

BRAND STYLE GUIDE

U R B A N
N A T U R E
C U L T U R E
A M S T E R D A M

FONT

Open Sans is the font we use. The usage of Light or Bold depends on the content. In the case Bold and Light cause too much contrast, Light and Semi bold can be used.

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Open sans
LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open sans
BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abc **ABC**

TEXT

Adjust horizontal spacing so that text is aligned evenly along both the left and right margins.

EXAMPLE LOWER CASE

Step by step, we find more ways to produce products in a sustainable way. Not just by paying fair wages to the talented craftsmen or honest dealers and companies who provide great products for our homes, but also by using new and planet-friendly sources, or secondary instead of new, raw materials.

EXAMPLE ALL CAPS

STEP BY STEP, WE FIND MORE WAYS TO PRODUCE PRODUCTS IN A SUSTAINABLE WAY. NOT JUST BY PAYING FAIR WAGES TO THE TALENTED CRAFTSMEN OR HONEST DEALERS AND COMPANIES WHO PROVIDE GREAT PRODUCTS FOR OUR HOMES, BUT ALSO BY USING NEW AND PLANET-FRIENDLY SOURCES, OR SECONDARY INSTEAD OF NEW, RAW MATERIALS.

COLOR



PMS: Cool Gray 10 C
#807f83

C:0 M:2 Y:0 K:60

R:135 G:134 B:134

LOGO

We use two different logo's. The wide logo is the most used logo in letters, E-mails, Instagram posts and cards. The Square logo is often used for physical material like Roll-Up Banners, Marketing Material and backstamps.

Font: Open sans
BOLD

Font: Open sans
LIGHT

URBANNATURECULTUREAMSTERDAM

Font: Open sans
BOLD

**U R B A N
N A T U R E
C U L T U R E
A M S T E R D A M**

Font: Open sans
LIGHT

COLOR



PMS: Cool Gray 10 C
#807f83

C:0 M:2 Y:0 K:60

R:135 G:134 B:134

COLOR USE LOGO

Only use our colors, Cool Gray 10C, Black and White. Never use it in bright colors. If you have to change the color of the logo always check with our Chief of design.



Cool Gray 10 C

**U R B A N
N A T U R E
C U L T U R E**
AMSTERDAM



Pink

**U R B A N
N A T U R E
C U L T U R E**
AMSTERDAM

White

**U R B A N
N A T U R E
C U L T U R E**
AMSTERDAM

Blue

**U R B A N
N A T U R E
C U L T U R E**
AMSTERDAM

Black

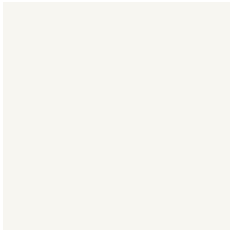
**U R B A N
N A T U R E
C U L T U R E**
AMSTERDAM

Purple

**U R B A N
N A T U R E
C U L T U R E**
AMSTERDAM

COLOR USE INTERIOR

In the showrooms we use two basic colours for the walls and elements. The colours are light so that the logo in Pantone Cool Gray 10C can always be applied.



WHITE
RAL 9010

Ral 9010 is a standard colour that does not need to be mixed.



OLD LINEN
Vestigh
Pure & Original

Old linen can be mixed at Gamma or other paint shops.

INSTAGRAM



Check for useless space



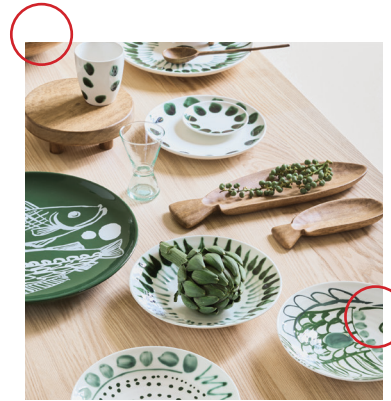
Different options



Overview



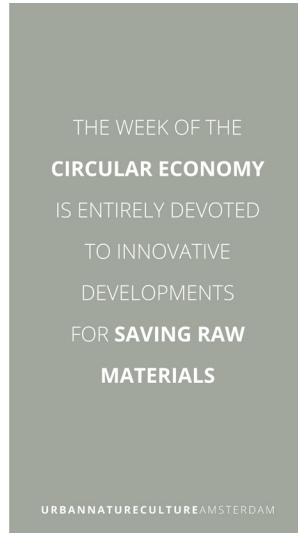
Zoom in



When zooming in on pictures make sure there are no strange cut offs. In the example above you see the red circles. Here you can see the eye of the fish being cut off and in the upper left corner you see a small piece of a bowl. Try to get both of these products to fit in the picture or zoom-in in a way that these products are not on the picture anymore.

CHECK IF THE PRODUCT IS IN STOCK.

INSTAGRAM



STORY POST



For both the post as the stories with text in it we use capital letters in the Open Sans font. The usage of Bold/Non-Bold depends on the text communicated. The most important information should be made Bold. The text is centered and our logo is put in the footer of the picture.

If there is just text in the story, as can be seen in the example above, we like to use more spacing so it is more pleasant to read.

INSTAGRAM



Aa

AA

Aa

Aa

Aa

Aa

Aa

AA

Aa



If you want to post a Story without using the program Canva on the internet, different rules apply. You can choose from a few standard fonts in your layout. Above you can see which ones you can use and which you can't use. The use of color also depends on the colors from the photo you want to post. To stand out you don't have to use very bright colors. Find an empty place in your photo. That's the best place for your text. Make it attractive to look at. We are not at the fair or on the market.

INSTAGRAM



To announce trade fairs, showrooms or new collections in general we like to use special Instagram posts. For these posts we also use capital letters and differences in Bold/ Non Bold letters. Make sure the text is well readable within the picture. The Urban Nature Culture Amsterdam logo can be placed in the footer of the picture.

The font used is Open Sans. Initially we use the color Cool Gray 10C but it must be clearly visible in the photo. If this is not the case, we will switch to Black or White.

E-MAIL SIGNATURE



On the right you can see that the width of the pictures change. This depends entirely on the overall picture. You are free in this. The total feeling must radiate unity and tranquility.



The email signature changes a few times per season. It announces a new collection or a fair. During holidays we make a matching signature, for example Christmas. The layout with photos may differ. What does remain is the logo and the text below the photos. Below the signature are 5 icons. These are separated from the signature and linked to the correct platforms.



From left to right our: Facebook - Instagram - Pinterest - website - Smugmug

NEWSLETTERS

URBANNATURECULTUREAMSTERDAM

SHOP THE LOOK! THE PERFECT CHRISTMAS TABLESETTING



Dear ,

It's the most wonderful time of the year! We are decorating our home's and looking for the perfect christmas tree. Something that can't be forgotten during the holiday season is inviting our loved ones over to spend Christmas dinner together.

To give you an idea of a beautiful tablesetting for the holidays we created the perfect Christmas tablesetting! All products are available online & in store and will guarantee an unforgettable Christmas night!



Breakfast Plate
Recycled Glass,
23 CM



Dinner plate
recycled glass,
28 CM



Plate Grow -
Green/Gold



Good Morning
Plate, gold



Spoon Kuba - M



Spoon Kuba - L



Candle holder Circle



Bowl Of Nature - Set of
2



Salad Cutlery Leaves -
Set of 2



Napkin Crinkle, Peyote

Thank you for being part of our journey!
Team Urban Nature Culture



www.urbannatureculture.com

Urban Nature Culture 2019 | Pedro de Medinalaan 11 | 1086 XK | Amsterdam | The Netherlands

Click [here](#) if you don't want to receive e-mails anymore.

We send out newsletters to inform our customers that products have come back in stock, what the perfect gifts are for special occasions or just to put certain items in the spotlight. The newsletters are sent out to our BtoC as well as our BtoB contacts.

We always start with our logo in the header and end with our contact details in the footer of the E-mail. If you duplicate one of our newsletters and delete the content you are left with the right template for the newsletter.

The pictures used in the newsletters have to link to the products that are being showed. Whether this is a BtoC or a BtoB link depends on the audience the newsletter is being sent to.

All our communication is in English. However if we send out newsletters to specific countries we try to communicate in their language.

We use MailChimp as our newsletter program.

These are our contact details in the footer of the E-mail

Thank you for being part of our journey!
Team Urban Nature Culture

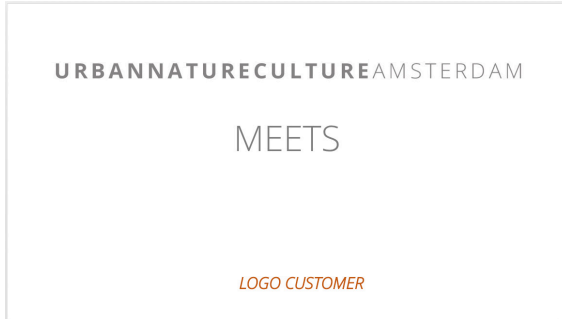


www.urbannatureculture.com

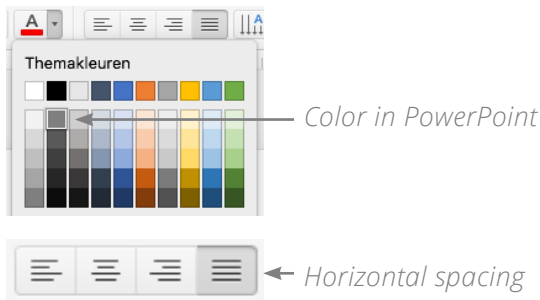
Urban Nature Culture 2019 | Pedro de Medinalaan 11 | 1086 XK | Amsterdam | The Netherlands

Click [here](#) if you don't want to receive e-mails anymore.

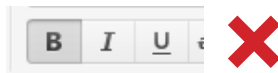
POWERPOINT TEMPLATE



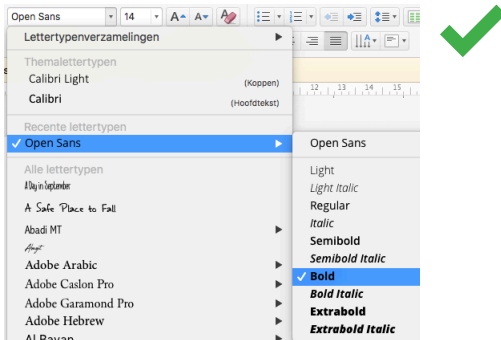
We always start a presentation with our logo. We often make the presentation for a customer so we also would like to include the customer's logo. Urban Nature Culture 'Meets'.



The font that should be used is OPEN SANS LIGHT, the color GRAY as indicated on the right and SIZE 14. The text is set to FILL (horizontal spacing). This means that the text is completely placed in the text area. If you have a very short sentence or a summary, you can use LEFT ALIGNMENT. Look closely at the "gaps" that fall between the words. If they become too big or too small, you can slide the text window larger or smaller.



For headings or other words that should stand out, you can always use a **bold** version. NB! Choose the '**bold**' version from the 'font selection menu' and **don't** just press that B.



POWERPOINT TEMPLATE

TITEL

URBANNATURECULTUREAMSTERDAM

The logo of Urban Nature Culture Amsterdam is always at the bottom of the page. Adjust your design accordingly. Do not shrink or shift the logo. If you are creating a new page, please duplicate the previous page leaving only the logo and remove the rest of the info.

ABOUT

Since the age of 19, Anne Marie Hermans has been travelling the world, finding beauty and treasures in every corner of the planet. Ever inspired by inventive minds and the incredible products that can come to life from that, her travels always lead her to find new products, hidden gems and creative people, who inspire her for new collections to come. Curating ancient techniques and art, in harmony with nature, is one of the most important goals in her life. Which is exactly why she started her own Urban Nature Culture brand.

One of the reasons Urban Nature Culture Amsterdam was brought to life, is because Anne believes that taking care of the future of our world, nature and its inhabitants, can only be achieved by looking at ourselves. The change lies within ourselves. UNC is a home and lifestyle brand that continuously challenges her – wondering about ways to add better value to our planet and its inhabitants, us people.

Step by step, we find more ways to produce products in a sustainable way. Not just by paying fair wages to the talented craftsmen or honest dealers and companies who provide great products for our homes, but also by using new and planet-friendly sources, or secondary instead of new, raw materials. It is our obligation to invest in the future and to be transparent about the way we produce our goods.

That way, we wake up each morning with the best intentions – of helping each other and our world, to make the world a little bit better every day. Urban Nature Culture Amsterdam, for the love of our world.

ABOUT

COMPANY VALUES

- Respect
- Transparent
- Integrity
- Honesty
- Trust
- Commitment to Customers
- Passion
- Fun
- Continuous Learning
- Constant Improvement
- Diversity
- Innovation
- Quality
- Teamwork

OUR MISSION

To be the no. 1 home & lifestyle brand in the world with a mission to create fashionable, affordable products produced from planet friendly sources and paying fair wages.

CUSTOMER AUDIENCE

- Price proposition is mid level
- Design stretch is between accessible and unique design
- 88% woman
- 12% man
- From woman who start working at an age of 26/28 towards woman of 50 years old (source : Instagram-webshop sales figures and sales figures from key customers)

WE CARE

Urban Nature Culture Amsterdam, for the love of our world. The incredible beauty we find on our planet can only be preserved if we handle it with care, protect it from ourselves and do our best to create products in a sustainable way. Step by step, we find more and more ways to be in harmony with nature. To appreciate Mother Nature as a source, without destroying or exhausting her. Not just by paying fair wages to the talented craftsmen, who set forth traditions of centuries ago, or working with companies who connect them to us, but also by using new and planet-friendly sources, secondary instead of new, raw materials. We think it's our obligation to invest in the future, and the only way of doing so is to have a good look at ourselves, see where we can improve and be transparent about the way we produce our goods.

In 2050, an expected number of nine billion people will inhabit this earth, and we're all looking for convenient ways to live, heavily relying on nature's sources. But those sources aren't inexhaustible and it's the same earth that – if we want our future generations to enjoy it – asks us to think of new and smart ways to use it. We're strong believers of a circular economy.

A new way of thinking, that challenges us to live as responsible and conscientious as possible. Socrates, the Ancient Greek philosopher, put it down into these words: "Let him that would move the world, first move himself."

Each new Urban Nature Culture collection sets us many challenges. Next to our ambition to make you fall in love with original, beautiful and outstanding products, we've also made it our goal to try and contribute to making the world a better place – in terms of production, (re)using nature in a clever way and to try to affect nature and the environment as little as possible. We try to re-use, restore and regenerate. How? It can be the smallest of things. Our placemats made of corn leaves or recycled cotton, the 100% recycled glassware or the inventive material of ecomix for decorative items, using recycled paper and cotton for UNC's stationery, eri silk to spin cushions, and items made of leftover banana leaves, coconuts and mango wood. No more disposal, that's our target.

We're very much aware that we're not nearly there yet – but we have made it our goal to think and act on a circular level for our future collections as much as we can. The change lies within ourselves. For the love of our world.

LET'S TAKE CARE

It's time to look into the mirror and be honest. We're leaving our footprint on the planet, and the time has come to make it sustainable. Are there limits to sustainability? At Urban Nature Culture, we don't think so. The market is changing, our world is changing, and it's setting us with many challenges. The key question is; how do we make sure we handle in an eco-friendly way, without having to compromise on the quality, look and price level of our products?

There's no easy answer to that question. However, we believe that even small changes will help, and together with our business partners and customers, we will do our best to ensure that we take and will continue taking steps forward on environmental issues. Urban Nature Culture believes that sustainability opens up a world of possibilities and makes us (re)discover innovative ideas, solutions and plans. We hope you're with us on that.

SUSTAINABLE MATERIALS

In Urban Nature Culture's collections, you'll find all kinds of materials. Some are recycled, some are made of eco-friendly components and others are leftovers from the harvest of fruit, corn or other growth, which would normally got to waste. We'd like to highlight the materials which are sustainably sources, and highlight them so you can make a considered choice when you're shopping.

To qualify as sustainable, a product must be made from at least 50% sustainable material, but you can be sure – our products often contain a much higher percentage, some up to 100%! Recycled and repurposed materials are the only exception to this rule, as they make sure the overall quality of the material meets our high standards. We're continuously working on innovative ways to bring a higher amount of recycled material into our creations, and this is improving with each collection.

MEET OUR MATERIALS

MANGO WOOD

Hailing from plantations in South Asia and South America, mango tree wood has become a great, alternative hardwood for Urban Nature Culture. It is one of the fastest growing trees, so the population of mango trees can be quickly replenished and by using mango wood, it gives other types of vulnerable species a chance to rebound and grow back. Next to that, mango wood has a unique grain made up of different color properties and tones, with each piece of wood having its own characteristics.

CORN HUSK

You'll hardly find a vegetable, grain and fruit (yes, it's all three!) that is more versatile than corn. Though we love the taste of sweet corn kernel, it's the outside green leaves on a cob of corn that is used for our products. Corn husks normally get peeled off and discarded, but if you dry them, you can form very tight and strong strands, which are perfect to braid baskets or placemats with. Another great, sustainable way of using every bit that nature has to offer.

PAPER MACHE

Paper mache is a crafting technique that uses paper and a paste to create a variety of objects. The method is named after the French term for 'chewed paper' which makes sense given the steps needed for any paper mache project. This craft is centuries old and prized for its affordability and practicality. Essentially we use

recycled paper, collected from local market, gum and fenugreek powder as a binder and for fillers earth materials. A great way to create durable items like vases, bowls and other home décor products.

BANANA LEAVES

What is often referred to as a banana 'tree' is really a nonwoody plant. Though it is known for its delicious, soft fruit, various parts of the plant find different uses. The leaves and fiber, for example, are an environmentally friendly equivalent of paper, and dried, they can be used to braid a beautiful basket, placemat or decorative branch, like our Planta Delicado or Planta de Praia.

JUTE

Jute is considered as an environmentally friendly option, mostly used as a braid in our baskets and as a weave in our cushions. Jute can be grown in less than 6 months and without the need to use pesticide or fertilizer. Also jute absorbs carbon dioxide from the atmosphere and releases oxygen at a rate much higher than most trees. The fibre is entirely compostable and recyclable and the products made of this material are very durable and can be used again and again.

ORGANIC COTTON

Using organic cotton is a much better choice for the environment, because it is grown using non-genetically modified seeds - without the

MEET OUR MATERIALS

use of pesticides, herbicides and other chemical fertilizers. Cotton grown organically uses up to 70% less water than conventional cotton. Furthermore, approximately 80% of the water used in the production is rain water, which means that pressure on local water resources is reduced. A strong and beautiful alternative to regular cotton, used for our cushions and bags.

RECYCLED GLASS

Urban Nature Culture's recycled glass products are manufactured from two tons of recycled glass per day. That empty jar of peas, bottle of wine or broken tea glass will find a new purpose in one of our creations. How? A million tiny pieces of glass have been heated up to 1600 degrees for 24 hours, melting back together. The blown glasses, vases or candle holders are cut by hand, using oxygen and gas flames, after which they're placed in an annealed furnace for 3 hours, washed and transported. The debris of the cutting process returns to the furnace, to melt and be used again. And so, after quite the journey, UNC's recycled glass items find their home with you.

RECYCLED PLASTIC

With such a large amount of plastic going to waste, it's important we find new purposes for it. Plastic recycling cuts down our need for fossil fuels, saves energy and landfill space and reduces emissions of carbon dioxide and greenhouse gases. Our recycled plastic products are made from plastic gunny bags,

which are washed and then melted to make plastic granules. These granules can be made into stripe fabric as well as mesh fabric. Mixed with color and then melted in an electric furnace, thin wires are drawn. These mono filament wires are cooled over water beds and from there on, can be used as recycled plastic threads – ready to be made into something new.

LINEN

One of the most beloved and biodegradable fabrics in our collections; linen. It has been used for centuries due to its many benefits. Linen is a natural fibre made from the flax plant, which is naturally moth resistant and doesn't require chemicals or pesticides. When untreated or undyed, it is fully biodegradable. It's hypoallergenic, even stronger than cotton, and the more it's used and washed, the softer it gets – a linen item can last for decades.

ECOMIX

Ecomix is an Eco-friendly material compound crafted from a proprietary blend of natural and recycled components - recycled paper pulp, natural gum and chalk powder - bound together to create a strong alternative to other casting materials. In the timeless traditions of India's state of Rajasthan, each creation is made and finished by skilled artisans. Every ecomix item you'll find in our collections is a product of craftsmanship, hand-made and unique.

LET'S BE FAIR

As a home- and lifestyle brand, a lot of our collaborations are based on trust. We don't own the factories where our products are made, and with products imported from all across the globe, we rely on trusted collaborations. We want everyone involved in making Urban Nature Culture products to have a safe, fair and equal working environment. It's our aim to make sure these values are respected every step of the way, from the gathering of materials and creation of the products, all the way down to the delivery on

your doorstep. In every country and by every supplier.

So, how exactly do we make sure that happens?

Every supplier working with us has to sign our sustainability commitment, which is a set of standards regarding fair wages, healthy working conditions, animal welfare and more. We work with NGO's, BSCI and Sedex to make sure that our standards are met and controlled. This is non-negotiable.

BSCI & SEDEX

Urban Nature Culture works with the Business Social Compliance Initiative (BSCI), a supply chain management system that supports us to drive social compliance and improvements within the factories and forms we work with. In some countries, like China and India, a safe working environment isn't always the standard, and BSCI helps with that. It offers workshops for managers and personnel to inform them on fair pay, as well as health and safety standards – once they're aware of that, things can change for the better and a company is guided to a better working environment for

everyone. Sedex, one of the world's leading ethical trade service providers, helps in the sustainable area – they provide practical tools, services and a community network to help companies improve their responsible and sustainable business practices, and source responsibly. Urban Nature Culture is BSCI & Sedex certified and obliges the manufacturers to take part in the yearly audits and inform us about them. By doing BSCI & Sedex certified business we are making the world a better place for all.

LET'S CLEAN UP

Our goal to become fully circular and renewable is part of a long journey. Big things don't change overnight, and we're continuously looking for new ways of making sure Urban Nature Culture is as sustainable as possible. This also means we're taking a critical look at the way we package our products.

We've said goodbye to plastic packaging and use FSC certified paper packages only – which makes Urban Nature Culture FSC certified. Our hangtags are made from recycled paper so it doesn't affect the environment today, and in the future, we'll be looking into ways of producing recycled polybags which we use as a filler and protecting the goods. We hope all this inspires you to start your own journey.

NGO'S

Urban Nature Culture collaborates with several non-government organizations, like non-profit organizations which, for example, help out local artisans in getting a fair price for their handmade products. They stand up for the rights of citizens, and often form a link between

the stunning traditions of old and the fast-spinning trade of today. NGO's can work on a local, national or international level, and help us in being able to bring you some of the most beautiful works of art, without taking disadvantage of anyone.

ANIMAL WELFARE

To us, at Urban Nature Culture, it's quite simple. All animals deserve a just treatment and shouldn't suffer. This is why we aim to source animal-based materials from farms with great animal care, breeding and management.

From the wool of New Zealand sheep to the use of recycled leather, cut away from using plastics, and continuously look for new ways to come up with sustainable alternatives.