

Company Branding

LOGO — FONTS



The main component of the logo is the house structure, indicative of the home furniture industry we are a part of. The upward arrow represents the innovative technology that provides our customers maximum convenience and efficiency in their homes. The logo depicts Mr. Rylaarsdam, the chairman of the board, after whom the company is named, lying on clouds. The clouds symbolize the comfort of our furniture, which compliments the innovative and efficient nature of our products and ensures an delightful experience unlike any other.

DIDACT GOTHIC

The capitalized version of this font is used for titles and headings because it is easily seen/read and presents the clean, sleek look of our company.

Vidaloka

Vidaloka is used for subtitles or when needed to contrast DIDACT GOTHIC. This heavy Serif font contrasts the thinner San Serif titles, adding an element of formality and unique touch.

Didact Gothic

Due to its easy readability and simple nature, the lowercase version of Didact Gothic is used for body text.

COLOR SCHEME

The bright color scheme reflects our innovative furniture and draws the attention of our target audience: primarily young adults and the younger sector of middle-aged adults. The selection of vibrant colors stands out in the midst of the trendy minimalistic dark-toned color schemes of other companies because we are truly different in every aspect. Additionally, our color scheme is as memorable as the experience our products provide our customers! The #F1867A (the red-toned) and #D2E0FF (the blue-toned) colors are the main brand colors, partly because they are versatile (both white and dark text can be used). The other three colors are used as accents to add a pop of color and emphasize the red and blue colors.

#D2E0FF

#FFF2D8

#FFE5AC

#FFA46C

#F1867A

LETTERHEAD



Dear Ms. Jones,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application.

This generally includes the same information as pre-printed stationery but without the additional costs involved. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically.

Sincerely,

James Jones

James Jones



5172 Orange Ave
Cypress, CA 90630

www.oxfordve.wixsite.com/rldm-good-furniture
rylaarsdamgoodfurniture@gmail.com
(714) 220-305

ABOUT US

Rylaarsdam Good Furniture is a breakthrough Virtual Enterprise Company based in Cypress, California. The premise of Rylaarsdam Good Furniture lies within the idea of modernizing your home to the point where you can feel pride in the comfort and efficiency that your residence brings to everyday life. The everyday world is full of so many factors that are out of our control; we find ourselves coming home feeling drained, exhausted, and lost due to the monotony and strict rigor of everyday routines. Our products aim to offer the individual with a range of smart furniture options that will optimize their experience inside of the home, combining comfort and efficiency as we head into the future of furniture. The numerous features, sleek design, and high functionality of our many products are applicable to various room settings, making your home experience as comfortable and efficient as possible.

Our Mission:

In a rapidly modernizing society, where time stops for no one person, Rylaarsdam Good Furniture Company provides the latest technological advancements incorporated into furniture, for optimal comfort and efficiency when transitioning homes into the twenty-first century.



JENNIFER CUAHUTENCOS

Vice President of Marketing



✉ jc@rylaarsdamgoodfurniture.com

☎ (714) 306-9954

RyLAARSDAM GOOD FURNITURE *innovative living.*

MICHAEL

Monthly Email Newsletter curated by our top Editors



STANDARD MATTRESS

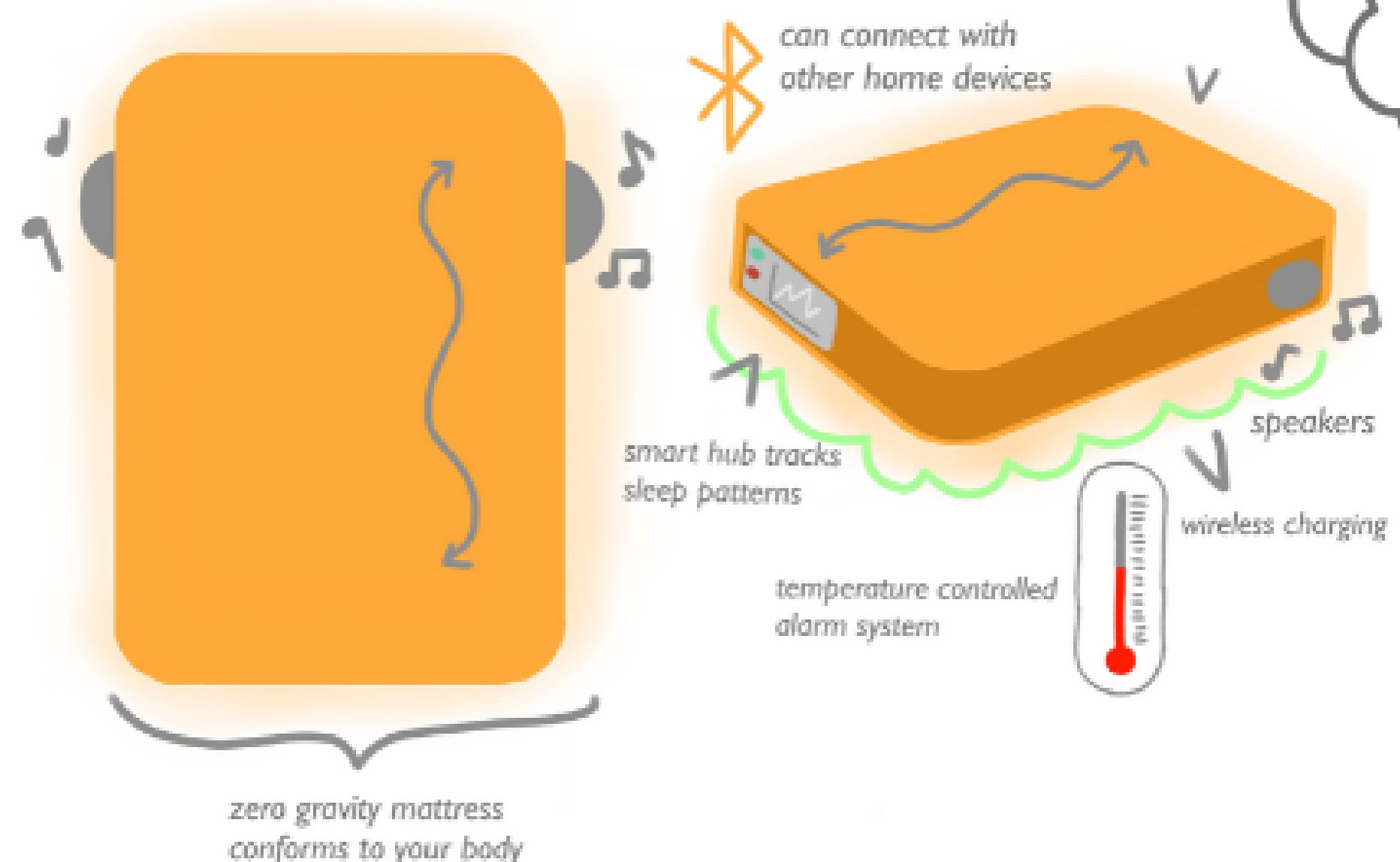
\$2,800.00

A newsletter is a regularly distributed publication that is generally about one main topic of interest to its subscribers. Newspapers and leaflets are types of newsletters. For example, newsletters

PREMIUM MATTRESS

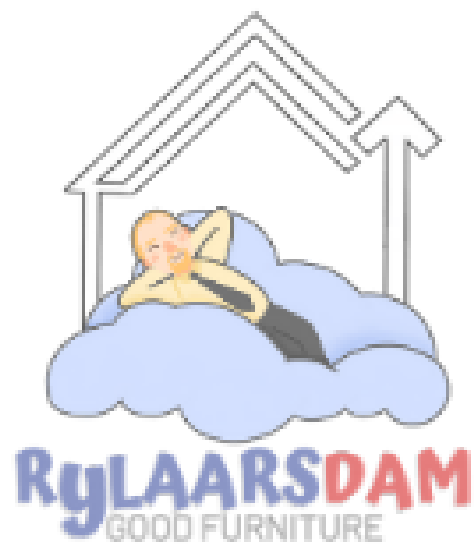
\$3,200.00

A newsletter is a regularly distributed publication that is generally about one main topic of interest to its subscribers. Newspapers and leaflets are types of newsletters. For example, newsletters



ENVELOPE

Front

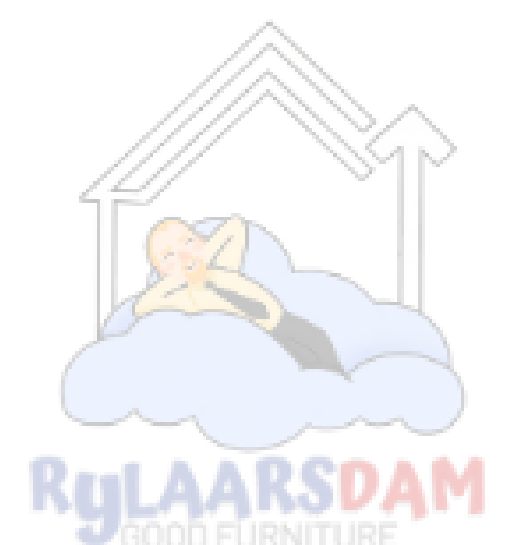


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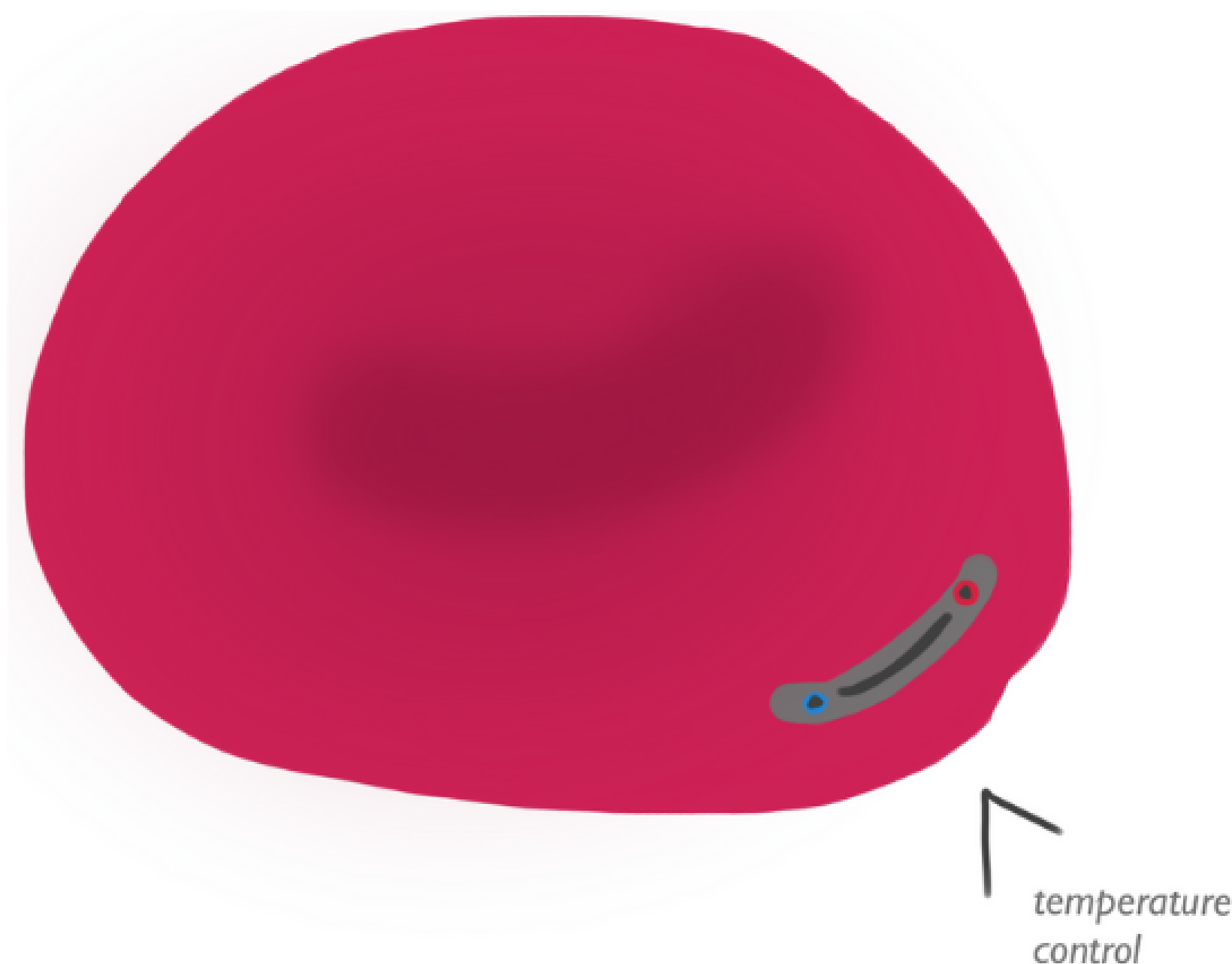
Back

innovative living



INTRODUCING

Bean Bags



MANSI 6 FOOT
BEAN BAG

\$250

MANSI 4 FOOT
BEAN BAG

\$200

FEATURES

- Temperature adjustable
- Never goes flat and does not need to be refilled
- Adjusts to become a chair, sofa, or something to lie down on
- Microfiber exterior-soft and high quality