

habitat

Brand guidelines 2021
Jan 2021

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Brand purpose



The reason we exist.

We've never needed as much from our homes as we do today. In 24 hours a living room can be a playroom, a home office, a place to entertain or collapse in front of the telly.

So imagine if we created our rooms with wellbeing in mind. If we opened up the possibility of what our homes could be and made happier spaces.

A lamp to brighten the mood. Clever storage to hide clutter. A supportive bed to sleep soundly.

We're here to inspire you to create a space not just to live in, but to thrive.

Make your home a happy habitat.

Brand pillars



What motivates us.

Intuitive

We understand our customers needs and aspirations.

Motivated to make home life better, in big and small ways.

We reflect real life.

A brand that understands me.

Inspiring

We are innovators; we nod to our history and look to the future.

We make the aspirational feel attainable.

We champion self-expression.

A brand that is full of ideas.

Helpful

We make homeware shopping fun and straightforward.

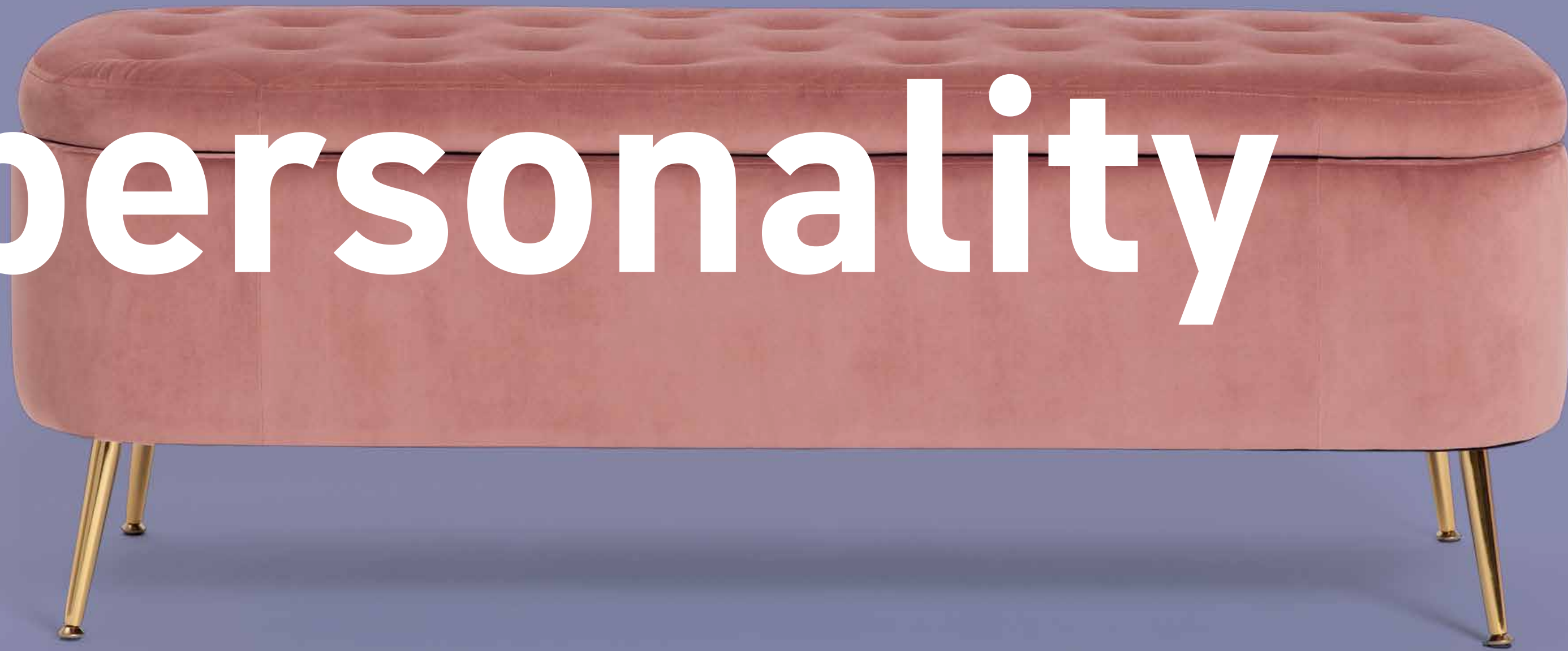
We have something for everyone.

We encourage and guide our customers.

A brand that makes it easy.

Brand personality

How we show up.



Friendly

Like a good friend, we love a good natter.
We're always about for a catch-up. Tell us
what's new with you?

Understanding

We get life can be busy. Sometimes
you need a little you time. Whatever
you need, we'll see what
we can do.

Enthusiastic

We love to share home and design ideas that excite us. We'll inspire you to make your home a happy habitat.

So, when are we getting started?

Creative

We champion self-expression. We're always thinking up new and useful ideas to help you make the most of your home.

We're not just a smiley face. Everything we say and do is supported by our credible home and design heritage.

Product know-how

Excite our customers with our home and furniture knowledge. Help them understand why a product might be just the ticket.

Design heritage

We've been doing this a while. Let's show customers how our home and furniture experience can inspire them.

Brand heritage

Since 1964 we've been challenging the way people think about their homes. We've created contemporary design and brought furniture and accessories from all over the world into your home. We've mixed in the joy of colour, food, art and all the good things in life.

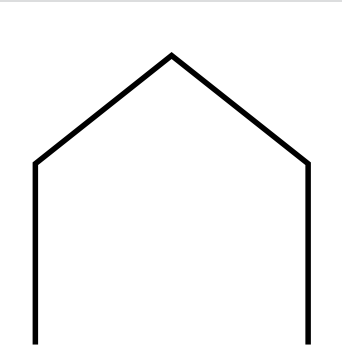
Our assets

Our visual identity consists of defined assets that express characteristics of our brand personality and come together to create a distinctive identity for Habitat.

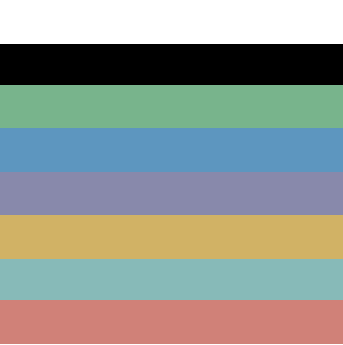
Each asset has its role, and all have principles, nuances, incorrect use and exceptions.



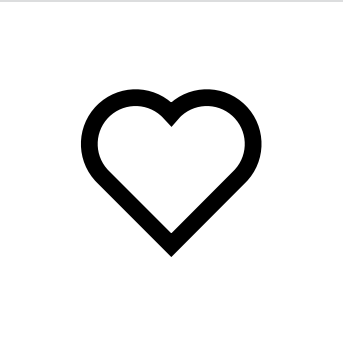
Logos



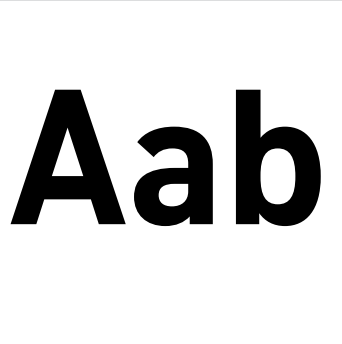
Graphic assets
Enthusiastic
Creative



Colour
Friendly
Creative



Iconography
Friendly
Understanding



Typography
Friendly
Understanding
Creative

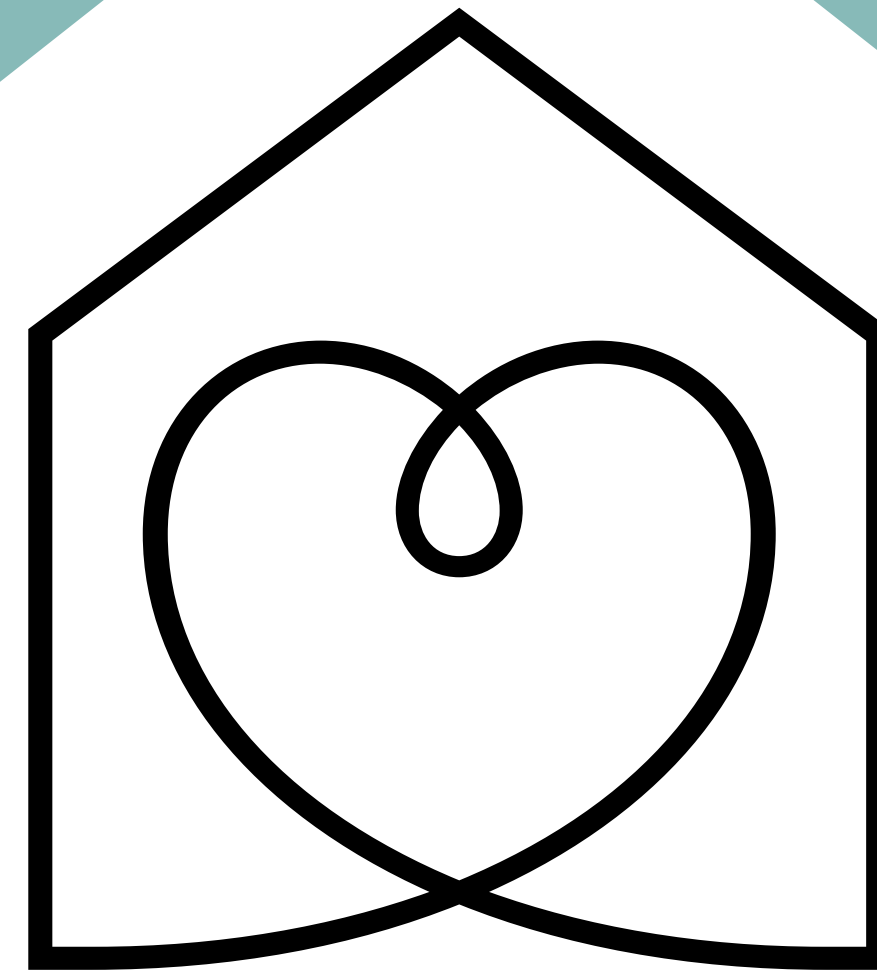


Tone of voice
Friendly
Understanding
Enthusiastic
Creative



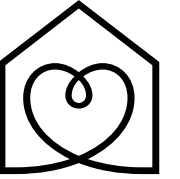
Imagery
Friendly
Understanding
Enthusiastic
Creative

Logo



Our logo

As in tune with today, as it was when it was first seen in 1964. Stick to these principles when using it.

habitat 



Habitat word mark

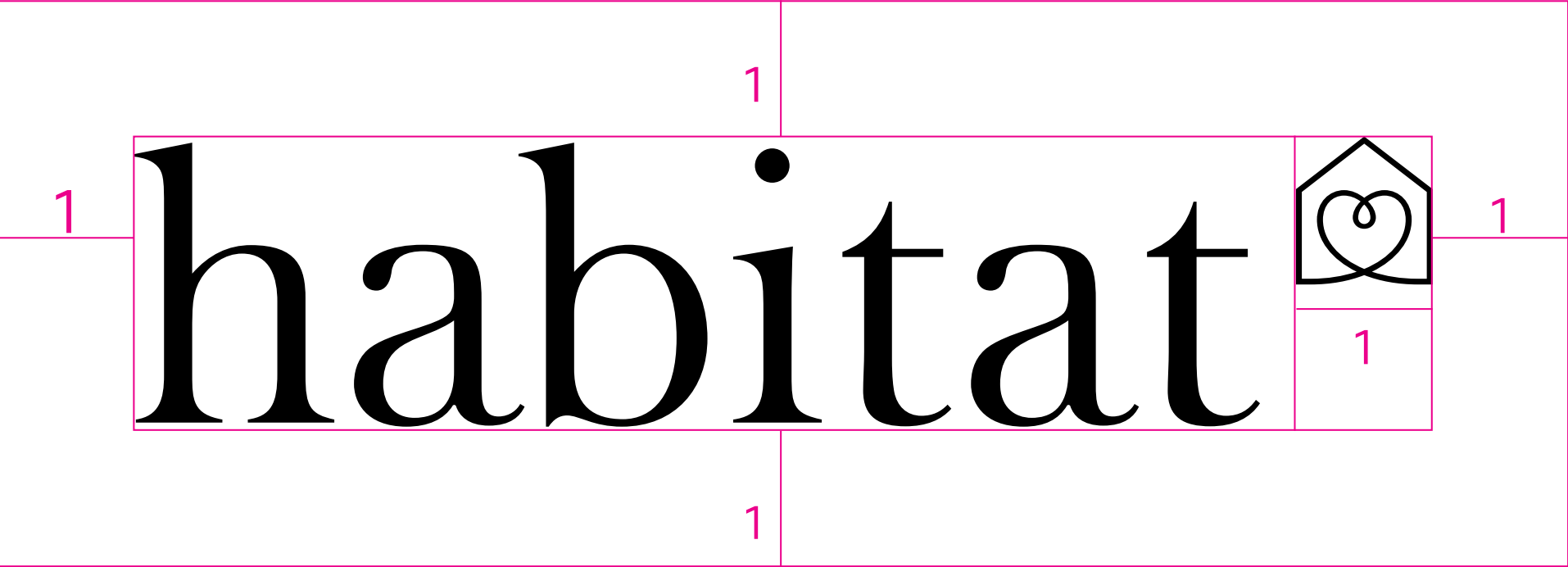
Habitat house mark

This is our logo

This is the preferred version that we use across all Habitat communication material – from catalogues to invitations and vehicle livery.

Removing the house mark

The house mark should ideally always be shown, however in some instances for legibility (small sizes under 15mm) or technical reasons (showing the logo in 3D sign format) the house might have to be removed. Please consult the Formats team for 3D logo guidance.



Habitat logo exclusion zone

Using our logo

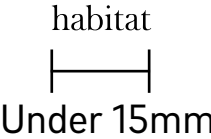
The trademarks are not to be modified in any way – please ensure that you only ever use the digital master artwork files. These marks are never to be recreated.



Minimum size of
Habitat logo

Minimum size 15mm

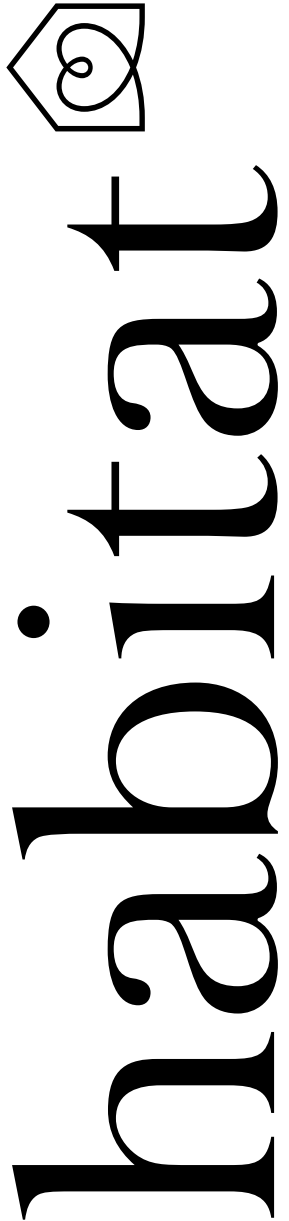
Shown above is the smallest recommended reproduction size for the Habitat logo.



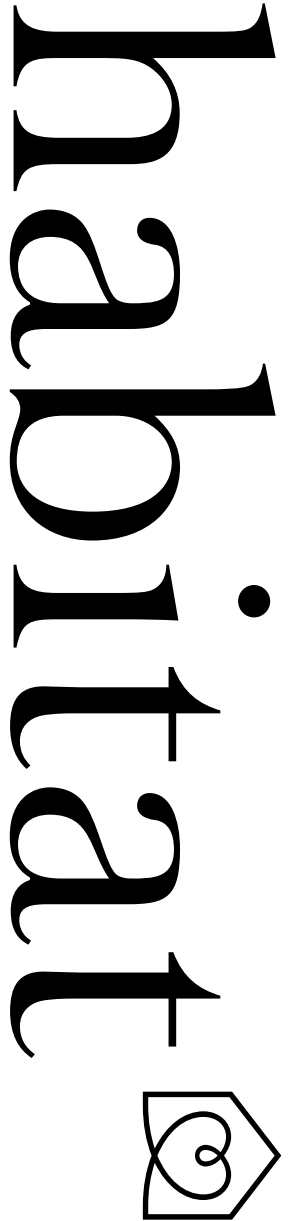
Use the small Habitat logo
without the house mark

Small Habitat logo for under 15mm

It may be necessary to reproduce the mark smaller than the recommended minimum size, especially for digital purposes. In this instance, use the small Habitat logo without the house mark.



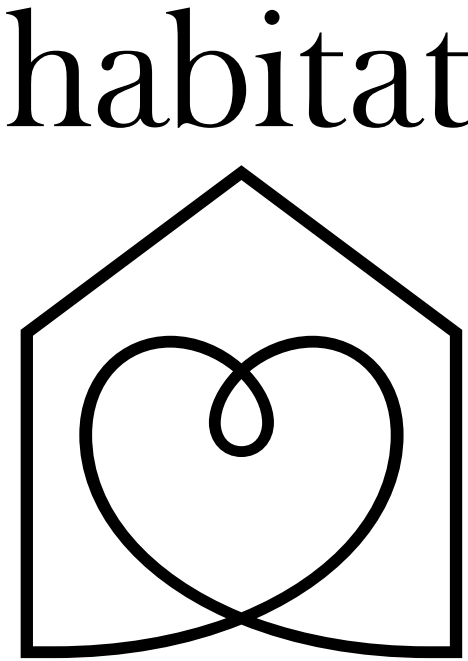
Vertical logo – reading up



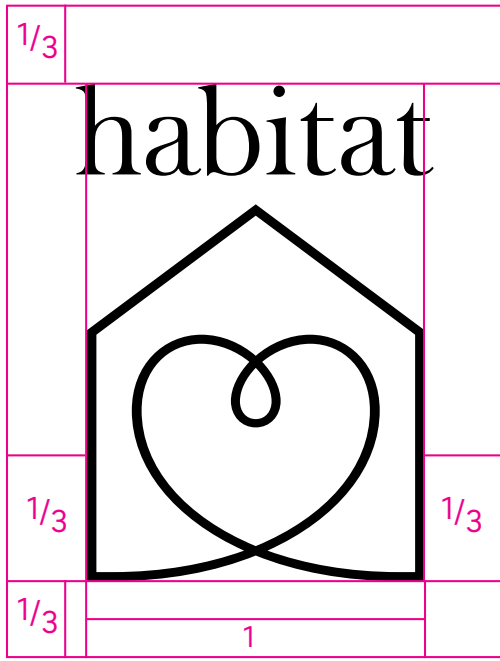
Vertical logo – reading down

Vertical logo

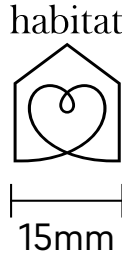
You can only use this version for store exterior signage, i.e. banners or flags – we don't use it on communication material.



Stacked mark



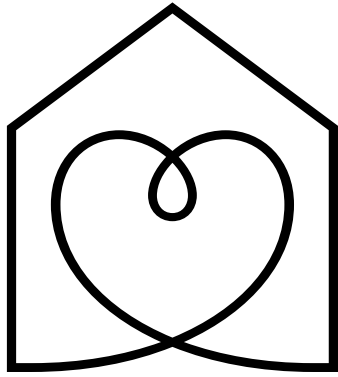
Stacked mark exclusion/free zone



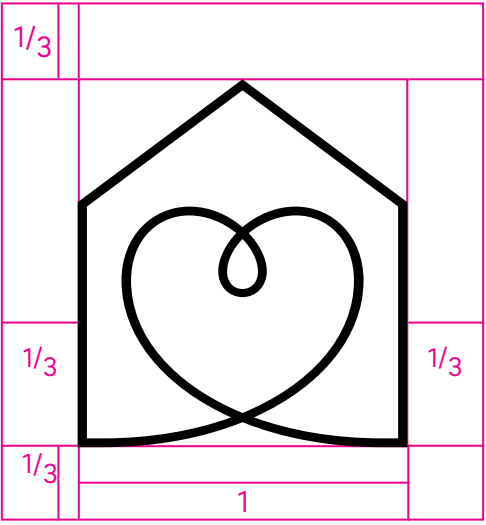
Stacked mark
minimum size

Stacked mark

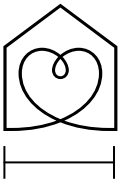
The stacked mark is available for formats that require a less linear composition. We recommend you only use it for specific vertical applications, i.e. carrier bag, or a brand statement in our store windows.



Symbol-only mark



Symbol-only mark
exclusion/free zone



Minimum size of
symbol-only mark

Symbol-only mark

Use only in conjunction with the master Habitat logo or a clear Habitat branded space such as the website. The symbol-only mark should not appear on its own to represent our brand.



Placement in corners

When using the Habitat logo in corners of layouts and applications, please follow the above guidelines for placement.



Minimum size of logo = 25% of width.

Sizing

We have created an optimum sliding scale for the logo's size based on percentages. The minimum size is 25% width of the design.

Any proposed variations of this rule needs to be consulted with the Brand Expression team.

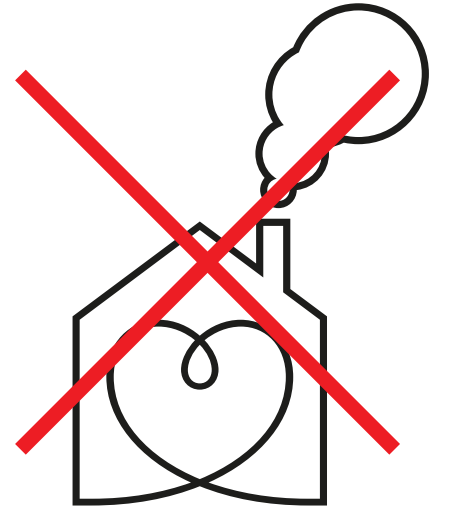
How we write Habitat in a sentence.

Don't capitalise HABITAT. Or use all lowercase, like this – **habitat**.

You can use lowercase habitat however when you are not referring specifically to the brand, e.g. Make your home a happy habitat.

P.S. Don't use habitat[®] in running text.

Whatever you do, don't play with our logo.



Protecting our logo

Always ensure that you use master artworks provided.
Don't recreate any of the Habitat trademarks.

habitat

Logo colours

All versions of our logo come in 2 colours, black and white.

Don't change the colour of the logo unless for exceptional circumstances.

For example, an event the business is supporting like Pride. In this case, please consult the Brand Expression team.



habitat

habitat

Special finishes

We also foil block our logo on our “best” product packaging.

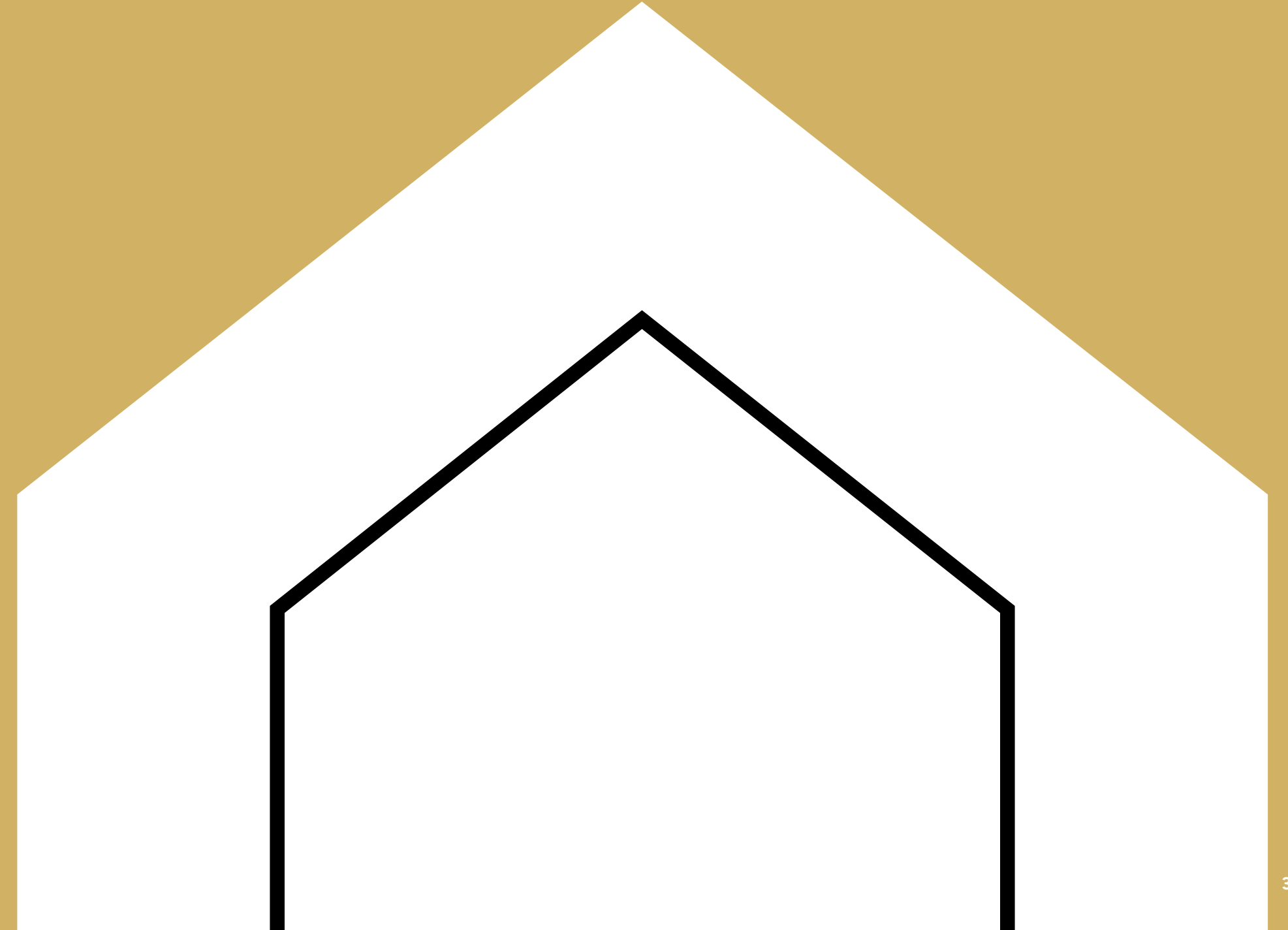
Logo use on imagery

Our logo can appear on imagery, but we want to maintain maximum standout.

Small use

No Standout ✗	No Standout ✗	No Standout ✗	No Standout ✗
			
No Standout ✗	This does have clarity but isn't as visible as the white out option. ✗	No Standout ✗	This is our preferred option ✓

Graphic assets



We want to build the house asset into a distinctive asset that becomes recognised, and ultimately attributed back to Habitat. Therefore we have defined two approaches depending on the comms channel to drive brand consistency and distinction for our relaunch, while also being flexible in the right context to drive a specific action, feeling or behaviour.

‘Outside the house’

Primary look for all channels at the brand launch.

Principles – simplified use of the house:

- Background – white
- House keyline colour – black
- House can be used:
 - Keyline only
 - Colour fill
 - Lifestyle fill
 - Cut-out imagery can be within or overlap keyline
- House positioning – centered, left/right
- House can be increased in size
- Type/copy – Black

Do not

- Draw the house from scratch
- Spin/rotate the house
- Change the keyline colour
- Change the keyline thickness



‘Inside the house’

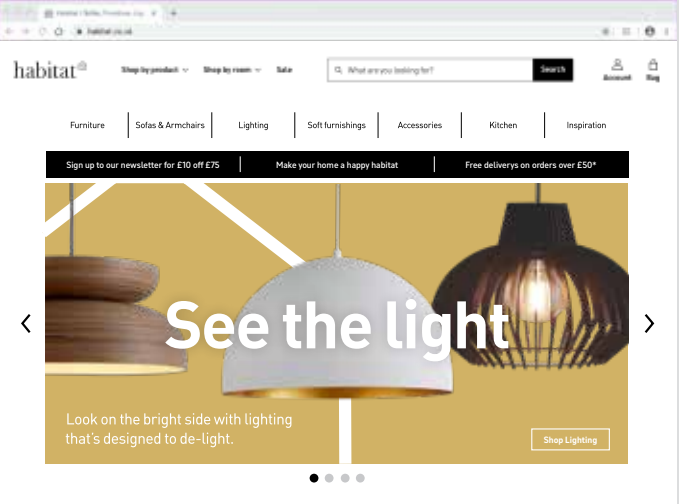
Secondary look for campaign use within branded channels.

Principles – extending the use of the house:

- Background – coloured (single colour)
- House keyline colour – white
- House can be used:
 - Keyline only
 - Colour fill
 - Tint fill
 - Lifestyle fill
 - Cutout imagery can be within or overlap keyline
- House can overlap or sit under imagery
- House positioning – left, right, up, down
- House can be increased in size
- Type/copy – Black or white

Do not

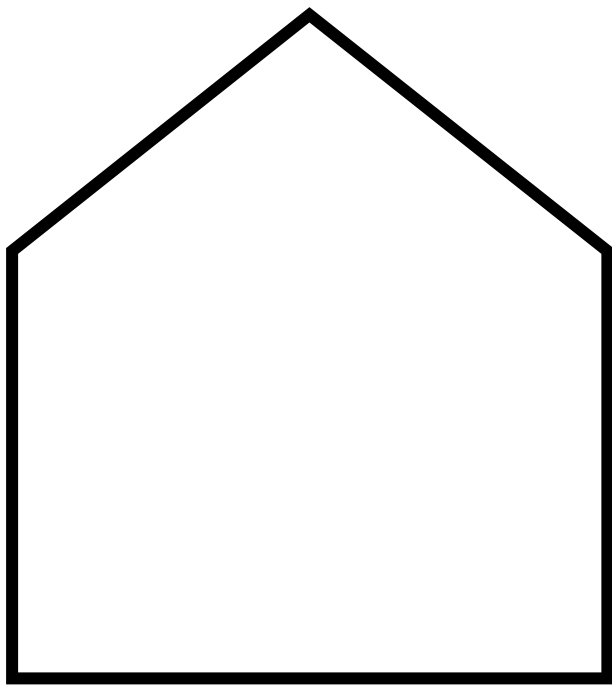
- Draw the house from scratch
- Spin/rotate the house
- Change the keyline thickness



House asset

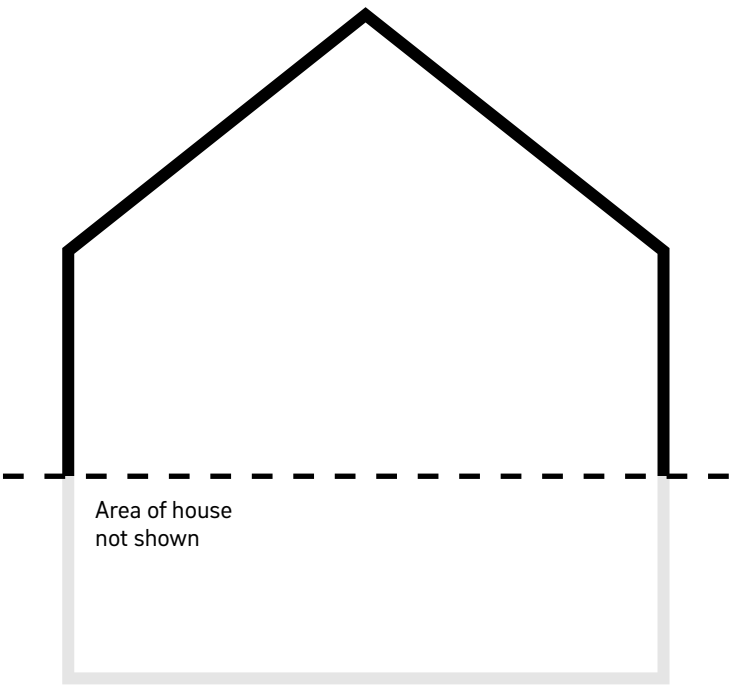
The house asset is from our master logo.

Use these graphics sparingly to disrupt and engage.



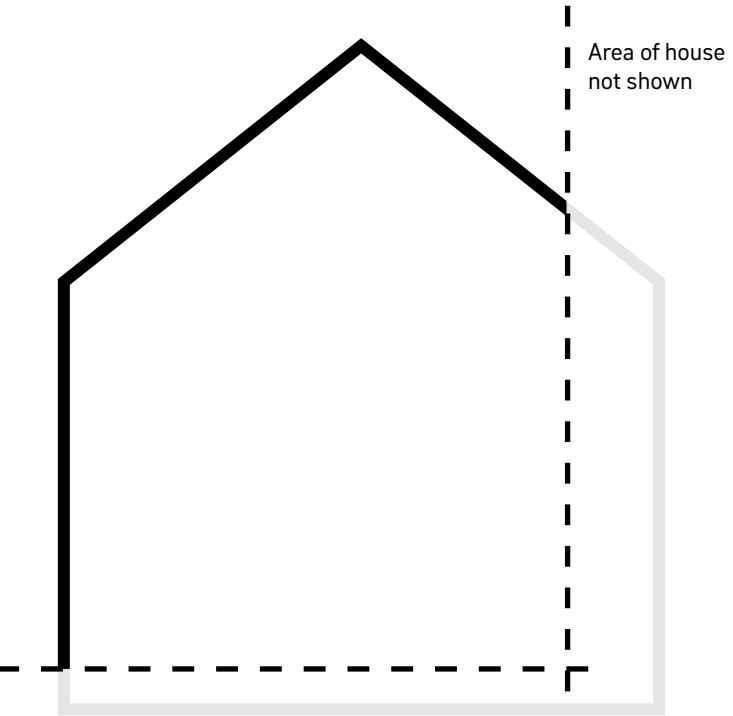
Usage of the house graphic

Use to frame images, colours, text or a combination of all of the above.



Cropping the house

Vertically or horizontally.
Never use the whole house graphic.



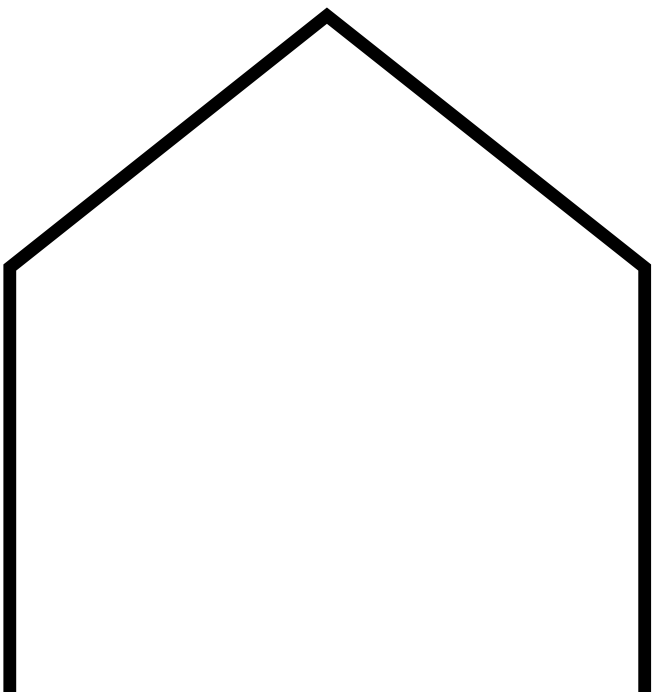
House asset types

We have extended versions of the house asset for use with taller communications.

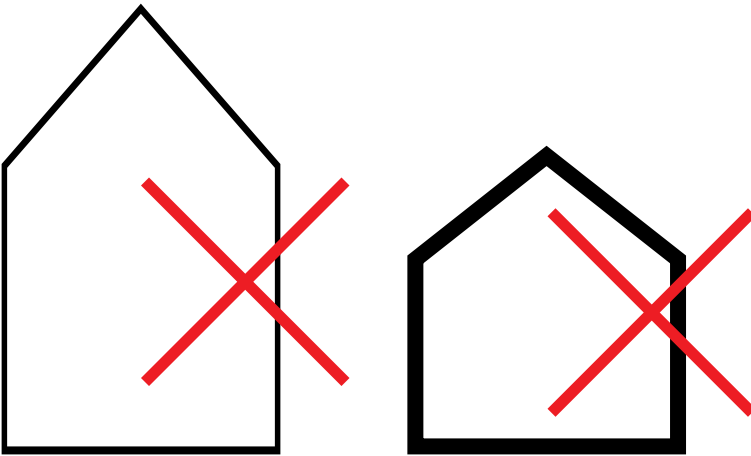
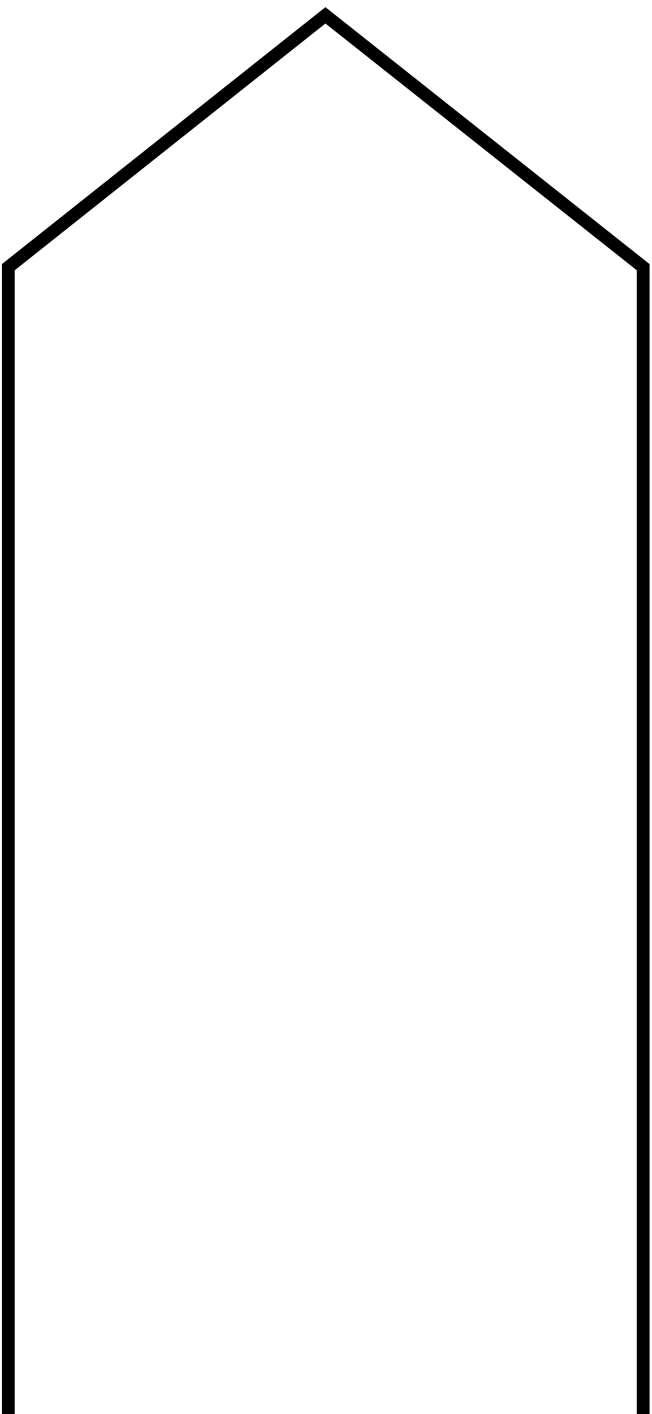
These are pre-existing graphics and mustn't be re-created.

Remember: Never use the whole house graphic. Crop it.

House_House_Keyline_Black



House_House_Keyline_Black_2xheight



Protecting our house asset

We don't stretch the house asset or redraw the asset so that its line weight is lighter or thicker.

House usage

The house is a versatile asset.

- Use it on its own to contain a cut-out image
- The cut out can break the constraints of the house
- It can contain text too
- It can work as a frame for lifestyle imagery as well

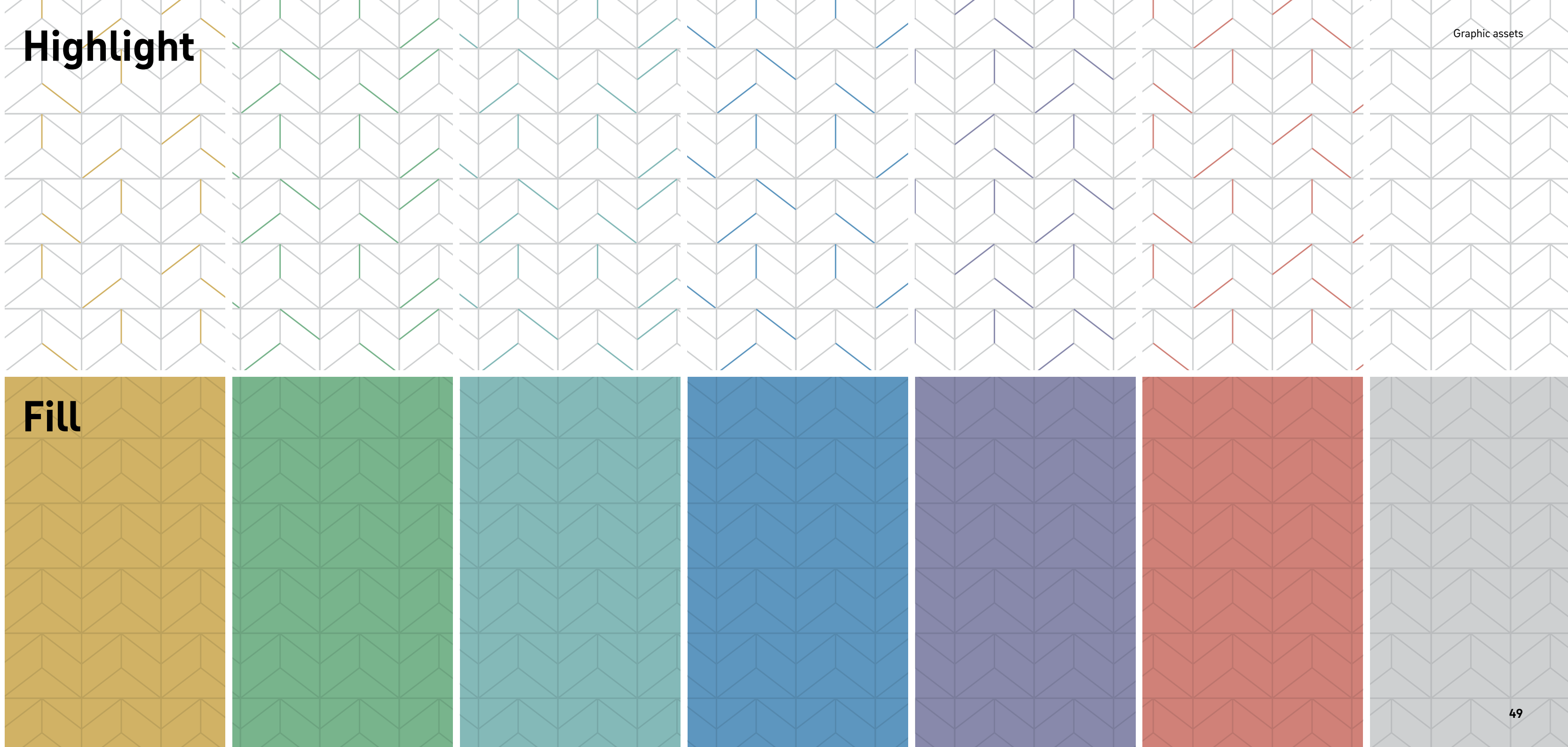


House pattern

We have created a house asset pattern for use as a background.

We use the pattern on large surface areas such as in-store graphics like navigation where the house asset is not the primary feature.

We have two options that use the colours within our secondary palette. We call them **Highlight** and **Fill**.

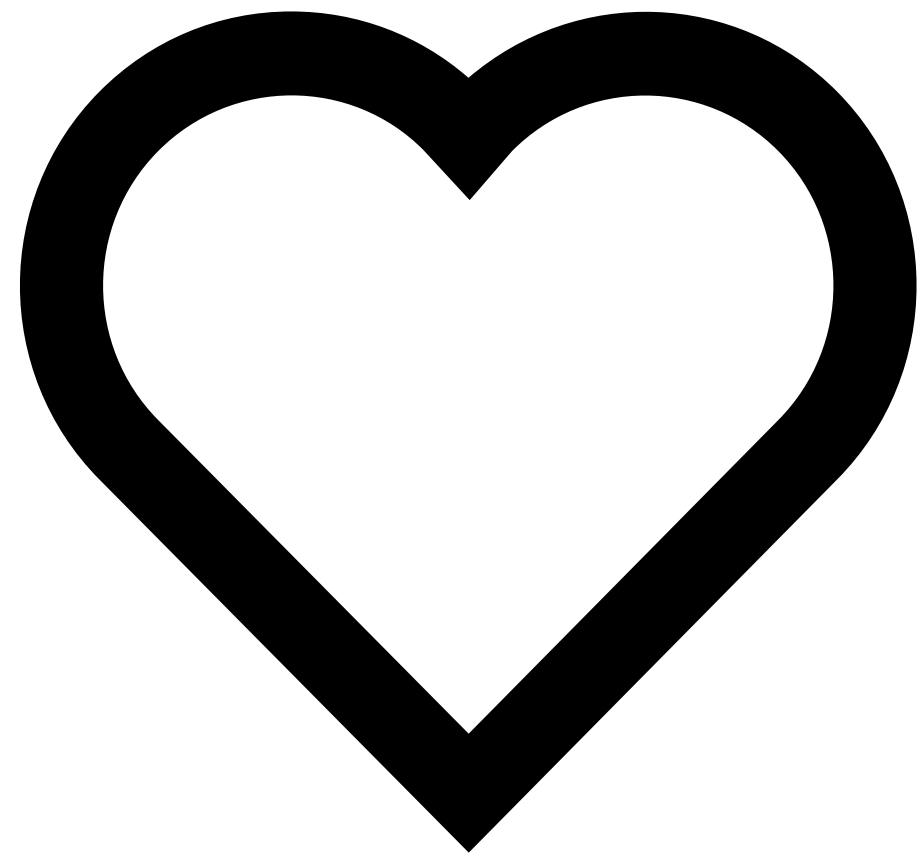


Pattern use

Here is an example of the pattern used on store navigation.



Iconography



Icons

Our icons are unique to Habitat and are designed according to a grid that keeps them connected and feeling like a family, without restricting the design.

They are to be used for frequent, common actions on digital platforms, navigation and orientation in store, and on packaging. We have a library of icons that should be checked before any new ones are created.

For more information on our icons, or to download, please visit luna.sainsburys.co.uk.

 Accessibility	 Account	 Award winning	 Bag	 Basket	 Calendar	 Cancel	 Comment	 Contactless
 Delete	 Dislike	 Down arrow	 Download	 Edit	 Favourite	 Geolocation	 Grid view	 Home
 Info	 Landline phone	 Left arrow	 Like	 List	 List view	 Locked	 Measurement	 Menu
 Messages	 Minus	 Mobile	 More	 Notifications	 Open new window	 Overflow menu	 Pin store location 1	 Pin store location 10
 Pin your location	 Plus	 Print	 Right arrow	 Scan	 Scan	 Settings	 Tick	 Time
 Voice	 Trolley	 Unlocked	 Up arrow	 Upload	 Zoom in	 Zoom out		

Service icons

 Click & Collect
 Same day delivery
 Named day delivery
 Returns
 Argos Card
 Argos Care

Colour palette



Core colours

Our core colours are white and black. We lean towards white rather than black.

You can see our secondary colour palette along with tints/ shades and semantic on the following pages.

Habitat core

White

00 00 00 00

255 255 255

#ffffff

000

Habitat core

Black

00 00 00 100

000 000 000

#000000

Black

Tints

95%

00 00 00 95

26 26 26

#1a1a1a

Black6

85%

00 00 00 85

38 38 38

#262626

426

75%

00 00 00 75

64 64 64

#404040

446

65%

00 00 00 65

89 89 89

#595959

425

55%

00 00 00 55

115 115 115

#737373

424

45%

00 00 00 45

140 140 140

#8c8c8c

423

35%

00 00 00 35

166 166 166

#a6a6a6

Cool Gray 6

25%

00 00 00 25

191 191 191

#bfbfbf

Cool Gray 4

15%

00 00 00 15

216 216 216

#d8d8d8

Cool Gray 1

5%

00 00 00 05

242 242 242

#f2f2f2

656

CMYK

RGB

HEX

PMS

Secondary colours

As a brand that embraces colour and that has progressed from a monochromatic look, we use our secondary colours to add warmth, interest and pace to our communications and to engage our customers.

Where to use secondary colours?
We use secondary colours across a wide range of channels and touch-points, including our website, packaging and campaigns.

The use of colour should help bring our photography to life and not overbear the visual. You can also use more than one colour on a communication to add depth and contrast.

Examples of this in practice can be seen on page 220, and we’ll continue to add more examples as we build out the brand in different channels.

Cloud

CMYK	RGB	HEX	PMS
06 04 04 14	206 208 209	#ced0d1	Cool grey 1

Leaf

CMYK	RGB	HEX	PMS
56 11 56 00	120 180 140	#78b48c	2247

Water

CMYK	RGB	HEX	PMS
49 12 28 00	135 186 184	#87bab8	4172

Sky

CMYK	RGB	HEX	PMS
65 31 11 00	93 150 191	#5d96bf	2157

Lavender

CMYK	RGB	HEX	PMS
51 44 17 00	136 137 171	#8889ab	4127

Kiss

CMYK	RGB	HEX	PMS
14 56 46 03	208 129 120	#d08178	2439

Earth

CMYK	RGB	HEX	PMS
16 25 70 03	209 178 101	#d1b265	4024

Tints/shades

Our tints and shades palette is useful for a number of reasons, primarily content for campaigns and illustrations.

Tints also prove incredibly useful on digital platforms for improving accessibility and interaction states.

All shades are available for digital application in the Figma UI Design Library.

TINT 1	4 0 3 0	242 248 244	#f2f8f4		TINT 1	4 0 1 0	243 248 248	#f3f8f8		TINT 1	5 1 1 0	239 245 249	#eff5f9		TINT 1	3 3 1 0	243 243 247	#f3f3f7		TINT 1	1 4 2 0	250 242 242	#faf2f2		TINT 1	1 2 4 0	250 247 240	#faf7f0	
TINT 2	24 2 23 0	193 221 202	#c1ddca		TINT 2	21 4 11 0	200 223 222	#c8dfde		TINT 2	28 10 5 0	181 207 226	#b5cfe2		TINT 2	21 17 7 0	200 201 216	#c8c9d8		TINT 2	7 24 17 0	233 197 193	#e9c5c1		TINT 2	8 11 30 0	234 220 184	#eadcb8	
TINT 3	45 7 44 0	145 194 161	#90c2a1		TINT 3	38 9 22 00	157 198 197	#9dc6c5		TINT 3	53 23 9 0	122 169 203	#7aa9cb		TINT 3	40 34 14 0	157 158 185	#9d9eba		TINT 3	13 45 36 0	218 153 144	#da9990		TINT 3	16 21 57 0	217 192 129	#d9c081	
Leaf				Water				Sky				Lavender				Kiss				Earth									
CMYK RGB HEX PMS				CMYK RGB HEX PMS				CMYK RGB HEX PMS				CMYK RGB HEX PMS				CMYK RGB HEX PMS				CMYK RGB HEX PMS									
56 11 56 00 120 180 140 #78b48c 2247				49 12 28 00 135 186 184 #87bab8 4172				65 31 11 00 93 150 191 #5d96bf 2157				51 44 17 00 136 137 171 #8889ab 4127				14 56 46 03 208 129 120 #d08178				16 25 70 03 209 178 101 #d1b265 4024									
SHADE 1				SHADE 1				SHADE 1				SHADE 1				SHADE 1				SHADE 1									
SHADE 2				SHADE 2				SHADE 2				SHADE 2				SHADE 2				SHADE 2									
SHADE 3				SHADE 3				SHADE 3				SHADE 3				SHADE 3				SHADE 3									

Picking other colours

There may be times that our colour palettes aren't quite what you're after. You might want to colour match a specific product. Or you may be working on a seasonal campaign that needs its own palette.

Important

If you're picking colours this way, you need to take them to Brand Clinic.



Pick a colour theme

Pull together a selection of images and colour pick a series of colours to create a colour swatch. Create muted tones of the colours within the imagery.



Make it muted

Pick a colour from the image and if it's too bright. Add 5-10% black to the colour.

Pick a colour from the product



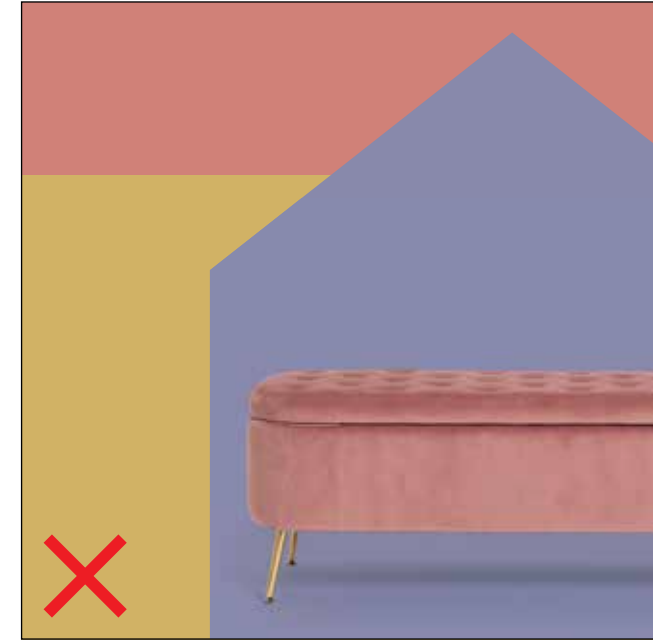
How not to use colour

We are a colourful brand and we want you to be expressive in your use of colour, but there are a few things we don't do.

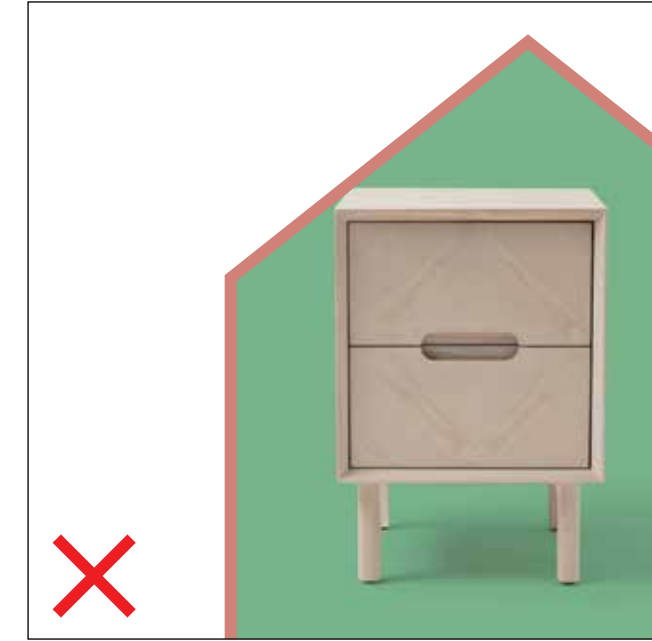


We don't use black as a large expanse in our comms as this looks like our old brand.

The only exception may be Black Friday.



We don't use more than 2 colours within a creative area.



We do not change the colour of the line on our the house asset.



Do not use bright colours.

Use muted tones that work with the product.

Campaign colours

We currently have two core campaign colours that we use to highlight Sale and New.

Habitat
Sale

CMYK	RGB	HEX	PMS
17 100 100 9	189 0 0	#bd0000	3517

Habitat
New

CMYK	RGB	HEX	PMS
88 59 0 0	22 105 186	#1669ba	3506

Semantics colour palette

We use these colours for consistently communicating messages throughout the customers shopping journey.

These are primarily for digital application but can be used for other channels.

Shades are available for digital application in the Figma UI Design Library.

Semantics
Error

CMYK	RGB	HEX	PMS
10 100 100 2	213 0 0	#d50000	2347

Semantics
Information

CMYK	RGB	HEX	PMS
81 52 0 0	25 118 210	#1976d2	2172

Semantics
Success

CMYK	RGB	HEX	PMS
82 28 100 14	46 125 50	#2e7d32	2273

Semantics
Warning

CMYK	RGB	HEX	PMS
1 13 100 0	255 214 0	#ffd600	Yellow 012

Typography

abc

Inhabit is the only typeface used within our comms.

Light
Regular
Medium
Bold

Inhabit Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£%&*()

Inhabit Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£%&*()

Inhabit Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£%&*()

Inhabit Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£%&*()

Examples of our typeface in use.

Headline - Inhabit Bold

**Night, night.
Sleep tight.**

Standfirst - Inhabit Bold

**Take a shine to
Tripod Ash. We love
its minimal design
and timeless appeal.**

Body copy - Inhabit Regular

Cool comfy couch, to instant pop-out
bed, Kota's super-easy click-clack
function makes it the perfect pal for
late guests. Just add sleep.



Pricing

We use Inhabit bold on pricing.

**Take a shine to
Tripod Ash.**

We love its minimal design
and timeless appeal.

Justification

Don't mix alignments. A centred header with left
or right-aligned body copy looks odd.

**TAKE A
SHINE TO
TRIPOD ASH.**

Sentence case, please

We're not SHOUTY, so let's keep it sentence case.
It's best for accessibility and friendlier.

Sofas & armchairs ✓
Pouffes & Footstools ✗

We love its minimal design
& timeless appeal. ✗

'&' or 'and'

We only use '&' on product category names, and
we don't use capitals on the second product name.
We don't use '&' in a sentence.

Our tone of voice

**How Habitat
sounds**

Comfy and colourful

Sit back.
Settle in.
And get ready to meet our tone.



Imagine nestling into this sofa.

Feels comfy, right? That's the feeling we want our customers to get from our writing. That we're there for them, easy to settle into and read. But with a splash of colour that brightens their day.

Ahhh. That's better.

That's **comfy** and **colourful**.

Not this...

Why don't you sit down and relax? Are you looking for a new sofa? Well, you've come to the right place, we have a plush new range that's perfect for you! Don't miss out!

Too salesy

Lots of questions and copywriting clichés like: “Why don't you...” and “come to the right place” sound like fake enthusiasm. And the empty word “perfect” doesn't actually add anything. It's salesy and doesn't paint a clear picture.

Too excitable

The exclamation marks look like we're shouting like a kid hyped on sugar.

Like this...

Make yourself at home. Grab a brew.
Tell us, what's new?

Comfy

It's welcoming but not overbearing. Keeping it short makes it feel like a real conversation, while the chatty language like “brew” feels warm and genuine.

Colourful

The short sentences feel bouncy and fun. And the little rhyme adds a shine.

Comfy

Warm. Friendly. Welcoming.
And easy to read.

That's comfy.

Comfy is all about understanding our reader. They're busy. They've got their own style. But they're also excited.

So welcome them in with warm language. Let them bounce on beds in their heads. And show them what's special about every product.

Keep it short

If you can make it shorter, do.

And watch out for repetition.
You only need to say your point once.

Tip

Cut. Cut. Cut.
Can you trim it in half?

Not this...

Indulge in an afternoon nap,
feet up on the table, and
cheer yourself up on this
extraordinarily comfy sofa.
It's perfect for relaxing after
a hard day of work
or watching tele.

Like this...

Sit back. Chill out.
And take a quick kip.
I've got your back.

Why it's comfy

Aaaand breathe. Isn't that comfier than
reading a big block of text?

Make it conversational

Our writing feels like we're welcoming our reader into our home. Use natural, chatty language, like how we'd speak to a friend.

Tip

Say it first.
Don't just write. Say it aloud and write down what you say.

It's okay to say...

Recline
Sleep
Sit down
Organise
Study
We are here to help

Tip

Don't overdo it.
Using too many of the examples on the right will feel like overkill. Make sure it still sounds natural when you read it aloud.

But occasionally switch it up...

Cheeky chill
Bit of a kip
Take five
Spring clean
Bury your nose
We're on it

Why it's comfy

Chattier language feels more welcoming and friendly. And simplicity makes our writing more accessible to a wider audience.

Go easy on the sell

Think about what the reader cares about: show off our furniture's features – but don't use empty phrases.

And use our design expertise to highlight what makes each product unique.

Tip

Ask yourself why.

Why is it wonderful or elegant? The answer is much more powerful.

Not this...

Exquisite

Perfect

Luxurious

Delightful

Superb

Why not...

Whether it's X, Y or Z...

Try it today...

Tip

Avoid clichés.

If you'd hear it on a shopping channel, it's too salesy for us.

Instead...

Hand-crafted

Tidily tucked away

Deep comfortable foam

Packed with secrets

Room to spread out

Why it's comfy

Chattier language feels more welcoming and friendly. And simplicity makes our writing more accessible to a wider audience.

Colourful

Playful, bright and full of life.
That's colourful.

Colourful is all about playing around with language. Make it a joy to read.

So show our personality. Be creative. And have fun writing it.

Whip out the paint. It's time to decorate.

Play with sound

Singing as you do chores.
Dancing around the kitchen.
Sliding on the softwood floor.

Stick on some tunes and feel the rhythm.

Tip

It’s a feature wall (not a wall-to-wall).
Not every sentence needs to dazzle your reader.

Try using these...

Onomatopoeia

A word that describes the sound it makes.

Zzzz.
Pop.
Sizzle.
Ta-dah.

Alliteration

Starting words with the same letter.

Packed full of plump pillows.

Rhyme

Ending words with similar sounds.

Jump into bed and rest your head.

Why it’s colourful
Sound brings your writing to life and helps our reader imagine using the product.

Give it personality

Bring out what makes you or the product different. Add humour to your writing with some unexpected moments.

Tip

Check the answer.

When you ask a question, make sure your reader can't answer it sarcastically. Stick to open questions, if you can.

Try using these...

Puns

Play on how words can sound similar or have different meanings.

Make sure to measure your space. You don't want a sofa out of your comfort zone.

Tip

Be careful with puns.

Rather than just switching out a word, look for a double meaning.

(And don't try to force it.)

Questions

Rhetorical or genuine.

How long was your day? Time to chill.

Why it's colourful

We can either bring out our personality – with humour or friendliness – or literally bring out the product's.

Personification

Write as though the product is speaking.

I have three seats stuffed with memory foam cushions.

Tell the story

Stories are what makes a house a home.

The office chair that's really a laundry basket.

The table that people perch on at parties.

The moment you buy your kids first bed.

Tip

Steal from yourself.

Use your own anecdotes and stories as inspiration for your writing. It'll be more relatable.

Not this...

Four bamboo spoons

These elegant spoons fit for any purpose are constructed from the best environmentally friendly bamboo and come in a set of four.

Tip

Use our design expertise.

A good starting point for a story is to give useful advice or have a strong opinion on how to use the product.

Like this...

The bamboo spoon

Slurp your soup knowing you're doing your bit for the planet. Comes with three spares, so you can share.

Why it's colourful

Chattier language feels more welcoming and friendly. And simplicity makes our writing more accessible to a wider audience.

How does that look?

A few examples to show how
it comes together.

Example

Small-space study

Get ready for a pocket of productivity with this folding dining table. Squeezes right in.

Comfy

It's short while getting across the space-saving features. The language is natural, with words like squeeze. And there's no salesy language at all.

Colourful

Lots of alliteration with "small-space study" and "pocket of productivity". And it also tells a story of how you'll probably end up using it.

Example

Comfy couch to pop-out bed

With my supportive foam filling and click-clack function, I fold out into the snuggliest of small doubles in seconds. Just add sleep. Zzzz.

Comfy

We get across the product features without listing them like a technical manual. It's also short and natural, focusing on the facts.

Colourful

We've added personality by writing as though we're the product and played around with the sound by adding in some onomatopoeia at the end. Pow.

Example

The Eden glass vase

Pop in a tea light, fill with fairy lights or add fresh flowers. Anything suits this etched leaf pattern and pastel green glass. So whenever you want to refresh your place, mix it up in this bulb-like vase.

Comfy

We've only talked about facts, without using any words like 'perfect' or 'great'. We've also kept it short, as we don't want to go overboard.

Colourful

We've started off using our design expertise to tell a story of how to fill this vase.

Example

Mid-century custard clock

Bold and bright. A burst of sunshine for your wall. Try hanging it in the kitchen. The easy-to-read hands and wipe-clean face make cooking a breeze. Splash away.

Comfy

We've made a simple clock much more interesting by focusing on the facts. We've asked ourselves: why are these features useful?

Colourful

We've recommended a home for the clock and told a story. As an added bit of personality, we've ended on an image that'll be familiar to home cooks everywhere.

Example

Lights to set the mood

Create a cosy cubbyhole. Or go big with a grand light that brightens your corridor. Lighting doesn't have to be boring. Be bold, we dare you.

Comfy

We give helpful advice directly to the reader to make it feel like a genuine conversation.

Colourful

A little alliteration at the start gives the writing a friendly feeling.

Example

Dim the lights

Light can create space. Make a snug room feel like two with just a flick. Low lighting can set the mood for date-night dinner, then brighten the room to crack on with the cooking.

Comfy

We start with a design insight, then use just a couple of examples to show the benefits of light dimmers, without saying words like flexible or ambience.

Colourful

Lots of alliteration in the examples makes them feel vibrant and fun. The repetition of the c- sound at the end gets across the energy of the moment.

Example

Stay well while working from home

Start with a decent desk

Create a spot you'll love to settle into. Short on space? Pick a table that folds away. If you're sick of sitting all day, check our selection of standing desks.

Keep it tidy and sparkly

Go with bright, shiny or punchy patterns to feel inspired and motivated. Add a whiteboard for your to-do lists and notes. Or just to doodle on during a video call. Shhh. We won't tell.

Comfy

The main goal of this post is to help out our reader. So we're making sure the advice is front and centre. And then we're sticking to simple facts that elaborate on the advice.

Each section is also really short, cramming in lots of advice in as few words as possible.



Example

Stay well while working from home

Flourish with flowers

Stuck indoors? Go big and pack a vase full or go minimal with a single stem. Either way, nature is sure to nurture your mood.

Look after you, grab a brew

Don't forget a clock. Take breaks, time tasks and keep track of the day. Pop the kettle on. It's time for a cuppa.

Colourful

A mix of different colour here. Using rhyme, personification and alliteration gives it a lot of variety.

We've also made sure to tell lots of stories. Each paragraph has something in it which is grounded in reality.



Example

A guide to the perfect sofa

Two or three seats?

Two seats. Two cushions. Two people. They slot right in to apartments, snug living rooms or cosy dens. But with a three-seater you can spread out. And give a family home or flatshare enough seats for everyone.

If you have space and budget, go for the three-seater. Then give it a two-seater friend a little later. Same shape. Same design. Same fabric. Extra bum space. Ahhhh.

Comfy

While this is a longer piece, each paragraph is trimmed down to the bare minimum, with lots of snappy sentences.



Example

A guide to the perfect sofa

Need an extra bed?

A sofa. A bed. All on one. Tidily tuck away a fold-out bed for kid's sleepovers or late-night party stragglers.

There are two types.

- **For every night.** Pick one that can take a few knocks and gives you a good night's rest.
- **For casual use.** Watch out for fiddly latches. You want one that's easy to pull out. Snap.

Want to know more?

Check our sofa bed buying guide.

Colourful

With a longer piece, the real colour comes from telling a story. So we've got plenty of examples of how to use the sofas. Like "Pick one that can take a few knocks." This adds colour but also shows off our design expertise.

We also add personality along the way, with alliteration and onomatopoeia to break up long paragraphs.

Comfy

The language is natural, with phrases like "fiddly latches". Things you'd actually say to a friend if you recommended a sofa.



Example

Here to help

Need a hand? Orders. Delivery times. Returns. Here are all the answers. If we missed a point, pop us a message.

It's a tough time.

We're all fine. But we're running a bit slow. See the latest on our COVID page.

How long does it take?

About XX working days, if it's something small. And we'll pop you a text the night before to make sure you're in.

For bigger items, like a bed, we'll drop a message XX days ahead to save you a slot that suits you. You can also book online (we'll send you a link when you order).

How can I find my delivery?

We'll text or email a code on the day we deliver, so you can keep an eye on where you are in the queue and keep tabs on your driver's whereabouts.

Give us a ring on **XXXX XXX XXXX** if there's a problem.

Comfy

It's even more important to be comfy when writing FAQs or tricky messages. So we've used super-natural language and kept it short and simple.

And we've thought about what the reader cares about and shaped ourselves to suit them. Using questions and paragraph breaks, we can break up longer pieces of writing, so it's easy to find information.

Colourful

Even in messages like this, we can add little rhymes and some alliteration. Things like “bed” and “ahead” or “save you a slot that suits you.”

Example

Changed your mind? Not a problem.

You can always return an item within XX days. And we'll pay you back the same way you paid us. If that was on card, it'll take up to XX days to reappear in your account. PayPal refunds tend to take up to XX days.

A little leeway during lockdown

Anything you bought since XX October XXXX, you have until XX January XXXX to return.

How do I return an item?

Take it to any Argos, Sainsbury's or Habitat store. They'll take it off your hands, as long as it's:

- not open
- unused
- sellable
- in its original packaging (with the tags).

You'll need the receipt and have to return any free items that came with it, too.

We can't take bulky items right now.

That's anything that needs two people to lift. But we can come collect it from your home. Just get in touch with our Live Chat team.

Comfy

This writing needs to be functional, first and foremost. So we've split it out into easy sections and made sure the writing is as simple and straightforward as possible. The language is conversational, without being overbearing.

Colourful

We've used language like 'bulky' and a little alliteration in 'little leeway during lockdown'. This is just a minor touch, as we don't want it to get in the way of the message.

Am I being comfy?

Have I kept it short?

Have I made it conversational?

Have I gone easy on the sell?

Am I being colourful?

Have I played with sound?

Have I added personality?

Have I told a story?

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Image making



Customer style preferences

We split these into the following:



Classic

Our new Habitat collections explore craftsmanship and timeless products, bringing together classic design and adding a modern twist.



Modern

Modern lifestyles need a modern habitat. A place where we can express ourselves through colour, texture, form and function. Different rooms allow for different styles from global travels or industrial-style loft living.



Showhome

Create a glamorous, upscale feel with luxurious fabrics, opulent metals, and confident material. Conversational products that will style your habitat with decadence. Layer with monochromatic pill shape form or soften with pastel hues.



Contemporary

Curate your habitat. Brave, bold forms and confident patterns create a contemporary interior. Exclusively designed for Habitat, our collective draws inspiration from across the globe to create limited products that stand out.

Image types

Habitat has four tiers to its imagery. These range from PR imagery to product imagery; all play equal importance in Habitat’s brand experience.

Product

Product purchase
Product display (PDP)



Showcase the product and its features

- Product focused
- No models

Editorial

Customer inspiration
Campaigns/Digital Content



Tell a story “Create a little bit of bedroom luxury.”

- Story/room focused
- With or without models

PR

Journalist PR
Editorial reporting



PR Habitat’s latest season looks, right on trend.

- Style/trend focused
- No models

Advertising

Press, TV, Media
Above-the-line



Build brand warmth. Make your home a happy habitat.

- Brand feeling focused
- With or without models

PDP Product

Creating product imagery.

- Studio shoots
- Clean graphic imagery
- Consistent plain white background



PDP checklist

Follow these principles to create simple imagery that displays the design, and quality heritage Habitat is famed for. Considered, refined and consistent product imagery.

A Framing the product P.138



B Using pre-defined angles P.140



C Exploring other angles P.142



D Using light and shadows P.144



E Applying drift focus P.148



F Applying image repro P.150



Framing the product

It's essential for full product imagery that the whole product is in focus, from front to back.



Using pre-defined angles

It's important to capture the pre-defined angles as outlined and created by the Product Information Team.

Please consult the Product Information Team for further guidance on Product Content Frameworks by category.



Exploring other angles

In addition to the standard pre-defined angles as set out by the Product Information Team, some product for ranges may require additional interesting angles.

These should never replace the standard pre-defined angles.

Look for unique angles that creatively show off the features. This can help enhance the product's style, highlight textures and pull out design details.



Using light and shadows

Apply pure, fresh light that shows the customer the product's detail. Use light to enhance textures and design details.

Don't forget shadows; these are just as important as the highlights for defining the overall shape and form.

Read on for guidance on grounding shadows.



Grounding shadows

Shadows help ground the product, giving a sense of situation and realism.

Building consistency across our imagery is vital to get the tolerance right.



Note, matching the shadow around the product is the priority.

Large product close to the floor will always have intense dark shadows directly beneath. This is fine to capture (e.g. sofas or beds).



Grounding shadow just right



Grounding shadow too hard



Grounding shadow too soft

Applying drift focus

Apply subtle drift focus to add drama to product inset imagery.

Focusing in on interesting crops can help show product detail and texture. Allow focus to drift from non-essential features.

Use light to accentuate the detail.



Applying image repro

Apply post-production techniques to refine the overall image presentation. This ensures consistency for the customer when browsing our range across channel.

Consider background colour balance, overall lighting and cleaning up of product image shape. Ensuring the final image is perfected as much as possible.

Repro background to white: **R255 G255 B255**

Original raw shot



Final repro shot

Editorial

Creating lifestyle product imagery.

- Studio shoots
- Product brings in colour
- Product brings in trend
- Product brings in style preference



Product lifestyle checklist

A more complex imagery style than our product imagery gives the customer a sense of scale and placement in a home.

Imagery for Habitat needs to convey style, quality, and design aesthetics.

They need to feel lived in but never cluttered or over propped.

A Relatable but aspirational rooms
P.156-161



D Play with angles
P.170



B Authentic styling
P.162-167



E Cropping in
P.172



C Natural lighting
P.168



F Drift into focus
P.174



Relatable rooms

These are homes that we want customers to aspire and relate to. Details and elements of a lived-in home can really bring this to life.

- A Victorian house can be the perfect backdrop for any style or trend. It's a timeless canvas that allows the products to do the talking.
- Real features and imperfections add interest and reality to a room. A radiator, skirting board or window fitting all add an element of realism.
- Do not use an interior that feels grand or opulent. It needs to feel aspirational and achievable.



Relatable architecture

Period doesn't just mean old and traditional; it can be bright, modern and airy, packed with details, have sleek modern extensions and knocked through spaces.

- Open plan
- Multi-purpose spaces
- Subtle but interesting architecture
- Slightly quirky use of textures and materials



Relatable spaces

Layering products draws the viewer into the room. Careful positioning of furniture creates a sense of depth and space.

Too cluttered



Too spacious



Just right



Authentic styling

Our photographic style depicts real, believable homes in a warm, friendly fashion. Not sparse and never too cluttered, somewhere in the middle is just right. Aspirational.

Not homely



Too bold and busy



Just right

- Friendly and understanding
- Enthusiastic
- Creative



Propping density

Some simple elements of real life, without causing too much distraction from the product. It's a balance that feels natural but never cluttered or messy.

Too busy



Too sparse



Just right



Propping storytelling

Authenticity is key. These images need to tell a believable story and in a believable way.

- We need to get the balance right, not too sparse and not too cluttered.
- We can create a lived-in feel by what we leave lying around. A cup, good book, set of keys, the list is endless. These can also describe the person who lives here, are they an artist, photographer or a keen reader?
- Use propping that sits outside of homewares like laptops, playing cards, pencil cases, or newspapers. Observe the world around you to help create lived in moments.
- Have fun and be quirky. Create intrigue but always in an authentic way.



Natural lighting

Warm, fresh and welcoming light that makes you feel happy. Shadows are just as important too. They make sense of the space creating a little drama and depth.

- Use natural and warm light to highlight textures and design details.
- Let the light describe the product, allow shadows to form to describe the shape, pick out detail and texture.
- Natural shadows ground the product and are crucial in this photography style.



Play with angles

Moving the camera angle and position creates interest and drama. Shooting over objects or allowing props to overlap creates depth, making it feel like you're part of the moment.

- The product is always the starting point. What is the best angle to understand the features of the product?
- When you've got the angle, look at the surroundings and composition. What can you move to create an exciting and believable image?
- Create layering and depth with props and products in the foreground and background.



Cropping in

Bring the action closer. See the quality and texture of products.

- Tight into the product to show quality and detail.
- How much do we need to show to describe the product?
- A closer crop can tell the customer all they need to know in an aspirational image. The product shots can fill in the rest.
- You can do this through the camera or at the artwork stage; it depends on the product and where you'll use the image.



Drift into focus

Details look so much better. It softens the image and creates a lived-in feel.

- Keep the key area sharp focused and allow the surrounding area to soften. This is subtle. There is a balance between just right and over the top.
- Drift the focus on the foreground and the background.
- Layer props.



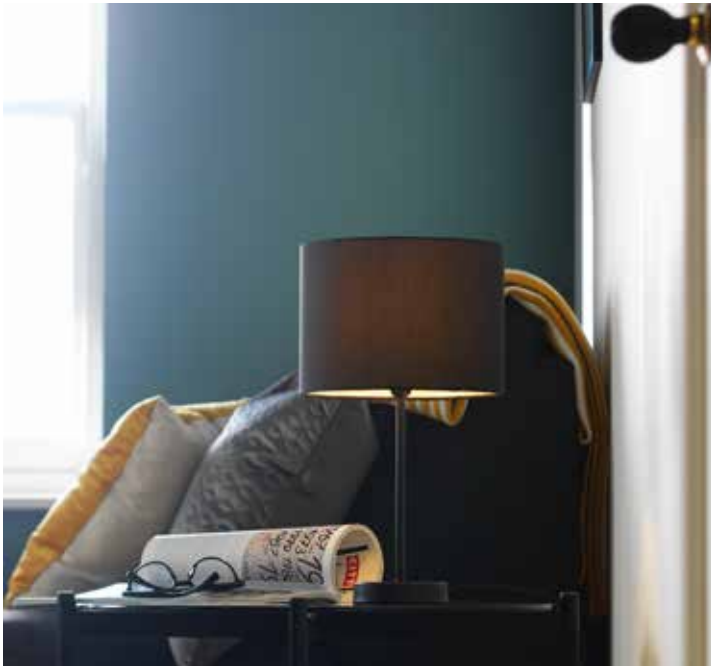
Close into the detail

This is where we can really celebrate our products quality and craftsmanship.

- Allow the background focus to drift off.
- Detail.
- Drift focus.



PDP imagery examples





Lifestyle Campaign

This tier should portray people enjoying products in and around their home. It's less focused on one product and more about telling a story.

- Models
- Location shoots
- Studio shoots
- Trend
- Style preference
- Missions
- Stories
- Collections



PR

Displaying the latest products and trends to the press.

- Location shoots
- Colour
- Trend
- Style preference
- No models



Video content

**Bring products to life with motion and sound.
Help customers understand more about
a product. Show off features and functions.**

**Remember to bring the brand personality into
the content.**



Purpose of PDP

To inform our customer accurately about the product. Allowing them to make a considered purchasing decision. By offering different angles to photography, showing interaction with the product, and demonstrating its features, we can inspire the customer to imagine themselves using the product, or imagining the product in their space.

Not every product needs a video. We should be shooting video that is offering something unique to photography.

These products will likely:

- Have a working function (e.g. a demisting mirror, a unit/table with a wireless charging port, etc.).
- Have a demonstrable feature (e.g. an extending table, a sofa-bed, a recliner sofa, etc.).
- Have an element/feature that isn't shown accurately in photography (e.g. the firmness/give on a sofa, a demisting mirror, etc.).
- The models selected should represent the diversity of the U.K.



PDP Video should accurately show:

Scale: Show products to scale – using a combination of model movement and props.

Detail: Colour, texture and material should be visible and without question.

Consistency: Colour should be consistent with photography and samples.

Comfort: Demonstrate the give and firmness of upholstery and beds.

Space: The space inside a unit should be represented by showing it in a combination of ways – empty, partially filled and filled.

Function: If you can't demonstrate the product.

Upsell: Show any optional additions to the unit (drawers, baskets, internal builds, etc.).

Model use: The models should enhance the product – showing the product being used in realistic scenarios, showcasing features in an engaging way.

Video checklist

Help customers purchase with confidence by accurately capturing the product.

Movement, music, features and models all help bring the products to life and demonstrate the brand personality.

A White set
P.192



B Use of colour
P.194



C Creative shot
P.198



D Lighting
P.200



E Styling
P.202



F Pace and movement
P.204



G Dynamic angles
P.206



H Model interaction
P.208



I Transition
P.210



J Music
P.212



White set

Use a white set for products that would clash with a brightly coloured background.

- These sets need minimal dressing, it's all about the product and understanding what's important to our customers.
- A lot of our products will feature on a white set. Keeping the set uncluttered removes distractions and brings attention to the product.
- We shoot on large pods so we can move around the product to show more interesting angles.
- You will see horizon lines from time to time, this is fine – we like the depth and realism this brings to our videos.



Use of colour

Colour is used for light products that could get lost on a white set and for products that complement the brand colours.

- Painted sets are great for close-ups and exploring different angles. They give a closer colour match and are more flexible.
- You may see corners of the set, but we like the depth and realism this brings to our videos.



Kiss

CMYK	RGB	HEX	PMS
14 56 46 03	208 129 120	#d08178	2439



Colour palette

Our colour palette is muted but warm, never overbearing, ensuring our product imagery stands out rather than fighting for attention. They are friendly and enthusiastic, just like our brand personality.

- We use colour for white products, so they don’t become lost against the background.
- We may refresh these colours over time.

Leaf

CMYK	RGB	HEX	PMS
56 11 56 00	120 180 140	#78b48c	2247

Water

CMYK	RGB	HEX	PMS
49 12 28 00	135 186 184	#87bab8	4172

Earth

CMYK	RGB	HEX	PMS
16 25 70 03	209 178 101	d1b265	4024

Kiss

CMYK	RGB	HEX	PMS
14 56 46 03	208 129 120	#d08178	2439

Lavender

CMYK	RGB	HEX	PMS
51 44 17 00	136 137 171	#8889ab	4127

Sky

CMYK	RGB	HEX	PMS
65 31 11 00	93 150 191	#5d96bf	2157

Creative shot

We want our videos to be creative. We have developed a creative middle or ending shot for each video.

- These shots will vary depending on the product, the target customer and the team on set.
- It's a unique element to every video and could become one of our brand signposts. It sets us apart from our competitors and conveys the brand pillars.
- These shots should be light-hearted and quirky - a fun feature to look out for. They should be personable where possible, using props that the customer can relate to.



Lighting

The lighting style is the key to consistency across all product types and helps create an ownable brand style.

- The lighting source always comes from the right-hand side, giving a consistent shadow.
- Products must be tonally even to show all of their details.
- Use night scenes for products used during the evening/night time or transition well - beds, sofas, sofa beds, dining and bedside tables.



Styling

Used to bring a function to life, create a setting or demo a feature.

- Never over-cluttered or detract from the product.
- Show how to use a product or give a sense of scale.
- Could be used to bring motion and interest into the video.
- Use props to inspire the customer to use the product in different ways. For example, filling a storage cabinet with dining, lounge or bedroom props will allow the customer to envisage the product in different spaces.



Pace and movement

The flow and speed is key to creating a defined look and style.

- The pace needs to be consistent across all videos. Too slow and it can become boring, too quick and the customer won't digest the information.
- Movement adds an extra dimension to the videos, makes the material seem 3D and brings the textures to life.
- Movement should vary - going up and down the product, across the product, pulling focus where beneficial.
- It should align with the music too. Ensure it's in sync, and they complement each other from start to finish.



Dynamic angles

We can bring these products to life with interesting angles and points of view.

We want to show the product in ways that benefit the customer – not just telling them that a sofa is also a bed, but showing them how to get there.

- Acute angles, high up, low down or close up all make for an interesting composition.
- Allowing the camera to follow the product's surface helps demonstrate texture or function.
- Showing how a product moves/transforms/functions at an angle that benefits the customer.
- Flicking a switch, pulling a tab or handle, pulling out a sofa bed or extending a dining table, etc.



Model interaction

The models should aid in demonstrating how the products:

Look (material and scale)

Function (handles, drawers, opening/closing)

Transform (extendable features, transitions)

Feel (comfort/firmness)

- The camera's focus should always be the product.
- Show models interacting with or around the product. Use close-ups and mid-shots.
- The models should move with natural or familiar actions - using the product as if at home. Working at a dining table, sticking photos to the corner of a dressing table - lending itself to the friendly and understanding principles.
- If the model isn't showing the customer something about the product, you don't need them.
- Exception - You can use a model for hero products to convey a unique feature or justify a higher price point.



Transitions

We use transitions for a higher tier of products. We'll brief these separately, with the still image shot front on.

- The transition between lifestyle photography and a video set allows us to show the customer the product in a room setting, before stripping back the distractions to focus on the product features.
- Keeping the transitions clean/simple and not too graphic or fancy means we won't appeal to or put off a particular customer group.
- Transitions are used for statement and hero pieces, inspiring our customer before stripping back to the clean room.



Music

We have a range of different music options ready to use.

- We want to regularly review our options to ensure that they don't become annoying or outdated.
- Elements we like and will seek as we expand our bank of music:
 - Deeper pitches
 - Modern feel
 - Upbeat tracks
 - Pacey

The long term aim is to have music options available per trend for Habitat, and Habitat would have its own identifiable audio signature.



Font



Copy won’t usually appear in PDP Videos; however, they may feature in DCSP projects or otherwise unique product videos.

The copy will be informative, highlighting key features or specs about the product, and the trading team will have provided this information.

Size and weight

Font: Inhabit Bold
Colour: Black or white depending on set background colour

The placement of copy will be handled on a case-by-case basis.

Core font

Inhabit is the only typeface used within our comms.

Regular

Bold

Inhabitat Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£%&*()

Inhabitat Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£%&*()

Brand signposting



Caveats give the customer extra information before they proceed with their purchase. They can to inform the customer of any exceptions, exclusions or legal requirements. They can advise any changes to the edit that may affect how the product is perceived – e.g. if a sequence is shortened.

In standard PDP videos, they will mainly feature when more than one product is displayed in the video, but they’re not sold together. They may also be needed in DCSP videos, to advise the customer of different options, attachments, or accessories they can buy with or instead of the featured product.

Caveats

Font: Inhabit Regular
Border: None
Colour: Black or white depending on background set colour
Size: 34pt
Position: (in 1920x1080 frames)
158.5514px / 997.3838px



More details for editors:

- The last frame should be the video end frame - ensure it doesn’t cut to black.
- Transition – 15 frame fade to the end slate.
- Ensure we cut the first 24 frames off the outro sequence for consistency.
- 30 seconds as a maximum (excluding the end slate).
- Timing for DCSP projects will be based on specific product requirements.

End slate

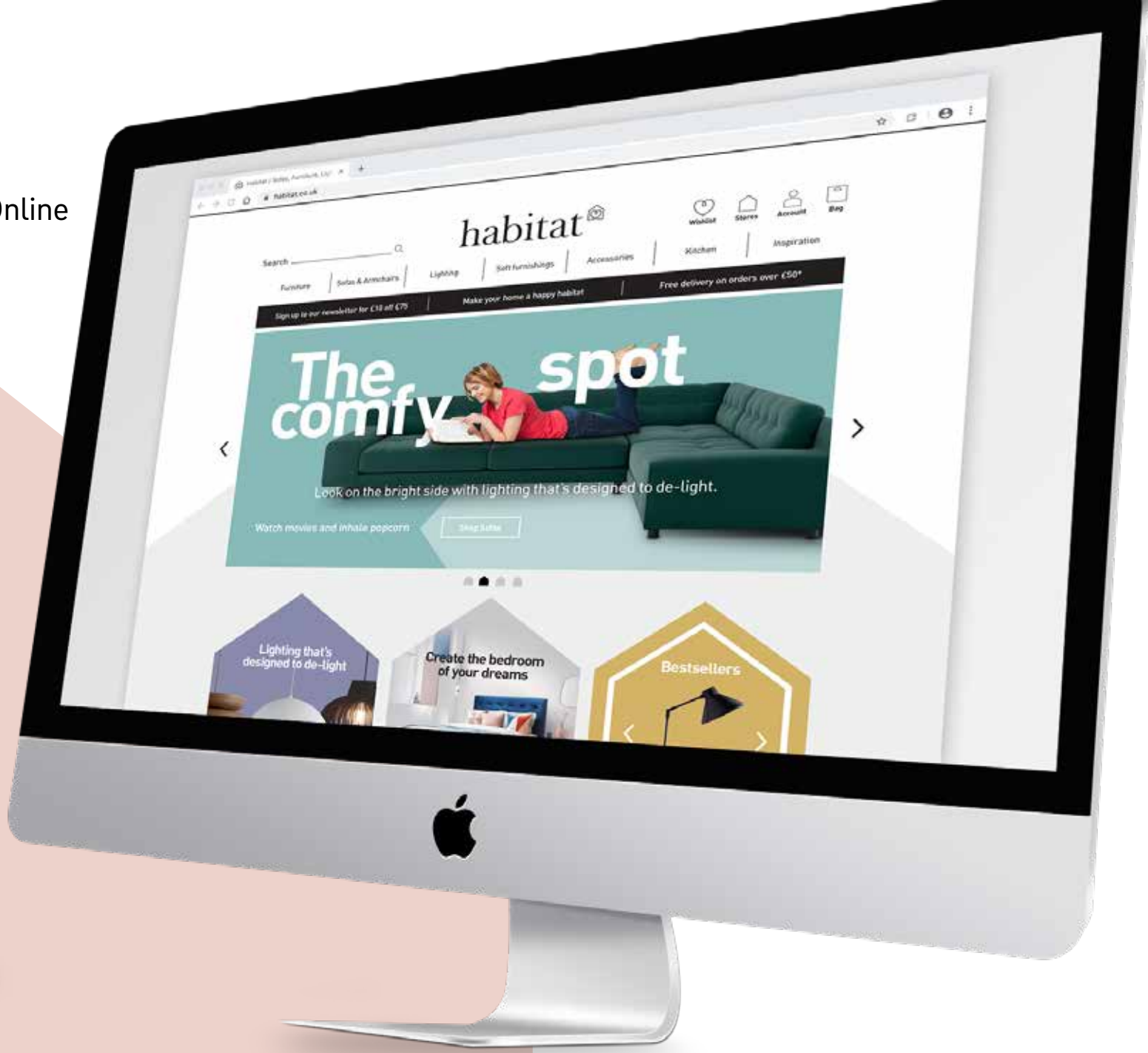
The video always ends on the Habitat outro sequence.

Bringing it all
together

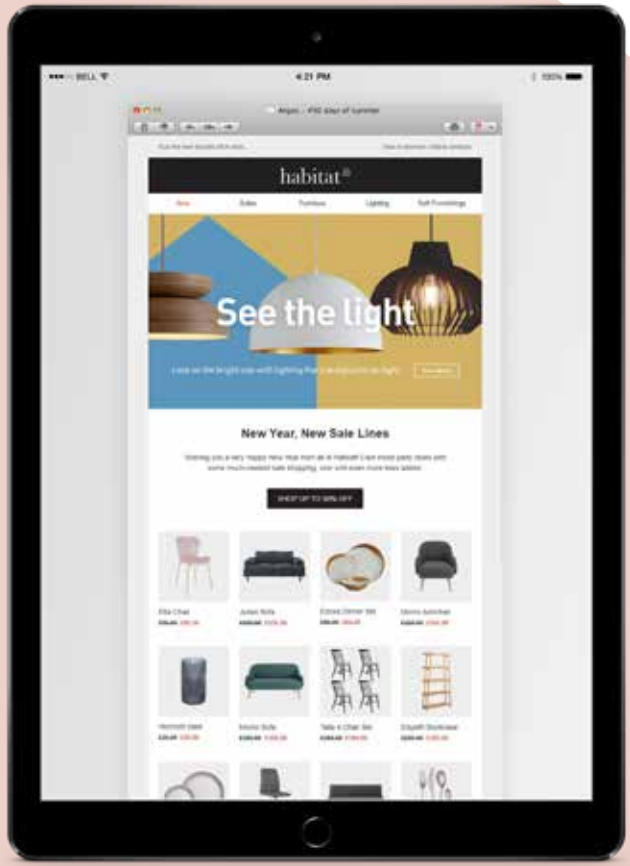
Social



Online



Email



Publications



**Make your home
a happy habitat**