

ClassicFlame® 

BRAND EXPRESSION GUIDE



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Fire is the spark – the most basic need that sustains and drives life forward. It's light. It's warmth. It's community. We've traveled a long way from that first caveside fire, but we still feel its pull. At ClassicFlame® we want to help you bring that instinctual connection to your home, because we believe that gathering everyone together is important. ClassicFlame makes using your electric fireplace an irresistible experience. Because home is not a place, it's a feeling.

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 tell a compelling story that sparks an interest in ClassicFlame®.





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.



2003

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



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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 integrated speakers.



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

Safer Sensor™ is created to improve safety at home with sensors that automatically alert you and shut off the electric fireplaces if the front heat output is blocked.

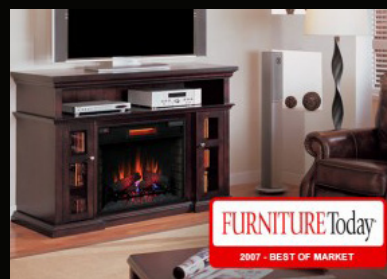


THE MOST REALISTIC FLAMES. EVER. Patent pending 3D Flame® effect technology features realistic flames that dance on and behind the logs, including five adjustable color, brightness and speed settings.



2004

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



2007

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



2012

We secure the #1 position in the electric fireplace market.



2018

ClassicFlame gets a new look with its featured role in Twin Star Home's™ newly redesigned furniture collections.

ClassicFlame continues to lead in innovation with the introduction of its PanoGlow™ line of products.

PANOGL  **OW**

TM

2019

ClassicFlame "rekindles our flame" with a newly redesigned logo. Our commitment to innovation and our market leadership are as strong as ever.

ClassicFlame 



creating the right **MOODS**

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bringing back the **WARMTH**



BRAND POSITIONING

We believe in warming your home and your heart with family and friends, since home is the place where dreams begin. What makes being at home rewarding is the people we gather with, so we want to make a space everyone is drawn to.

We know an important part of that is peace of mind, which is why ClassicFlame® leads the way in innovations that work to keep your family safe, like patent pending SaferPlug® and SaferSensor™ fire prevention technologies. And, we know that protective instinct extends to the planet as well, so products from ClassicFlame are designed to help you conserve energy.

Our products help you create a home that is a comfortable, safe haven from everyday life. ClassicFlame® makes sharing those special moments with family and friends an irresistible experience. Unwind and cozy up with those you care for most with a warming, calming electric fireplace.

BRAND IDENTITY MODEL

BRAND POSITIONING STATEMENT

To families with rich and busy lives, the ClassicFlame® brand is the source for style and warmth that helps families make the most of time together because everyday moments are short, but memories are forever.

PERSONIFICATION

That friend who is always ready to entertain. Whether she's had minutes or weeks to plan, you know fun times are ahead. Every time you go over, she/he welcomes you with a drink and an ear to listen. They love spending time with family and friends and prioritize keeping those bonds strong.

VALUES

ClassicFlame® Brand Believes In:

Making a Welcoming Home | Enhancing Personal Well-being
Creating Warmth that Brings People Together | Being Family-centered
Always Innovating | Offering Peace of Mind

TRAITS

ClassicFlame® Products Are:

ENDURING | WARM | INVITING | SPIRITED | SAFE

ESSENCE

Style that warms your home





ABOUT OUR TARGET

I AM... good at making people comfortable in my home.

I DON'T... believe that having a close and happy family happens by accident.

I DEFINE... success as feeling happy and fulfilled, surrounded by loved ones.

I MUST... spend time with family because those bonds are the most important.

I CARE... using products that are safe for my family and kind to the environment is important.

DESIGN HAS... the power to create an atmosphere that can change your mood.

BRAND GOALS

WHAT PROBLEM DOES OUR BRAND SOLVE?

Making any room more inviting by adding warmth and ambiance.

Keeping the room warm enough to enjoy comfortably, and improving an uninviting space.

WHAT IS THE JOB TO BE DONE?

Enhancing the time my family spends together.

Making a home that is the place where everyone wants to hang out.

KEY QUALITIES

BARRIERS	FUNCTIONAL GOAL	EMOTIONAL GOAL	SOCIAL GOAL
Making time for everyone to be together and finding economical ways to make our home the cozy place where they all want to hang out.	Helping warm our home up while saving money with supplemental zone heating.	Making a warm, cozy and safe home is a big part of the life I always dreamt of.	I want our family to be the one everyone envies just a little and I want to host more parties and dinners because I just love entertaining.



BRAND TONE & VOICE

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The ClassicFlame® tone is approachable, like the new friend who is destined to become your closest confidant. The copy makes you feel comfortable, like you've been invited into the space that fits you perfectly. The ClassicFlame brand voice is like a down-to-earth friend who helps you stay grounded and gives you the best advice. She's confident and inspiring and makes you feel like you're already the person you want to become.

KEY QUALITIES

PERSONAL	COMFORTING	INSPIRATIONAL	DELIGHTFUL
Instead of going your separate ways after work and school, bring everyone together again for a relaxing night in front of this glowing electric fireplace. It's important to make time for family because supporting one another is the most important thing of all.	There's nothing like the soothing warmth of an electric fireplace and the calming effects of a glowing flame to sweep away the stress of a long day. When life gets hectic, unwind and recharge so you have the energy to conquer another task.	Reward yourself when you turn your room into a personal retreat by adding a PanoGlow(TM) electric fireplace. When you lose yourself in the sweeping view of mesmerizing 3D Flame® Effects, it will bring a smile to your face.	Delight may be the best word for how you feel when you witness your friends' reactions to your new PanoGlow™ electric fireplace. Once they get a glimpse of the entrancing three-sided display and watch the colorful, dancing flames, you know they'll be going home to decide when they'll get theirs.

ClassicFlame®

WE ARE

WELCOMING

WARM

INVITING

FAMILY-CENTERED

GENUINE

ENGAGING

APPROACHABLE

INTUITIVE

WE ARE NOT

NEGATIVE

DATED

RUN-OF-THE-MILL

EXCLUSIVE

FAKE

SNOOTY

COLD

TRIVIAL

CLASSICFLAME® BRAND TARGET VISUALS

Show photo examples with descriptions.

People should feel real and down to earth. No fashion models.

No fancy hairstyles, excessive make up, flashy accessories.

Feature home and scenes with people living their lives, enjoying life.

Candid, never posed or stiff.

Lighting is key and should be warm, inviting. Highlight finishes and color so consumers can imagine the products in their homes. Use a mix of ethnicities.

Feature products in a variety of settings to showcase multi-function where appropriate.

Real environments with a dose of inspiration (I want to do that!
I CAN do that!)



TAGLINE USAGE AND COPY EXAMPLES

Treasure

Reward

Delight

Home is where the spark begins.... Where will it lead?

You provide the spark – where will it lead them?

The spark that lights your creative fire

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Create a home where memories are made

Create the space for inspiration and relaxation

Where inspiration strikes and memories are born

Cozy up to this little number

Make life more rewarding

We believe in innovative technology, ambient flame effects and cozy, comfortable warmth

Innovation that makes life better

Designed for the Good Life

Innovative, customizable and realistic electric fireplaces bring warmth and ambiance into the home whenever you need it, in a room big or small.

ClassicFlame® delivers money saving electric fireplaces for all spaces, large or small, and offers customizable effects to set the mood in every season.

We believe personal well being is one of the hallmarks of a healthy life. Hardworking people often take care of everyone else without taking time for themselves. Unwind with your favorite drink and share your comfort zone with those you care for most, with a warming, calming electric fireplace. Share those special moments with family and friends at home.

Keep my family safe and happy.

Create a place to relax and stay grounded

Down to earth and generous

Essential

Authentic, Approachable, Warm, Inviting

