



Projects-Retails-Wholesale

indocasafurniture.com



Brand Guidelines

“

Our formula for success lies in translating European techniques and modern design through the outstanding craftsmanship of our local carpenters.

GIACOMO BARDOLA - FOUNDER



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01

Our Foundational Principle

About Indocasa

WHO WE ARE

With over 40 years of experience in teak wood furniture manufacturing and export, Indocasa Furniture showcases the best in local Jepara Indonesia craftsmanship alongside a history of sleek, modern European design. By blending these two qualities together in harmony, we lead the way in furniture trends and innovation, with each Indocasa Furniture piece standing as a work of art that will last for generations.



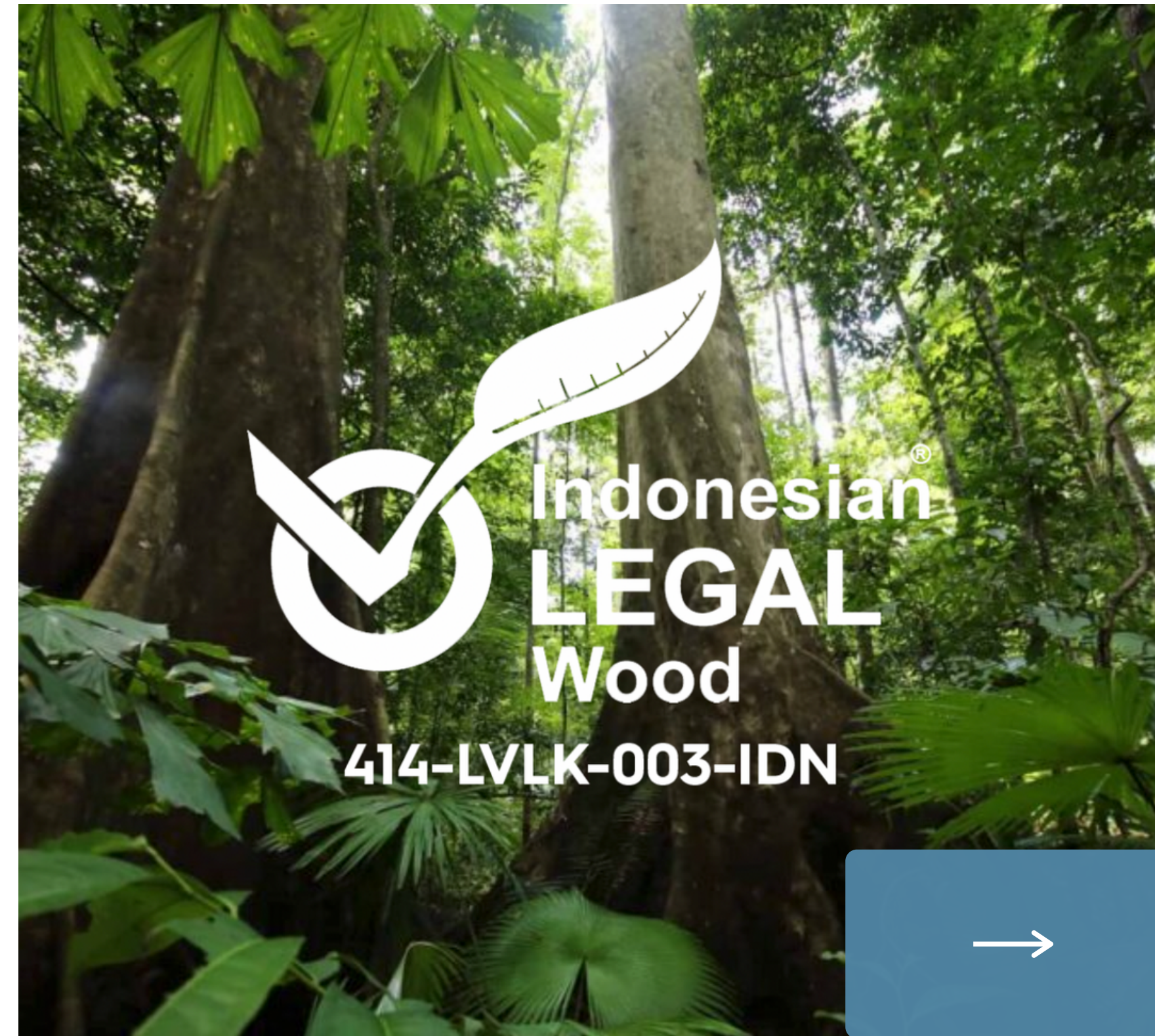
WE CARE ABOUT THE PLANET

100% Legal Indonesian Teakwood

Thanks to the abundant teak wood supply and world-class carpenters of the Jepara, Indonesia area, Indocasa Furniture can source, design, produce, and ship the highest quality teak furniture at the most affordable prices market.

We are committed to creating our teak furniture while maintaining ethical working conditions, using natural finishing products, and sourcing raw materials.

We are proud to wear the 100% Indonesian Legal Wood badge, which means our teak wood selection has been certified to come from controlled areas that re-plant and re-forest to remain sensitive to the environmental impacts of deforestation.



OUR MISSION

Create exceptionally beautiful, functional and evocative teak furniture that lasts generations and provides incomparable value to our customers.

OUR VISION

Foster ethical practices by providing quality local employment and sourcing exclusively from environmentally sustainable materials.

OUR PURPOSE

Innovate within the teak furniture market by fusing the best in local Jepara, Indonesian craftsmanship with a sleek, modern European design aesthetic.

02

The Logo

Our Main Logo

FULL LOGO



Projects-Retails-Wholesale



Our Secondary Logo

WORDMARK



MONOGRAM



BLACK & WHITE



03

The Colour

Our Colour Palette

BEST PRACTICES

For universal usage, we have provided these configurations in RGB, CMYK, HEX, and PMS. Every software would allow you to feed in at least one of these configurations to get the colour you need.

Where a software accepts more than one configuration, prefer RGB and HEX. For printing purposes, please share CMYK or PMS.



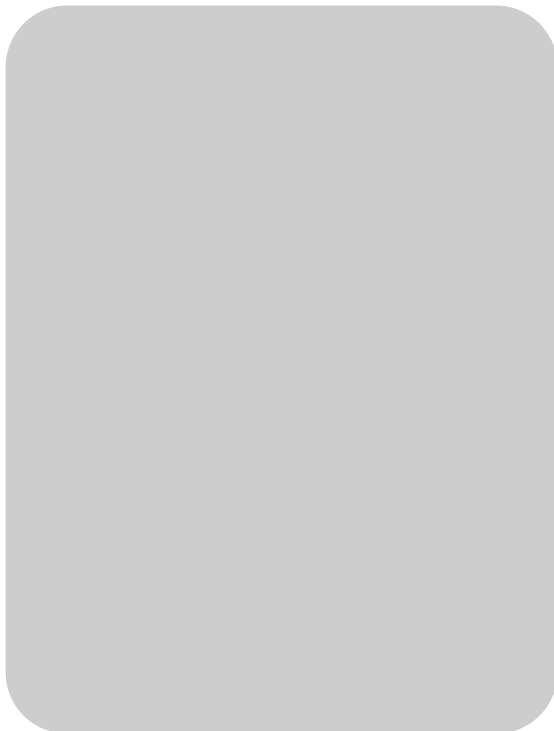
PRIMARY COLOUR

White



CMYK 0 / 0 / 0 / 0
RGB 255, 255, 255
#FFFFFF

Pantone P 179-3 C Color



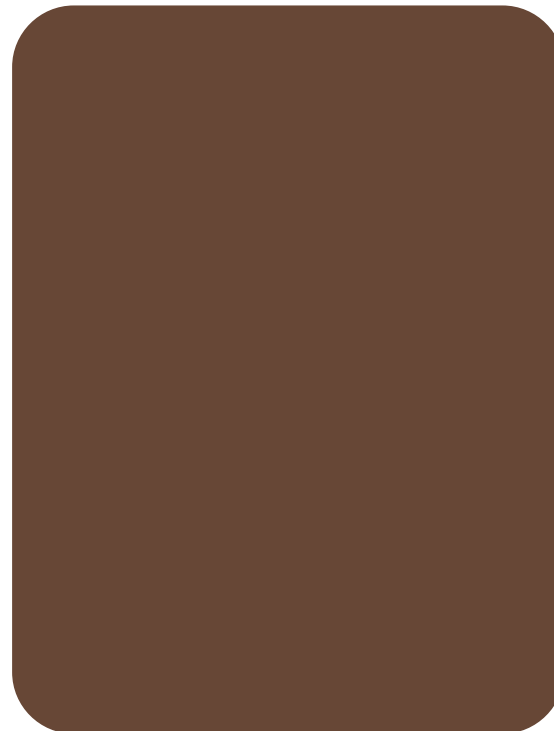
CMYK 16 / 12 / 13 / 0
RGB 205, 205, 205
#CDCDCD

Pantone 8421 C Color



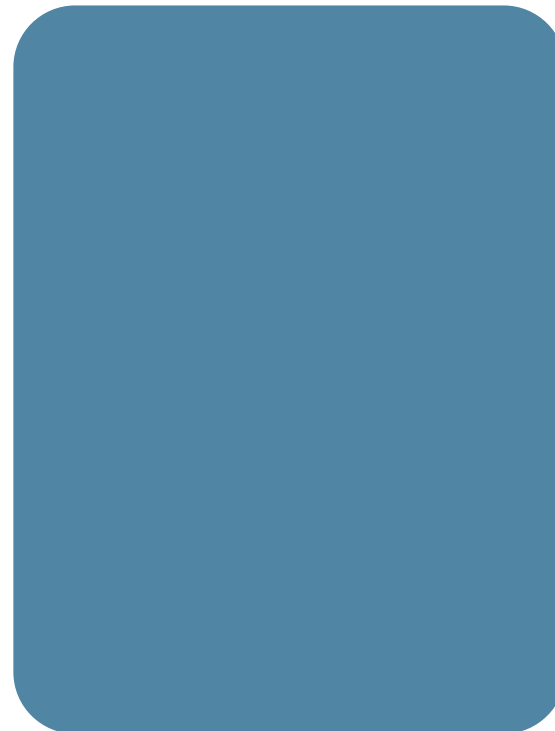
CMYK 47 / 40 / 40 / 4
RGB 130, 128, 128
#828080

Pantone 7582 C Color



CMYK 41 / 64 / 75 / 33
RGB 103, 71, 54
#674736

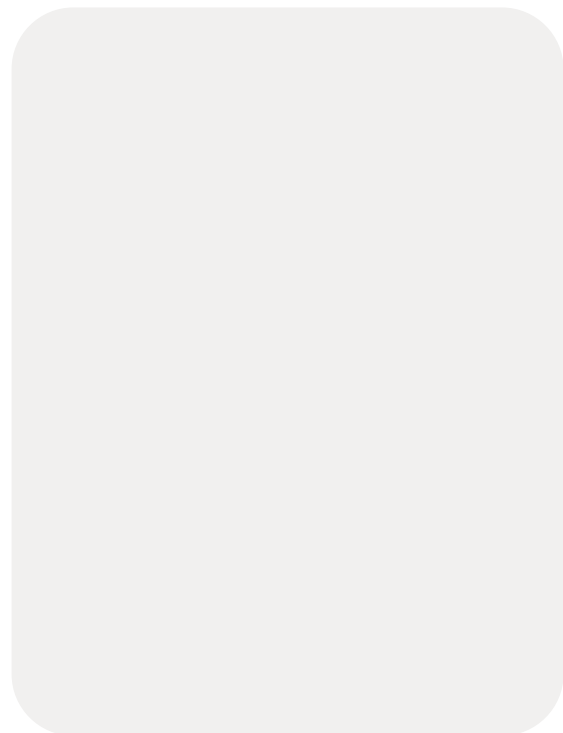
Pantone 2149 Cp Color



CMYK 70 / 32 / 20 / 0
RGB 80 , 133 , 164
#5085A4

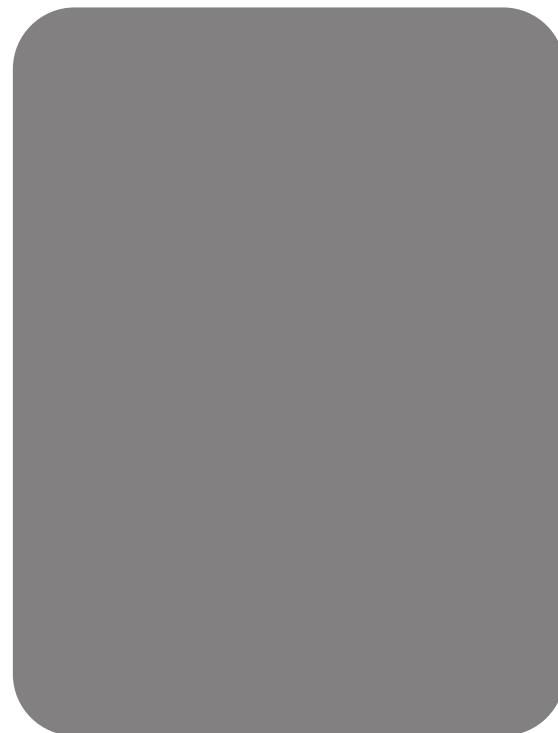
SECONDARY COLOUR (FOR BACKGROUND)

PANTONE P 179-1 C



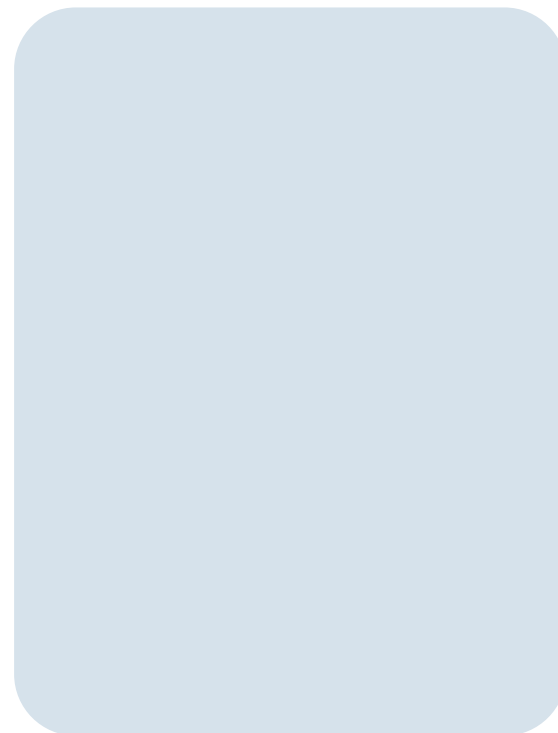
CMYK 4 / 3 / 4 / 0
RGB 241, 240, 239
#F1F0EF

Pantone 8421 C Color



CMYK 47/ 40 / 40 / 4
RGB 130, 128, 128
#828080

Pantone 642 Cp Color



CMYK 15 / 6 / 4 / 0
RGB 214, 226, 235
#D6E2EB

04

The Fonts

Two official fonts

We have two official fonts, Open Sans and Arial.

BEST PRACTICES

Open Sans is our "Body/Copy" font and should be used for copy.

- "Regular" is the preferred text weight for running copy.
- "Bold" may be used to create emphasis within copy.

Arial is our recommended "Headline" fonts for headings, sub-headings, bylines, and separators.

- "Bold" is preferred for Headings.





Arial Bold

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy	Zz	01	02	03	04
05	06	07	08	09					

Open Sans

Aa	Bb	Cc	Dd	Ee
Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy
Zz	01	02	03	04
05	06	07	08	09

Open Sans Bold

Aa	Bb	Cc	Dd	Ee
Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy
Zz	01	02	03	04
05	06	07	08	09

05

Stationery

Business Card



Letterhead

iCindocasa

Italian Design

+62 (0)291.75.45.86

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Email Signature



Projects-Retails-Wholesale

Name
Surname

Title

 +62 (0)291.75.45.86

 info@indocasafurniture.com

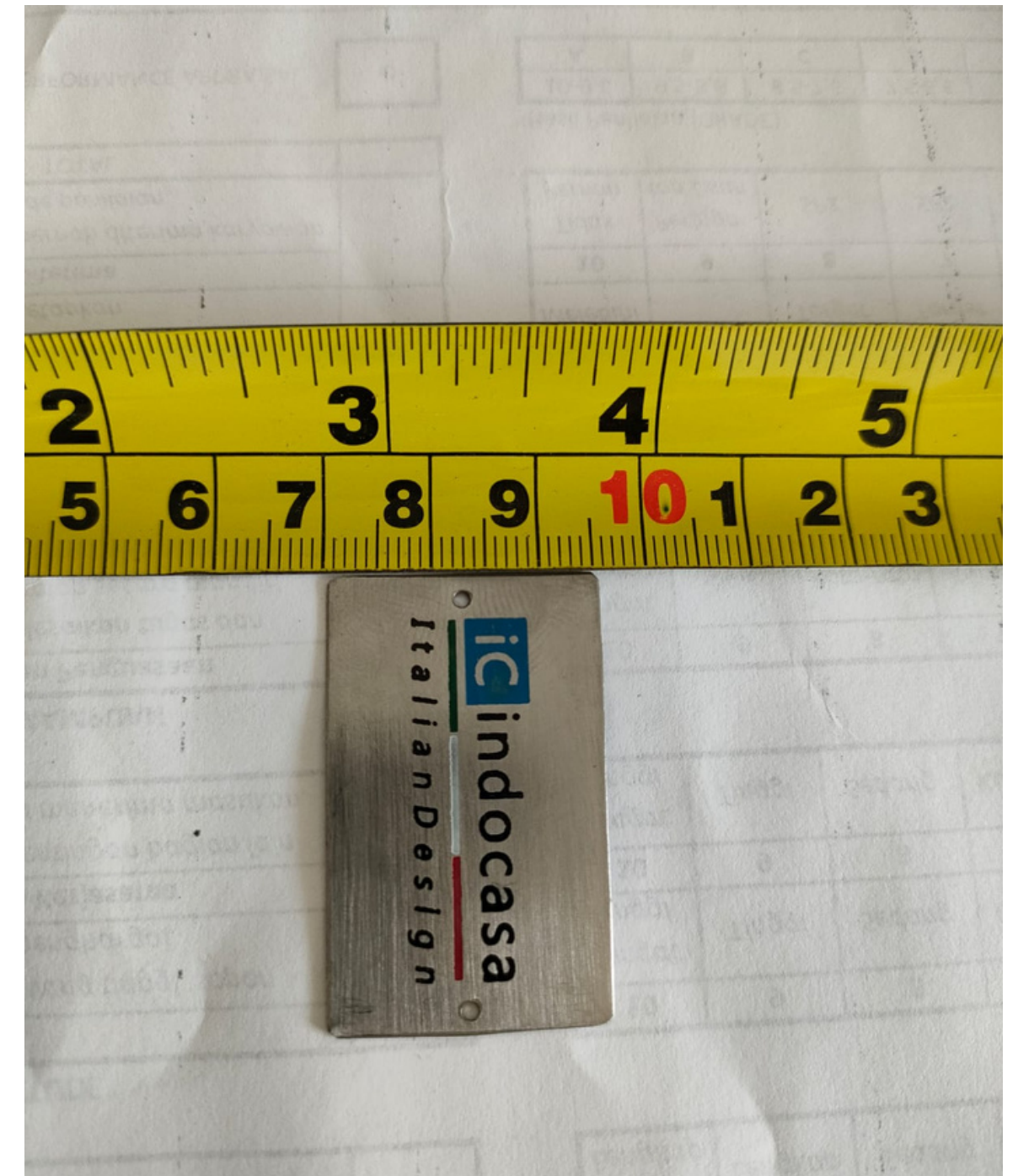
 www.indocasafurniture.com



06

Label & Packaging

Label



Packaging





Projects-Retails-Wholesale

indocasafurniture.com

Contact Us



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