



## Brand Guide

# WELCOME

The purpose of this brand book is to provide clear direction for anyone developing creative content for Mor Furniture. A unified point-of-view is important for any brand to become one that people join and not just buy from. Our goal is for us to present to our customers and customers-to-be, a sound, trustworthy and consistent Mor Furniture brand across all channels.

This is a living document. As the brand evolves, it will evolve. That said, it is a reflection of where we are today, and must be adhered to.

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# BRAND VALUES

# WHO WE ARE

The largest family-owned furniture company on the West Coast, Mor proudly operates 32 furniture stores serving communities across 7 states.



# HISTORY

For over 40 years, Mor Furniture for Less has been committed to offering high-quality furniture at an outstanding value.

Mor Furniture for Less started in 1977 in San Diego, California as a single water bed store and quickly grew to multiple locations.

In 1983, the company opened a location in Spokane, Washington, followed by Portland, Oregon in 1984. By 1987, there were stores located throughout San Diego, Portland, Spokane, and Seattle, Washington.

During the 1990's, Mor Furniture for Less grew along the West Coast, under the name Bedroom Superstore, with locations throughout Washington, Oregon, and California, including Bakersfield and Fresno. In 2000, the first Mor Furniture for Less locations opened in Reno, Boise and Phoenix and we have been growing ever since!



# IDENTITY

## The Wired-In

This audience is redefined to cast a wider net than we've known in the past and includes behavioral commonalities with the Social Cultivator group.

- Prefers shopping online, and connects and transacts on a smartphone.
- Expects a seamless website experience
- Active on social media
- Aware of and influenced by current trends
  
- Male / Female, 35-45 years old
- 60%≈ married / living together
- Avg HHI \$100K+

Note: this is for our online customers only





# BRAND ATTRIBUTES

## Family

We are family-owned and family-centric. For more than 40 years, we've served families across the West, helping them create their dream homes with high quality furniture and accents at every price point. We welcome families with best-in-class customer service and in our stores we create a warm, entertaining atmosphere with cookies, popcorn and an inviting and playful kids bedroom area.

## Quality

We take pride in providing the highest possible quality at each price point. Our customers can depend on us for beautiful craftsmanship and detail, durability and style no matter their budget.

## Value

Value: Our value equation = quality + everyday low prices + wow customer service. Customers don't need to wait for a holiday sale to get a high value shopping experience. That's what we offer every single day.

## Customer Satisfaction

We provide world class customer service that exceeds customer expectations. We listen to the needs of our customers and treat them with honesty and integrity. Case in point: we have no customer returns policy, we simply make our customers happy.

## Team

Our employees are our most valuable asset. As such, we're dedicated to their long-term growth and success. We trust and empower our team, recognize their accomplishments, and seek to understand and fulfill their needs as partners in our shared success.

## Community

We're committed to the communities we serve. We actively invest our time, resources, and expertise in the local and national causes our customers care most about.



**LANGUAGE**

# OUR VOICE

## Overview

Our voice is a pillar upon which the Mor Furniture brand is built, and often the first touch in a customer journey. When applied consistently in-stores, on the web, in social media, and in our TV spots, it enhances our brand recognition and grows customer trust and engagement.

## Tone

Our tone reflects our values. It's forthright, casual, accessible, and above all, welcoming. The goal is to make a potentially big decision for our customer as small as possible.

- We're humble authorities, never arrogant or pretentious. If we can say it plainly and conversationally, we will.
- We inspire trust and demonstrate empathy.
- While our tone is light and fun, we avoid puns and clichés.
- We avoid vague superlatives and instead share product details that speak to our quality.

## Emphasis

The Mor Furniture brand immediately signals quality and value. We take every opportunity to reinforce how well our products are made, their durability, beauty, and style. By coupling that quality with the guaranteed lowest everyday prices and top-class customer service, we provide potential customers with the confidence they need to make a positive buying decision, and cultivate lifelong Mor Furniture for Less VIPs.

# OUR WORD CHOICES

## Overview

Our word choices matter. This section will address at a high level the kind of words we seek to embrace, and those we want to avoid.

## Words We Love

We love words that give our customers confidence that our products are well-made and will enhance the beauty and comfort of their homes. Words that invite, entice, and assure our customers that we are worthy of their trust and deserving of their business.

Here are a few examples of the kind of words we love.  
As with any good writing, use with moderation so each word retains its meaning.

Quality	Timeless
Value	Style
Design	Family
Fun	Customer
Integrity	Centric
Comfort	Relaxed
Service	Affordable style
Honesty	Everyday Value

## Words We Don't Love So Much

We are not so in love with words that suggest we're about crazy price promotions. Nor do we like words that suggest that we are willing to compromise the quality of the products or services we offer to our customers.

Here are a few examples of the kind of words we will never use:

Cheap	Blowout
Deal	Steal
Discount	Closeout
Bargain	Door buster

**LOGO USAGE,  
TYPOGRAPHY & COLOR**

# LOGO USAGE

Our logo is our most visible and valuable asset. The Mor Furniture for Less logo is either black or white, no exceptions. Do not alter the shape, color or proportions of the logo.

Additionally, the logo should be placed on a solid background whenever possible. We like white, black or blue, but colors and locations may vary.

***Mor***<sup>®</sup>  
*f u r n i t u r e f o r l e s s*

***Mor***<sup>®</sup>  
*f u r n i t u r e f o r l e s s*

***Mor***<sup>®</sup>  
*f u r n i t u r e f o r l e s s*

# LOGO CLEAR SPACE

Respect the clear space! Give the logo plenty of room to breathe. The required horizontal space is one full "O" from the logo on the left and right. The vertical space is one half "O" on the top and bottom.

***Mor***<sup>®</sup>  
*f u r n i t u r e f o r l e s s*



# TYPOGRAPHY

## Two Families

We use a combination of Abril for headlines and Avenir for both headlines, subheads and body copy. Both of these faces have flexible weights and sizes to be used to create proper hierarchy and brand communication.

### Abril

Contemporary, elegant and bold, Abril Titling is our accent font used for headlines and call-outs only to emphasize something. Optically kerned at 0, we pair it with Avenir for good contrast. Use it minimally per layout to avoid going overboard with the use of Abril.

### Avenir

Avenir is an extremely legible font. It is nicely balanced and sensible, yet very modern, and very flexible making it our all-purpose brand font. We optically kern it between 0 and 40. When using Avenir Thin through Book, apply sentence case. When using Avenir Medium or Bold, apply all caps.

Abril Regular  
Abril SemiBold  
Abril Bold

*Abril Italic*  
*Abril SemiBold Italic*  
*Abril Bold Italic*

Avenir Light  
Avenir Book  
AVENIR MEDIUM  
AVENIR HEAVY  
AVENIR BLACK



# AVENIR

## H1 36PT Avenir Black

The largest family-owned furniture company on the West Coast.

## H2 24PT Avenir Black

The largest family-owned furniture company on the West Coast.

## H3 18PT Avenir Black

The largest family-owned furniture company on the West Coast.

### Lead 18PT Avenir Book

In 1983, the company opened a location in Spokane, Washington, followed by Portland, Oregon in 1984. By 1987, there were stores located throughout San Diego, Portland, Spokane, and Seattle, Washington.

### Body 14PT Avenir Book

In 1983, the company opened a location in Spokane, Washington, followed by Portland, Oregon in 1984. By 1987, there were stores located throughout San Diego, Portland, Spokane, and Seattle, Washington.

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### Quote 18PT Avenir Book Oblique

*The only people for me are the mad ones, the ones who are mad to live, mad to talk, mad to be saved, desirous of everything at the same time...*

### Citation 15PT Avenir Book

- Jack Kerouac, *On the Road*

#### Title

Font: Avenir Black

Leading: We usually use the next size group up from the font size

(ex: 24 with 18pt, 30 with 24pt & so on)

Tracking: 0, but may vary

Size: Variable

(ex: 12, 14, 18, 24, 30, 36 are good)

#### Text

Font: Avenir Book

Leading: We usually use the next size group up from the font size

(ex: 18 with 14pt, 24 with 18pt)

Tracking: 0, but may vary

Size: Variable

(ex: 12, 14, 18 are good)

#### Color

Black, gray, white

Seasonal colors must be approved by creative director.

#### General Rules

Tracking is generally 0, but may vary with headlines and use.

Leading can vary.

For longer text the leading is bigger to ease the reading.

Minimalist in the different weights and sizes we use. Generally no more than 3 point sizes in a composition.

Use good contrasts between the sizes.

Kerning is always kept to optical, but can be manually kerned for headlines.

#### Alignment

Center alignment is recommended.

Otherwise use left alignment for all blocks of copy.

# ABRIL TITLING

## H1 36PT Abril Bold

**The largest family-owned  
furniture company on the  
West Coast.**

## H2 24PT Abril SemiBold

**The largest family-owned furniture  
company on the West Coast.**

## H3 18PT Abril Regular

The largest family-owned furniture company on the West Coast.

## *H1 36PT Abril Bold Italic*

*The largest family-owned  
furniture company on the  
West Coast.*

## *H2 24PT Abril SemiBold Italic*

*The largest family-owned furniture  
company on the West Coast.*

## *H3 18PT Abril Italic*

*The largest family-owned furniture company on the West Coast.*

### **Title**

Font: Abril

Leading: We usually use the next size group up from the size

(ex: 24 with 18pt, 30 with 24pt & so on)

Tracking: Always 0

Size: Variable

(ex: 18, 24, 30, 36 are good)

### **Text**

Abril will very rarely ever be used in text, but use it in similar weight with Avenir to maintain flow and consistency while providing emphasis.

### **Color**

Black, gray, white

Seasonal colors must be approved by creative director.

### **General Rules**

Tracking is always 0 to maintain proper weight and appearance.

Leading can vary, but will typically be the next font size up as explained above.

Use Abril sparingly as a headline or for more emphasis.

Kerning is always kept to optical, but can be manually kerned for certain situations.

### **Alignment**

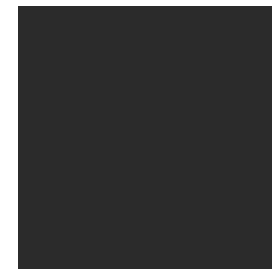
Center alignment is recommended. Otherwise use left alignment for all blocks of copy.

# COLOR

The palette consists of 5 different main colors. The Primary color is Mor Black and Mor Blue.

Mor Dark Blue and Mor Light Blue can be used as accents when more depth is needed or when creating patterns.

## Primary Colors



**Mor Black**

70 64 63 65

43 43 43

#2B2B2B



**Mor Blue**

84 36 16 1

0 134 178

#0086B2

## Secondary Colors



**Mor Dark Blue**

96 64 28 10

0 89 130

#005982



**Mor Light Blue**

59 11 1 0

86 182 228

#56B6E4

## Note

Blue should always be the dominant color, black should only be used as an accent color or when the layout calls for it. Use your best judgement and refer to the design team if in doubt.

Seasonal accent colors should be used sparingly and must be approved by the Creative Director.

# DESIGN ELEMENTS

# DESIGN OVERVIEW

## Design Do's

### **Simple**

We have high standards for beautiful design. There is something to be said for the use of clean, simple lines.

### **Pure**

Our elements are always minimal and to-the-point. With smart purpose, we layer on only what is needed.

### **Unified**

What we do here, we do there. Consistency is key in establishing those visual cues that make our brand.

## Design Don'ts

### **Cluttered**

Our designs are never overly produced. This means we do not use unnecessary elements or too many overlays that overwhelm our audience with too many distractions.

### **Mismatched**

We never use a mismatched color or visual story. If it's random and doesn't fit in, we kill it.

### **Dated**

We do not use effects like drop shadows, gradients, beveled edges or outer glows. We just say no.

# PRINT & DIGITAL COLLATERAL

## Typographic Sample

The sample shows the proper use of the Abril and Avenir fonts. Note the use of Abril as the headline font. It is bold and disruptive.

Avenir is used in the sub-headline as well as the body. Note the use of different weights to create contrast in heirarchy.

Other rules to keep in mind:

- Follow typography guidelines as specified in page \_ of this document.
- When using photography make sure to never obstruct key features (ex: our product, model's face, etc.)
- If our logo is used make sure it is fully legible and is being used appropriately.

## About Mor Furniture for Less

As the West Coast's largest family-owned and operated furniture company, Mor Furniture for Less believes in providing a fun and entertaining shopping experience, complete with family.

- You will be greeted by our friendly staff with
- You'll get fresh-baked Otis Spunkmeyer™ cookies, warm popcorn, soft drinks and coffee

## Always the Best Value

With 32 stores in 7 states, Mor Furniture for Less has grown to become the largest family-owned and operated furniture company on the West Coast, which means big savings for you.



# WEB-SAFE COLLATERAL

## Web-Safe Typography Sample

In some cases the brand fonts wont be available for plain text. The sample shows the proper use of the Georgia and Arial fonts in their place. Note the use of Georgia as the headline font. It is bold and disruptive, just like Abril.

Arial is used in the sub-headline as well as the body to closely resemble Avenir.

Use both fonts in a similar fashion to our brand fonts.

## About Mor Furniture for Less

As the West Coast's largest family-owned and operated furniture company, Mor Furniture for Less believes in providing a fun and entertaining shopping experience, complete with family.

- You will be greeted by our friendly staff with
- You'll get fresh-baked Otis Spunkmeyer™ cookies, warm popcorn, soft drinks and coffee

### Always the Best Value

With 32 stores in 7 states, Mor Furniture for Less has grown to become the largest family-owned and operated furniture company on the West Coast, which means big savings for you.

# CALL TO ACTION

CTA's can be solid or outlined rectangles. The colors can be black, white or Mor Blue only. With the exception being seasonal or promotional accent colors and must be approved by the Creative Director.

Note: for mobile devices the CTA must be scaled up 30%.

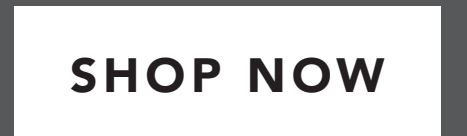
## Default Button Details

Height: 40px  
Stroke: 2px  
Padding Top/Bottom: 15px  
Paddling Left/Right: 18px  
Corner Radius 0px  
Font: 14PT Avenir Black  
Style: All Caps  
Tracking: 120



## Mobile Button Details

Height: 52px  
Stroke: 2px  
Padding Top/Bottom: 19px  
Paddling Left/Right: 24px  
Corner Radius 0px  
Font: 18PT Avenir Black  
Style: All Caps  
Tracking: 120



Examples on darker backgrounds

# **PHOTOGRAPHY GUIDELINES**

## Why It Matters

Good product photography matters for two very good reasons you should care about.

### **Sales**

Good product photography allows the customer to examine the features of a product and make an informed buying decision. The more thoroughly the product is represented through multiple images, the greater the sales conversion both online and in-store.

### **Brand Elevation**

Over the last few years, customer expectations around the quality and thoroughness of product imagery has grown. Customers may not be able to articulate why they prefer one company's approach over another's, but their dollars show an unconscious bias toward quality and care. That quality and care reflects well on a brand, just as carelessness and inconsistency reflects poorly and diminishes a brand. Please follow these guidelines as we seek to drive conversion and build an even stronger Mor Furniture for Less brand.

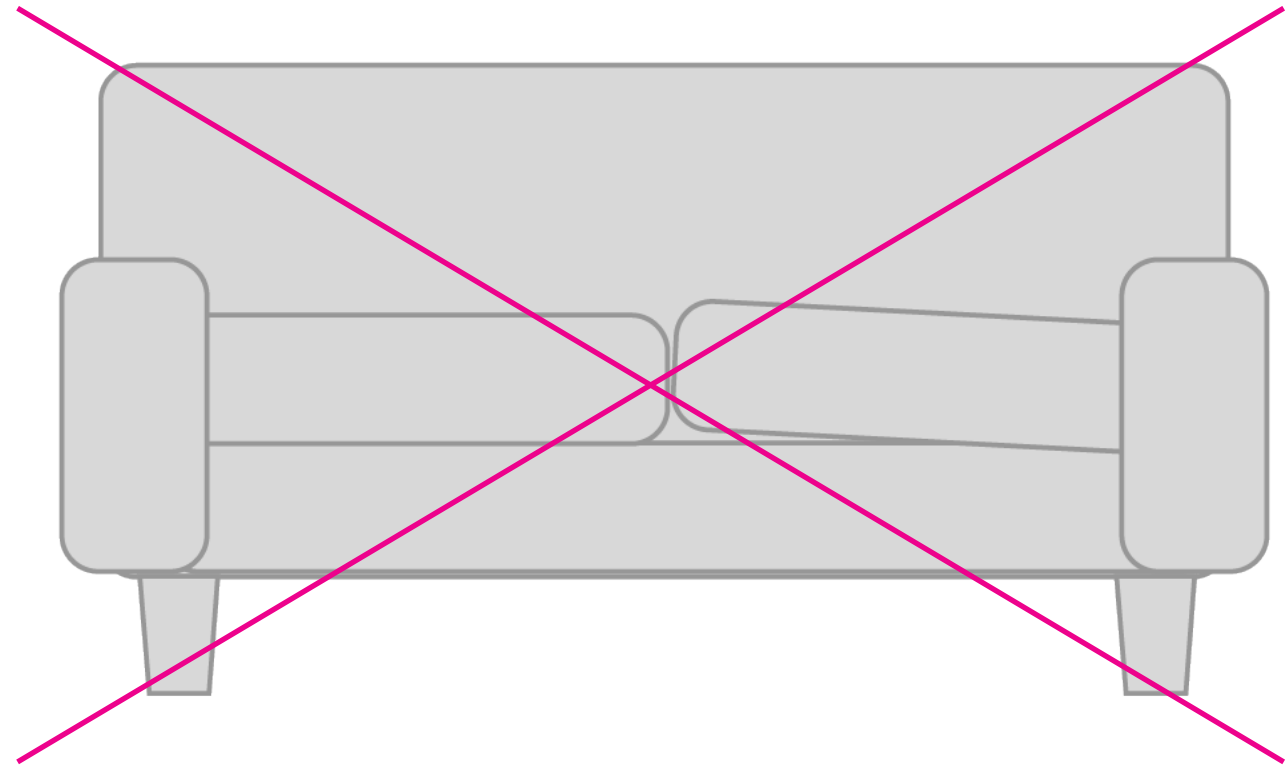
Thanks.

The Brand Team

# STYLING

## It's All in the Details

Product images should showcase the product at its best. Seams should be aligned, wrinkles removed. There is no need to add additional decoration, but attention to detail is critical. If possible, have someone on set responsible for insuring that the product is putting its best foot forward.



# LENS

## Distortion is the Enemy

Shoot with the correct lens to minimize distortion of the products. We recommend 50-75mm. Shooting with a wider angle will contribute to the kind of distortion shown here. Also, shoot at an appropriate distance. Finally, use a small aperture (f8 - f16) to maximize depth of field and detail.



# PRODUCT LIGHTING

## Accuracy

Lighting for product images should be the most neutral and accurate of product representations. Neutral white balance is critical (broadly 5200K with a Daylight White Balance setting or 3200K and the Tungsten White Balance Setting).

## Even Flow

Light diffusion is critical when photographing furniture. Finishes on furniture can be highly reflective, and will amplify hot spots. Uneven lighting also makes it difficult for the customer to understand the true color or finish of a product. Shown are a few examples taken from morfurniture.com showing outcomes resulting from poor or improperly diffused lighting.



The top surface is completely blown out.



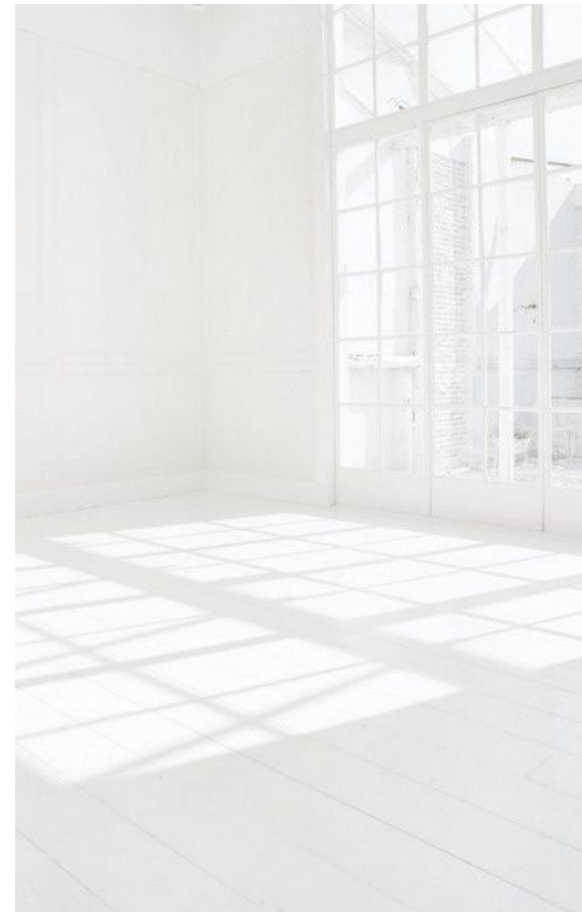
Color is murky and uneven.  
Note too the distortion.



# STYLED LIGHTING

## Natural & Bold

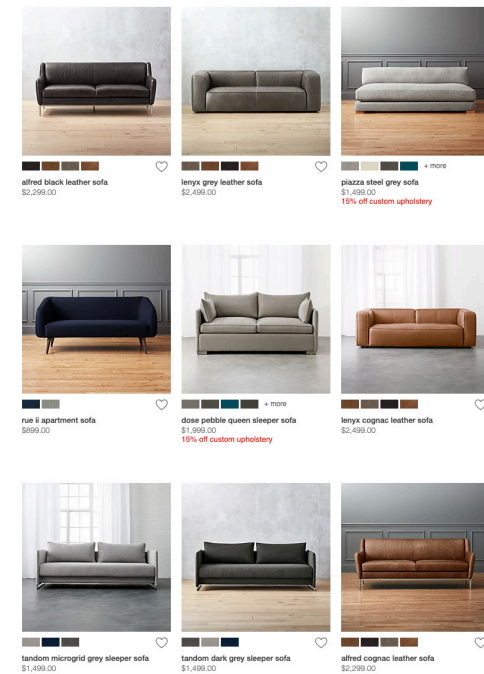
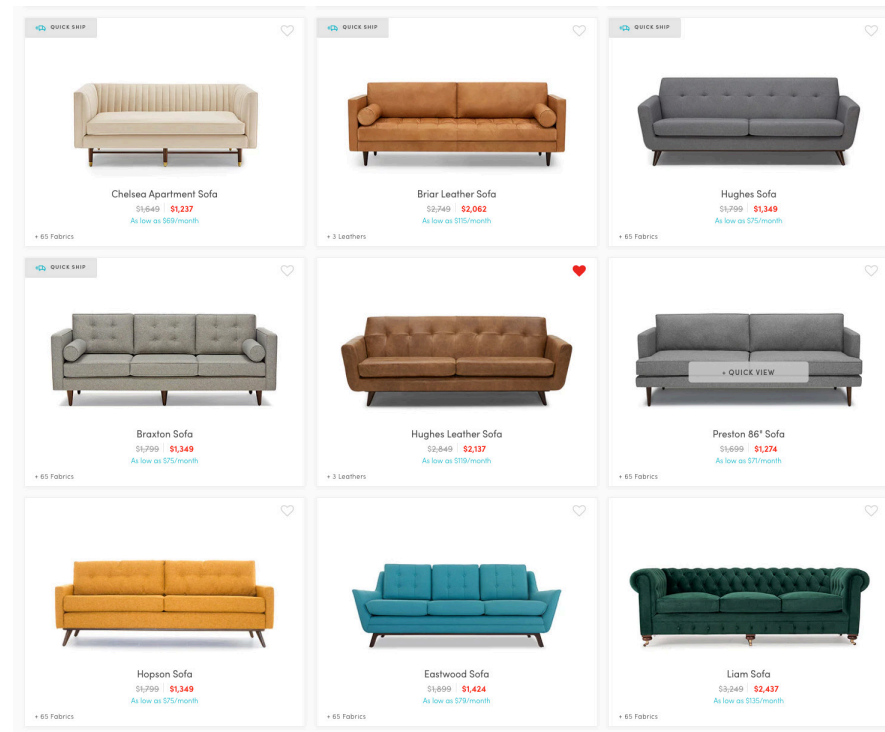
Our lighting is bold and it captures the contours and textures of our products. We use natural light sources (when possible) or artificial light made to look natural. Shadows feel natural, but slightly dramatic with longer shadows running off the shot.



# ANGLES

## Consistency is Key

It is critical to remember that product images will live side by side in a grid on results pages, emails and other digital communications. Therefore, variations in camera angles and disparities in lighting from one image to another will be recognized immediately and will significantly degrade the presentation to the customer.



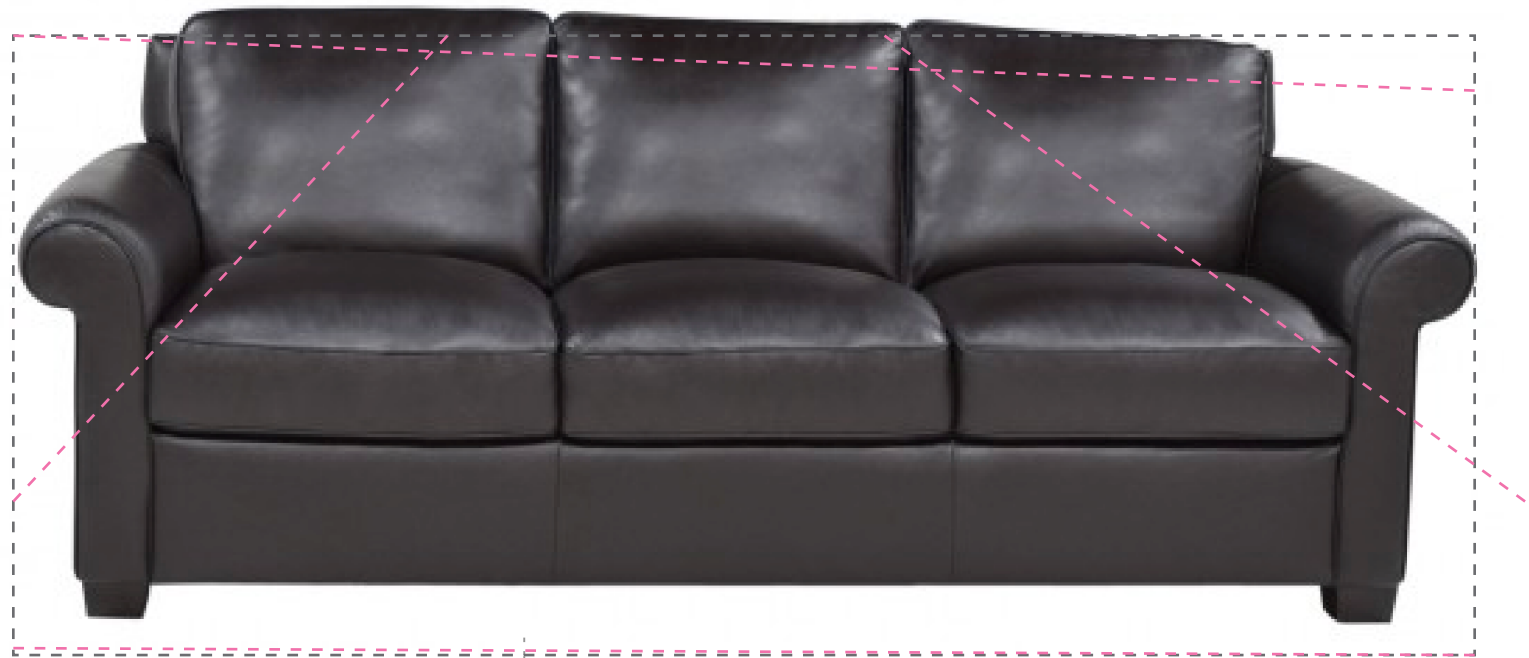
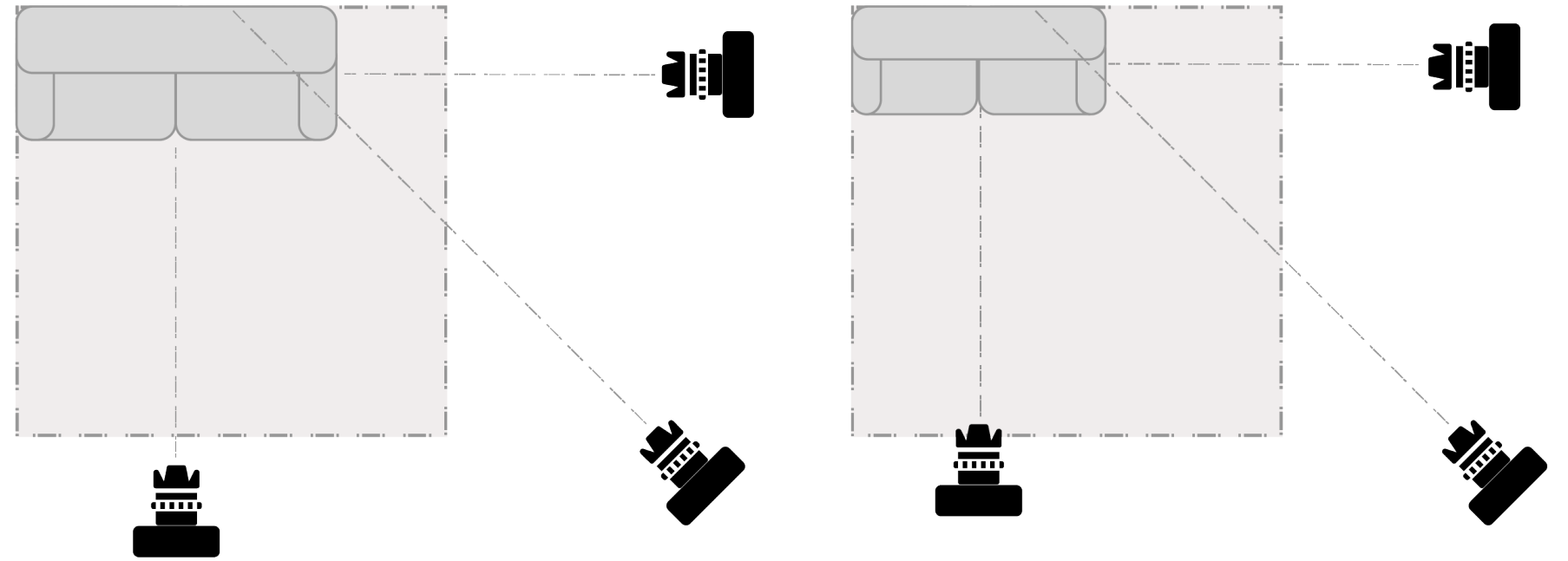
Product images taken of competitor's site.

# ANGLES

## Symmetry is King

Like items should always be set in the exact position and shot from precisely the same angle relative to the size of the piece at all times.

Also, note in the diagram that the camera is in the exact center of the product. This is critical. Draw a rule, if necessary, but be spot on!



Off-center produces odd angles and asymmetrical perspective.



# SHOT LIST

## No Elevation: Front, Side & 3/4

The tri-pod mounted camera is positioned directly in front of each elevation view of the product. There is little to no indication of depth.



## Elevation with Slight Depth: Front, Side & 3/4

The tri-pod mounted camera is positioned with the lens positioned 2-3 inches above the top of the product. This will add depth to the view.





# PRODUCT SHOTS

## Front, 3/4 & Side

Every product should be photographed from these 3 angles shown here.



Examples to show how the styled shot relate to the product shots.





# STYLED SHOTS

## Cover Page

Think of the styled shots as the cover page. We want to feature the product in the best way we can to make someone want to see more. The styling should match the piece with the customer in mind and should use as many buyable products or accents as possible.









# SHOT LIST

## Detail Shots

Shots of product details can be handheld or tripod-mounted. What's important here is to allow the customer to inspect the attributes of the product as closely as they might in a showroom. Below is a short list of the kind of details to keep in mind while shooting. Also, review, examples shown to see how everything aligns.

### Dressers, chests, nightstands

- Drawers opened
- Drawer construction
- Sliding mechanism,
- Drawer pulls,
- Craft details (carving, bevels, etc.)

### Beds

- Corners,
- Headboard & feet,
- Craft details (carving, bevels, jewels, lights, etc)

### Sofas, chairs and loveseats

- Arms
- Backs
- Cushions and seats (pleats, buttons, tacks, etc.)
- Feet and leg construction
- Craft details

### Dining and coffee tables

- Table tops
- Legs and supporting structures
- Craft details
- Drawers and other special features if any

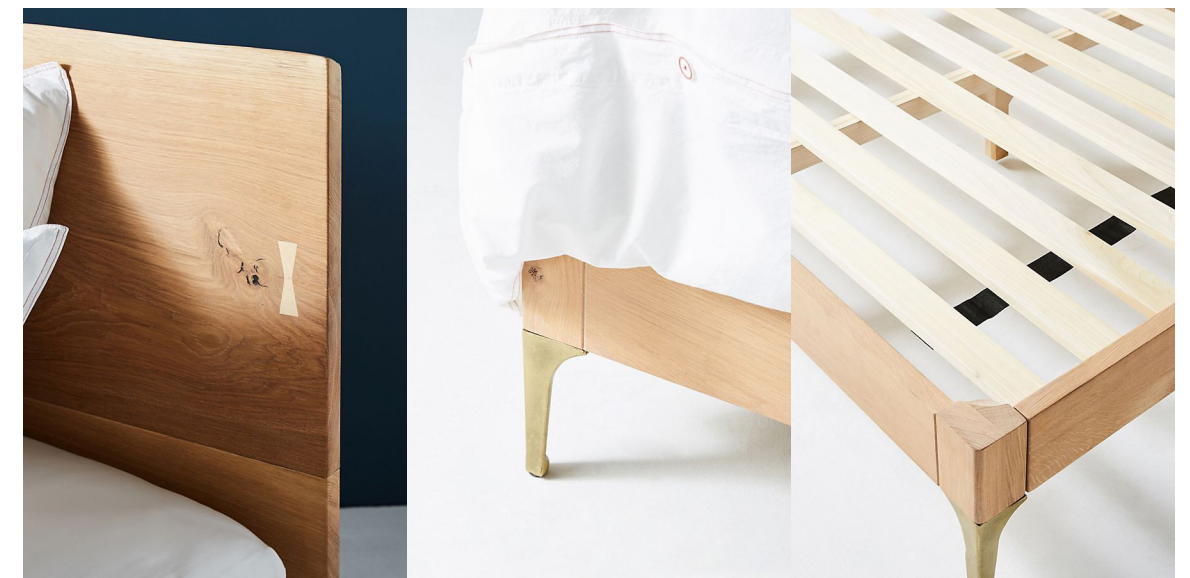
## Styled Shot



## Product Shots



## Detailed Shots



# SHOT LIST

## Unusual Cases

The shot list thus far outlines the basics by category. The larger goal, however, is to be as thorough as possible in representing the attributes of any given product. To that end, any special features of a product should be shot, even if not specifically called out in this document.

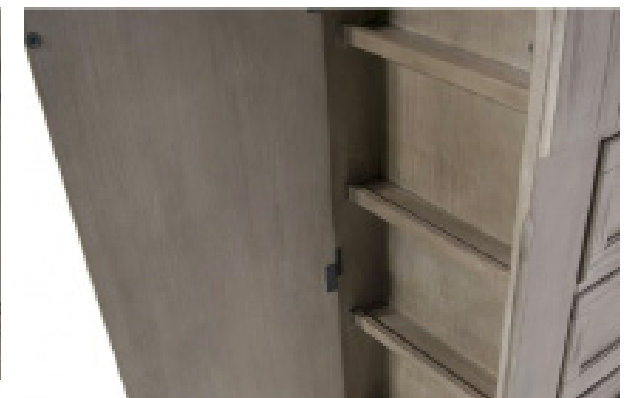
### Sofabeds and recliners

Sofa beds should be shot fully opened as shown below. There should also be detail shots indicating mattress thickness, support structures and opening mechanisms. Recliners should also be shot in the reclining position from all the standard angles. Details should include opening mechanisms.

### Unusual Items

The Allegra Swivel Chest is a great example. It would get all the baseline shots, but we also need to display the rear mirror, side doors opened and the swivel action.

Please note: the Allegra Swivel chest would have benefitted from having a full product shot with the side door open. Also, the mirror should have been better rendered in post-production.



# POST PRODUCTION

## Making it Perfect

Post production work is almost always necessary to get images just right. Here are three things to always pay attention to.

### **Distortion Correction**

As indicated earlier, distortion is a key concern. If all efforts when shooting (using a quality 50-75mm lens and the proper distance), then its up to Photoshop. One simple way to correct image distortion is to place guidelines around the image and use the distort tool to true all the angles. For other forms of distortion (barrel, pincushion), check out the following link:

Correct image distortion and noise  
(<https://helpx.adobe.com/photoshop/using/correcting-image-distortion-noise.html>)

### **Color Correction**

Again, we are shooting for color neutral, accurate images. Therefore, if it's necessary to correct for white balance after the shoot, please do so.

### **Silhouettes**

We create silos to remove all distracting background elements from a photo to let the product shine. Please note, however, that silos should either preserve the real shadow beneath an image (see fig.1) or should have one created (see fig. 2). Images without shadows are limited in their applications as the product is not anchored to the ground.



# SHOT LIST

## File Sizes & Format

Please deliver the files to the marketing department in the following formats:

- Raw
- JPEG (without additional compression)
- Maximum resolution (3,000 pixels or better)

## Naming Conventions

We will be updating this document soon with the naming conventions for the photographs.

# Contact

**For questions and approval of all applications, contact:**

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*Fin.*