

TAKTTM

Rethinking the furniture business.

For a new brand to become an enduring one, it must take into consideration much more than just the present moment — it must also take a stand for the future. TAKT looks to the future with its sights set far beyond furniture. One of many furniture companies, TAKT differentiates itself by commanding space and time for reflection. Because society needs new ideas about how to make quality goods accessible for more people, and we need to do it in a sensible way that doesn't adversely affect life on the planet.

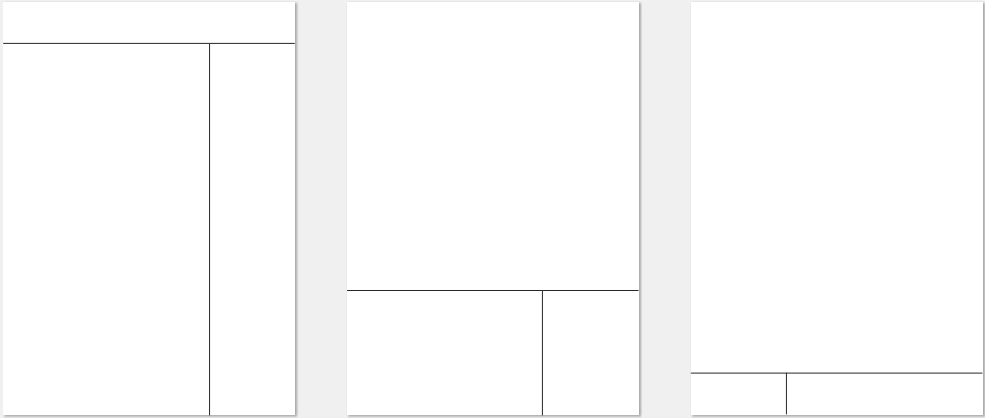
We developed the core narrative to serve as a strong starting point for everything in the growth of the brand: from the name, tone, visual identity and web design, to specific production methods as well as marketing and campaigns. Its identity takes the best from our past — the philosophy, the style, the expression — and melds it with the best of our future — removing unnecessary steps and making better decisions that cut costs for individuals and for society.



Name, Logo & Typography

The TAKT name is machinelike in its precision and tactile in its expression. It is a direct and active foil to the more playful and soft graphic universe.

Our brand font, GT America, is a versatile font family that looks great both as a large poster headline and in small sizes for editorial content. The logo is bold, grounded and solid. It is our standard stamp of approval and works well in small sizes to contrast the large and light headline font.



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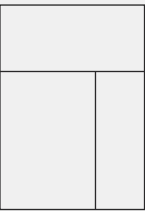
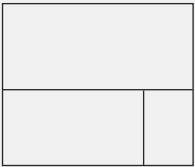
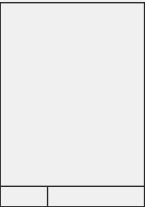
Layout & Packaging

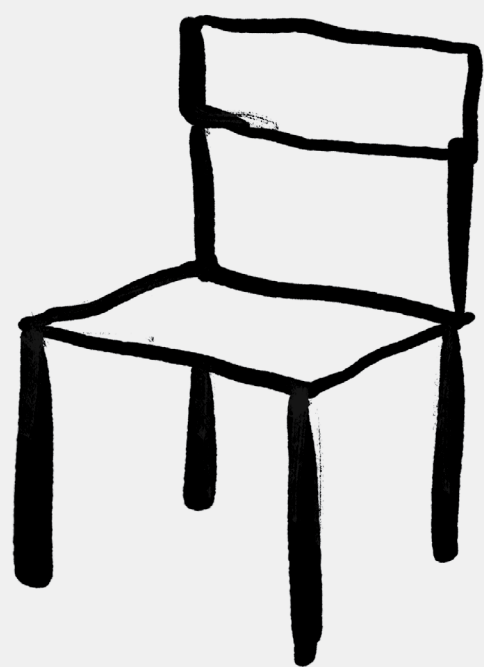
The signature T-grid is simple and flexible, yet recognisable across layouts and media. Our packaging and unboxing envelope with brand postcards embody and explain our environmentally conscious viewpoint, while the product labels lend all the necessary information without getting in the way. The T-grid features on the box and serves to break up the plane in a way that gives space to each piece of information on the box.



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TAKT is the furniture company rethinking the way to design, build and sell furniture. We believe in bringing high-quality design to more people in revolutionary, sustainable and transparent ways.

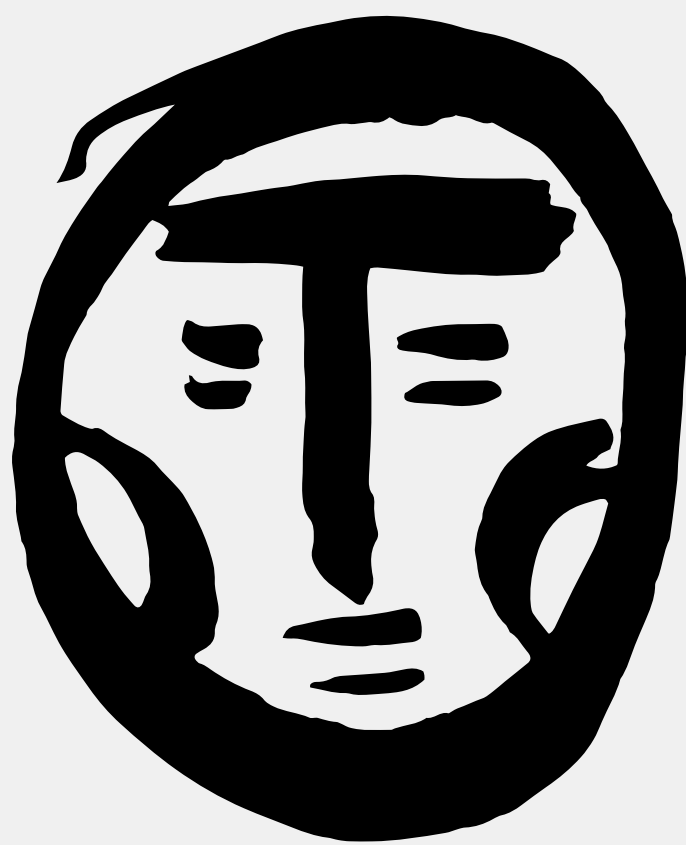
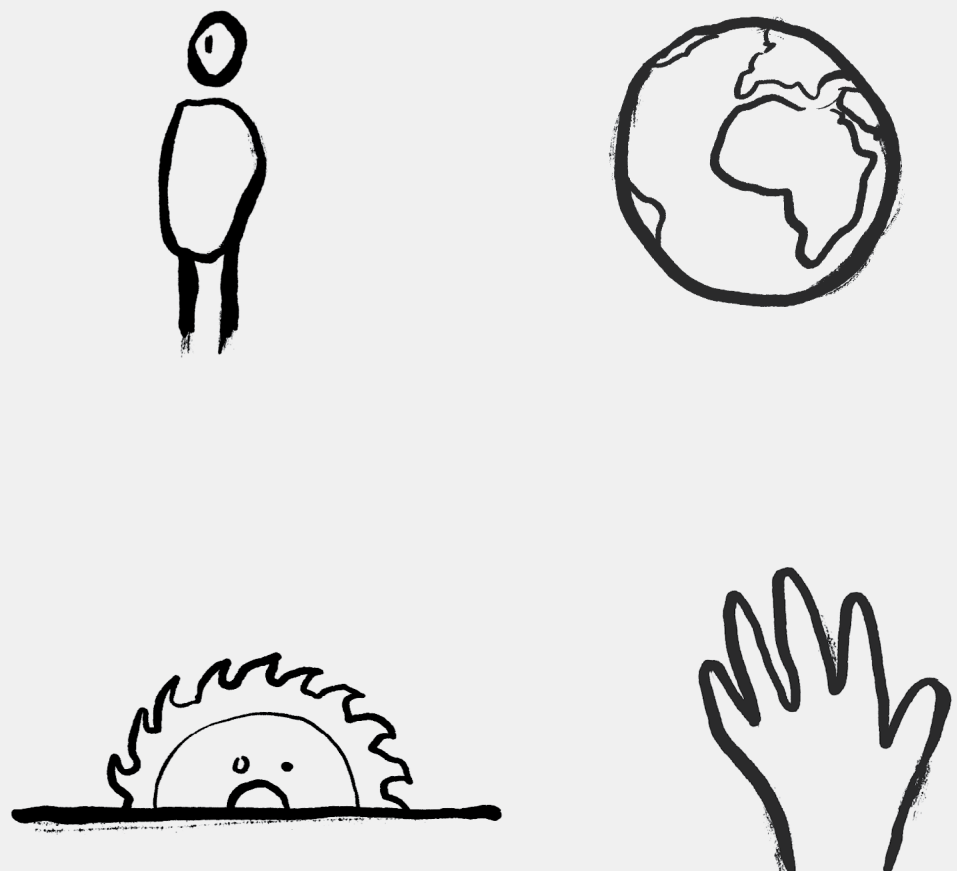




TAKT™

The Human Touch

Our hand-drawn illustration style contributes a human element to our brand. In line with their organic nature, these illustrations can be used as a surprising element that doesn't need to follow the grid and other design conventions. Among the various illustrations, the face stands out as the cardinal human sign of our brand.

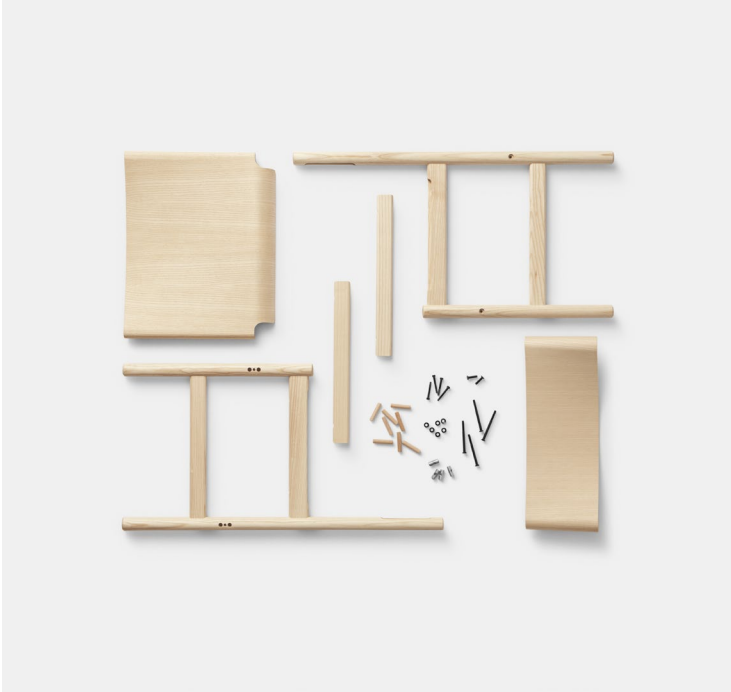


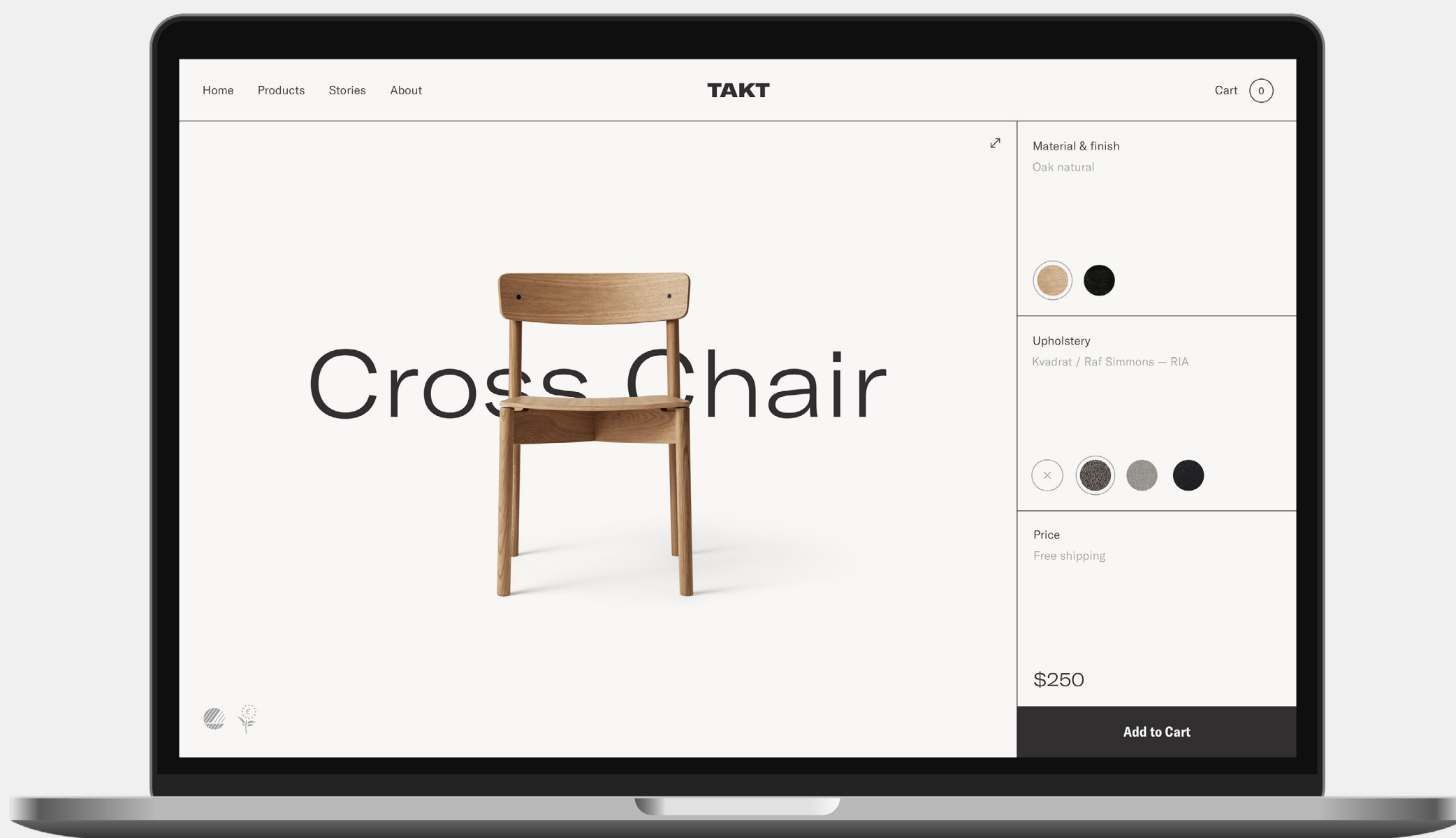


TAKT™

Image Style

To reflect the quality of texture and materials, the studio packshots are detailed enough to signal premium quality and craftsmanship. By letting the nature of our products shine without frills, we can exhibit our beautiful products from all angles and make people confident enough to buy online now and into the future.

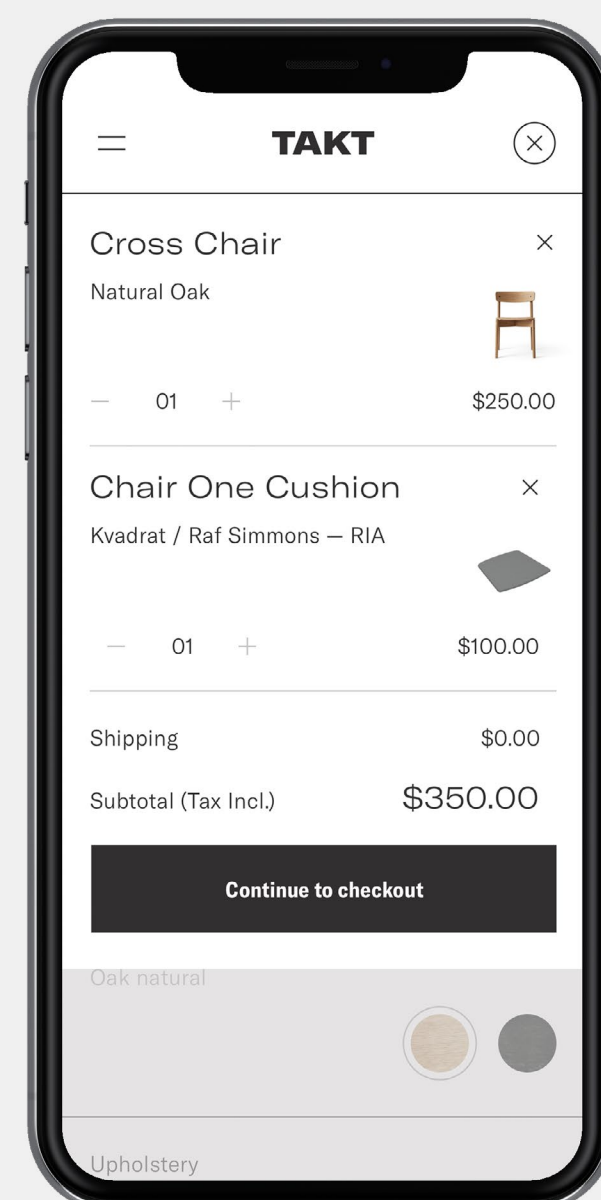
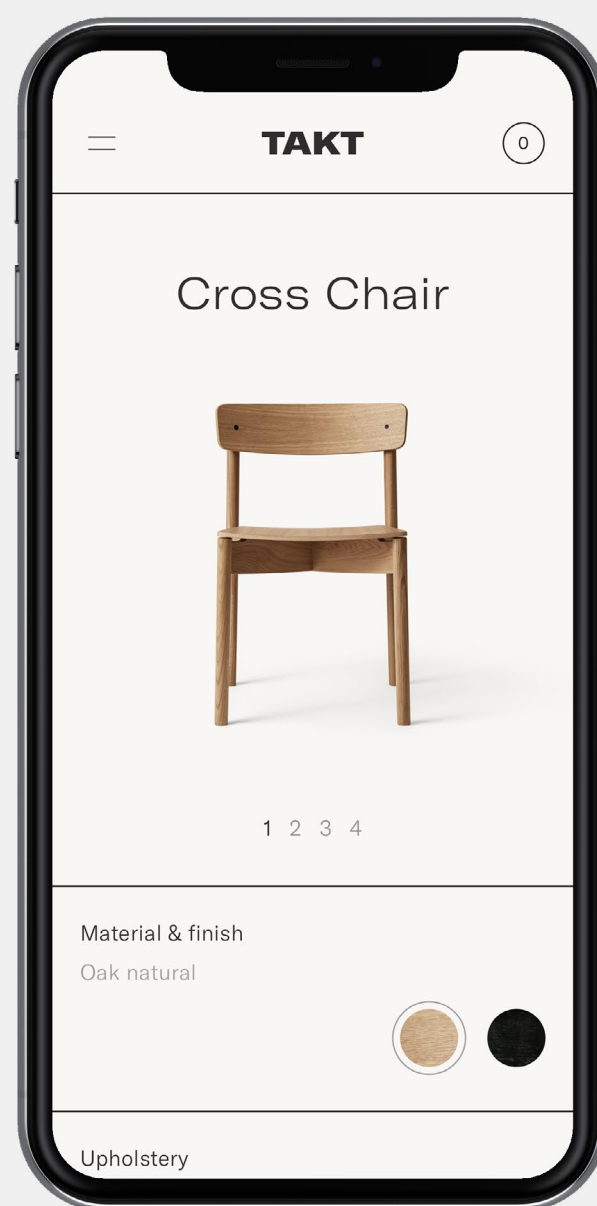




TAKT. Website

The website is first and foremost our flagship store. It is the only point of purchase for our products, so we make sure that all stories about them are communicated effectively. At the same time, it is also our platform to showcase anything concerning our brand, story, ways of working and perspective. The expression is straightforward and leaves room for the products to shine, while still exuding an identity found across all of our materials.

www.taktcph.com





TAKT Campaign Material

When it comes to campaign materials, we aim to elevate our message beyond simply pushing a product. Instead of being too self-referential, we take it as an opportunity to share our perspective on the extraordinary elements of everyday life. All the material contains our brand point of view and fit within the context of how our products are used everyday.

