

# SHACK

GET THE LOOK FOR LESS



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# BRAND / LOGO

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## MASTER LOGO

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SHACK  
GET THE LOOK FOR LESS

The SHACK master logo is a simple wordmark that incorporates “get the look for less”. The main lettering style is clean and refined using Myriad Pro, a traditional sans serif font.

The catch phrase “get the look for less” has been modified to uppercase for website use.

**USAGE** This is the main logo that will be used across primary brand applications against neutral backgrounds.

## LOGO VARIATIONS

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The original logo will continue to be used on current marketing / promotional material. The new logo will be phased in as required.

SHACK

A logo variation has been created for EDM headers and selected marketing / promotional material. Removal of the catch phrase will assist in creating a sense of balance with the main navigation menus / where the logo requires a centre aligned placement.

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# COLOUR PALETTE

The neutral and warm colour scheme enhances the rustic, elegant and modern nature of the SHACK brand. Colour psychology suggests brown conveys warmth, comfort and security while the beige background is seen as dependable and relaxing.

## PRIMARY COLOURS

SHACK brown



### COLOR CODES

Web : #5A481C (as per current website)

RGB : 90 72 29

CMYK : 50 57 99 45

PMS : 462 C



#5A481C #75633B #948362 #B4A78F #D8D0C4

**TONAL RANGES** will be used to break up sections.

## LOGO / WEBSITE BACKGROUND

The original textured “coffee” background has been replaced with a solid fill colour background bringing a clean, stylish and modern finish.



### COLOR CODES

Web : #F7F6F3

RGB : 247 246 243

CMYK : 4 3 5 00

An example of the website navigation menu utilising the softer, fresher colour palette.

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NEW

FURNITURE

COLLECTIONS

GALLERY

BLOG

SHACK COLLECTIVE

CONTACT

CLEARANCE



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# COLOUR PALETTE

## ADDITIONAL PRIMARY COLOURS

Introduction of a colour palette of tonal grey for headings / body copy. Other uses include buttons, icons and form elements. Grey is considered a neutral colour but at the same time it looks exquisite and formal.

The SHACK brand would still maintain its original brown colour, with the neutral tonings incorporated throughout the site as background colour / accents.

## TONAL GREY PRIMARY COLOUR PALETTE



Web : #424142  
RGB : 65 65 66  
CMYK : 66 57 52 55

### CHARCOAL

is refined, timeless and suggests security and reliability.

### USAGE

Headings | Buttons | Icons | Form Elements



Web : #58595B  
RGB : 88 89 91  
CMYK : 61 50 47 39

### GREY

Tonal range of charcoal.

### USAGE

Body copy

## *Our latest* DINING TABLES

This section could be used for specific product categories that can be updated as required with a brief description here.

FIND OUT MORE



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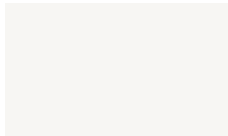
# COLOUR PALETTE

## SECONDARY COLOURS

A single secondary colour, gold, has been used to further enhance the visual language and core brand values of the SHACK visual identity. This colour will be used to provide variety and visual interest without leaving the recognized palette.



SHACK BROWN



Web #F7F6F3



Web #424142



Web #58595B

## SECONDARY COLOUR PALETTE



Web : #A88E62

RGB : 168 142 98

CMYK : 30 36 62 18

### GOLD

is elegant, high quality and adds richness and warmth to everything with which it is associated.

### USAGE

Scripted headings | subheadings | buttons

## *Beautiful pieces* AT BEAUTIFUL PRICES



SHACK intro to go here. Something short, sharp and shiny that is sure to impress. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean ornare velit lacus at pharetra. Maecenas odio sem, tincidunt at laoreet at. Quisque euismod, nunc ac bibendum, nunc ac bibendum, nunc ac bibendum.

We stock a wide range of quality furniture and homewares. Beautiful designs that are unique, stylish and timeless. Our exclusive range of solid Mango Hardwood furniture is designed by us and made in our factory so you can buy direct and save.

[FIND OUT MORE](#)

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# COLOUR PALETTE

## TERTIARY COLOURS

The tertiary colors are complementary to the primary colours.

### USAGE

Used sparingly they can be included as accents or pops of color for fonts and other graphic elements.



SHACK BROWN

Web #424142

Web #58595B

Web #A88E62

Web #F7F6F3

## TERTIARY COLOUR PALETTE



Web : #B6CBCE

RGB : 182 203 206

CMYK : 33 12 18 1

### GREEN SAGE

High-end and timeless.

Assists in communicating the quality and longevity of all SHACK products

### USAGE

Image backdrops. Refer Page 10.



Web : #ADBDCB

RGB : 173 189 203

CMYK : 37 20 16 2

### ANTIQUE BLUE

Blue grey tones focus on reliability and commitment to quality.

### USAGE

Image backdrops. Refer Pages 6, 7, 12, 19.



Web : #CB2027

RGB : 203 32 39

CMYK : 13 97 88 3

### RED

Bright red is associated with energy and strength as well as passion, desire and love.

### USAGE


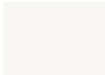



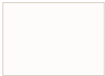



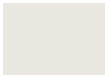


Love SHACK logo and Love SHACK pricing on the category / collection pages.

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# COLOUR PALETTE

## SITEWIDE COLOUR SUMMARY | SPECIFIC USAGE

	<b>SHACK LOGO</b> SHACK BROWN	Web : #5A481C	RGB : 90 72 29
	<b>BACKGROUND</b> BEIGE	Web : #F7F6F3	RGB : 247 246 243
	<b>HEADINGS / BUTTONS</b> CHARCOAL	Web : #424142	RGB : 66 65 66
	<b>BODY COPY</b> GREY	Web : #58595B	RGB : 88 89 91
	<b>SCRIPTED COPY</b> GOLD	Web : #A88E62	RGB : 168 142 98
	<b>BLOG B/GROUND</b> (BEHIND COPY) PALE CREAM	Web : #FDFCFB	RGB : 253 252 251
	<b>COLOUR ACCENTS</b> BLUE	Web : #ADBDCB	RGB : 173 189 203
	<b>COLOUR ACCENTS</b> GREEN	Web : #B6CBCE	RGB : 182 203 206
	<b>LOVE SHACK RED</b> LOGO / COLOUR ACCENTS	Web : #CB2027	RGB : 203 32 39
	<b>OVAL BLOG DATE</b> BLOG DATE BUTTONS	Web : #EAE7E0	RGB : 234 231 224
	<b>INSTAGRAM</b> CIRCLE	Web : #1D1D1B 37% transparency	RGB : 29 29 27
	<b>INSTAGRAM</b> COPY OVER IMAGES	}	Web : #EBEBE2    RGB : 235 235 226
	<b>BUTTON COPY</b>		

# TYPOGRAPHY

Typography is one of the most important communication tools between visitors and your website. It helps to create a harmonious atmosphere for your site and gives identity to your brand. Using fonts well shows viewers that they have come to the right place and encourages them to explore the site further.

The following fonts have been selected including a scripted, handwritten font that adds a touch of flair and personality. Used sparingly handwritten typography can give an original and custom-made feel to headlines and subheads.

## SELECTED FONT SET / PAIRING

### BEAUTIFUL PIECES AT BEAUTIFUL PRICES

GET THE LOOK FOR LESS

Our stores offer an ambiance and mood that explores all the senses and provides retail therapy in a gorgeous environment.

*Our collections*

Headlines : CONTAX SANS 65 MEDIUM

Subheaders : CONTAX SANS 55 REGULAR

Body Copy : OPEN SANS REGULAR

Accents : RED VELVET



### *Our latest* HOMEWARES

This section could be used for a second product category that can be updated as required with a brief description here.

[FIND OUT MORE](#)

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# GRAPHIC ELEMENTS

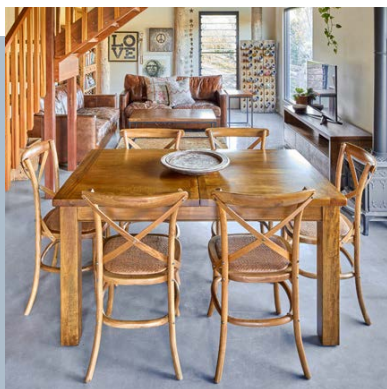
## LOVE SHACK MEMBERS PROGRAM LOGO

The Love Shack logo is based on the design | layout of the original SHACK logo creating consistency sitewide. Vibrant red colourings create immediate impact and all links are easily recognisable with the use of a simple “heart” graphic.

**SHACK**  
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**LOVE**   
**SHACK**  
MEMBERS PROGRAM

## HOME PAGE SITE PRESENTATION



**LOVE**   
**SHACK**  
MEMBERS PROGRAM

Love Shack is a special loyalty club with exclusive benefits. Shack is a leader in the lifestyle industry and has earned an enviable reputation for its dedication to its customers and for sourcing items of beauty from across the globe at unbelievably affordable prices ... and now you can save even more!

[JOIN THE CLUB](#)

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# GRAPHIC ELEMENTS

## SHACK COLLECTIVE LOGO

Consistency is maintained with the Shack Collective logo.

**SHACK**  
GET THE LOOK FOR LESS

**LOVE**   
**SHACK**  
MEMBERS PROGRAM

**SHACK**  
COLLECTIVE

## INTERNAL PAGE SITE PRESENTATION

**SHACK**  
COLLECTIVE

In today's world, we are all longing for more meaning, connection and authenticity in the things that we choose to surround ourselves with. Over the last 40 years we've travelled the world visiting traditional artisans and craftsman in every corner. We are hunters and gatherers, collecting and curating unique and precious objects that we've discovered. We look for originality, authenticity, quality of workmanship and pieces we know you will love. We now give you access to these pieces.



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# IMAGERY

## A PICTURE SPEAKS A THOUSAND WORDS!!

AND THAT ALSO APPLIES ONLINE!

Good quality website imagery has the ability to grab our attention, trigger emotion and even compel us to take action. People no longer just want to browse a website, they want to experience it.

The aim of the SHACK website is to showcase what's important : your products. We're looking to make it nearly impossible to look at a page on the site and not have your eyes focus on the products for seconds on end. That means inclusion of pristine images ... images that take up a huge portion of the page (particularly on the Home Page hero rotation gallery) ... and a collection of smaller images that just have that personal touch. The simplicity and consistency of the images speaks highly as to the quality of the product.

Category and Collection images have been imported from the old site with a new page layout / design.

## HOME PAGE SITE PRESENTATION

### *Our beautiful* COLLECTIONS



#### Hardwood

For over 20 years our own factory in central Java has been a leader in the manufacture of this excellent quality,

[read more](#)



#### French Provincial

Shack's French Provincial-inspired ranges are elegant, timeless and practical furniture that can make a home feel instantly warm,

[read more](#)



#### Hamptons

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

[read more](#)

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# USER INTERFACE

## UI ELEMENTS

UI or User Interface refers to the physical elements that a user engages with on a website.

The user interface for SHACK site visitors makes it an easy, efficient, user-friendly experience and also ensures that the strengths and positioning of the SHACK brand are strongly communicated.

## NAVIGATION MENU

- NEW
- FURNITURE + MEGAMENU
- COLLECTIONS + MEGAMENU
- GALLERY
- BLOG
- SHACK COLLECTIVE
- CONTACT
- CLEARANCE
- ★ WISHLIST
- 🔍 SEARCH

## SITE PRESENTATION + MEGA MENU

SHACK

GET THE LOOK FOR LESS

NEW

FURNITURE

COLLECTIONS

GALLERY

BLOG

SHACK COLLECTIVE

CONTACT

CLEARANCE

★

🔍

LIVING

Armchairs

Bookcases and Shelves

Cabinets

Coffee Tables

Hall and Console Tables

Side Tables

Mirrors

Sofas

TV Units

VIEW ALL

DINING

Benches

Buffets and Sideboards

Dining Chairs

Dining Tables

Extension Dining Tables

Stools

VIEW ALL

BEDROOM

Bedheads and Frames

Bedside Tables

Chest of Drawers

Ottomans and Benches

Wardrobes

VIEW ALL

CHAIRS | STOOLS

VIEW ALL

OFFICE | STORAGE

Bookcases

Desks

Shoe Cabinets

Storage Units

Wine Storage

VIEW ALL

VIEW ALL CATEGORIES



# USER INTERFACE

## BUTTONS

Buttons are a vital element in creating a smooth user experience.

### CTA BUTTONS : SIZING

WIDTH : Variable

HEIGHT : 45px

COLOUR : Web : #5A481C  
RGB : 90 72 29

FIND OUT MORE

### BLOG DATE BUTTON : SIZING

WIDTH : 114px

HEIGHT : 37px

COLOUR : Web : #EAE7E0  
RGB : 234 231 224

FEB 13

### BUTTONS IN ACTION



FEB 13

#### *coastal style* DECORATING IDEAS FOR HOME

There's nothing like spending a day by the seaside ...

READ ARTICLE



MAR 13

#### *trend alert* TOP INDOOR PLANTS FOR 2018

Adding some greenery indoors is an easy way of injecting ...

READ ARTICLE



JAN 13

#### *trending* HAMPTONS STYLE FOR SUMMER

The Hamptons look for home interiors has been ...

READ ARTICLE

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# USER INTERFACE

## FORMS

Forms make or break your online interactions. They usually require users to do a lot of typing, checking the accuracy of filled-in information, and often error-fixing. Since forms are usually not the users' most favourite thing, it is essential to make filling out forms as easy and user-friendly as possible in order to keep your visitors interested.

## FORM FIELDS IN ACTION

# Keep In Touch

Sign up for our newsletter to get the latest news and special offers.

## FORMS IN ACTION

# *Send us* YOUR ENQUIRY

We welcome any enquiries or feedback about our product ranges.  
Please complete the form below and we'll get back to you shortly.

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# USER INTERFACE

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## ICONOGRAPHY

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Icons have been created for sitewide usage.

They are a great way to bring essential content to the point. They are a great attention grabber and they help your website visitors to find and scan content.

## SOCIAL MEDIA

---



Facebook



Pinterest



Instagram

## NAVIGATION ITEMS

---



Search



Wishlist

## CONTACT US

---



Phone



Email



Address



Trading Hours

## LOVE SHACK

---



Heart



About

---

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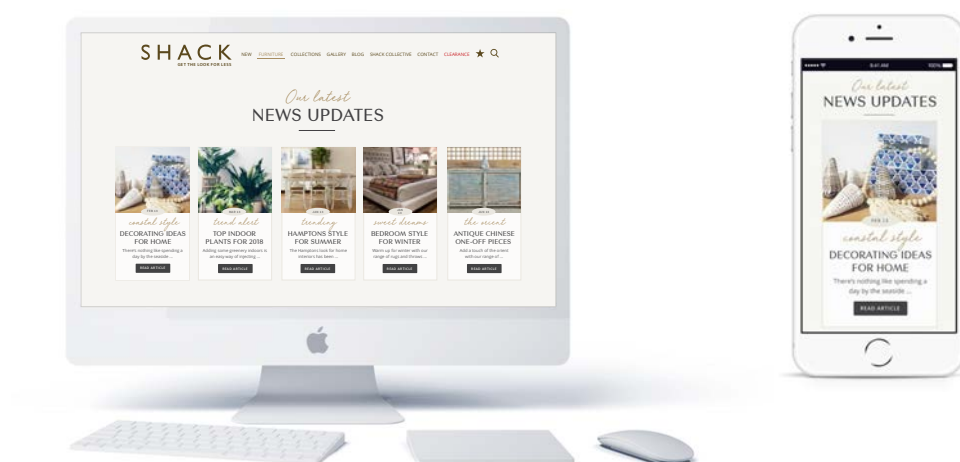
# BLOG | LATEST ARTICLES

An inspirational blog feed is included on the Home Page appearing below the new Collections section.

## LAYOUT

The latest 5 blog posts appear with the option to click to view that specific post.

The mobile version allows scrolling through the individual posts with the option to click to view that specific post.

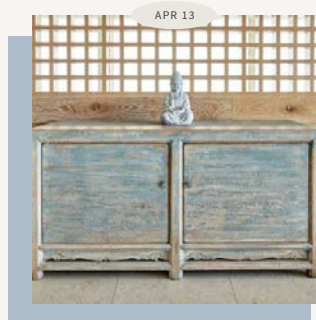


The navigation link to the BLOG page provides a summary of the latest post (with the option to “Read Article”) or click to read 3 posts “From the Archives”.

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NEW FURNITURE COLLECTIONS GALLERY BLOG SHACK COLLECTIVE CONTACT CLEARANCE ★ Q

## Our latest NEWS UPDATES



### The Orient

#### ANTIQUE CHINESE UNIQUE PIECES

Add a touch of the orient with our lorer  
ipsum dolor sit amet, consectetur  
adipiscing elit, lorem ipsum est mel.  
Prodesse qui an, interesset ex mel est.  
Consequuntur ex est quo tale ut ...

READ ARTICLE

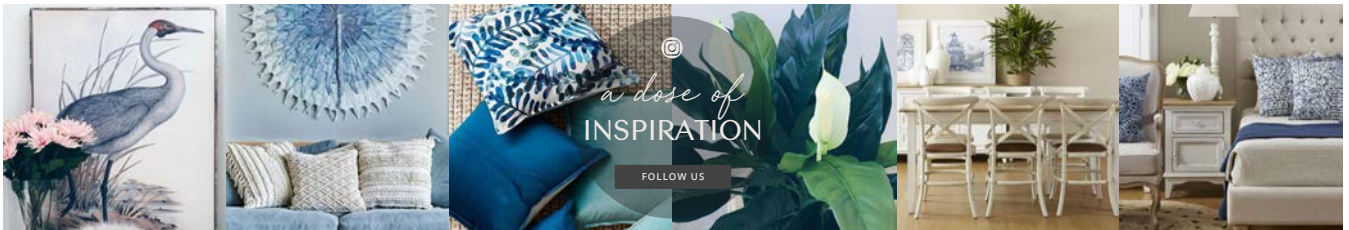
SHACK  
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# INSTAGRAM

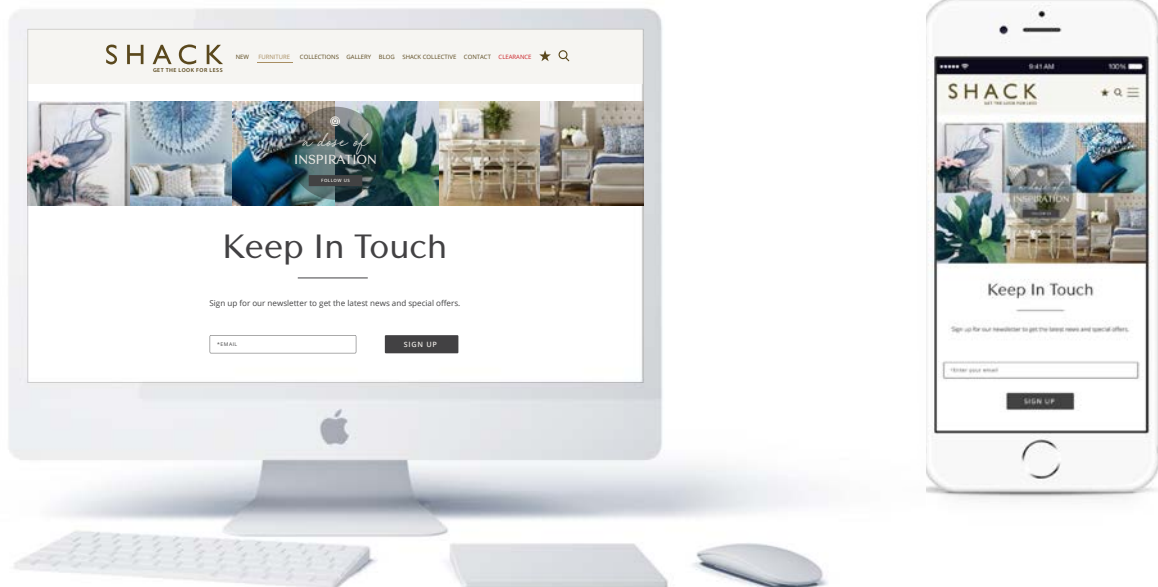
An Instagram feed is included on the Home Page as a collage for visual inspiration. It appears below the 'Our Latest News Updates' section.

## LAYOUT

6 images expand full screen width with the option to click 'Follow Us' to view the Instagram page. The mobile version appears as a '3 image x 2 row' screen with a direct link via 'Follow Us' to view the Instagram page.

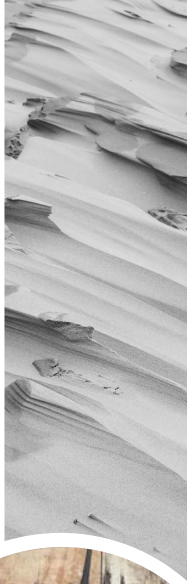


The navigation link to the GALLERY page automatically replicates the Instagram feed.



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Beautiful pieces  
AT BEAUTIFUL PRICES

