



BRAND MANUAL & IDENTITY

Visual identity guide of Vilmers
2021

 vilmers

Speed, flexibility, creativity,
innovations and transparency
will make Vilmers the best-
selling brand.

Ovidijus Jalovskis



*“Challenges are the
key to our success!”*

Easy document navigation.
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welcome



the brand



AWARENESS & INNOVATION

We use a holistic approach, meaning that the product itself is as important to us as are the people and the environment in which it is made. The furniture that looks and feels right should be made without damage to the Earth. Our factory uses renewable energy with solar power implementation, the sofas are wrapped into eco-friendly plastic wrap and the waste is recycled. We constantly innovate.

We are constantly looking forward to the innovations in our field that put us in the lead of the industry. In 2018 Vilmers became the first company in the world to implement 'Lectra' (Industry 4.0) technology that calculates how to use available production material more efficiently and making the data accessible throughout the company. This allows for a significantly improved management of resources and an even lesser amount of waste. In the future, Vilmers intends to shift its focus to individual orders that can be tailored to the particular needs of the customer.

SOFA

A sofa is the key element for any house. It is the centerpiece of your home where most of your leisure time will be spent, your guests will be entertained and most intimate memories will be made. Sofas are an essential part of a laidback lifestyle - and more than that. They are also about comfort, about feeling at home and relaxed.

So how do you combine comfort with aesthetics? While the focus is on comfort, a great sofa must also be aesthetically pleasing and complement the room.

VILMERS

Vilmers promotes a culture of passion for comfortable living. We aim to make a room truly yours by providing bespoke products, tailor-made for you.

We have been producing furniture since 1997, combining timeless design, quality and comfort.

We are international. Our handcrafted furniture can be seen in countless homes across the globe, as well as a number of international fairs including High Point Market (USA), IMM Cologne (Germany), MOW (Germany), Brussels Furniture Fair (Belgium), Mobelmessen (Denmark) and Esprit Meubles (France).

COMFORT & CRAFTSMANSHIP

We take pride in our craftsmanship and attention to detail. We help customers furnish their homes with sofas that are designed by our team of designers and manufactured in-house. We truly believe that this is the only way to guarantee the excellence of craftsmanship that we require of ourselves and want our customers to enjoy. Years of working with partners across Scandinavia and Western Europe taught us attention to detail for every piece of furniture that leaves our 22,000 sq meter factory.

INDIVIDUALITY

Individuality is our trademark. We feel that the best design is the one that reflects your personality. Before making a purchase, you should imagine how the sofa will fit into the room, what will it feel like to sit on and what role it will play in your interior design. Our handcrafted Scandinavian-design modular systems will let you express your uniqueness by blending design, materials, and colors to customize the furniture to the fullest. All our models are designed to fit perfectly into everyday living spaces - so all that is left for you is to select legs, armrests, back cushions, accessories and one of over two hundred highest quality fabric and leather options to make a unique sofa. The possibilities are endless.

the brand

01.1 WORLD KNOWN FURNITURE DESIGNERS

BÖTTCHER & KAYSER

Design means everyday culture. It helps us to enjoy and simplify life. We are fascinated by the process that starts with an idea, becomes substance and hopefully results in a long and pleasurable use for its qualities. That's how we understand reasonability and sustainability. And the waste is recycled.

Will create scandinavian + functional furniture line.



JOLY DESIGN team

Stamped by the experience of Sylvain JOLY who launched the studio in 1981, the **JOLY DESIGN** team has taken over the legacy of its founder with pride since 2015. Owing to the various areas of expertise in which we get our ideas with demanding nature and passion, our studio guides its clients from the design to the achievement of their projects. and the waste is recycled.

Responsible for italian furniture line.



IAN ARCHER

I established my consultancy in 1998 to serve the furniture industry across Europe and the Far East. With clients from the UK, Germany and Indonesia, my projects have always been varied.

Development of scandinavian furniture line.



01.2 TIMELINE

- 1997** - Our history begins in 1997 with the decision of NMF Group to enter the soft furniture market.
- 2005** - After years of successful business and constantly growing production capacity, branch of sofas production was separated by creating a company which could design, manufacture and export worldwide sofas both in leather and fabric.
- 2009** - Vilmers identity starts to ensure it's place in the market. Many new successful collections are created. This leads us to start participation in furniture fairs in Europe, e.g. Stockholm furniture fair, M.O.W. in Germany, Mobelmessen in Denmark, Imm Cologne in Germany. To be in line with upcoming trends we constantly visit key furniture fairs worldwide.
- 2012** - Company reached a turnover of 10 million EUR. Strategy is to maintain a profitable business growth.
- 2015** - Vilmers continues its significant growth. Our customers are well-known furniture stores in Norway, Finland, Iceland, Denmark, Sweden and the Netherlands. The sales are bursting, many new professionals join the team and contribute to new collections, highly effective customer care and value added itself.
- 2016** - Entered France and Belgium markets.
- 2018** - Cooperation with Lectra.
 Vilmers became the first company in the world, which implemented Industry 4.0 solution.
 Entered German and Holland markets.
 Biggest supplier of the best designed sofas in Norway.
- 2019** - Lean implementation.
 Entered USA market.
 The most reliable, fastest and biggest supplier for Sotka chain in Finland.
 Vilmers has participated in 8 furniture tradefairs across the globe.
- 2020** - Vilmers logo update and brandbook.

01.3 THE NAME

Meaning of the name **vilmers**

„Vil“ (will, wish, desire) plus “mer-” (more)

Vilmer - nordic name (boy)

the brand

01.4 VISUAL CONCEPT



COLORS



Yellow color family. Pastel gold. Represents:

warmth, happiness, youth, innovation, friendship, efficient, positivity.



Blue color family. Warm blue. Represents:

trust, high quality, confidence, calm, serenity, security, orderly, stability, relaxing, technology.

SIGN



Non-linear. Shaping letter V. Main V recurrence.

Big V as a secure base, a starting point which allows duplicate a small „v“ and presuppose a meaning of continuously growing and developing, sustainable company.



Basic logo form is circle. Represents:

action, movement, soft, secure, connection, support, relation, living, soul, creativity, attach, set, progress, join, evolution, journey, equal, development.

TYPEFACE

Sans serif

the brand



logo & symbols



Vilmers logo consists of a symbol and a text.
Ratio between the elements, proportions and composition can not be changed.

logo & symbols

02.1 LOGO COLORS

Black	RGB HEX CMYK PANTONE	0, 0, 0 #000000 0, 0, 0, 100 Black C
Gold	RGB HEX CMYK PANTONE	154, 133, 85 #9A8555 0, 17, 55, 50 871 C
Blue	RGB HEX CMYK PANTONE	71, 92, 109 #475C6D 58, 32, 18, 54 7545 C

logo & symbols

02.2 USE OF THE LOGO

Depending on the background, use of the logo is recommended:

- A. Positive version
- B. Negative version

Black & white logo versions:

- C. Black positive version
- D. White negative version



Only a symbol may be used if necessary:



Only a word may be used if necessary:

vilmers

logo & symbols

02.3 INCORRECT USE OF THE LOGO

Do not use the logo when it is difficult to read.



Do not use other colors for the logo.



Do not distort, recreate, add any part of it separately, or change distance between logo elements.



Latest version of Vilmers
logo available at
<http://brandbook.vilmers.no/>

logo & symbols

02.4 LOGO FREE SPACE



Logo symbol height is a safe space used around logo.

logo & symbols

02.5 LOGO SIZE

The size is determined by the height of the mark. It is not recommended to use a size smaller than the specified size in the press to keep the mark recognizable and legible.



logo & symbols

03

slogan use

CUSTOM MADE COMFORT

Slogan is the phrase that gets people think about Vilmers and what makes look different. Together with logo it evokes the image of Vilmers.

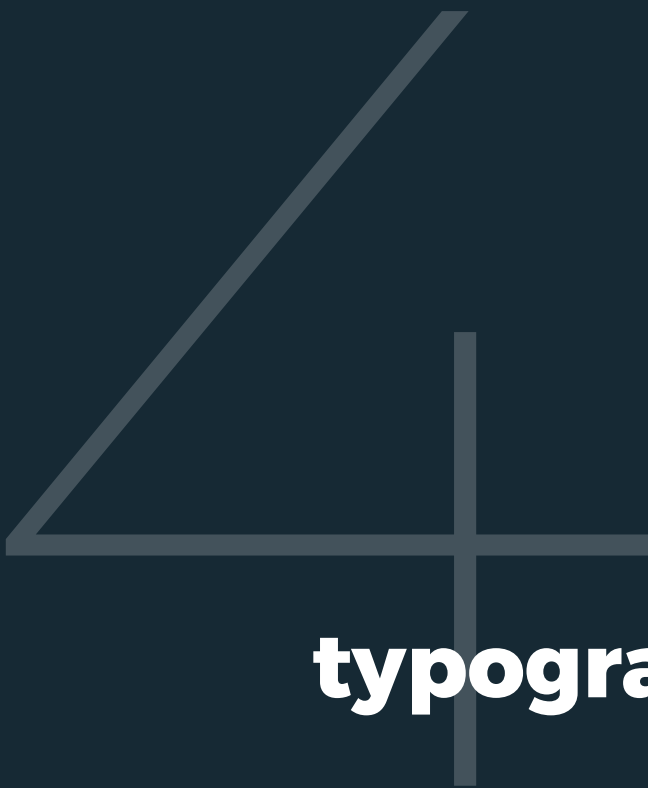
Slogan could be used in two ways:
as single sentence (**A**) or each slogan word in different line (**B**), alignment right or left depending on context of slogan usage.

A. **CUSTOM MADE COMFORT**

B. **CUSTOM
MADE
COMFORT**

**CUSTOM
MADE
COMFORT**

slogan use



typography

04.1 TYPEFACE

For brand texts please use **Montserrat** family fonts.

Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Extra Bold

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

If it is not possible to use Montserrat, please use **Arial** fonts.

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Black

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

typography

04.2 HIERARCHY

Use basic hierarchical principles such as different size, color, alignment and spacing between different text elements. This will focus on the main character.

TITLE OR OTHER TEXT TO FOCUS ON

Subtitle or short sentence.
Any relevant and important
message

Main text divided in
paragraphs while
maintaining left
alignment. Avoid long
lines for easier reading.

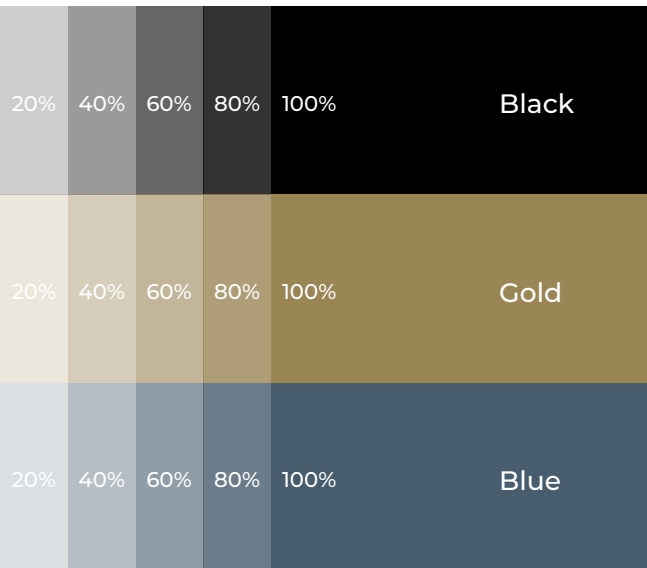
If necessary, two or three
columns of text can be
used.

typography

05

colors

Primary colors & shades

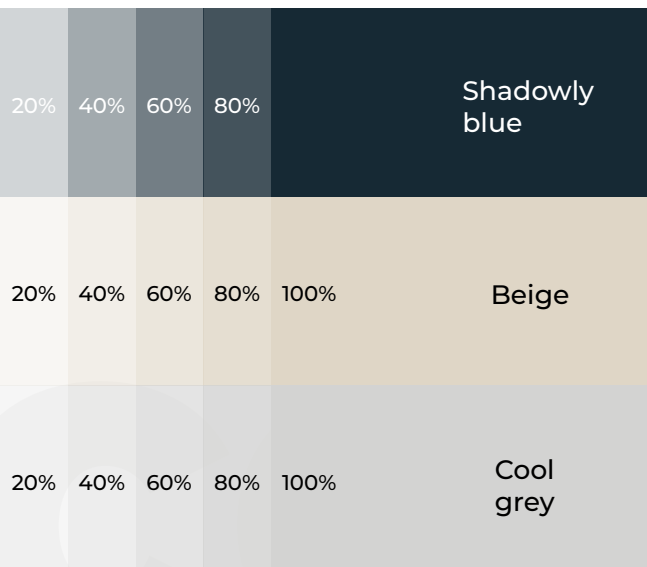


RGB 0, 0, 0
 HEX #000000
 CMYK 0, 0, 0, 100
 PANTONE Black C

RGB 154, 133, 85
 HEX #9A8555
 CMYK 0, 17, 55, 50
 PANTONE 871 C

RGB 71, 92, 109
 HEX #475C6D
 CMYK 58, 32, 18, 54
 PANTONE 7545 C

Secondary colors & shades



RGB 34, 45, 55
 HEX #222D37
 CMYK 86, 68, 52, 61
 PANTONE 4280 C

RGB 223, 214, 199
 HEX #DFD6C7
 CMYK 15, 15, 23, 0
 PANTONE 4247 C

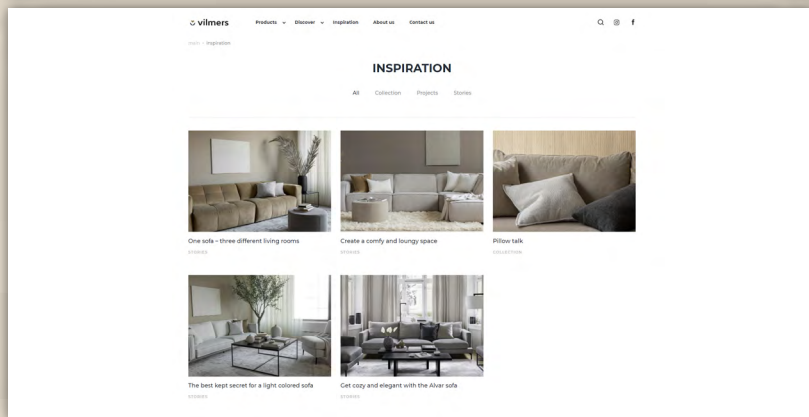
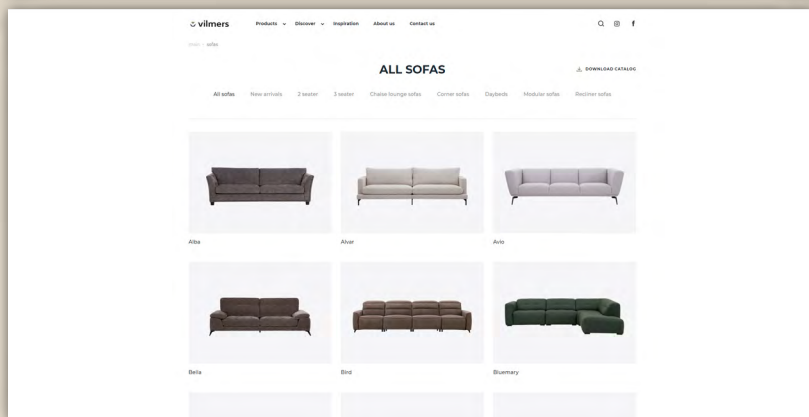
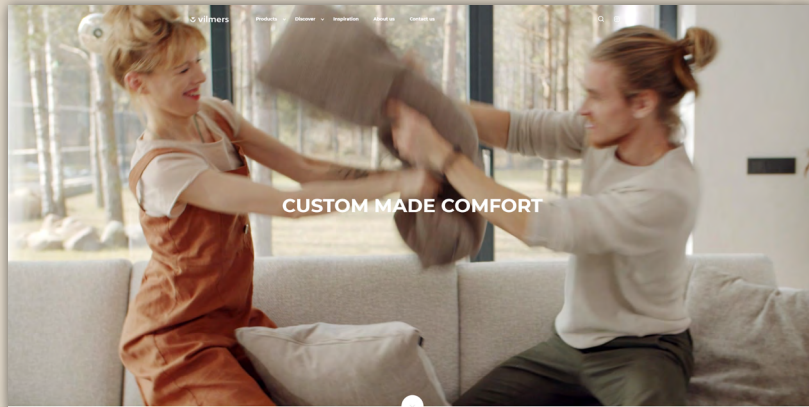
RGB 227, 227, 226
 HEX #E3E3E2
 CMYK 13, 9, 11, 0
 PANTONE Cool Gray 1 C

The image features a dark blue background with several overlapping, light blue circular outlines. The text 'promotional communication' is positioned in the lower right area, with 'promotional' on the top line and 'communication' on the bottom line, both in a bold, white, sans-serif font. The text is partially overlaid by the circular graphic elements.

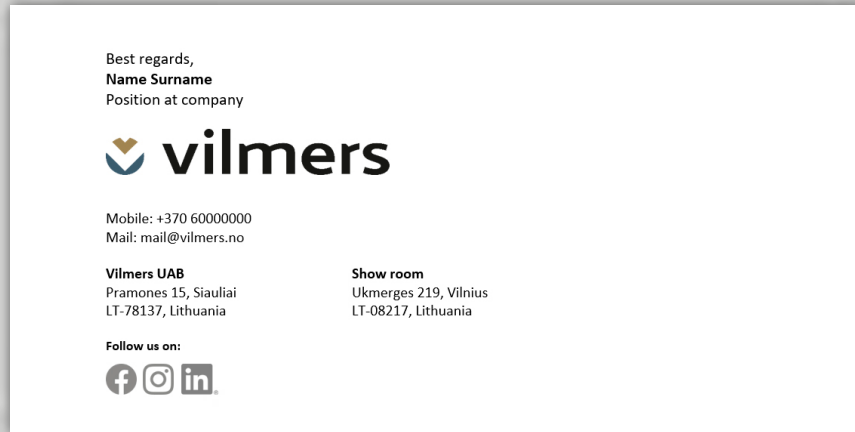
**promotional
communication**

06.1 WEB

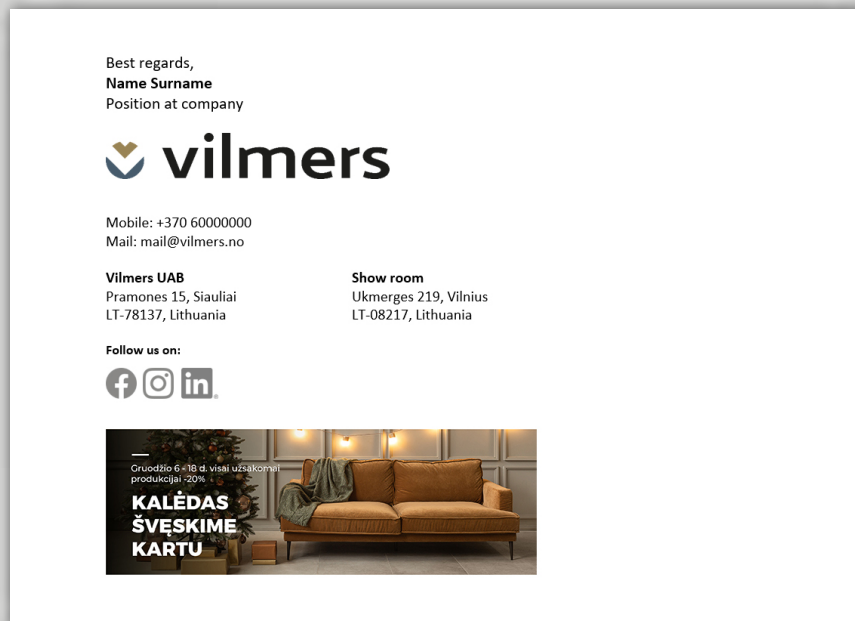
vilmers.com



06.2 EMAIL SIGNATURE

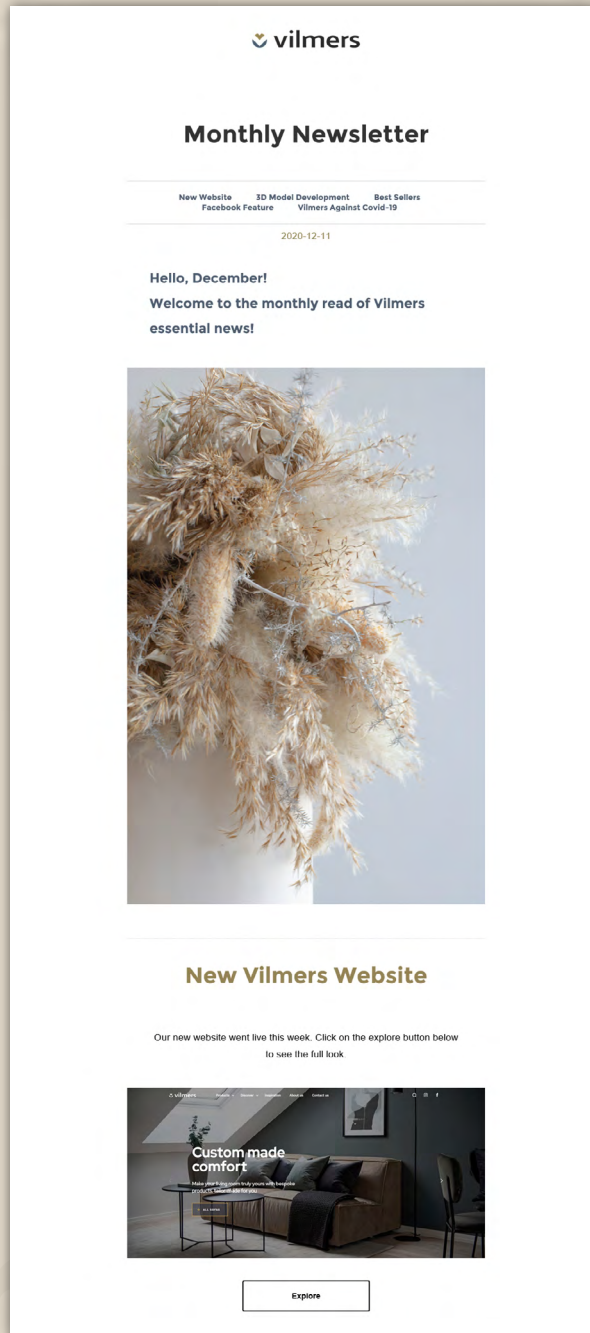


Regular signature design.

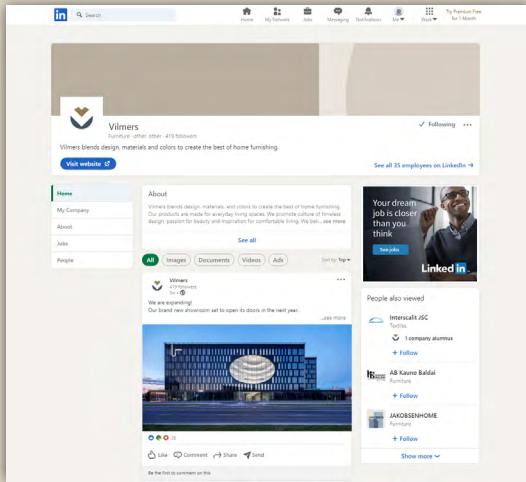
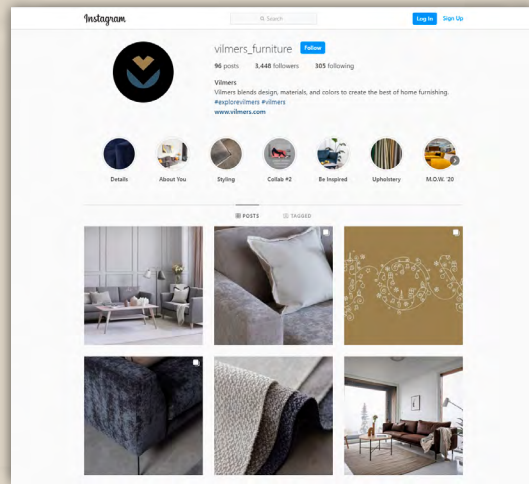
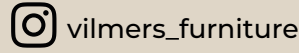
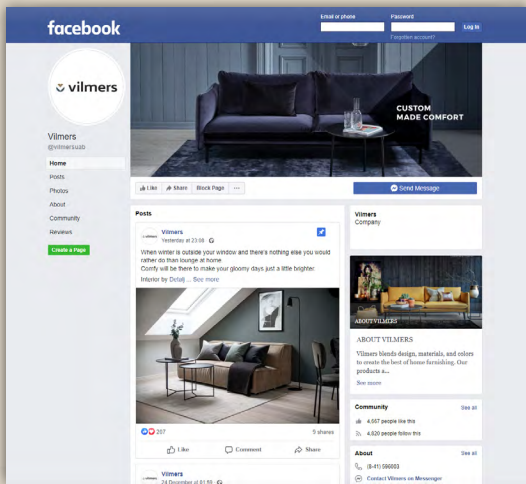


Event promoting signature design.

06.3 NEWSLETTER



06.4 SOCIAL MEDIA



communication



print & stationery

DOCUMENT BLANK

Dimensions:
A4/210x297 mm

Paper:
coated
80/100 gsm



BUSINESS CARD

Dimensions:
50x90 mm

Paper:
cardboard
200/250 gsm

Finish:
print &
matte laminate





BINDER

Dimensions:
265x315 mm

Finish:
print &
matte laminate

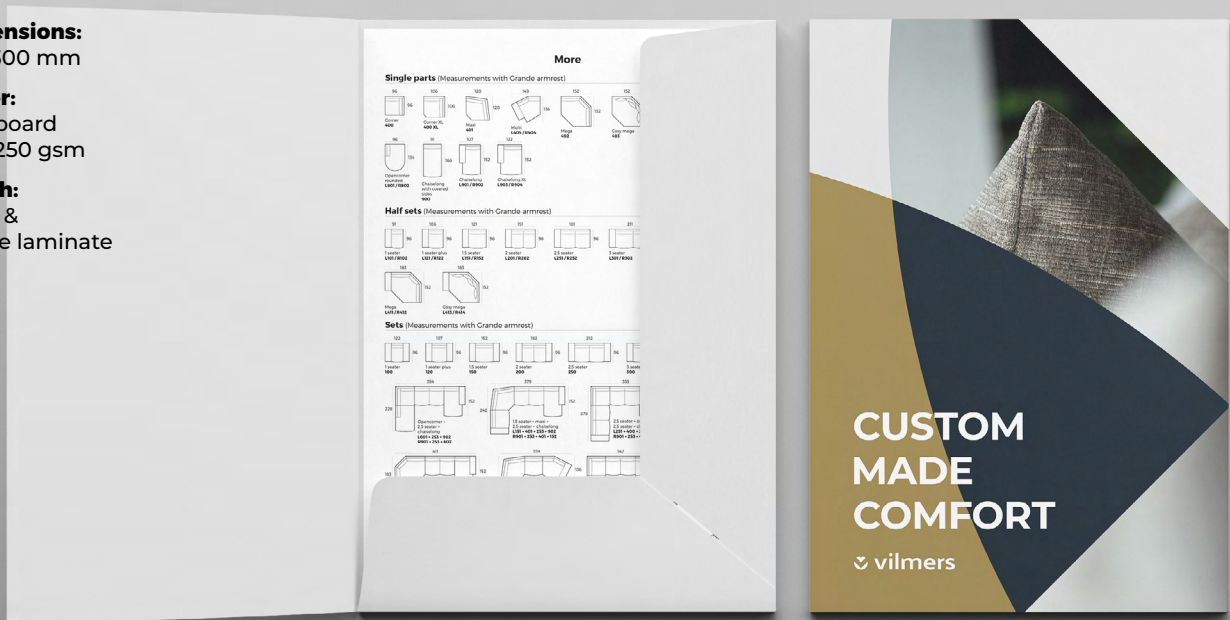
Brand manual & identity

DOCUMENT FOLDER

Dimensions:
215x300 mm

Paper:
cardboard
200/250 gsm

Finish:
print &
matte laminate



PRICEBOOK

Dimensions:
210x297 mm

Paper:
cover - cardboard
150/180 gsm
pages - coated
80/100 gsm

Finish:
print &
matte laminate

Content:
pricelist + product
technical sheet
in alphabetical
order



Pricelist

Alvar

PICTURE	VERSION	CODE	M ²	PRICES (EUR)			
	SINGLE PARTS			CAT1	CAT2	CAT3	CAT4
	1 seater W 70cm D 100cm H 80cm	103	0.43	106	90	101	231
	1.5 seater W 100cm D 100cm H 80cm	114	0.62	141	119	134	284
	2 seater W 130cm D 100cm H 80cm	202	0.8	160	140	152	327
	2 seater W 140cm D 100cm H 80cm	305	0.85	241	206	237	375
	3 seater XL W 200cm D 100cm H 80cm	303 XL	1.03	304	307	330	454
	3 seater W 170cm D 100cm H 80cm	400	1.19	326	332	357	464
	3 seater with ottoman W 170cm D 100cm H 80cm	601/602	0.63	348	292	272	528
	3 seater with ottoman W 170cm D 100cm H 80cm	701/702	1.07	392	344	316	569
	3 seater with ottoman W 170cm D 100cm H 80cm	800	0.27	143	139	146	213
	HALF - SETS			CAT1	CAT2	CAT3	CAT4
	1.5 seater 1 seater W 100cm D 100cm H 80cm	101/102	0.51	200	203	247	298
	2 seater 1 seater W 130cm D 100cm H 80cm	101/103	0.8	258	239	257	308
	2 seater 1 seater W 140cm D 100cm H 80cm	201/202	0.93	268	219	243	416
	2 seater 1 seater W 140cm D 100cm H 80cm	301/302	1.1	331	288	291	490
	3 seater XL 1 seater W 200cm D 100cm H 80cm	301 XL/102 XL	1.37	376	403	442	529
	SETS			CAT1	CAT2	CAT3	CAT4
	1 seater W 70cm D 100cm H 80cm	100	0.63	246	211	203	303
	1.5 seater W 100cm D 100cm H 80cm	150	0.68	258	260	213	274
	2 seater W 130cm D 100cm H 80cm	200	1.01	284	280	233	337
	2 seater W 140cm D 100cm H 80cm	300	1.08	348	343	308	416
	3 seater XL W 200cm D 100cm H 80cm	300 XL	1.25	379	429	427	534

IMPORTANT:
Standard delivery time 8 weeks.
Self-assembly furniture is delivered using self-inflating furniture mats which may vary up to 15 cm.

CUSTOM MADE COMFORT

Product technical sheet

Alvar

Comfort

- Upholstery: all water repellent (20 light)
- Filler: polyurethane
- Seat foam: 25kg/m³
- Backrest: 20kg/m³
- Upholstery: 200g/m²
- Soft foam: 25kg/m³
- Soft foam: 25kg/m³

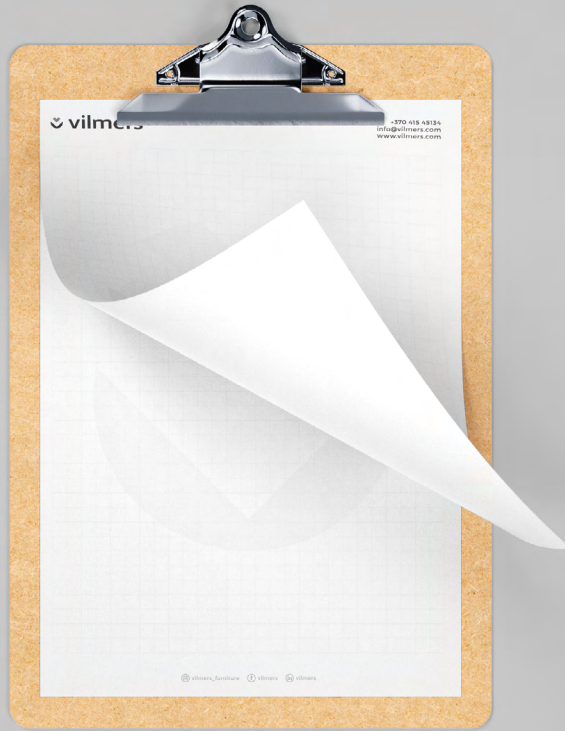
1 Upholstery

2 Legs

IMPORTANT:
Upholstery for this furniture is only available in the Netherlands and Belgium. Parts and photos in 3D drawing are left-side parts and are underlined from left to right.

Single parts

CUSTOM MADE COMFORT



NOTEPAD

Dimensions:
A5/148x210 mm

Paper:
coated
80/100 gsm

PEN

Finish:
engraved logo





CATALOGS

Dimensions:
200x250 mm

Paper:
cover - cardboard
180/200 gsm
pages - coated
100/120 gsm

Finish:
print &
matte laminate





CATALOGS

Dimensions:
210x140 mm

Paper:
cover - cardboard
180/200 gsm
pages - coated
100/120 gsm

Finish:
print &
matte laminate





SHOPPING BAG

Dimensions:
500x180x390 mm

Paper:
kraft paper
110 gsm

T-SHIRT

Material:
cotton

Finish:
DTG (direct to
garment) print



CUSTOM MADE COMFORT



dress code

Please wear pin on your suit jacket lapel, left side.

According to the „flag code“, the flag represents a living country/company and is itself considered a living thing. Therefore, the lapel flag pin being a replica, should be worn on the left lapel near the heart. Unless otherwise possible.





**product &
service design**

09.1 PRODUCT RANGE

modular sofas:

sofas without mechanism;
recliner sofas.



armchairs:

armchairs without mechanism;
armchairs with mechanism.



accessories:

neckrests;
deco cushions;
footstools;
rugs;
wool throws;
metal shelves.



product

09.3 PACKAGE



Sofa packing:

Cardboard with plastic wrap.



Sofa packing:

Cardboard with plastic wrap.

For **Deutch market** package update with cardboard strips on the corners.

Legs inside sofa, marked with red ribbon.

Labels:

1. Legs and instruction inside sofa.
2. This side up.
3. Do not drop.
4. Do not open with knife.



09.3 PACKAGE

Armchair packing:

Cardboard box

Labels:

1. Legs and instruction inside sofa.
2. This side up.
3. Do not drop.
4. Do not open with knife.



09.3 PACKAGE

Marketing materials packing:

- A. envelope + label
- B. cardbox + label

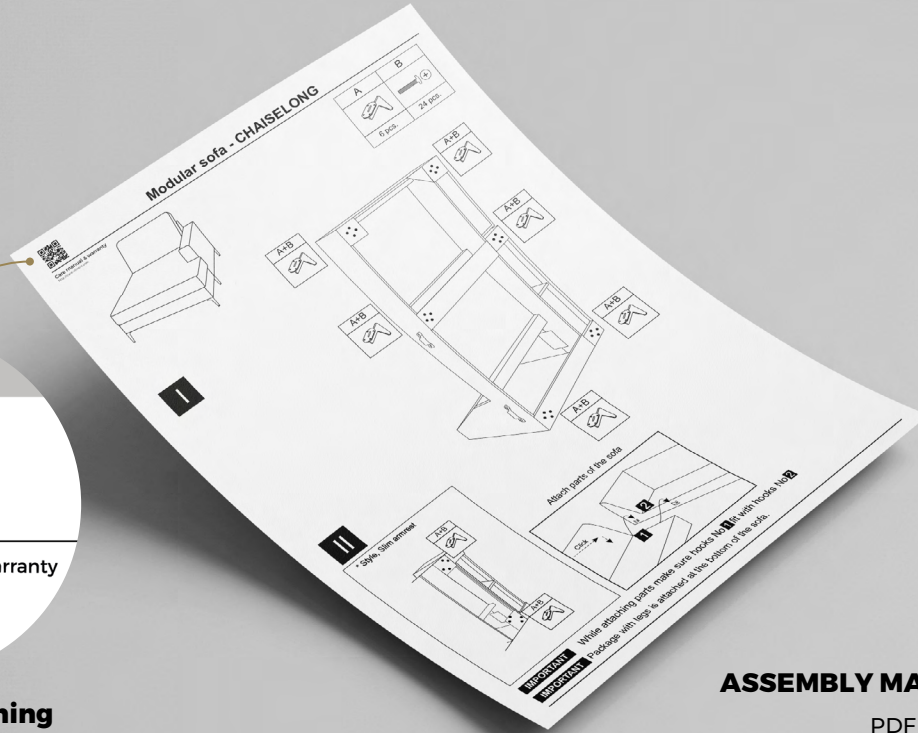
Label:

Transparent matte sticker

Dimensions:

140x80 mm





09.4
ASSEMBLY MANUAL
 PDF or print

Brand manual & identity

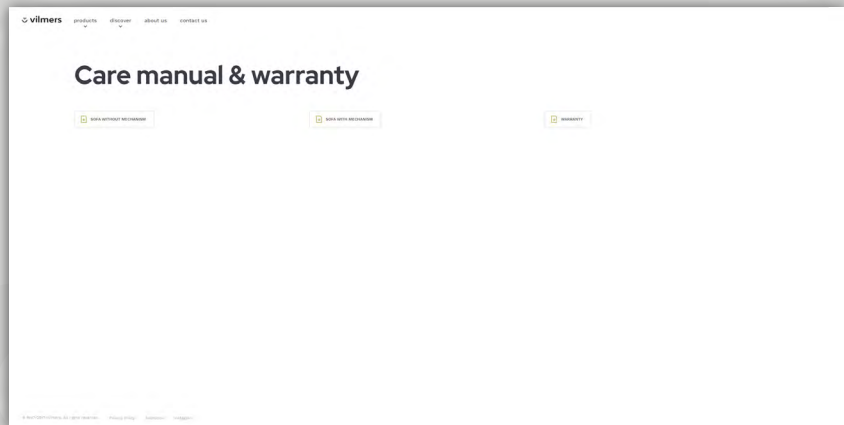
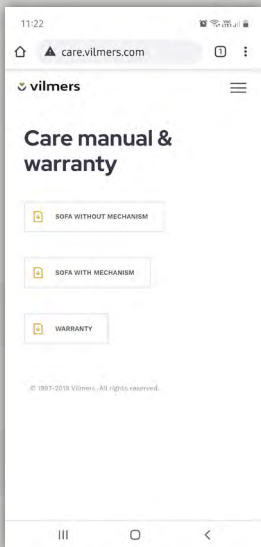
QR code for scanning



Care manual & warranty
<http://care.vilmers.com>

09.4 **CARE MANUAL & WARRANTY**

care.vilmers.com/



09.5 CLAIM SYSTEM

Example of internal claim system:

Statusas:

Service visit
 Accepted
 Rejected

Sprandinimas:

Pakeiktos datos:

Kaina:

Vazėjas:

[EDIT](#)

MI number:

Serial number:

Product name:

Description:

Defekto tipas: Netisinga komplektacija Kita

Už defektų atsakingas skyrius:

<input type="checkbox"/> Aprašymo/ surinkimo sk. Defektas	<input type="checkbox"/> Logistikos sk. Defektas
<input checked="" type="checkbox"/> Agentų/pardavimų/marketing sk. Klaida	<input type="checkbox"/> Planavimo sk. Defektas
<input type="checkbox"/> Furnitūros sk. Defektas	<input type="checkbox"/> Paroleno sk. Defektas
<input type="checkbox"/> Karkasų sk. Defektas	<input type="checkbox"/> Siuvimo sk. Defektas
<input type="checkbox"/> Kliento padarytos defektas	<input type="checkbox"/> Technologijų /RSJ sk. Defektas
<input type="checkbox"/> Klijavimo sk. Defektas	<input type="checkbox"/> Tikrinimo sk. Defektas
<input type="checkbox"/> Komplektuotojų sk. Defektas	<input type="checkbox"/> Transportavimo defektas
<input type="checkbox"/> Konstruktorių sk. Defektas	<input type="checkbox"/> Kompleksišnis klaimas
	<input type="checkbox"/> Neadisli atsakomybė



marketing materials



- 01** mini fabric hanger
- 02** magnetic book
- 03** logo tag
- 04** fabric trolley
- 05** product catalog
- 06** tear-off book
- 07** logo sign
- 08** fabric sample wall
- 09** catalogs
- 10** agent book / pricebook
- 11** leg color samples



Click to open

marketing materials



tradefairs



NETHERLANDS



GERMANY



USA



BRUSSELS
FURNITURE FAIR

BELGIUM



DENMARK



FRANCE



GERMANY

tradefairs



**shop in shop
concept**

Click to open



shop in shop



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