

# Avant Grade's branding Guideline

Avant Grade means new and experimental ideas and methods in art, music, or literature. Innovation X Artistic X

Avant Grade is positioning itself as a trusted pioneer for high-end property developers, offering premium quality products and exceptional service. The brand persona embodies sophistication, reliability, and innovation, appealing to discerning customers who seek partners that can elevate their projects with cutting-edge solutions and unwavering support.

## Target Audience

Targeting open-minded individuals seeking quality living at an affordable price, Avant Grade offers premium products and services that enhance their lifestyle.



AVANT GARDE



# Brand story

In the heart of our brand, Avant Grade, lies a visionary spirit, driven by the belief that luxury should be accessible to all. Our journey began with a simple yet audacious vision: to redefine elegance for the modern world while ensuring affordability without compromising quality.

With every creation, we seek to spark inspiration, and to ignite a sense of wonder. Each faucet, washbasin or toilet we design is a testament to our commitment to delivering outstanding quality at a remarkable value.

But our journey is not just about products; it's about the people we serve. We envision a world where every interaction with Avant Grade is an invitation to elevate one's lifestyle, to indulge in high quality, and to embrace the extraordinary, all at a price point that defies expectations.

Join us as we embark on this visionary quest, where tradition meets innovation, and affordability meets quality. This is the essence of Avant Grade.



AVANT GARDE

# Brand image for Avant Grade

## Brand Persona

Brand persona should exude sophistication, reliability, and innovation. Consider positioning your brand as a trusted partner for high-end property developers, offering superior quality products and excellent service.

## Customer Profile

- Customers are discerning, looking for partners who can elevate their projects with innovative solutions and reliable support.
- Collecting customer feedback will be our standard process, regardless of the project, wholesalers, or end users.





# Foundational Elements



AVANT GARDE

1

## Tone of Voice

Adopt a professional and authoritative tone that instills confidence in your brand. Use language that is clear, concise, and knowledgeable.

2

## Imagery

Use high-quality images that showcase your products in upscale residential settings. Focus on capturing the elegance and functionality of your sanitary ware. Incorporate subtle textures and overlays to add depth and sophistication to AG's visuals.

3

## Color Palette

Reflects sophistication, elegance, and modernity. Here are some color tone recommendations:



# Typography

## Headings (Bold and Modern)

Use a bold and modern font for headings to create impact and draw attention.

- Montserrat
- Proxima Nova
- Gotham

## Body Text

Choose a legible font for body text to ensure readability.

- Roboto (Document preference)
- Calibri
- Merriweather
- Tomorrow
- Lato



AVANT GARDE

# 7 Mint Green & Black



#A4EAE3

#131312

#F4FDFF

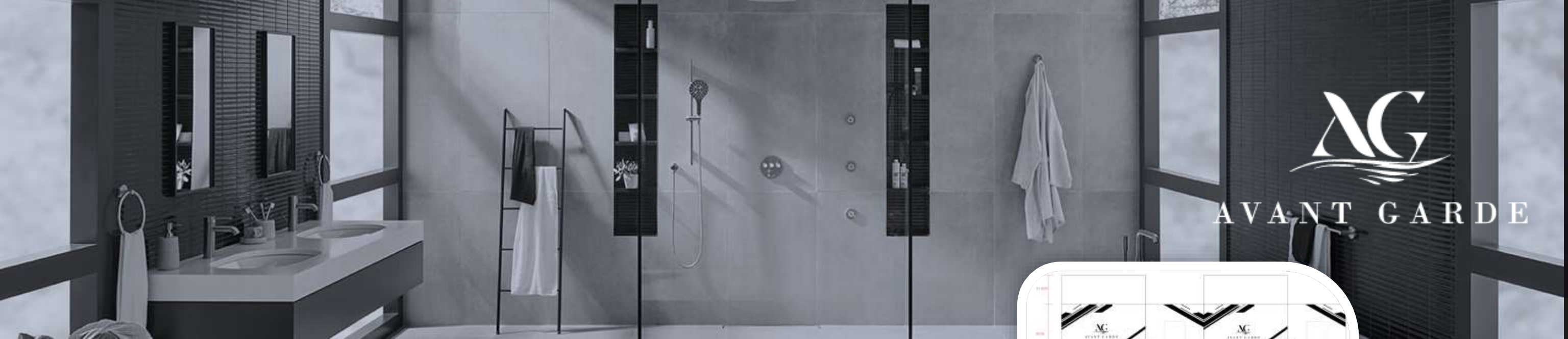
# 8 Slate Gray & Platinum



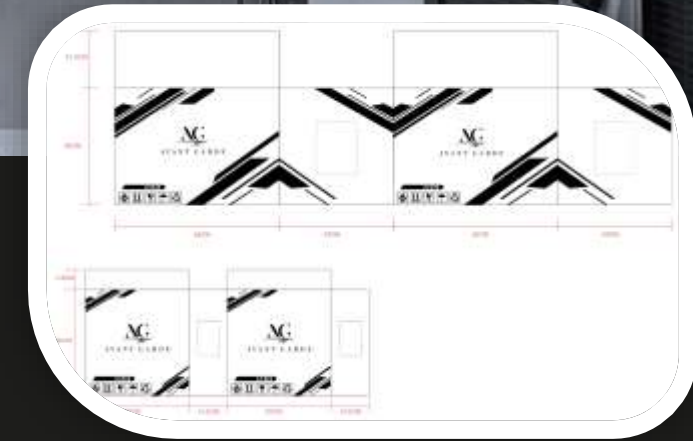
#757575

#E5E4E2

#F4FDFF



AVANT GARDE



# Packaging

## Design

Create packaging that reflects the premium quality of your products. Use high-quality materials and minimalist design elements to convey sophistication.

## Branding

Ensure that AG logo and brand name are prominently featured on packaging, along with relevant product information and branding elements.



# Customer Relationship Management



AVANT GARDE

## Customer Service

Provide exceptional customer service that reflects the values of reliability and professionalism associated with your brand.

Customer Service Standard Procedure:

1. Greet Customers Warmly
2. Ask clarifying questions to understand the customer's needs
3. Keep customers informed of any updates or progress regarding their inquiries, orders, or issues.
4. Seek Feedback. Showcase client testimony on our further promotional material & website.

## Showrooms (TBC)

Create inviting and luxurious showrooms where customers can experience your products firsthand in an upscale environment.



# Three Pillars of Connectivity

1

## Marketing Collateral

*DIC: Marketing & eCommerce*

Design sleek and professional brochures and catalogs showcasing your product range and highlighting key features and benefits. Develop a user-friendly website with a modern design aesthetic, easy navigation, and high-quality imagery. Utilize digital channels such as social media, email marketing, and online advertising to reach and engage with your target audience.

2

## Customer Experience

*DIC: Project, Wholesales, eCommerce*

Provide exceptional customer service that reflects the values of reliability and professionalism associated with your brand. Setting a new standard apart from competitors by challenging traditional industry practices.

3

## Partnerships and Collaborations

*DIC: Project, Wholesales*

Forge partnerships with renowned architects, interior designers, and property developers to enhance your brand's visibility and credibility within the industry.

\* Department in charge = DIC

The logo for Avant Garde, featuring the letters 'AG' in a large, stylized, serif font with a decorative flourish underneath. Below 'AG' is the word 'AVANT GARDE' in a smaller, all-caps, serif font. The logo is set against a dark, circular background that is part of a larger image of a modern interior space.



AVANT GARDE

By implementing a comprehensive marketing campaign that focuses on brand image, typography, packaging, and customer experience, Avant Grade can position itself as a trusted and reliable partner for high-end property developers. The key is to maintain a consistent and sophisticated brand identity that resonates with discerning customers, while providing exceptional service and innovative solutions to elevate their projects.

## The Tagline selection (optional)

---

**1** Reimagining Tradition | Defining Elegance

**2** Innovating Hygiene | Elevating Luxury





# Thank You

Innovation thrives on collaboration. Let's explore new frontiers together. Thank you for being part of our avant-garde journey