

TD2K

INTERIORS



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TD2K
INTERIORS



BRAND STORY

IN A CITY WHERE THE SUN'S WHISPERS ARE LOST IN THE DIN OF PROGRESS, THERE EXISTS A SANCTUARY THAT BREATHES AUTHENTICITY INTO EVERY CORNER—AN INTERIOR DESIGN FIRM NAMED TD2STACKS INTERIORS. HERE, AMIDST THE CLAMOUR OF FLEETING TRENDS, LIES A STEADFAST BELIEF IN THE BEAUTY OF WABI-SABI, A QUIET ACCEPTANCE OF IMPERFECTION THAT DEFINES THE HUMAN SPIRIT.

WE ARE CUSTODIANS OF A FORGOTTEN ART, WHERE EACH HOME BECOMES A TESTAMENT TO LIFE'S RAW, UNPOLISHED TRUTH. OUR DESIGNS ARE NOT MERE ARRANGEMENTS OF SPACE AND FORM BUT NARRATIVES WOVEN FROM THE THREADS OF SHARED MEMORIES AND HEARTFELT STORIES. LIKE THE WEATHERED HANDS OF AN OLD CRAFTSMAN, WE EMBRACE THE SCARS OF TIME, FOR THEY TELL THE TRUEST TALES OF WHO WE ARE.

WE FIND GRACE IN THE IMPERFECT, BEAUTY IN THE TRANSIENT. EACH CRACK IN THE WALL, EACH FRAYED RUG, ECHOES THE FLEETING MOMENTS OF JOY AND SORROW THAT SHAPE OUR LIVES. WE HONOUR THESE IMPERFECTIONS AS SILENT WITNESSES TO OUR SHARED JOURNEY, OUR COLLECTIVE STRUGGLE AND TRIUMPH.

OUR CREATIONS ARE NOT JUST HOMES; THEY ARE HEARTHS WHERE FAMILY AND COMMUNITY CONVERGE, WHERE EVERY DETAIL SINGS A SONG OF BELONGING. WE CARVE OUT SPACES WHERE STORIES UNFOLD, WHERE LAUGHTER AND TEARS INTERMINGLE, AND WHERE EVERY CORNER HOLDS THE PROMISE OF COMFORT AND CONNECTION.

IN THE ESSENCE OF OUR WORK, THERE LIES A DEEP COMMITMENT TO AUTHENTICITY, A REBELLION AGAINST THE ARTIFICIAL. WE DESIGN NOT FOR THE EYE ALONE, BUT FOR THE SOUL—CRAFTING ENVIRONMENTS THAT RESONATE WITH THE UNSPOKEN, THAT NURTURE THE BONDS OF FAMILY AND THE TIES OF COMMUNITY.

AS WE SHAPE THESE SPACES, WE ARE NOT MERELY DESIGNING; WE ARE NARRATING THE TALES OF THOSE WHO DWELL WITHIN, EACH HOME A CHAPTER, EACH ROOM A VERSE. AT *TD2STACKS*, THE ORDINARY BECOMES EXTRAORDINARY, AND IN THE EMBRACE OF THE IMPERFECT, WE FIND OUR ULTIMATE SANCTUARY.

TONE

**OUR TONE IS WARM, THOUGHTFUL,
AND ROOTED IN AUTHENTIC
CONNECTION. WE SPEAK WITH A
QUIET CONFIDENCE, BLENDING
CREATIVITY WITH DEPENDABILITY, AND
ALWAYS STAYING AHEAD WITH
INNOVATIVE IDEAS.
WE VALUE TRANSPARENCY, PRECISION,
AND A DOWN-TO-EARTH APPROACH
TO DESIGN.**



COLOURS

SNOW

#FBF5F3



CREAM

#EFF1C5



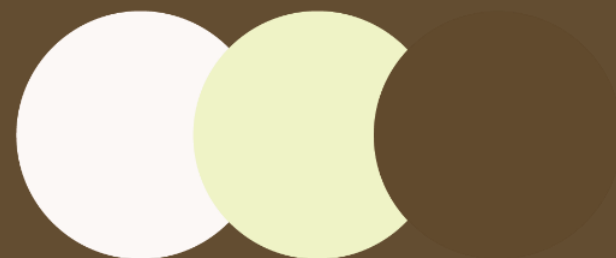
KOBICHA

#614A2C



A NATURAL COLOR SCHEME CAN HAVE A PROFOUND IMPACT ON AN INTERIOR DESIGN AGENCY, SETTING THE TONE FOR BOTH THE AGENCY'S BRAND IDENTITY AND THE SPACES IT CREATES. FOR AN AGENCY USING THE COLORS WHITE (SNOW #FBF5F3), VERY LIGHT GREEN (CREAM #EFF1C5), AND BROWN (KOBICHA #G14A2C), THESE HUES EVOKE FEELINGS OF SERENITY, GROUNDEDNESS, AND SUBTLE ELEGANCE. THESE COLORS ARE DEEPLY TIED TO THE PHILOSOPHY OF WABI-SABI, WHICH CELEBRATES IMPERFECTION, TRANSIENCE, AND THE BEAUTY OF NATURE IN ITS SIMPLEST FORMS.

THESE COLORS REFLECT THE WABI-SABI APPROACH TO DESIGN, WHERE SPACES ARE CREATED TO FOSTER CONTEMPLATION, COMFORT, AND NATURAL BEAUTY. THIS NATURAL COLOR PALETTE NOT ONLY SERVES TO EMBODY THE AGENCY'S BRAND IDENTITY BUT ALSO HELPS CONVEY A DESIGN PHILOSOPHY THAT CHERISHES SIMPLICITY, HARMONY, AND AUTHENTICITY. BY CHOOSING COLORS THAT ARE INSPIRED BY NATURE AND THE WABI-SABI ETHOS, THE AGENCY SETS THE STAGE FOR CREATING INTERIORS THAT FEEL TIMELESS, CALMING, AND DEEPLY CONNECTED TO THE ENVIRONMENT.



THE IMPACT OF A NATURAL COLOUR SCHEME

SERENITY AND SIMPLICITY

THE USE OF SNOW WHITE AS A DOMINANT COLOR CREATES A SENSE OF SPACIOUSNESS AND CALM. WHITE IS OFTEN ASSOCIATED WITH PURITY AND CLARITY, MAKING IT IDEAL TO FOSTER A PEACEFUL ATMOSPHERE BOTH IN OFFICE ENVIRONMENTS AND THE SPACES THE AGENCY DESIGNS FOR CLIENTS.

SUBTLE CONNECTION TO NATURE

THE VERY LIGHT GREEN CREAM ADDS A HINT OF NATURE TO THE PALETTE WITHOUT BEING OVERPOWERING. ITS DELICATE TONE MIRRORS THE QUIET BEAUTY OF EARLY MORNING LIGHT OR SOFT GREENERY, ENCOURAGING RELAXATION AND A SUBTLE CONNECTION TO THE NATURAL WORLD. IT CAN SOFTEN THE STARKNESS OF WHITE AND ACT AS A GENTLE TRANSITION BETWEEN THE OTHER NATURAL TONES.

EARTHY GROUNDEDNESS

THE KOBICHA BROWN, A INTRODUCES A GROUNDED AND ORGANIC FEEL TO THE OVERALL SCHEME. IT REPRESENTS THE EARTH AND STABILITY, GROUNDING THE LIGHTER TONES AND ADDING DEPTH TO THE PALETTE. IT CONVEYS A SENSE OF WARMTH AND DURABILITY, INVOKING FEELINGS OF COMFORT. ITS MUTED QUALITY REFLECTS THE PHILOSOPHY OF WABI-SABI, WHICH VALUES RUSTIC, WEATHERED BEAUTY OVER GLOSS AND PERFECTION.

TYPOGRAPHY

IN DEVELOPING THE TYPOGRAPHY FOR OUR INTERIOR DESIGN AGENCY, WE'RE BLENDING BOTH SERIF AND SANS SERIF FONTS TO PROJECT A SENSE OF BOLDNESS, LUXURY, AND CONFIDENCE.

BY COMBINING TT RAMILLAS TRL VARIABLE ROMAN (SERIF) AND AKIRA EXPANDED SUPER BOLD (SANS SERIF), WE CAN CRAFT A VISUAL IDENTITY THAT REFLECTS OUR COMMITMENT TO BOTH TIMELESS ELEGANCE AND MODERN CREATIVITY, PERFECTLY ALIGNED WITH OUR WABI-SABI DESIGN PHILOSOPHY.

**AKIRA EXPANDED
TT RAMILLAS**

AKIRA EXPANDED

THE SANS SERIF AKIRA EXPANDED ADDS A BOLD, CONFIDENT ELEMENT TO OUR BRAND. THIS FONT IS STRIKING, WITH ITS WIDE, GEOMETRIC LETTERS AND STRONG PRESENCE. IT'S THE PERFECT CHOICE FOR COMMUNICATING OUR MODERN, FEARLESS APPROACH TO INTERIOR DESIGN.

HOW WE'LL USE IT: AKIRA EXPANDED SUPER BOLD WILL COME INTO PLAY FOR OUR HEADLINES, BOLD STATEMENTS, AND CALLS TO ACTION, WHERE WE WANT TO IMMEDIATELY GRAB ATTENTION AND CONVEY STRENGTH. WHETHER ON OUR WEBSITE OR IN PRINTED MATERIALS, THIS TYPEFACE WILL SIGNAL THAT WE ARE INNOVATIVE AND UNAFRAID TO MAKE IMPACTFUL DESIGN DECISIONS.

VISUAL IMPACT: ITS THICK, EXPANDED LETTERFORMS GIVE A STRONG, ARCHITECTURAL FEEL, ALIGNING WITH OUR WORK'S PRECISION AND CREATIVITY. THE BOLDNESS IT BRINGS PERFECTLY CONTRASTS WITH THE ORGANIC TONES OF OUR COLOR SCHEME, MAKING SURE OUR BRAND FEELS MODERN YET DEEPLY ROOTED IN NATURAL BEAUTY.

ABCDEFGH
IJKLMNOP
QRSTUV
WXYZ

TT RAMILLAS

SERIF FONTS EVOKE SOPHISTICATION AND HERITAGE, WHICH IS WHY I'VE CHOSEN TT RAMILLAS TRL VARIABLE ROMAN TO EXPRESS THE REFINED, LUXURIOUS SIDE OF OUR BRAND. ITS CLASSIC FORM, WITH SUBTLE CURVES AND VARYING STROKES, EXUDES ELEGANCE WITHOUT FEELING OVERLY ORNATE.

HOW WE'LL USE IT: WE'LL USE TT RAMILLAS FOR OUR LOGOTYPE, KEY HEADERS, AND TAGLINES, ENSURING THAT THESE IMPORTANT ELEMENTS COMMUNICATE OUR ATTENTION TO DETAIL AND OUR DEDICATION TO CREATING LUXURIOUS, HIGH-END SPACES. IT'S PERFECT FOR SECTIONS WHERE WE WANT TO EMPHASIZE THE TIMELESS AND ARTISTIC NATURE OF OUR WORK, COMPLEMENTING THE ORGANIC FORMS FOUND IN OUR DESIGNS.

ABCDEF
GHIJKLMNOP
QRSTUVWXYZ

VISUAL IMPACT: THE REFINED NATURE OF THIS SERIF FONT ADDS A TOUCH OF LUXURY TO OUR BRANDING, ENHANCING THE OVERALL EXPERIENCE. ITS SUBTLE ELEGANCE BALANCES OUR MODERN AESTHETIC, MAKING IT A STRONG BUT UNDERSTATED COMPONENT IN OUR TYPOGRAPHIC SYSTEM.

LOGOS

FOR TD2STACKS INTERIORS, A DUAL-LOGO APPROACH—A BRANDMARK ALONGSIDE A COMBINATION MARK—CAN EFFECTIVELY CONVEY THE BRAND'S ETHOS OF WABI-SABI AND ITS EMBRACE OF IMPERFECTION, CREATING A VERSATILE AND RESONANT IDENTITY THAT SPEAKS TO BOTH DESIGN SOPHISTICATION AND AUTHENTICITY.

THE USE OF BOTH A BRANDMARK AND COMBINATION MARK PROVIDES TD2STACKS INTERIORS WITH FLEXIBILITY TO ADAPT ITS BRANDING TO DIFFERENT CONTEXTS WHILE MAINTAINING A COHESIVE IDENTITY. THE BRANDMARK ALONE CAN SERVE AS A MINIMALIST, SYMBOLIC REMINDER OF WABI-SABI, MAKING A STRONG VISUAL IMPRESSION ON INFORMAL OR PRODUCT-ORIENTED APPLICATIONS. MEANWHILE, THE COMBINATION MARK GIVES CONTEXT TO AUDIENCES UNFAMILIAR WITH TD2STACKS, GROUNDING THE BRAND IN BOTH PHILOSOPHY AND NAME.

THIS SYSTEM MIRRORS THE FIRM'S LAYERED, NUANCED DESIGN PHILOSOPHY—ONE THAT RESPECTS BOTH THE SOUL OF WABI-SABI AND THE STORYTELLING WOVEN INTO EACH SPACE. WITH A DUAL-LOGO STRATEGY, TD2STACKS INTERIORS BUILDS A BRAND THAT'S NOT ONLY VISUALLY DISTINCT BUT ALSO IMBUED WITH MEANING, OFFERING CLIENTS AND THE DESIGN COMMUNITY A SANCTUARY FROM THE FAST-PACED, OVERLY POLISHED WORLD OF MAINSTREAM DESIGN.

BRANDMARK: CAPTURING ESSENCE IN A SINGULAR ICON

A BRANDMARK, OR SYMBOL-ONLY LOGO, CAN ENCAPSULATE THE DEEP PHILOSOPHY BEHIND TD2K IN A VISUALLY DISTILLED FORM. BY USING AN ENHANCED VERSION OF THE ORIGINAL LOGO, A HOUSE SILHOUETTE WITH FURNITURE PIECES SUBTLY INCORPORATED INTO THE BRAND MARK IT CAPTURES THE ESSENCE OF CREATING INVITING, AUTHENTIC SPACES. THIS SYMBOL EMBODIES WABI-SABI THROUGH ORGANIC, TEXTURED ELEMENTS OR SUBTLY IMPERFECT SHAPES, PERHAPS EVOKING NATURAL MATERIALS OR HANDCRAFTING. AS A STANDALONE ICON, IT SERVES AS A "SEAL" OF AUTHENTICITY, APPEARING ON DIGITAL TOUCHPOINTS, PRODUCT TAGS, AND EVEN DESIGN PLANS. IT INVITES CLIENTS TO SEE BEAUTY IN SIMPLICITY AND TRUST THE HANDCRAFTED, IMPERFECT ARTISTRY THAT DEFINES THE AGENCY'S APPROACH.

COMBINATION MARK: BRINGING DEPTH THROUGH NAME AND SYMBOL

USING "TD2K" IN PLACE OF THE FULL NAME TD2STACKS IS A SMART CHOICE THAT SIMPLIFIES THE LOGO WHILE MAINTAINING ITS DISTINCTIVE FEEL. BY ALLOWING "K" TO SIGNIFY "STACKS" OR "THOUSANDS," YOU SUBTLY CONVEY THE DEPTH AND SCALE ASSOCIATED WITH THE BRAND WITHOUT NEEDING A LONGER TEXT. THIS ABBREVIATION STREAMLINES THE LOGO, MAKING IT VISUALLY APPEALING AND EASIER TO RECOGNIZE, WHICH HELPS POTENTIAL CLIENTS PERCEIVE THE BRAND AS MODERN AND APPROACHABLE. PAIRING THIS ABBREVIATION WITH THE BRANDMARK FEATURING A HOUSE SILHOUETTE BRIDGES SYMBOLIC MEANING WITH INSTANT RECOGNITION. .

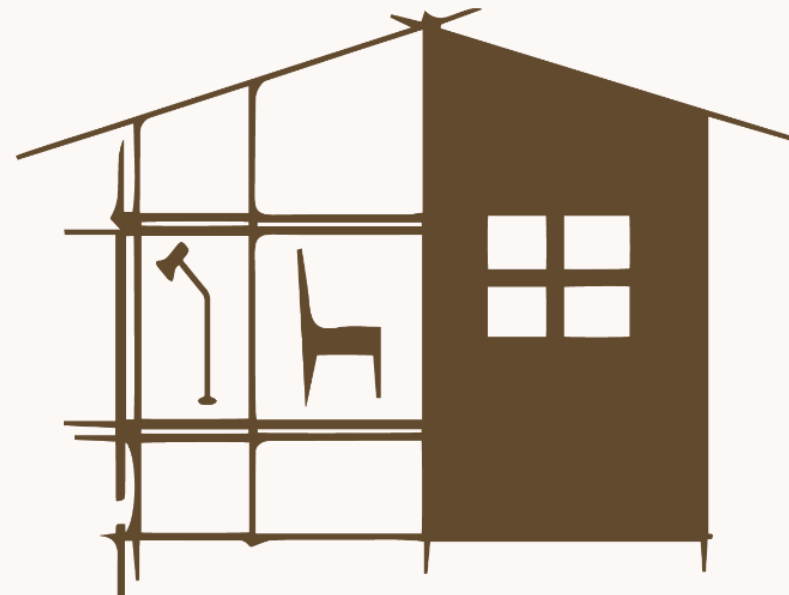


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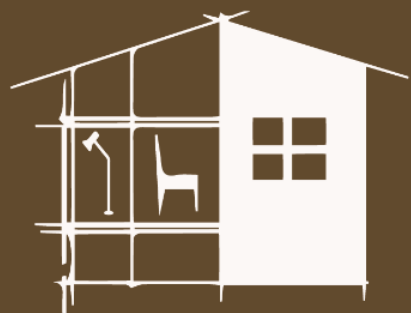


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