

DEMDACO®

believes

Every product creates a conversation.

We hope to participate in the meaningful moments of people's lives.

We don't create these moments. We just hope to make them a little better.

We want to be there in times of Joy, Comfort, & Love.



INTRO about us

Recent milestones in our history at DEMDACO, which include refreshed product aesthetic and adding new sales channels and tactics, prompted a closer look at how the brand is presented. While it is challenging to quantify an organization as dynamic as DEMDACO, a clear brand identity emerged by examining its various personality traits and characteristics and revisiting its mission, vision and values.

Our Vision clearly states that, “every product creates a conversation.” This guide provides clear standards for facilitating and sustaining engagement and collaboration—from the first “hello” to the creation of something unexpected. Our hope is to nurture genuine partnerships and friendships.

In the most practical terms, this guide will help us apply consistency to our diverse communications. It provides essential information for creating DEMDACO-branded collateral for internal and external partners and is a great way to learn more about the company. Regardless of how you use it, we want you to feel comfortable asking questions about its content. We expect this guide to evolve along with DEMDACO.

BRAND contents

This guide was made for you. It contains everything you need to get to know us and to create with us. Jump in and reference it often. Never be afraid to ask for help. We're all friends here.

4	Vision	28	Typography	
5	Mission		• Print Typography & Hierarchy	
6	Culture			
8	Brand Values & Characteristics	31	Colors & Materials	
9	Brand Positioning		• Color Palette	
10	Product		• Surfaces, Materials, & Backgrounds	
11	Brand Personality			
12	Consumer Personalities	35	Iconography & Patterns	
13	Maria's Personality		• Product Category Icons	65
	• Product Values & Giving		• Patterns	Social Media
	• DEM Diagram			• Facebook
				• Instagram
				• Pinterest
16	Brand Voice & Story Telling	39	Photography	
	• Artist Voice		• Product	
	• Brand Editorial		• Lifestyle	70
	• Product Narrative		• Photostyling	Retail & Tradeshow
			• Surfaces & Backgrounds	• Environmental Materials
			• Artists, Designers, & Artisans	• Retail Experience & Engagement
21	Logo	49	Digital & Web Design	• Signage
	• Primary Logotype & Options		• Mobile First	• Brand Collateral
	• Logo Use & Color		• Website Template	
	• Logo Use & Spacing/Logo Use & Size		• Homepage	
	• Incorrect Logo Usage		• Product Listing Page (PLP)	
	• Outdated Logos			

OUR vision

We at DEMDACO believe every product creates a conversation. We hope to participate in the meaningful moments of people's lives. We don't create these moments, we aspire to make them a little better. We want to be there in times of Joy, Comfort, and Love.



OUR mission

At DEMDACO, we strive to *Lift the Spirit* in consumers, in each other and in our communities.



OUR culture

Our purpose is to pursue business the way it ought to be—not merely as a financial endeavor—but first-and-foremost, a human endeavor.

Therefore, we try to develop an environment where work is not just a job.

Our Mission to Lift the Spirit supports a holistic approach to career that includes opportunities for colleagues to pursue and nurture their personal and community interests in relation to the values we hold dear. We believe there is more to work than bottom lines and deadlines. Our endeavor to Lift the Spirit starts in our own halls, offices and meeting rooms. If we don't feel a little Joy, Comfort, and Love in the workplace, it will be evident in the products we make and the way we engage with our community.



S K E T

warmth



OUR values & characteristics

CORE VALUES

We hope to be:

- A better place to work
- A better business partner
- A better supplier to our customers
- A better community citizen
- A financially-secure organization

CHARACTERISTICS

- Kindness
- Hope
- Grace
- Respect
- Appreciation
- Warmth
- Trustworthiness
- Humanity



OUR positioning

Our DEMDACO products are mostly curated for women who cherish their close relationships with family and friends and look for meaningful ways to celebrate these valuable bonds. We provide artisan, hand-crafted gifts intended to enhance emotional engagement between the recipient and the giver; support deeply personable experiences; Lift the Spirits of all involved in the act of giving; and cultivate healthy, loving relationships.

Our unique brand promise includes:

- Pursuing business as a personal and human endeavor that values respect, grace and kindness
- Participation in the health of our communities with generosity, cooperation and responsibility
- Providing artisan, hand-crafted creations that nourish meaningful relationships.



OUR product

PRODUCT ATTRIBUTES

- Well-Made
- Hand-Crafted
- High-Quality
- Tactile
- Meaningful
- Valuable

FUNCTIONAL BENEFITS

- Beautiful
- Artful
- Expressive
- Customizable
- Versatile
- Minimalistic

EMOTIONAL BENEFITS

- Comforting
- Full of Love
- Joyful
- Engaging
- Fulfilling

ALLIED PRODUCT FILTERS

- Inspired storytelling
- Visible Quality
- Specialty Store Distribution
- Commercial Scalability
- Strong Partnerships (on margin/events/social media/cross marketing)
- Distinct and Customizable Product



OUR personality

PRIMARY ATTRIBUTES

- Honest
- Friendly
- Dependable
- Loving
- Creative
- Genuine

SECONDARY ATTRIBUTES

- Unique
- Committed
- Confident
- Warm
- Intentional
- Traditional
- Domestic
- Reliable
- Trustworthy
- Family-Oriented
- Peaceful
- Sentimental
- Hopeful
- Competent



CONSUMER

personalities

MARIA

Maria is a woman who actively engages in authentic, meaningful connections. Her faith guides the family and is essential to their life. She is digitally savvy and uses social media to share and follow the experiences of family and friends.

Maria buys consumables and household goods in the value channel. Although, items for loved ones (or to represent loved ones) come from channels that showcase a thoughtful product story. This includes unique gift stores and e-commerce sites that feature meaningful products with clever concepts and packaging.

DARLENE

Darlene is another one of our DEMDACO shoppers/personas who enjoys maintaining strong relationships but who gives differently. She tends to buy on big occasions and when she feels obligated. Darlene also feels gifts are too expensive, shopping is frustrating and she is insecure about gifting.

TIFFANY

Tiffany is the persona most-likely to treat herself to our DEMDACO products. She likes to shop and takes pride in her gift-giving. However, she wants recognition. Tiffany buys gifts on the scale of cards and notes and values her quality time.



OUR primary personality

Maria is actively engaged in seeking authentic meaningful connections. She invests in these personal relationships and brings a sense of hope in good times and in bad. She is an outwardly focused person, describing herself as loving, caring, friendly, kind, and loyal.

She shows her affection towards others by giving thoughtful and creative gifts, tailored to be just right for the recipient. Maria gives with the goals of fostering family, creating traditions, and to commemorate special memories. When finding the right gift, Maria values unique, functional and emotional elements. According to family and friends, Maria gives more gifts than most people.

Maria's life is centered around building both family and friend connections while creating memories that turn into traditions. Some of her favorite activities include baking and cooking, enjoying time with her dogs, and having movie nights at home. She stays up-to-date with loved ones through social media, email and texts.

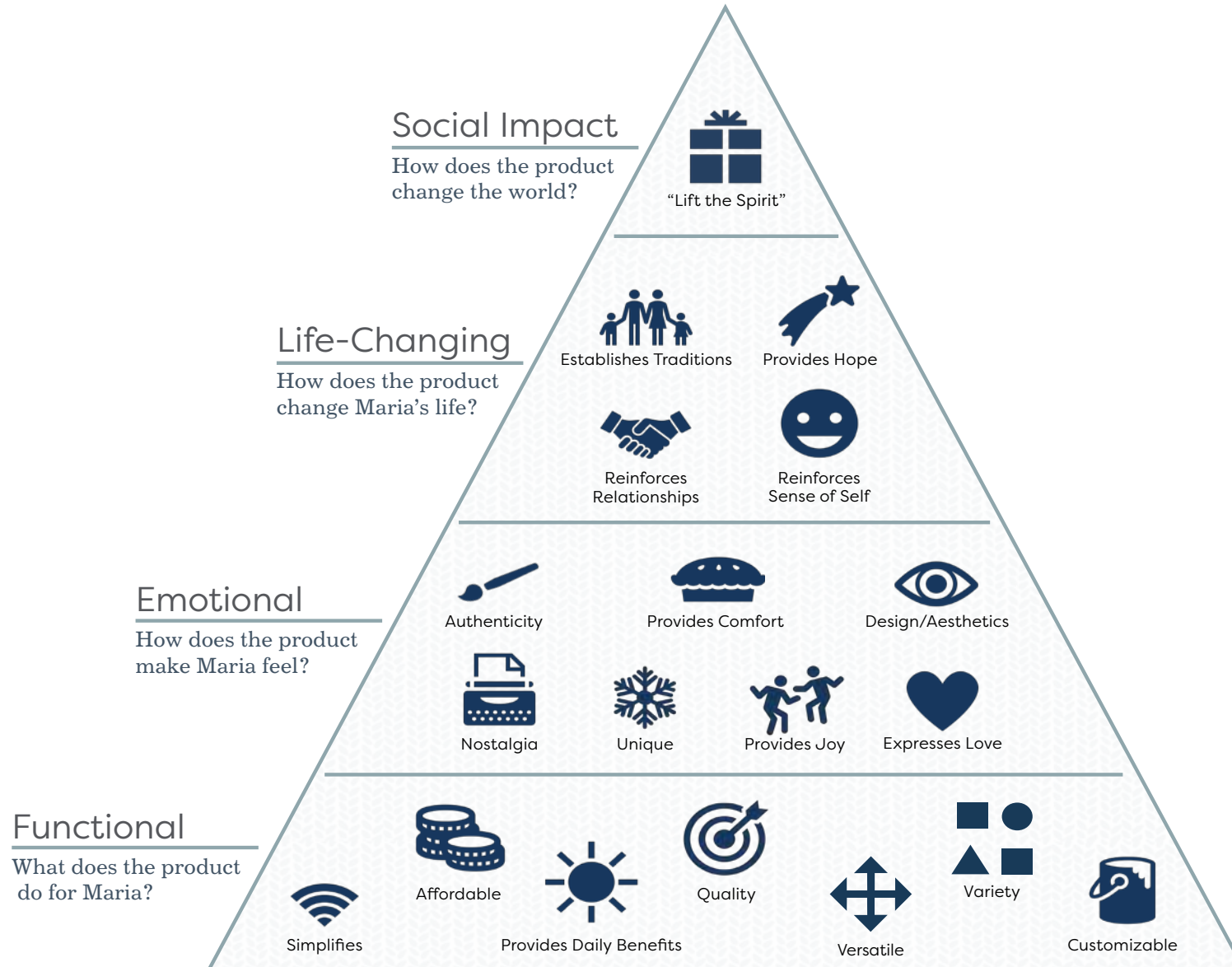
She knows that someone in her life will go through a milestone in the next year. Maria will be there for them when their child is born, they experience loss, they celebrate a milestone, or just when enjoying time together.



Product Values & Giving

At DEMDACO, we strive to provide an experience that nurtures the giving hearts of our consumers.

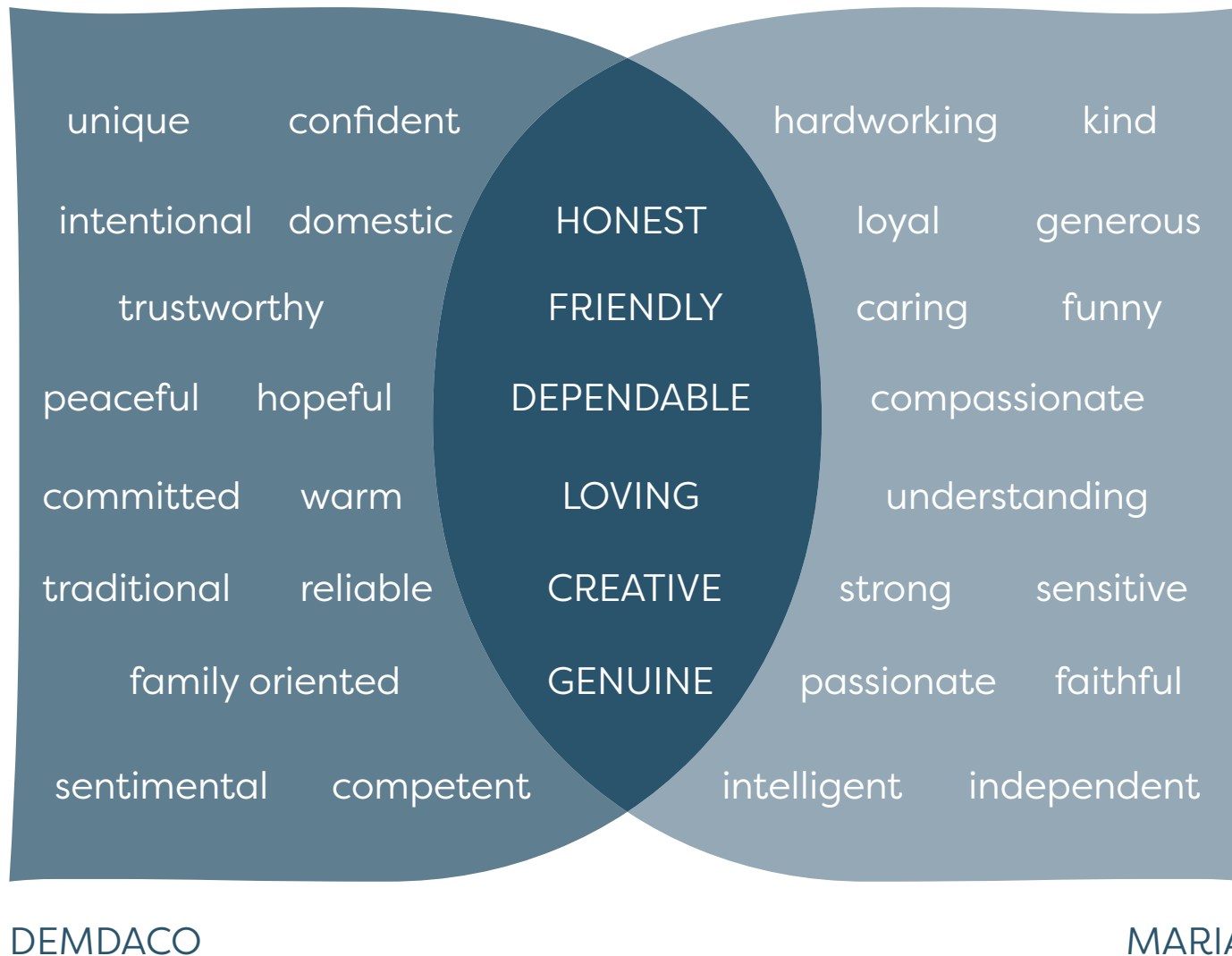
We are committed to products that evolve from functional to emotional, impacting consumers' daily lives for the better. The higher the product travels on the pyramid the more we fulfill our mission to *Lift the Spirit*.



DEM Diagram

This diagram reflects the values and characteristics of both us and our consumer. Our individual identities are shaped through twenty personality traits while sharing six common attributes.

The overlap is where the connection between us and our consumer develops. The bond of friendship lies within shared traits. This is where we relate most to one another under the umbrella of common values. Lasting relationships are nurtured in appreciation of individual characteristics and how those differences make us unique.



OUR voice & storytelling

At DEMDACO, our voice communicates the brand in everything we create. The way in which we speak, write, and interact is a reflection of our brand. It is consistent, ready and committed to encourage, comfort, and nurture through everything we say and do.

Our Voice is:

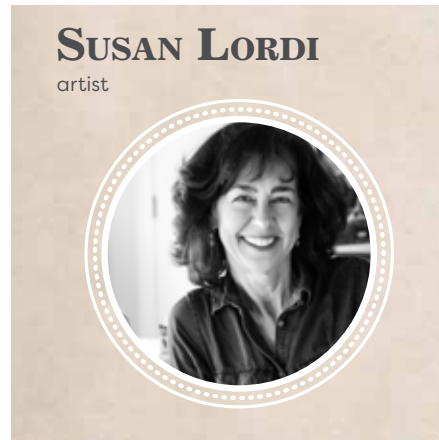
- **Honest** in our openness with everyone we interact with, promoting trust through transparency and visibility.
- **Friendly** in our efforts to be approachable, connect on a personal level and seek common ground where meaningful dialog can occur.
- **Dependable** in our work to *Lift the Spirit* in times of celebration, when comfort is needed, or just to put a smile on someone's face.
- **Loving** in our aim to make everyone's day a little better.
- **Creative** in finding new ways to *Lift the Spirit*. We believe in the unique spark that guides our community of artists and inspires people to creatively give of themselves.
- **Genuine** in our desire to make every interaction with people and products positive, unique and uplifting.

Artist Voice

As an artist-driven brand, our DEMDACO products are the result of individual vision. When we present our DEMDACO artists, the biographical copy will reflect their own words. This is a place where the brand voice may take a backseat so the audience can authentically hear the voice of the artist. The content can be further edited to align with our DEMDACO brand characteristics. Copy should genuinely come from the artist in an attempt to share their unique personalities.

Curated Goods Graphic

This graphic appears on collateral where we feature quotes or stories from our artists.

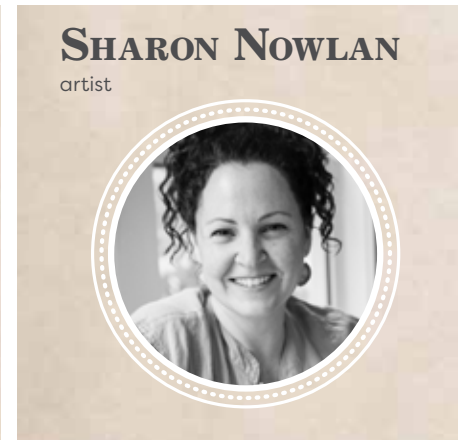


“ The ideas that I try to communicate with Willow Tree come from my own life experiences, my own understanding of the world. I think that they have to be personal in order for them to be truthful. I challenge myself to create figures that express emotion through gesture and body language only. Hopefully this will touch a universal chord and be meaningful to others.

One of the things that fills me up with new ideas is to spend time outdoors. I love observing — the birds, the insects, the plants, the changing of the seasons. Nature unfolds before me and there are always surprises — unexpected happenings. Being open to these discoveries is both inspiring and comforting to me. And so I spend a lot of time in the company of weeds, wild things and dirt. ”



“At the end of the day, I try to create an image that is loose, colorful, and fun that can hopefully succeed at brightening someone's day. I hope to capture a subject in a manner that has never been seen before. Unique, and one of a kind. If the finished painting results in a smile from the viewer, then I have done my job.”



“ My main objective is to say as much as possible with as little as possible. It's not always an easy thing to do when you work with tiny pebbles. I try to look at life from afar and scrub away the clutter to create a quiet, peaceful and minimal reflection of life and nature. I strive to achieve warmth and lightness from cold, hard pebbles and sea glass.”



OUR editorial

At DEMDACO, our brand voice is rooted in the core value of sincerity and a mission that strives to *Lift the Spirit*. Keeping our DEMDACO voice consistent in all writing is key to creating a cohesive brand experience and delivering clear messages across multiple platforms.

Customers expect an editorial style that fits the brand and its content. This means all spelling, grammar, punctuation and tone should be the same wherever published. As such, all editorial composition should follow the standards laid out in the Associated Press Stylebook. Consult the latest edition of this style guide for best practices. The AP Stylebook also offers a comprehensive look at all media genres.

Web, product, social media, catalog, signage and internal company copy must remain on-brand. Headlines of any kind should tell a story in no more than seven words. Body copy should be organized into a minimal number of sentences with spacing that allows for easy readability. Wherever it appears, *Lift the Spirit* should always be italicized.

Our social platforms offer the most conversational form of brand writing, communicating to audiences where they engage during their free time. This form is a casual extension of the brand voice, not a departure from it.

Product Narrative

The brand narrative across digital and print platforms should consistently reflect our DEMDACO brand voice while creating harmony with design elements and aesthetics used in the catalog and on the web. Our narrative invites consumers to engage at a personal level with product through function, aesthetic and humanity.

- The **Functional** brand narrative communicates the craftsmanship of a product as well as product use, material and construction. It also provides suggestions for gifting, such as who might enjoy receiving the gift and for what occasion.
- The **Aesthetic** narrative drives consumer understanding of the decorative nature, style and construction aspects of a product, i.e., color, design and materials.
- The **Humanity** in our narrative details the experience of creating a product through the perspective of an artist or craftsperson. These stories interweave artist and consumer, sharing valuable context and encouraging continued interaction.

Storytelling should empower the emotional connection between giver and receiver. Through empathy, content should recognize and honor the experiences that motivate consumers to consider our DEMDACO products. In addition, content places priority on artist stories and the hand-crafted, artisan nature of each product.



The Bread Basket

Our new artisan-woven ceramic bread bowl offers a signature piece for your gatherings, with an emphasis on the importance of family time together expressed through the simple act of sharing bread. The coordinating tea towel features a message of family as the centerpiece of home life and reminds us that our shared experiences and time together are blessings.

The Giving Collection

We all need a little comfort now and then—a reminder that we are not alone in the world, and someone is in our corner cheering us on, no matter what. Our expansive Giving Collection comforts the body and spirit of friends and family with soft fabrics and materials that hug back. The feel-good, thoughtful keepsakes on this page are deeply expressive gifts—especially when trying to lift someone’s spirit.

The Art of Comfort Fashion

byDesign Scarves accent any wardrobe with vibrant versatility, adding a splash of color and unique texture to outfits. Featuring a variety of fabrics, styles and design elements, this collection of scarves looks beautiful and feels cozy.

Butterfly

*Resilient, determined, courageous and beautiful...
You have the qualities to transform your world*

“When I think of the monarch butterfly, I am reminded of courage and strength in the face of adversity. A magical metamorphosis...from tiny egg to hungry caterpillar to brilliant chrysalis spotted with gold, the butterfly finally emerges a dazzling beauty. Delicate and fragile, yet determined and resilient, it forges its way for hundreds of miles along a migration route of obstacles and erratic weather patterns, compelled to complete its miraculous journey. I see the monarch butterfly as a true metaphor—for the desire in each of us to be our best, to live resiliently, to thrive, to make a positive difference in the world.” – **Willow Tree® Artist Susan Lordi**

Spread kindness

So very thankful

So blessed

OUR logo

Pronounced dem-day-koh, our name and logo represent a balanced combination of its founders' names—Demi (DEM) and Dave (DA)—and the shared entity (CO). Visually and phonetically, each syllable holds equal emphasis and weight.

Set in Optima Regular, a font often associated with honor, virtue, strength and reliability, for us the logo represents harmony. Optima is a neutral typeface that appeals to a broad-range of viewers and is commonly used. It's a modernistic sans-serif font family with the suggestion of false serifs without possessing actual serifs.

Created by German type designer Hermann Zapf in 1958, Optima strikes a balance between progressive and traditional styles while distinctly offering touches of timeless sophistication. A universal font, Optima is a version of what was originally carved in stone on many Roman sculptures. Later, it was used on other well-known landmarks that honor momentous events, such as the Vietnam Veterans' Memorial.

Our updated DEMDACO logo is hand-drawn by our designers to soften the original Optima version with a personal touch. The new style is an on-brand, custom adaptation that celebrates the artistry of DEMDACO, provides a hand-of-the-artist aesthetic and demonstrates the brand's welcoming, human essence.

Our Logotype

DEMDACO®

For this revision of our logotype, we've adjusted the kerning (space between letters), making it more user-friendly and applicable to a variety of situations where specifications vary, i.e., size constraints and social media usage.

Aligning with product development standards, the designers also lowered the crossbar of the letter A in our logotype. This allows the inside counter area of the A to be easily read when stamped or applied to materials during production, such as ceramics.

Lastly, the design team rounded out the harder edges of the classic Optima letter forms to give them a softer, hand-drawn aesthetic. This speaks to our artists, artist partnerships and the distinctions in our designs. Our goal was to achieve a logomark that is unique to us while staying true to our history and remaining recognizable in the industry.

Our Logo & Mission Statement

DEMDACO®
lift the spirit

Our logotype and mission tagline are a secondary logo option. The tagline is set in the font Golden Plains, which is used other places within our branding, as outlined in the Typography section. The tagline size is set to create balance with the tighter type treatment of our company name. The spacing between the two elements has been reduced as well.

The position, size and color as well as the spatial and proportional relationships of our DEMDACO logo elements are predetermined and should not be altered.

Our Icon



Our home icon combines a house, a symbol for shelter and family, with the DEMDACO "D" which represents our intentions to uphold the warmth and sanctuary that is home. The vertical pillars of the house stand for joy and love, what a home is built on. The roof is the umbrella of comfort. The opening of the home represents our commitment to welcoming all in the spirit of service and care.

Logo Use & Color

DEMDACO®

Our CMYK build of PANTONE Cool Gray 11 C

The preferred spot color for our logo is PANTONE Cool Gray 11 C. Our preferred CMYK build for that color is C44 / M34 / Y22 / K77.

DEMDACO®

80% black

If a spot color or four color build is not allowable, 80% black (K) is similar in value and chroma and is an approved use.

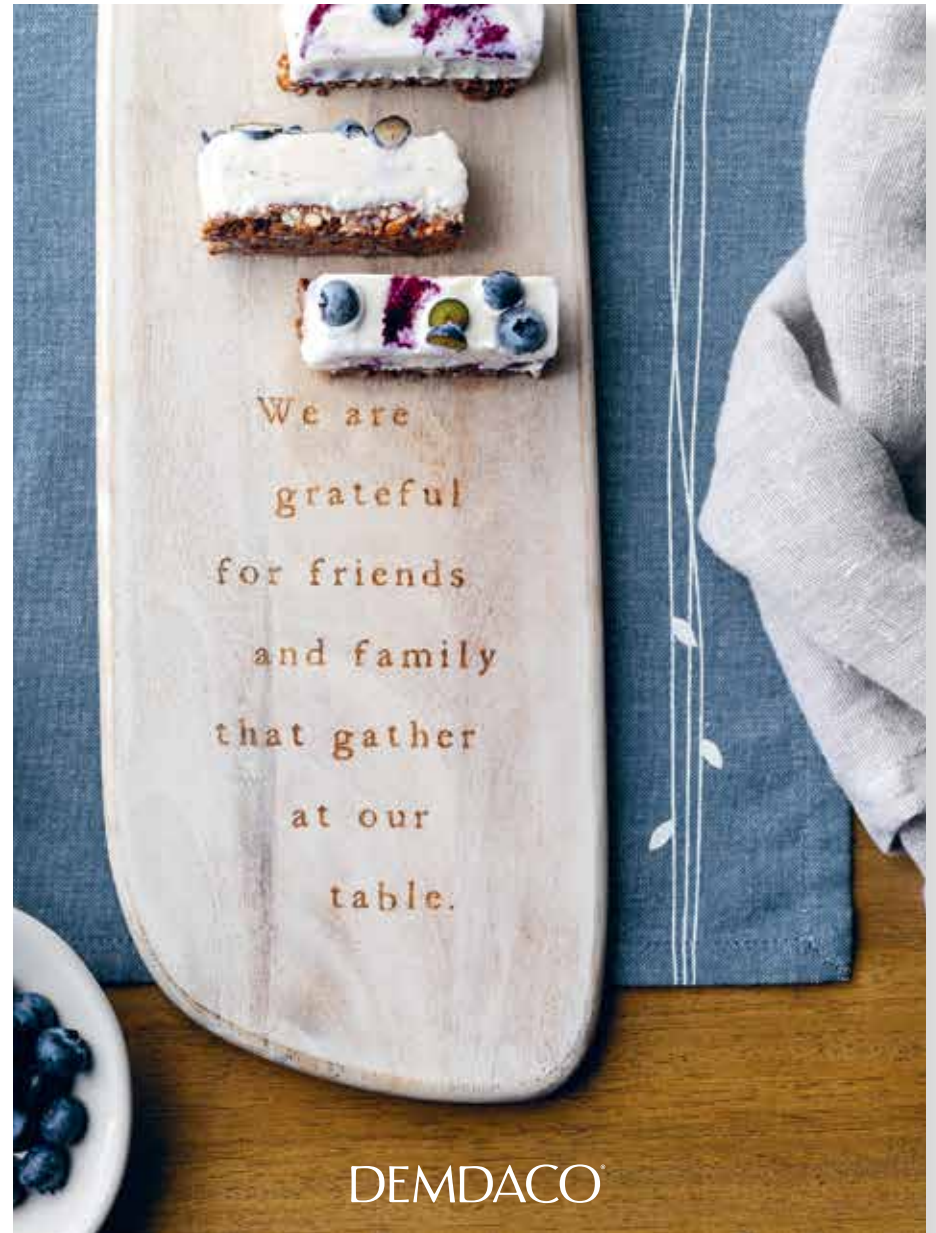


DEMDACO®



DEMDACO®

Our logo may be used in our Cool Gray on the lighter colors in our color palette, or reversed out of deeper colors in our color palette as shown above.



Our logo may be used in gray, or reversed out of imagery that does not compromise the readability of the logo, as shown above.

Logo Use & Spacing



Keep a clear space around our primary DEMDACO logo that is equal to the width of the letter "E." Using our logo as shown is preferred, but it may also be used at a 90 degree angle with this spacing as well.



Keep a clear space around our primary DEMDACO logo that is equal to the width of the letter "E." In the case of the logo with the tagline, a clear space equal to half the width of the letter "E" should be set below the tagline and between the tagline and logo.

Logo Use & Size



The size of the tagline when paired with our primary DEMDACO logo should be no smaller than 1.5" x .46". Otherwise, readability will be compromised. Please note that at sizes smaller than 3" wide, we use a version of the logo where the registered trademark is 70% wider than the widest point of the side of the "O" in the logo to maintain legibility.



Our DEMDACO logo should appear no smaller than .75" x .113".

Incorrect Logo Usage



Do not use our logomark at an angle. Using the logo at 90 degrees is acceptable, but never the preferred choice.



Do not use our logomark in colors other than those shown in this guide as approved.



Do not put a pattern inside the logomark.



Do not crop or otherwise alter the logomark shape.



Do not remove the registered trademark from the logomark.



Outdated Logos

These logos should be replaced on older materials still in use. Please do not continue to use these logos, and request new logo files.

DEMDACO®

DEMDACO®

DEMDACO®

lift the spirit

DEMDACO®

lift the spirit

DEMDACO®

lift the spirit



DEMDACO

design for the home

*we strive to
lift the spirit*

salty *savory* *sweet*

home sweet home

OUR typography

Typography is, quite simply, the art and technique of arranging type. It is central to the skills of a designer and is about much more than making the words legible. Choice of typeface and use within a layout, grid, color scheme, design theme and so on influences bad, good and great design. All typefaces are not created equal. Some are fat and wide. Some are thin and narrow. Words set in different typefaces can take up different amounts of space on a page.

Print Typography & Hierarchy

PRIMARY SERIF TYPEFACE

Century 731 BT

Regular, *Italic*
Bold, *Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!"§\$%&/()=?

Explit occus nonsequam, unt volore saperferitas as excernatus ut verum haribus reprorum restiusti te aut lanihilignis as velibearunt a quo mo

PRIMARY SANS SERIF TYPEFACE

Trade Gothic LT Std

Regular, *Oblique*, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!"§\$%&/

Explit occus nonsequam, unt volore saperferitas as excernatus ut verum haribus reprorum restiusti te aut lanihilignis as velibearunt a quo mo

SECONDARY SANS SERIF TYPEFACE

Filson Pro

Regular, *Italic*, Medium
Bold, Heavy, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!"§\$%&/()=?

Explit occus nonsequam, unt volore saperferitas as excernatus ut verum haribus reprorum restiusti te aut lanihilignis as velibearunt a quo mo

DISPLAY TYPEFACE

Golden Plains

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!"§\$%&/()=?

Explit occus nonsequam, unt volore saperferitas as excernatus ut verum haribus reprorum restiusti te aut lanihilignis as velibearunt a quo mo



genuine



BRAND colors & materials

The following palette has been selected for use in our DEMDACO collateral materials, including our website and digital marketing, print materials and environmental design.

Tints of these colors may be used, but the logotype may only be used with a 100% color tint as indicated. The color palette is inspired by natural materials and colors and our DEMDACO products themselves.

The dark blue in the color palette is our predominant color, communicating the sincerity of the brand. Supporting colors are found in neutral home decor and create a color palette that can lean towards masculine or feminine to complement the breadth of our products.



Our Color Palette

<p><i>DEMDACO Blue</i></p> <p>CMYK 58 / 32 / 18 / 54</p> <p>RGB 66 / 85 / 99</p> <p>HEX #425563</p> <p>Pantone 7545 C 7546 U</p>	<p><i>Festive Red</i></p> <p>CMYK 8 / 92 / 100 / 33</p> <p>RGB 154 / 51 / 36</p> <p>HEX #9a3324</p> <p>Pantone 484C 2350U</p>	<p><i>Fir Green</i></p> <p>CMYK 52 / 16 / 52 / 54</p> <p>RGB 94 / 116 / 97</p> <p>HEX #5e7461</p> <p>Pantone 5615C 7735U</p>	<p><i>Fawn Brown</i></p> <p>CMYK 7 / 28 / 27 / 16</p> <p>RGB 192 / 163 / 146</p> <p>HEX #c0a392</p> <p>Pantone 4735C 4655U</p>	<p><i>Dusty Teal</i></p> <p>CMYK 84 / 17 / 0 / 57</p> <p>RGB 22 / 92 / 125</p> <p>HEX #165c7d</p> <p>Pantone 7700C 3025U</p>	<p><i>Soft Pink</i></p> <p>CMYK 0 / 11 / 3 / 0</p> <p>RGB 245 / 218 / 223</p> <p>HEX #f5dadf</p> <p>Pantone 705C 705U</p>	<p><i>Quiet Beige</i></p> <p>CMYK 3 / 4 / 14 / 8</p> <p>RGB 214 / 210 / 196</p> <p>HEX #d6d2c4</p> <p>Pantone 7527C 7527U</p>	<p><i>Cool Gray</i></p> <p>CMYK 44 / 34 / 22 / 77</p> <p>RGB 83 / 86 / 90</p> <p>HEX #53565a</p> <p>Pantone Cool Gray 11C 433U</p>
80% tint							
60% tint							
20% tint							

Surfaces, Materials, & Backgrounds

WOOD



White Washed
Pine



Untitled



White Oak



White Birch



Natural Pine



Untitled

HARD SURFACES



Concrete



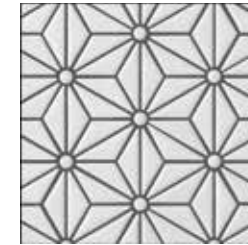
Rough Stone



Weathered Brick



Smooth Stone



Tile



Painted Brick

SOFT SURFACES



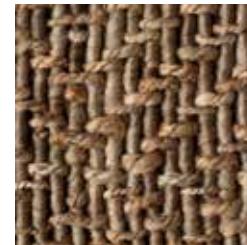
Linen



Cotton



Wicker



Jute



Paper



Vellum or Frosted
Glass

love



BRAND iconography & patterns

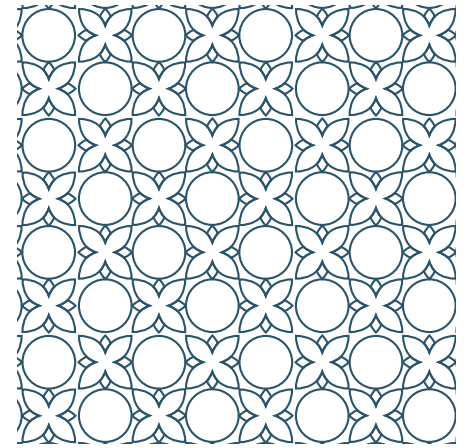
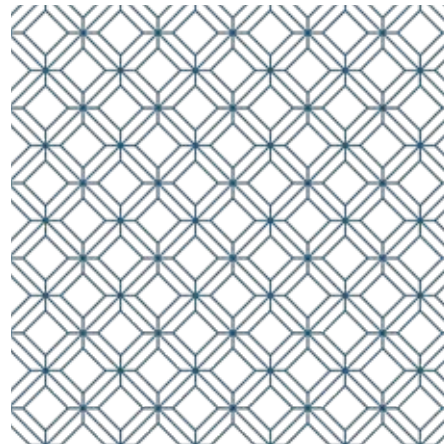
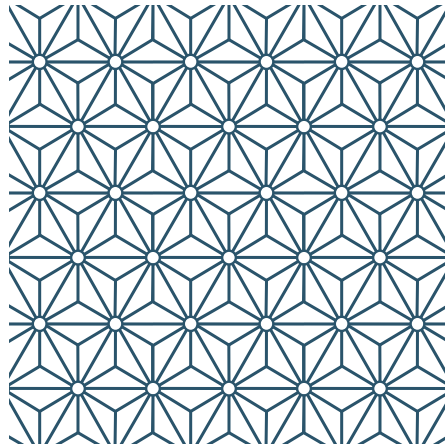
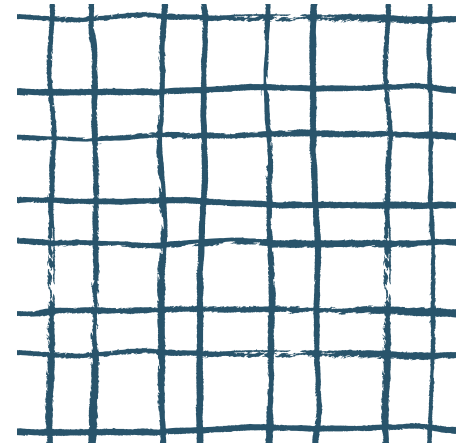
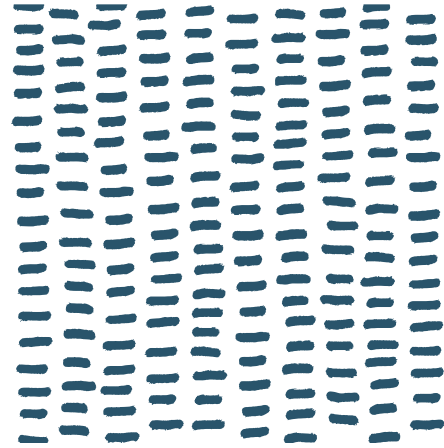
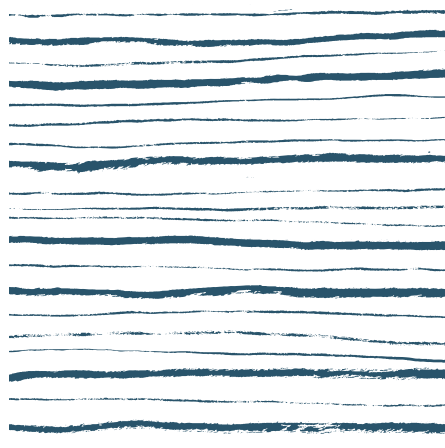
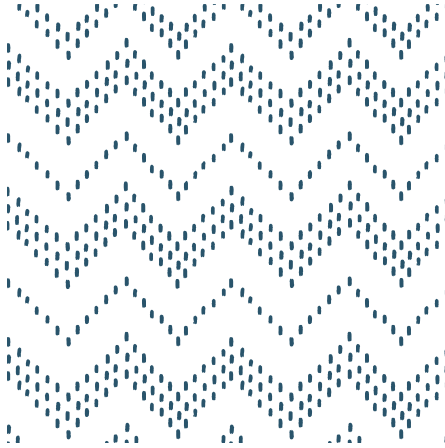
Icons are pictograms displayed on a screen or print layout that help navigate content. They are user-friendly symbols that act primarily as traffic signs. The icons may be used within a circle, the shifted registration style, or without any background in print, web and environmental situations. They may be used in several color combinations from our color palette.

We currently have eight patterns, and we will continue to build our library of options. Our patterns are for use in combination with other elements in print, digital, environmental and product development applications. They may be used in combination with our color palette.

Product Category Icons



Patterns



comfort



BRAND photography

Visual storytelling goes beyond the surface and evokes meaning through an inspired point of view. Done well, it cultivates connections between a consumer, a brand and a product.

Visual storytelling builds on and enriches product narratives that speak to the spirit of humanity. It elevates functional product aspects by complementing utility within the context of consumer emotions and lifestyle.

Visual storytellers draw on the color, texture and other sensory rich details of a product to create compelling imagery that tells a three-dimensional product story.

Visual Continuity:

- Imagery must work and blend well with other images across all channels.
- Content should speak effectively through all markets, not limited to the business to business catalogue experience.
- Callouts and features visually complement unique product and brand attributes, enhancing the impact of product storytelling.

Product Photography

The visual continuity of an image or group of images should provide the viewer of our DEMDACO product channels with a cohesive look & feel. For lifestyle photography, focus and depth of field provide a pleasing visual where the product or products are in extremely sharp focus, yet the background and foreground offer a subtle amount of noise and interest. It isn't necessary for everything to be in focus.

Product texture should be showcased in a way that the viewer feels they can actually touch it. Always keep in mind, a surface, background or any material component that detracts from the product should always be avoided. Product is king.

COB (cut out background) product photography is on a white background. Natural looking shadows must be present, and fall to the left of the object to ground the product and show dimension. Wearable product is shot on a dress form mannequin and on a model. Multiple shots of product are most often necessary to show design and functionality. The following examples are meant to show the philosophy and thought process behind lifestyle and product photography. It is not indicative of all of our photography solutions.



COB Product Photography Examples



A. This example shows two shots of the same product. Shot A shows sentiment. Shot B shows design and art features. Both shots show that the product includes a bowl and a spoon.



A. This example shows one shot of a sku that contains multiple pieces. Shot A is styled in a way that helps the consumer understand how each piece relates to the other, Shot B shows the items as they come packaged for retail and gifting.



A. This example shows two shots of the same product. Shot A highlights the design of each piece. Shot B shows that they are stackable and how they are packaged for retail and gifting.



A. This example shows another sku that is a set, in this case a necklace and earrings. Alternate view shots (B) show details of the pieces in a way that works in print and on our website.

COB Product Photography Examples



A.

B.

C.

Shot A represents the primary image we most commonly shoot for fashion apparel. Shots B and C represent alternate views we typically shoot to support the format in addition to on figure lifestyle photography.



These three alternate view images represent examples of different ways to wear or style a piece of apparel to support wholesale and consumer sales.



Ornaments are the only format shot without a shadow because they hang, and not having a shadow makes the images more versatile.

Lifestyle Photography

Lifestyle photography is shot in a specific environment and styled in a purposeful way. Shots may feature product with or without models. Models are used to express emotion that embodies the meaning behind our product's use and design.

Images should appear tangible, making consumers feel as if they can step into the scene.

In both location and studio situations, lighting should look natural, as if it were happened upon.

On location, natural light should be used as much as possible with artificial lighting, i.e., strobes and hot lights, providing fill as needed.

In studio, artificial light should be placed strategically as if to create a space awash in early morning light, where a softly muted shadow creates interest.



Lifestyle Photography Examples



Photostyling

An implied humanity approach should be used in photostyling. This produces images that present actions consumers can relate to. Lighting, depth of field and camera focus support this approach and help tell our product story.

Whether on location or in studio, the look and feel of images should be styled inline with image standards across all channels.

Surfaces, backgrounds, locations and models blend to tell a product story. Photo styling sets the mood and tone through color, texture, wardrobe and propping. All should be carefully curated under our cohesive brand identity.

Stylists should feel confident cross merchandising. Propping and the use of our DEMDACO product is a great way to hold the attention of consumers and further storylines.

Life isn't perfect. We don't expect photostyling to be either. Styling should reflect the authentic way people live. Real life can be messy. Imagery should reflect this. For example, a half-eaten cookie implies a more personal interaction than an untouched, whole cookie. The goal is to capture honest moments.



Photography Surfaces & Backgrounds

Our DEMDACO product should be featured on surfaces and in environments that support our aesthetic and elevate the product rather than detract from it. Surfaces are neutral, leaning toward warm tones, with a focus on natural materials such as wood, brick, concrete, stone, slate and tile. Fabric textiles are also preferred surfaces. Lighting should be consistently natural or natural-looking and with enough direction to have small shadows. Images should have a horizon line to imply space when appropriate.

COLOR PALETTE

While photography and styling work together to tell a product story, a cohesive and well thought out color palette can go a long way in making that product jump off the page or screen.

With the importance of multi-and omni-channel efforts it is necessary that a color palette live for several seasons in print or online.

MATERIALS

Surfaces and backgrounds for studio and on location require special consideration. Overly designed spaces with excessive pattern or texture should be avoided. Subtlety is key.

Some materials and surfaces react better to light than others and render a cleaner image, requiring less post production.



Photography of Artists, Designers, & Artisans

To engage our customers and consumers, we aim to show the creativity and skill artists, designers and artisans put into their work, in the environment where it happens.



The warmth and joy of *Christmas*



joy



OUR digital & web design

Effective web design has a positive influence on consumers' behaviors and purchasing habits. It also supports marketing communication objectives for a range of audiences. Web design must deliver a highly functioning consumer experience. Equally as important, it should remain true to our brand, organizing and showcasing creative aspects of our products and endeavors, ever genuine and always dependable.

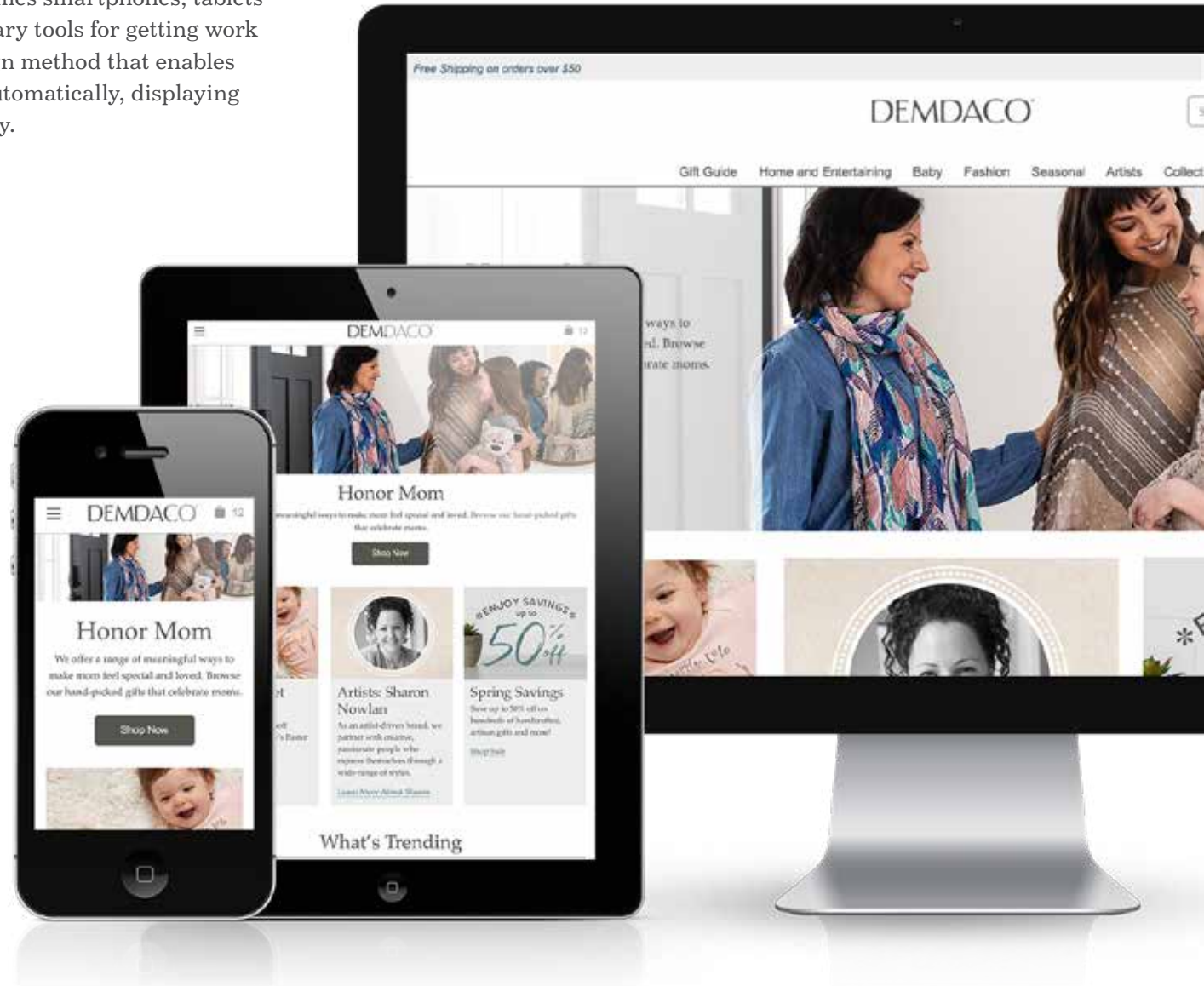
Web design should align to marketing objectives, continuously monitored and reviewed and its contributions always improving. Planning and process should compel consumers to engage, resulting not only in conversions and outcomes required by site owners but in lasting relationships as well.

Mobile First

Mobile first is a business strategy that assumes smartphones, tablets and task-specific apps are employees' primary tools for getting work done. Responsive web design is a web design method that enables web to fit the screens of different devices automatically, displaying the content in an intuitive, user-friendly way.

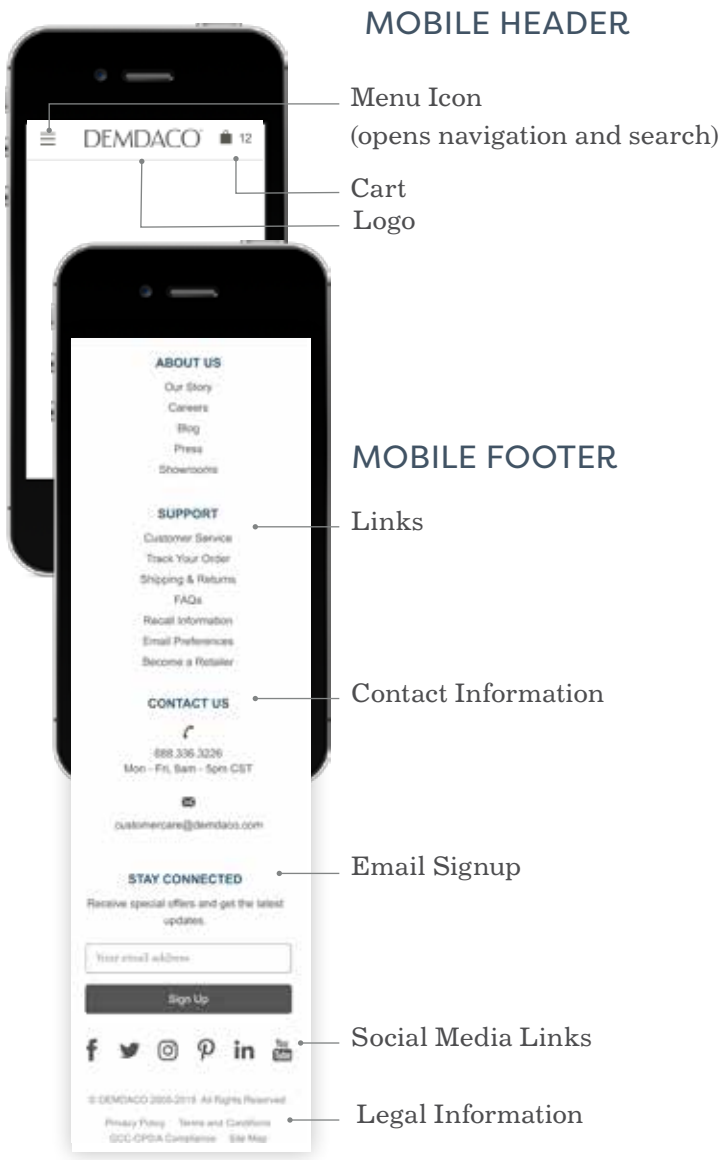
GENERAL

Branding on the web is about function as well as aesthetic. That is why consistency is essential throughout the pages of a website. Navigation bars, headers, footers and color schemes all serve to orient the visitor.



Website Template

The website template consists of the header and footer and is consistent on every page throughout the site. Both play an important role in the overall user experience. Each one provides an opportunity to establish branding and offer a large dose of utility. The header contains the core links and information about the website so users can quickly and easily navigate the site. The footer contains additional navigation and information.



Homepage

The homepage is the starter page of the website. It clearly conveys our DEMDACO brand, resonates with Maria, has a value proposition, calls visitors to action, is optimized for multiple devices and is always changing to adapt to new design trends.



— **KEY MESSAGING**
Hero banner and cards featuring key marketing messages such as new products, promotions, seasonal gift guides, and artist spotlights

— **KEY PRODUCTS**
Slider of curated products based on seasonality and brand priorities

— **DEMDACO STORY**
Brand story telling and featured blog posts

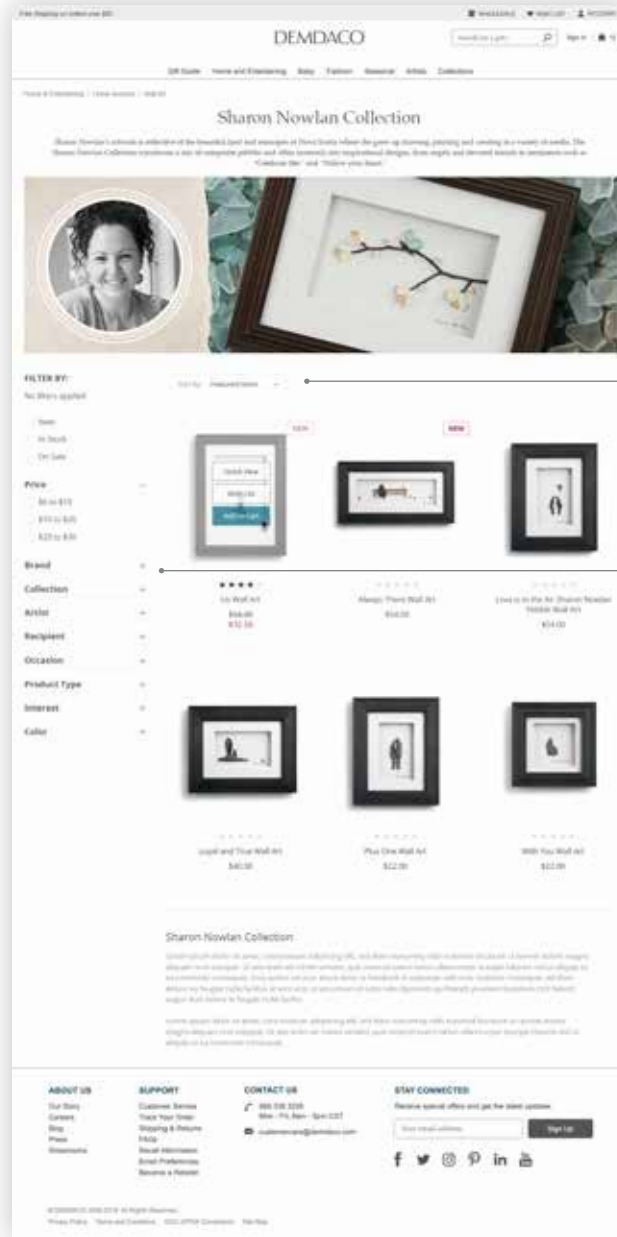
— **SOCIAL PROOF**
Curated user generated content (UGC) to establish brand trust

PRODUCT REVIEWS

FOOTER

Product Listing Page (PLP)

Product listing pages, also known as category pages, play an important role in the buyer journey and conversion rate. This page lists all of the products in a specific category or search result.



— CATEGORY HEADER
Includes category page title, introductory copy, and hero banner

— SORT MENU
Allows visitors to change the order of the products listed on the page

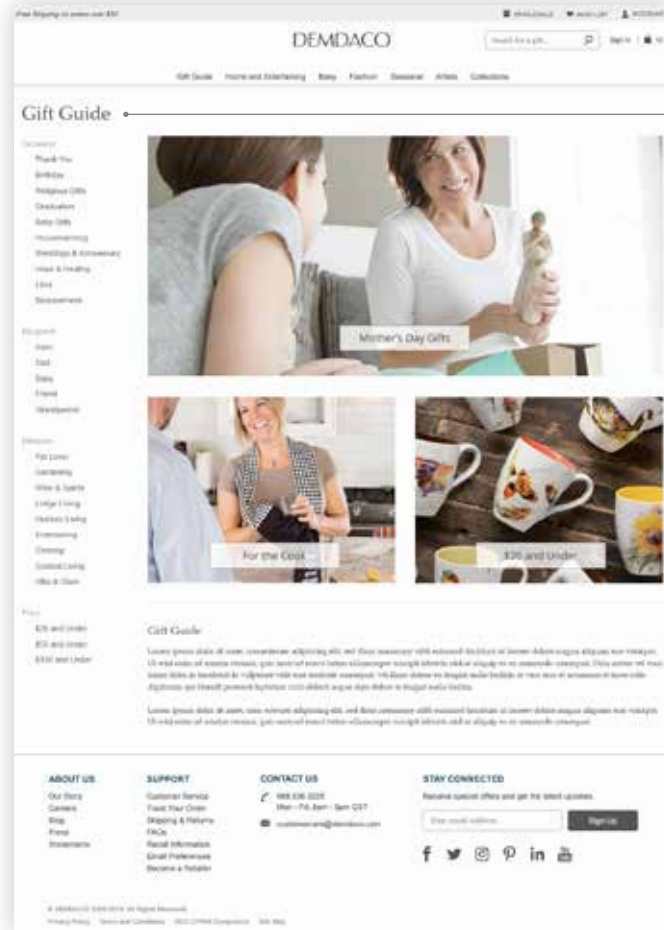
— FACETED NAVIGATION
Facets help visitors narrow their search options and find what they came for

— PRODUCTS
Grid of listed products with hover to display quick link actions

— SEO COPY
Heading (H2) and paragraph supporting search engine optimization (SEO)

Subcategory Listing Page (SLP)

When a main parent category has hundreds of products, it is useful to list the subcategories within the parent category. This helps users navigate a large selection of products.



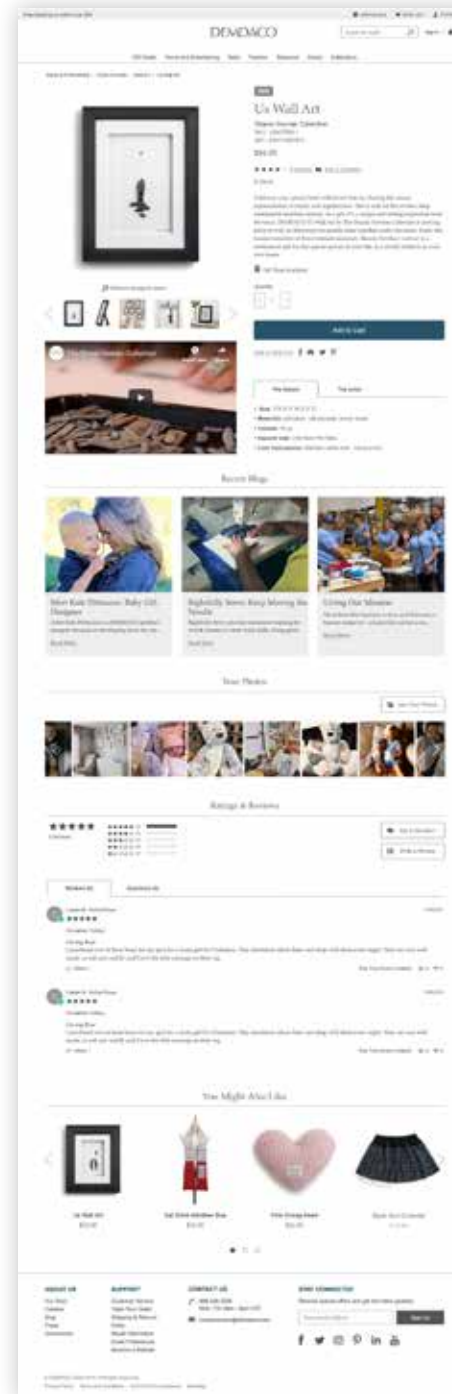
SIDEBAR NAVIGATION
Includes category page title and list of subcategories

KEY CATEGORIES
Banners and cards featuring key categories

SEO COPY
Heading (H2) and paragraph supporting search engine optimization (SEO)

Product Detail Page (PDP)

This page is where customers read details about a product for sale and will determine whether to purchase or keep looking. It must give detailed, benefit-focused information about the product in question. It should also offer an easy and obvious way for buyers to take the next step towards ownership and provide a way for shoppers to be presented with alternative suggestions.



- **PRODUCT IMAGES & VIDEOS**
Main image, alternate images and videos
- **PRODUCT INFORMATION**
All product details including title, description, ordering information, specifications, and artist profile
- **PRODUCT RELATED BLOG POSTS**
Links to blog posts where product is featured
- **CUSTOMER PRODUCT IMAGES**
Submitted by users on social media or on our website
- **PRODUCT REVIEWS**
Ratings and Reviews submitted by users about a specific product
- **PRODUCT RECOMMENDATIONS**
Suggestions of similar products

Website Accessibility & Readability

Web accessibility ensures all users have equal access to information and functionality. Readability is key to holding the reader's attention and ease of use. Includes text size and line height considerations for balanced proportion and better readability across all devices.

WEB-SAFE FONTS & FONT FAMILIES

The font family property should hold several font names as a fallback system to ensure maximum compatibility between browsers/operating systems. If the browser does not support the first font, it tries the next font.

“Trade Gothic”, Arial, Helvetica, sans-serif

“Century 731”, Palatino Linotype, Book Antiqua, Palatino, serif

“Filson Pro”, Arial, Helvetica, sans-serif

"Golden Plains", Palatino Linotype, Book Antiqua, Palatino, serif

COLOR & CONTRAST

Careful selection of high-contrast colors that are compliant with Web Content Accessibility Guidelines (WCAC) are important for accessibility.

	Highest Contrast (AAA Compliant)	Acceptable Contrast (AA Compliant)
Text/Headings	#555555 <i>web-safe cool gray</i> #29546b <i>DEMDACO Blue</i>	#547689 <i>80% DEMDACO Blue</i> #9e3323 <i>Festive Red</i> #5e7462 <i>Fir Green</i> #986e49 <i>dark Fawn Brown</i> #567981 <i>Dusty Teal</i>
UI Elements/Lines	#888888 <i>80% web-safe gray</i>	
Text Background	#ffffff <i>white</i>	#eeeeee <i>10% web-safe gray</i>

HEADINGS & TEXT

Headings help users and search engines to read and understand text and define which parts of the content are important. Headings should be selected based on their appropriate place in the heirarchy and not on their appearance. Serif and display fonts are best used for headings, as the size scales across devices.

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Body and paragraph text is in a san-serif font for best display and readability on computers and mobile devices. Standard text size is 1em/16 pixels with a 150% line height which is larger than printed materials. A Text Link is underlined and in a contrasting color to indicate interactivity.

A block quote is used to highlight a quotation. This is commonly used in brand story telling blocks of text.

Website User Interface (UI)

User interface design refers to human-computer interaction, operational logic and stunning interface of software. Good interface design can not only make the web look special but also simplify operations for user comfort. It can fully display the positioning and elements of the site.

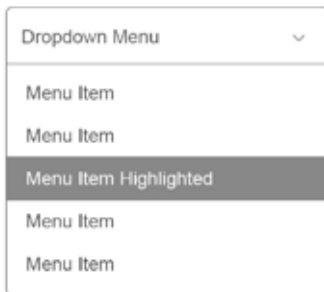
BUTTONS

A button indicates an action upon touch. The hover state indicates interaction. Minimum button size should be 44x44 pixels for mobile usability.



DROPDOWN MENU

The dropdown button consists of a button that when clicked displays a drop-down list of mutually exclusive items.



DATE PICKER

A date picker allows users to select a calendar date. By using the picker, the information is consistently formatted.



ICONS & SYMBOLS

An icon is a simplified image serving as an intuitive symbol that is used to help users navigate the website. Typically, icons are hyperlinked.



BREADCRUMBS

Breadcrumbs allow users to identify their current location within the website by providing a clickable trail of proceeding pages for navigation.



PAGINATION

Pagination divides content up between pages and allows users to skip between pages or go in order through content.



Website User Interface (UI)

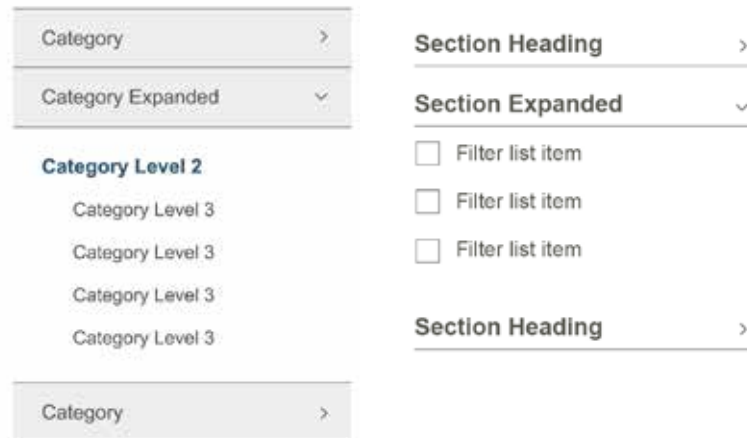
TABS

Tabs contain content separated into different panes. Each pane is viewable one at a time. The user requests content to be displayed by clicking or hovering over the content's corresponding tab control.



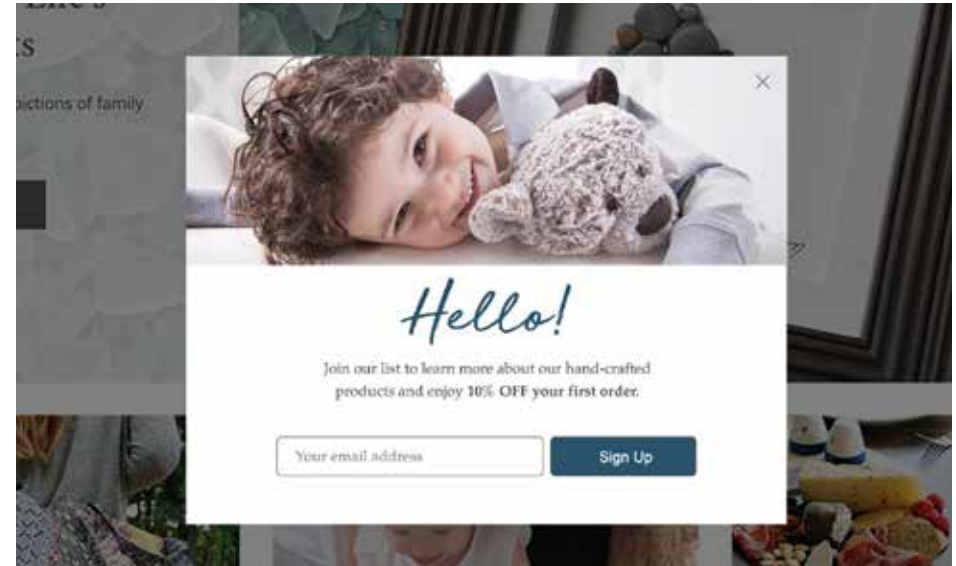
ACCORDION LIST

An accordion is a vertically stacked list of items that utilizes show/hide functionality. When a label is clicked, it expands the section showing the content within. A right-facing arrow indicates there are hidden items that can be shown if clicked. A down-facing arrow indicates there are items showing and can be hidden if clicked.



MODAL WINDOW (POP-UP)

A modal window requires users to interact with it before they can return to the system. The website is darkened to give focus to the modal window.



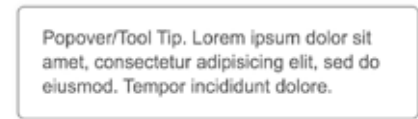
ALERTS

An alert is a message that announces something new for the user to see. Notifications are typically used to indicate items such as the successful completion of a task or an error or warning message.



TOOL TIP

A tool tip allows a user to see hints or simple instructions when they hover over an item, indicating the name or purpose of the item.



Website User Interface (UI)

FORMS & FIELDS

A form is an online page that allows for users' input. It is an interactive page that mimics a paper document or form, where users fill out particular fields. When a user is asked to enter personal data, a very clear and unified design is needed. This is the way to convey a sense of security and give quick orientation.

Label text field: *required

(xxx)xxx-xxxx

Label text field focus:

Label text field error:

This is an error message

Label dropdown:

Label paragraph field:

- Checkbox
- Checkbox checked
- Radio button
- Radio button selected

TABLES

Tables show structured data and their purpose is to make that data readable, scannable and easily comparable. Text columns are left-aligned. Numeric columns are right-aligned. Column labels align according to column content. Generous row heights should be given to add white space and avoid a heavy text block of information.

Table Title			
Column Label	Column Label	Column Label	Column Label
Row Text	Row Text	Row Text	Row Text
Row Text	Row Text	Row Text	Row Text
Row Text	Row Text	Row Text	Row Text
Row Text	Row Text	Row Text	Row Text

<input type="radio"/> Row Text
<input type="radio"/> Row Text
<input type="radio"/> Row Text
<input checked="" type="radio"/> Highlighted Table Row
<input type="radio"/> Row Text

Layout Design

BANNER/HERO

Large banner image prominently placed on a webpage, typically presenting an overview of the page content.



CARDS

A card is a group of related images and information in a flexible-size container. Content is typically interactive.



CAROUSEL

A carousel is multiple images or content occupying a single space. Users can navigate through slides with arrow navigation and dot indicators. Content is typically hyperlinked.



Email Marketing

Emails are optimized for mobile viewing and are responsive. Render as much text and content as possible in HTML. This will support quick load time and readability when no images are displayed. Subject line appears in inbox and should catch the attention of subscribers. Preview line appears in inbox preview. It should tell subscribers more about email content and support the subject line.

HEADER

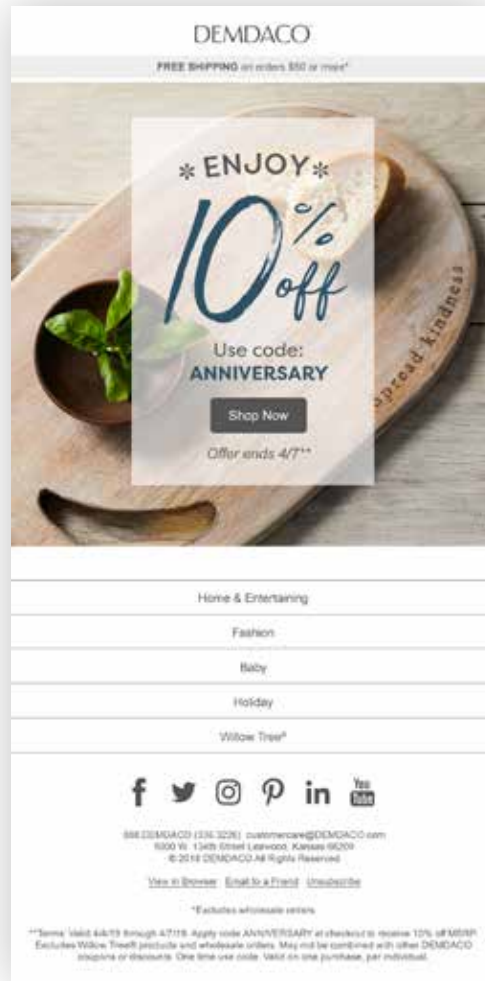
Minimize header to get to content (max 150 pixels). Only show logo. Preview line is hidden in header to minimize content.

NAVIGATION

For optimal navigation, list core categories. Keep each minimal at the bottom of the email template which transforms to stacks on mobile. Add seasonal categories at the bottom of the email as well.

FOOTER

Clearly display details that offer consumers methods for contacting us, including social media. Physical address and unsubscribe link are required to be CAN-SPAM compliant.



LAYOUT & IMAGERY

Emails are formatted in a single column layout with the main message and call to action at the top (pyramid layout). Focus on one message. Keep secondary messages minimal. Images are large and impactful combined with detail images to tell a product story. Images are optimized for quick load time.

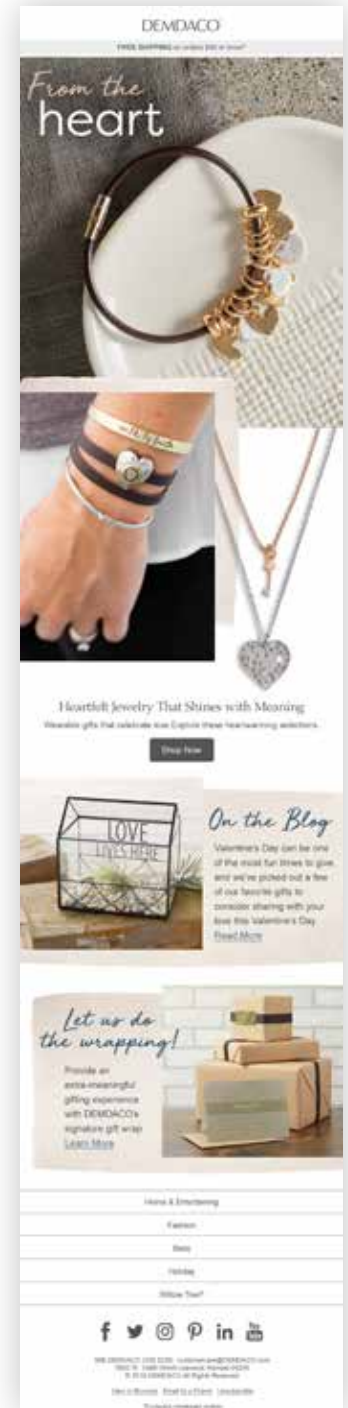
TEXT

16 pixels minimum size
22 pixels minimum size for titles

Use clear, concise and short sentences consistent with brand voice. Use web fonts to ensure rendering in HTML.

CALL TO ACTION (CTA)

A CTA is an action verb that is clear and short. It has a "bulletproof" button rendered in HTML, instead of a graphic, to ensure button is rendered when images are turned off. Clickable size is 44x44 pixels minimum.



Email Marketing

HEADLINE

Placed at the top of the main image “above the fold.” Use of brand display fonts and embedded in the image. When needed, a 65% transparent white box is used to improve readability.

CALLOUT

Product feature highlighted with arrow and script font

ARTIST FEATURE

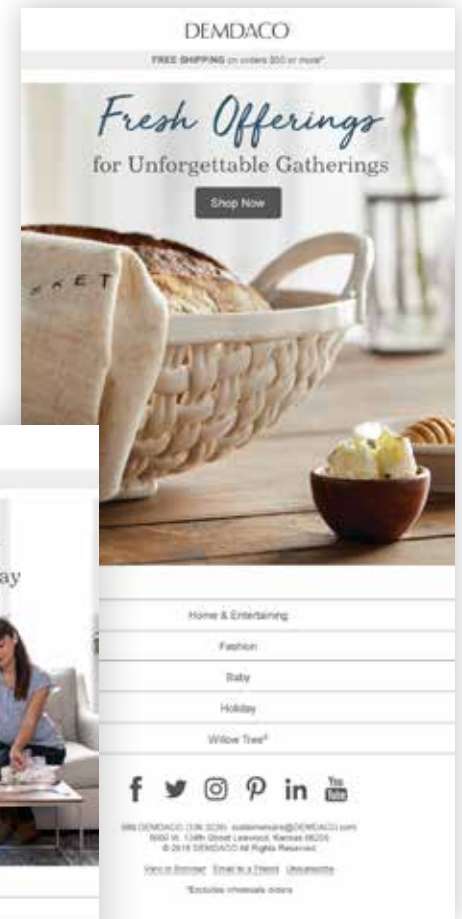
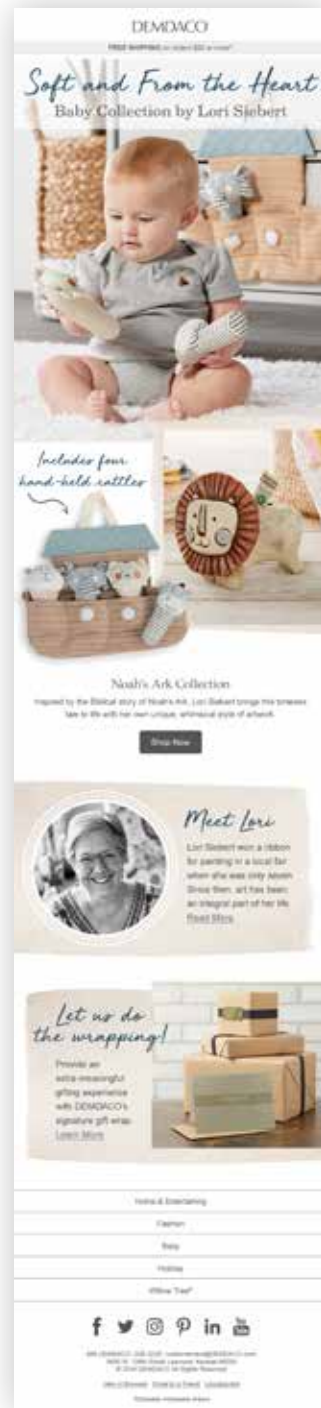
Artist portrait shown in black and white with artist circle border treatment.

SECONDARY MESSAGE

Placed below the primary message on a texture that goes off the edge. Image/text can go on the left or right side. When more than one secondary message, alternate placement in a zig-zag pattern.

ANIMATION

Meaningful animation supports key messages without becoming a distraction. The first frame should make sense as a stand-alone image. GIF under 1 MB



Digital Display Advertising

Banner ads that are displayed on third-party websites, apps, or social media. The main purpose is to deliver a general brand message to new or re-targeted site visitors. Simple, clutter-free imagery is used for quick readability. Include a promotional message when space allows. Always include the DEMDACO logo and a clear and prominent call-to-action (CTA) button.



unique



OUR social media

The role of social media is to lean in to the discovery mindset of users that leads them to our DEMDACO brand. Beautifully curated feeds with differentiated photography seeks to build brand and product value. Our feeds should encourage users to pause and interact through social engagements or clicks to site. Social content should fall under the following topics, or “content pillars.” Each contributes to a certain percentage of content.

LIFT THE SPIRIT: 15%

Lift Maria's Spirit through her engagement with us using stories, people, places and ideas.

PRODUCT STORYTELLING: 30%

Differentiate and increase value perception of our products, conveying the stories, inspiration, artistry and craftsmanship behind them.

LIVING OUR MISSION: 15%

Commit to leading by example and building consumer trust through transparency; sharing stories of our community involvement and striving to do business as it *ought* to be done.

SOCIAL PROOF: 15%

Build consumer brand credibility and trust through product reviews and user generated content.

SEASONAL & HOLIDAY: 15%

Engage with Maria during key celebrations that are seasonal and cultural moments relevant to her.

BEST GIRLFRIEND: 10%

Encourage Maria to turn to us for tips and advice related to gift giving moments.

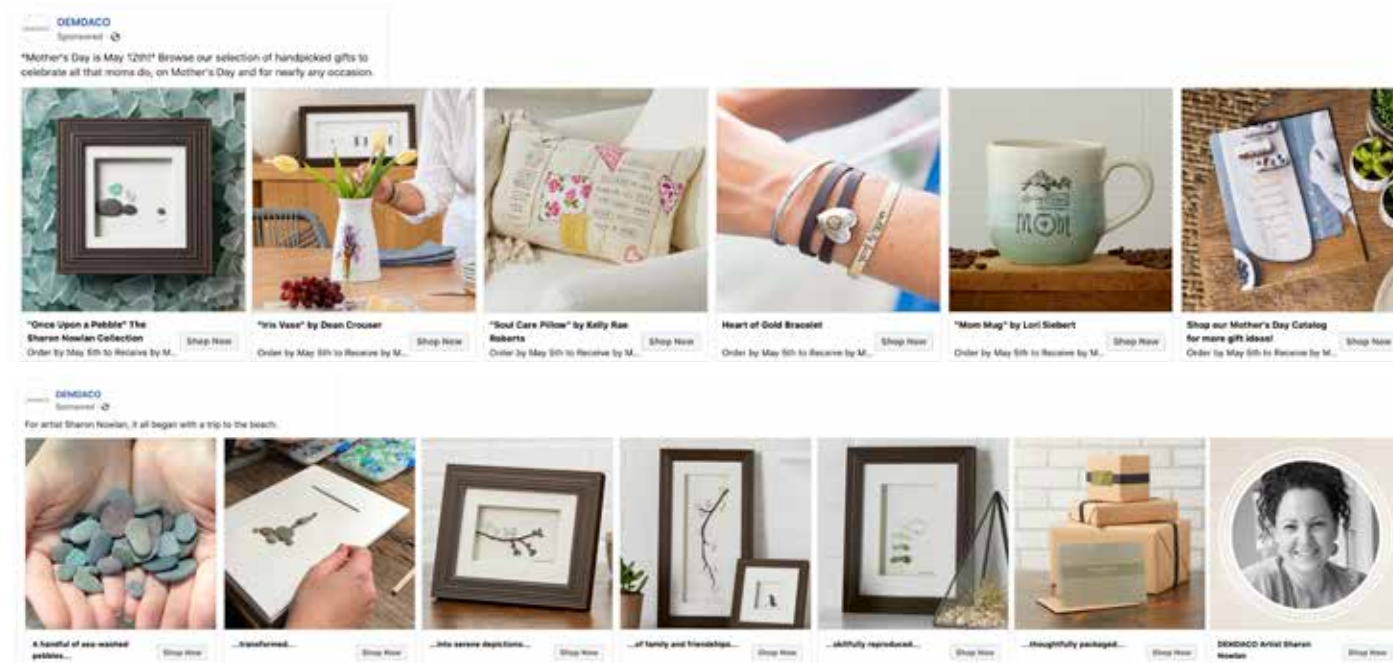
User Generated Content (UGC) should be encouraged using #DEMDACO or @DEMDACO. One hashtag with multiple images makes a stronger impact than several individual hashtags. @ tagging is viewed by industry experts as an indication that users want to engage directly with our brand. In this case, usage permissions are simpler to obtain. As our following and audience grows, additional campaign or product hashtags may be introduced and encouraged.

Facebook

A wider range of creative formats are supported on Facebook with videos and posts containing multiple images. These supported formats tend to achieve a higher reach. Text overlays covering less than 20% of an image are acceptable. All posts include a clear Call to Action (CTA) with trackable links. Items are tagged from catalog feed.

CAROUSEL AD

2-10 rotating images (1:1 ratio), each with its own link. Use to show different products, specific details about a single product, or tell a brand story.



SINGLE IMAGE AD

16:9 ratio



POSTS



Instagram

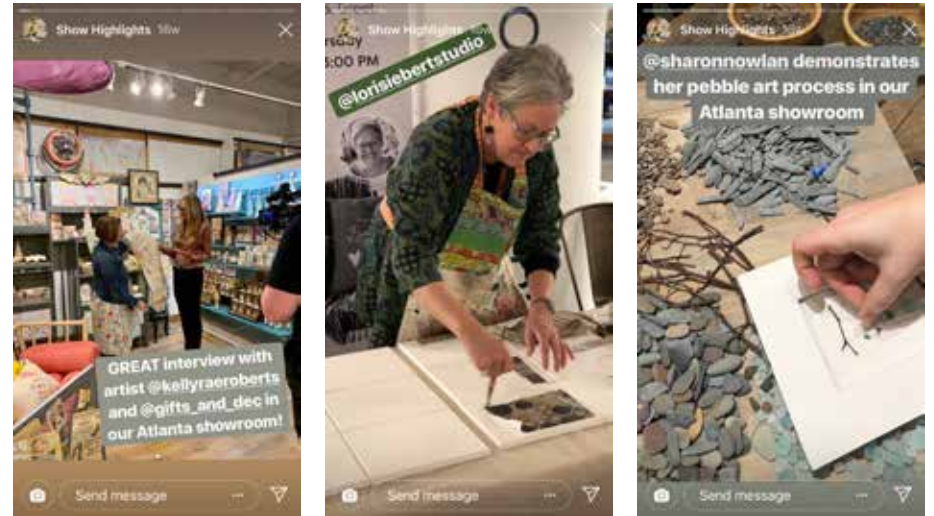
INSTAGRAM FEED

Our Instagram feed is used to curate our most inspirational images, free of any text overlay and formatted in a 1:1 image ratio.



INSTAGRAM STORIES

Our stories are relaxed and in the moment. Stories can include text overlay, emojis and other graphics formatted in a 9:16 image ratio.



Pinterest

Creative images are vertically formatted in a 2:3 image ratio. Pins highlight the most unique and multi-use products. Calling out details and functional features is key in this channel. Text overlays are acceptable, and our DEMDACO logo is required for promotions. Products are tagged with trackable links and a row of three products will show below the pin when turned on. Promoted pins are encouraged to have a CTA button.

PROMOTED PINS



ORGANIC PINS



DEMDACO
Ceramic Bread Basket



DEMDACO
World Peace State of Mind Green Tote Bag



DEMDACO
Cross Terrarium



Our Little Library Soft Books



The Giving Heart



DEMDACO
The Warm Heart Mug



1/3 cup

1/4 cup

BRAND retail & tradeshow

The retail experience is the purest expression of our DEMDACO brand. It is positioned to provide gift solutions for major milestones or events and to help our guests find the perfect gift for someone they love. Through friendly service, timeless design and unique experiences, we will communicate these primary stories:

Our DEMDACO Mission

Present powerful storytelling that eclipses the sale.

LIFE'S MOMENTS

Celebrate good times and provide support through challenging times.

PRODUCTS

Showcase meaningful, hand-crafted and artisan gifts while communicating design intent.

PROMOTE GOODNESS

Encourage and inspire guests through the human endeavor.

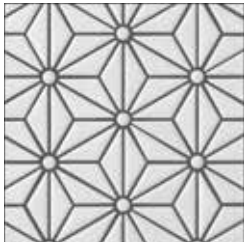
KEYWORDS

Experiential, Comfortable, Engaging, Refreshing, Informative, Warm, Approachable, Hopeful, Creative, Friendly, Genuine, Unique, Timeless

WHAT IT IS NOT

Edgy, High-Tech, Moody, Eclectic, Hip, Sophisticated, Sleek, Cold, Predictable

Environmental Materials



Retail Experience & Engagement

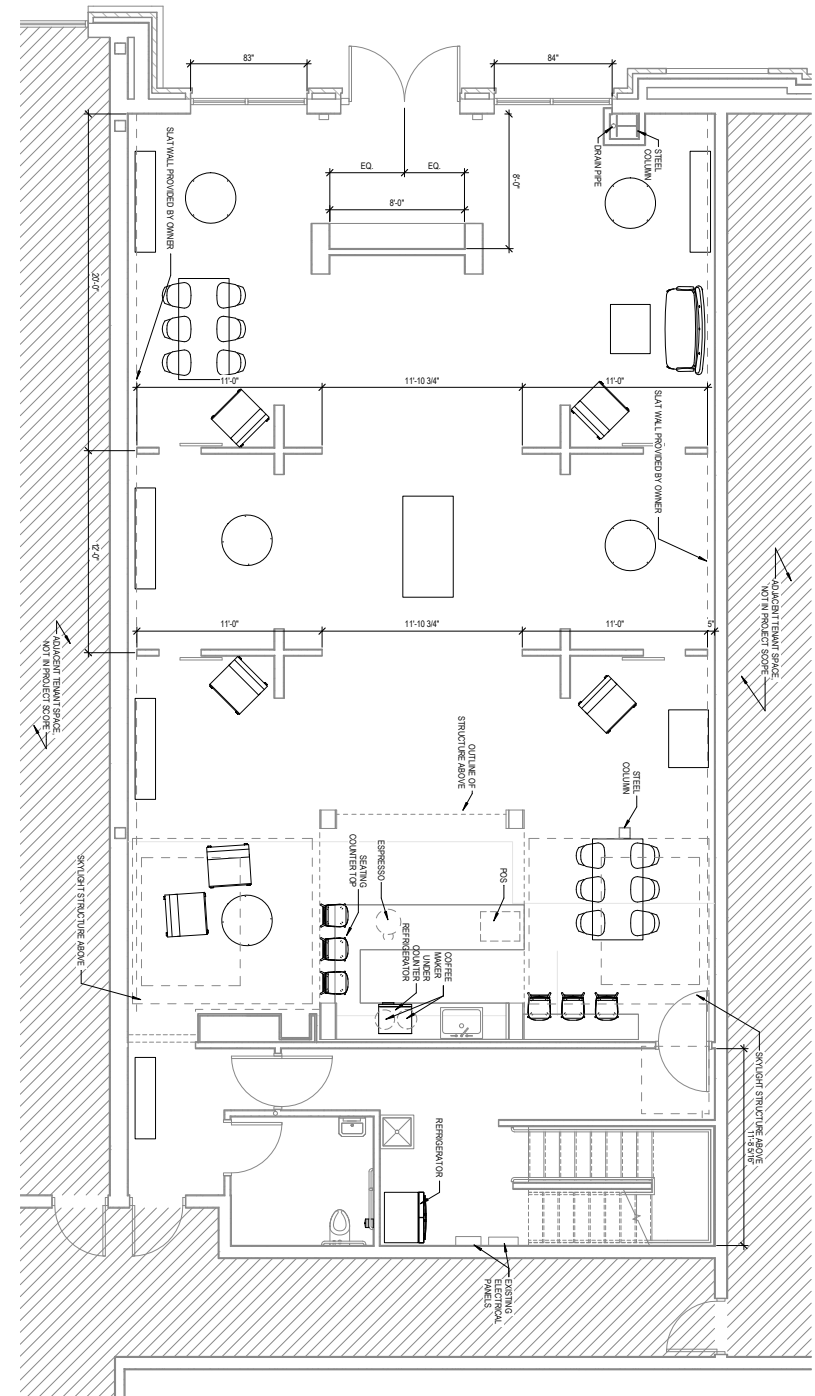
Upon entering, the space will feel inviting and warm with the essence of love and hope drawing consumers in. Employees are welcoming and interact with consumers in the spirit of service and care—even if it leads to a purchase elsewhere. Employees are ambassadors of the brand, offering unique and personal insights in regard to our DEMDACO Mission and product stories. The retail experience should always feel like visiting a good friend and casually catching up over a warm cup of coffee.

During our retail consumer engagement, we hope to nurture relationships and offer support. Throughout the store there are intentionally placed areas of respite for casual use or emotional recovery. In these spaces, sharing meaningful moments with visitors and friends is encouraged and welcomed. This is where we hope visitors become friends. Inspiring photos, montages of life events and soft graphics set the tone for relaxing and peaceful enjoyment.

In our retail space, senses are gently catered to, evoking a feeling of warmth, hope, comfort, love and joy. Sounds are tranquil, calming and peaceful, like gently flowing water. Scents are subtle and soothing, like freshly baked bread. Ambient lighting and imagery complement the environment while reinforcing the brand's personality.

Product visual merchandising is rooted in discovery. Department categories are well-organized by consumer need and to initiate conversations. Creative displays invite consumers to engage in tactile experiences, holding products and interacting with installations. Within product sections, key items tell their stories of origin and craftsmanship to establish a human connection, impressing a higher perceived value.

The check-out experience is personal and seamless. Handheld point of sale technology removes the physical barrier between guest and host prior to exiting.



Collection Stories

THE MOMMY & ME ACTIVITY COLLECTION

Inspired by experiences with her own children, this collection from artist Jennifer Heynen promotes together time between parent and child. Each format has coordinating features and fabrics across the collection, making the set a perfect gift for an expecting parent or grandma.



THE GIVING COLLECTION

Every format in The Giving Collection is specifically designed and packaged as a reassuring gift of comfort. The sentiments included with each gift will speak to those who are walking through challenging times, times of transition, or to simply remind them they are loved.



BY DESIGN: THE KITCHEN BOA®

Laura Laiben, The Kitchen Boa's creator, is always on the lookout for kitchen tools that are convenient and efficient, anything to make her job as chef easier so she can enjoy the magic that happens around the table. With The Kitchen Boa worn neatly around the neck, instead of a dish towel precariously tossed over the shoulder, this all-important kitchen tool is handy, clean and worry-free.



Collection Stories with large scale images

GATHERINGS

Gatherings reflects the important rituals of family in the kitchen or around the table through serve ware and table setting pieces. The new artisan-woven ceramic bread bowls with tea towels showcasing the story of "The Bread Basket" offers something special to pass on to the next generation.



Artist Stories

CHANTELLE SCHNEIDER

product development director

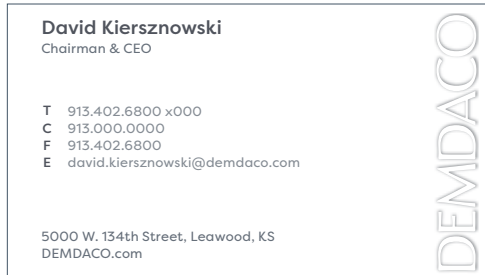


“We set out to create the quintessential Christmas collection — one that speaks to the heart of the nativity story. The team created designs while imagining their loved ones gathered around the dinner table sharing in the joy of each other and celebrating the season. We wanted these pieces to have meaning and pass them down to our own children.”



Brand Collateral

Our brand graphics are applied to a variety of DEMDACO collateral. Here are a few examples.





5000 W 134th St
Leawood, Kansas 66209

888.DEMDACO (888.366.3226)
DEMDACO.com