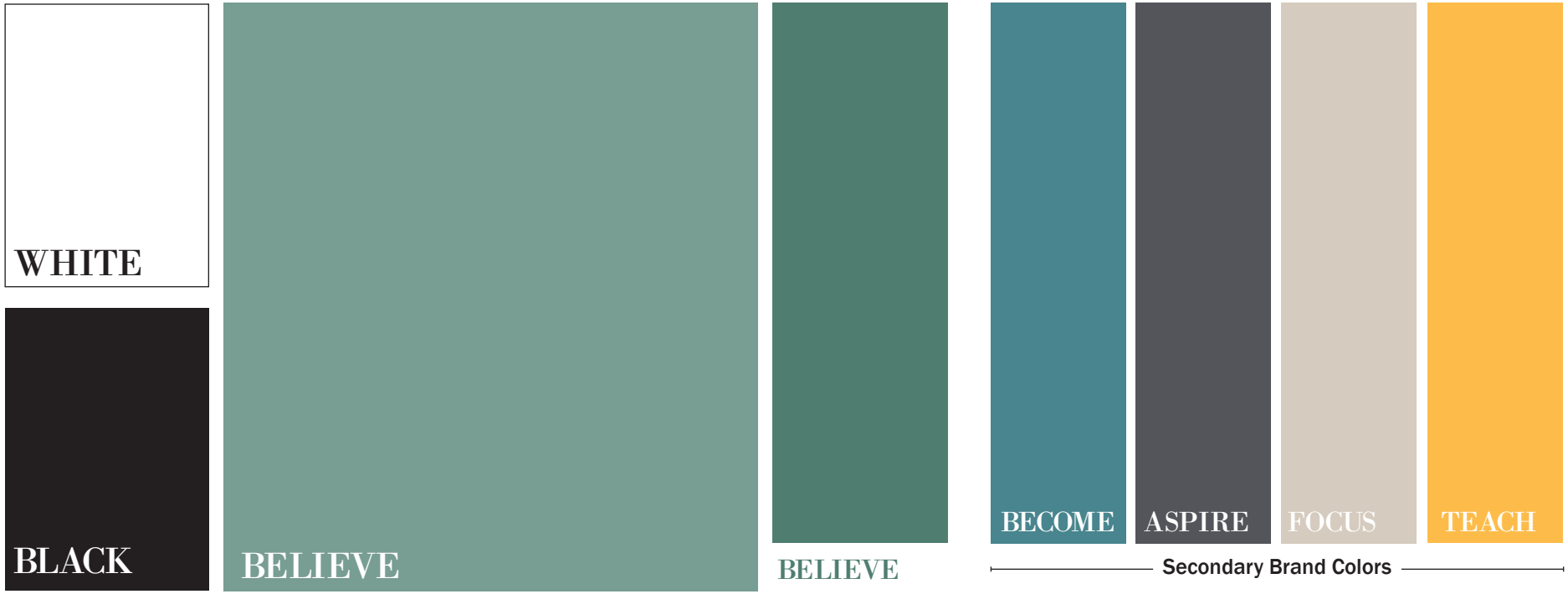
FEIZY

STYLE GUIDE

COLOR



	PMS	C	M	Y	K	R	G	B	Hex
	624C	48	8	34	20	120	159	144	789F90
	625C	64	16	45	30	80	127	112	507F70
	5483C	65	11	25	27	79	134	142	4F868E
	Cool Grey 11C	44	34	22	77	83	86	90	53565A
	7534C	5	5	15	8	209	204	189	D1CCBD
	143C	0	35	87	0	247	179	52	F7B334

TYPOGRAPHY

BODONI 72

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(){}|[]\;′,./:″<>?

Bodoni should only be used for headlines, collection names and labels. Please typeset all instances of Bodoni in all caps. Kern Optically.

FRANKLIN GOTHIC URW - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}|[]\;',./:"<>?

Franklin Gothic URW Book Italic
Franklin Gothic URW Medium
Franklin Gothic URW Demi
Franklin Gothic URW Demi Italic

Franklin Gothic should be used as body copy. Please be mindful when using different weights of Franklin Gothic. Sentence case should be used when using full sentences. Please capitalize proper nouns.

TYPOGRAPHY

ADOLPHUS

headline is set in all caps
color is set to black

The Adolphus Collection pays homage to the ancient art of rug weaving. Classic Oushak patterns create a sophisticated richness. With beautiful palettes, each design is woven from the finest hand-spun, vegetable-dyed wool. The variety of colors allows for maximum versatility when choosing a rug as an addition to already existing home furnishings and décor schemes.

copy is set in sentence case
set in supporting gray color

Construction	Hand Knotted		
Fiber Content	Wool		
Country of Origin	Made in Pakistan		
Pile Height	0.8 inches		
Available Sizes	2' x 3'	7'9" x 9'9"	11'6" x 17'6"
	3' x 5'	8'6" x 11'6"	2'6" x 8' Runner
	4' x 6'	9'6" x 13'6"	2'6" x 10' Runner
	5'6" x 8'6"	11'6" x 15'	2'6" x 12' Runner

webmake copy is set to a smaller font size. Important details are accentuated with the main text color.

SAMPLES

ADOLPHUS

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SAMPLES

LAS VEGAS
MARKET
C399
FEIZY

THE
BIG REVEAL
THE 2017 HAUTE TRENDS COLLECTION
LAS VEGAS
MARKET
07/31 - 08/04
FEIZY SHOWROOM
C399
FEIZY

LOGO

The company name ‘Feizy' and ‘Feizy Rugs' can be used interchangably when refering to the company. When referring to the company's association with non-rug product, please use the company name ‘Feizy'. ‘Feizy Import and Export Co., Ltd' should only be used in legal documents. Under no circumstances should ‘Feizy Carpets' be used.

new logo

FEIZY

new logo + existing tagline

FEIZY

— knot the ordinary™ rug company —

new logo + new tagline

FEIZY

New Tagline Coming Soon

Please do not typeset the Feizy logo. Use the .eps file exclusively.

LOGO TREATMENTS

FEIZY

FEIZY

A logo can be placed on top of a white box, black box, or an image.
Please add a drop shadow to increase legibility of our logo (see bottom right example) when appropriate.

LOGO TREATMENTS & SPACING

No design assets or copy should be placed right beside or on top of the Feizy logo.
The only copy below our logo should be our website or showroom locations.
The website can only be listed as 'feizy.com', not 'www.feizy.com'. Its 2016, 'www' is implied.

Right align type underneath the Feizy logo to the base of the ‘Y' character

The Feizy Logo can be displayed vertically where appropriate. Each letterform is centered.
Please use the .eps version of this logo, do not typeset yourself.

LOGO TREATMENTS & SPACING

What not to do:

Do not create logos for different departments.

Do not place type directly on top of the Feizy logo. Use the spacing guide.
Do not use unapproved colors.

Do not right align type to the end of the ‘Y' character in the Feizy logo.

Do not put type to the left of the Feizy logo.
Do no tuse unapproved colors

CONTENT TREATMENTS

In order to present our content in a consistent manner, please follow the following rules:

PRODUCT SIZES:

2'3" x 4'	2’3” x 4’0”	please use a double hashmark, not two single hash marks next to each other. Do not use apostrophes.
5' x 7'	5'0" x 7'0"	do not put 0", keep it simple with the foot measurement only.
5'6" x 8'6"	5' 6" x 8' 6"	do not add an extra space after the foot measurement.
5' x 8'	5'x8'	please use spaces.
9'9" x 13'9"	9'-9" x 13'-9"	do not use hyphens in between the foot measurement and the inch measurement.
10' x 12'	10' X 12'	do not use capital X's.

Please follow this order when listing product sizes:
Standard (Rectangular)
Round
Runner
Square

STROKES:

Use a 0.25 line stroke to break up information within one category.

Use a 0.50 line stroke to break up different categories.

Keep all strokes in Cool Gray 11C.

CALL-OUTS

Rug featured is from the Noor collection.

View the entire collection on page 6

call out is placed on 40% opaque black square with 1 pt white stroke around it

BREAD CRUMBS

AREA RUGS / MACHINE MADE / SAPHIR OBZEET

Bread crumbs are a way-finding tool in the catalog and on the website. Only the current category or product page should be in the Believe text color, the rest needs to be 50% black. Separate the back slash with a space before and after.

COPYRIGHTS

Inspired by the paintings of Mark Chadwick

Use this copyright copy when featuring Brixton 3601F in Cobalt on the website, minibooks and in the catalog.

Inspired by the paintings of Tobias Tovera

Use this copyright copy when featuring Brixton 3602F in Atlantic and Bleecker 3602F in Slate on the website, mini-books and in the catalog.

poetic wanderlust®
designed by tracy porter

The Tracy Porter Poetic Wanderlust must be used in conjunction with Tracy Porter and Feizy products. See below for list:

- Vardo
- Vivendi
- Coronado
- Rumi