



Künpilya



Künpilya

Crafted Strength,
Timeless Elegance.

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■ BRAND OVERVIEW

Küpilya is a furniture company specialized in steel furniture (for now).

There is a story behind the name, it's a mix of two turkish words:

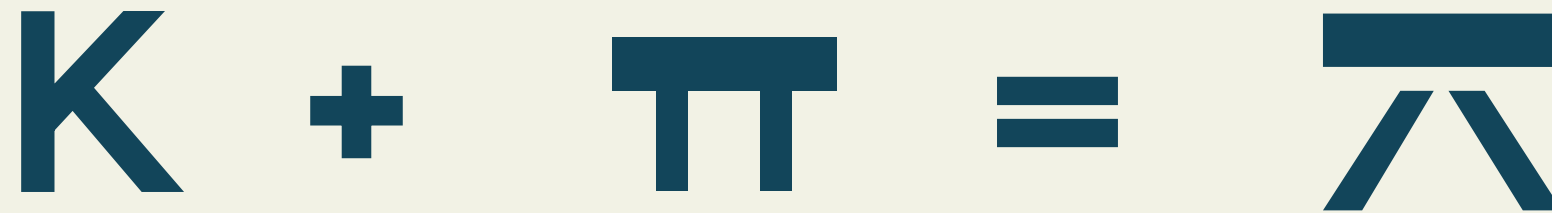
Küp = Cube and Mobilya = Furniture

When you mix them both you get Küpilya.

■ BRAND IDENTITY GUIDELINES

■ LOGO DESIGN

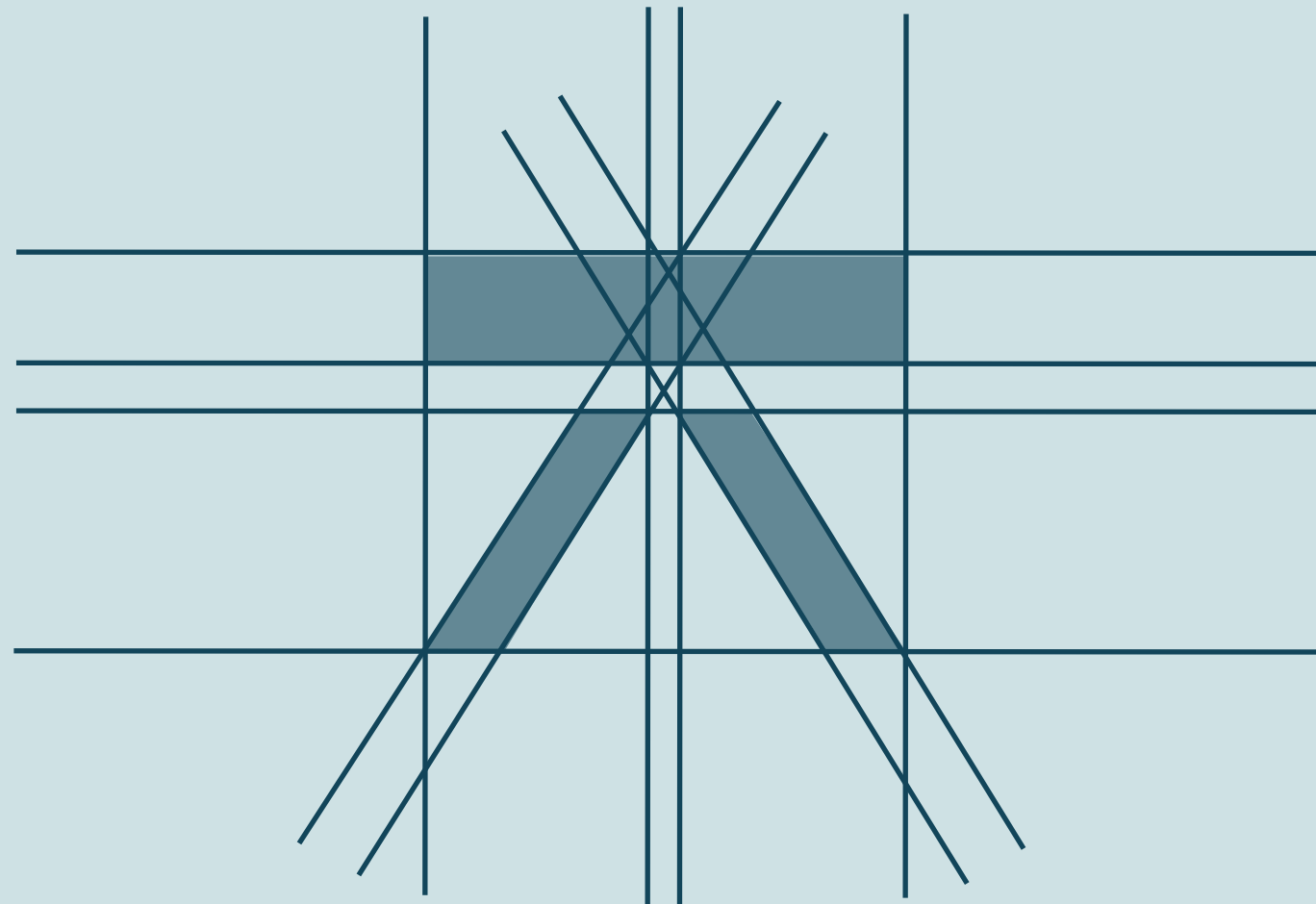
Logo Concept



Letter K +

Table

Logo Construction



Brand Typemark


Küipilya

Primary Logo

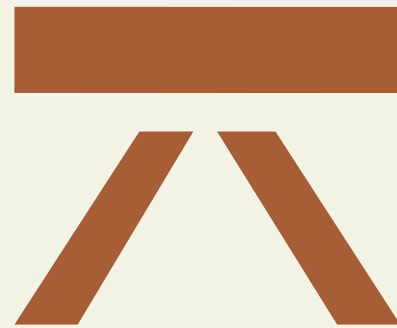


Logo Monochrome Version

 **Küpilya**

 **Küpilya**

Logo Vertical Version



Künpilya

Logo Clear Space



Logo Free Space



■ BRAND COLOR PALETTE

Primary Colors

12455a

a85d35

Secondary Colors

598393

cfe2e5

a3bf9d

dfecdf

c4ac5f

f3f3e6

Extended Palette

3a2f29

756348

b27550

eac19b

dcd0c0

f0efea

■ COLOR USABILITY

 **Küpilya**

 **Küpilya**

 **Küpilya**

 **Küpilya**

 **Küpilya**

 **Küpilya**

 **Küpilya**

 **Küpilya**

■ BRAND TYPOGRAPHY

Font Name & Identity

Heading Font - Adarghal 1

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Subheading Font - Vegment for regular & Vegur for bold and thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

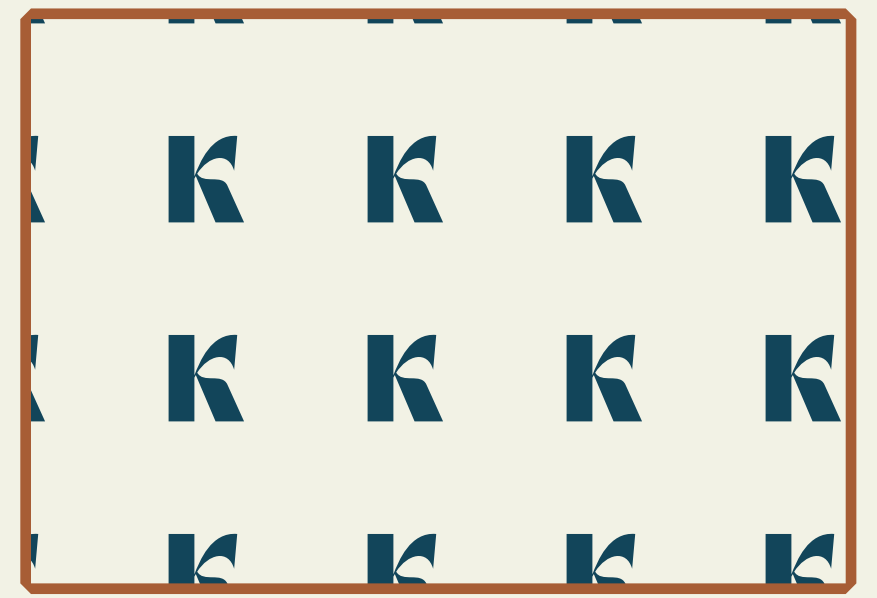
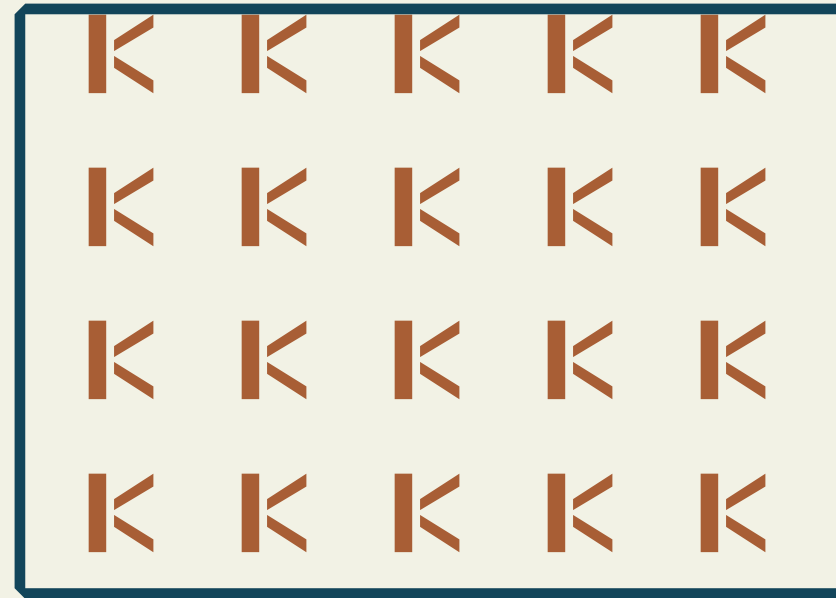
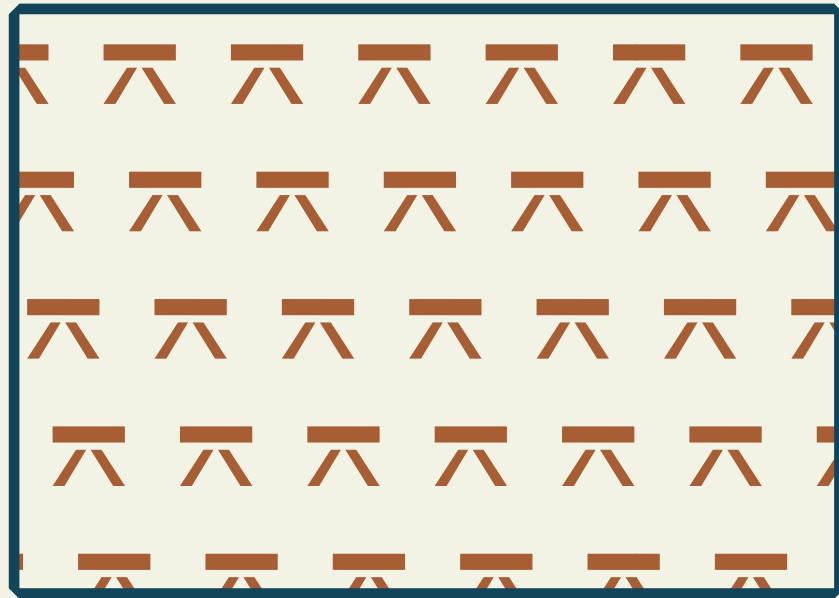
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Signature Font - Chic Script Regular

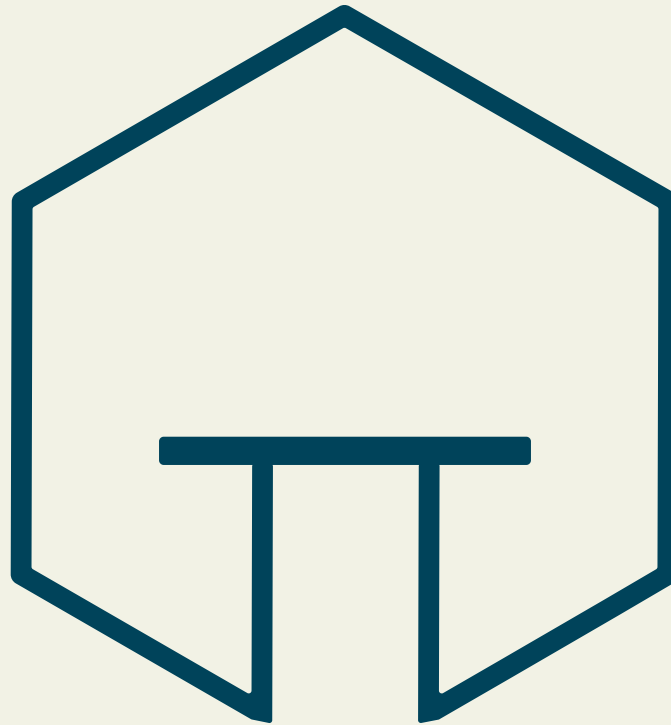
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

■ BRAND ELEMENTS

Brand Pattern



Brand Icon



Cube + Table

■ BRAND MOCKUP DESIGN

Stationery



ABOUT THE COMPANY

SLOGAN

Crafted Strength, Timeless Elegance.

VISION

To be the leading provider of luxurious and innovative furniture solutions, transforming spaces into extraordinary experiences worldwide.

MISSION

Our mission is to create exceptional furniture pieces that combine unparalleled craftsmanship with innovative design, ensuring every product exudes quality, durability, and elegance. We aim to inspire and elevate living spaces for our discerning clientele globally.

VALUES

Quality: Commitment to superior craftsmanship and materials.


Innovation: Continuous pursuit of cutting-edge designs and solutions.

Elegance: Embodying timeless style and sophistication in every piece.

Sustainability: Prioritizing eco-friendly practices and materials.

Customer-Centricity: Focusing on personalized service and customer satisfaction.

Integrity: Upholding honesty and transparency in all business practices.



Don't hesitate
to ask about
anything!

THANK YOU!