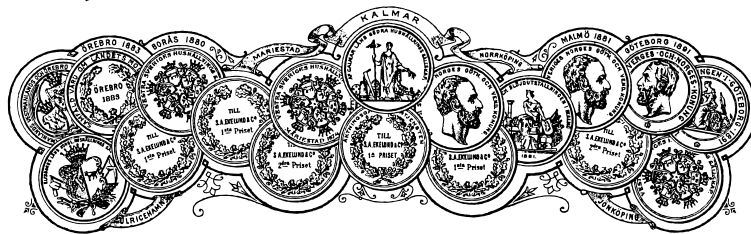


Ekelund



MASTER WEAVERS 1692

Contemporary. Sustainable. Genuine.







FOR EACH DAY OR THAT SPECIAL OCCASION. FUSING FORM AND FUNCTION.

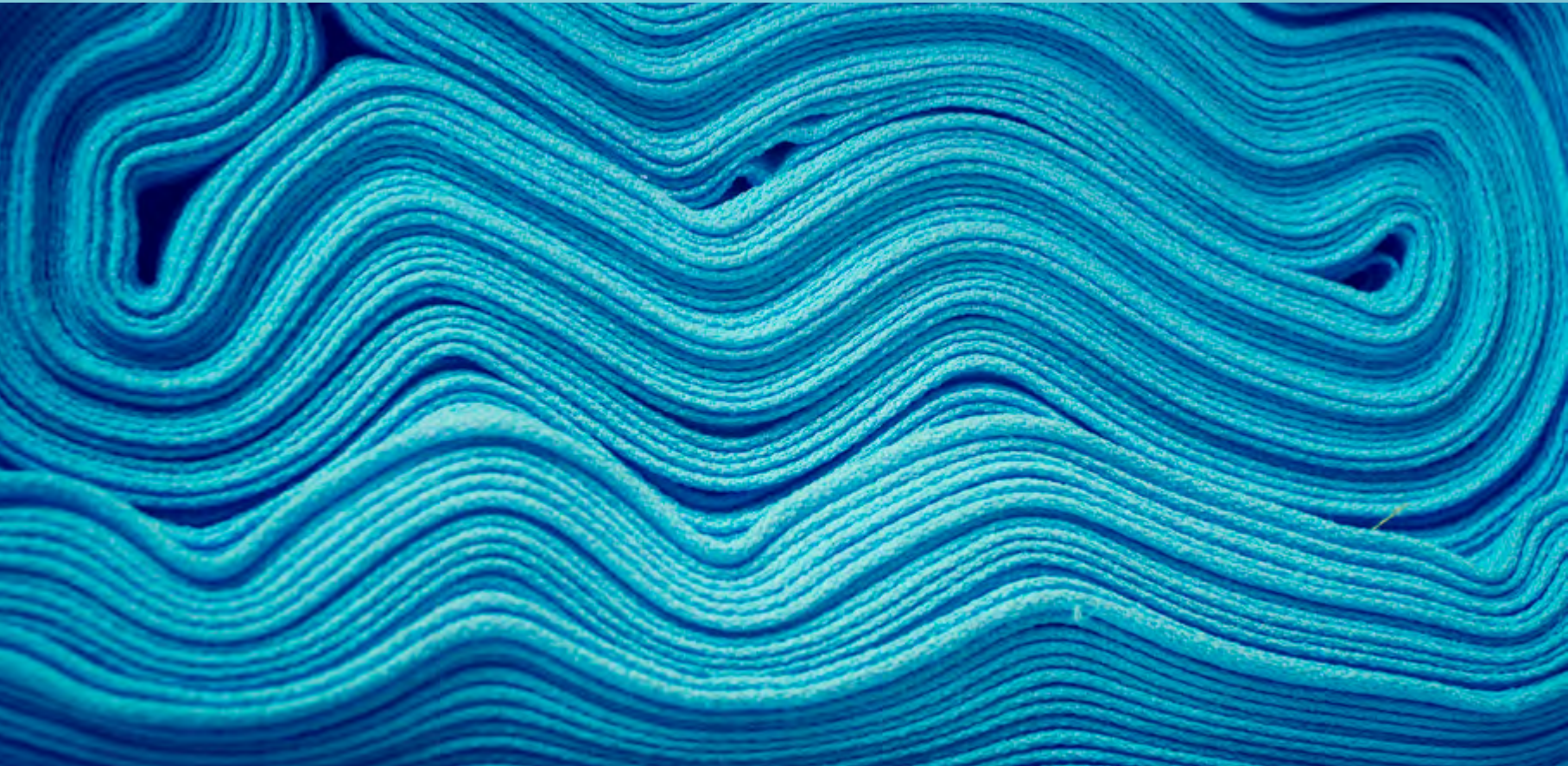
How can a brand which has existed over hundreds of years continue to speak to the modern market – the contemporary consumer? In today's throw-away society, this challenge is perhaps greater than ever. Every day we're faced with a plethora of messages and choices, which is why the team at Ekelund ask the burning question: how can we, a family business with roots in the 17th century, stay up to date? We already know the answer. With its focus on producing high quality textiles, we know our brand, underpinned by a solid set of values, is as relevant today as ever. And we know that sustainable alternatives are highly valued, both today and, perhaps more importantly, tomorrow.

The Ekelund family is delighted to meet you.

Ekelund was founded in Viskadalen, a district renowned for its tenacity, unity and entrepreneurial spirit. With manufacturing based on site here in Horred, we retain full control of every phase of production, and we are firmly committed to quality, sustainability and renewed tradition. So when these values combine with contemporary flair and a collection which reflects the times we live in, the result is a range of products which fit seamlessly into people's everyday lives. Our products help create beautiful, much-loved milieus which make you hanker for home.

Join us as our journey continues.

Per (the 11th generation)



WHY WE NEED THIS BOOK

Every time a textile product from Ekelund appears on a kitchen table on a rainy Tuesday evening in November or is taken along for the first picnic of the spring, this is an expression of the passion we have for our craft and the natural, authentic materials we use. Ekelund products also form part of special occasions throughout peoples lives, perhaps as christening presents, wedding gifts or a cherished memory from a grandmother to her grandchildren. In order to maintain and strengthen our status, we

must adopt a consistent approach to marketing.

This is our very own brand book, which outlines the ways in which our brand is to be used and conveyed, our core values (and what they represent) as well as our pledge to the market. It is also a practical guide on how our typeface, colour scheme and tonality are to be used in order to reflect our values. The essence of the Ekelund brand is summarised as follows: What we communicate, who we talk to and the way we do it.

6

The Ekelund
brand



What our brand represents **9**

Core values **11**

Design philosophy **13**

Vision and mission **15**

Brand pledge **17**

Our target audience **21**

Sharing stories **25**



9

WHAT OUR BRAND REPRESENTS

Our brand encapsulates the way we are perceived on the market by consumers and retailers alike. Cultivating a strong brand not only enables our marketing activities to be more effective and reinforces our position on the market, it also helps us make friends with our users. The stronger our brand, the greater our opportunities. The

Ekelund brand represents a proud handicraft tradition, where our production methods and attention to quality combine to create sustainable products which inspire devotion and endure for generations. Ekelund is a global brand for all those drawn to Scandinavian style.





CORE VALUES

Contemporary

Always moving with the times, we are open to new impulses and attentive to the needs of our users. We offer coveted collections that inspire people to create vibrant, uniquely personal home milieus for everyday life and special occasions alike. This also means designing patterns based on contemporary styles and manageable qualities. Ekelund boasts a tradition of developing innovative weaving methods, such as the patented rainbow technique – also known as pixel weaving – which revolutionised the field. We currently play an active role in development by looking at how we can integrate alternative raw materials, such as biomass, into our production workflow.

Sustainable

Making eco-labelled, organic products from natural materials of the highest standard underscores our commitment to sustainability. Our factory avoids over-production by keeping track of the entire production chain, and we constantly strive to ensure manufacturing is tailored to demand. The aim is to ensure each Ekelund product has enduring value, both emotionally and practically. The more our products are used, the better they become – this is our pledge to future generations.

Genuine

We practise what we preach. A family business in its 11th generation, Ekelund is firmly rooted in Horred, Viskadalen. The company plays a vital role in the development of the district as well as the popularity of the renowned Textile Kingdom. Each product woven in our factory in Horred is made by a team of dedicated, highly skilled craftsmen, and our brand and collections are underpinned by a long tradition of craftsmanship. From draft design to finished product, we are driven by a firm commitment and take unique responsibility for the entire process, from factory floor to consumer.



DESIGN PHILOSOPHY

First and foremost, a new Ekelund product must always be highly durable and inspire devotion for many years to come. Like the Grandmother tablecloth, which dates back to the early 18th century and is still a timeless part of our collection. This is quality you can feel; quality which fits seamlessly into your everyday life. We often use with fifty-percent linen (cotton and linen) in order to create practical products which require very little maintenance. We approach our designs with a commitment to preserving traditional patterns, which contemporary Scandinavian designers are then given licence to update.

Alert to the trends of the time, we aim to create contemporary textile art, and we're not afraid to combine

different styles. Ekelund strives to create timeless, personal designs, preferably using patterns from our Scandinavian textile tradition. Our designs are for everyone and make everyday life more beautiful.

The greater purpose of our designs is to create patterns and products which love to be used. We are committed to preserving the Swedish handicraft tradition in a contemporary context. Our textiles are made from 100 percent organic natural materials of the highest quality, and our collections feature classic tablecloths for the finest room in the house, contemporary products for everyday use and lines boasting distinctive designs. Simply put, there is an Ekelund product for every mood and occasion.



I5

VISION AND MISSION

Our vision

We are a global brand with our roots in the heritage of Swedish design. We create inspiring designs which make you hanker for home every day, both today and in the future.

Our mission

By offering a range of contemporary products, we are the logical choice for our customers. Drawing inspiration from nature and the treasure trove of Scandinavian patterns, we create high quality, practical products for the consumers of today and tomorrow. We support the Swedish handicraft tradition, making it more widely accessible through stimulating collaborations with designers, and our manufacturing and modern weaving techniques are rooted on home soil here in Horred, Sweden. We are fully committed to ensuring a sustainable future.

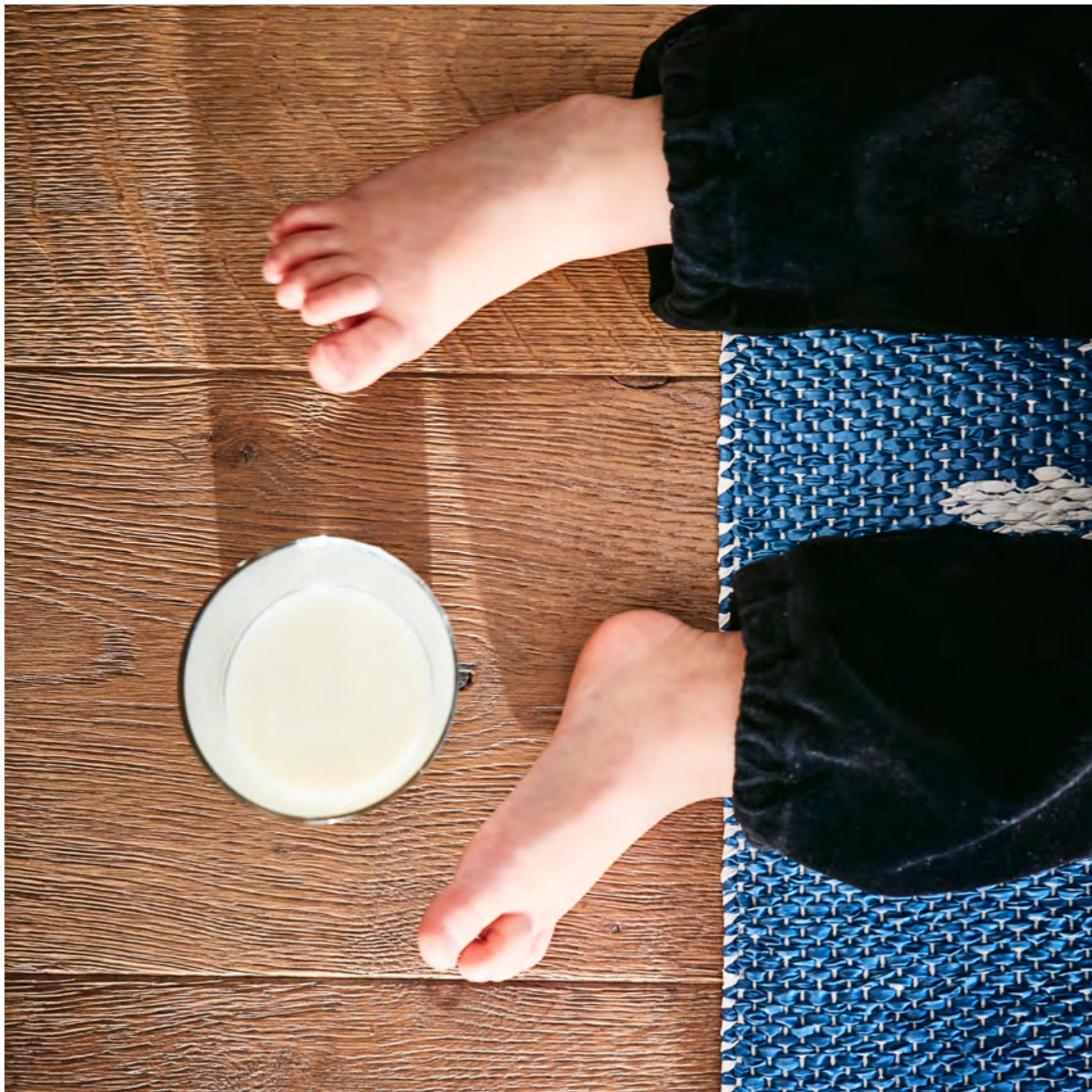


I7

BRAND PLEDGE

Bringing joy
*to happy homes
each day.*







OUR TARGET AUDIENCE

Our target audience includes anyone who wants to create a personal, comfortable home, both those looking to preserve traditions from former generations and those who want to create new ones. This includes people who love nothing more than gathering together their friends for dinner, and cherish their relationships with relatives and friends rather than the tradition itself. Our target audience likes to set a stylish table any day of the week,

and thinks nothing of combining the industrial look with classic woven checks. They put a premium on buying interiors manufactured using principled and sustainable methods, even if quality, price and design are considered just as important.

Ekelund's target audience can be found in Scandinavia, Europe and Asia. They are united by an interest in Scandinavian aesthetics and its world of patterns.

22

Quality
means doing
the right thing,
even when no
one is watching.

(Loosely based on Henry Ford!)





A STORY WORTH SHARING

Ekelund is a market leading textile factory in Sweden. To maintain our status as well as extend our position on the market while communicating directly with the end-consumer, we have devised the unique Ekelund approach to bringing the story of our brand to life. Our core values are visualised in three dramatized intros to stories (see the

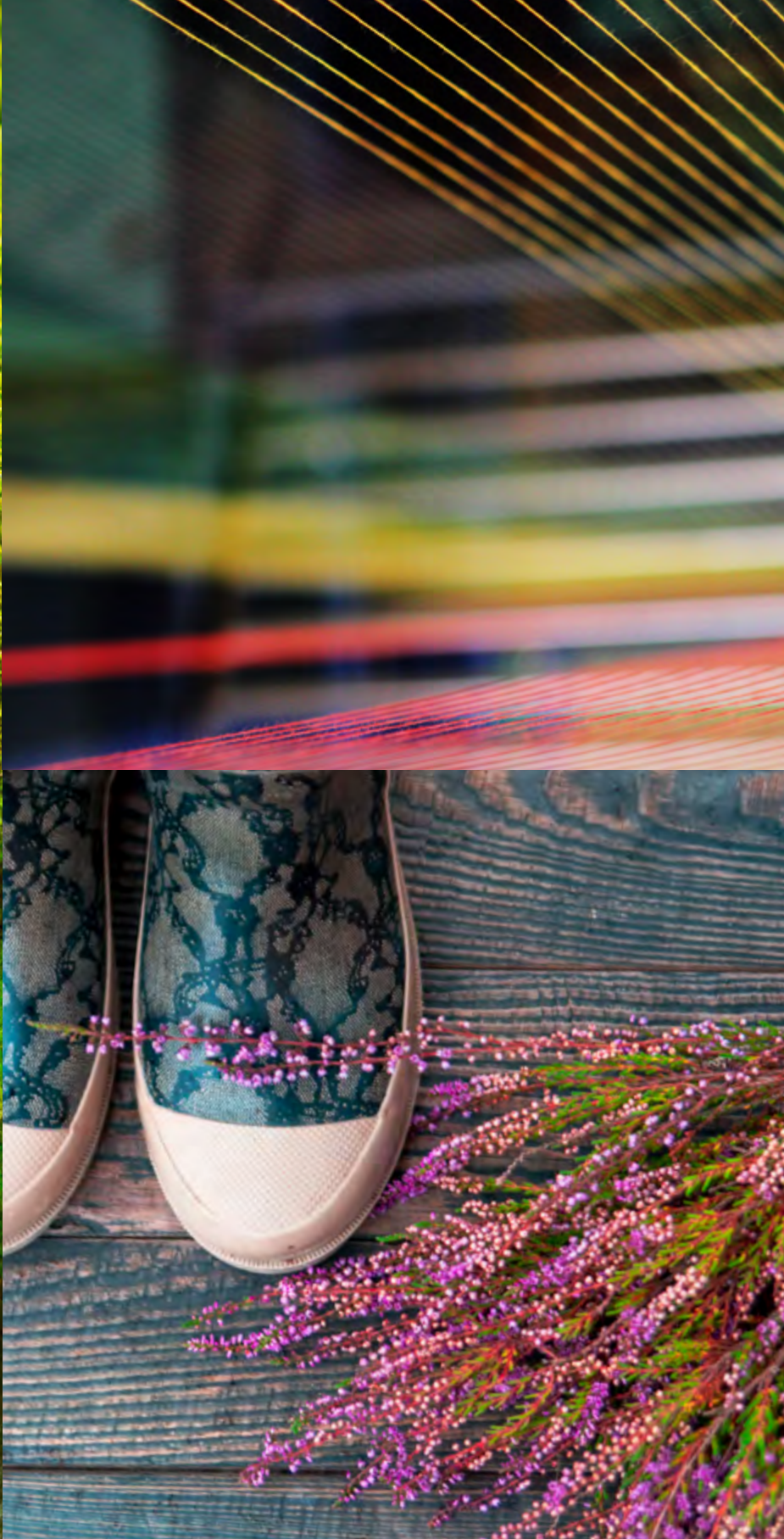
following spread). These scenarios encapsulate what sets us apart from others and underpin all our communication. We also hope to see these stories evolve independently outside of our control – as our products are used and blogged about, new, personal stories about Ekelund begin to emerge.



Bringing joy *to happy homes each day*

We create products which make people hanker for home and become a seamless part of their lives, during each day and on special occasions. Moreover, the Ekelund brand is underpinned by our philosophy on what a linen

cloth made from 100% natural materials or a high-quality woven tea towel bring to a home – that is, making every day a little more beautiful and joyful.



29

Production with care

All production takes place at our factory based in Horred. We import yarn, which is subsequently weaved, processed and made-up. Using cutting edge technology, our machinery is efficiently handled by our proud team of tradesmen.

We currently work with organically grown linen and cotton, but in the future we may even use biomass, vegetable fibre, wood, spruce, pine or birch-fibre.*

*Development project 2015.



Products which love to be used

Our products are developed with the aim of ending up in every home, which is why we focus on attractive designs which can withstand creasing, washing and stains. However, the weaved patterns endure and become more

beautiful with time. They can be used in the city, the country, apartments, houses or terraces, and you can take them to your summer house, family gatherings or your cousin's wedding.



Our source of
inspiration.

*Both today and
tomorrow.*



34

Graphical
identity



Logo

36

Typography and typeface

38

Tonality

40

Colours

42

Graphical identity

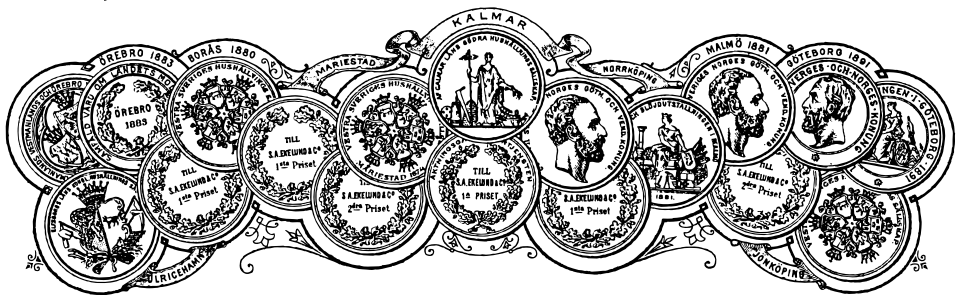
36

The Ekelund logo represents its heritage and features medals from the company's history. The word Ekelund is written in a classical serif typeface with the letter E emphasised and given a unique, more modern style.

LOGO

The inclusion of "Master weavers 1692" reinforces the history of the company. The logo underpins all communication from Ekelund.

Ekelund



MASTER WEAVERS 1692



MASTER WEAVERS 1692

38

TYPOGRAPHY AND TYPEFACE

The company's typography and typeface are intended to dovetail with and spark an intriguing contrast with the logo. Museo Sans 100 is a modern sans serif typeface which is effective alongside a traditional font, creating a more contemporary impression. It is used in headings and body copy, and is both clean and easy to read.

Baskerville Regular and Italic is a serif typeface intended to highlight and emphasise quotations and section

headings as well as anything else intended to be separated from surrounding content. The contrast between the modern and classical style reinforces the notion of Ekelund weaving together the past and the present.

Bodoni 72 Old Style Bold is used for figures, creating an elegant yet functional impression. A contemporary typeface which flirts with tradition and heritage.

A

Museo Sans 100

ABCDEFGHIJK abcdefghijk

Museo Sans 300

ABCDEFGHIJK abcdefghijk

Museo Sans 500

ABCDEFGHIJK abcdefghijk

Museo Sans 700

ABCDEFGHIJK abcdefghijk

39

A

Baskerville Regular

ABCDEFGHIJK abcdefghijk

Baskerville Regular

ABCDEFGHIJK abcdefghijk

3

Bodoni 72 Oldstyle Bold

I 2 3 4 5 6 7 8 9 0

40

EKELUND'S IMAGERY

The aim of using consistent imagery is to highlight and distinguish the brand. Distinctive and unique imagery enables the recipient to identify the communicator.

AN IMAGE FOR EVERY PURPOSE, DEPENDING ON THE CONTEXT

In order to adapt to the media used to communicate Ekelund's products (e.g. catalogues, online and store materials, among other key platforms) images are grouped according to the following: brand images, environmental images, user identity, made in Sweden and product images. Each group fulfils its purpose and can be used either collectively or independently.

1. Brand images

Iconic images which encapsulate Ekelund's core values; genuine, contemporary and sustainable. A few premium images which convey the essence of the brand, regardless of the season. A kitchen scenario is one example, with someone preparing dinner for two while waiting for their partner to return home. Combining contemporary décor with Ekelund products, the image conveys premium quality as well as the notion of longing for home.

2. Environmental images

Show the product in a specific environment. It is important that the product is not placed into the environment later, but always forms a natural part of the home environment. The products should be used, creased, spilled on and cherished!

3. User identity

Images from the everyday reality of our target audience. Images people can identify with and make the beholder want to live the life they depict. Products may feature in these images, but the situation and people are at the centre.

4. Collections

A set of products belonging to a certain collection or season are photographed in a group; dishcloths, hand towels or blankets, for example. The same light and tonality as for the product images.

5. Product images

When products need to be shown in close-up, glossy images are used which display collections in a detailed, integrated manner. In these images the product takes centre stage, although they must sometimes appear together with an image from one of the previous categories to convey the right Ekelund impression.

TONALITY



42

Comprising base and complementary shades, Ekelund's colour scheme is appealing and classical with a contemporary twist. Selected colours dovetail with pattern-rich,

colourful textiles from our collections. The objective is always to highlight and emphasise our products in line with the colours of the surrounding environment.

COLOURS

43



Light grey

Symbolises:
Scandinavian melancholy

Pantone: 429 U
Cmyk: 45/32/30/9
Rgb: 147/153/158



Dark grey

Symbolises:
contemporary and urbane

Pantone: 433 U
Cmyk: 60/50/44/36
Rgb: 92/92/97



Green-blue

Symbolises:
natural mysticism,
water and mist

Pantone: 5473 U
Cmyk: 68/42/41/25
Rgb: 83/107/115



Golden-brown

Symbolises:
proud tradition and authenticity

Pantone: 462 U
Cmyk: 44/47/60/39
Rgb: 124/101/54

Space for *individual reflections*



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