

ITEM

Dreo Social Brand Book

VERSION

1.0

PRODUCTION DATE

January 2022

PROJECT

Make Honey

DESIGN

Richard Fussey

COPY WRITING

Jack Goodson

© Dreo Inc, 2022

Published by Dreo

2601
Building A7
Chuangzhiyuncheng
Liuxian Avenue
Xili Street
Nanshan District
Shenzhen
Guangdong
China

support@dreo.com
dreo.com

@dreo

You hold us within your hands.

We have poured our soul into these pages. Together, they form our Social Brand Book. Our book is a journey to rebuild the personal connection between individuals and the companies they trust. We want you to see us as more than a message, more than a logo, and more than a memory.

Our book is many things. It is our open and honest self-inquiry written for all to see. It is an invitation for individuals, retailers, and partners to join us on our journey. It is also a workbook to feel and to enjoy, both to keep and to share.

We believe in Better. Why? Because growth is a natural part of everything. By accepting growth and opening ourselves up to the opinions of those who matter most to us, we acknowledge that life is forever a work in progress. Which means there is always room for improvement.

We can continually be Better. But only with your help.

As you ascend into these pages and respond to them — you will become a part of Dreo. We will listen. We will learn what you want, what you need, and what you value most in this world.

Our promise to you? That together: we will always be Better.

Welcome to us. Welcome to Dreo. Let's begin our journey.



Dreo CEO

Contents

Better. It's a Journey.	1
Strategy	16
Product	31
Identity	58
Tone	97
Application	120
Feedback	163
The Journey Continues	178

How To Use This Book

Our story is your story. Our journey is your journey.

This book is an open invitation directly to you – to help create the story within, a story Quietly waiting for your heart, your mind, and your pen.

Our shared journey shows we are more than a company. We are more than our products. More than our fans and heaters, more than our purifiers and conditioners, and more than our fryers – we are real people, just like you.

We love, laugh, hope, and worry. As we enter and leave work each day, our

emotions still exist. Our emotions form a part of our shared humanity. And there is nothing more human than wanting to be Better.

This book is a conversation between you and us. Conversations need space to flow freely, for each individual to express themselves. The words within should bring forth connection, inspiration, and change.

We want to make your words a reality. You have invited us into your home. And so, you have the human right to express your thoughts and feelings to us. This book is the space for your expression.

Eight booklets rest within your hands.

Six booklets reveal our story so far. From our history, values, and voice: we open ourselves up to you.

Two booklets are yours and yours alone.

One: Your Feedback booklet is the space for us to talk. Reflect on the questions and write at your own pace. Once you feel ready, please mail it to us. Each word will light up the path to be Better.

Two: Your other booklet shines with potential. Its pages express our never-ending journey and provide a canvas for

you to love, laugh, hope, and worry within. To contemplate all you are and all you wish to be.

Treat these two booklets as your diary. Hold your pen tightly and let yourself flow.

We can't wait to hear from you.

BETTER. IT'S A JOURNEY.

Our First Steps

Our birth began with one desire: to bring the essence of Quiet to you.

Ever since the winter of 2020, we have strived to create a space that you truly feel at home within.

As the Dreco family grew, so did our dedication to you.

Our Journey So Far

As the clock chimed for the New Year of 2021, our family expanded to 20 and our confidence blossomed. We traveled across oceans and opened our horizons to help individuals worldwide. At Dreco, every evolution of every product has strived to not only bring Quiet, but to continuously be Better. No matter who or where you are.



2020 | TOWER FAN DR-HTF001

2022 | TOWER FAN DR-HTF004

BETTER. IT'S A JOURNEY.

Our Journey Ahead

We are a work in progress. We accept that Better and the greater Quiet it brings will always be ahead. Even as we grow and the technology within our products improves, we will always strive to create a space you feel at home within.

Come and experience our evolution and become part of our never-ending journey to be Better.



What We Value

We Value Better

As humans, Better is a path we naturally follow.

For some, this means **more**. More features, more functions, more endless choices. We believe this leads to short-term entertainment but long-term overload.

For us, the path to Better means **less**. Less noise, less waste, less complexity. Bringing fewer decisions and a lower cost to you.

Each innovation helps us create the Quiet simplicity you deserve. We understand that growth comes from all places. From improved technology to hearing new ideas, opinions, and criticisms: everything brings us closer to the beauty of Better.

What Better Means

Quiet

New technology often leads to endless noise, to promises designed to confuse.

Whether through muted motors or smoother parts, we ensure any innovation is a subtle yet confident movement towards more Quiet.

Calm

You deserve peace. That's why we bring stillness to you every single day.

We remove barriers to the enjoyment of our products to help create mental space for you to breathe easy.

Simple

To be Better is never an addition: it's a process that forever brings us closer to our true nature.

To us, simplicity in desire, design, and meaning is vital. Which is why we return to the drawing board each day to reflect on what we do best.

Transform

As we learn, we grow. Growth happens naturally.

Transformation is different: we must embrace it as a conscious effort to turn knowledge into change, to accept our mistakes, and to always build on what came before.

Our Purpose

Our purpose is to create valuable and beautiful products that truly make a difference in your life.

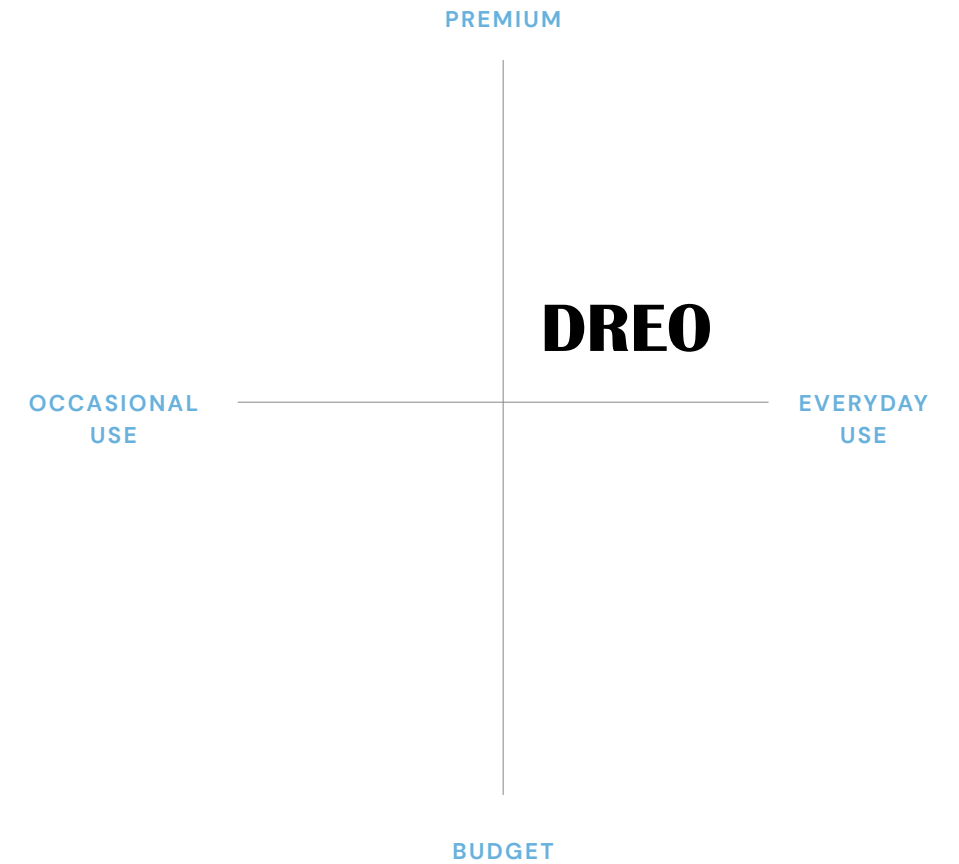
Our Vision

Our vision sees us as a Quiet yet vital part of your life, as your partner in our journey to your calmer, stress-free future.

Our Mission

Our mission is always to be Better and is built on curiosity, questions, and conversations. You matter most as you form the essential roadmap to our shared future.

Our Position



Our position and what sets us apart is not only the inexpensive nature of our superior-quality products -- it is our desire to listen and learn from you: you who trust in us.

Who You Are

Sadly, we have not yet met.

As we get to know you, our communication will change. We want to speak directly to you and build a stronger connection.

While we wait for our conversations to spark into existence, we crafted a persona to speak to: a 34-year-old single female, born and raised in Chicago.

It's a pleasure to have you here. For now, this is who we speak to.

STRATEGY

A Portrait of You



THE YOUNG AND PROFESSIONAL CITY DWELLER



THE FIRST TIME HOMEOWNER AND TECH PRODUCT USER

STRATEGY

A Portrait of You



THE SOCIALLY ACTIVE MOBILE USER



THE SELF-CARE ENTHUSIAST

What We Create

Our products are time capsules. Each embodies that moment in time where we say *today is complete*. Where we have traveled as far as possible in a day's work. Where we recognize we've created the best there is.

Then, we return home filled with the warmth of a valuable day's work.

We enjoy today, for tomorrow, our journey begins again.

Long live the never-ending opportunity to be Better.

PRODUCT

Air Fryer

DR-KAFO01

Your kitchen made simple. Our DR-KAFO01 Air Fryer is a multi-functional kitchen appliance that can fry, grill, roast, and bake. Its systematic design with an oven-grade smart temperature control system makes your food crispy outside and tender inside. Enjoy healthy and Better tasting meals with our innovative 360° hot air technology heating your food to perfection.

Remove stress by using the Air Fryer to transform your ingredients into a healthy meal almost instantly. Reduce cooking time by 30% and give yourself the space to relax before your meal.

Taste and Health

Bring the world of cooking to life with our unique viewing window. Sit back, relax, and watch as your ingredients transform into the meal you crave. The sleek and ergonomic design allows you to keep an eye on your food without moving a muscle.





All-In-One

Simplify your kitchen with our multi-functional appliance that does everything you need. With five different modes, six presets, and a temperature range from 100 to 450-degrees F, you can cook anything you want, wish, or imagine without cluttering your home with another machine.

PRODUCT

Tower Fan

DR-HTF004

Your comfort made simple. Our sleek DR-HTF004 Tower Fan is an intuitive cooling device that provides twelve speeds and four modes to let you choose the settings that suit your space best. A spacious 120-degree rotation angle ensures your whole home receives the breeze it needs. From cooling down in your living room to gaining a Quiet, restful, and balanced night's sleep in your bedroom, our fan is perfect for bringing adjustable airflow where you need it most. Remain relaxed by using our Alexa and Google Home integration which removes the hassle of getting up.

Harmony at Home

Our Tower Fan instantly brings harmony to your home. With its Quiet design, you can transform your space into the peaceful paradise you deserve. Tailor your home to your needs with the effortless ability to switch between high and low-speed airflows.





Quiet Perfection

Experience the sound of pure Quiet. With our custom motor technology, our Tower Fan is Quieter than ever before. Let our fan beautifully blend into the background to become an essential part of your home. Embrace a silent night's sleep that leaves you relaxed, refreshed, and ready to embrace the day.

PRODUCT

How We Better

2020 | FROM STANDARD LOW-COST AC DC MOTORS



2021 | TO A MORE ENERGY-SAVING AND QUIET DC MOTOR



2022 | WE NOW BRING YOU OUR MORE POWERFUL, ENERGY-SAVING, AND QUIET CUSTOM-CREATED MOTOR TECHNOLOGY



Motor Evolution

We have evolved from low-cost, standard motors to creating custom motor technology, ensuring each new Tower Fan version continuously moves toward Better and Quieter.

PRODUCT

Air Purifier

DR-HA002

Your home made pure. Our DR-HA002 Air Purifier creates an environment you will love to live, breathe, and relax within. Remove harmful impurities like never before with our highly efficient TurboPure technology and inbuilt HEPA filter. Let your breath flow freely and let your mind rest easy with our automatic mode that removes the need to overthink. Experience the Quiet you deserve with low noise levels. Now is your time to truly live and breathe.

Breathe Better

Breathe easy in your home, free from almost all pollutants. From removing mites and mold to allergens and particular viruses, our Air Purifier brings you an environment you will love to live within. The latest HEPA filter keeps your love going for longer with its extended lifetime.





Sustainable Serenity

Bring relaxation to your energy bill with an efficient Air Purifier that doesn't waste money or electricity. Make your home as pure as possible with our environmentally-friendly technology, certified by Energy Star. Save the world, your money, and your headspace with eco-friendly technology that is Quieter than ever before.

Quiet Design

We strive towards the sound of Quiet. Our products are built, piece by piece, with this aim in mind.

With each evolution of our products, we become Better at achieving pure calm and creating the Quiet you crave.

We don't stop there. By lifting these principles into our entire identity, we become a coherent whole that moves swiftly towards our aims: to be the true embodiment of Quiet.

From our calm, reflective, pure, and pensive way of communicating, we show that our identity lives by the philosophy of Quiet Design.

Space and Quiet go hand-in-hand, which is why we welcome the beauty of space onto the page. By giving your mind the room to breathe, Quiet soon follows.

IDENTITY

Our Logo

DREO

Dark

Our primary logo is a wordmark set in Britannic Bold. In the first instance, this should be used as a positive image: black on a light-colored background.

RGB
0, 0, 0

HEX
000000

CMYK
60, 40, 40, 100

PANTONE
Black C

DREO

Light

Alternatively, our wordmark may be inverted when placed on a darker background. This option creates a solution for positioning on imagery, ensuring the brand remains clear.

RGB
255, 255, 255

HEX
FFFFFF

CMYK
0, 0, 0, 0

Correct Use of Our Logo

Positioning

- » Central
- » Lower quarter
- » Mirrors positioning on product

Scale

- » Relative to format
- » Approx. 20% of width
- » 2x width minimum either side

Orientation

- » Always horizontal
- » Ensure logo sits flat
- » Never reflected

Color

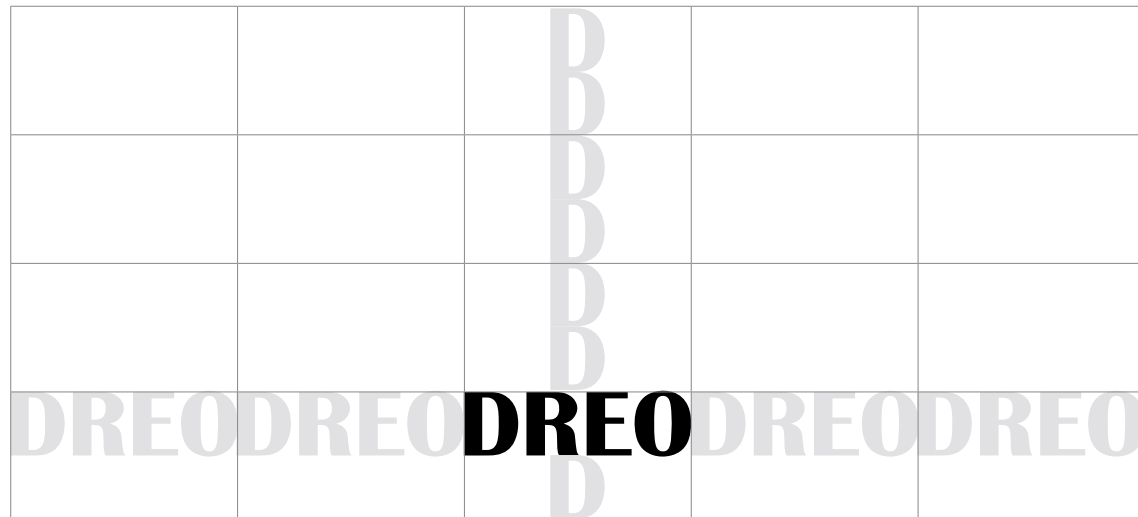
- » Use primarily in black
- » White for darker backgrounds
- » Always single solid color

Typography

- » Always Britannic bold
- » Never custom letter spacing
- » Always uppercase

Context

- » Product branding
- » All brand communication
- » Online and printed



Incorrect

Illegible



Incorrect Typeface



Rotated



Cropped



Incorrect Spacing



Non-Solid Color



Not Centralized



Lowercase



Incorrect Color



IDENTITY

Logo Application



Product

Our logo is always featured on our products. It is always positioned centrally, most often on the front of the product. The majority of our products show our logo at the foot of the product.



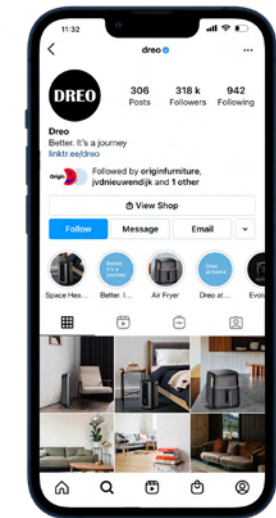
Packaging

Our packaging features product imagery and, as a result, includes our logo. Our logo is also positioned on the lid of the packaging.



Advertisements

Advertisements include the logo in the lockup composition. It is placed centrally on the bottom of the poster to reflect placement on product.



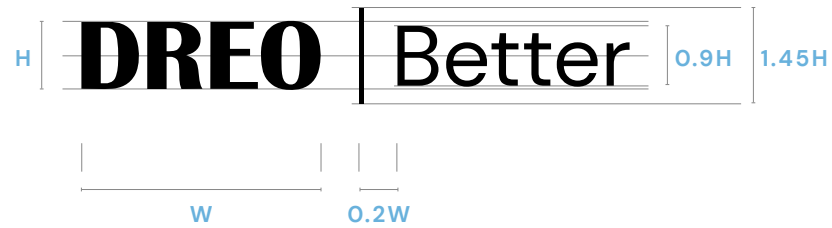
Social Media

Social profile photos use the logo positioned centrally on a black background. This creates an easily recognizable profile even when small.

IDENTITY

Our Lockup

CENTRALLY
ALIGNED



Our lockup composes our wordmark alongside our brand essence, Better. The central divider is taken from the control panels on our products. It provides a graphic device to compose information

DREO | Better

DREO | Better

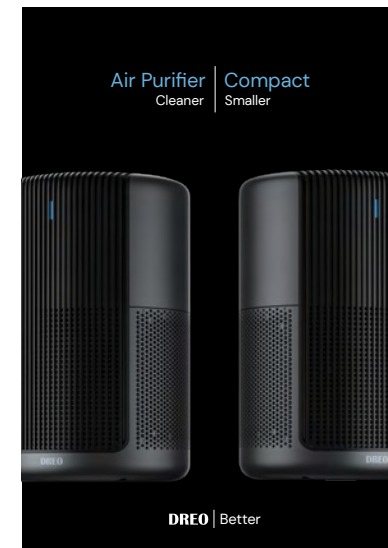
IDENTITY

Lockup Application



Packaging

The Lockup is featured on the reverse of packaging. It is positioned centrally on the bottom edge of the face. This mirrors the logo positioning on the product.



Advertisements

Advertisements and other printed materials use the lockup as the main branding element. It is positioned centrally on the bottom edge.

Color

Our primary color palette flows from our products. By balancing black and white into a harmonious whole, we convey our sleek and Quiet nature.

Our secondary color, Sky, is transformed from the foundation of nature photography to a subtle yet confident undertone. To us, Sky symbolizes the desire to be Better: it is optimistic, hopeful, and is a continuous reminder of the possibilities awaiting us on our journey.

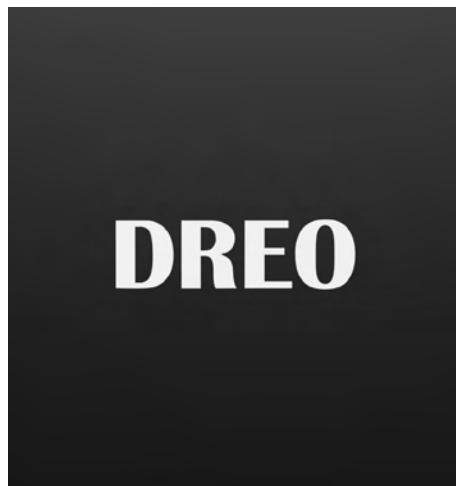
IDENTITY

Our Color Inspiration

Primary Colors

Our primary colors, black and white, are taken from the material finish on our products.

Tints of black provide flexibility within this palette and reflect the material finishes.



Secondary Color

Our secondary color, Sky, is inspired by calming landscape imagery, which captures the serenity our products create.

Sky is also featured on the LED displays of some of our products.



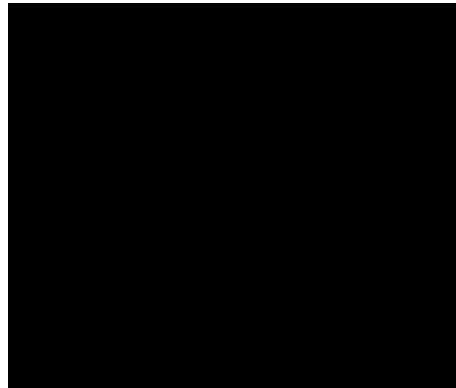
IDENTITY

Our Color Palette

PRIMARY

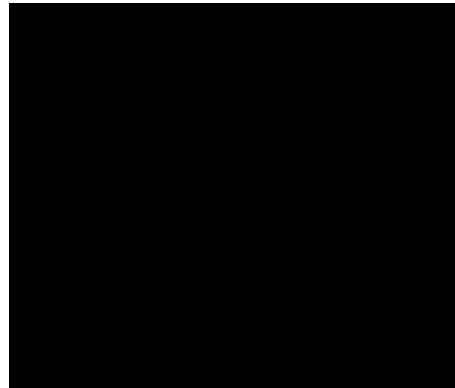
Rich Black

- » Provides a deeper, punchier black for use across larger areas such as backgrounds
- » We do not use this for printed text as it can lead to issues with registration



Standard Black

- » To be used for all printed text
- » We avoid using this as a background color in print as it can create a washed-out finish



SCREEN

RGB
0, 0, 0

PRINT

CMYK
60, 40, 40, 100

SCREEN

RGB
0, 0, 0

PRINT

CMYK
0, 0, 0, 100

HEX
000000

PANTONE
Black C

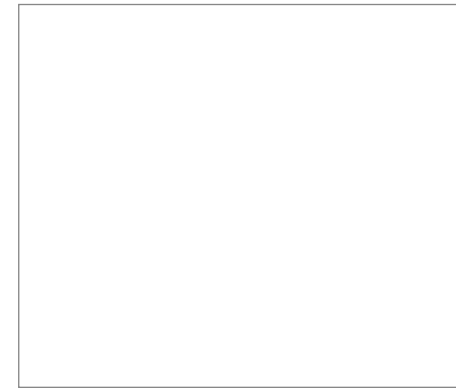
HEX
000000

PANTONE
Process Black C

SECONDARY

White

- » Provides good legibility of branding and text on black backgrounds



SCREEN

RGB
255, 255, 255

PRINT

CMYK
0, 0, 0, 0

HEX
FFFFFF

PANTONE
NA

Sky

- » Used for detailing instead of across vast areas
- » Used to create emphasis on specific information such as headers



SCREEN

RGB
104, 177, 220

PRINT

CMYK
16, 6, 5, 0

HEX
68b1dc

PANTONE
292 C

Our Black Tints

Possible with Rich Black for backgrounds

Rich Black 80%

Rich Black 60%

Rich Black 40%

Rich Black 20%

This is Standard Black.

0.5PT



This is Standard Black.

0.5PT



This is Standard Black.

0.5PT



This is Standard Black.

0.5PT



This is Standard Black.

0.25PT



This is Standard Black.

0.25PT



This is Standard Black.

0.25PT



This is Standard Black.

0.25PT



Possible with Standard Black for text and strokes

Standard Black 80%

Standard Black 60%

Standard Black 40%

Standard Black 20%

IDENTITY

Color Application



Product

Our products primarily use black and black tints. White is used for detailing, such as in our logo or key LED information. Secondary colors are used in LED displays to signal power or for atmospheric effect.



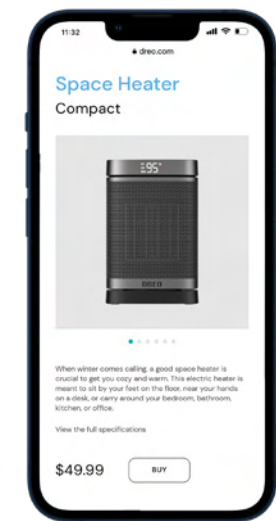
Packaging

Our packaging is primarily black. This creates an elegant, sleek, and sophisticated design. White is used for branding and the contents description. Sky highlights the product name and creates contrast with an inner fill.



Advertisements

Advertisements and printed materials follow the same formula: black as a backdrop to the product, white for branding and detailing, and Sky for key information.



Website

A 10% black tint is used as product backgrounds online to create an overall lightness to the website. Sky is used for headers. White is the main site background color.

Our Font

This is Dreo's brand font – DM Sans.
It is a clear, modernist sans serif font.

This is Regular, *Italic*, Medium and
Bold.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,/;()&@\$!

DM Sans

DM Sans is our brand font. Its clear, modernist appearance follows our philosophy of Quiet Design. It's free from unnecessary decoration and remains legible in small sizes. Our modest use of typography serves the text rather than becoming distracting ornamentation. The font is a Google Font. Therefore, it comes with an Open Font License and is available for use online.

How to Use Our Font

General Typographic Rules

- » Metric kerning
- » Aligned left
- » No hyphenation
- » English: USA
- » Proper nouns title case (e.g. product names)
- » Aligned to 12pt baseline grid

DM SANS REGULAR

Headlines and large text

- » Tracking -5 pt
- » 15 pt / 20 pt (format relative)

Headers

- » Tracking -5 pt
- » 12 pt / 12 pt (format relative)
- » Space after 2.5mm

Body text

- » Tracking 0 pt
- » 8.5 pt / 12 pt (format relative)

» Bullets

- » Tracking 0 pt
- » 8.5 pt / 12 pt (format relative)
- » 3 mm indent
- » Double arrow bullet

1 PAGE NUMBERS

- » Tracking 50 pt
- » 6.5 pt / 8 pt (format relative)

DM SANS BOLD

SUBHEADER

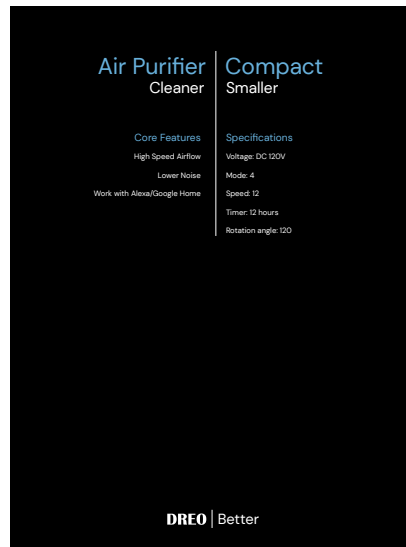
- » Tracking 100 pt
- » 8.5 pt / 9 pt (format relative)
- » All caps

CAPTION

- » Tracking 50 pt
- » 6.5 pt / 8 pt (format relative)
- » All caps
- » Align centrally

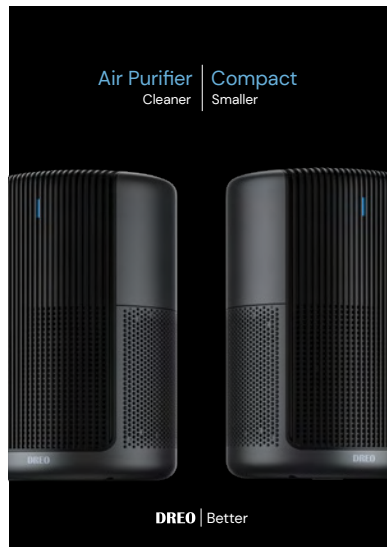
IDENTITY

Typography Application



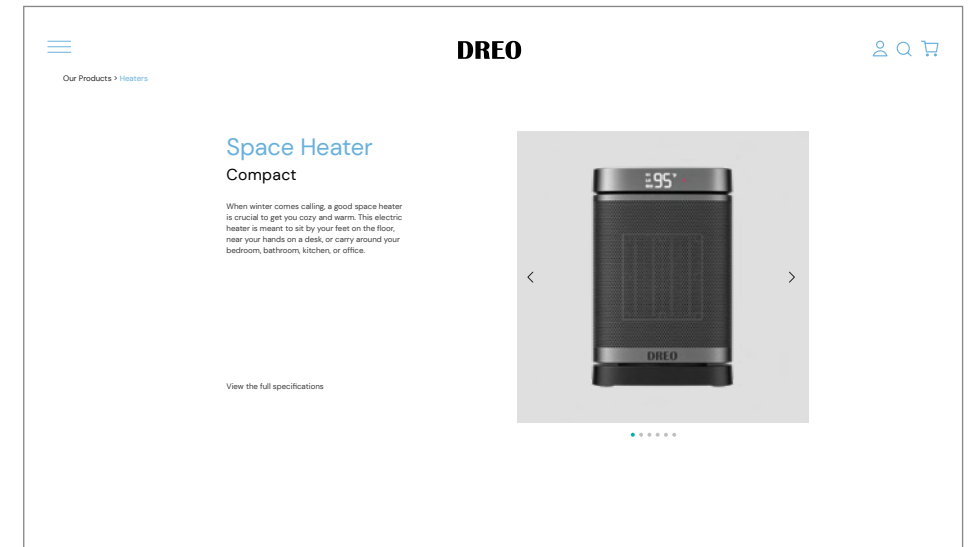
Packaging

DM Sans Regular is used in varying scales to create a hierarchy. Sky is used to highlight key information such as product names and headers.



Advertisements

Again, only DM Sans Regular is used in the graphic device that features the product name and its associated benefit.



Website

DM Sans is used across headers and the body text. Variation in color and size creates a hierarchy of information.

IDENTITY

Graphic Device

DREO | Better

THE GRAPHIC DEVICE DERIVES FROM OUR LOCKUP

The Divider

The composition of our lockup can be utilized to tell a product story in a structured and simple way. Inspired by the controls on our products, the dividing line creates two information fields: category and model.

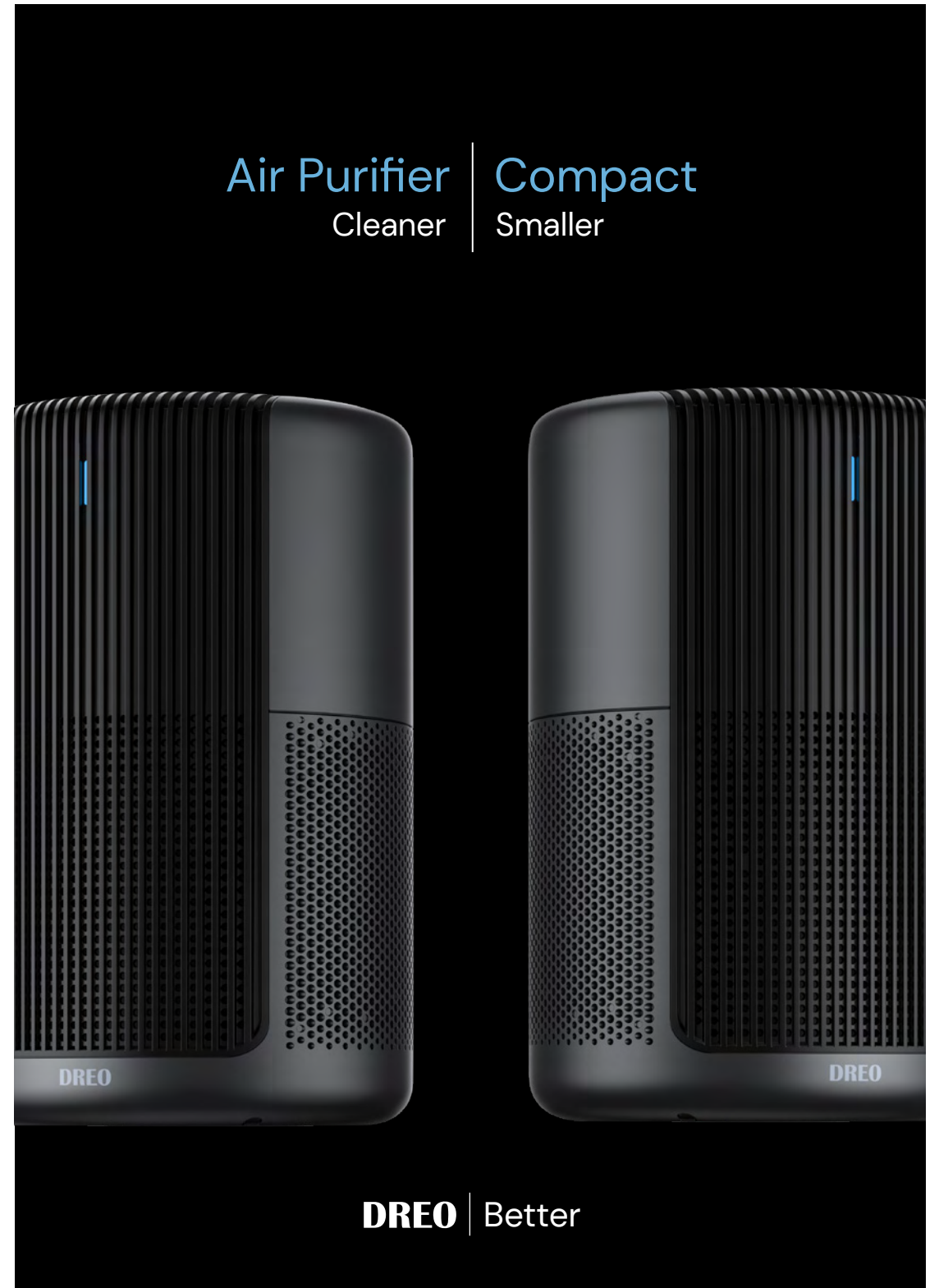


Category | Model
Key function | Key benefit

IDENTITY

Graphic Device Application

The example opposite demonstrates how the graphic device can be used in an advertisement to quickly communicate the function and benefit of the advertised products.



IDENTITY

Iconography

EXAMPLES OF ICONS IN USE AS PRODUCT CONTROLS



Icons feature as product controls. They are simple vector illustrations that provide an instinctive association to their function. Their line style, width, and color should match to create consistency across the brand.

TONE

How We Communicate

Whether through writing, through imagery, or through sound, every way we communicate with you reflects our fundamental values of Better and Quiet.

Our communication evokes a sense of familiarity, of belonging, and of home to show how we can become a truly natural part of your everyday life.

How We Speak

Pure

We believe in true transparency. We go beyond talking and embody honesty in every word we write to you. The book you hold is our devotion to open conversation. We share everything of importance by removing unneeded technicalities. Our products' technology will be made human and meaningful.

Positive

We believe in Better. We're confident your well-being will improve further and further with each evolution we go through. Each sentence is filled with hope and the appreciation of those helping us to craft our future. No shouting, screaming, or sighing. Our words express Quiet confidence for the fruitful journey ahead.

Pensive

We all improve through self-inquiry, which is why we continuously ask questions. From our products to our brand, we welcome your help in understanding ourselves Better. Every how and why doesn't bring problems: they craft solutions. Each conversation between you and us deserves a calm and contemplative reply that truly acknowledges the time you have dedicated.

Precise

We dedicate our time to save you time. Good communication is a labor of love and should be effortless to read. That's why we ensure our words reflect our products: they are both functional and pleasurable. Why? Because joy and understanding merge together to craft a journey that truly becomes ours, and truly becomes yours.

Our Shared Speech

We & You

Dreo is a We. Dreo is an Us. We speak of ourselves in the first person as it's us who you are talking with.

You are You. We speak of you in the second person as you are an individual, a human with a unique perspective that we respect, value, and cherish.

Spelling

Our spelling is always correct and follows American English. Familiarity is serious and we treat it as such. We are thankful to share this language with you and we treat words with respect to ensure our conversations flow freely.

Familiar

Our open and honest nature works best when we loosen the formalities. With creative punctuation and contractions where they simply feel right, we don't just offer communication – we offer conversation. Our positive and pure way of existence means we steer clear of chatty, colloquial, and profanity-filled language.

tone

How We Use Photography

PRODUCT

In Context

We show our products in their intended environments. Such interiors include living rooms, bedrooms, and kitchens. The spaces should be styled to reflect the homes of the audience.



Isolated

For a more direct presentation products are shown isolated on a single color background. This ensures the product is the focus and is clearly visible.



Technology

Imagery of product components are used to tell stories about the technology. They are isolated on a single color background to create a clear image focused on the intended areas.



MOOD

Home Life

Other interior shots focus closer on details such as decor and lighting to evoke the calming feeling our products create. The images are composed to immerse the viewer in the environment shown.



Skyscapes

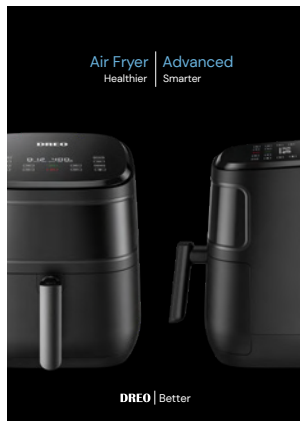
Abstract imagery of skies transport you into the calm, peaceful mood our products aim to create. Skies also function as a subtle reference to air and temperature.



TONE

Photography Application

PRODUCT ISOLATED



Advertisements

Product-focused advertisements use isolated photography to draw attention to the product and avoid a cluttered design.



Packaging

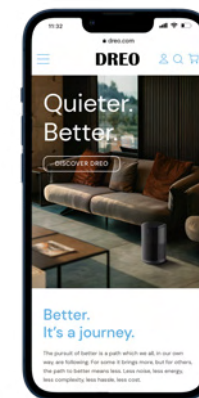
Isolated product shots on the packaging give the customer insight into the box's contents. The images are true to scale.



Website

For isolated product imagery online, we apply a 10% Rich Black tint to give the website a light and easy-to-use appearance.

PRODUCT IN CONTEXT



Website

Header imagery and other campaign imagery show the product in context. These give an immediate demonstration of our products and help you picture them in your home.



Social Media

Social media is where most context imagery is used. The different platforms become moodboards for our products and the potential lives they can live.

TONE

Suitable Product Photography

Isolated

- » Single color background
- » Clarity and focus
- » Accompanies specifications



In Context

- » Captured in a Quiet setting
- » Uses suitable interior imagery
- » Shows product in use



Components

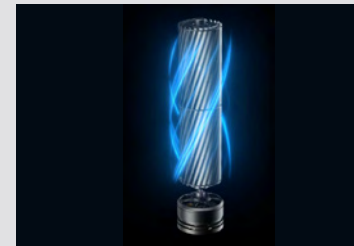
- » Technical focus
- » Low key photography
- » Demonstrates evolution



Unsuitable

Additional Graphics

- » Representation graphics
- » Too technical
- » Unrealistic



Modeled Environments

- » Not shown in actual home
- » Unrealistic CGI elements
- » Misleading and inauthentic



Inaccurate

- » Exaggerated scale
- » Unsuitable environment
- » Nonrepresentational audience



TONE

Suitable Interior Photography

Clutter Free

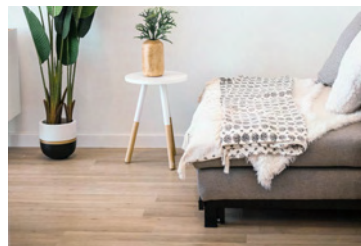
- » Evokes Quietness
- » Vacant of people
- » Clean, organized spaces

Personality

- » A genuine, lived-in space
- » A home rather than studio
- » Character reflected in decor

Appropriate Space

- » Intended product settings
- » Kitchens, bedrooms, lounges
- » Sufficient space for product



Unsuitable

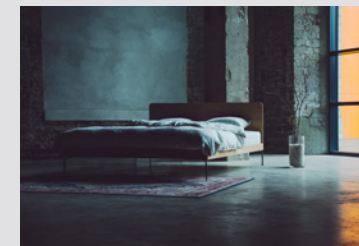
Crowded

- » Busy rather than Quiet
- » Decor creates distraction
- » Person disturbs stillness



Over Stylized

- » Void of personal character
- » A set rather than a home
- » Decor is too minimal



Unsuitable Space

- » Unsuitable home for audience
- » Inappropriate product setting
- » No room for product

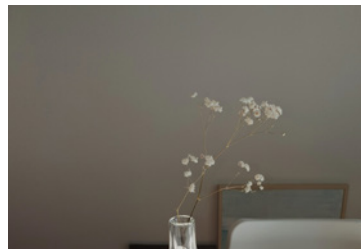


TONE

Suitable Detail Photography

Natural Elements

- » Plants and flowers
- » Continue natural link
- » Bringing the outdoors in



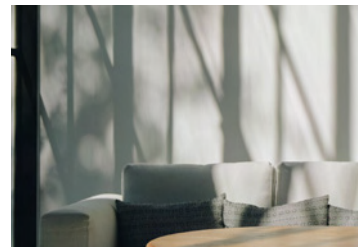
Personal Decoration

- » Insight into audience character
- » Subtle links to related themes
- » Builds complete picture



Atmospheric

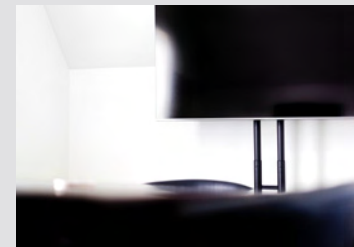
- » Captures Quiet experience
- » Place viewer in situation
- » Natural light



Unsuitable

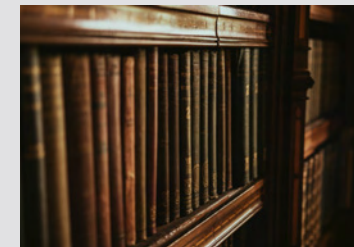
Irrelevant Objects

- » Not competing technology
- » Objects should represent calm
- » Should suggest relaxation



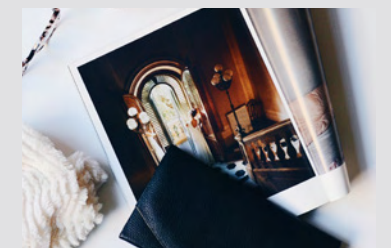
Clashing Style

- » Should follow interior style
- » Decor should remain Quiet
- » Avoid kitsch



Too Constructed

- » Not genuine observations
- » Not overly stylized
- » Convey an authentic lifestyle

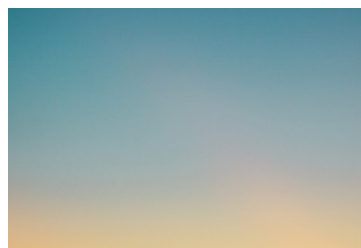
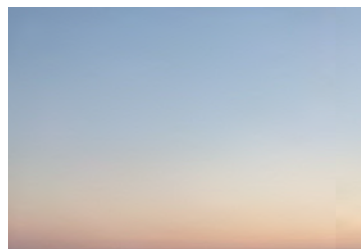
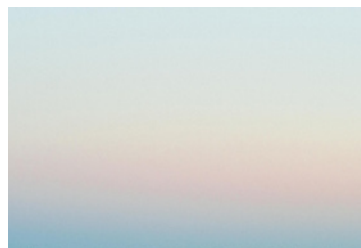


TONE

Suitable Landscape Photography

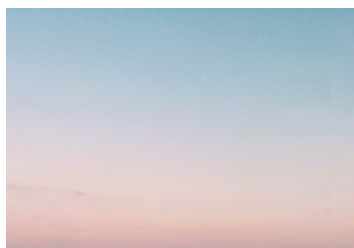
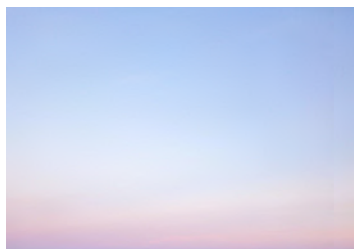
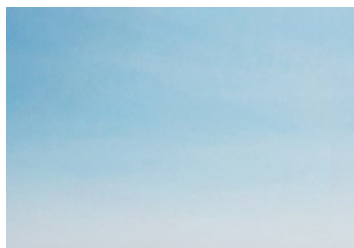
Natural

- » Balance saturation
- » Should feel authentic
- » Ethereal atmosphere



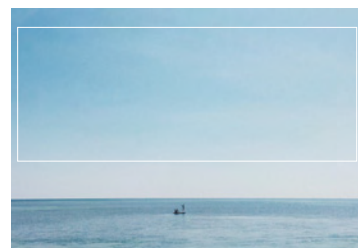
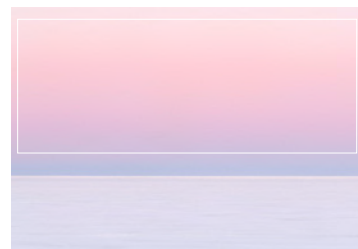
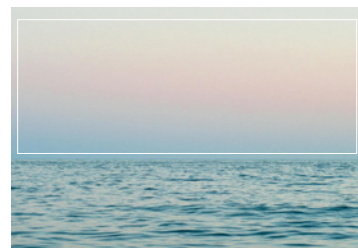
Day

- » More day focus than night
- » Ensures a lighter image
- » More varied range of color



Photographic

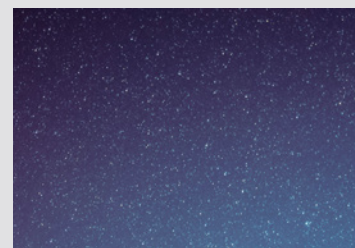
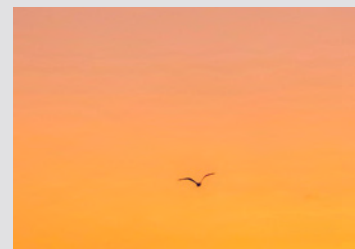
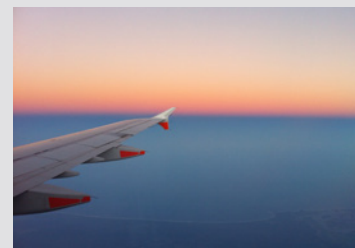
- » Genuine photos
- » Not generated gradients
- » Crops of wider images



Unsuitable

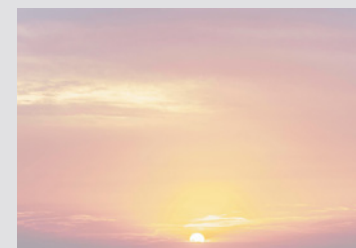
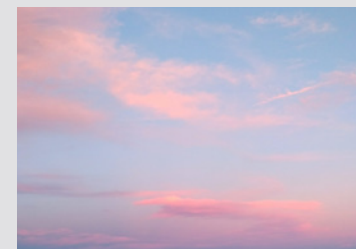
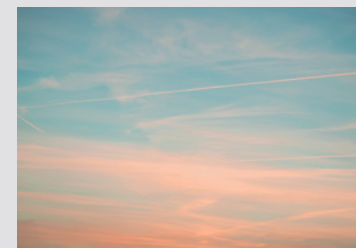
Other Subjects

- » Break abstract nature of image
- » No human or bird presence
- » No stars



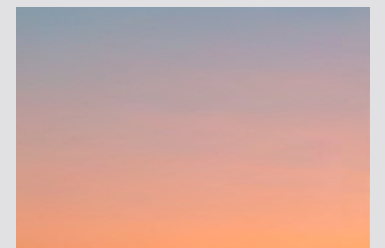
Clouded

- » Clear of clouds or sun
- » Distract focus
- » Changes mood of image



Over-saturated

- » Exaggerated colors
- » Unnatural
- » Less calming



How We Use Sound

Sound is essential in setting our tone. By capturing the calm and Quiet our products create, we bring another sense to life through which you can experience our products. Let us be the soundtrack to your newly discovered harmony.

To us, sound is not simply an afterthought. Sound is an extra dimension through which you and us can communicate, through which we can craft your perfect peaceful environment. Transport yourself to serenity with the gentle wash of sea waves or the early morning twittering of songbirds.

How We Apply Our Identity

The pages that follow guide you through how we bring our ideas and identity into the real-world. Every application is a message, including our packaging, website, social media, and advertisements.

It is vital that our identity and way of communicating work in tandem. By transforming this partnership across different platforms, we can speak to specific individuals in the way that suits them best.

We are driven by the desire to communicate. That's why social media forms a large part of who we are. As a brand, we embrace all things digital as long as it keeps us on the journey to Better.

How We Use Social Media

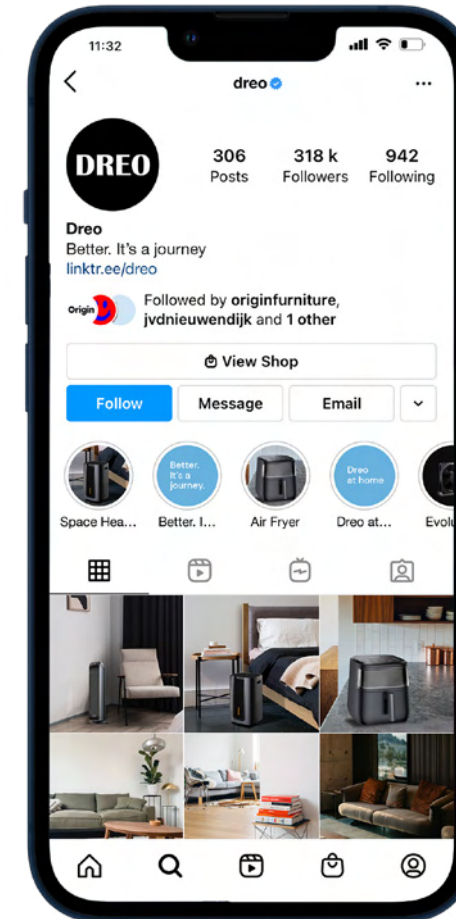
You are what makes us.

We may form a small part of your life, but to us: you are everything. You are who we make our products Better for. You are the reason we wake up in the morning with a purpose.

You are the essential individual in our shared journey. Through the feedback and suggestions you write in this book, alongside our open community on social media, we can craft a safe space to talk transparently about our developments and to achieve our communal aim: to bring Quiet to your home.

Instagram

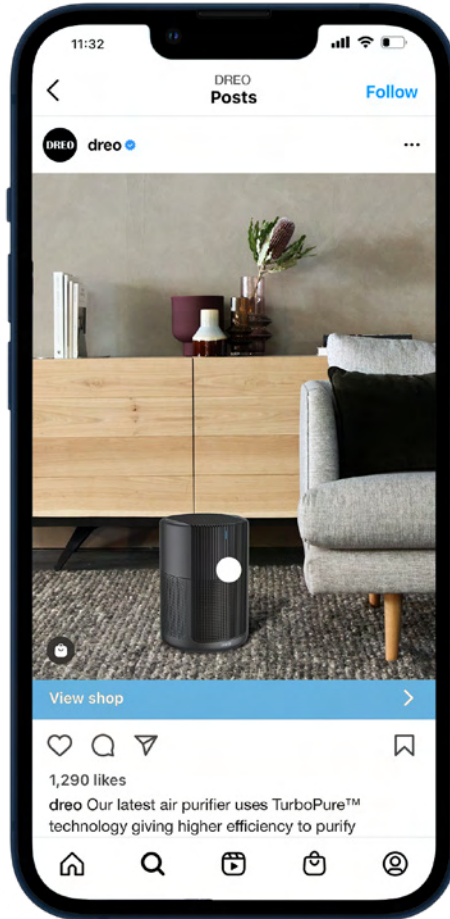
Instagram is our key social media platform. Because it is imagery-driven, it allows us to present our products in the homes they belong to. Longer video content will enable us to tell product development stories and focus on our technology.



Our Profile

Our logo is always white on a black background as an easily recognizable profile photo. A concise bio references our key message. Users can discover more through a LinkTree link and purchase products via the shop link. Reels present quickly accessible product stories.

Instagram



Shoppable Posts

Products are displayed in context. The products are easily and quickly available for purchase as the posts include a product link. Captions explain the key features and technology used in the product shown.

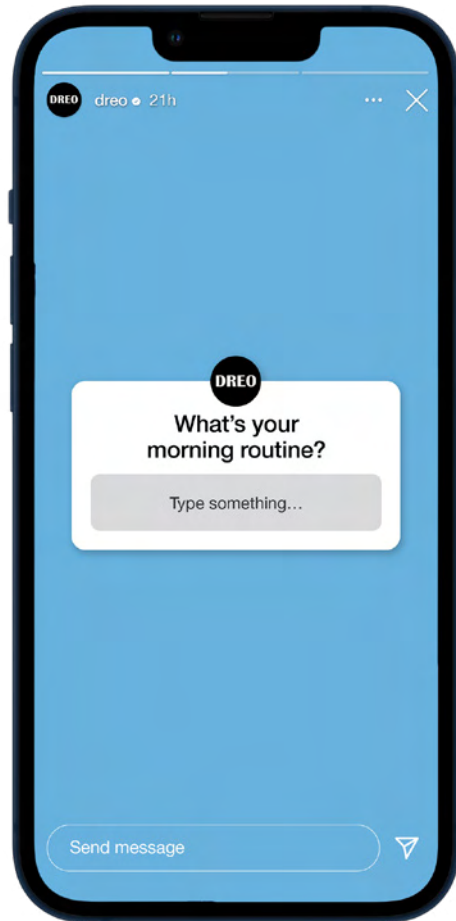


Carousel Post

Carousels allow us to tell a visual story by presenting multiple images. These stories show the product in context and demonstrate its use. They can also be used to illustrate a product or technology development story.

APPLICATION

Instagram



Story

Stories allow you to immediately interact with us. We utilize question stickers, polls, and emoji sliders to help you provide us with feedback and suggestions. This is another tool to help us on the journey to Better.



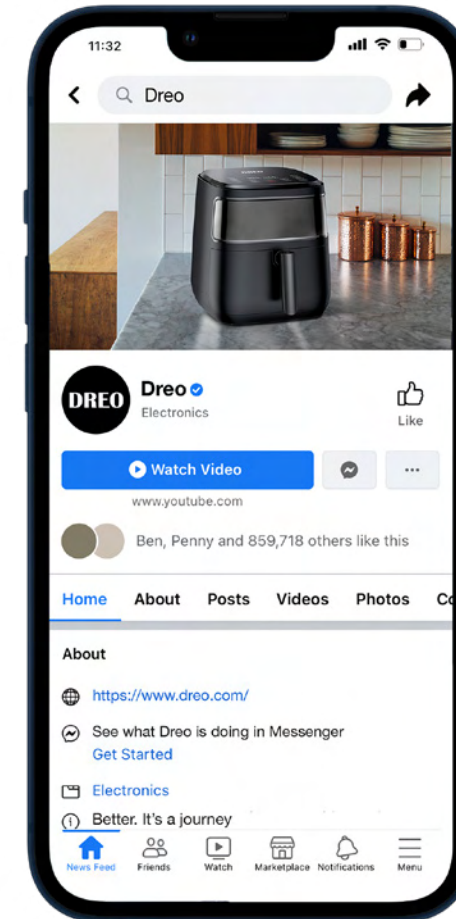
IGTV

Longer videos can be published on IGTV. We use these to expand on our product stories to explain more in detail the technology used.

APPLICATION

Facebook

Linking Facebook with Instagram broadens the reach of our content. More people can view our products, and we have a larger audience of individuals to provide us with feedback.

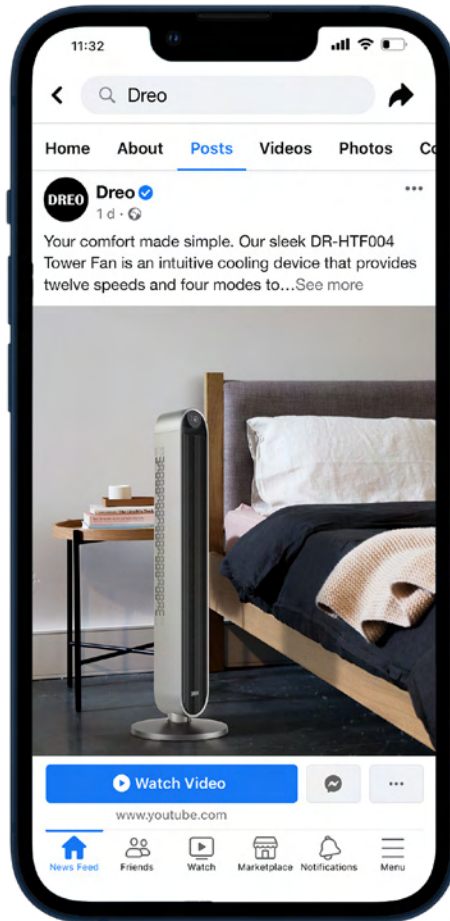


Profile

Like Instagram, our profile uses the logo in white on a black background to maximize clarity. The cover photo shows our product in context.

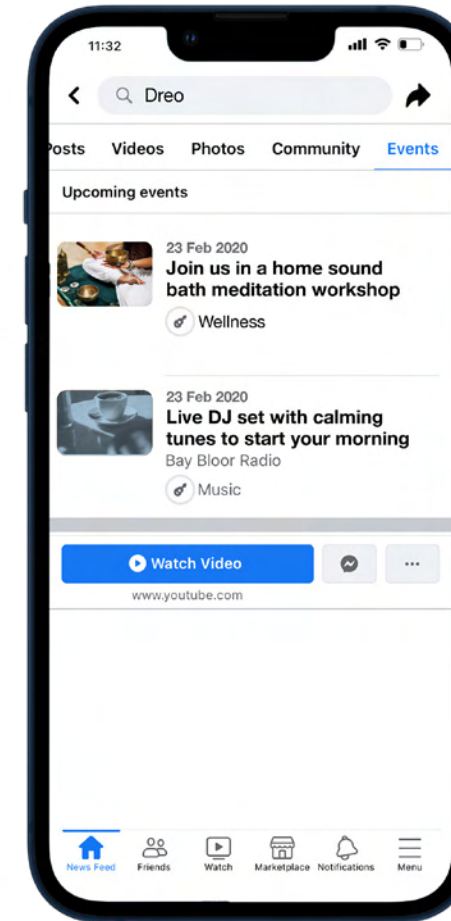
APPLICATION

Facebook



Post

As Facebook is linked with our Instagram account, the posts are mirrored on both platforms to broaden the reach of our content.

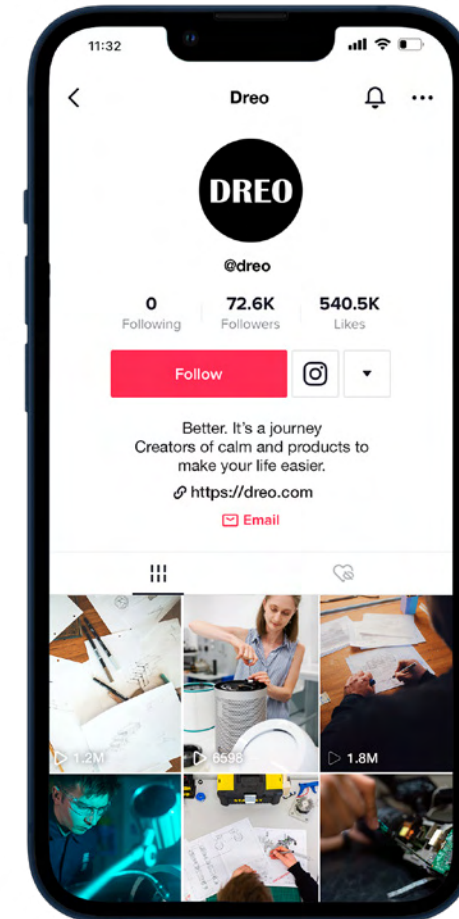


Events

Facebook can be used to promote events that can widen the appeal of our brand. Events can expand on the themes of calm and Quiet in ways relatable to you.

TikTok

The visual immediacy of TikTok is utilized to turn the platform into our sketchbook. It allows us to quickly and easily share our progress and our technological experiments. It will be a record of our journey to be Better.

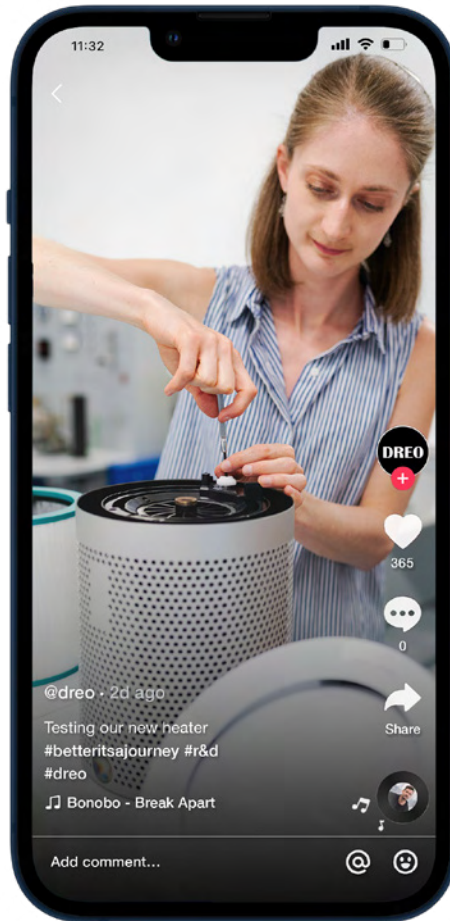


Profile

Like other platforms, our profile features our logo in white on a black background to be easily recognizable when small. Our profile has a brief description that includes our motto, "Better. It's a journey". You can also quickly and easily access our website or contact us via the links.

APPLICATION

TikTok



Behind the Scenes

TikTok provides you a glimpse behind the scenes with us. We'll share videos of our product testing and development journey for you to follow along with.



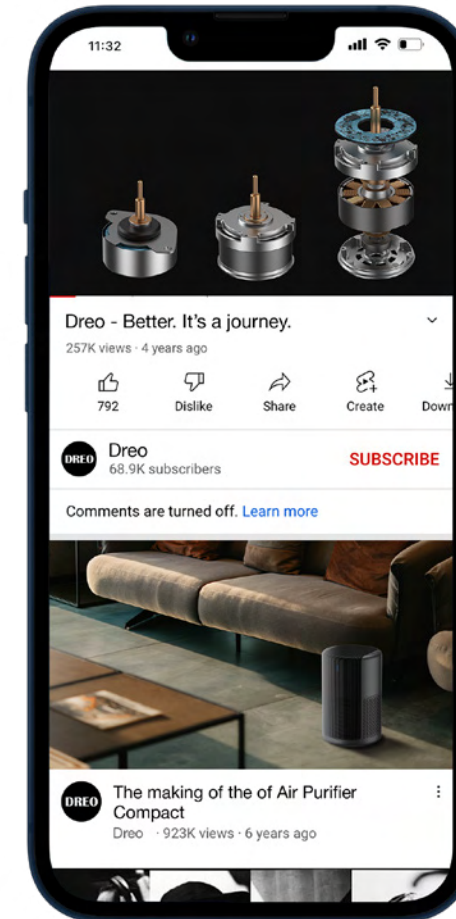
Technology Animation

Shorter videos lend themselves to animations that explain the technology used in our products. These can be expanded diagrams that highlight specific components.

APPLICATION

YouTube

YouTube is used for longer video content such as campaign videos, product stories, and employee stories. These stories will give you an insight into us and our brand to show you that our belief in Better doesn't apply only to our products.



Profile

Consistency is achieved across all platforms by keeping the same profile image design. This makes us immediately recognizable across platforms. Key campaign videos will feature as the header video on our profile.

YouTube



Product Stories

Videos can focus on individual products explaining their key features and showcasing their construction. These will be shot in a low-key photographic style, ensuring a sophisticated, simple aesthetic.

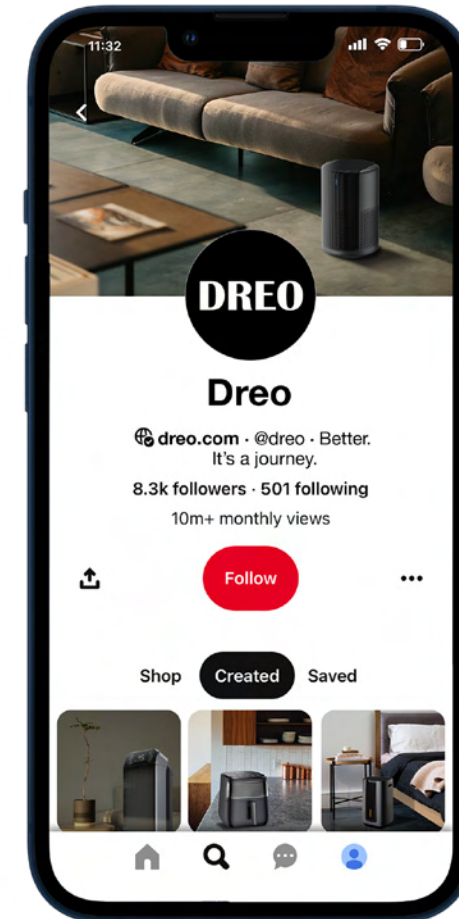


People Stories

Longer video content allows us to share the stories of the people that make us Better. These video portraits showcase our talented employees and their involvement with our brand. They help to explain our technology and to share product information.

Pinterest

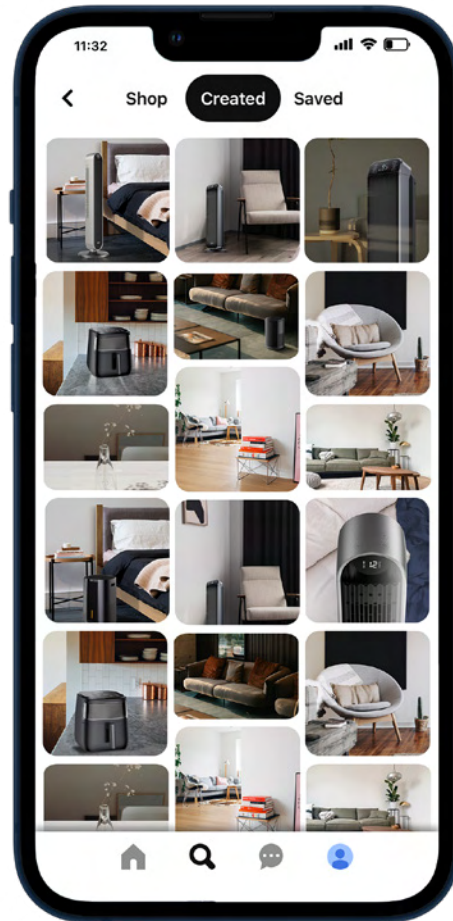
On Pinterest, we share the lifestyle we envision for our products. Our boards can be used as home decoration inspiration, while product-specific pins allow you to easily shop our products.



Profile

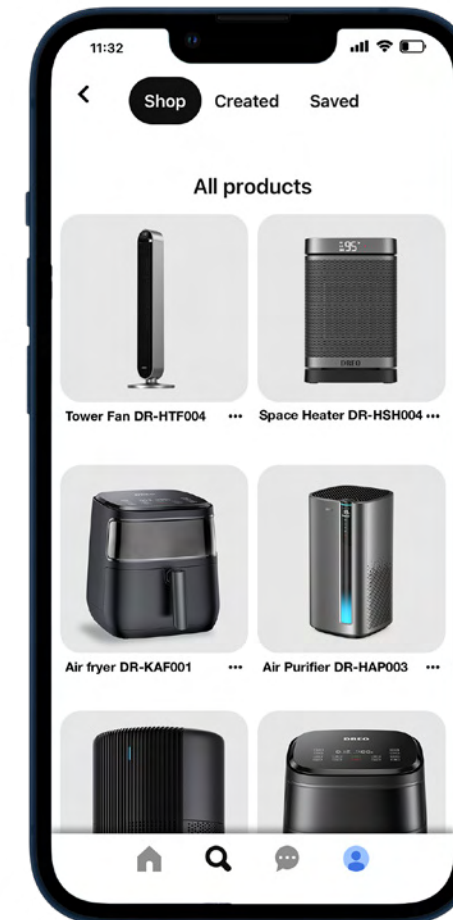
Our profile photo and bio feature on our Pinterest profile as well. Underneath, our Created, Shop, and Saved pins are shown.

Pinterest



Created

Created pins act as inspirational imagery for the different home contexts in which you can use our products. These environments should feel aspirational yet familiar.

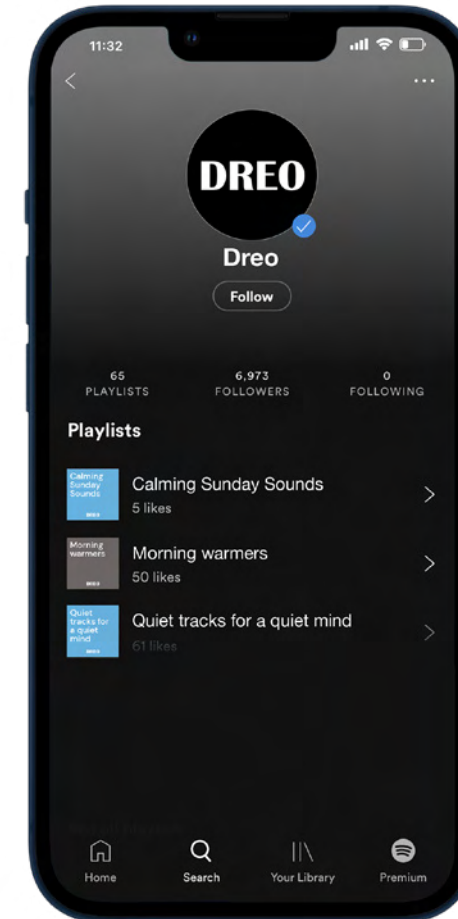


Shop

Pinterest has a shop feature to make purchasing our products simple. Our product pins show the product on a single color background to show the product clearly.

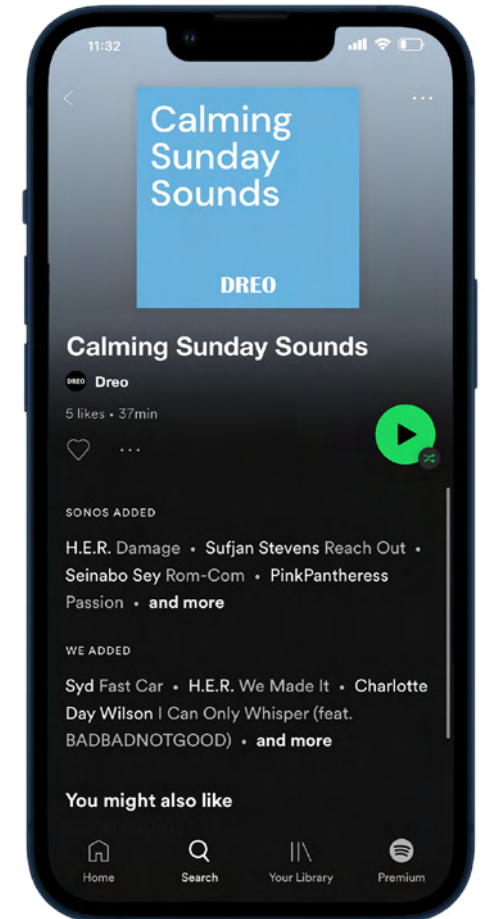
Spotify

Our products center around feeling. Creating the perfect temperature or a soothing breeze brings calm. Music provides us with another tool to help achieve your experience of true Quiet.



Profile

Our Spotify profile is similar to our other social media profiles. It contains our usual profile image but without a bio or web links. Beneath our profile image, you can discover our custom-made playlists tailored to your mood.



Playlist

Custom-made playlists help to complete the feeling of calm our products create. By playing these playlists while using our products, you can make a perfect experience even Better. Music choices will always follow the tones of calm and Quiet.

APPLICATION

Website

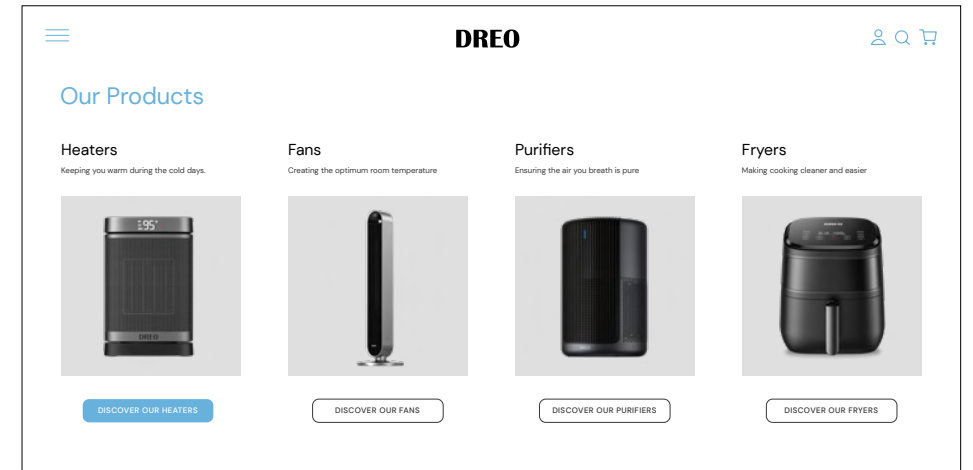
Desktop

Our website utilizes the larger size of the desktop version. Photography becomes more immersive and immediately evokes the tone of the brand. Calmness is created throughout the rest of the site through the expansive white space and clear typography.

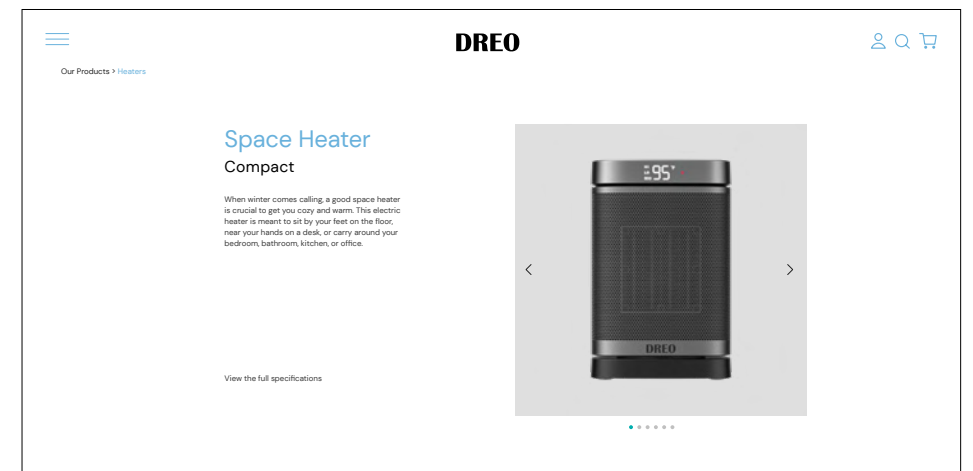
HOMEPAGE



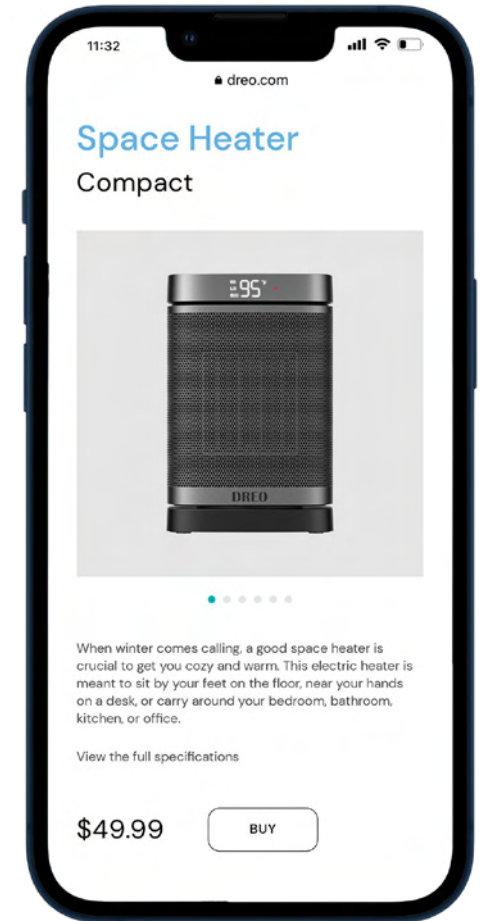
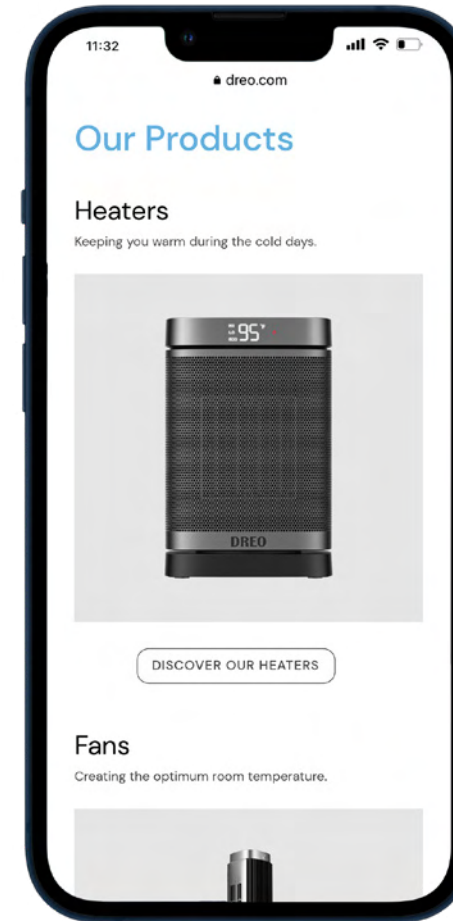
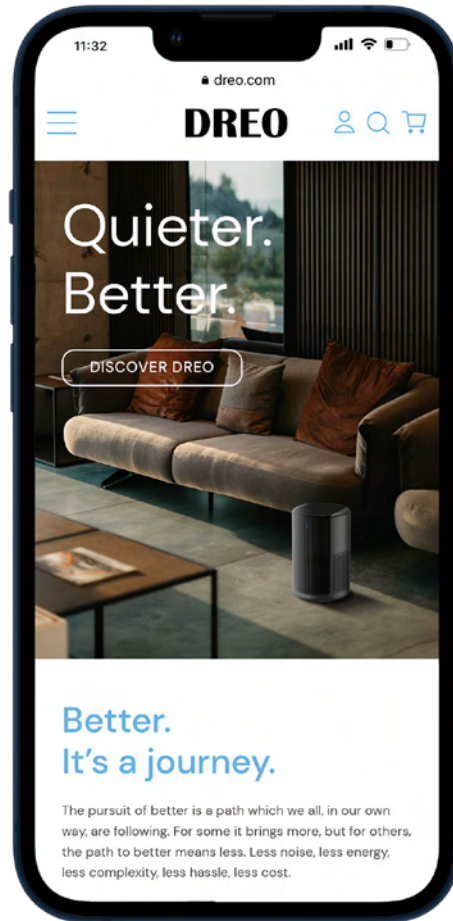
PRODUCT OVERVIEW



PRODUCT PAGE



Website

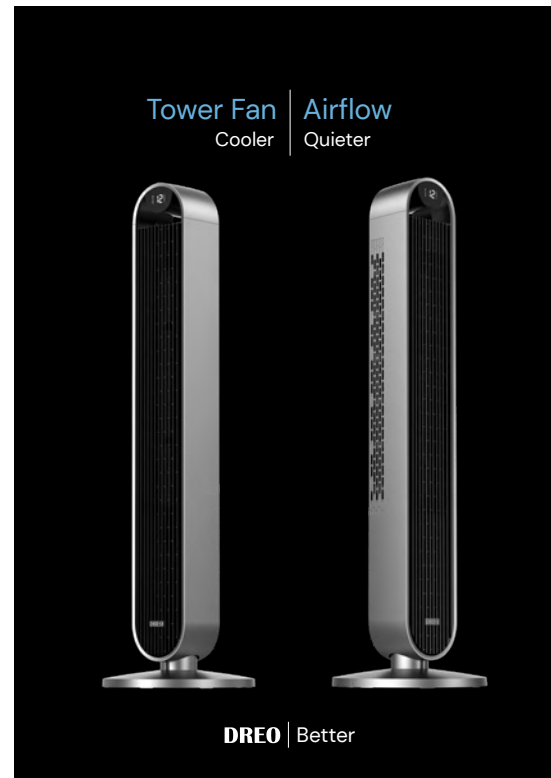
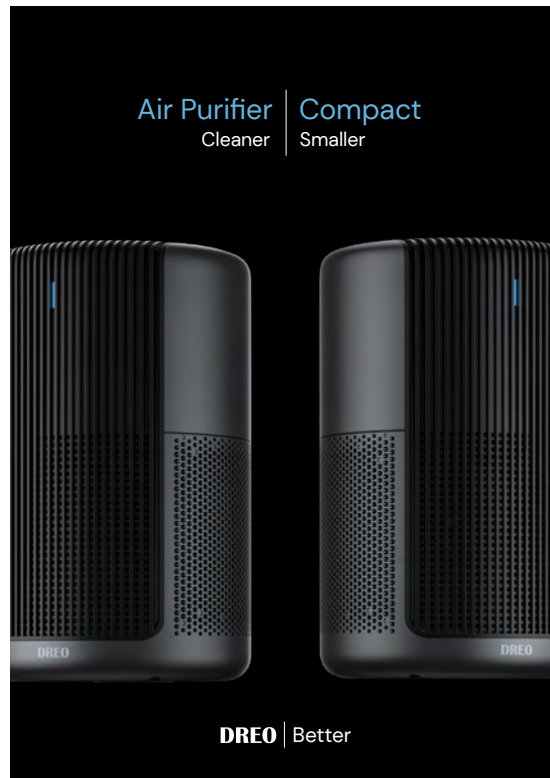


Mobile

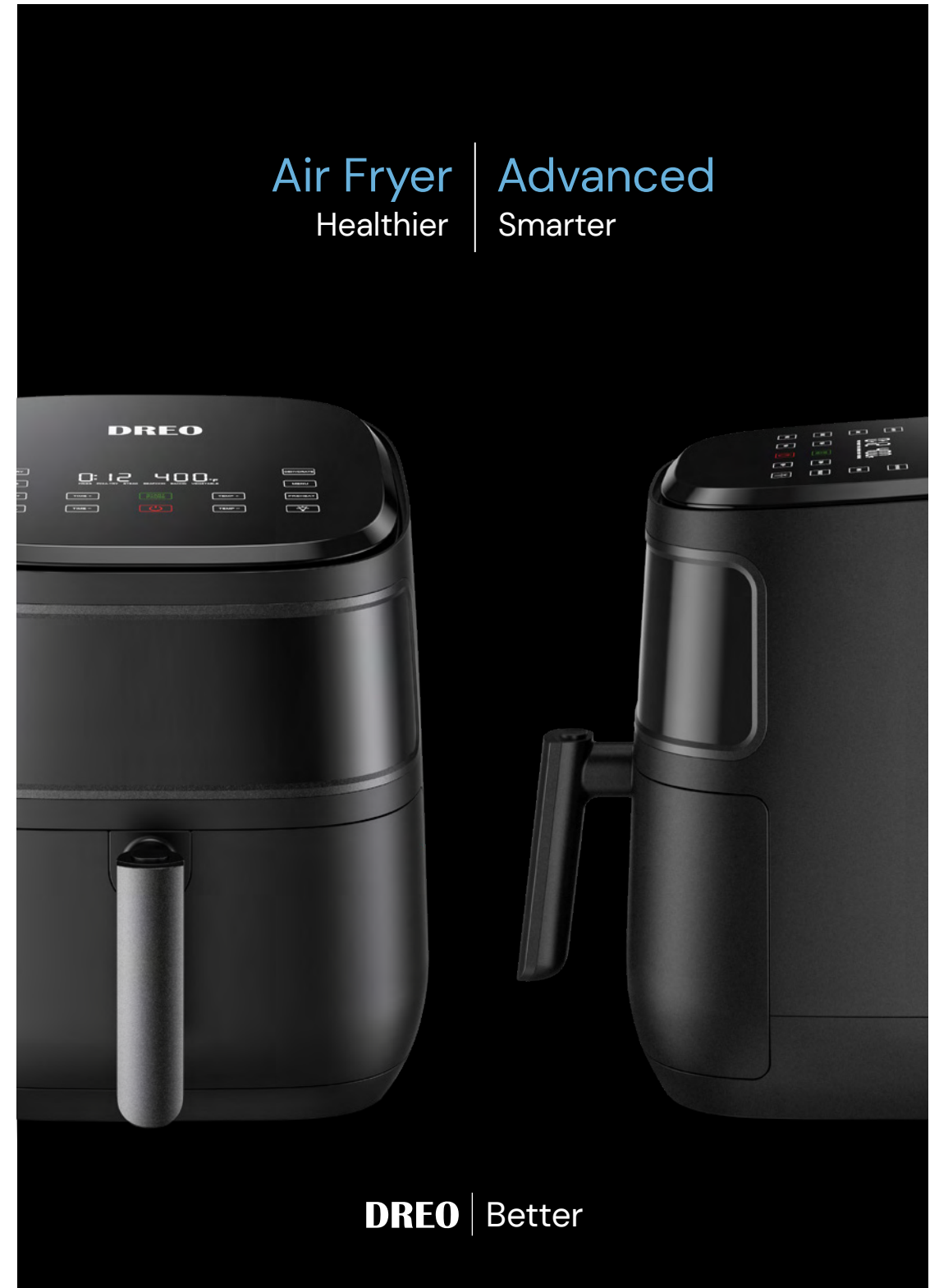
Our site seamlessly adapts to mobile. Users often visit our website on a mobile device, making it is vital to retain clarity by sustaining the expansive white space and clear typography.

APPLICATION

Advertisements



Advertisements show the product clearly and directly. The product is the leading element, and the imagery reflects that by filling most of the design. The supporting graphic device provides the product name and a concise summary of its function and benefit.



APPLICATION

Packaging



Our products are packaged in sleek yet sturdy boxes that use to-scale photographs to give an insight into the contents. When you open the box, you will be greeted with the pleasing contrast between the monochrome exterior and the Sky colored interior.

How to Use This Feedback Book

We hear you.

And we want to hear more.

You hold us within your hands. Everything we have built and aimed for is delicately placed on these pages, all in the hope of getting to listen and appreciate you, your wants, and your needs more than ever before. That's Better in action.

Your voice is what matters. That's why we're giving you the space to let it sing through the questions below.

One: Take as long as you need to reflect on the questions. Let your mind wander.

Two: Write your responses directly on the page. Let your pen flow.

Three: Send the booklet to us using the pre-stamped and pre-labeled envelope.

We'll keep you personally updated on the genuine impact your responses have made on us.

Your words will forever and always be a vital part of our shared journey.

FEEDBACK

You

Put these in order of importance to you:

- MYSELF 1. _____
- MY HOME 2. _____
- MY FAMILY 3. _____
- MY WORK 4. _____
- MY LOVE LIFE 5. _____

What do you value most: change or constancy?

CHANGE CONSTANCY

Where do you see yourself on this scale:

INTROVERT _____ EXTROVERT

Do you live in the past, the present, or the future?

PAST PRESENT FUTURE

The universe rewards you with three wishes.
Each wish lets you be Better in 3 areas of your life.
What 3 areas call your name the most?

- 1. _____
- 2. _____
- 3. _____

Helpful spirit

How does spirituality help you in your daily life?

Your Choices

Beauty or function?

BEAUTY

FUNCTION

Opinions evolve

How would you describe your design tastes in this very moment?

Simplify

Do too many choices prevent you from purchasing new products?

- Yes, too many choices are overwhelming
- No, investing my time to choose brings me joy

How important is having control over your surroundings?

How far do you agree on a scale of one-to-ten?

1 _____ 10

“Joy and perfection go hand-in-hand”

TRUE

FALSE

On a whim, you're given a chance to relocate.

Where does your heart draw you to?

 _____

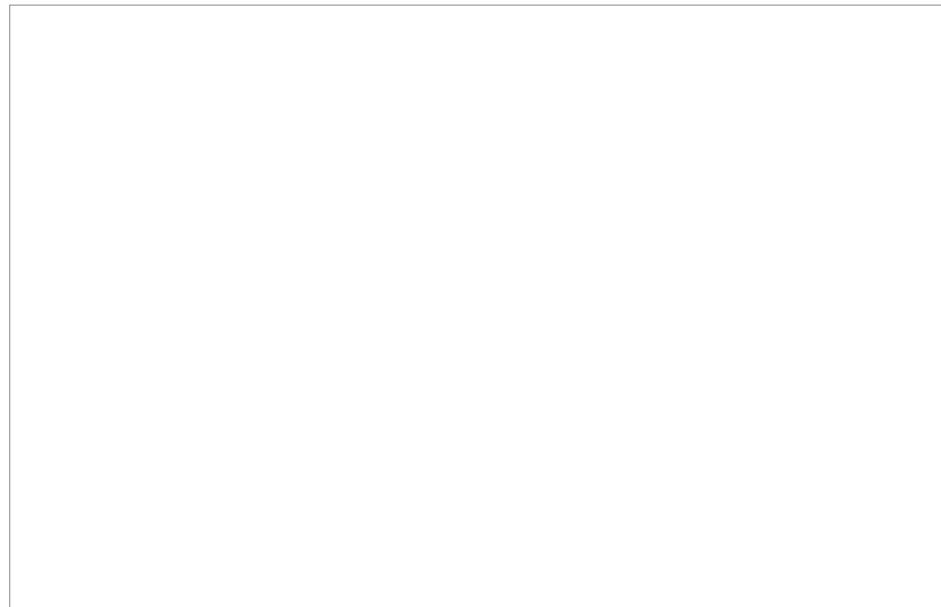


Your Sanctuary

Our homes are our sanctuaries.

Which room do you use to destress from the noise of the world?

DRAW YOUR ROOM PLAN IN THE SPACE BELOW



What transforms a house into a home?

“My home should constantly be in motion.”

On a scale of one-to-ten, how far do you agree with this?

1 _____ 10

In one word:

How does Quietness at home make you feel?

If you could bring calm to one room,
which would you choose?

- My Bedroom My Bathroom
 My Living Room My Kitchen

When bringing a new product into your home,
do you value facts and figures over the personal
opinions of others?

Your Tools

Heart and home

What product could your home not live without?

How long does it take for a new object to truly become a part of your home?

1 DAY 1 MONTH 1 YEAR

The need for Better

What can new technology provide you with to aid you on your journey of self-improvement?

Do our products bring you to the calm you crave?

YES

NO

What media do you use to learn more about the world?

Television

Newspapers

Social Media

Magazines

Other

Does social media bring unneeded stress into your world?

Yes, it always stresses me

Never, it brings me joy

Sometimes, but it brings me both stress and joy

Your Senses

In one word:

Capture the ideal scent of your home

Does city air drain or empower you?

DRAIN

EMPOWER

Life is noisy

How do you bring Quietness to your inner world?

The environment we craft

Winter has settled and your home is continuously cold. No matter how many blankets you gather upon you, winter remains in your fingertips. How does the cold make you feel about your home?

Feel the heat

Summer has sparkled into existence and your home is endlessly warm. Windows only bring warm breaths of air into your home, building upon the heat, again and again. How does the warmth make you feel about your home?

How do you absorb information best?

By listening

By reading

By physically experiencing

An Unfinished Story

The journey continues. The journey always continues: no matter the path or the place.

Each step moves us towards Better. Every opinion you share is a beautiful potential waiting to be transformed into a part of who we are.

This book is only a snapshot, a time capsule, just like our products. This book is a work in progress and a progress in the way we work: in how all companies should work.

Overleaf are the blank pages for your possibilities to unfold. These pages truly reflect our continuous journey. The past is set, but the future is waiting to be written. Join us in using these pages to write the map to our shared future.

Remember our promise: Together, we will always do Better.

