

Room for *fighters,* *leaders, lovers,* *dreamers,* *creators and* *thinkers.*

Room for people. *With character.*

Creating a more characterful brand

HOLMRIS B8 creates 'Room for people'. To tap the full potential of this brand promise, we came up with a creative and characterful add-on that truly makes room for people.

The challenge

After years of mergers, the international interior design company HOLMRIS B8 needed to revitalize its core brand identity and – not least – the brand promise 'Room for people' to create optimum internal commitment and boost brand awareness.

The solution

By adding 'With character' to the brand promise, we make room for a more distinct, bold, and playful brand identity. Here, a gallery of characters unfolds across key messaging to create a compelling sense of attitude and personality. Being the brand that embraces diversity and creates solutions that put people first. And by weaving fonts through carefully selected visuals, we add a new dimension to the design – making *font-characters* the link between visual boldness and brand attitude.

Room
for
braniacs



Room for people. *With character.*

HOLMRIS^{B8}

Room
for
*first
movers*



Room for people. *With character.*

HOLMRIS^{B8}

BRANDBOOK





*Room. Fashionistas. Tree huggers. Tech freaks. Hippies.
Geeks. Players. Do-gooders. Know-it-alls. Office clowns.
Leaders. Doers. Wallflowers. Blue collars. Followers.
Thinkers. Optimists. Gurus. For. Innovators. Winners.
White collars. First movers. Caretakers. Foodies.
Free riders. Strangers. Evangelists. Dinosaurs. Explorers.
Dreamers. Opinionators. Nitpickers. Frontrunners.
Design lovers. Jokers. Homies. Pioneers. Creators.
Storytellers. Fighters. Nerds. Go-getters. Daredevils.
Connoisseurs. Heroes. Travellers. Genuises. Friends.
Families. Trendsetters. Mentors. People. Designers. CEOs.
Traditionalists. Disruptors. Believers. Sceptics. Workers.
Gangsters. Drama queens. Rock'n'rollers. Daydreamers.
Contemplators. Sleepyheads. Cutie pies. Divas. Millennials.
Late bloomers. Couch potatoes. Goodie two-shoes.
Freethinkers. Optimists. Revolutionaries. Athletes.
Observants. Conservatives. With. Modernists. Bikers.
Fun-lovers. LGBTQs. Perfectionists. Magicians. Romantics.
Scholars. Bohemians. Youngsters. Freedom fighters.
Originals. Loyalists. Royalists. Rebels. Critics.
Easy goers. Jetsetters. Character.*

Room for people. *With character.*

A century of *dedicated* *pioneers*



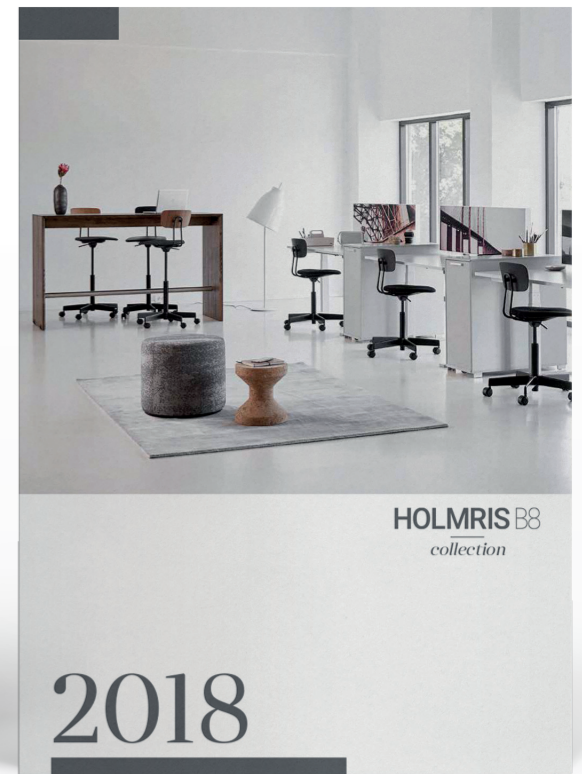
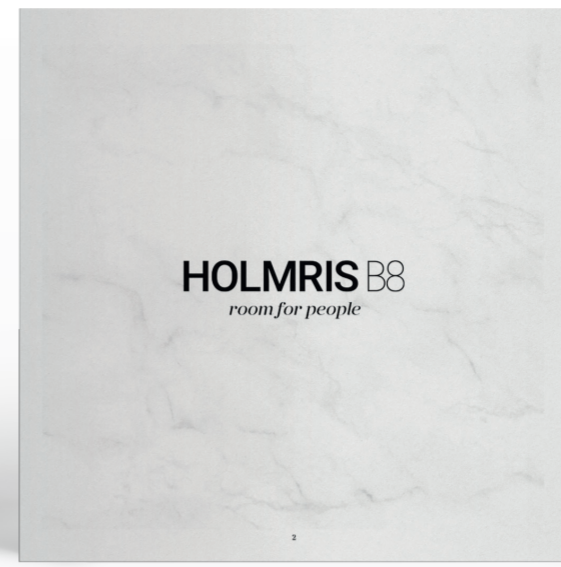
Room for
ideators,
freethinkers
and
doodlers

Room for
ors,
inkers
ers



BEFORE

Room for people.



AFTER

Room for people.
With character.

