



WORLD'S MOST CUSTOMIZABLE CHAIRS

COMPREHENSIVE BRAND GUIDELINES

These guidelines define how the LIFEFORM® brand must be presented across all channels to ensure a consistent, premium, and authentic representation rooted in craftsmanship, customization, and wellness. All partners, designers, dealers, and internal teams are required to follow these standards.

1. BRAND OVERVIEW & PURPOSE

BRAND POSITIONING

LIFEFORM® Chairs is a Canadian, family-rooted brand with over 50 years of leadership in handcrafted, customizable ergonomic seating, inspired by five generations of Danish craftsmanship dating back to 1884.

The brand is positioned as a legacy, premium ergonomic seating maker, focused on bespoke comfort, durability, and intentional design rather than mass production.

BRAND PROMISE

To create chairs that are made to fit the individual, physically, aesthetically, and functionally—while enduring for decades.

2. TRADE NAME & TRADEMARK USAGE

Trade Name: LIFEFORM® Chairs

Trademark: LIFEFORM® (registered mark)

USAGE RULES

LIFEFORM® must always appear with the registered trademark symbol (®) on first use in all communications, packaging, and digital assets. Subsequent references may omit the symbol but retain capitalization. Never alter the name to "Life Form," "Lifeform," or other variants.



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3. BRAND TONE & VOICE

LIFEFORM® Chairs embodies quiet luxury, timeless craftsmanship, and personalized wellness. Messaging should feel editorial, aspirational, and human; evoking heritage, intention, and legacy without ostentation. Avoid hype, mass-market language, or technical jargon overload.

CORE ATTRIBUTES

- Crafted, not manufactured
- Confident, not boastful
- Warm, intentional, and human
- Premium yet approachable

VOICE GUIDELINES

- Speak to the customer as an equal, never condescending or overly technical.
- Emphasize fit, craft, and longevity over features alone.

TONE BALANCE

Prioritize 80% focus on atelier-style craftsmanship and customization with 20% on ergonomic wellness. Tone is elegant, empowering, and distinctly LIFEFORM: *"You weren't made to fit into a chair. Your chair should be made to fit you, perfectly, artfully, and by hand."* This balance reinforces LIFEFORM's differentiation without reducing the brand to clinical ergonomics.

4. TAGLINE USAGE

PRIMARY BRAND TAGLINE

"World's Most Customizable Chairs" serves as the primary tagline. Pair it with supporting lines such as "Built for One. Crafted for Life." or "Made to Fit. Designed to Endure." for added depth.

RULES

- The tagline should be used in proximity to the logo on major brand touchpoints (website hero, brochures, trade materials).
- Do not rewrite or paraphrase the tagline.



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5. LOGO USAGE & POSITIONING

The LIFEFORM® logo must maintain clear space equal to the height of the letter "L" on all sides. Minimum size is 1 inch in print or 72 px digitally. Always use approved vector files; never stretch, rotate, or alter colors. Place logos in the top-left of layouts with generous negative space.

LOGO INTEGRITY

The LIFEFORM® logo must never be redrawn, distorted, recolored, or altered. Do not apply shadows, gradients, outlines, or effects.



CLEAR SPACE

Minimum clear space around the logo equals the height of the letter "L" in the LIFEFORM logo at the size being used. No text, imagery, or graphic elements may intrude into this space.



MINIMUM SIZE

Print: 1/2 inch wide minimum

Digital: Must remain legible on all screen sizes.



BACKGROUND CONTROL

- Preferred: white or light neutral backgrounds.
- Acceptable: dark backgrounds using reversed (white) logo.
- Avoid busy textures or low-contrast imagery behind the logo.

(Spacing and color standards align with internal LIFEFORM brand guide references.)



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6. COLOR PALETTE

LIFEFORM colors reflect heritage, calm confidence, and material richness.

PRIMARY COLORS



PMS- PMS 10267
Hex- 134D6B
CMYK- C95, M67, Y38, K21
RGB- R19, G78, B107



PMS- 447
Hex- 434244
CMYK- C0, M0, Y0, K89
RGB- R67, G66, B68



PMS- 7541
Hex- e0e1e0
CMYK- C11, M7, Y9, K0
RGB- R224, G225, B224



PMS- 7468
Hex- 027ea4
CMYK- C86, M40, Y22, K2
RGB- R2, G126, B164

USAGE RULES

- Blue tones should dominate (trust, longevity, calm authority).
- Greys are for balance, backgrounds, and typography.
- Avoid introducing unapproved colors.

7. TYPOGRAPHY

Typography reflects LIFEFORM's balance of heritage and clarity.

PRINT FONTS (APPROVED)

Bernina Sans – Primary editorial and headline font. Body copy, subheads and captions.

Brioso Pro – Heritage accent font (limited use: anniversaries, quotes, product names)

WEB FONTS (APPROVED)

Open Sans – Primary editorial and headline font. Body copy, subheads and captions.

Quintessential – Heritage accent font (limited use: anniversaries, quotes, headlines, product names)
System fallbacks: Helvetica Neue, Helvetica, Arial

DO NOT SUBSTITUTE FONTS.

- Use generous spacing and restrained hierarchy to maintain a premium feel.
- Avoid condensed or decorative fonts not listed above.
- (Font direction and hierarchy are consistent with brand evolution and touchpoint audits.

HEADLINE QUAM ELLABOR SUNTUR?

Body Copy: Dus eat repudam ratat pore escit ommo voluptame odio vere saectiam doluptate asprienis expeditam aspic to iumque con nossi omnihit atureium fuga. Nequam explici psapien dellectum as quidusd aestrum.

Ultimate Executive™ High-Back

(MODEL 2390)

SUB HEADING

Body Copy: Dus eat repudam ratat pore escit ommo voluptame odio vere saectiam doluptate asprienis expeditam aspic



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8. IMAGERY & VISUAL STANDARDS

Strictly prohibit outdated stock photography, sterile office shots, or mass-produced furniture imagery. All visuals must reflect sculptural forms, warm natural light, artisan hands at work, and elevated interiors. Every image – whether photography, video, or illustration – requires prior written approval from LIFEFORM Chairs before use in any channel. This ensures consistent luxury representation across packaging, websites, collateral, and campaigns.

IMAGE POLICY (MANDATORY)

- Outdated images must not be used.
- All images require written approval from LIFEFORM® Chairs prior to use.
- This applies to dealers, designers, media, and partners.

VISUAL STYLE

- Editorial, warm, and intentional
- Natural light, rich textures, real environments
- Emphasis on craftsmanship, materials, and human interaction
- Avoid sterile office stock photography

PROHIBITED IMAGERY

- Low-resolution images
- Generic office stock photos
- Images showing outdated models, finishes, or branding
- Overly staged or artificial environments

(Visual direction aligns with brand elevation strategy and digital overhaul plans.)

9. CONSISTENCY & APPROVAL

Before publishing or distributing any LIFEFORM-branded material:

REVIEW AGAINST THESE GUIDELINES.

Submit imagery and layouts for approval if externally produced.

When in doubt, default to simplicity, restraint, and craft-led storytelling.

10. FINAL PRINCIPLE

LIFEFORM® is not positioned as office furniture—it is positioned as a long-term investment in comfort, health, and presence. Every touchpoint should reinforce that LIFEFORM chairs are made to measure, built to endure, and crafted with intention.

For questions or approvals, contact LIFEFORM® Chairs Brand Management.