



## Brand Guide 2020

  
URBANARA®

# BRAND

# Who We Are

URBANARA is the one brand in the European homewares space to bring together quality, natural materials and fair pricing.

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Founded in 2011

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Focus on textiles

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Price range: mid-high

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Key markets: DACH & UK

Fun  
Cosy Inviting Warm  
Natural Organic Personal  
Human  
Liveable Stylish  
Light Casual Quality  
Conscious Elegant On-trend  
Organic Human

# Brand Mission



The consistent Look & Feel of URBANARA throughout all touch points with the customer results in a high value of brand recognition.

## Quality

At URBANARA, we create high-quality homewares to make the most of the most important place in life...each and every day.



## Natural

We use the finest natural materials to create stylish, keep-forever homewares.

Because home – and what you put in it – matters.



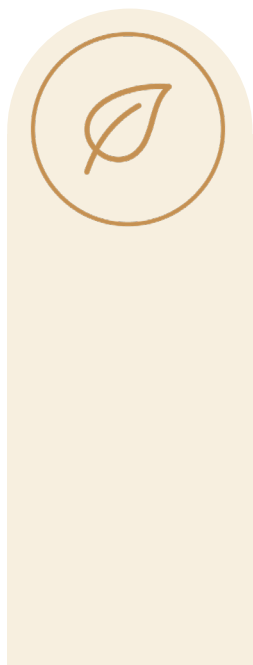
## Fair

Quality should have a place in every home. That is why we work directly with manufacturers to bring you high-quality homewares without the usual markup, at a fair price, always.



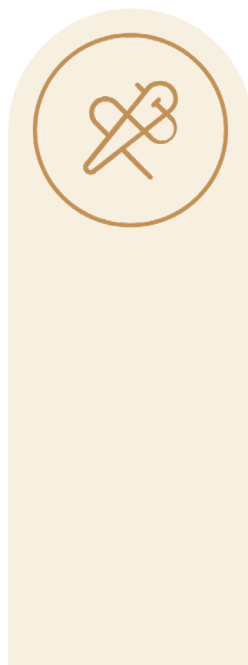
## Natural materials

Wellbeing begins at home.  
Therefore, we use only the finest natural materials to create homewares that help you live better, naturally.



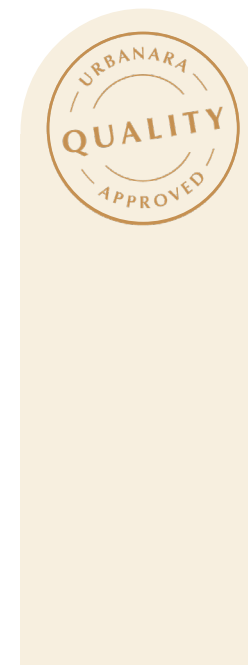
## High quality

Each of our collections is made according to the best possible crafting techniques, so you can buy a piece once, and love it forever.



## Timeless designs

We believe your home is an extension of your personal style, so we create collections that will transcend seasons and trends.





## Mission (What?)

We create high-quality homewares to make the most of the most important place in life... each and every day.



## Vision (Where?)

As the inspirational brand for high-quality homewares, we want to enrich lives and homes all over the world.



## Purpose (Why?)

Because home matters.



## The philosophy behind our products

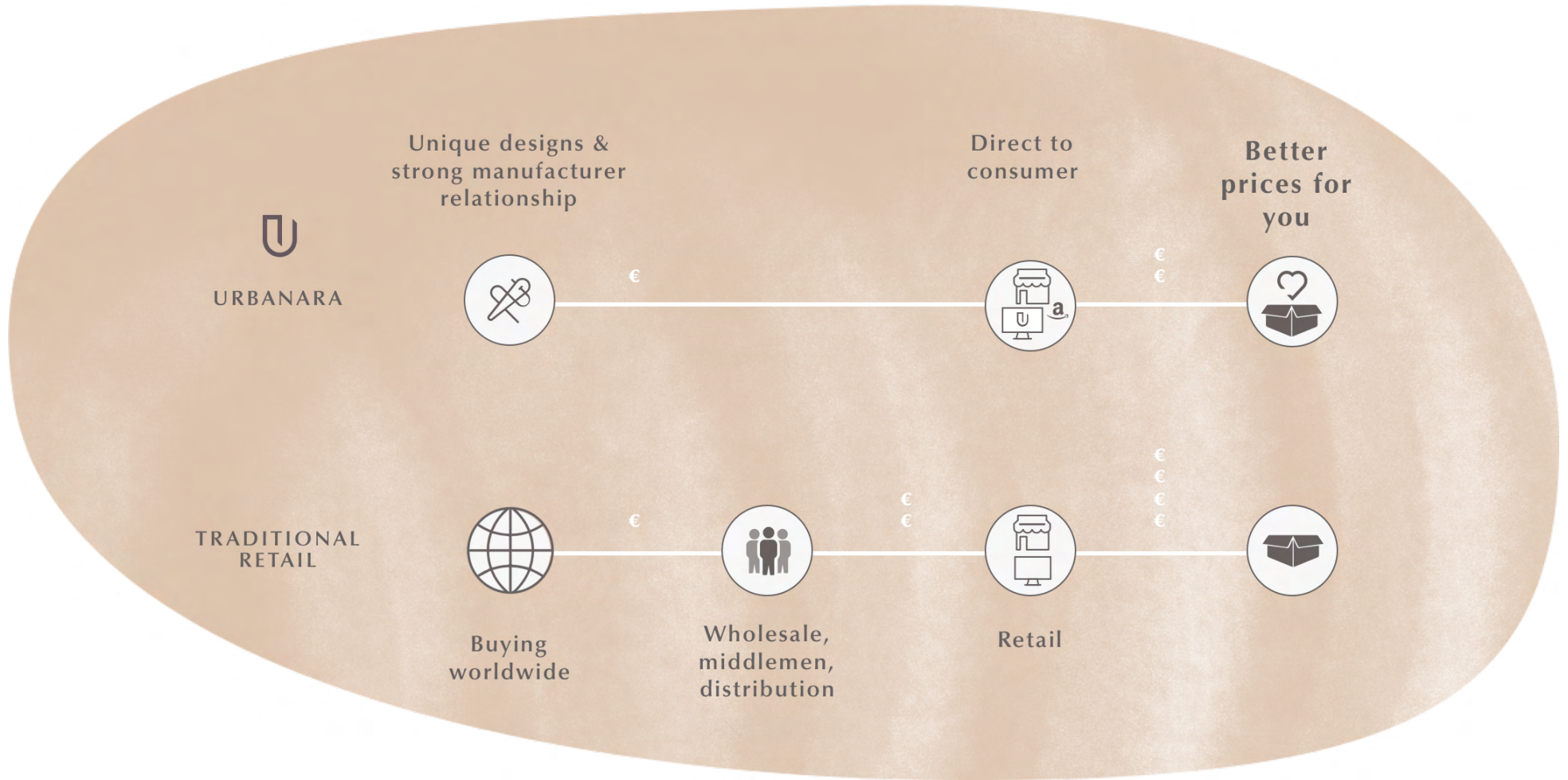
We uphold ethical production standards and strong supplier relations by routinely visiting our manufacturers and their workplaces.

We work directly with our manufacturers wherever possible to ensure that our products are made to the highest possible standards under the best possible conditions.

We constantly strive to educate ourselves on developments in materials, trends, and workmanship.

We value diverse cultures' knowledge of crafting techniques, and travel the world to find them.

We offer products that make economic, social, and environmental sense by seeking out certified suppliers and sustainable, clean materials.



## Certificates

From socially conscious to environmentally friendly, many of our products are made according to strict certification standards. Our manufacturers work alongside us to meet the criteria set by each certification body, and to make our products to the highest standard of quality possible.



*Daunacara*®

## Our manufacturers

When it comes to our products, our standards are second to none – so it's of the utmost importance that we choose to work with only the very best manufacturers out there. We strive to source the finest materials around the world, and seek out the most skilled craftspeople in each country to produce our collections every season.



Turkey



Portugal



India



Lithuania

# Our Target Group

## YOUNG, HIGHLY EDUCATED, AFFLUENT FEMALES

72% female customer base\*

Over 50% of this group are aged between 25 and 44\*

They are proud of their house, love to shop for homewares to decorate their own homes, take inspiration from magazines, Social Media, catalogues and offline shops in their city\*\*

They are affluent and value the latest technology, e.g. 59% of URBANARA users use Apple mobile devices\*, a long way above Apple's market share in DE; and they are in the market for fashion and jewelry, luxury shopping and travel (beach and snow)\*\*\*

They value luxury travel\*\*\*, culture, entertainment and education, with affinity segments Travel Buffs, Book Lovers and Art & Theatre well represented among the converters segment\*

They value healthy living, sports and healthy eating (represented as affinity segments Green Living Enthusiasts, Cooking Enthusiasts, Foodies, Health & Fitness Buffs\*\*)

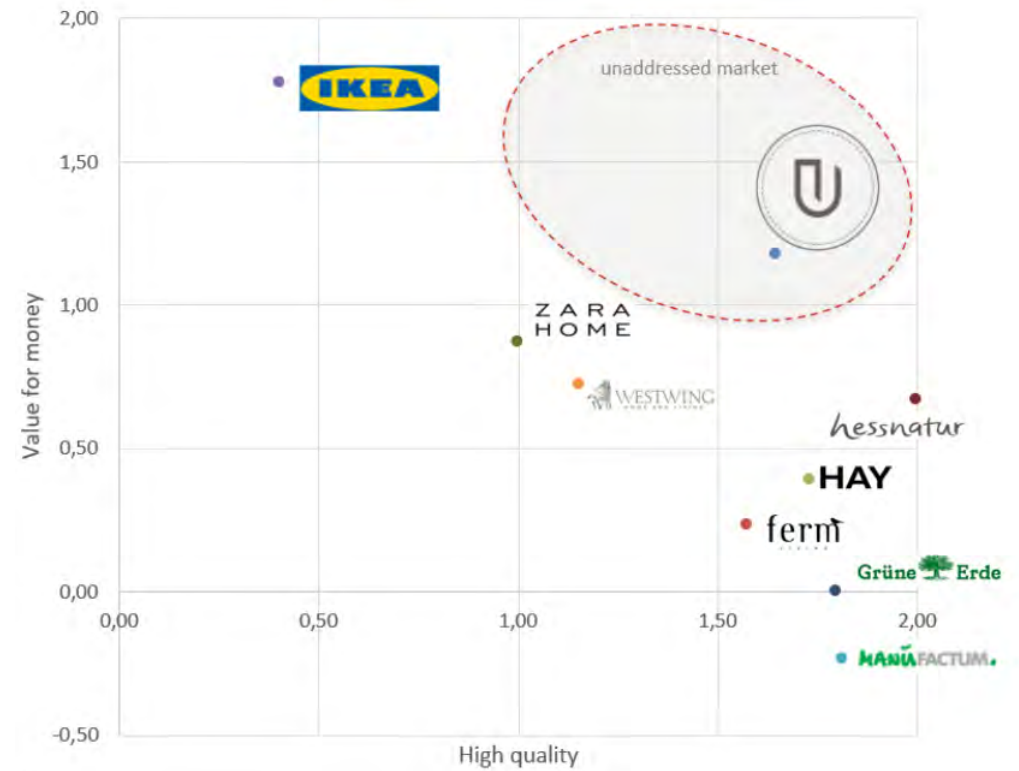
\*Source: URBANARA Customer brand survey, 2020

\*\*Source: Google Analytics, 2019

\*\*\*Source: Google AdWords, All Converters Audience Insights, Feb 2020

## Competitors

- ✓ Highly attractive and largely unaddressed market
- ✓ Brands with comparable price level sell lower quality
- ✓ Brands with comparable quality charge higher prices



# LOOK & FEEL

## *GRAPHICS*

Graphic design and visuals create a cohesive look and feel, Imagery and Graphic teams work closely together

# URBANARA Logo

The logo encompasses everything that URBANARA stands for. It is therefore important that the logo is perfectly legible and unobstructed.

As the core graphic element, the URBANARA logo should be included in all forms of communications.



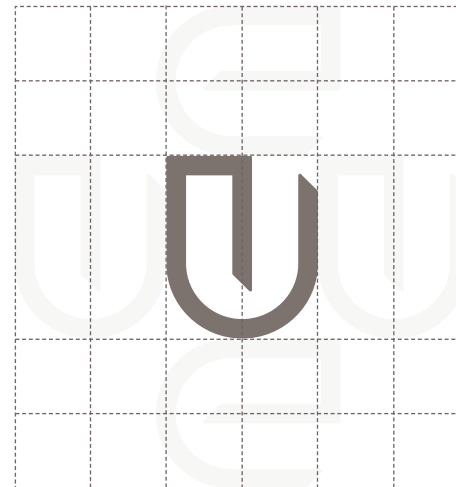


## The Logo

Symbol + logo type + ®

There are three elements to the URBANARA logo:  
the symbol,  
the logo type,  
the registered trademark symbol.

For the majority of graphic communications, all three elements should be employed.



# The Logo

## Variations

The URBANARA logo has three variations.

The main symbol is used in any online or offline communication only followed by exceptions in the situations described below.

The 'U' symbol is designed to support the brand name and already-branded communication. While the ongoing aim is to establish the 'U' symbol as an identifiable brand marker for customers, the only circumstance in which the 'U' logo should be used is when the brand and its name have already been clearly established.

The URL logos are secondary to graphics communications, and are reserved for assets where the main goal is to express that URBANARA is an e-commerce business.



# The Logo

## Sizing & Minimum

When resizing the logo, it is important that the registered trademark is neither illegible nor overshadows the logo's other elements.

When using the URL logo, likewise consider that the line separating the 'U' and the logotype should be visible, without appearing too heavy.

Consequently, these elements should be scaled accordingly when resizing either logo.

We ask that these minimum sizes be strictly adhered to and only used when absolutely necessary.



Height 6 mm  
Remove "®" when used smaller than 15 mm



Height 4 mm  
Minimum width for separation line 0.2 mm



Height 4 mm  
Minimum width for separation line 0.2 mm

## The Logo

### Placement

The logo can be placed on either a visual background or a solid coloured background.

Most importantly, the logo must always stand out strongly and clearly.



# The Logo

## Alignment

Retain a minimum area of space around the logo for it to be easily identifiable.

The 'U' component serves as the measurement of surrounding white space required for each of the logo iterations.

The logo is generally centered or has the feeling of being horizontally centred on a field.



## The Logo

### Don't do that!

Don't ever alter, tweak or mutilate the logo, see examples to the right.





# Brand Colours

The URBANARA main colour palette contributes to visual and brand recognition. The remaining colour palettes are chosen to represent and ensure communicational coherency about a specific topics and seasonal events.

# Colours

## Primary colour

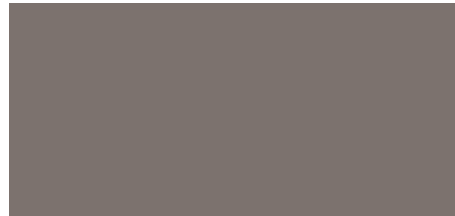
This URBANARA Grey is the main brand colour. This is to be used across all communication channels.

## Spring / Summer 2020

Any additional colours used should draw from the complete URBANARA colour palette.

These colours are based on the seasonal product assortment, design trends as well as the visual look and feel of URBANARA's SS/20 Imagery.

Colours are used in all seasonal communication material across all media.



URBANARA Grey  
C:0 M:13 Y:13 K:64  
Pantone 411 C/U  
#66605F



Powder Pink  
#e7d2cc



Rouge  
#d9b4a6



Terracotta  
#b26b4b



Pale Terracotta  
#d3a588



Pale Teal  
#4b6155



Sage Green  
#b1ac85



Aloe Green  
#c9cdc5



Light Grey Green  
#acb5a5



Natural White  
#f6eede



Desert Sand  
#e4d3c3



Natural  
#dcc3ad



Stone Grey  
#b3a69a



Light Grey  
#dbd6d2



Grey  
#928d8e

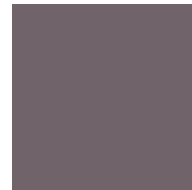


Ochre  
#c49052

# Colours

## Web & CRM

The secondary greys, greens and reds are used for online channels.



Dark grey

C:28 M:36 Y:22 K:55  
Pantone 439 U  
#4d4a49



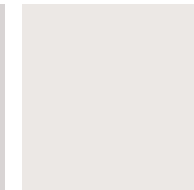
Light Grey

C:09 M:12 Y:12 K:33  
Pantone 408 U  
#938d8c



Secondary Grey 1

C:05 M:06 Y:06 K:16  
#c9c6c5



Secondary Grey 2

C:02 M:04 Y:05 K:08  
Pantone WarmGrey1 U  
#f1f1f0



Green web

C: M: Y: K:  
R:255 G:255 B:255  
#92bb81



Red web

C:07 M:77 Y:70 K:13  
Pantone 1805 U  
#b56a63



Ochre web

C:20 M:43 Y:72 K:9  
#c49052





# Typography

We use certain typefaces in specific roles to provide a consistent, coherent look and feel, ultimately strengthening the brand.

## Typography

### Primary typeface

**Optima LT Std** is used for all headlines and titles.

The typeface is primarily used in lowercase to enhance the calmer feel to the brand.

- Note that **ONLY** in rare cases is the font used in capital letters.

**Bold, Medium & Demi Italics** are **NOT** used.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Aa**

Optima LT Std  
Roman

*Aa*

Optima LT Std  
Italics

**Aa**

Optima LT Std  
Demi

~~**Aa**~~

Optima LT Std  
Bold

~~*Aa*~~

Optima LT Std  
Medium

~~**Aa**~~

Optima LT Std  
Demi Italics

# Typography

## Secondary typeface

**Proxima Nova** is used for body copy

It is additionally used for T&Cs.

Can be used for subtitles in rare cased, yet this is to be determined on a case by case basis.

When used for subtitles, it should be presented entirely in uppercase.

Bold is not used.

A B C D E F G H I J K L M

N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

Aa

Proxima Nova  
Light

Aa

Proxima Nova  
ligh Italics\*

Aa

Proxima Nova  
Regular

Aa

Proxima Nova  
Italics\*

Aa

Proxima Nova  
Semibold\*

~~Aa~~

Proxima Nova  
Bold\*

# Typography

## Additional

Designers are permitted to experiment with additional typefaces to enhance and enliven marketing assets.

**Mister K** typeface is used for URBANARA handwritten expressions.

**VincendHand II** typeface used for URBANARA Sale Communications 2020.

**VincendHand II** typeface used for URBANARA Sale Communications 2020.

**Crayon Crumble** typeface used for URBANARA Kids communication.

MisterK Pro

*Home is where the heart can laugh without shyness.*

VincendHand II

*Home is where the heart can laugh without shyness.*

The chief

*Home is where the heart can laugh without shyness.*

Crayon Crumble

*The quick br Home is where the heart can laugh without shyness.*

## Typography

On some Newsletter channels, the brand font will not be displayed, but turn to web safe fonts.

Optima LT std is **Georgia**.  
Proxima nova is **Verdana**.

It is important to note that those fonts are only for our consideration and knowledge, **they are not used in any URBANARA communication material.**

Georgia

Home is where the heart can laugh without shyness.

**Aa Aa Aa Aa**

Georgia  
Regular

Georgia  
Italic

Georgia  
Bold

Georgia  
Bold Italic

Verdana

Home is where the heart can laugh without shyness.

**Aa Aa Aa Aa**

Verdana  
Regular

Verdana  
Italic

Verdana  
Bold

Verdana  
Bold Italic



## Typography

### Use of typography

With the exception of legal or disclaimer text, copy should not be used **smaller than 9 pt online and 7 pt print.**

Designers can adjust line heights, weights and kerning to maximise readability from case to case.

Copy can be placed on and over visuals, yet **readability is always the priority** and must have **room to breath.**

As a ground rule **no more than 2 font types and max. 3 different sizes** should be used within a layout.

## Typography – Sale

### Typography

#### Secondary typeface

The chief regular font combined with **VincendHand II** form the sales headlines for newsletters and web assets.

**Optima LT** combined with **Mister K** is the second way of displaying sales.

15%  
off      -15%

15% off  
URBANARA *Terra*





# Illustrations & Icons

URBANARA uses illustrations & icons to enhance the understanding of the brand or a concept as well as to be able to express a subject fast.



# URBANARA Icons

These icons are used only on the website.

The icons are all based on parts of the URBANARA logo.

## Main Navigation Icons



## Contact Icons



## Other Icons



## USP Icons



## Social Media Icons



# General Icons

General icons are produced in-house and others can be added according to need.



# Indication / Symbols

Indications



CTA Text Arrow

SEE MORE >

Section continued



List of items



Section continued



Colour Palettes



CTA default

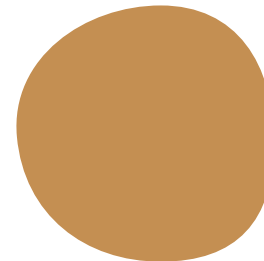
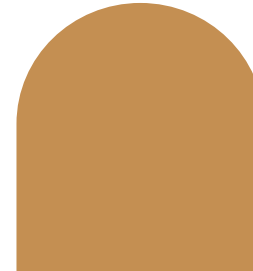
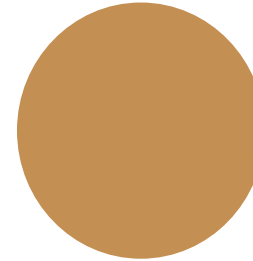
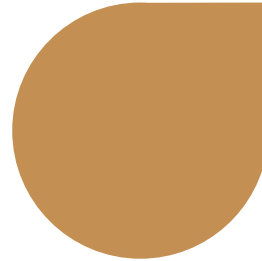
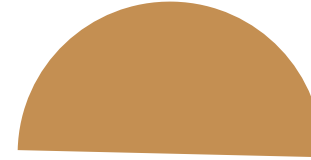
SHOP NOW

Instagram Follow



# Shapes

These shapes are used for print and digital media, as decorative elements, stickers, masks or background.



geometric shapes used like that (not rotated or altered)

organic shapes might be used for illustrations or stickers

# Shapes - examples of use



## Brush

URBANARA brushes are meant to look like watercolor and give a handmade feel. They are used for illustrations and shapes around all channels.



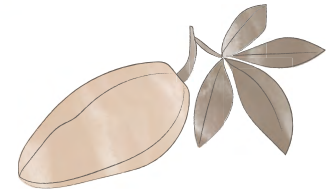
# Illustrations

*All Illustrations are created in-house*

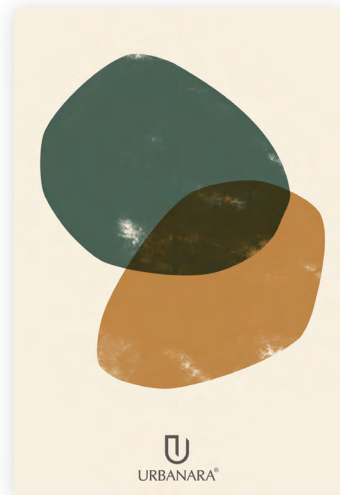
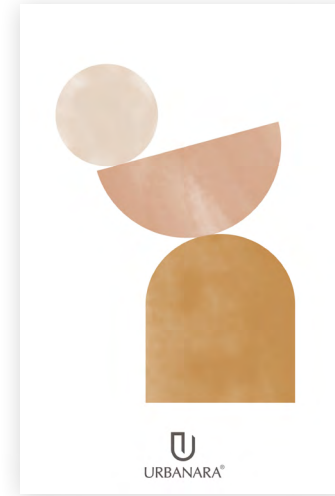
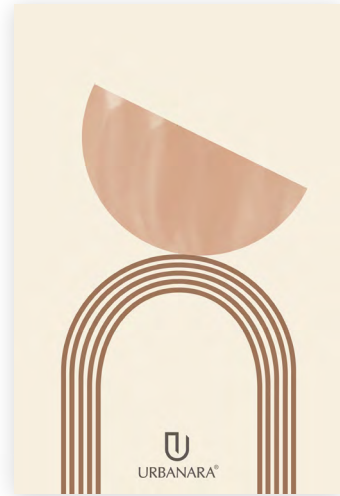
Cut out – collage feeling

Solid colours

Brushes



# Artwork Posters



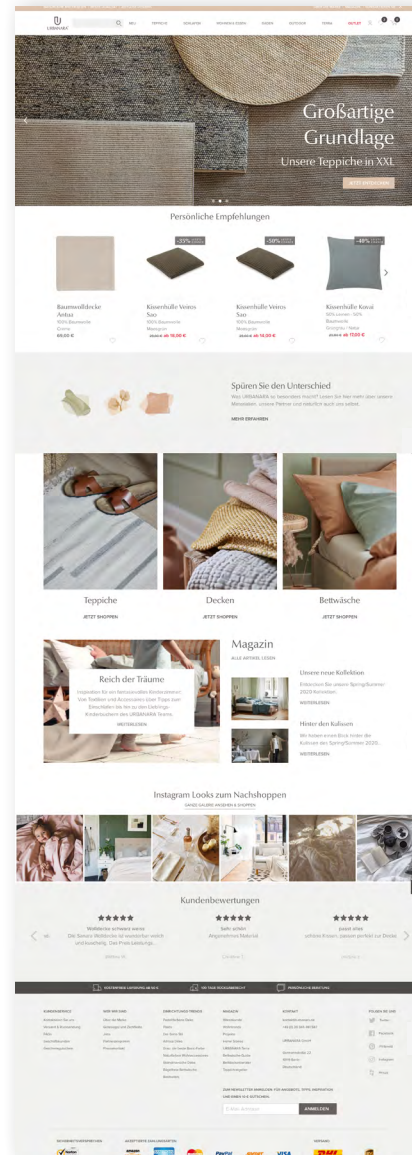


# Homepage

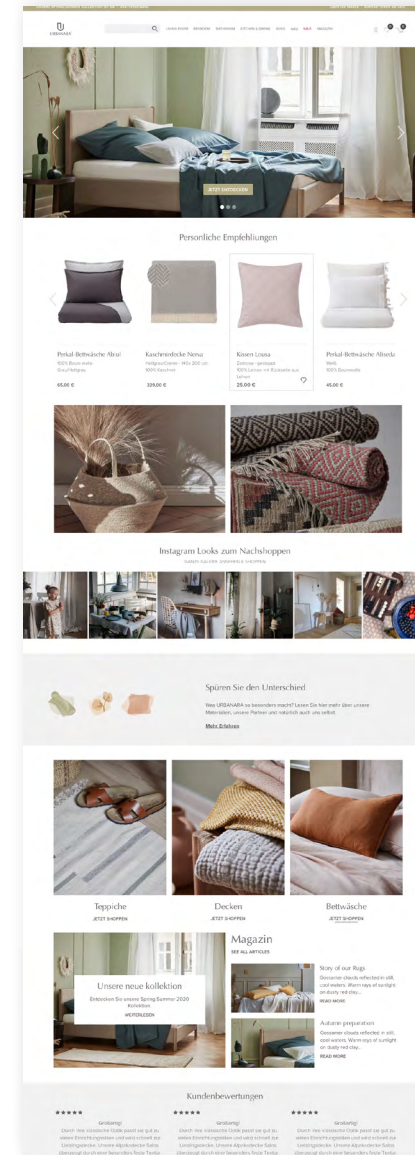
Key purposes of the URBANARA homepage: a) Attract, captivate and educate visitors on the brand b) Encourage to buy, and guide visitors to sales.

Designs of the homepage must accomplish a good first impression, send clear messages and encourage users to navigate further as well as provide fresh, attractive on-trend content in concept with the brand.

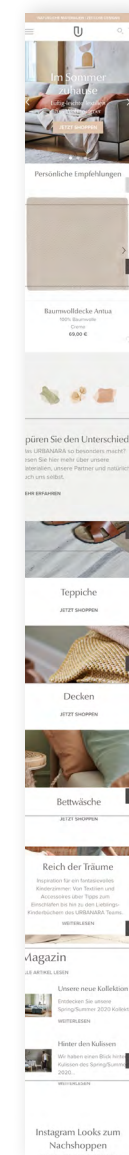
## IMAGE BANNER



## VIDEO BANNER



## MOBILE





# Newsletter

The URBANARA Newsletters are a strong and frequent way of communication with our customers.

Conventions concerning sizes, elements and fonts must be kept to guarantee consistency and brand recognition throughout all CRM assets.

# Newsletter


## Newsletter Layouts

The Newsletter communication plays out in different types of designs.

Designs are adaptable and designers are allowed to play with designs to fit the message and intention that has to be communicated.


The types of newsletters frequently used are:

- story-telling
- product-focused newsletters
- launch and final hour newsletters
- retail newsletters




Hallo XXX,

Wir hoffen, Ihr neuer Teppich gefällt Ihnen und hat einen tollen Platz in Ihrem Zuhause gefunden. Unsere Teppiche sind unsere beliebtesten Stücke und ziehen für viele Jahre in ein Zuhause ein. Damit die Freude lange währt, haben wir hier ein paar Tipps, wie Sie Ihren Teppich am besten pflegen.




Perfekter Platz



Damit Sie sich lange an der schönen Farbe Ihres Teppichs erfreuen können, sollte er nicht direkter Sonneneinstrahlung ausgesetzt werden. Besonders Jute verändert dadurch ihren Farbton.



Die richtige Pflege


Regelmäßiges Staubsaugen sollte auf jeden Fall zur Pflegeroutine gehören, doch verwenden Sie keine rotierenden Bürsten.




[SHOP NOW](#)


Waffle bathroom trends



[SHOP NOW](#)

Sie haben Fragen zu den Auswirkungen von Corona auf Ihre Bestellung? Lesen Sie [hier](#) mehr zu den aktuellen Änderungen.






**APRIL**  
N° 4 | 2020

*A monthly bite of inspiring content, behind the scenes stories and highlights of the month.*



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With the first few weeks of the year behind us, we look ahead to spring and summer, and what the trends and treats in store are this season.

Behind the scenes SS20



Visiting Delhi, Varanasi, Bikaner and Moradabad, she saw two of our favourite rugs, Jindas and Beni, being produced by the hands of these experts, plus checked out some very exciting future additions to our furniture collection – watch this page!





Wir feiern die Einheit und schenken Ihnen 20%\* auf alles mit dem Code: EINHEIT20  
Entdecken Sie die schönsten Designs für Ihr Zuhause.

[SHOP SALE](#)

TURN YOUR BATHROOM INTO THE PERFECT HOME SPA

Entdecken Sie die schönsten Designs für Ihr Zuhause:



Towels

Entdecken Sie die schönsten Designs für Ihr Zuhause.



# Affiliate Banners

Effective banner advertising has two main functions: branding and response. Designers have to aim at catching viewer interest without compromising the brand.

Key points are:

- a) using a small logo
- b) short and precise wording
- c) clear and strong visual material
- d) clarity on product or message

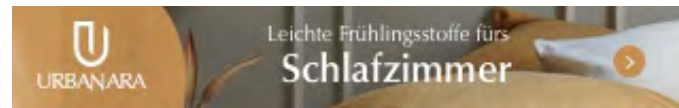
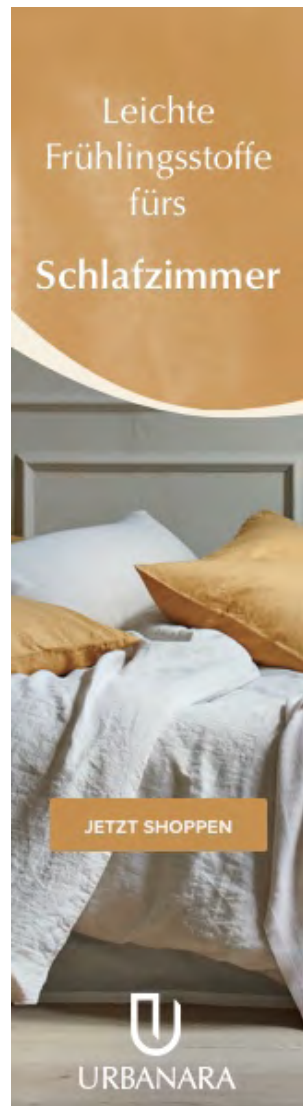
# Affiliate Banners

## Criteo & Display

URBANARA uses a psd-template to create Criteo & Display banners in all 6 sizes shown in the table.

## Sizes

300x250 px  
 300x600 px  
 160x600 px  
 120x600  
 728x90 px  
 320x50 px





# Print

Printed assets provide URBANARA with a tangible form of communication. The print is relevant for reaching and communicating to customers where online efforts aren't sufficient or online communication cannot reach.

# Print

## General print assets

As print is tangible, designers have to consider the typical print requirements when designing – such as CMYK colours, image resolution 300 dpi, and outlines font.

Business cards  
85 x 55 mm

Flyers:  
DIN LANG: 210 x 100 mm  
DIN A6: 105 x 148 mm  
DIN A5: 148 x 210 mm

Posters:  
DIN A1: 594 x 841 mm  
DIN A4: 210 x 297 mm  
DIN A3: 297 x 420 mm  
Customized size: 610 x 910 mm  
Customized size: 400 x 500 mm

Find info in the print supplier  
google doc; [Print Production Suppliers 2018](#)





## URBANARA Terra

URBANARA Terra consists of natural, sustainable designs made under ethical and conscious processes, with sustainability at their core. Terra products must fulfill at least one of these four criteria – made from organic cotton, untreated materials, recycled PET and fast-growing materials.



## Terra Logos

The URBANARA Terra range is divided into these four categories.

URBANARA  Terra

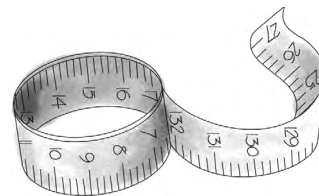
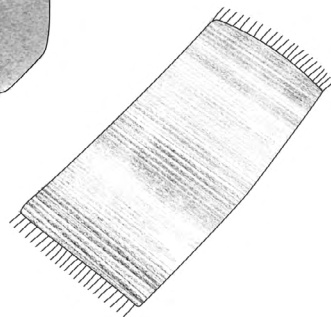
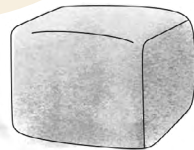
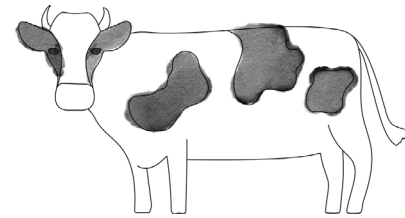
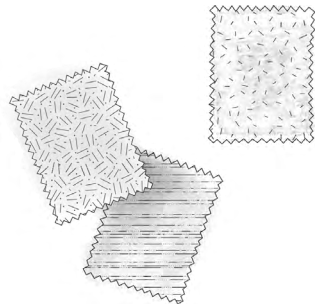
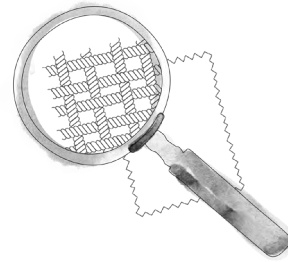
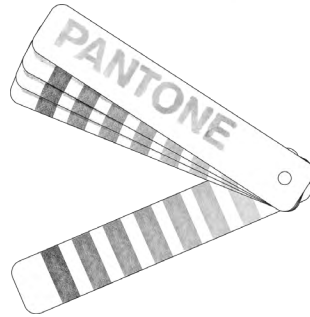
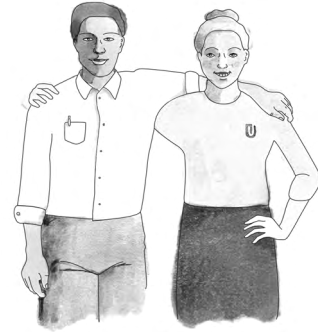
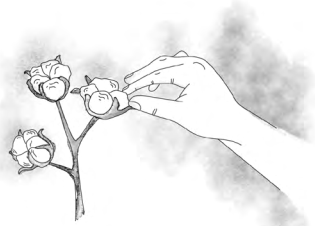
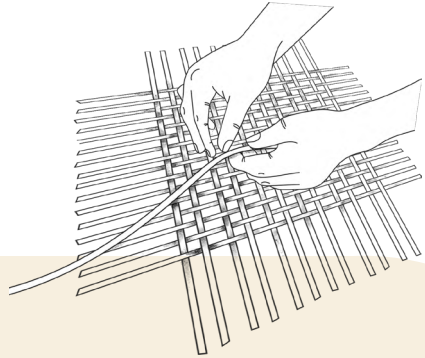
 Organic Cotton

 Recycled

 Untreated

 Fast-growing

# Terra Illustrations





# URBANARA Mini

URBANARA Mini is a natural, high-quality collection for the little ones.

## Products & Stickers

The URBANARA Mini stickers are used on PLPs to differentiate the Kids' collection from 'regular' products. There's a dark and light version.



Manteigas Mini  
Percalé Bedlinen Set  
100% Organic cotton  
Silver grey  
**£39.00**



Manteigas Mini  
Percalé Bedlinen Set  
100% Organic cotton  
White  
**£39.00**

Dark Mode



Light Mode





## Colours & Illustrations Style



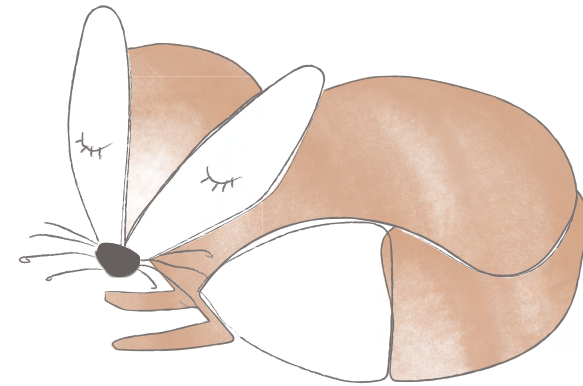
Powder Pink  
#e7d2cc




Aloe Green  
#c9cdc5




Pale Teal  
#4b6155



# URBANARA Mini Online


  
URBANARA®

Healthy kids,  
proud parents




**Kids sleeping habits**


Style/Colour inspiration with calm hues, clean and neutral colours to get ready for Spring. How to bring it into your bedroom with 3 simple steps:

 Preschoolers


Style/Colour inspiration with calm hues, clean and neutral colours to get ready for Spring.

 Toddlers


Style/Colour inspiration with calm hues, clean and neutral colours to get ready for Spring.


 School-age


Style/Colour inspiration with calm hues, clean and neutral colours to get ready for Spring.




**Our Mini Favourites**











[TO THE COLLECTION](#)

  
URBANARA®


Our first kids' collection




[DISCOVER MINI >](#)

Style/Colour inspiration with calm hues, clean and neutral colours to get ready for Spring. How to bring it into your bedroom with 3 simple steps:


[TO THE COLLECTION](#)





Style/Colour inspiration with calm hues, clean and neutral colours.




**Our Mini Favourites**









[TO THE COLLECTION](#)

Sie haben Fragen zu den

URBANARA  
Mini

Introducing our first  
kids' bed linen



[DISCOVER MINI](#)

  
URBANARA

# LOOK & FEEL

## *IMAGERY*

Graphic design and visuals create a cohesive look and feel, Imagery and Graphic teams work closely together



INDOOR SS 20



## Photos & Videos

Production

Products Images

Look & Feel



# URBANARA Mood

## Look & Feel

Natural light, soft shadows and highlights with a paper feel to them

A filmic, slightly desaturated, almost analogue look



## Styling

Natural and relaxed without being messy

Lived-in but not busy

Focus on the textiles with respect to the nature of the materials



## Props, Furniture & Flowers/Plants

Vintage, handmade pieces

No competitor or low-quality products

Art pieces, often made by the creative team

Natural plants and flowers that bring freshness without catching the attention



## Human Interaction

Candid natural shots, no fake poses

Focus on the product and not on the model

Model always interacting/using the product

Faceless or with no direct look in the camera



# Product Images Guidelines

[Link to the guide](#)



## Clean Images

2-4 images on a white background

Same images produced for each product type

Margin rules for all different product types/size, roughly proportional



## Lifestyle Crops

Crops from lifestyle images for all the products that were used in the lifestyle shoots

Small lifestyle shot in the studio for the most important categories (blankets and rugs)



# VIDEO



Check SS20 collection video:

[https://drive.google.com/open?id=1IOcTkO\\_D2bvJk7duWJrBa8UffQBuh3QF](https://drive.google.com/open?id=1IOcTkO_D2bvJk7duWJrBa8UffQBuh3QF)

Check SS20 Mini collection video:

[https://drive.google.com/open?id=1zuumNzNmZp6zlvXCOaQ2BwJBLM\\_nJ1qVopen?id=1zuumNzNmZp6zlvXCOaQ2BwJBLM\\_nJ1qV](https://drive.google.com/open?id=1zuumNzNmZp6zlvXCOaQ2BwJBLM_nJ1qVopen?id=1zuumNzNmZp6zlvXCOaQ2BwJBLM_nJ1qV)

# TONE OF VOICE



# How We Communicate

We place quality at the heart of our mission. We work with natural materials per standard. We create timeless designs. We put our customers and their home at the centre of our business.

We're emotional, enthusiastic, and authentic.

We speak to our customers like a friend and peer.

We make people feel special...  
but we are not exclusive, we're approachable and open-minded.

We're grown up and sophisticated...  
but we don't take ourselves too seriously.

We're conversational and social...  
but we don't force it. We love sharing stories about what we believe in.

We're knowledgeable and passionate...  
but we don't need to convince with long-winded explanations.

We're witty and playful...  
but we don't make cheap jokes, rather amusing observations.

URBANARA | BESTE QUALITÄT | ZEITLOSE DESIGNER

ÜBER DIE MARKE | MAGAZIN | KONTAKTIEREN SIE

NEU TEPPICHE SCHLAFEN WOHNEN & ESSEN BADEN OUTDOOR TERRA OUTLET

## Magazin

Styling-Trends, Wohnprojekte, Ratgeber, Home Stories, Rezepte, DIY Ideen und vieles mehr zum Thema Zuhause und Wohntrends. Jetzt lesen und inspirieren lassen.

**Re Beds**

Re Beds haben wir das elegante und modernste Design entworfen. Im Gespräch mit den Designern über den Brunsa.

[JETZT ARTIKEL LESEN >](#)

**Ein geschmackvoller Geburtstags-Brunch**

Sie verdienen das Schönste an Ihrem Tag: Decken Sie Ihre Geburtstagstafel und versüßen Sie sich Ihren großen Tag mit dem leckeren Carrot Cake. Tipps in unserem Geburtstags-Guide.

[JETZT ARTIKEL LESEN >](#)

**Outdoor-Kollektion 2019**

Der Sommer ist da und nichts fühlt sich besser an, als so viel wie möglich draußen zu sein. Genießen Sie die Saison stivoli mit unserer Outdoor Kollektion 2019.

[JETZT ARTIKEL LESEN >](#)

**Omocado x URBANARA**

Die Omocado sind kürzlich von uns entworfen worden. Wir haben uns in der Wohnung umgesehen, um zu sehen, wie Sie inspiriert, und um einen neuen Designstil zu bekommen.

[JETZT ARTIKEL LESEN >](#)

**Interview mit Melanie @melanie.licht**

Fashion-Label-Gründerin Melanie über Vintage-Kleidung, Nachhaltigkeit & Jute

[JETZT ARTIKEL LESEN >](#)

**World Bee Day mit Cuddling Carrots**

Passend zum Weltbienentag verraten uns Laura und Timon vom Foodblogger-Duo Cuddling Carrots zwei ihrer Rezepte mit Honig-Note.

[JETZT ARTIKEL LESEN >](#)

**Interview mit Josie @dosieloves**

Die Pflanzen-Fan Josie über Balkon-Liebe zur Natur...

[JETZT ARTIKEL LESEN >](#)

**Muttertagsgeschenke**

Ein Muttertagsgeschenk zu finden, war noch nie so einfach. In kleinen Anekdoten erzählen unsere Team-Kollegen dieses Jahr, welche URBANARA-Produkte sie ihren Müttern schenken werden und weshalb...

[JETZT ARTIKEL LESEN >](#)

**Interview mit Tina @tinasosna**

Fotografin & Illustratorin Tina über Natürlichkeit & unbehandelte Materialien zuhause...

[JETZT ARTIKEL LESEN >](#)

# URBANARA Journal

Inspirational tool:

- Helps increase brand awareness
- Aids Google ranking
- Increases site traffic

In the journal we cover:

- Trend-based topic
- Seasonal content
- Tips, DIY recipes etc.



# BRAND COMMUNICATION

*How we create brand love*



## Social Media

Organic key channels:

Instagram, Pinterest, Facebook

Organic secondary channels:

Houzz, Youtube, Vimeo, Twitter

Influencer collaborations

Brand partnerships

## Press

Print

Online

Paid press

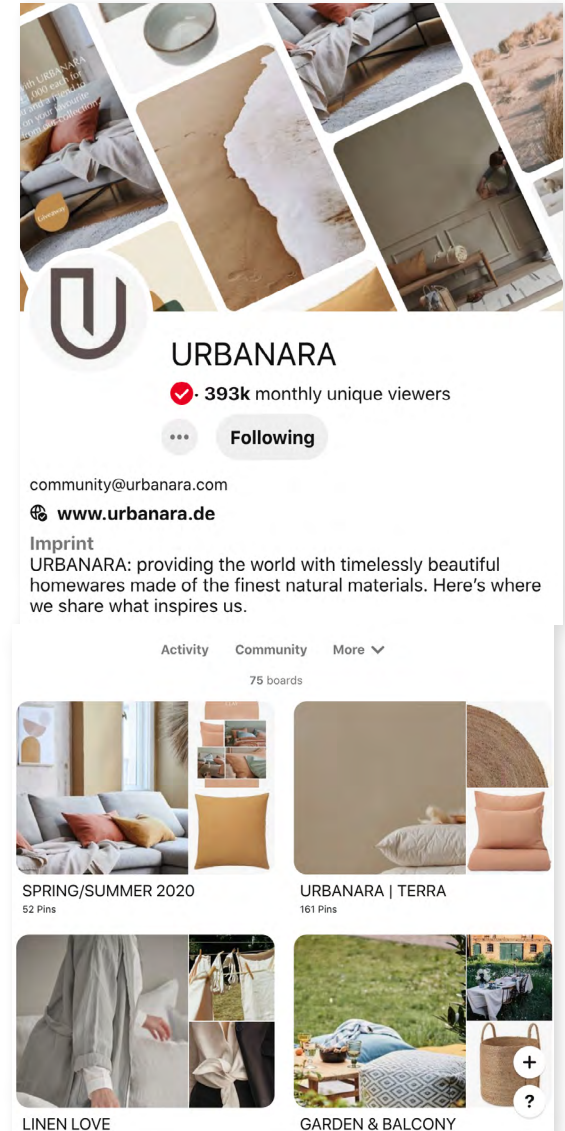
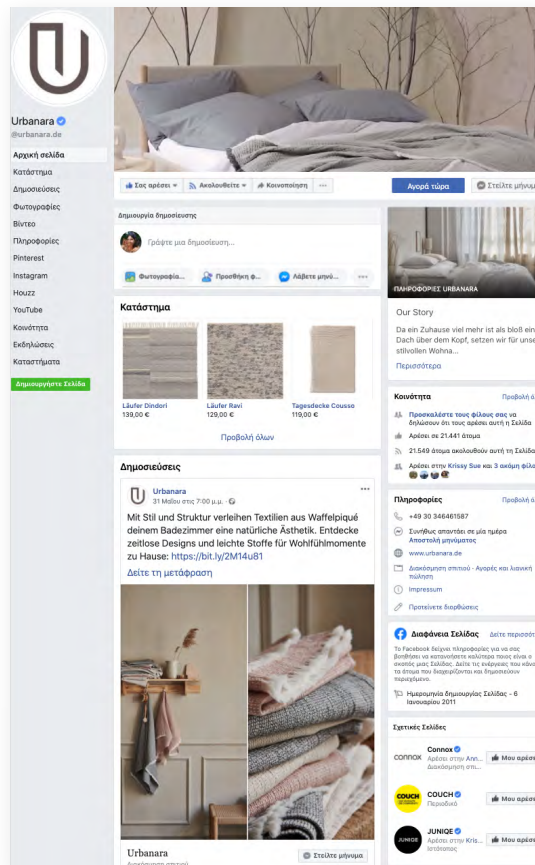
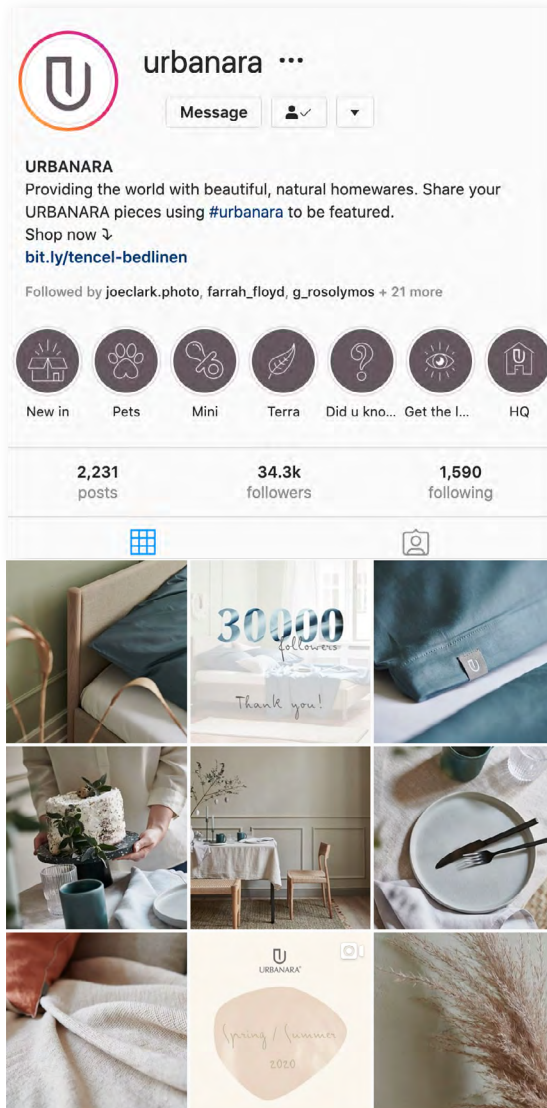
## Events

Press & Blogger

Consumer

Partnerships

# Social Media



# Social Media Rules

We aim to create a direct avenue through which to engage in conversation with our community. Across every social media touchpoint, both through visuals and copy, URBANARA's values should be upheld in a way that shows our community what we stand for and the type of brand we want to be in the world.

## Tone of voice

No formal copy. Talk to followers like friends. Be witty, but sophisticated.

## Images

Not too perfect. Keep it genuine. Show the semi-real life.

## Content

Diversity is key. Follow trends. No dead ends.

## Engagement

Trigger. Encourage. Inspire.

## Reach

Tag. Hashtag. Geo-tag. Product tag.



# Influencer Collaborations

## 360° Storytelling

These collaborations are a bit more complex as we not only aim for the outcome to be posted on Social Media but also be integrated with an editorial angle on our website.



@anna.cor - 47k followers

## Channel-focused

Here we focus on collaboration partners where they and us can post their content on multiple channels.



@cateshill - 68k followers

## Long-term

We mainly aim for long-term collaborations with a healthy mix of micro, mid-tier influencers and professionals from the interior sector.



@butiksofie  
60k followers



@a.nahawk  
18k followers



@heimelig  
63k followers

# Press





# Get in touch with us

Berlin Headquarter

Gormanstraße 22  
10119 Berlin

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