



Nora Brand Refresh

R3 | 09.28.22



Brief Overview

See full brief [here](#).

Goal

We are developing a core assortment of quality bed, bath, mattress and utility bedding products that will be sold across all Wayfair channels, both online and in stores, anchored around the customer benefit of achieving “*a better night's sleep*”.

Audience

This brand will be live on Wayfair, AllModern, Birch Lane, & Joss & Main website, in addition to each respective physical retail store. As a result, our audience is diverse, though we hypothesize that our primary customer is high intent, and shopping with a specific look, quality and feel in mind.

Brand Values & Approach

Elevated Essentials
Investing in Self Care

Brand Pillars

Accessible Luxury
Everyday Sanctuary
Curated Quality
Elevated Classics

MAD

Full Merchandise Assortment
Direction can be found [here](#).

BRAND AT-A-GLANCE

LIVEABLE LUXURY



ESSENTIAL ELEMENTS



WAYFAIR 2022 - CONFIDENTIAL

SHARED UTILITY BEDDING BRAND

SHARED UTILITY BEDDING BRAND

CORE BELIEF

With 2022 being another year where we embrace the aspirational goal of holistic wellbeing for the stressed, stay-at-home pandemic era and beyond. People continue to focus on the oasis they can build where they reside. Our (Brand Name Here) brings the essentials to your home, at a fair price, with the luxury and quality to promote the rest and relaxation you need. While our bath collection is poised to foster an individual's daily wind-down routine. Our bedding, and more, collection is designed to create a sleep sanctuary for a better rest.

VALUES + APPROACH

- *Elevated Essentials*
 - *We've collected the everyday necessities you need in bed and bath linens and accessories. Transitional in style, and neutral in color, these collections can fit seamlessly into any home. Never fear that this high caliber product is amiss. We've done the work for you by curating quality finds from across our brand portfolio.*
- *Investing in Self Care*
 - *Taking care of yourself is just as important as taking care of your loved ones. Rather than saving your best, in bed and bath, for the occasional house guest. It's time to invest in those beautiful, quality pieces for your own everyday personal use. Build the refuge you've always dreamed of*

MAD

Full Merchandise Assortment
Direction can be found [here](#).

OUR APPROACH COLOR + CONTRAST

Strategic method for the use of color across all product and pattern

PRODUCT COLOR PALETTE



APPLICATION OF PALETTE

- **Bright White** : Crisp white with contrasting details in cool/warm tones
- **Warm Neutrals**: rust, taupe, and teak
- **Cool Neutrals**: blue, green, and gray
- Warm Tones evoke a welcoming, comfortable mood full of richness
- Cool Tones are soothing and bring a sense of calmness to a space



Imagery Informing Guide

Full Imagery Informing
Guide can be found [here](#).

Grounding Imagery



Brand Copy

Part 1

Brand Copy

Brand Name:

Re/fine

Tagline:

Laid-back luxury meets everyday essentials.

Description:

Re/Fine reimagines daily rituals with premium-quality bedroom and bath basics. This versatile collection seamlessly transforms your home into a calming retreat.

Brand Page Style Tags:

Classic | Minimalist | Contemporary

Everyday Enlightened

This concept casts a soft light on bed and bath essentials to reveal affordable luxuries for ultimate rest and relaxation.

In execution, the brand look is polished, minimalist, and unfussy all at once. Untucked sheets evoke ease, mindful relaxation, and tranquility, while modern fonts and curved graphic lockups lend a human playfulness.

Behind it all, light plays a starring role that reads both dawn and dusk. This subtle ambiguity symbolizes how Re/Fine seamlessly complements any space, any time — morning and night..

Brand Pillars

Accessible Luxury Curated Quality Elevated Classics Everyday Sanctuary

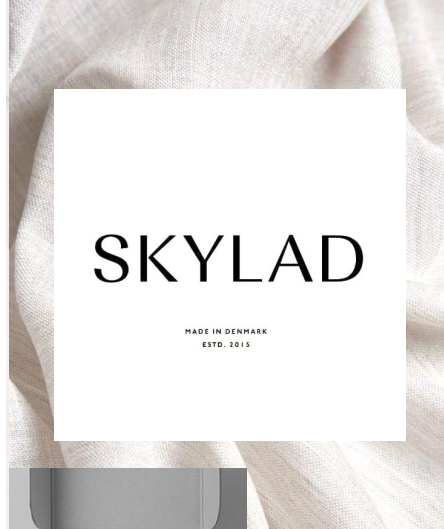
Moodboard Direction

Luxurious, higher contrast, more structured, type forward

Sophisticated
Sans Serif fonts



Structured layouts



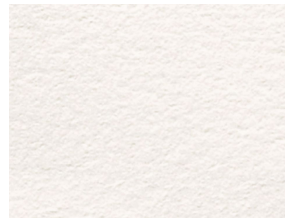
Logomark



Ribbon motif

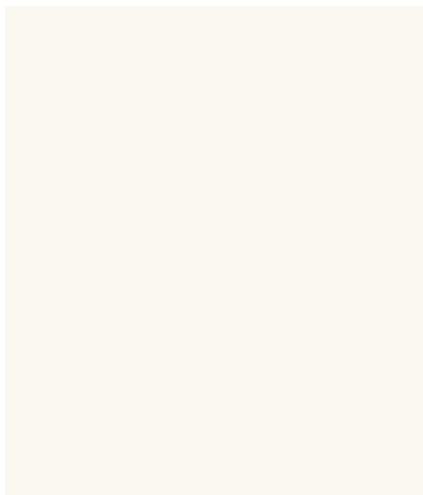


Cozy textures

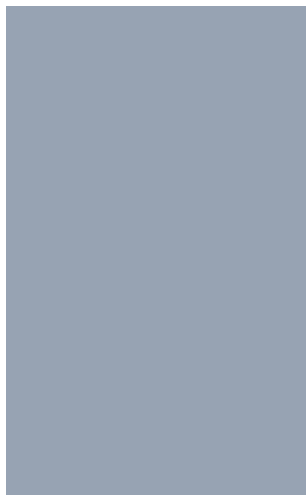


Uncoated
paper texture

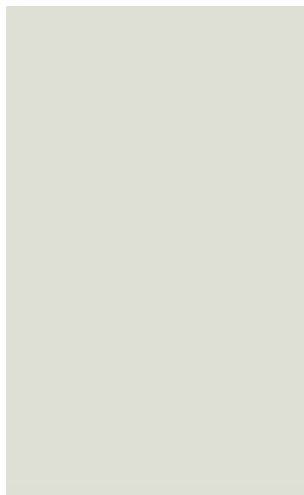
Color Palette & Graphics



PRIMARY



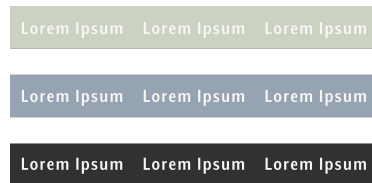
SECONDARY



SECONDARY



TERTIARY



RIBBON DETAIL

New Logo Options

1

Small "RE" may be difficult to read at a smaller scale, especially in packaging. Also may not read as 1 word.

Proposed font

RE/FINE



Example on a packaging tag

New font

Added tiny serifs from proposed font

RE/FINE

More rounded edges

Thicker lines - more legible at smaller scale

Typography

Headline

This is subcopy lorem ipsum
dolor sit amet, consectetur.

PRIMARY FONT

Recline - Regular

Includes Bold, Italics &

Upper/lowercase letters

Headline

EYEBROW

This is subcopy lorem ipsum
dolor sit amet, consectetur.

accent text here

SECONDARY FONT

Mr Eaves XL MOD OT - Regular

Includes Bold, Italics &

Upper/lowercase letters

LEGAL COPY

This is legal copy lorem ipsum
dolor sit amet consectetur

LEGALESE FONT

Mr Eaves XL MOD OT - Narrow

Includes Bold, Italics &

Upper/lowercase letters

Rough Mockups

Wayfair Brand Page


Browse By Brand / Brand Name



RE/FINE

[Follow this Brand](#)

Re/Fine

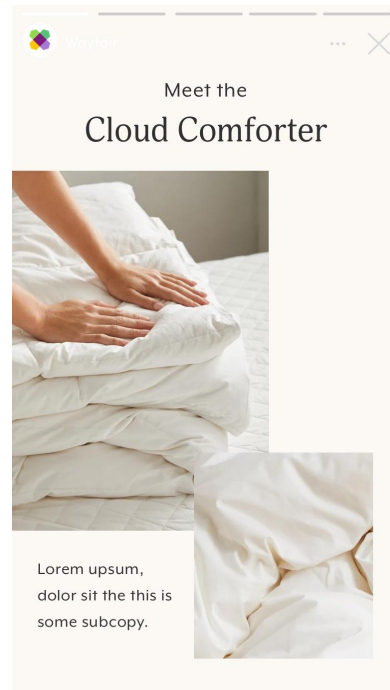
 Only at Wayfair

4.5 ★★★★★☆ Enlighten your everyday.

Brand description lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec massa nec arcu aliquet volutpat consectetur eu lorem. Suspendisse vel diam facilisis.

Rough Mockups

Instagram story layout exploration (not to be viewed as one IGS, but individual frame layouts)



Rough Mockups

Wayfair Lower Homepage Flex Card

Explore Our Exclusive Brands

Get to your dream home faster with our hand-curated collections.



Re/Fine

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.



mercury row

Modern designs with an
urban edge.



SAND & STABLE

Where farmhouse charm meets
seaside style.



STEELSIDE™

Affordable industrial
designs with a story to tell.



THREE POSTS

Traditional styles with
unexpected details.



SOL²OUTDOOR™

All the essentials for an
outdoor oasis.

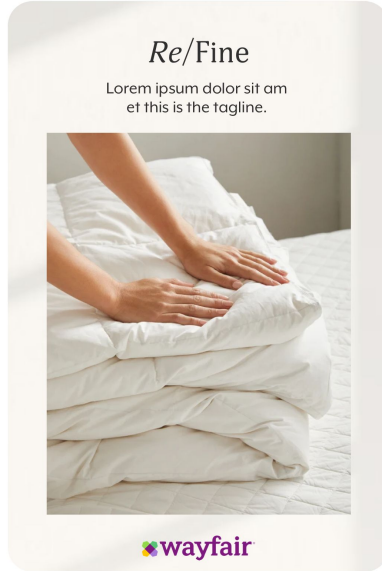
Rough Mockups

Pinterest Ads



Re/Fine | Lorem ipsum dolor

 Promoted by
Wayfair.com



Re/Fine | Lorem ipsum dolor

 Promoted by
Wayfair.com



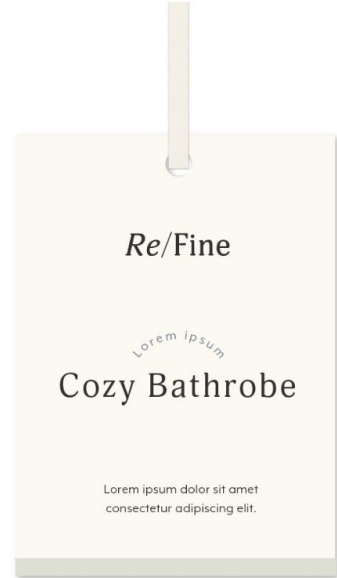
Re/Fine | Lorem ipsum dolor

 Promoted by
Wayfair.com



Rough Mockups

Packaging



Rough Mockups

Packaging



Rough Mockups

Packaging

