



BRAND GUIDELINES



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OUR LEGACY

Since 1974, Interwood holds a legacy of furnishing countless homes, business and institutions with its trademarked brand of ready-made and customized furnishing solutions. Today, we remain Pakistan's leading furniture brand, trusted by customers and clients all across the country.

In addition to our range of home & office furniture, kitchens, doors, wardrobes and more, we also provide world-class customized furnishing solutions to small, medium and mega projects such as schools, hospitals, hotels, corporations, airports, residential projects, retail fit outs, government institutions, exports and more.

In addition to spanning all across Pakistan, we also export our range of quality furnishing solutions around the world, including to USA, UK, Middle East, Africa, Afghanistan, Maldives, Hong Kong & More.





THE BRAND VALUES

THIS IS ARE OUR CORE VALUES
& WHAT WE STAND FOR

At Interwood, we pursue excellence through a relentless drive for perfection. We aim to empower our employees, enrich our customers' lives and lead in home & office furniture, kitchens, doors, wardrobes and complete furnishing solutions, all guided by our core values.



LOVE FOR CUSTOMERS

Service | Respect | Agility



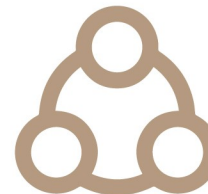
RE-IMAGINE

Growth | Innovation | Automation



TRANSPARENCY

Honesty | Openness | Accountability



COLLABORATION

Connection | Empowerment



THE BRAND MOOD & PERSONALITY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis efficitur mattis quam a iaculis. Ut a suscipit arcu, id elementum lacus. Phasellus sem nibh, ornare id nulla id, congue vulputate risus. Praesent tincidunt massa diam, eu tincidunt est vehicula et. Praesent in sapien tincidunt, suscipit massa in, bibendum.



Furniture will fill a space
full of memories and a
heart full of love.

ANTHONY T.HINCKS



1. LOGOTYPE



PRIMARY LOGOTYPE

The Interwood logo is the foundation of our brand identity. It represents our commitment to quality, innovation, and modern aesthetics. Proper usage of the logo ensures consistency across all brand communications.



SQUARE LOGO



HORIZONTAL LOGO



LOGO INVERSE VARIATIONS

The logo can be used in a colored background which includes all the colors from the secondary color palette.





MINIMUM SPACE GUIDELINES

A minimum space defined by 12/ the height of the leaf symbol, this space should be maintained around the logomark at all times.





LOGO MISUSE

Below are some examples of logo misuse. However, not all possible cases of misuse are illustrated here. That is why it is important to strictly follow the guidelines provided in this manual.



Don't stretch or distort the Proportions of the logo



Don't alter the color of the logo.



Don't add a drop shadow/outline to the logo



Do not curve the logo along any shape or path.



ICONIC LOGO / SYMBOL

The Interwood symbol is a distinctive element of our brand identity. It represents the essence of our craftsmanship, innovation, and connection to nature.

- ✓ The symbol should always be used in approved brand colors.
- ✓ Maintain proper clear space around the symbol for visibility.
- ✗ Avoid using the symbol in isolation where brand recognition might be unclear.
- ✗ Do not modify, distort, or recolor the symbol in an unapproved way.



SYMBOL

INTERWOOD

WORDMARK



2. CO-BRANDING GUIDELINES



PARTNER LOGO

For vertical logo orientation, the partner logo should align with the height of the Interwood vertical logo.



PARTNER LOGO

For horizontal logo orientation, the partner logo should align with the height of the Interwood horizontal logo.



3. BRAND COLOURS



PRIMARY COLOURS

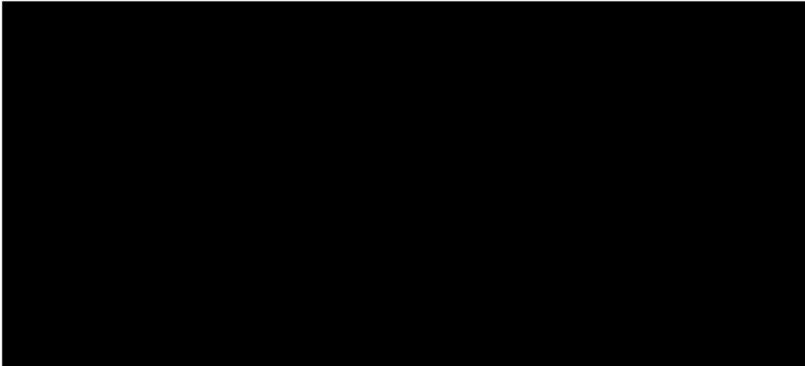
The logo colour palette consists of the colors used in the Interwood logo. These colors are approved for use across all applications, including various print and visual media.

LEAF GREEN



HEX	R	G	B	C	M	Y	K
009444	0	148	68	86%	17%	100%	3%

BLACK

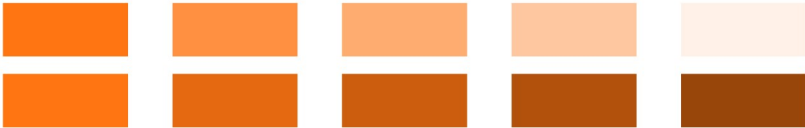


HEX	R	G	B	C	M	Y	K
000000	0	0	0	75%	68%	67%	90%



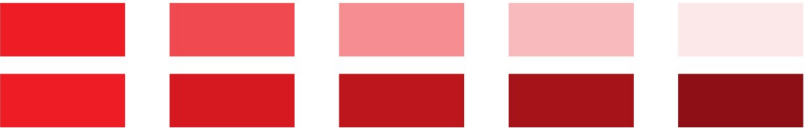
PROMOTION COLOURS

PART SALE ORANGE

A color palette for 'PART SALE ORANGE' featuring a large orange rectangle at the top. Below it are two rows of five smaller squares each, showing a gradient from light orange to dark brown.

HEX	R	G	B	C	M	Y	K
ff7512	255	117	18	0%	67%	100%	0%

SALE RED

A color palette for 'SALE RED' featuring a large red rectangle at the top. Below it are two rows of five smaller squares each, showing a gradient from light pink to dark red.

HEX	R	G	B	C	M	Y	K
ee1c25	238	28	37	0%	99%	96%	0%



CORPORATE COLOURS



HEX	R	G	B	C	M	Y	K
e8e3da	232	227	218	8%	8%	12%	0%



HEX	R	G	B	C	M	Y	K
008080	0	128	128	86%	31%	49%	8%



HEX	R	G	B	C	M	Y	K
2e4156	45	65	86	85%	69%	45%	35%



HEX	R	G	B	C	M	Y	K
b6babf	182	186	191	29%	21%	19%	0%



4. TYPOGRAPHY



PRIMARY TYPEFACE

Glastone Regular is the primary brand font, used for headings and subheadings. Its wide version is chosen to deliver a bold, modern visual identity.

Heading
Subheading

IW Glastone Regular

Aa
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



SECONDARY TYPEFACE

Poppins is the secondary font, used for body copy to ensure clarity and a contemporary aesthetic.

Body Copy

POPPINS

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



CORPORATE TYPEFACE

For corporate communication, only the Poppins font is to be used.

Body Copy

POPPINS

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



5. BRAND SHAPERS



BRAND SHAPER TYPEFACE

Brand Shaper titles may use customized fonts that reflect the personality of each range, allowing flexibility in type selection to best represent the product’s identity.

Customized title font

BERLIN
EXECUTIVE SERIES

spaces reimagined.
Interwood x Coalesce Design Studio

Only the **Poppins** font is to be used for subtitles.



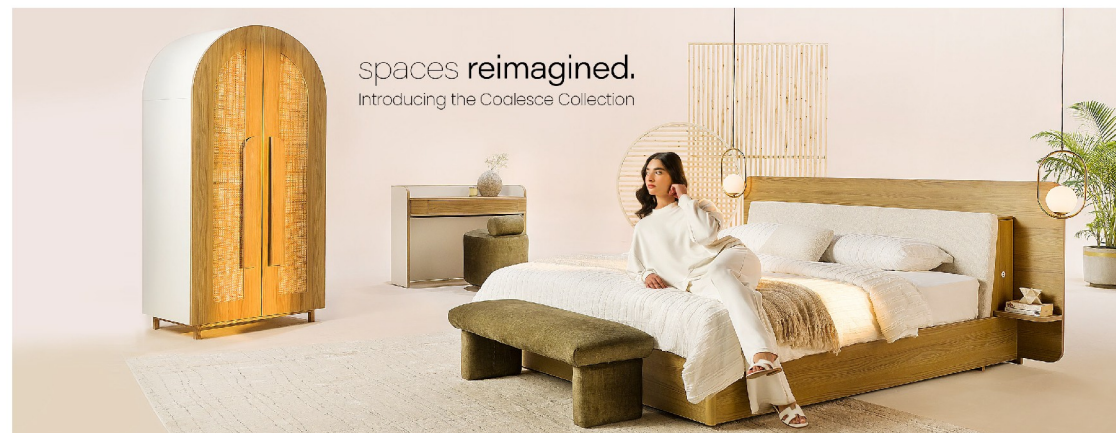
Catalogue



Web Banner



Catalogue



Web Banner

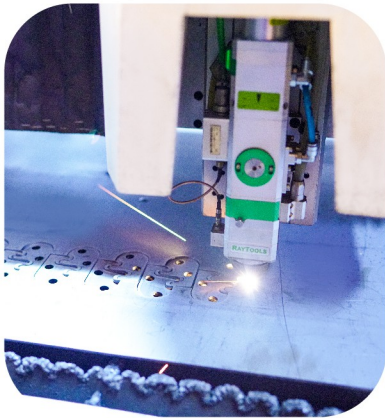


6. IMAGERY



PHOTOGRAPHY

Modern and Elegant.





RENDERS

Modern and Elegant.





7. ICONOGRAPHY



Filled icons are used for communication purposes, with flexibility in color usage.

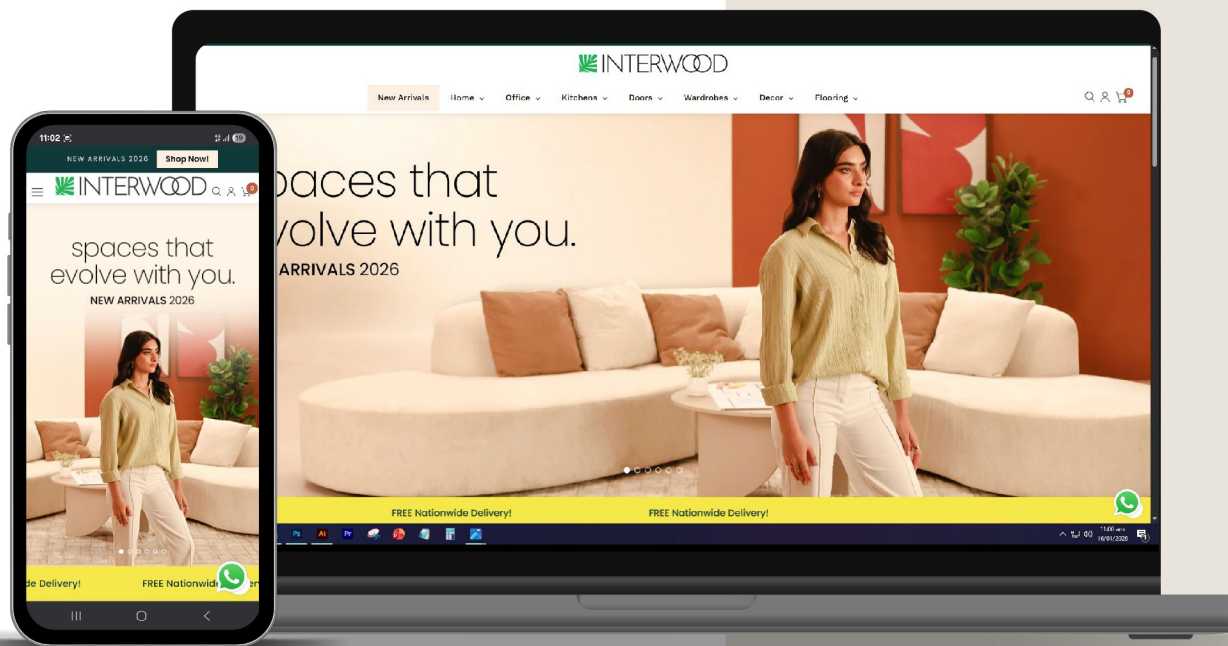


8. DIGITAL



MOBILE AND DESKTOP

Visual guide to website aesthetics for mobile and desktop.





Web Banner Size
2800x1078 px



Mobile Banner Size
450x700 px



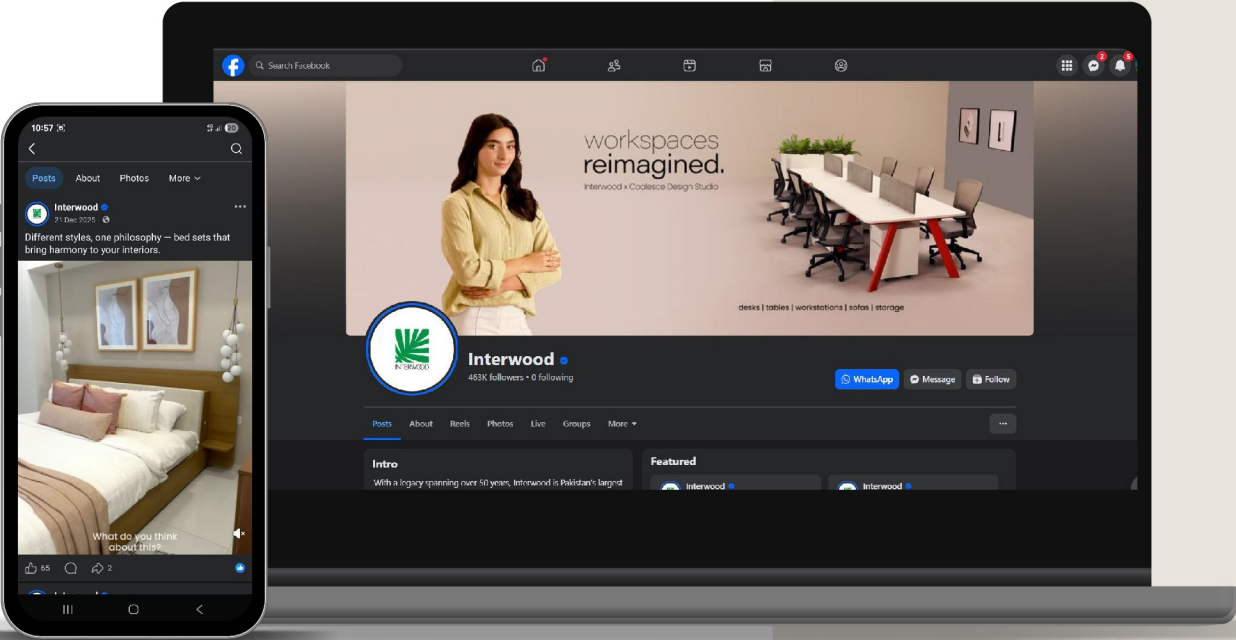
Example of Text Placement within the Safe Area





POST, STORY & BANNERS

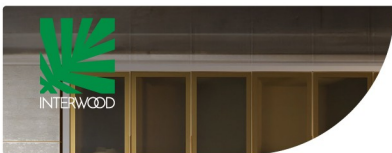
Visual guide to social media aesthetics.





Facebook Post & Story

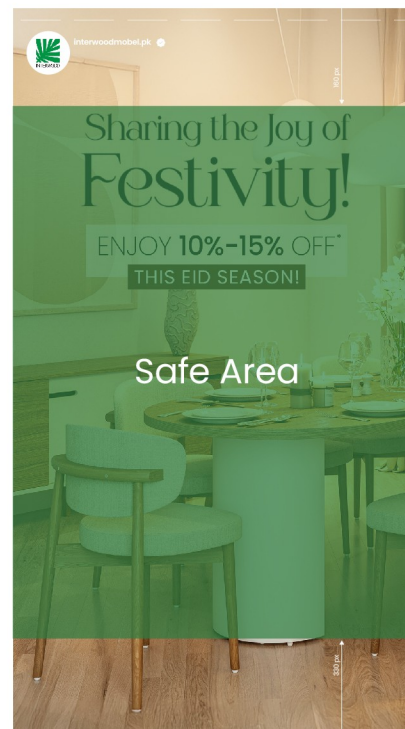
Dark background view



Light background view

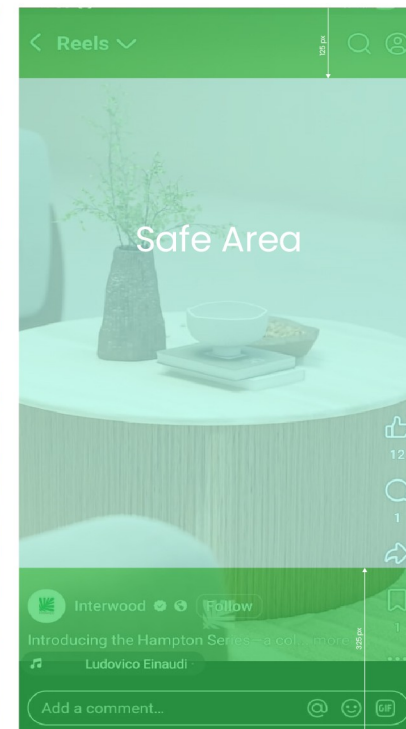


Facebook Post Size
1080x1080 px



Facebook Story

1920x1080 px



Facebook Reel

Since Facebook Story and Reel safe areas differ (due to icons, logos, and description placement), please ensure all text is placed above the marked area within the central safe zone.



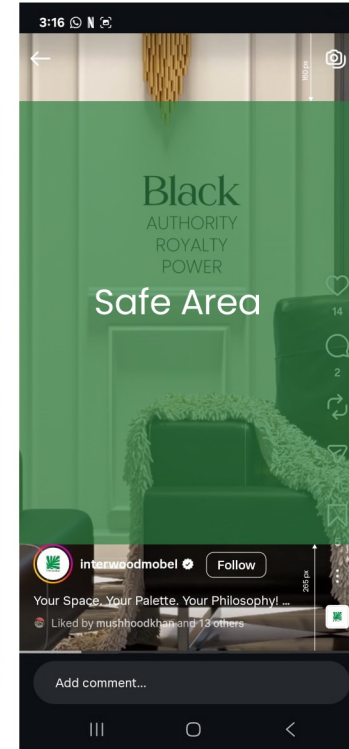
Instagram Guide



Instagram Post Size
1080x1350 px



Instagram Story
1920x1080 px

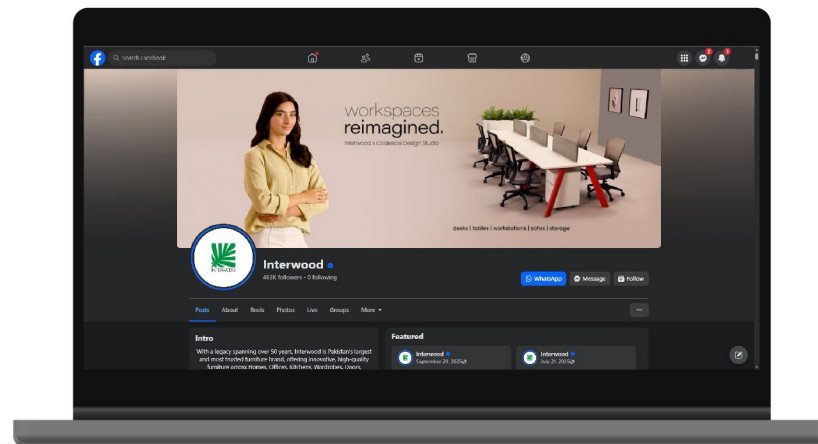


Instagram Reel

Due to differences in Instagram Story and Reel safe areas, place all text above the marked area in the central safe zone.



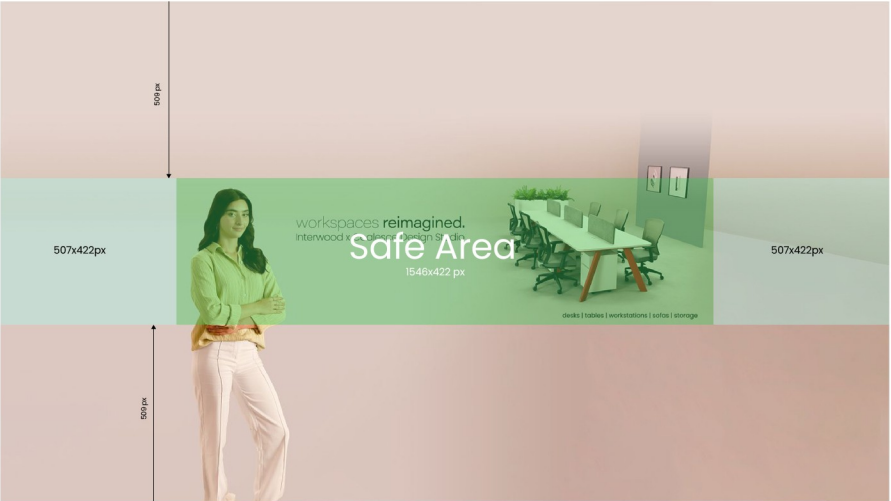
Facebook Banner Guide



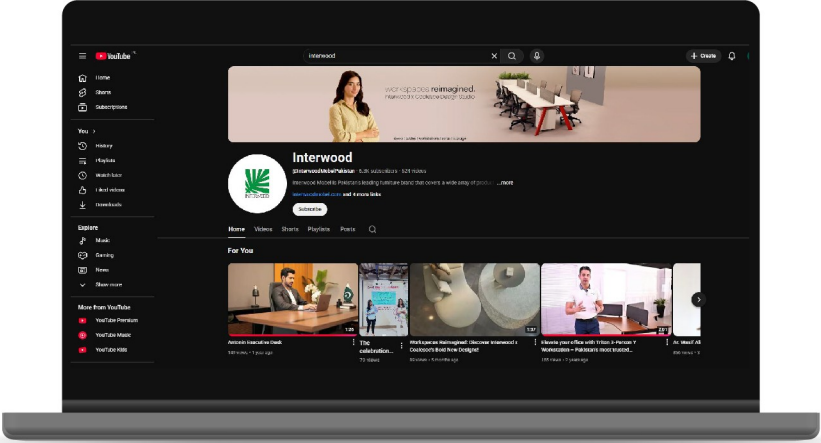
2048x900 px



Youtube Banner Guide

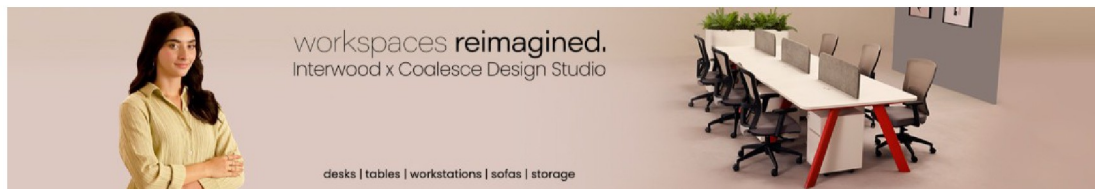


2560x1440 px

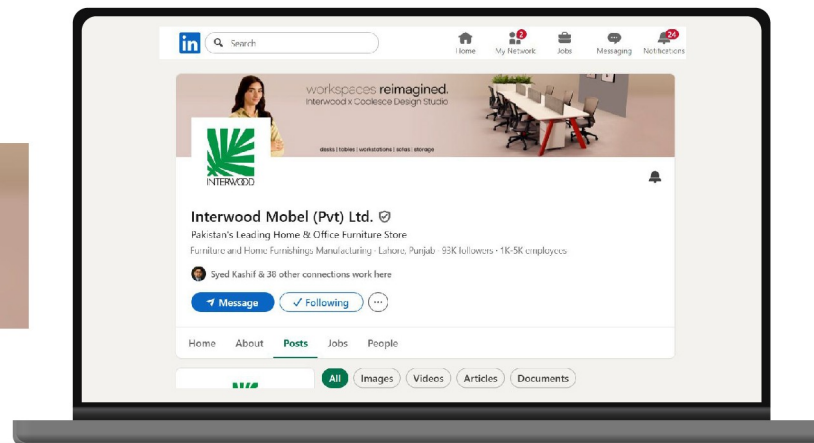




Linkedin Banner Guide



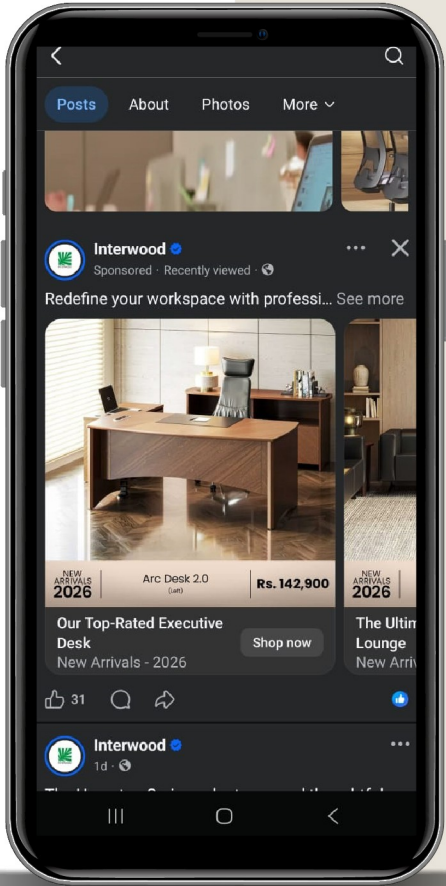
1584x396 px





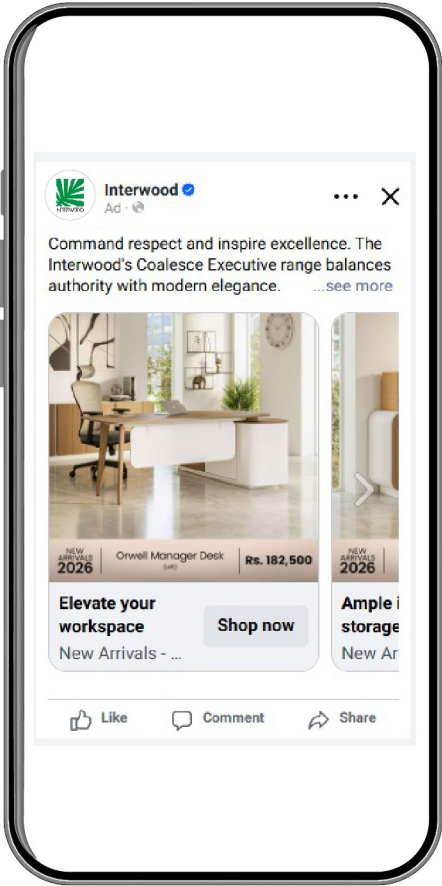
DIGITAL ADS

Visual guide to Ads aestehitics.





Carousel Ads Guide





Google Display Network Ads



1200x1200 px



960x1200 px



1200x628 px



Location Ads

CTA Area
1080x520 px

Visual Area

Address Area
1080x210 px

CTA Area
1080x480 px

Visual Area

Address Area
1080x153 px

1080x1080 px

CTA Area
1080x370 px

Visual Area

Address Area
1600x100 px

1600x836 px

bedroom | living | dining

Keep showroom addresses brief and position them at the bottom of all in-store ads.



Video Guide



1920x1080 px



1080x1080 px



1080x1920 px



Standard Endslide



End slide for online store product videos



End slide for corporate product/project videos

Filler content—including Reels, Stories, and end slides—is not included in the videos.



9. OUTDOOR ADVERTISEMENTS



BILLBOARDS AND STREAMERS

Visual guide to out-of-home advertisements.





Billboards Guide

Logo
Top Center



Logo
Top Left Corner

URL
Top Right Corner



Address & Category Area

For horizontal billboards, place the URL in the top-right corner. For vertical billboards, depending on the design layout, it may be placed either in the top-right corner or at the bottom center.



Example Views of Billboards





Streamers Guide



3x6 ft

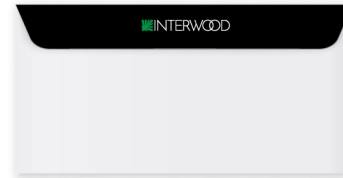
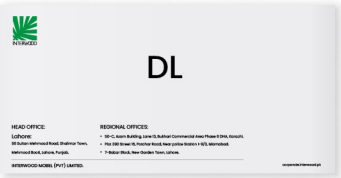




10. STATIONERY

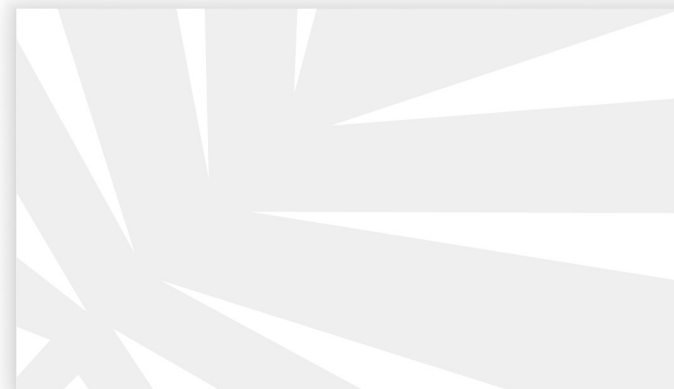


Envelopes Guide





Business Card



2x3.5 in

Business card addresses may vary depending on the region.



11. PRICE TAGS



Showroom Docker Price Tags

Product Name

Product FG Code

Product Size Details

Price

Logo Area

ORYN CURVED SOFA
(2.5 SEATER)

FG020004450

Size (Inches): 84 W | 35 D | 27 H

Rs.

184,500

About this item:

- Elegant three-seater sofa combining modern curves with timeless sophistication.
- Upholstered in luxurious off-white boucle fabric for a refined look and feel.
- Ergonomic design with plush cushions for superior comfort.
- Perfect as a statement piece for contemporary, minimalist or Scandinavian interiors.

INTERWOOD

Terms & Conditions apply*

↑
T&Cs

(A5) W 5.8 x H 8.2 in

Generic Price Tag

Sale Name

Product FG Code

Product Name

Before Price

After Price

PART SALE

20% OFF

FG020004180

KENT SOFA 2 SEATER
(VELVET TEA PINK)

WAS

Rs.

111,501

NOW

Rs.

89,200

(SAVE Rs. 22,301)

INTERWOOD

Terms & Conditions apply*

INDEPENDENCE

SALE

20% OFF

FG020004180

KENT SOFA 2 SEATER
(VELVET TEA PINK)

WAS

Rs.

111,501

NOW

Rs.

89,200

(SAVE Rs. 22,301)

INTERWOOD

Terms & Conditions apply*

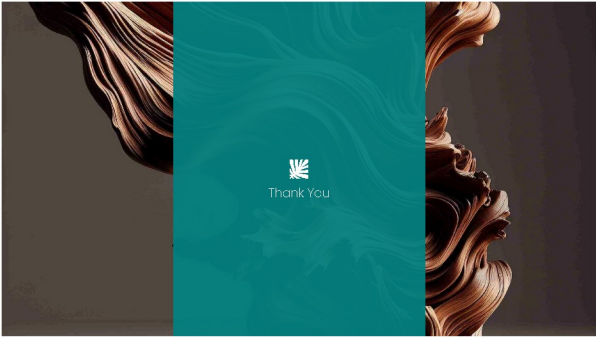
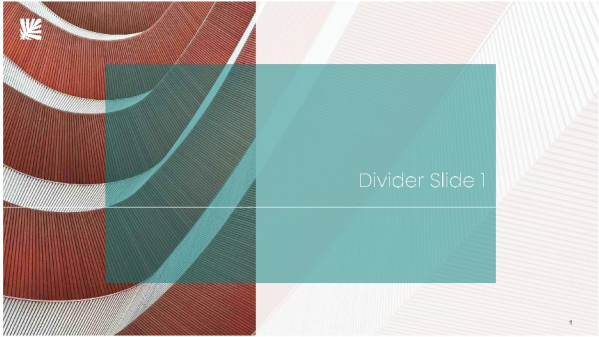
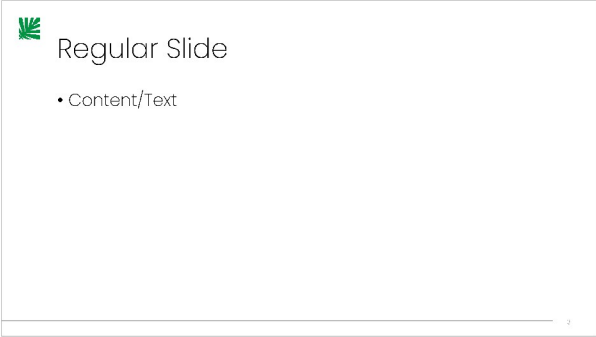
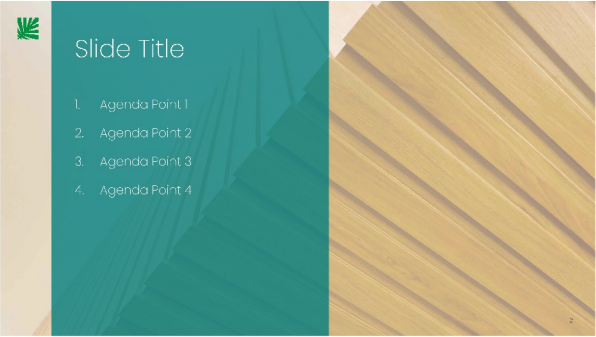
Promotional Price Tags



12. PRESENTATIONS



Presentation Layout



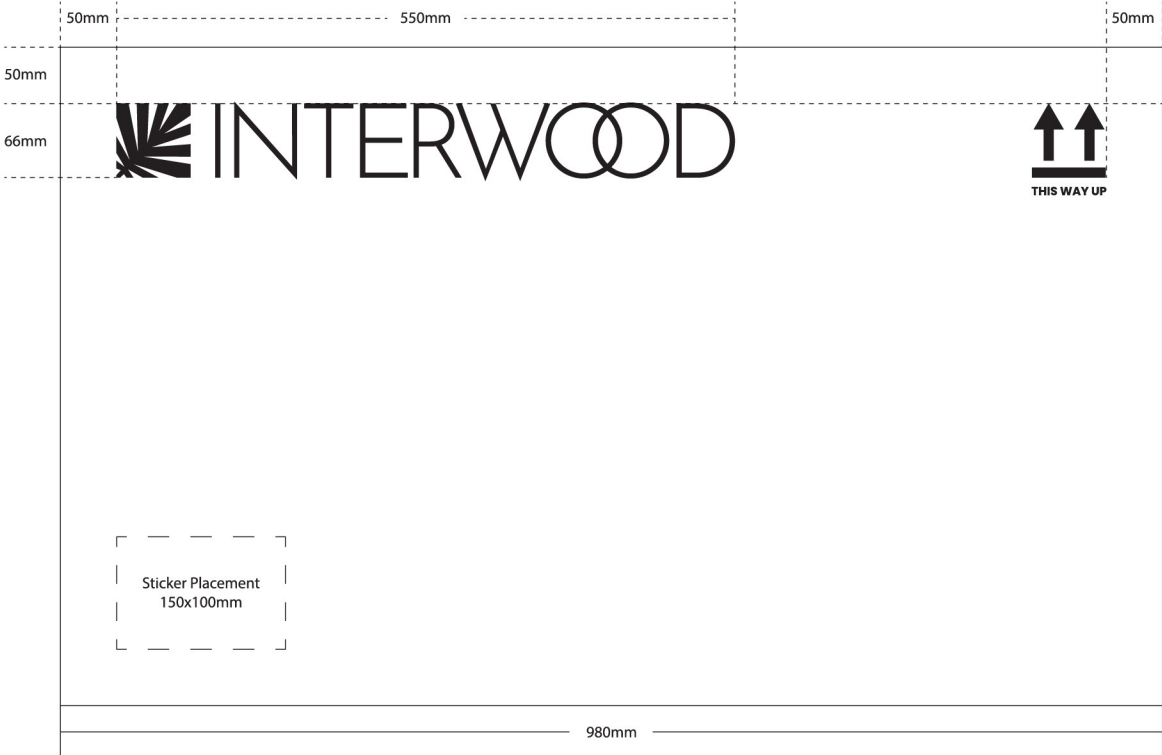


13. PRODUCT PACKAGING

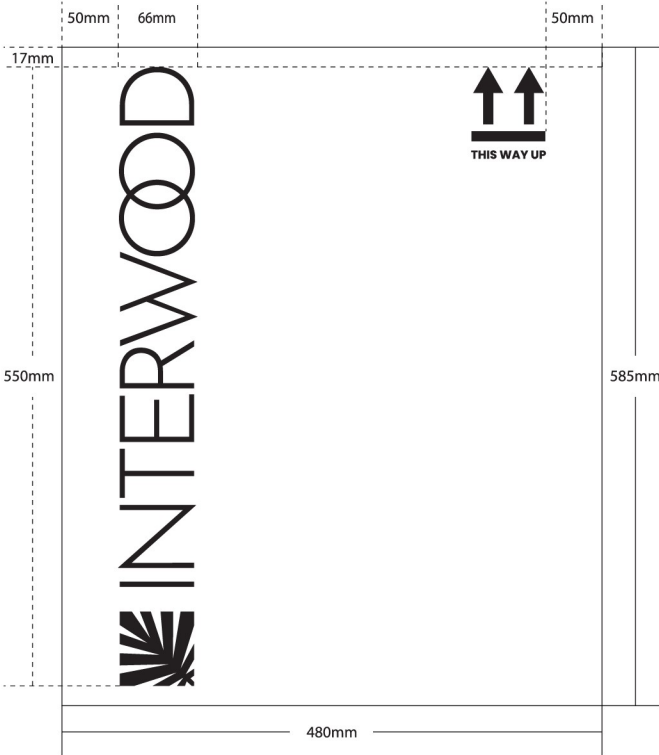


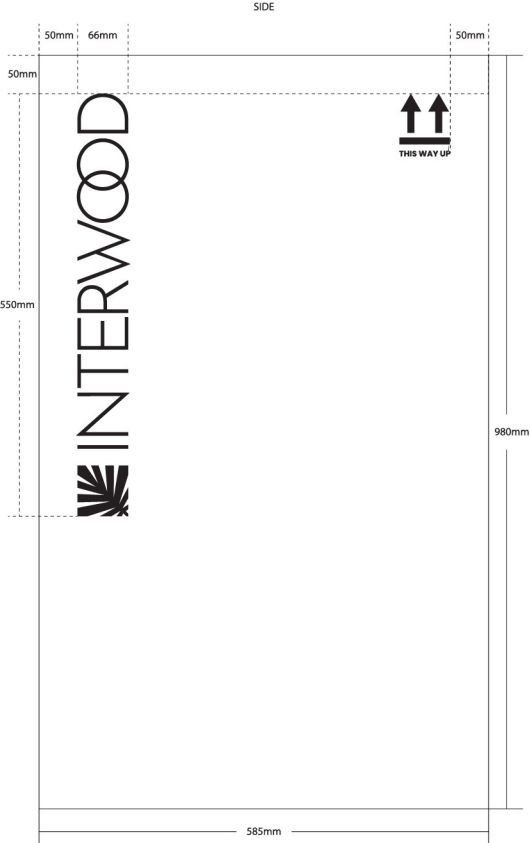
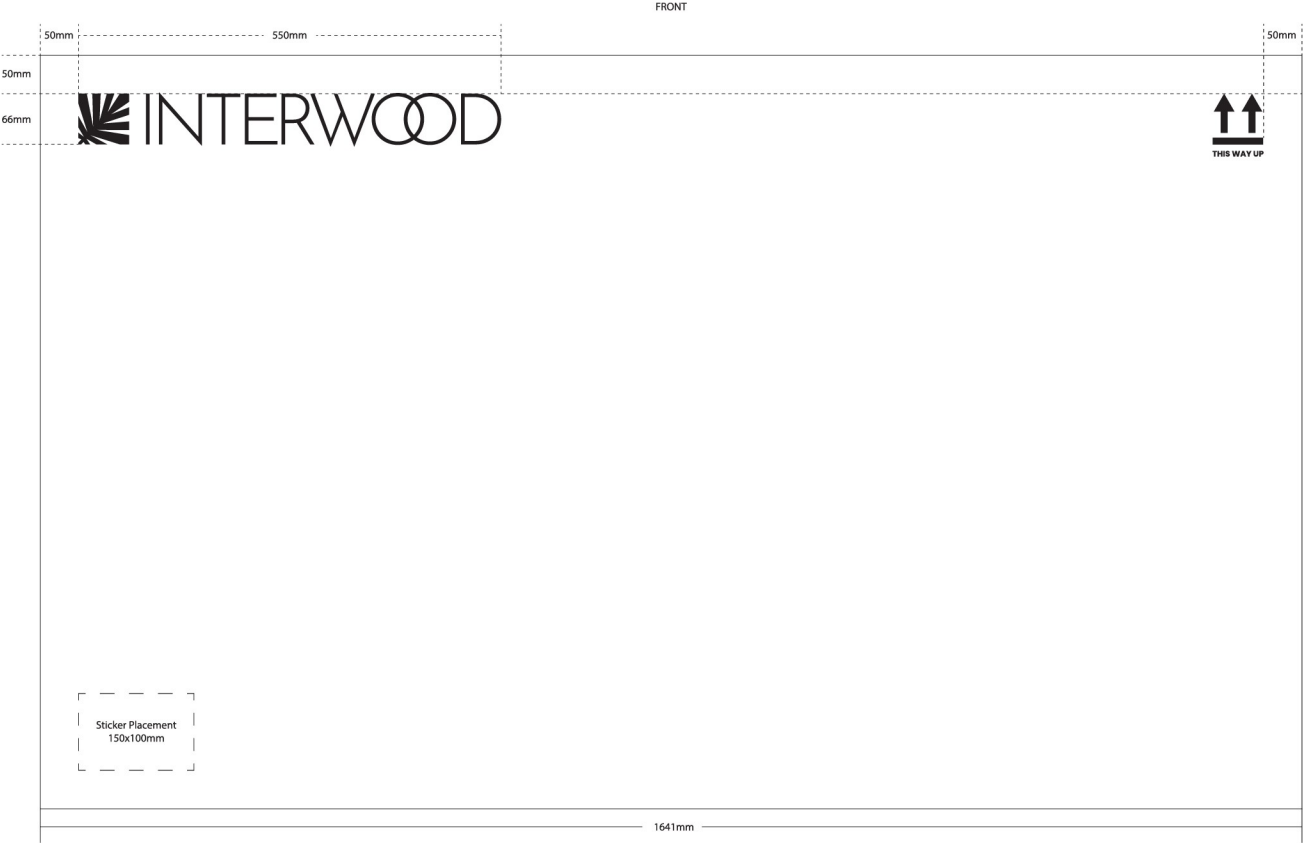
Product Packaging

FRONT



SIDE







THANK YOU

