

BRAND EXPRESSION GUIDE





## INTRO

Time at home is precious. We want to help our consumers make it beautiful too.

At Twin Star Home® we know that making home the place that brings everyone together is paramount, and we feel honored to be part of that. So we design furniture that fits consumers' lives seamlessly, creating a space where inspiration strikes and memories are born.

In this guide, you'll find all the tools you need, from guidelines on copy to color palettes and photography styles. Everything you need to paint a picture of how beautiful life at home can be.

BRAND HISTORY

1996

Twin-Star International® is founded with the idea to make life at home more organized with stylish storage solutions for CDs, DVDs, and VHS Tapes.



2004

ClassicFlame® is born and our fireplaces become available at major retailers like The Home Depot and Lowe's.



2012

Twin-Star International® and ClassicFlame® continue innovating to make life easier with the introduction of infrared quartz heating for more comfortable, less drying heat. In the same year, we simplified home audio solutions with our TV stand with an electric fireplace and speakers.



2014

Twin-Star International® acquires Bell'O® - a leader in home Audio/Visual furniture.



2017

Twin-Star International® launches new Growth Strategy and expands innovation and design with new multi-functional furniture collections. Proprietary Consumer Intelligence Platform developed & launched.



2019

Invested in new ERP system. Added Asian offices in Vietnam & Malaysia. Twin Star Home® innovation recognized with Ashford and Hamilton collections selected as finalists for the prestigious International Society of Furniture Designers (ISFD) Pinnacle Awards.



2021

Twin Star Home® acquires Classic Accessories® in June, a market leading provider of products that protect and enhance outdoor living and leisure, including covers for patio and garden furnishings, cushions, and accessories. Five-star consumer reviews exceed 200,000.

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2003

Twin-Star International® introduces its first Electric Fireplace to the market.



2007

Twin-Star International® and ClassicFlame® create TV stands with integrated electric fireplaces to make life at home easier.



2013

Safer Plug® is created to keep your family safe at home with technology that monitors plug temperature and shuts off the unit if it gets too hot.



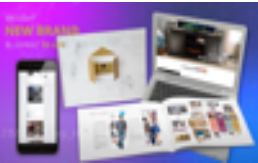
2016

Z Capital acquires Twin-Star International®



2018

In an inspiring metamorphosis Twin Star Home® debuts as a home furnishings brand and maker of consumer-focused home furnishings and electric fireplaces. New website, rebranded social media platforms, and key new product innovation launched in remodeled Showrooms. Robust e-commerce infrastructure deployed.



2020

Twin Star Home® acquires TK Classics™, in January, a leading designer and manufacturer of design-rich outdoor furniture. Consolidated Company. Five-star consumer reviews exceed 75,000.

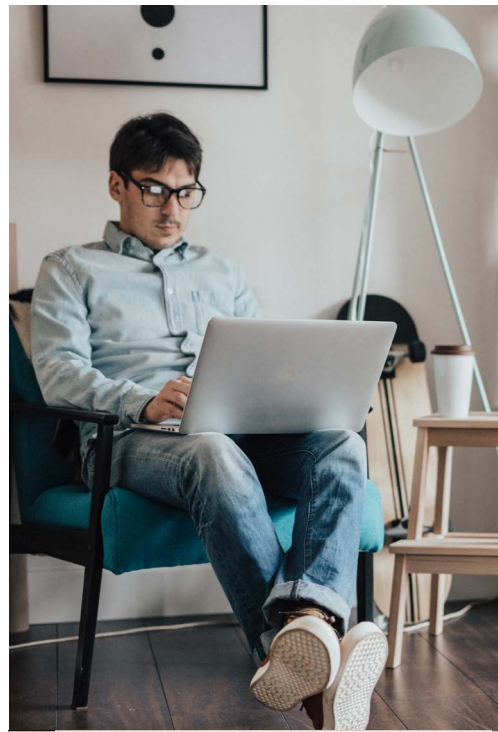


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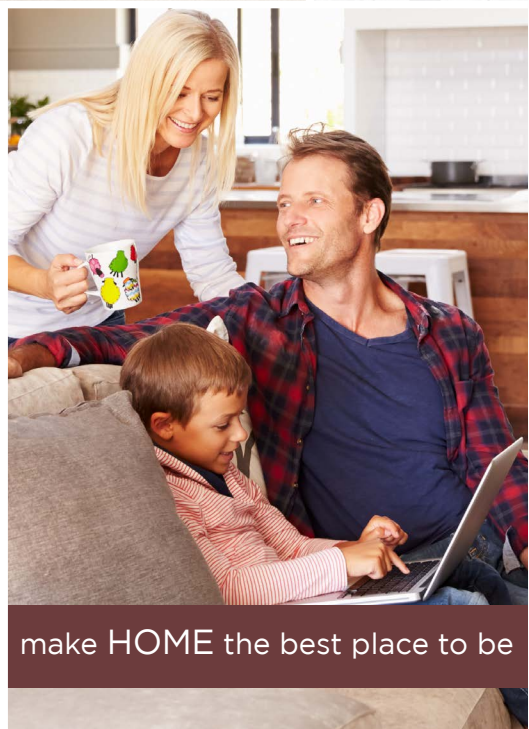
STYLE that entertains



HOME is not a place – it's a feeling



get COMFORTABLE anywhere



make HOME the best place to be

## BRAND POSITIONING

Furniture touches everyone's lives.

We believe the home is one of the most sacred places, where everything is more personal, and where memories are made. As the lines between indoors and outdoors blur, we have a vision of home that encompasses all the spaces that make our life at home as beautiful as we can imagine. Our focus is on creating design-rich home furnishings that offer innovation that matters to consumers and enhances not only their environment and aesthetics but also the way they live.

When our consumers are designing the space they live in, they don't need to work around their furniture – they need furniture that works for them. And that's what Twin Star Home is driven by – creating inspiring furniture that fits their lives by remaining a company that listens.



BRAND IDENTITY MODEL

BRAND POSITIONING STATEMENT

To design-conscious consumers who don't sacrifice style for function, the Twin Star Home® brand is the standard for solutions that elevate style and help them make the most of every room at home. So consumers can spend more time living life instead of organizing it, because life should be as beautiful as you imagine it.

PERSONIFICATION

That friend who is driven to provide a space that fosters togetherness. She/he is someone who others look to because she/he makes style look easy and fun and has a knack for creating the perfect space. (That friend you want to hate because they have such great style, but they're just too much fun so you love them instead!)

TRAITS

(TWIN STAR HOME PRODUCTS ARE)  
Stylish / Inviting / Warm / Approachable

VALUES

(TWIN STAR HOME BRAND BELIEVES)  
Open to New Ideas / Fostering Creativity / Comfortable Form and Function / Home is Sacred / Making Life Simple

ESSENCE Design that fits your life







## ABOUT OUR TARGET

**I am...** comfortable with myself and happy.

**I don't...** play by someone else's rules – and I know what I like.

**I define...** success for myself.

**I must...** express my creativity to be fulfilled. Creating a comfortable home is my favorite way to do that.

**I feel like...** design can be the framework through which dreams take shape.

BRAND TONE & VOICE

Tone

The Twin Star Home® tone is approachable in a simple yet inspiring way. The copy is inspiring, clever, and down to earth.

The Twin Star Home® brand voice is like a trusted friend who will be a voice of honest reason AND help you when the pressure is on. It offers the reassurance that consumers can become the tastemakers who friends look to for style and design that delights - and reminds them that beautiful furniture is a reward they’ve earned.

Key Qualities

OPTIMISTIC	INSPIRATIONAL	CLEVER
e.g. A new piece of furniture that makes life easier is just the kind of little reward you’ve earned. Because you know that every day has the potential to be amazing and that with the right attitude, there’s nothing your family can’t achieve.	e.g. Home is where life happens – so you want to make it the best it can be. Whether you’re cozied up in front of your TV stand with electric fireplace to watch a movie, enjoying sun-dappled days on a sectional on your patio, or crafting with the kids at an adjustable height desk, you want furniture that makes your home beautiful while it brings everyone together. Because home is where memories are made.	e.g. You’ve always been one to blaze your own path, so you decide where furniture meets your needs best. An open bookcase with a closed bottom cabinet may be the most functional entryway piece you’ve seen. The cabinet hides shoes and multi-level storage means everyone can have their own shelf to park their launch pad necessities. And you’re the visionary that saw that potential.



WE ARE	WE ARE NOT
Stylish	Dated
Expressive	Ordinary
Engaging	Pretentious
Helpful	Technical
Flexible	Fake
Creative	Rigid
Authentic	Sedentary
	Formal

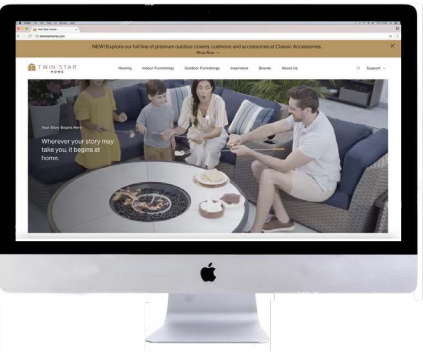
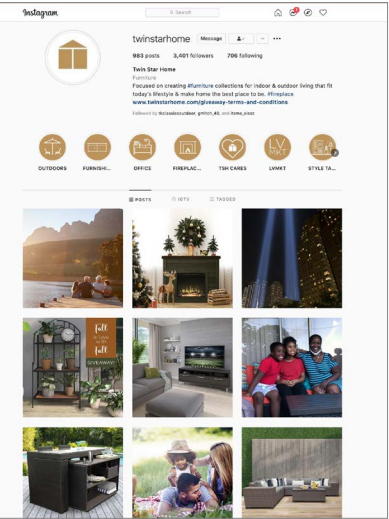
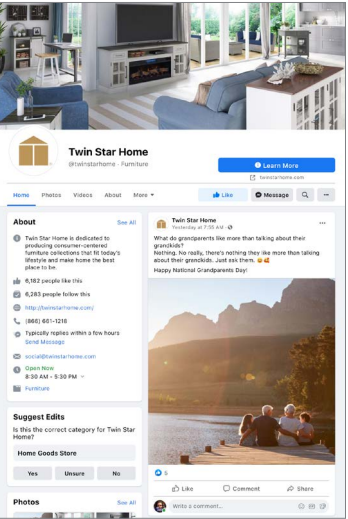


COPY EXAMPLES

- Home is not a place – it’s a feeling
- Make home the best place to be
- Design for All, Design that makes life better, Design for the Life You Deserve
- Bound only by the imagination
- My home is my canvas for expressing myself
- Make Life More Rewarding
- Channel Your Inner Style
- Style that entertains
- Elevate Your Working Style
- Creating the Right Moods
- Affordable. Accessible. Easy to Assemble.
- Click it. Build it. Love it.
- Home is where life happens

CREATIVE EXAMPLES

- Furniture that will fit your life from a company that listens
- Furniture that suits you. Don’t conform to your furniture.
- Don’t work around your furniture. Make your furniture work for you.
- Home of your dreams
- Get comfortable anywhere
- See yourself in your décor
- Your happy place
- Design can be the foundation that nurtures their dreams and creates the right atmosphere.
- Treasure
- Reward
- Delight







## MISSION STATEMENT

Twin Star Home® brings **warmth, beauty, and function** into consumers' homes through **innovative, design-rich fireplaces and home furnishings**. We start and end everything with a **consumer lens**, and **un-locking value** and **driving growth** is at our core, so that we make a **positive impact** on all of our constituents' lives.