EGR DECOR

Premium Cabinetry Design Solutions
For Indoor & Outdoor

Brand Guidelines 2025

v23-27082025



INTRO

Welcome to our brand's core, where vision and values meet.
This guide provides the tools to ensure consistency and inspire creativity. Use it to represent our identity with clarity and style, creating a cohesive and engaging brand experience.

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Brand Introduction



About EGR

Drawing on a rich diverse heritage of more than 50 years in design, manufacture and marketing of leading edge products for Australian and international markets, EGR offers designers, fabricators and homeowners a stunning collection of wall and cabinet materials.

Personality that reflects reliability, innovation, and sophistication, this is reflected in the high-quality nature of our products and appeals to the professionalism of our audience.

Brand Voice & Personality

Architects, Designers, & Specifiers

Personality:

Practical & Reliable - Highlight the design flexibility and aesthetic possibilities of the products.

Sophisticated & Refined - Emphasise the high-quality materials and elegant finishes.

Forward-Thinking - Position the products as cutting-edge solutions for contemporary design.

Voice:

Elegant & Evocative - Use descriptive language that evokes emotion and inspires creativity.

Authoritative & Informative - Provide detailed specifications and technical information.

Collaborative & Supportive - Emphasise the value of partnership and shared success.

Brand Voice & Personality

Cabinet Makers

Personality:

Practical & Reliable - Focus on the ease of use and durability of the products.

Craftsmanship-Focused - Emphasise the quality and precision of the products, highlighting their suitability for high-end cabinetry.

Solution-Oriented - Position the products as problem-solvers for common cabinet-making challenges.

Voice:

Clear & Concise - Use straightforward language, avoiding jargon.

Confident & Assured - Project an image of expertise and reliability.

Friendly & Approachable - Build rapport and establish a trusting relationship.

Brand Tone

StyleLite®

Luxury, Expressive, Authoritative

StyleLite is the perfect material to create luxury kitchen and bathroom storage, bespoke furniture, and feature panels.

TruNatur

New, Innovative, Natural

TruNatur brings nature inside with TruColor technology- an advanced multilayer UV barrier technology.

StyleLex®

Unique, Creativity, Competent

StyleLex is a flexible system to fabricate beautiful cabinetry and kitchen doors for covered outdoor areas.

Brand Logos

Brand logos

EGR Decor logo

"EGR" is written in **PUMP Regular Font** with "Decor" underneath in **Poppins Font.**

Various kerning has been applied to aesthetically space the letters within an almost square (ratio 1:1.2) shaped logo.



Brand logos

EGR Decor logo with tadg line

"EGR" is written in **PUMP Regular Font** with "Decor" underneath in **Poppins Font**.

Poppins light is used for headings.

EGR
DECOR

Premium Cabinetry Design Solutions
For Indoor & Outdoor

Brand logos

StyleLite, TruNatur & StyleLex

All logos use the same font.

They are primarily used in **Black and White**.

* Stands for a registered trademark "®" could be taken off depends on the size of the logo.

StyleLite®

TruNatur

StyleLex®

Brand logos with by EGR Decor

StyleLite, TruNatur & StyleLex

All logos use the same font.

They are primarily used in **Black and White**.

* Stands for a registered trademark "®" could be taken off depends on the size of the logo.

StyleLite® by EGR DECOR

TruNatur by EGR DECOR

StyleLex® by EGR DECOR

Brand logos with tag lines & by EGR Decor

StyleLite, TruNatur & StyleLex

Poppins regural is used for headings. The size goes with the logo.

* Stands for a registered trademark “®” could be taken off depends on the size of the logo.

StyleLite® by EGR DECOR

Superior Gloss & Matte Indoor Cabinetry

TruNatur by EGR DECOR

Premium Woodgrain Indoor Cabinetry

StyleLex® by EGR DECOR

Luxury Outdoor & Wet Areas Cabinetry

Brand logos with tag lines

StyleLite, TruNatur & StyleLex

Poppins medium is used for headings. The size goes with the logo.

* Stands for a registered trademark “®” could be taken off depends on the size of the logo.

StyleLite®

Superior Gloss & Matte Indoor Cabinetry

TruNatur

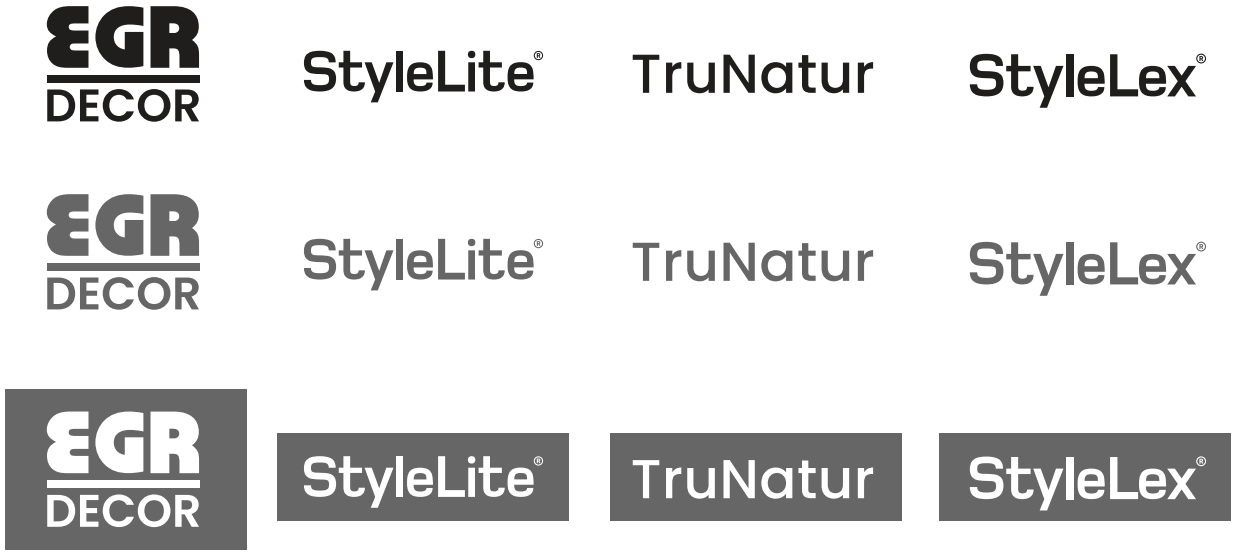
Premium Woodgrain Indoor Cabinetry

StyleLex®

Luxury Outdoor & Wet Areas Cabinetry

Logos in colours

Logos in colours **Black, Grey and White.**



Logo position

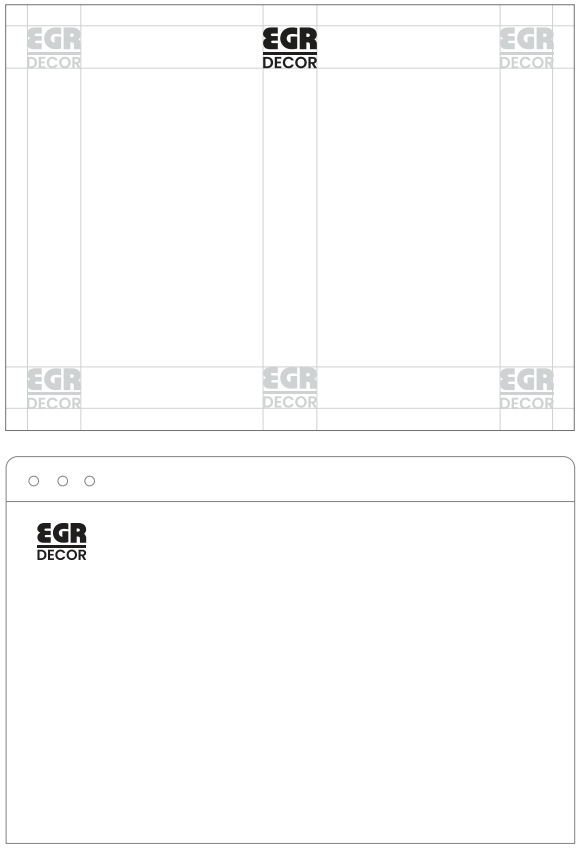
EGR Decor, StyleLite, TruNatur & StyleLex logos

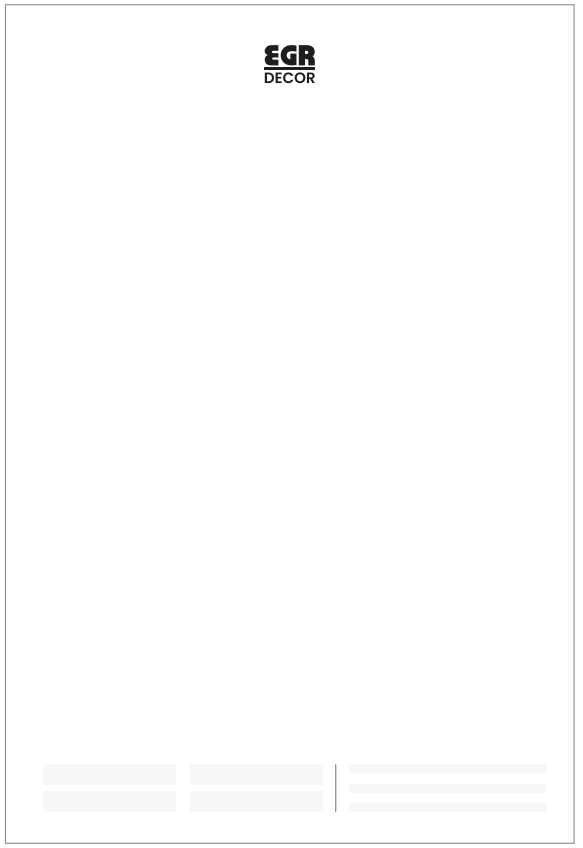
Minimum Size

There is no maximum size, but the logo should always be large enough to be seen clearly.

Maximum Size

There is no maximum size.

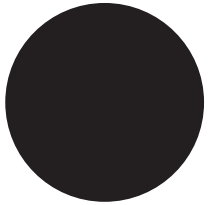
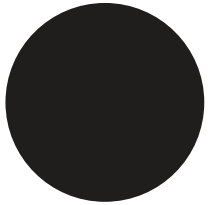
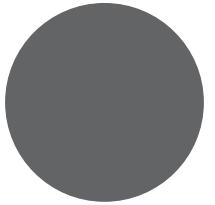
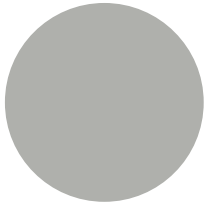




Graphic Elements

Brand colours

Brand colours are from our products, they are **Black, Carbon, Charcoal, Dove, Cottonseed, Offwhite and White.**
These colours should be used consistently throughout all of our videos, web and print media.

Black	EGR black Carbon	EGR grey 1 Charcoal	EGR grey 2 Dove	EGR grey 3 Cottonseed	EGR Offwhite	White
						
CMYK 0 0 0 100 RGB 0 0 0 #000000	CMYK 70 67 64 74 RGB 34 31 32 #211F1F	CMYK 61 53 50 21 RGB 99 101 102 #636566	CMYK 33 25 29 0 RGB 176 176 172 #B0B0AC	CMYK 5 5 8 0 RGB 238 236 230 #EEECE6	CMYK 3 2 2 0 RGB 244 244 244 #F4F4F4	CMYK 0 0 0 0 RGB 255 255 255 #FFFFFF

Brand fonts

The primary font is:

Poppins

This font has been carefully chosen to reflect our brand identity and should be used primarily for headlines, big text sizes and some select content.

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Poppins Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Poppins Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Poppins Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Brand fonts

The secondry font is:

Optima

This font has been carefully chosen to improve our brand image. It works best for body text and smaller sizes to keep our materials clear and consistent.

Optima Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Optima Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Optima Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Logo on photographs

Avoid placing the logo in low contrast areas or in busy backgrounds.





Logo on photographs





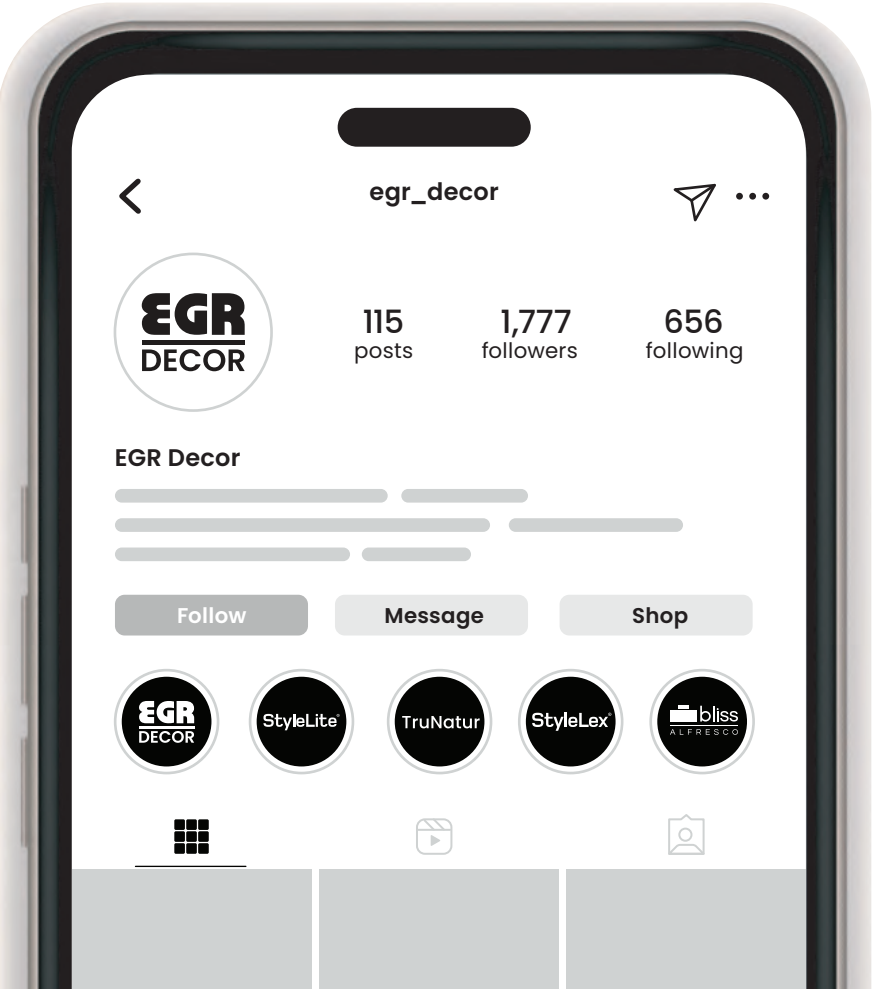
Logo On Photographs



Social Media

Profile Picture

The logo can be used as a profile picture across various social media platforms, including Instagram and Facebook.

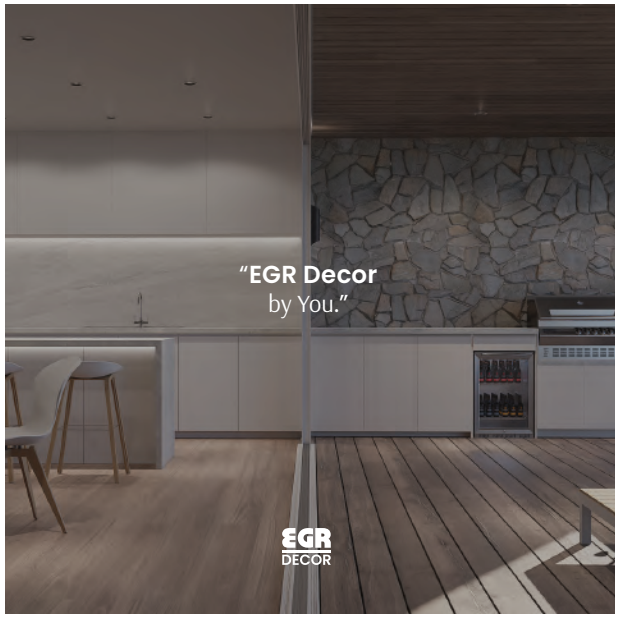


Social Media Posts

When the background doesn't provide enough contrast for the brand logo, can add a black overlay to make the logo more recognizable.

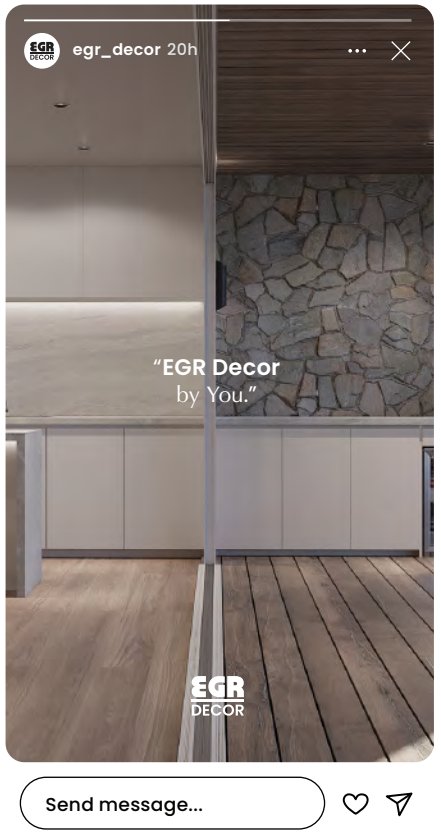


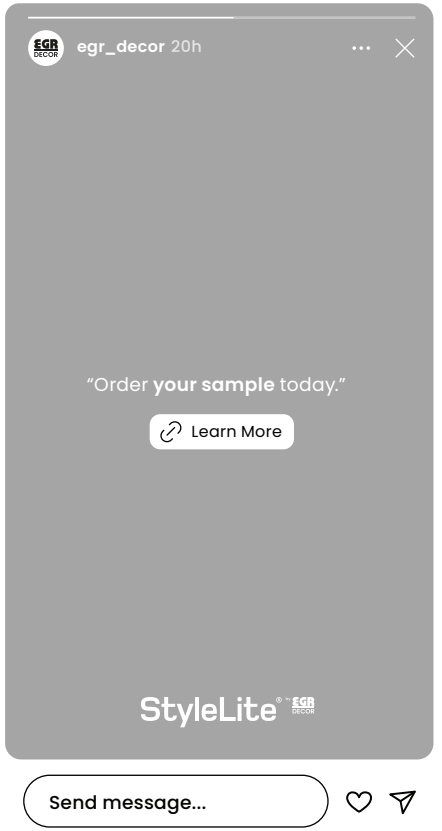


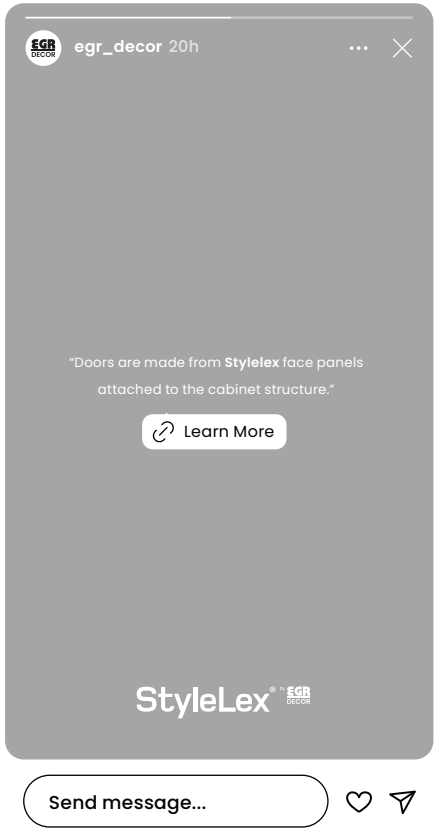


Social Media Posts

When the background doesn't provide enough contrast for the brand logo, can add a black overlay to make the logo more recognizable.







Email Guides

Subject:

Font - Verdana 14px Bold

Text:

Font - Verdana 11px Regural

Line Height:

2px

Link Button:

Font - Verdana 12px Regural

Background Color - Black

Corner Dadius - 25

Inner Vertical Padding - 10px

Inner Horizontal Padding - 25px

Footer:

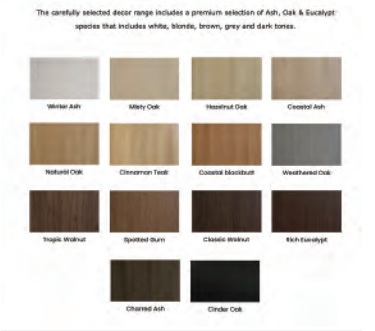
EGR Decor Logo

Facebook, Instagram, Linkedin account link

Brisbane Showroom

Melbourne Showroom

Office Location





Website Guides

Color:

Black, Offwhite, White

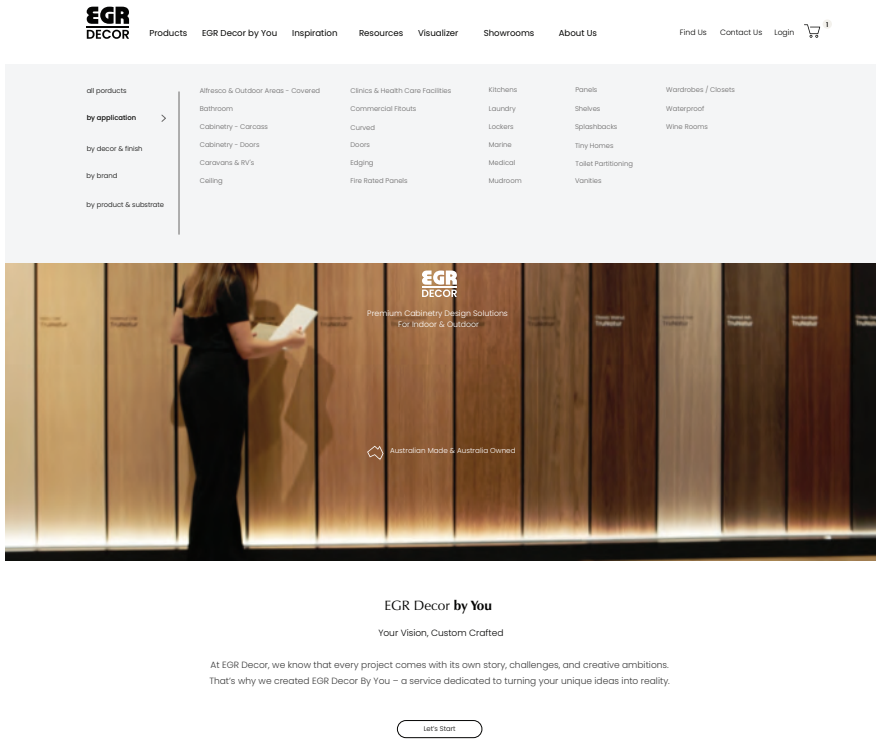
Follow EGR Decor Branding Guidelins Page 18

Font:

Poppins Light, Regural, *Italic*, **Medium**, ***Medium Italic***, **SemiBold**

Optima Regural, *Italic*, **Bold**, ***Bold Italic***

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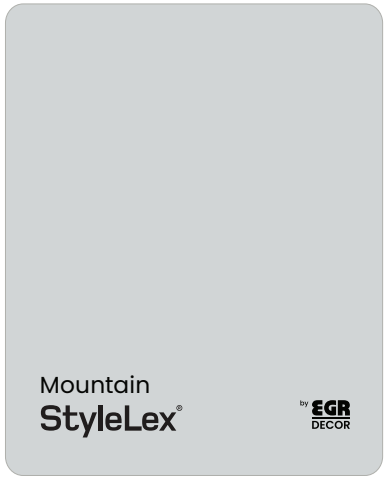


Brand Application

Usage On Samples

Texts on sample swatches must be written in **Poppins**.
Different kinds of finishes, like TruMatte and TruGloss, must be written in *Poppins Italic*.

The artwork must be the same size and ratio on the sample chip and folder sample.





100 x 80 mm sample chip



180 x 70 mm folder sample

Usage On Samples

Texts on sample swatches must be written in **Poppins**.
Different kinds of finishes, like TruMatte and TruGloss, must be written in *Poppins Italic*.

The “by EGR Decor” logo on the A5 sample should be 1.5% bigger than the size as the StyleLite, StyleLex, or TruNatur logo on the left side, slightly larger than the logos on the sample chip and folder samples.

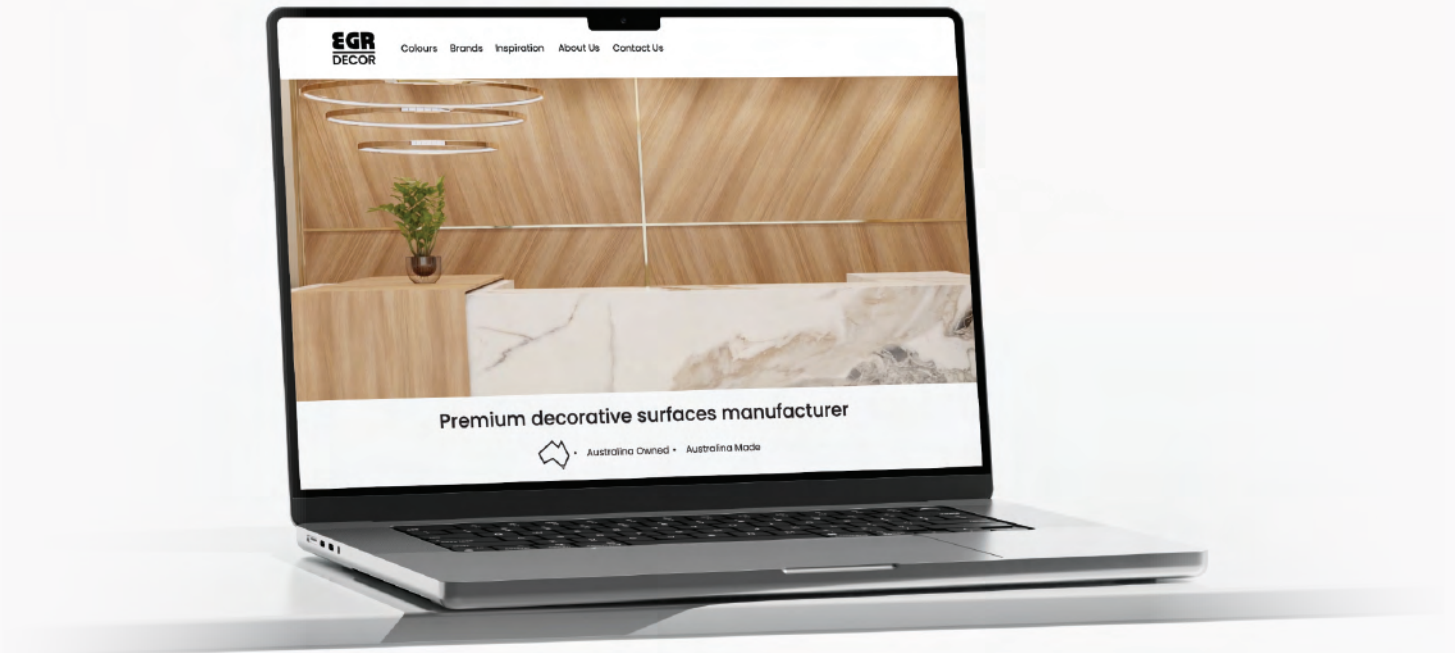


A3 sample



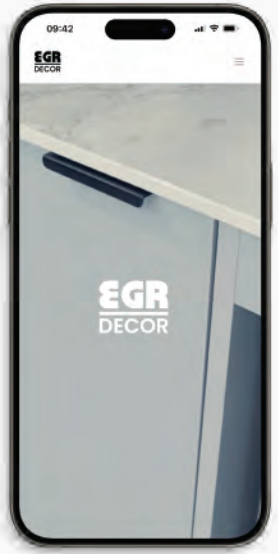
A5 sample

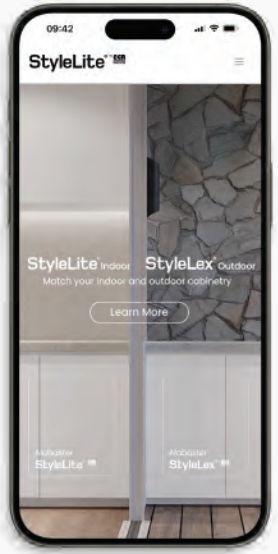
EGR Decor



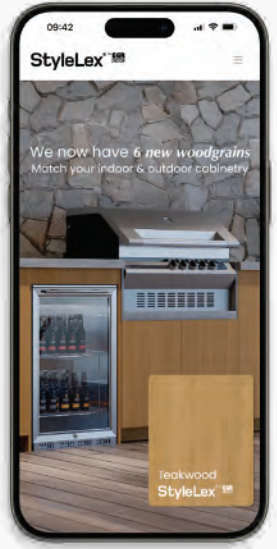
Desktop Website

EGR Decor









Mobile Website

EGR Decor



Business Card

EGR Decor



Sample Board



EGR Decor

Combination with Costal Ash & Shell TruMatte

EGR Decor



All Sample Sizes

EGR DECOR

Premium Cabinetry Design Solutions
For Indoor & Outdoor

Brand Guidelines 2025

For more information on EGR Decor marketing and/or visual brand,
please contact EGR Decor directly.

v23-27082025

Office
45 Machinery St Darra QLD 4076

Website
egrdecor.com.au

Email
info@egrdecor.com.au