

Brand Development Guide



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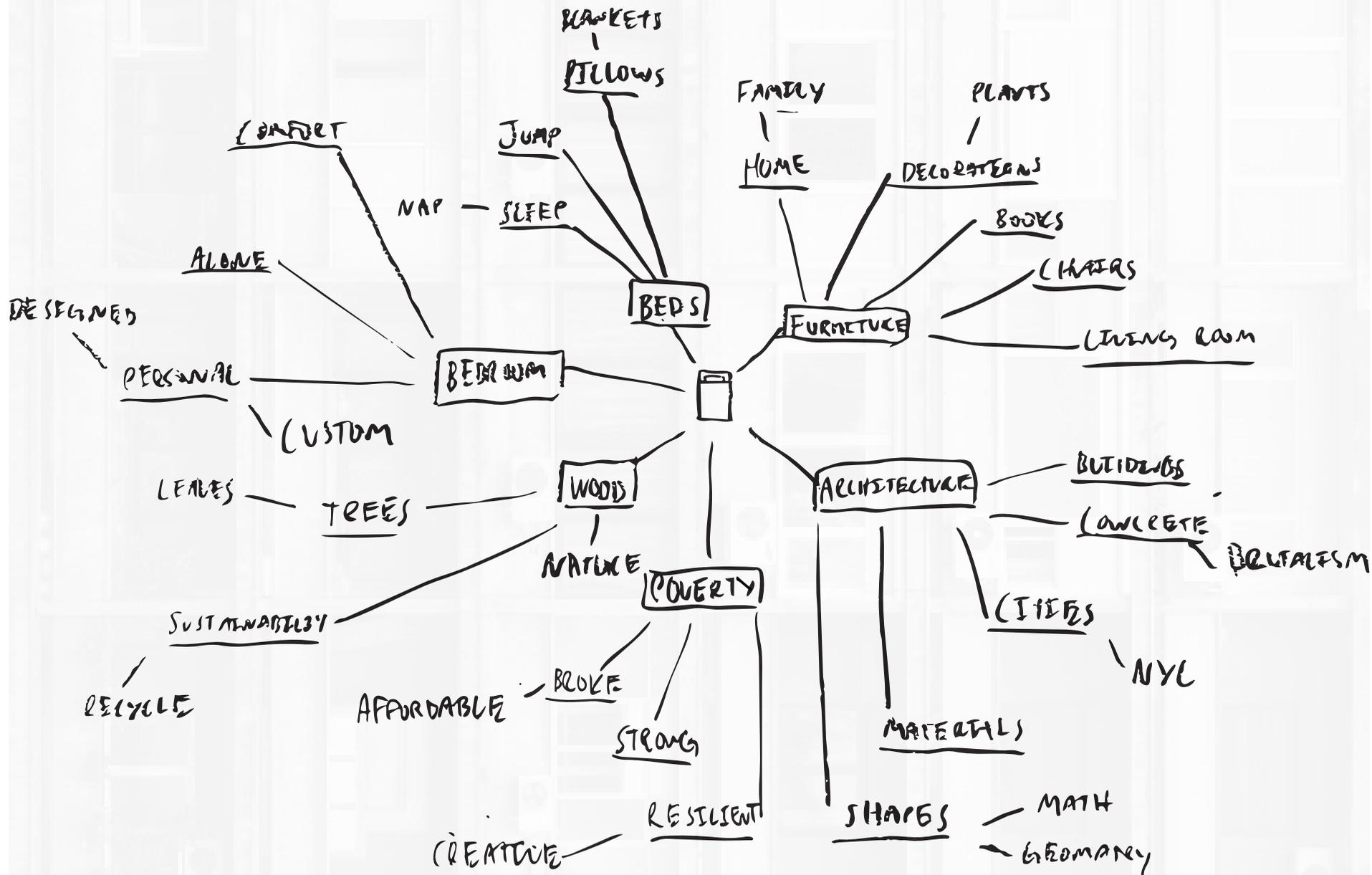
Company

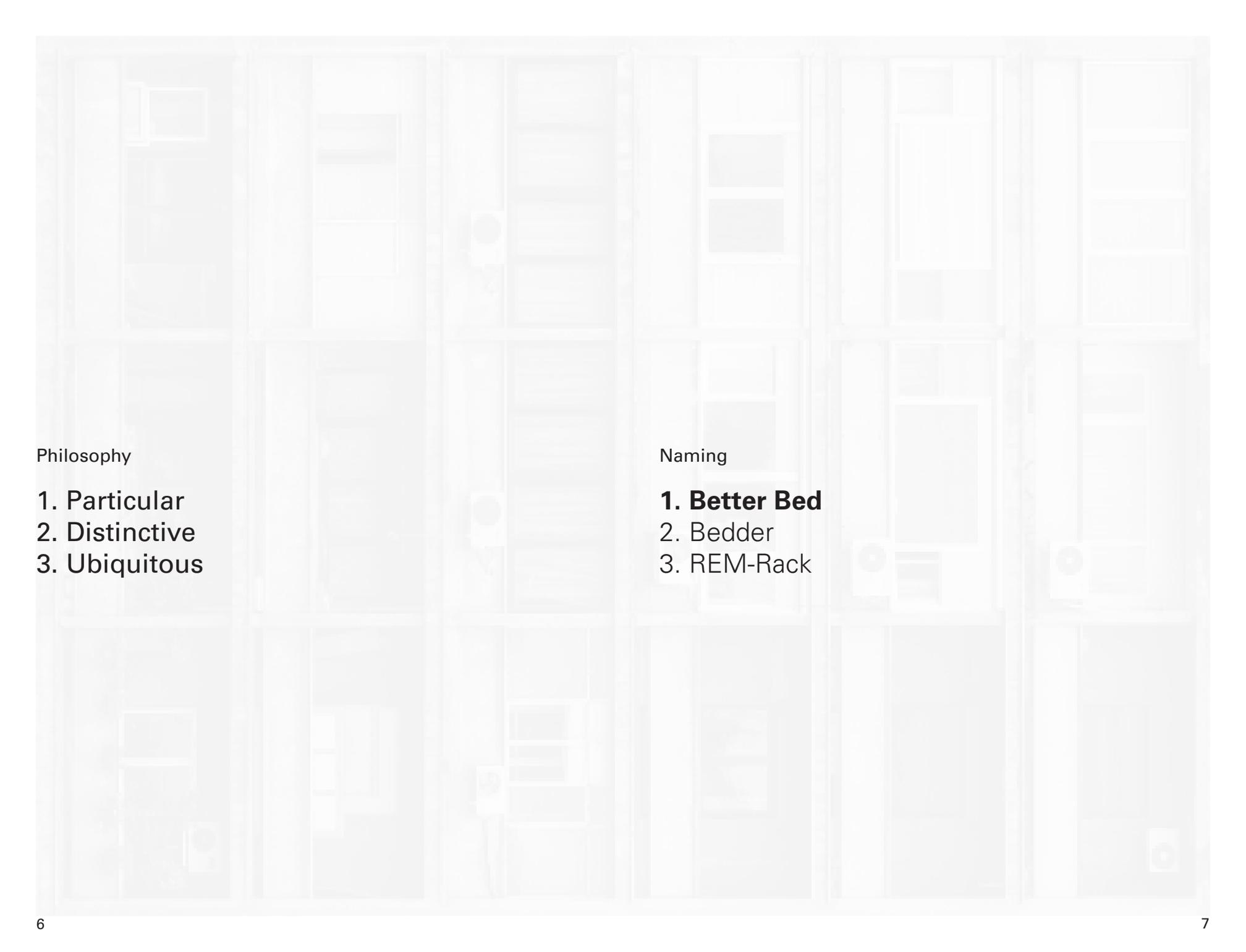
My company makes customizable bedding structures and sleep related furniture.



History

As a young boy, Furio Giunta never really had a true home. Living with his mom and younger brother in severe poverty, they had to move from place to place, often more than once in a year. It was said he lived in 14 different places before turning 18 years old. As difficult as this was, Furio found a way for fascination to remedy his struggle. Fascination in furniture to be exact. With being forced to live in so many different buildings, Furio developed a unique taste and knowledge of furniture. However, Furio had one problem... He could never rearrange his tiny bedrooms to his taste because the beds could never fit in any other position. Whether it was the size, structure, shape, something always got in the way. Furio always dreamt of being able to create a bed exactly the way he wanted with ease. It was this unique dream that provided Furio with the motivation to tirelessly work his way through architecture school and obtain his degree. After going on to design some of the world's most beautiful buildings, he retired and returned to his dream as he knew he always would. He started his own company that same year.



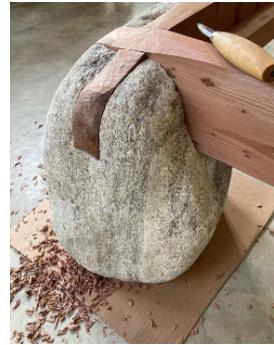


Philosophy

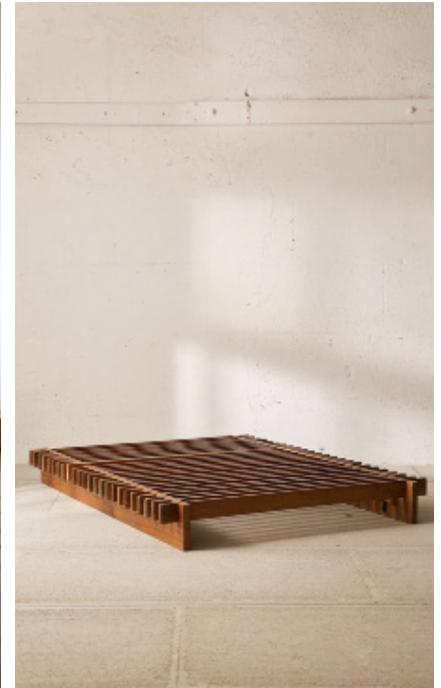
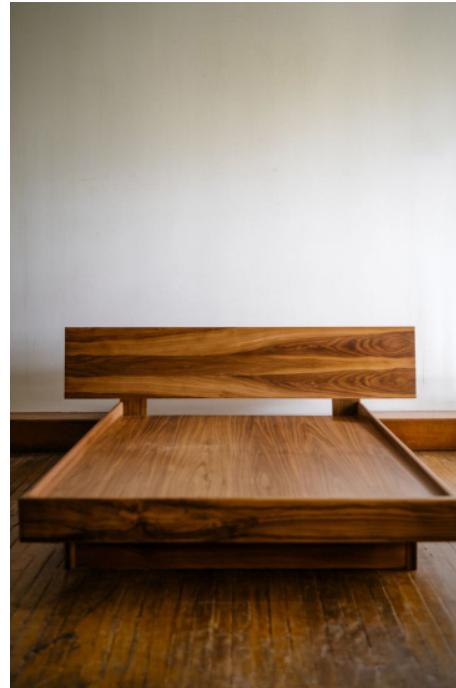
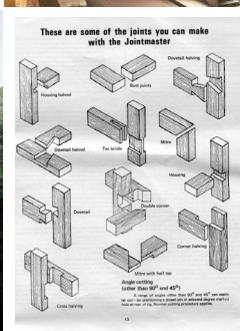
1. Particular
2. Distinctive
3. Ubiquitous

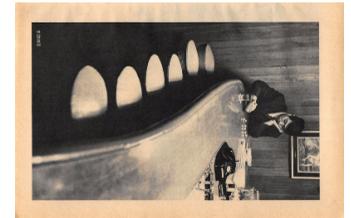
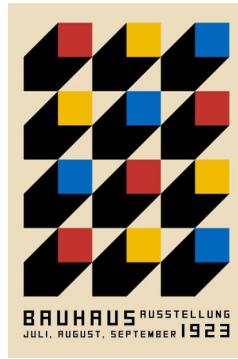
Naming

1. **Better Bed**
2. Bedder
3. REM-Rack

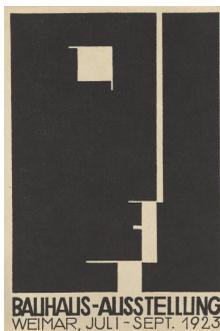
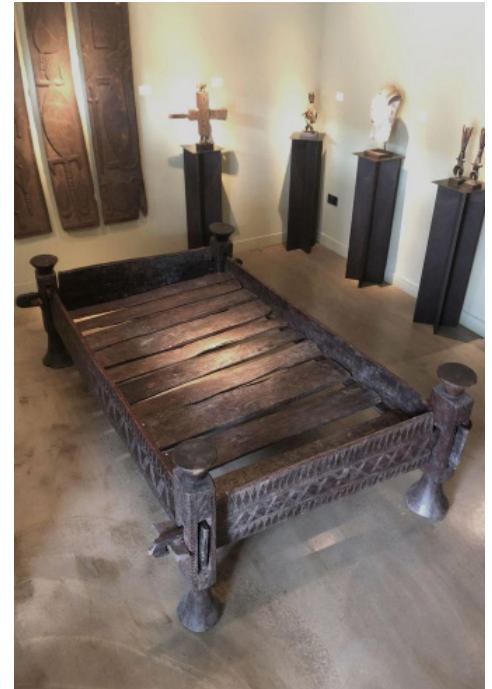


Contemporary References





Historical References



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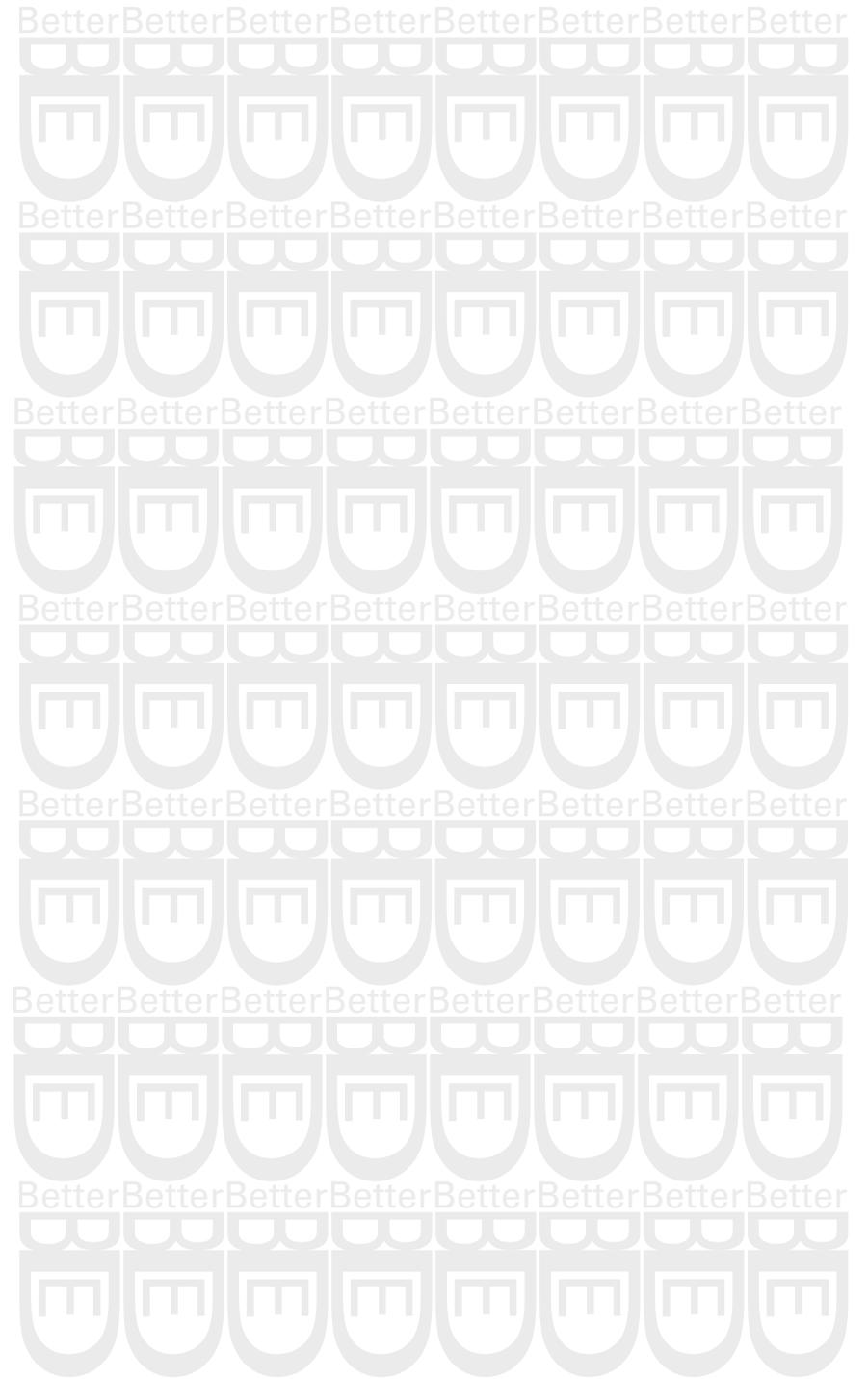
Better BED

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Color Palette



RGB: [2, 147, 211]
HEX: #0293d3
CMYK: [99%, 30%, 0%, 17%]



RGB: [111, 232, 148]
HEX: #6fe894
CMYK: [52%, 0%, 36%, 9%]



RGB: [0, 0, 0]
HEX: #000000
CMYK: [0%, 0%, 0%, 100%]

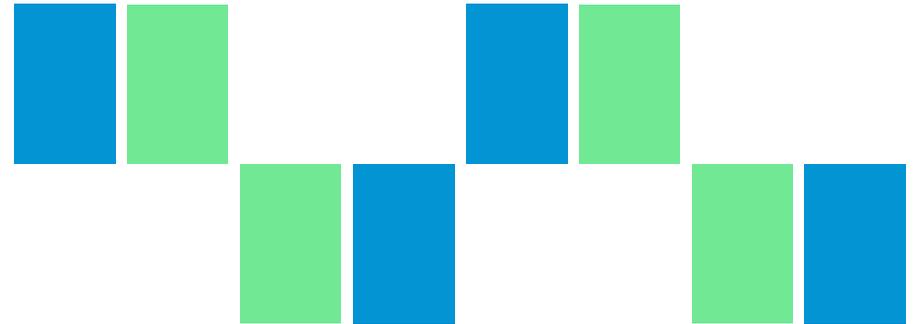
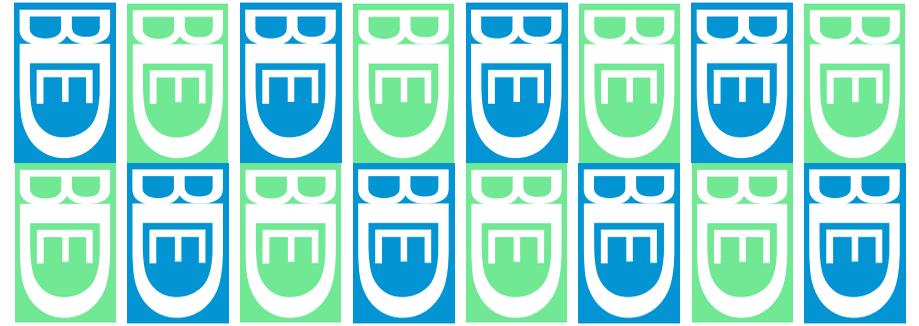
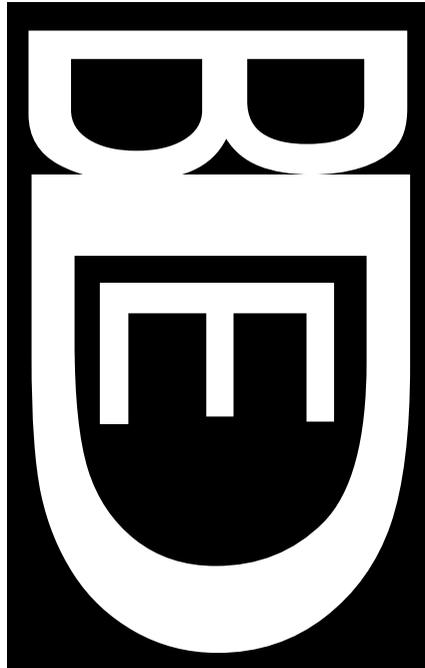
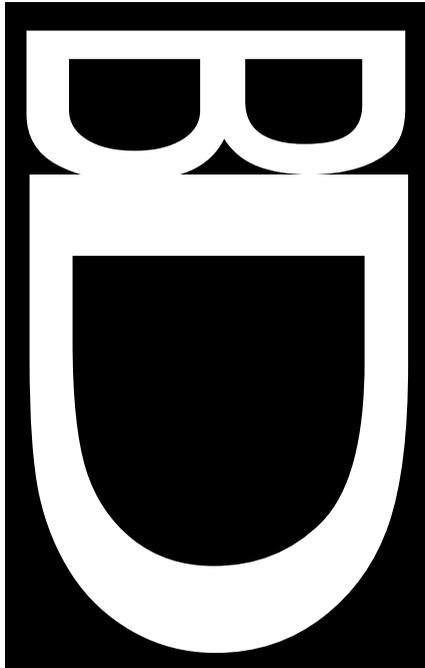
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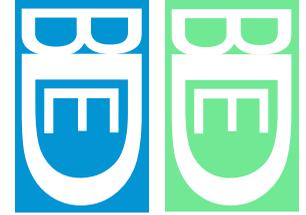
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Mark





Univers

Whether it was the size, structure, shape, something always got in the way. Furio always dreamt of being able to create a bed exactly the way he wanted with ease. It was this unique dream that provided Furio with the motivation to tirelessly work his way through architecture school and obtain his degree. After going on to design some of the world's most beautiful buildings, he retired and returned to his dream as he knew he always would. He started his own company that same year.

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Designed by Furio Guinta

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Better BED

08.08.28 Better Galaxy Art Show



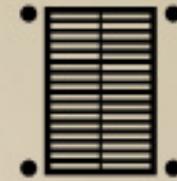
www.betterbed.com

Designed by Kaj Avola

Better Bed © 07.01.28

Oak Collection: Spring/Summer

Designed by Kaj Avola



ancient oak

Ancient Oak fully customizable king size oak wood bed. Price will vary depending on customization details (ranging from \$299 - \$699 USD). Twin, Full, and King sizes available.

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Designed by Furio Guirna in Sicily. Manufactured in Egypt. Oak wood harvested from Scandinavia. Oak bed, one box. Full wood joint assembly. No tools, not screws, no glue.



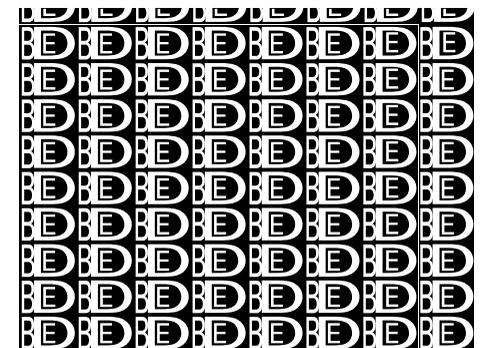
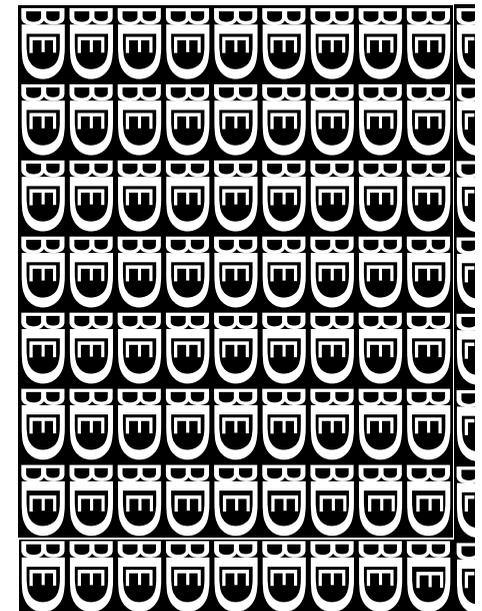
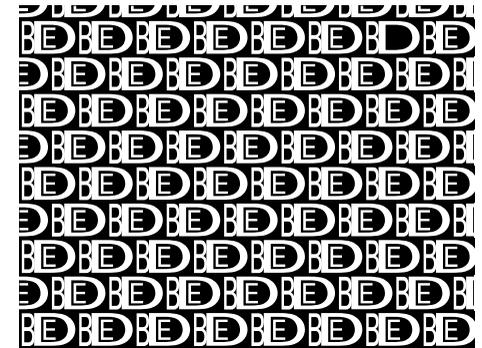
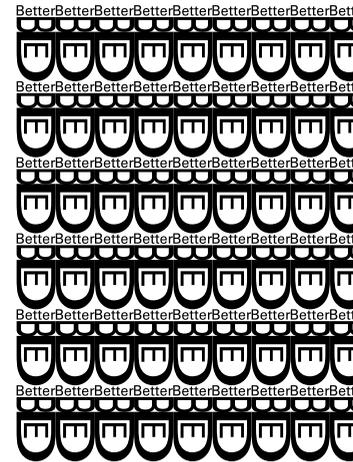
Better BED

www.betterbed.com

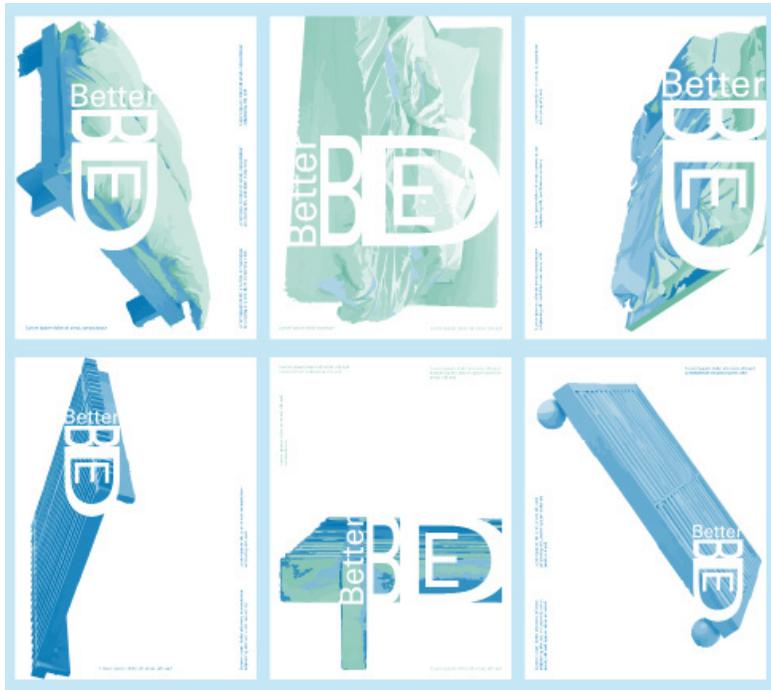
©Better Bed 05.23.27

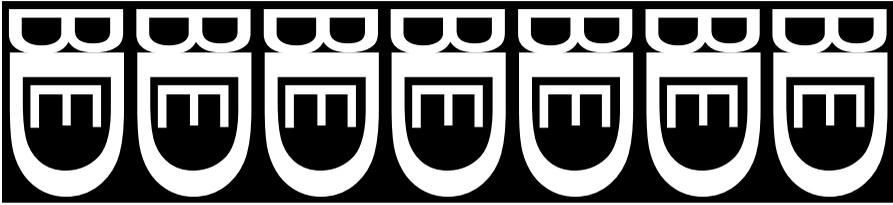
Logo pattern design

A repeating pattern can be created using the icon or logotype. The logos in the pattern can be lined up as a grid or staggered by half the distance of each individual logo. The pattern display should either be all black, or the green and blue brand colors. The all black pattern can be displayed at any opacity, but the colored pattern must remain at 100% opacity, and no two of the same color can be side by side. They must alternate.

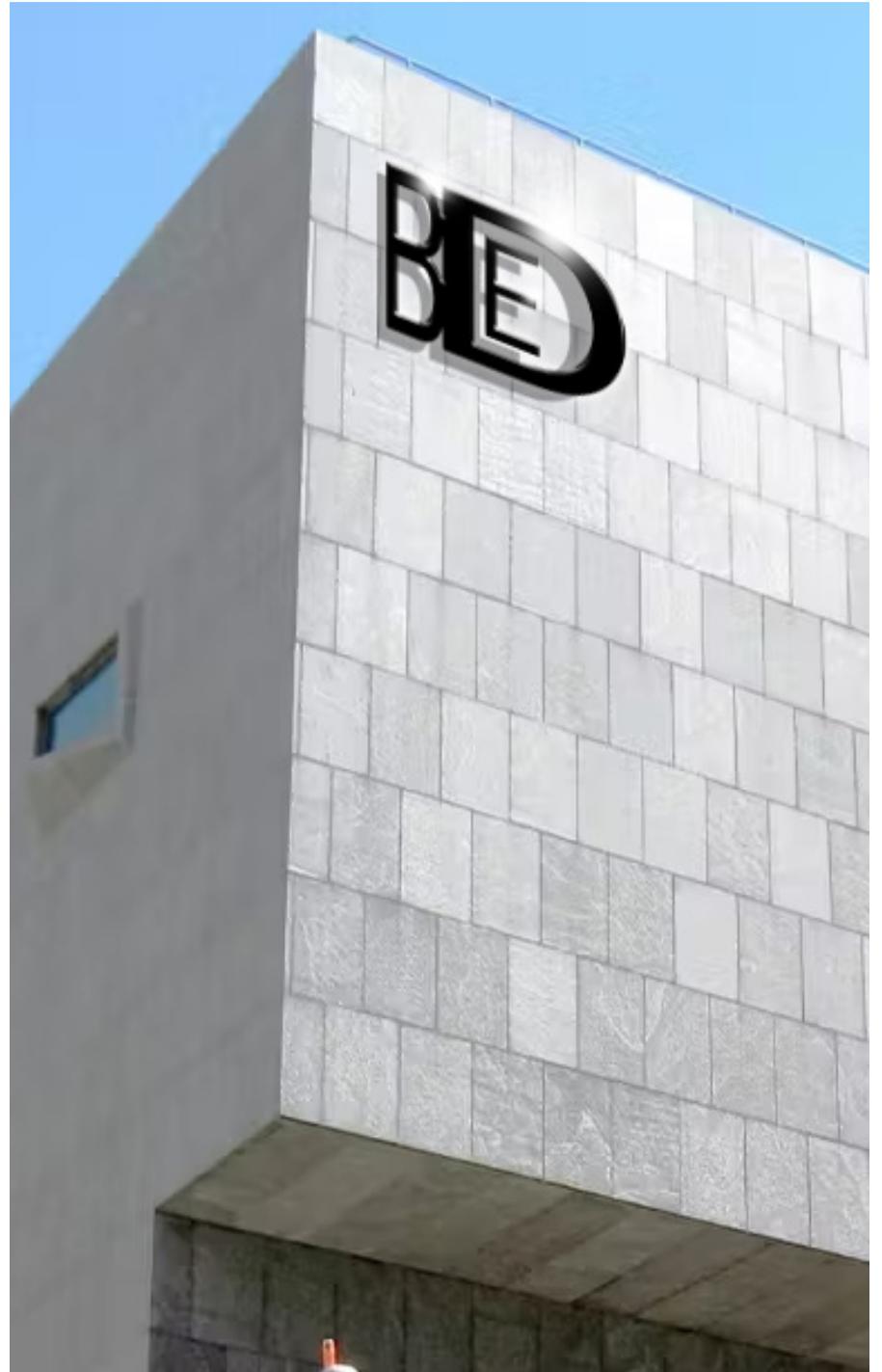


Brand Application #1 Posters





Brand Application #2 Store





Brand Application #4 Website



Brand Application #3 Packaging



Specialization in Graphic Design Capstone Project



CalArts

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