



BRAND IDENTITY GUIDELINES

www.timberbrandsusa.com

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Brand Mission

Why Timber Brands Exists

We exist to craft a better tomorrow—one brick at a time.

At Timber Brands, our mission is to pioneer the future of play by transforming construction toys into sustainable, educational tools that inspire creativity, conserve our planet, and empower the next generation.

Vision Statement

Long-Term Aspiration

To lead the global transformation of toys into tools for **good**—where every build nurtures young minds, protects the planet, and sparks purposeful play.

Core Values

Guiding Beliefs

Sustainability First

We believe the future should be built from materials that give back.

Imagination Unleashed

Creativity drives everything we do—from toy design to brand thinking.

Education Through Play

Our toys inspire curiosity, hands-on learning, and eco-awareness.

Integrity in Innovation

We engineer play experiences that are safe, ethical, and sustainable.

Community Roots

We build for the planet and the people who call it home.

Taglines & Messaging

Primary Tagline:

“Build Better. Play Naturally.”

Other Messaging Options:

“Where Earth meets Imagination.”

“Eco Play for Everyday Builders.”

“Plastic is out. Nature is in.”

“Let’s build a future we want to live in.”

Brand Story

The Evolution

Born from a **deep love of imaginative play** and a desire to **reduce plastic pollution**, Timber Brands started as a bold idea:

What if we could make building blocks that build a better world?

Since 2014, we've transformed that dream into reality — creating patented, biodegradable bamboo and wood bricks that spark joy while minimizing harm. Today, we're a growing movement of makers, dreamers, and educators rallying around the idea that play can change the world.

Elevator Pitch

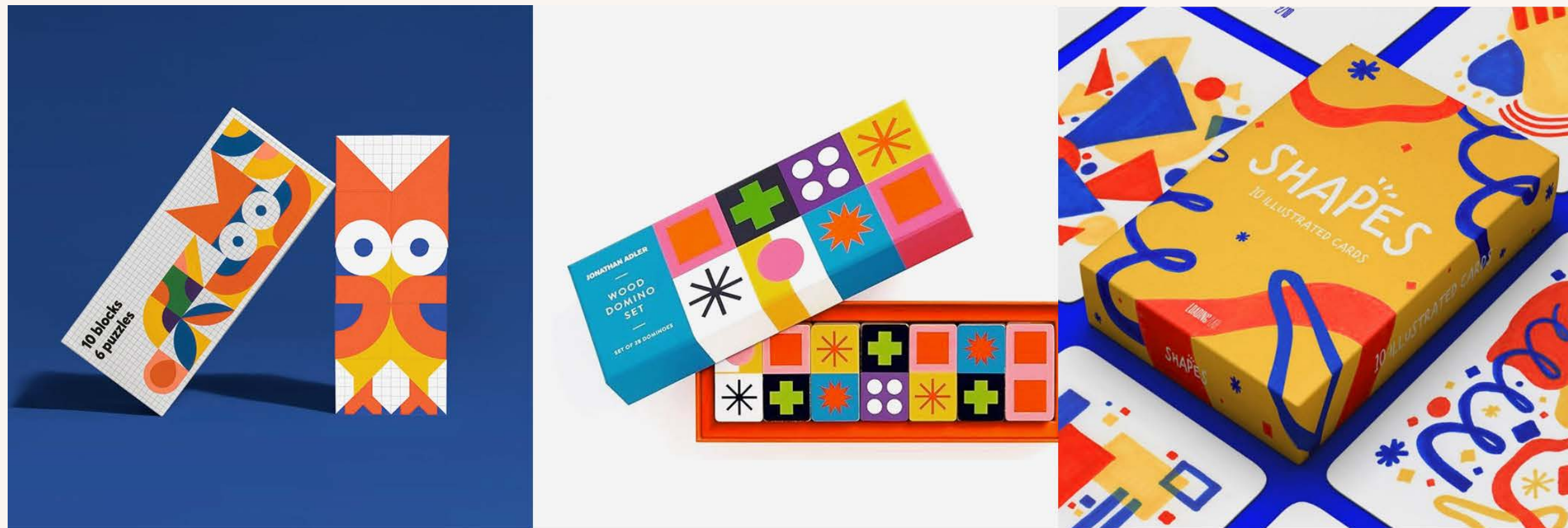
Timber Brands redefines the building block by making it better—for kids and for the planet.

Our patented FSC certified wood and bamboo bricks are **100% biodegradable**, customizable and fully compatible with traditional plastic sets.

We're here to spark imaginations, reduce plastic waste, and lead the sustainable toy revolution—**one brick at a time.**

Visual Language

References



Vibrant geometric and nature patterns mixed with playful typography. (Packaging, social, website, other digital assets)



Cleverly placed brand messages. (Packaging)



Heroic compositions in product photography.



Brand values in the form of labels and badges. (Packaging, Digital)



Spacious layouts, bold typography, patterns, increased focus on subjects (Website)

Primary Logo



Logomark



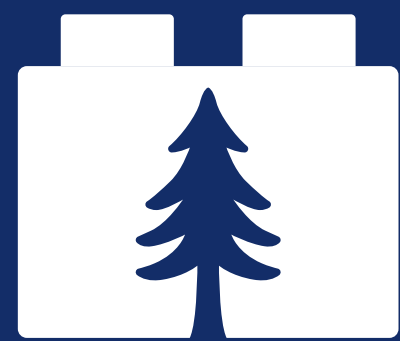
Wordmark Horizontal

timber brands

Wordmark Vertical

**timber
brands**

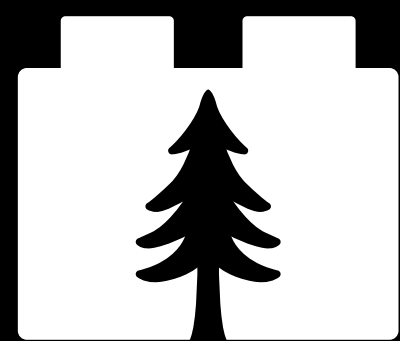
Logo on Colors



timber brands



timber brands



timber brands

Clear Space

Clear space rules ensure legibility of our logo in all design work. They define the minimum distance between logo and other design elements (typography, photography, icons etc.).

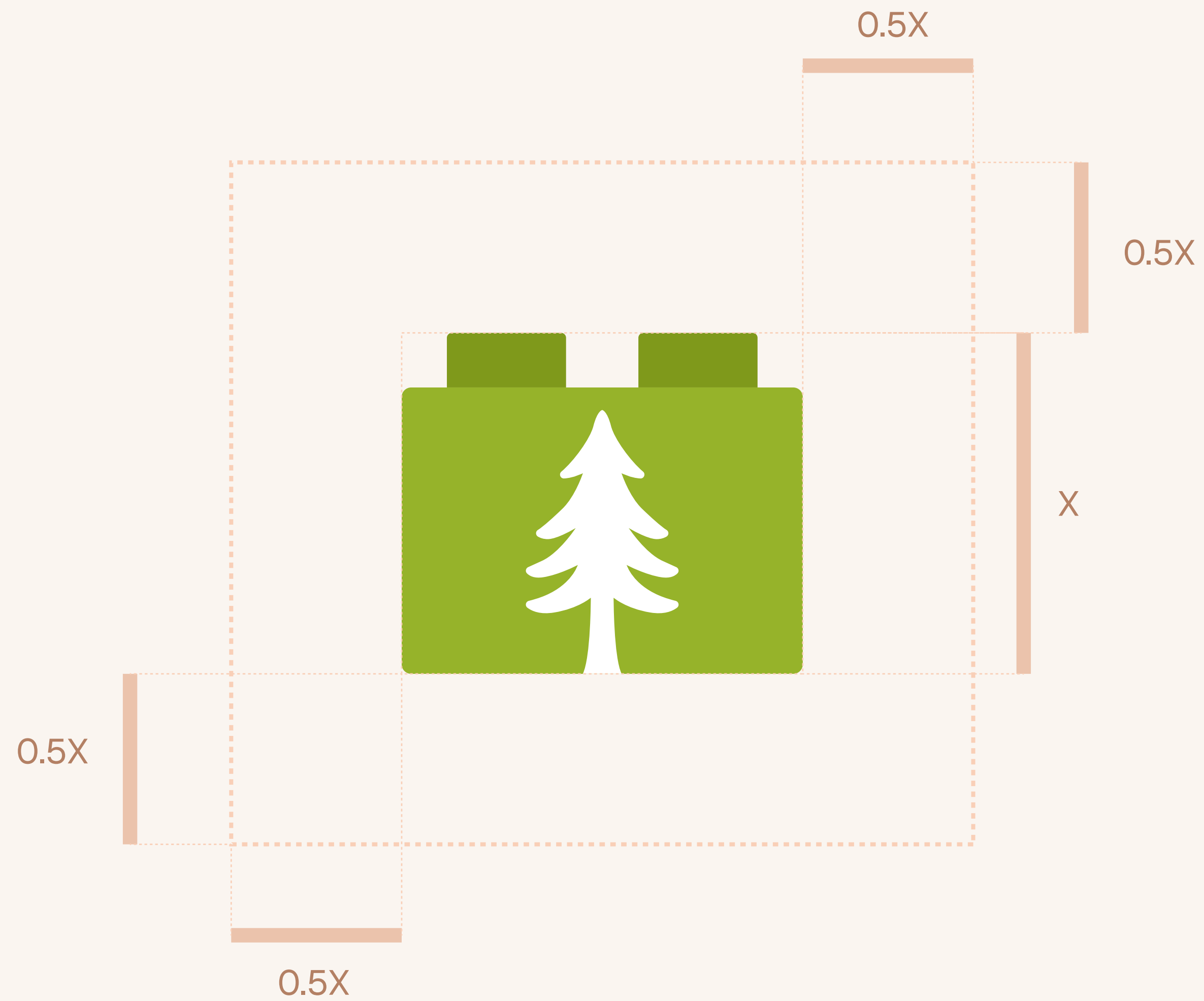
Spacing amounts specified here should be applied in every layout.



Clear Space

Clear space rules ensure legibility of our logo in all design work. They define the minimum distance between logo and other design elements (typography, photography, icons etc.).

Spacing amounts specified here should be applied in every layout.



Uses to Avoid

Timber Brands visual identity must have a strong, unchanged presence in every graphic design work. Therefore usage types listed here must be avoided in all cases.



Do not change the color of the logo. Always use the specified palette.



Don't add strokes, drop shadows, glows or other effects to the logo.



Do not use unspecified crops or obscure the logo.



Do not rotate or skew the logo.



Do not change the orientation of the logo.



Do not add unspecified elements to the logo.

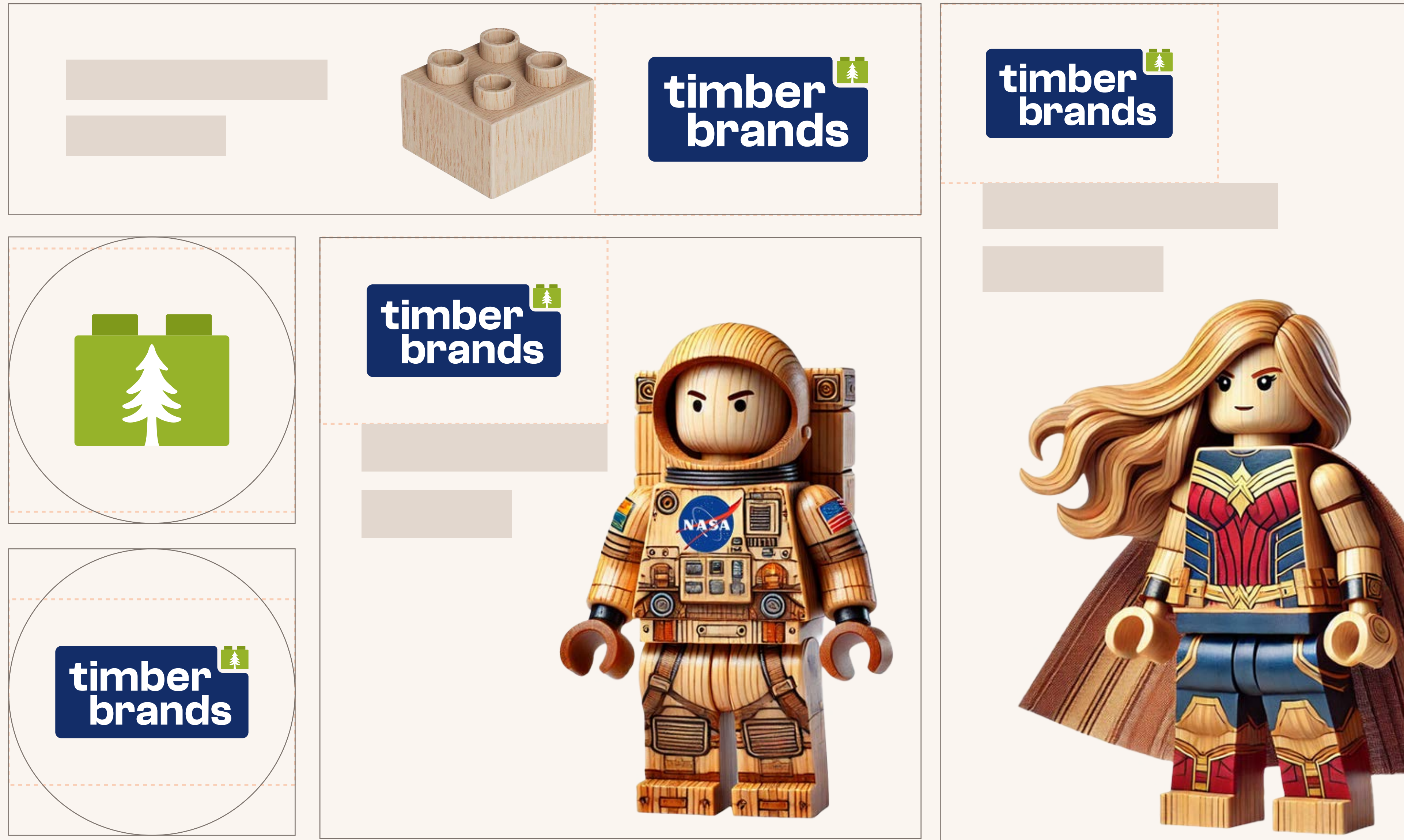


Do not change the proportions or placements of logo elements

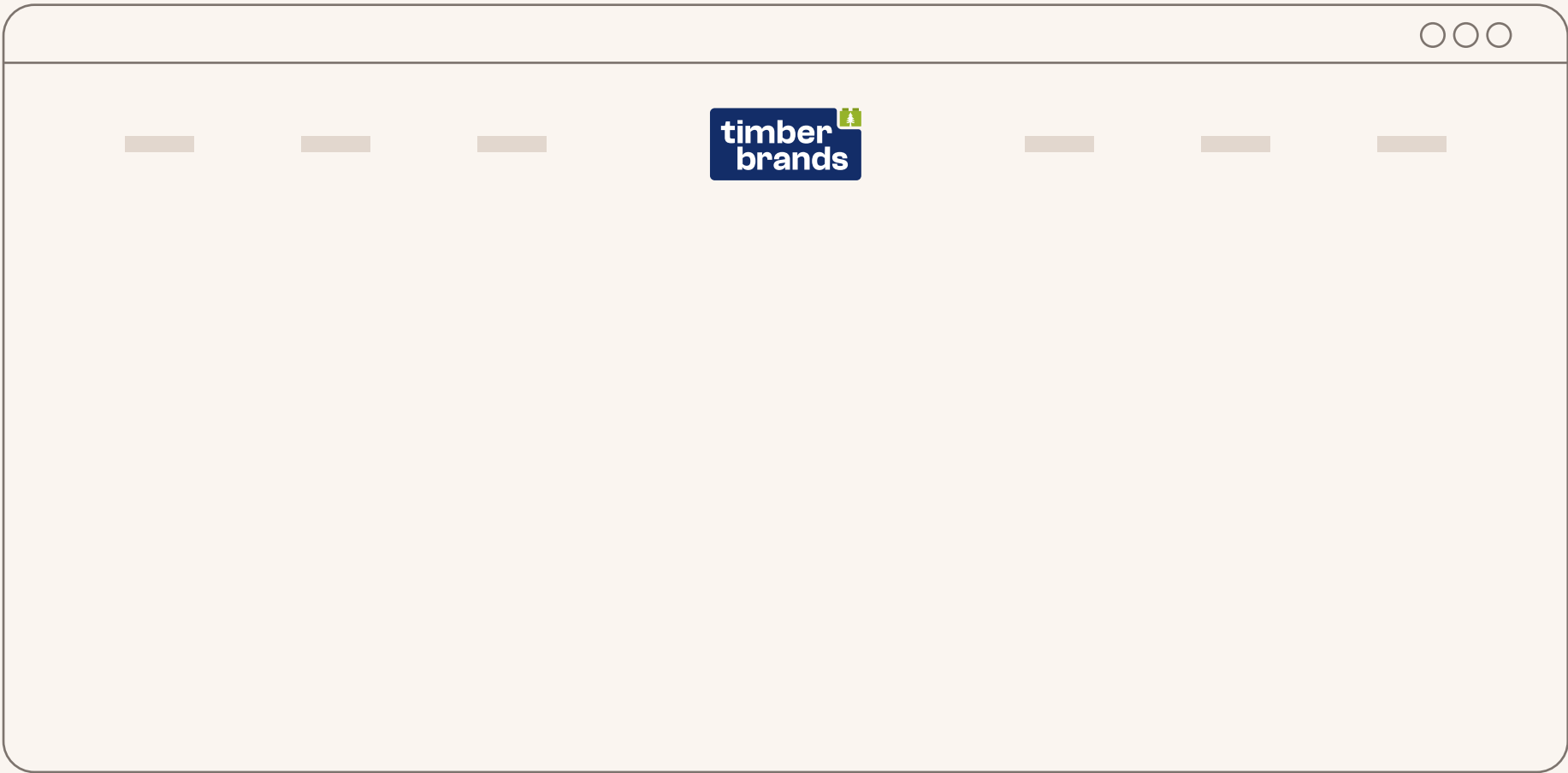


Do not use the logo against busy backgrounds and in illegible instances.

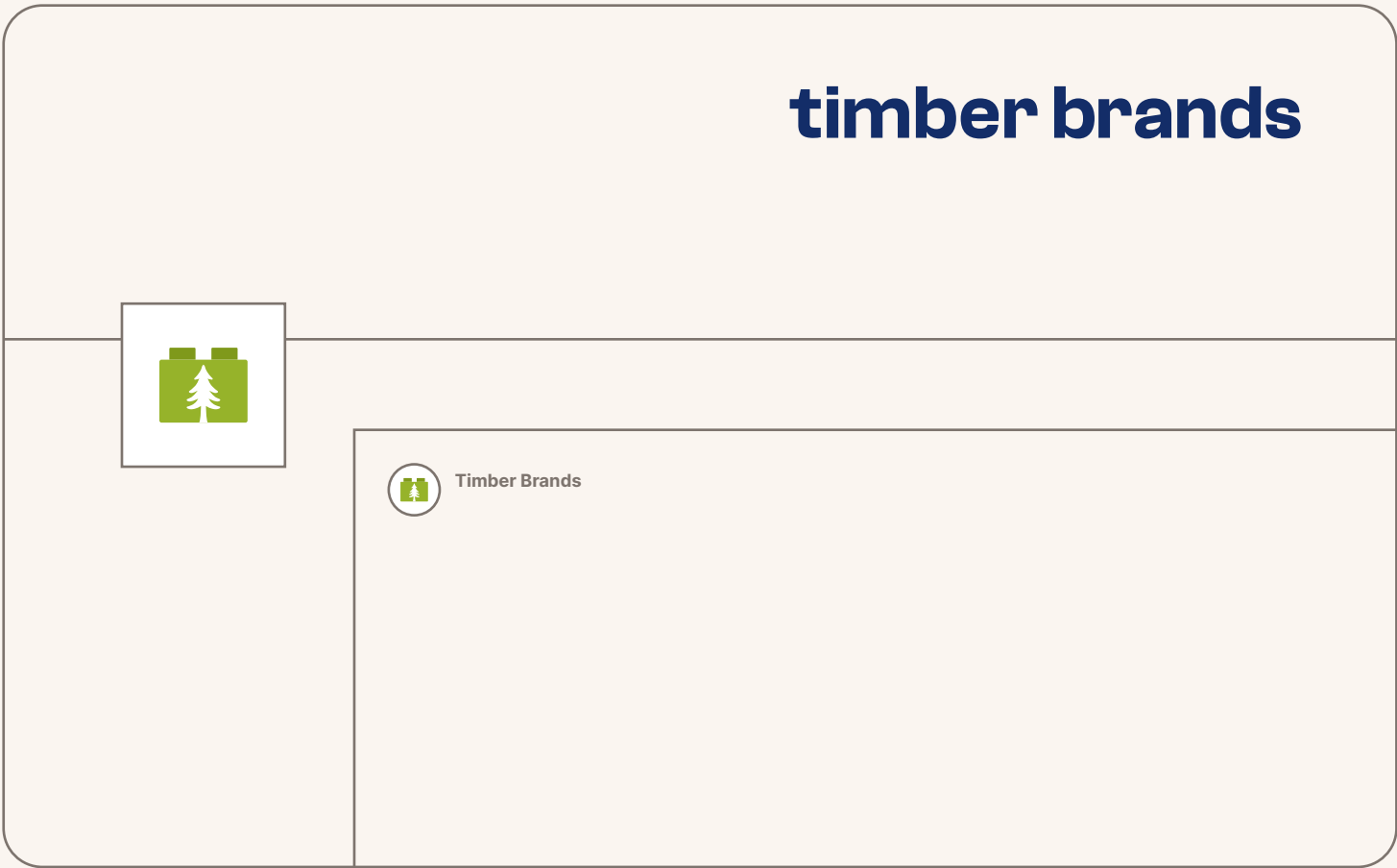
Layout Examples



Websites & Landing Pages



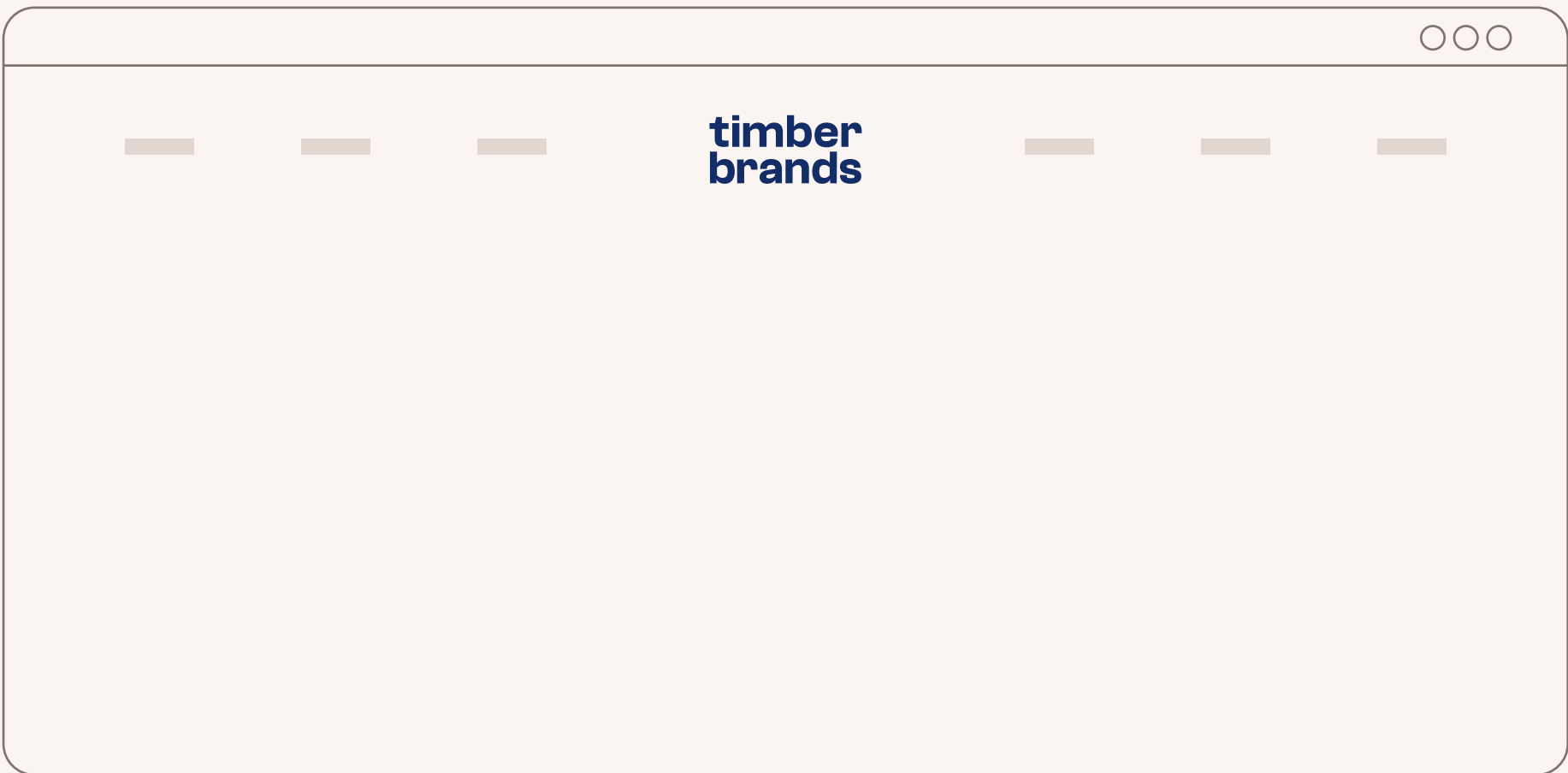
Social Assets



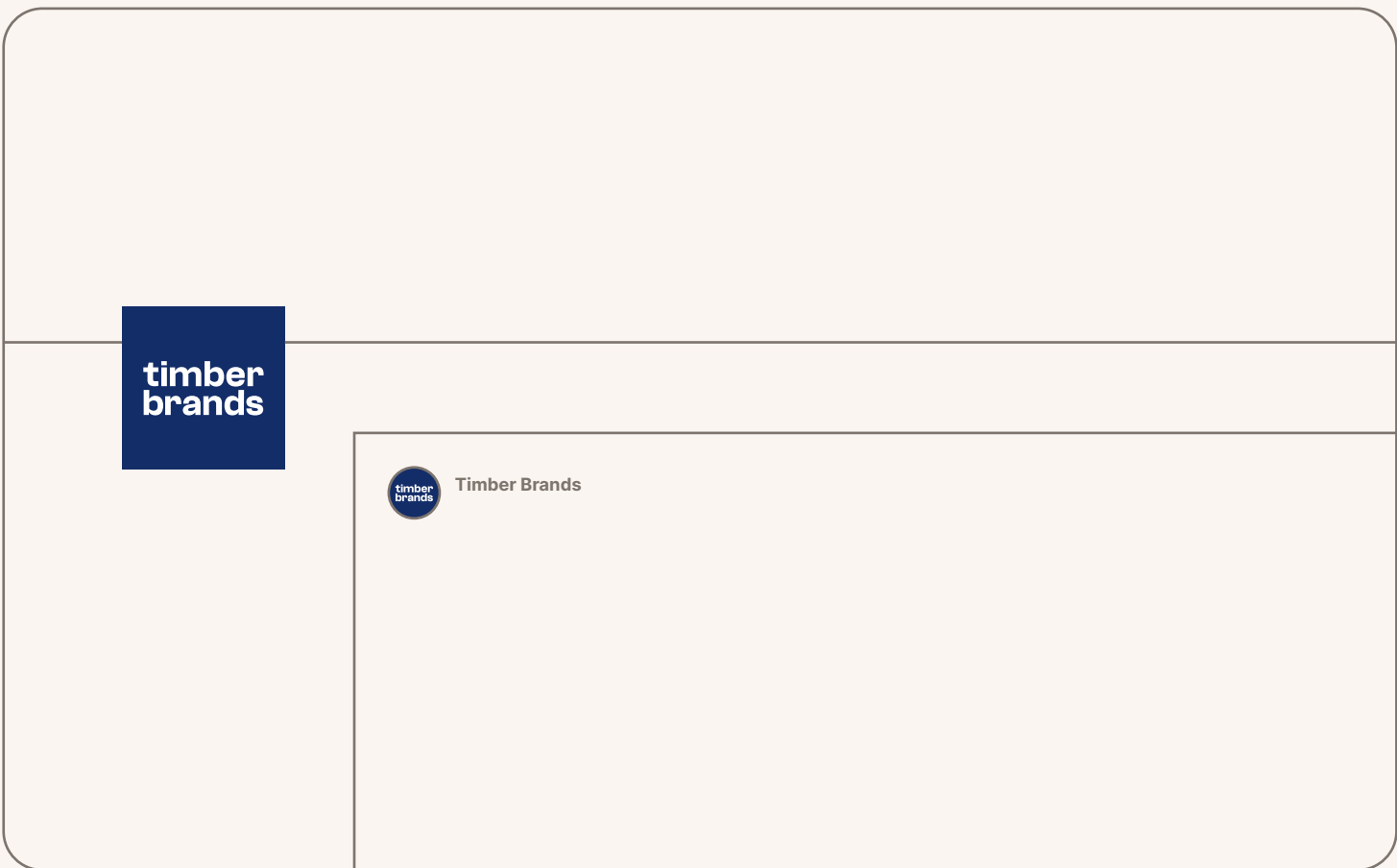
Favicons



Alternative



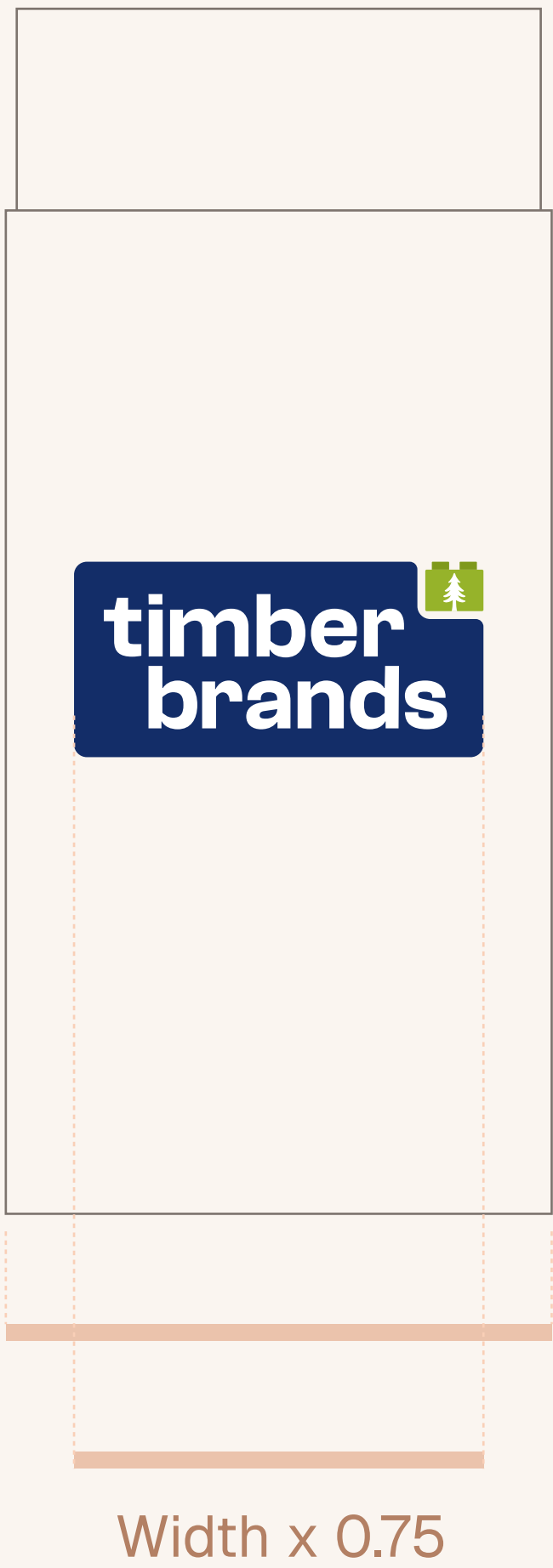
Alternative



Organza / Kraft Zip Bags



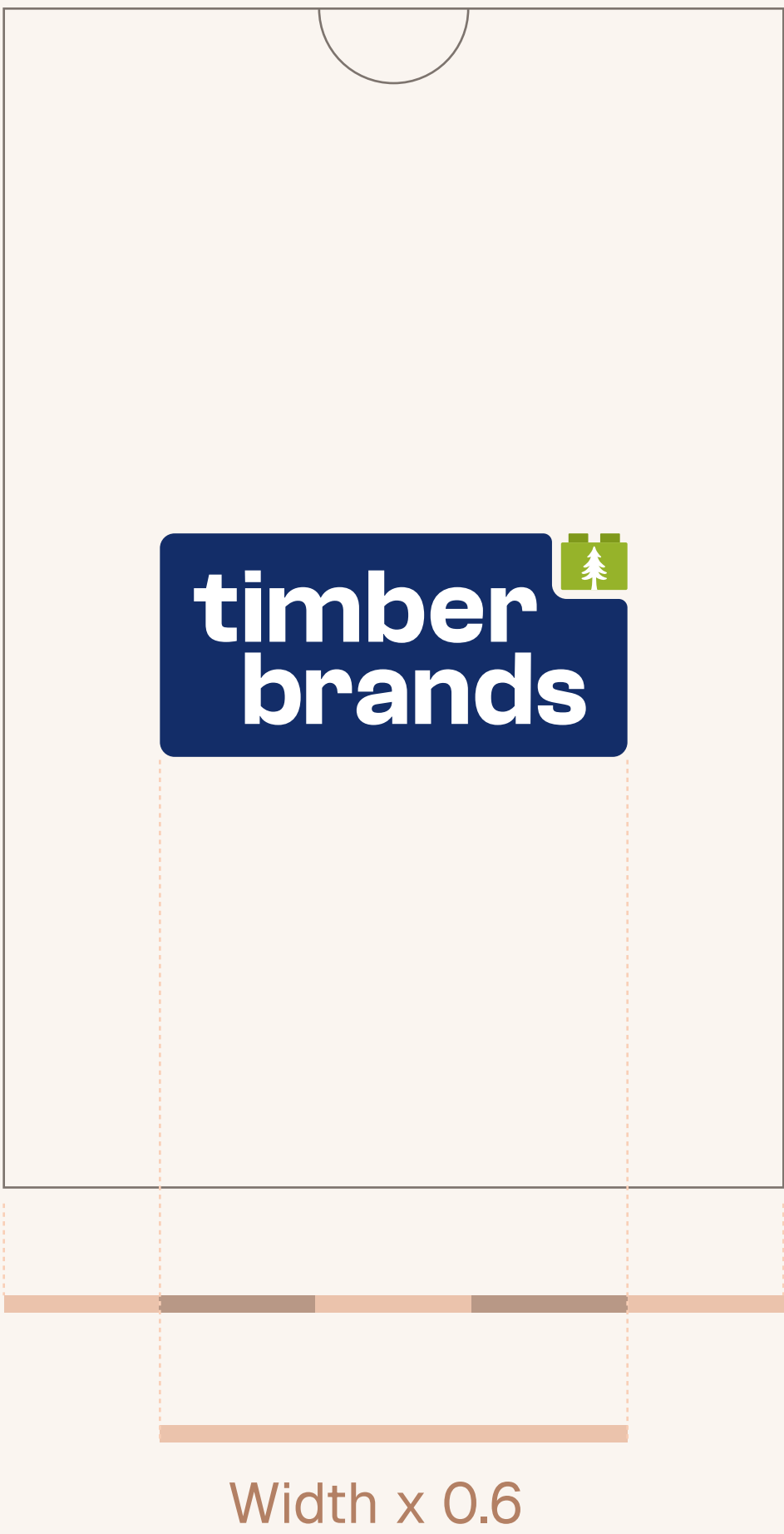
Paper Tubes



Cards



Boxes / Mailers



Primary Colors

DEEP SAPPHIRE

PANTONE 2756 C

R	19	C	100
G	45	M	92
B	104	Y	31
		K	20

HEX 132D68

AVOCADO

PANTONE 7490 C

R	150	C	47
G	179	M	13
B	42	Y	100
		K	0

HEX 96B32A

Secondary Colors

CASHMERE

F2E7DD

C99887

R	226	C	11	E2C0A1
G	192	M	24	
B	161	Y	37	
		K	0	

LIGHTNING YELLOW

FFDA88

E69C1A

R	245	C	4	F5C035
G	192	M	25	
B	53	Y	91	
		K	0	

SUNRISE ORANGE

FFADA4

D64B34

R	238	C	2	EE6B51
G	107	M	73	
B	81	Y	71	
		K	0	

Primary Font

Clash Grotesk

Primary font **Clash Grotesk** is used in headlines, sub headlines, signage and other capital uses.

A B C Ç D E F G Ğ H I J K L M N O Ö P R
S Ş T U Ü V W X Y Z

a b c ç d e f g ğ h i j k l m n o ö p r s ş t
u ü v w x y z



Secondary Font

Geist

Secondary font **Geist** is used in body texts, sub texts, disclaimers and other small typographic elements.

A B C Ç D E F G Ğ H I İ J K L M N O
Ö P R S Ş T U Ü V W X Y Z

a b c ç d e f g ğ h i j k l m n o ö p
r s ş t u ü v w x y z

Aa

Weights

Example

Clash Grotesk

Semibold, Bold

Titles, Headlines, Display, Signage

Medium, Semibold

Quotes, Headlines, Buttons

Geist

Regular

Body texts, Sub texts

Light

Body texts, Sub texts

This is a Headline

And this is subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

**timber
brands**



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