration to easy identify each scent.

NO. 1	NO. 2	NO. 3	NO. 4	NO. 5	NO. 6	NORDIC	COZY	VINTAGE
Parsley Lime	Green Gardenia	Santal Fig	Lemon Verbena	Sea Salt	Sequoia	Forest	Nectarine	Cedarwood