



Woodland
Lifestyle

BRAND GUIDELINES 2023

Our brand,
made easy.

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3 Messaging toolkit

Tone of voice

Overview

As a product driven brand, we are straightforward in our communications. When appropriate we pull on more inspirational language to appeal to our end user.

What does this look like practically?

- We still discuss the technical aspects of products, but in a high-level way
- We incorporate a little more style-related language
- We use 'you' sparingly

MORE STRAIGHTFORWARD

MORE INSPIRATIONAL



Brand story

Overview

A summary of who we are, what we offer, and our main brand proof points. It may be used in its entirety but can also be used in snippets or as reference any time we are 'introducing' the brand.

As a family-run company, we're proud to offer exceptional flooring solutions to families (and businesses) across New Zealand. From high-quality products to great service, we deliver durable acoustic and hard flooring that stays beautiful for years to come.

We only source products that meet our high standards in style and functionality, creating an extensive range of carefully curated options. Order free samples from our website or talk to our team directly for expert advice and guidance to make your hard flooring decisions easy. And with exceptional warranties on every product, we're always here to help.

So whether it's for commercial flooring in a hotel or office building or the finishing touch in a residential renovation, you can count on high-quality flooring from Woodland Lifestyle to make all the difference.

BBQ chat

Overview

A shorter version of the brand story.

We believe in delivering exceptional value with every sale. That's why we offer high-quality acoustic and hard flooring that stays beautiful for years to come, all backed by great warranties and even better service—from our family to yours.

Who we are

Woodland Lifestyle is a family-owned, New Zealand based business specialising in acoustic and hard flooring solutions for both residential and commercial applications.

What we do

We supply a full range of high-quality, innovative and on-trend acoustic and hard flooring products featuring the latest technologies for high-performing, beautiful flooring in any room.

Messaging pillars

PRODUCT RANGE

Beautiful, high-performing flooring

We're dedicated to creating beautiful spaces to live and work and high-quality flooring can make all the difference.

Our extensive range of styles and carefully selected colours reflect timeless options as well as the latest trends and technologies for durable floors that are not only beautiful but also high performing.

Many of our products also meet international environmental standards for those looking to make more sustainable choices without sacrificing quality.

PRODUCT RANGE

A floor for every application

Our range of options includes high-quality laminate, multi-layer hybrid flooring, eco-friendly bamboo, and more.

So whether need a floor that stands up to a child's imagination, can handle the high traffic of a busy office, or will keep the splashes and spills from causing damage, we have durable, high-wearing, waterproof options for any application.

CUSTOMER SERVICE

Experts in making hard flooring easy

At Woodland Lifestyle, choosing the right flooring is easy. Order free samples from our website and talk to our team directly for expert advice and guidance to be confident you'll get the right floor for your needs.

Exceptional residential and commercial warranties help you enjoy your Woodland Lifestyle flooring worry free for years to come. And if anything does come up, we're here to help with solutions that work for you.

Messaging pillars

VALUE FOR DOLLAR

The best value, guaranteed

Reliable flooring that looks beautiful and lasts for years to come is always our goal. We only source products that meet our high standards in style and functionality for an extensive range of carefully selected acoustic and hard flooring that deliver exceptional value, every time.

HISTORY/EXPERIENCE

From our family to yours

We've been family owned and operated since the beginning and we're proud to supply the floors of families (and businesses) across the country. Specialising in acoustic and hard flooring solutions specific to the New Zealand market, we're experts in finding the ideal flooring for any application, residential or commercial.

9 Our logo

Our logo

Overview

Our logo encapsulates our legacy, using a shield motif to speak to the durability of our high-quality, value-for-dollar products. The repeating lines provide a clear visual connection to our range of products.



Woodland
Lifestyle

Our logo: Primary variations

Overview

Our primary logo should be used wherever possible. It is available in our Pine brand colour, white and black.

The black version of the logo should only be used when colour printing reproduction is unavailable i.e. black and white newspaper.

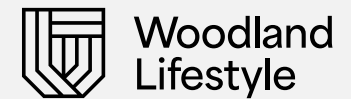
Primary logo: Pine



Primary logo: White



Primary logo: Black



Our logo: Secondary variations

Overview

Our secondary logo should only be used when horizontal space is limited, such as a tall, thin digital banner ad. As with the primary logo, it is available in Pine, white and black.

The black version of the logo should only be used when colour printing reproduction is unavailable i.e. black and white newspaper.

Secondary logo: Pine



Woodland
Lifestyle

Secondary logo: White



Woodland
Lifestyle

Secondary logo: Black



Woodland
Lifestyle

Our logo: Tertiary variations

Overview

Our tertiary logo is the least preferred option to use due to the icon size in relation to the text being reduced compared to the other two variations. It should only be used in situations where vertical space is extremely limited, such as a wide, thin digital ad.

The black version of the logo should only be used when colour printing reproduction is unavailable i.e. black and white newspaper.

Tertiary logo: Pine



Woodland Lifestyle

Tertiary logo: White



Woodland Lifestyle

Tertiary logo: Black



Woodland Lifestyle

Our logo: Icon

Overview

The icon from our logo is available to use as a standalone element. However, it should only be used in placements where our brand name is in proximity to the icon i.e. as a profile picture on social media.

The black version of the logo should only be used when colour printing reproduction is unavailable i.e. black and white newspaper.

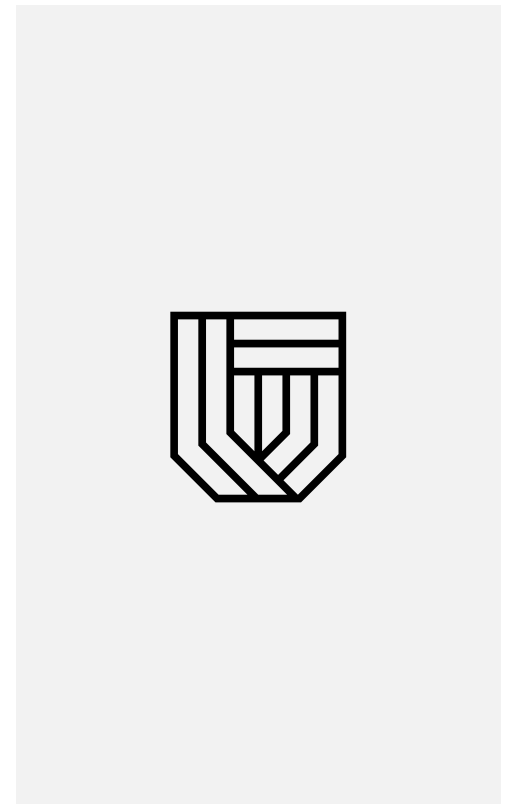
Icon: Pine



Icon: White



Icon: Black



Our logo: Clear space and sizing

Overview

To ensure the integrity of the logo is always maintained, the clear space and minimum size guidelines should be followed at all times.

Background elements (imagery, colour) can appear within the clear space zone as long as sufficient contrast is maintained.

The clear space zone is equal to the width of the letter 'W' in the logo and should be measured from the outermost edge of the logo on all sides. The same rule is applied to all logo variations.

The minimum size for both print and digital applications of each logo variation is shown to the right.



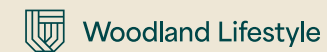
25MM / 72PX



16MM / 46PX



39MM / 110PX



16

Colour palette

Colour palette

Overview

Our colour palette has been drawn from colours found both in nature and our hard flooring products.

It is led with a luxurious but reliable Pine colour that is offset with our vibrant, confident Karaka green colour. These are supported by a suite of wood-tone beiges that soften and bring warmth to the pattern.

Tints of these colours can be used where necessary.

Woodland Pine

C=90 M=45 Y=55 K=50
R=0 G=70 B=72 / #004648
Pantone: 7476 C or 323 U

Woodland Karaka

C=90 M=10 Y=70 K=0
R=0 G=160 B=121 / #00a079
Pantone: 2242 C or Green U

Woodland Beige 1

C=40 M=38 Y=45 K=5
R=154 G=143 B=132 / #9a8f84
Pantone: 408 C or 408 U

Woodland Beige 2

C=12 M=12 Y=24 K=5
R=212 G=204 B=184 / #d4ccb8
Pantone: 7534 C or 7534 U

Woodland Beige 3

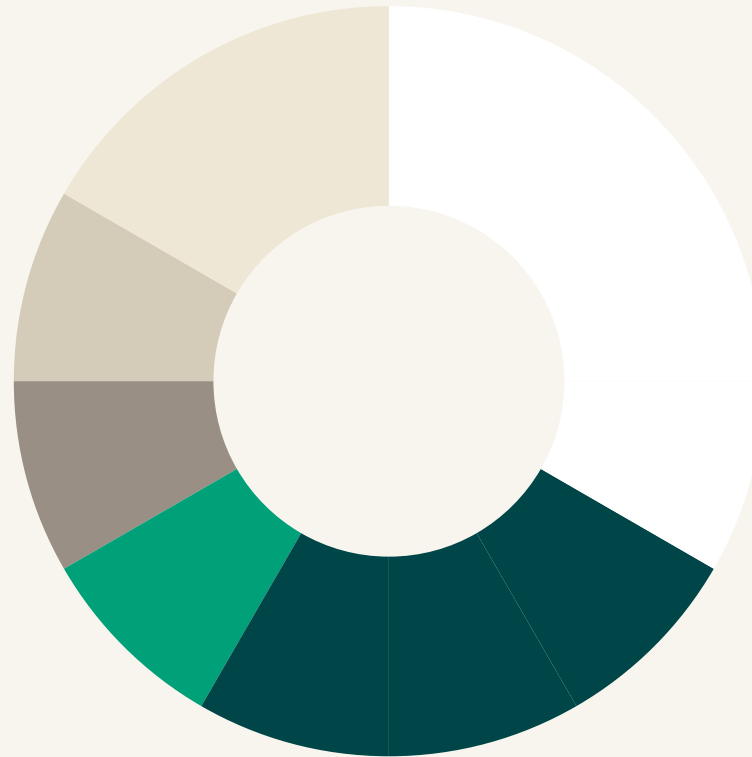
C=3 M=5 Y=13 K=2
R=239 G=230 B=214 / #efe6d6
Pantone: 50% tint of 7527 C or 7527 U

Overview

We lead with white, Pine and Beige 3. The other beige shades should be used for variety. Karaka should be used to highlight information but never as a background colour.

All body copy (unless reversed out in white) should be in Pine.

Colour palette: Hierarchy



PHOTOGRAPHY

In addition to colour usage, photography is also an important part of our brand and should feature prevalently alongside our brand colours.

19 Typography

Overview

Our brand includes primary, secondary and tertiary font choices. Please follow the usage guidelines on this page when choosing a typeface for your project

Font selection

1

Primary

Our primary font suite is the one used throughout this document and the brand examples shown in the rear section. Ensure these fonts are used wherever possible - they have been carefully selected to convey the correct 'feel', and they provide aesthetic and functional benefits. Consistent usage of these fonts will create a uniform impression of the brand across all touchpoints.

2

Secondary

If the primary font suite isn't able to be used, freely available substitute fonts have been specified. These fonts should only be used when absolutely necessary. Examples where these fonts may be useful include: email marketing platforms; some design platforms (i.e. Canva); the Google suite of business tools (Sheets, Docs, Slides); some accounting/invoicing tools.

3

Secondary

Our tertiary suite is the last resort and should only be used when no other option is available. Ideally these fonts should never be used in any customer-facing communications (although, that may not always be possible). Examples where these fonts may need to be used include: Microsoft business tools (Word, Office etc.), emails, internal documents.

Usage

1. DALA MOA REGULAR NO 2

Used only for large headlines.
Leading should be relatively tight.

2. AREA NORMAL BOLD

Used for primary subheadings
and feature copy.

3. AREA NORMAL REGULAR

Used for all body copy.

4. AREA NORMAL EXTRA BOLD

Used for accent text/minor
headings. Use in all caps with
the tracking set to 50. It should
also be no larger than the body
copy font size.

Primary fonts

Dala Moa Regular No 2

Dala Moa is available to purchase
here: [commercialtype.com/
catalog/dala_floda/dala_moa](https://commercialtype.com/catalog/dala_floda/dala_moa)

Area Normal Bold

Area is available free to use
through an Adobe Creative
Cloud subscription, or it
can be purchased from:

Area Normal Regular

blazetype.eu/typefaces/area

AREA NORMAL EXTRA BOLD

Usage

1. BODONI MODA SEMIBOLD

Used only for large headlines.
Leading should be relatively tight.
Tracking should also be relatively tight to mimic the primary font.

2. MANROPE SEMIBOLD

Used for primary subheadings and feature copy.

3. MANROPE REGULAR

Used for all body copy.

4. MANROPE EXTRA BOLD

Used for accent text/minor headings. Use in all caps with the tracking set to 50. It should also be no larger than the body copy font size.

Secondary fonts

Bodoni Moda SemiBold

Bodoni Moda is available for free from Google Fonts. It can be downloaded from: fonts.google.com/specimen/Bodoni+Moda

Manrope SemiBold

Manrope is available for free from Google Fonts. It can be downloaded from: fonts.google.com/specimen/Manrope

Manrope Regular

MANROPE EXTRABOLD

Usage

1. GEORGIA REGULAR

Used only for large headlines.
Leading should be relatively tight.

2. ARIAL BOLD

Used for primary subheadings
and feature copy.

3. ARIAL REGULAR

Used for all body copy.

4. ARIAL BOLD

Used for accent text/minor
headings. Use in all caps with
the tracking set to 50. It should
also be no larger than the body
copy font size.

Tertiary fonts

Georgia Regular

Georgia is a system font,
included on all Mac and
Windows operating systems.

Arial Bold

Arial is a system font,
included on all Mac and
Windows operating systems.

Arial Regular

ARIAL BOLD

2.4. Graphic devices

Holding shapes

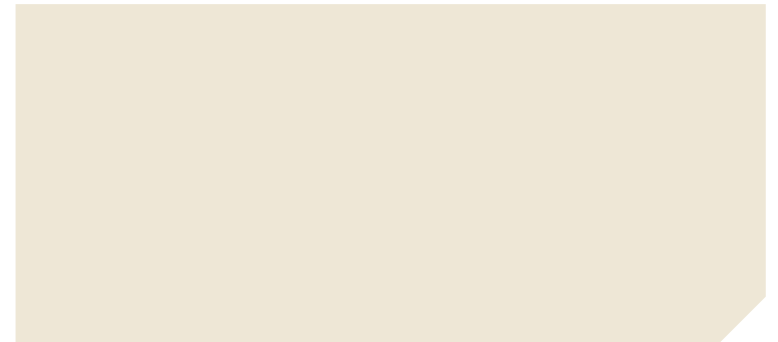
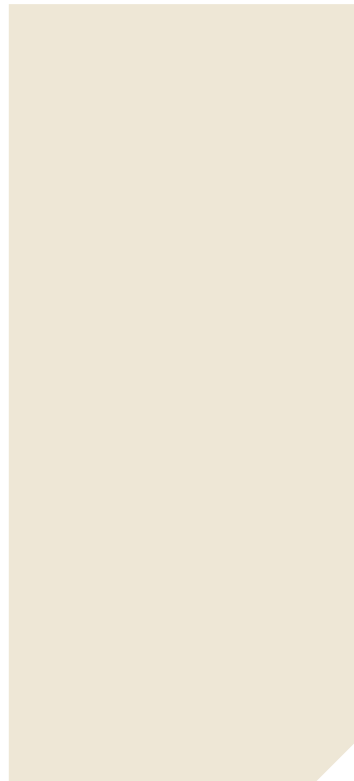
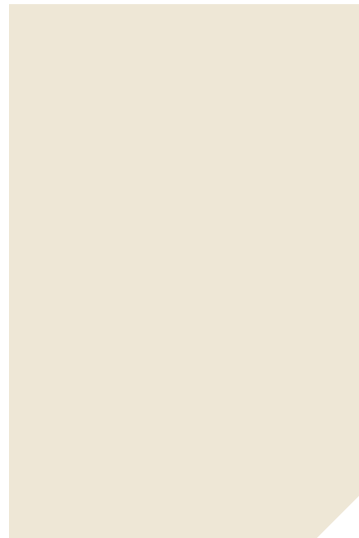
Overview

To create consistency throughout the brand, a custom holding shape has been created for the brand.

The shape takes cues from the logo, utilising the truncated corner from the shield icon.

For flexibility the shape can be adjusted to any width and height to suit the placement. However, for consistency the truncated corner should always be the bottom right. The size of the corner should be adjusted to suit the overall size of the placement.

The shapes may also be used for buttons etc.



FIND OUT MORE

READ MORE

FIND A RETAILER

SEE THE FULL RANGE

Buttons and CTA devices utilise the corner treatment at a suitable scale.

Iconography

Overview

Our brand has an established iconography style. To connect to the logo and other brand elements, icons should have their outer points truncated, similar to the holding to the holding device. Additionally, the icons should be accompanied by short descriptor text that circles the top and bottom. This helps communicate the concept shown in the icon and provides a sense of uniformity throughout all icons.

Icons should be reserved for relatively simple to communicate concepts, such as those shown on this page. More complex information, such as warranties, should be included elsewhere through the use of text.



27 Photography

Photography: In-situ

Overview

Showing our product in-situ is key to inspiring and convincing potential customers to choose our products for their home.

In-situ imagery should highlight the product in use, showcasing the wider scene/room as well.

This style of imagery should include our flooring shown in a variety of New Zealand environments. Effort should be made to show our products in newer builds, commercial applications and renovations of older homes to capture a wider audience of potential customers.



PLEASE NOTE

All imagery shown on this page is for moodboard purposes only and not owned or licensed to Woodland Lifestyle.

Photography: Styling

Overview

To showcase our brand and range of colours/flooring options, we can include moodboard-like photography of our products situated with other materials, trims, paint colours etc.

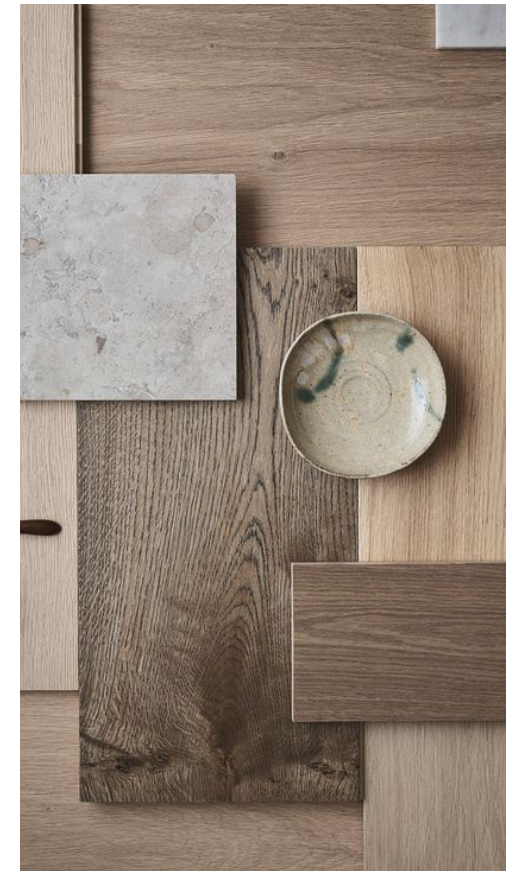
This styling photography could be utilised as an attractive upper fold on various product pages on the website or for inspirational social media posts.

This photography allows our customers to see our products within a variety of aesthetics, enabling them to make more informed styling-related decisions around our products.



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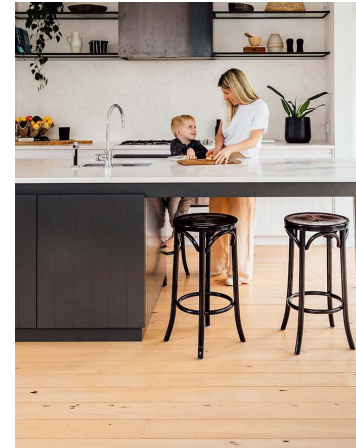
Photography: People and lifestyle

Overview

To further appeal to customers, our brand makes ample use of people-centric photography on customer-focused channels.

We use people/lifestyle photography to appeal to customers' emotional sides by showing families, friends and pets interacting in scenes that include our flooring - making a connection between our product and the lifestyle it promotes.

This style of photography can also help support product features in a more humanising manner i.e. showings kids playing on the floor supports the idea of durability. A kid wrapped in a towel with togs, walking on the floor shows waterproofing etc.



PLEASE NOTE

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31 Brand in action



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 3 Wilson Road, Upper Moutere
 hello@woodlandlifestyle.co.nz
 woodlandlifestyle.co.nz



2023 Collection 1

LAMINATE

Oasis

Available in 8 colours, expertly selected for the New Zealand market.

Burlington oak	Cabin oak	Camel oak
Copper blonde oak	Medieval brown oak	Misty oak
Rotan oak	Warm white oak	

2023 Collection 1

Woodland Lifestyle

Product guide

2023

LAMINATE

Oasis

Luxurious flooring to create realistic timber looks in every home.

Dimensions (HxWxL)	8mm x 192mm x 1261mm
Bevel	4 sided pressed bevel
Warranties	20 years residential 10 years commercial
Area	Kitchens, bathrooms, living areas, wet areas, light commercial
Key features	<ul style="list-style-type: none"> - Easy and quick installation with UNICLIC - 100% Water Resistant Surface - Matching accessories - smart profiles - Environmentally conscious - Low repeat pattern giving realism - Low maintenance

PG Woodland Lifestyle

WATERPROOF

Built to last

quassurū tem et voluptuquo magnisquis deslam escient ecitatū sin commision re non conet quunt volūno rursidig natemped quia volupta quuntōrum, qui doluptaslas renem eic tem erum dit, sus inverooid que dia bea volenis doluptas repudigenda cum explicac ullant que niam lam nest.

2023 Collection 1

LAMINATE

Oasis

Available in 8 colours, expertly selected for the New Zealand market.

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Woodland Lifestyle

Product guide

2023







For any questions
on our brand and
its usage, please
get in touch

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