

**FINAL
BRAND DOC**
for

Primoé

Where Elegance Meets Sustainability



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- Define the Brand Personality & Tone of Voice

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- Typography
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- Logo

**BRAND RESEARCH
& STRATEGIC FOUNDATION**

COMPETITOR ANALYSIS IN GENERAL

Prado y Barrio

Luxury table linens, 100% organic cotton, handcrafted in social workshops, GOTS-certified, produced in Spain.

Los Encajeros

Timeless, high-quality handcrafted textiles, Oeko-Tex certified, luxury brand with global recognition.

Wixsite:

Organic cotton, sustainable production, plastic-free packaging, lower price, mix-and-match fabrics.

Atenas Home Textile

Trendy, affordable, Oeko-Tex certified, stain-resistant, large product variety.

Verdonce

Sustainable, vegan fabrics, handmade in Madrid, focused on transport activism, lower price, popular in media.

COMPETITORS COMPARED TO PRIMOÉ

| FACTOR | OUR BRAND | COMPETITORS |
|-----------------|--|---|
| DESIGN | Unique, bold, modern designs, exclusive and luxury-oriented | <u>Prado y Barrio</u> , <u>Los Encajeros</u> : More traditional, classic designs |
| QUALITY & PRICE | 100% organic cotton, GOTS-certified, local production (€230) | <u>Wixsite</u> , <u>Atenas Home Textile</u> : Lower prices, less luxury and exclusivity |
| SUSTAINABILITY | Eco-friendly + social workshops empowering local communities | <u>Verdonce</u> : Focuses on activism, lacks the luxury and holistic approach |
| PRODUCTION | Local craftsmanship, ethically produced with social impact | <u>Wixsite</u> , <u>Atenas Home Textile</u> : Mass production, less local impact |

UX-UI ANALYSIS PRADO Y BARRIO

short and easy readable menu

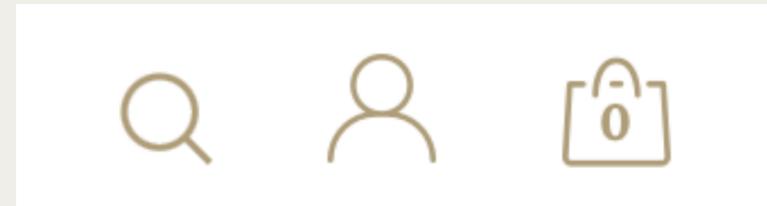
language setting for an international customer field



different communication icons for fast interaction an with the brand = good customer service

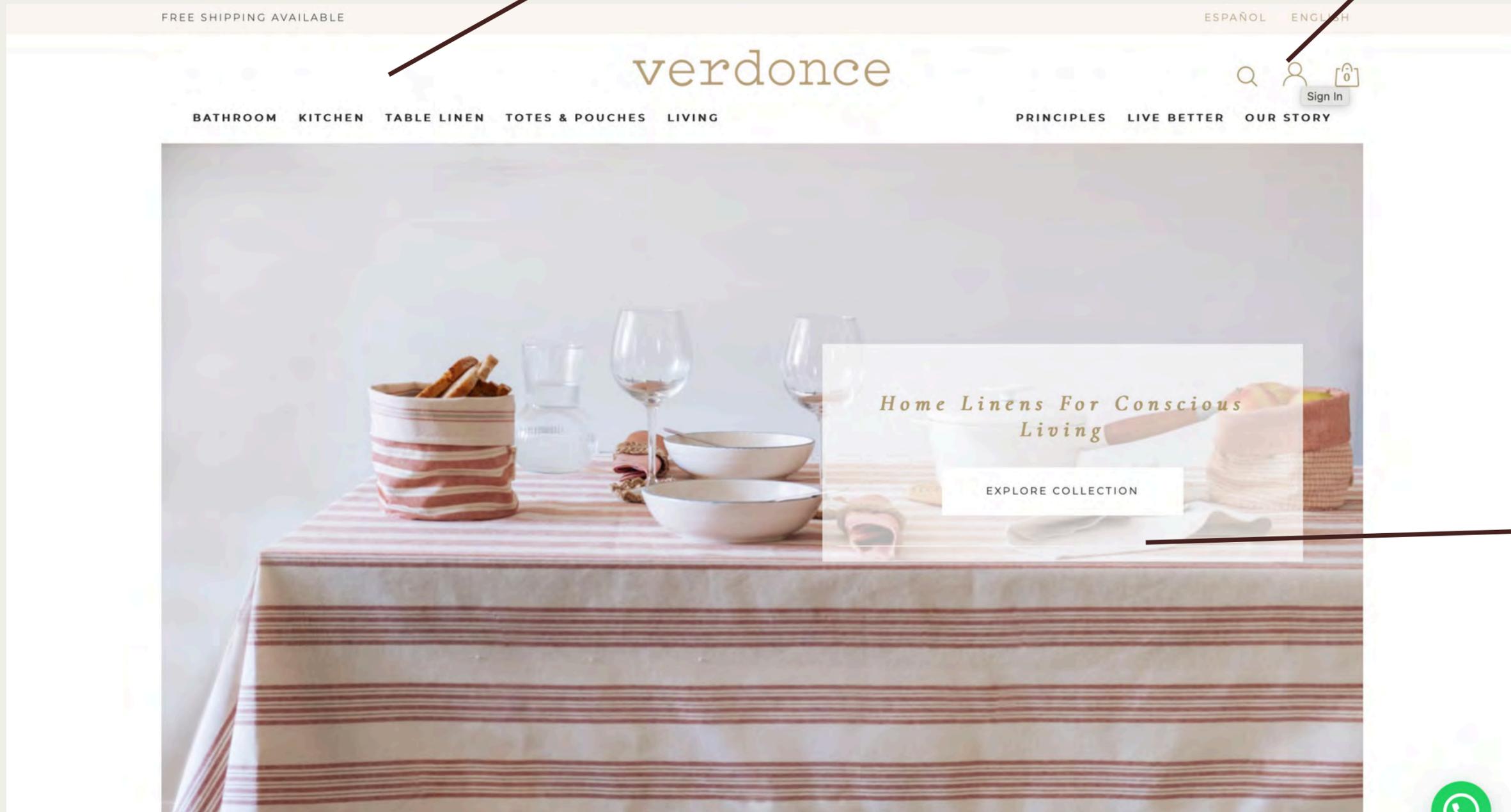
direct link to checkout for the product you like

UX-UI ANALYSIS VERDONCE



easy readable menu

- search
- profile (login in)
- shopping cart for fast checkout



- minimalist design
- eye catching explore collection button

USP'S

USPs highlight what makes the brand different and valuable to customers.

01

**Sustainable produced,
GOTS-certificated table
linen**

Made with premium, eco-friendly materials to bring both elegance and sustainability to the table.

02

**Handmade in spain
through social
workshops**

Every product is thoughtfully created by skilled makers within socially empowering workshops, supporting local communities and fostering social impact.

03

**Exclusive, bold
designs for every
table**

Uniquely designed limited-edition table linens available in four sizes, designed to fit every table.

BRAND VALUES

Core beliefs that guide your brand's actions and decisions, representing its ethical foundation.

- **Ethical:**
Fair and responsible production and sourcing.
- **Quality Over Quantity:**
Focused on lasting craftsmanship and durability.
- **Transparency:**
Open about how and where products are made.
- **Community:**
Supporting and empowering local workshops and artisans.
- **Responsibility:**
Caring for the environment (100% cotton and sustainable) and giving back to society.

Ethical



Responsibility



Transparency



Quality
over quantity



Community



BRAND PERCEPTION

How the brand is perceived by its audience based on its image, positioning, and values, subject to change and improvement.

- **environmentally responsible**

brand is seen as a leader in sustainability, focusing on eco-friendly practices

- **Must-have luxury tableware brand**

Perceived as an exclusive and desirable brand for those seeking elegant and high quality table linens

- **Luxurious and sophisticated**

Brand evokes a sense of timeless elegance, appealing to customers who value refined style

- **Customer-oriented**

Brand is seen as attentive to customer needs - delivering products and services with a focus on satisfaction

- **Ecofriendly**

Customers view the brand as dedicated to sustainable and environmentally conscious practices, from sourcing to production

TARGET AUDIENCE & PERSONA

PRIMARY TARGET AUDIENCE

ECO-CONSCIOUS CONSUMERS WHO VALUE SUSTAINABILITY

- People who prioritize environmentally friendly products in their daily lives
- Likely to seek ethically made, high-quality home essentials
- May follow sustainability trends, prefer slow fashion/homeware, and support eco-friendly businesses

SOPHISTICATED, LUXURY-CONSCIOUS FAMILIES AND INDIVIDUALS

- High-income households that enjoy premium-quality tableware
- Often host elegant dinner parties or gatherings
- Value aesthetics, durability, and easy maintenance (e.g., stain-free table linens for families with children)

SECONDARY TARGET AUDIENCE

EVENT PLANNERS & WEDDING INDUSTRY PROFESSIONALS

- Wedding planners, venue managers, and high-end event organizers looking for sustainable table settings
- Need beautiful, durable, and eco-friendly linens for clients

GIFT SHOPPERS (FOR WEDDINGS, MOTHERS, GRANDMOTHERS, HOUSEWARMING, ETC.)

- People looking for meaningful, luxurious, and sustainable gifts
- Often seek timeless, elegant designs with long-term value

YOUNG PROFESSIONALS & MODERN HOMEOWNERS

- Millennials & Gen Z who are setting up their first homes
- Prefer stylish, high-quality, and sustainable homeware
- Interested in unique, Instagram-worthy table settings

LUXURY HOSPITALITY INDUSTRY (HOTELS, FINE DINING RESTAURANTS, BOUTIQUE VENUES)

- Hotels and restaurants looking to offer an upscale dining experience with a sustainability edge
- Need high-quality, durable, and easy-to-maintain table linens

Age: 39
Location: Seville, Spain
Education: Bachelor in Teaching
Occupation: Primary school teacher
Income (€/y): ● ● ● ○ ○

PERSONA "The Practical Eco-Conscious Parent"

LAURA MARTIN

Laura is a busy mom of two kids who loves sustainability but also needs practical solutions at home. She enjoys hosting family dinners but hates the mess and stains her kids leave behind. She wants a balance between elegance and functionality



NEEDS & MOTIVATIONS

- Stain-resistant tablecloths that are easy to clean
- Affordable but high-quality and long-lasting
- Wants to support local businesses and sustainable brands

CHALLENGES

- Can't spend too much on luxury homeware
- Needs linens that can survive spills, paint, and food stains
- Doesn't have time for high-maintenance fabrics

STRATEGIES & SOLUTIONS

- ✓ Offer stain-resistant, machine-washable, and kid-friendly options
- ✓ Highlight real customer stories of durability and easy care
- ✓ Provide bundle deals for families on a budget

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



Age: 47
Location: Valencia, Spain
Education: Business Degree
Occupation: Marketing Director
Income (€/y): ●●●●○

PERSONA “The Thoughtful Luxury Shopper”

ANDRÉS VELASCO

SOPHISTICATED FAMILYS & INDIVIDUALS

Andrés enjoys hosting elegant dinner parties. He isn't an extreme eco-warrior but appreciates sustainable, high-quality products. He is looking for a brand that aligns with his values but also looks stylish on his dining table.



NEEDS & MOTIVATIONS

- Premium, high-end look with sustainable materials
- Low-maintenance but elegant table linens
- Products that reflect his lifestyle and aesthetic taste

CHALLENGES

- Doesn't have time to re-search every eco-product
- Wants durability but dislikes stiff, plastic-like sustainable fabrics
- Finds most eco-brands too minimalist or casual for his style

STRATEGIES & SOLUTIONS

- ✓ Showcase elegant designs with a sustainability message
- ✓ Offer premium collections with luxurious feel
- ✓ Highlight easy maintenance & stain-proof technology

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



Age: 32
Location: Barcelona, Spain
Education: Master in IT
Occupation: Software Developer
Income (€/y): ●●●○○

PERSONA “The Last-Minute Gift Shopper”

DANIEL ROMERO

Daniel loves his mom but often procrastinates when it comes to buying gifts. He prefers quick, hassle-free online shopping and relies on recommendations to find something meaningful without spending too much time searching.



NEEDS & MOTIVATIONS

- Elegant and practical gifts for his mom/grandmother
- Ready-to-gift packaging to save time
- Fast delivery and easy online checkout

CHALLENGES

- No knowledge about home décor or sustainability
- Buys last minute, so needs quick options
- Wants something that looks thoughtful without too much effort

STRATEGIES & SOLUTIONS

- ✓ Offer gift sets with luxury packaging
- ✓ Provide an express shipping option
- ✓ Feature “Best Gifts for Moms/loved ones” guides on the website

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



Age: 35
Location: Madrid, Spain
Education: Diploma in Event Planning
Occupation: Wedding Planner
Income (€/y): ● ● ○ ○ ○

PERSONA “The Budget-Conscious Wedding Planner”

MARTA GUTIÉRREZ

Marta organizes weddings and events for clients who want a beautiful setting but don't have the budget for ultra-luxury. She is constantly looking for stylish, affordable, and sustainable table décor options.



NEEDS & MOTIVATIONS

- Affordable bulk options for weddings
- Customizable linens for different themes
- A balance between aesthetic, sustainability, and budget

CHALLENGES

- Many sustainable brands are too expensive
- Hard to find high-quality table linens that look expensive but aren't
- Clients expect variety, so she needs diverse styles

STRATEGIES & SOLUTIONS

- ✓ Offer bulk discounts & rental services
- ✓ Provide a variety of colors, patterns & textures
- ✓ Highlight real wedding setups using the brand's products

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



Age: 27
Location: Bilbao, Spain
Education: Bachelor in Graphic Design
Occupation: Freelance Illustrator
Income (€/y): ● ● ○ ○ ○

PERSONA "The Trendy Young Homeowner"

CARLA LOPEZ

Carla recently moved into her own apartment and is passionate about decorating her space. She loves stylish, sustainable products but has to be mindful of her budget.



NEEDS & MOTIVATIONS

- trendy and affordable table linens for her first home
- Instagram-worthy aesthetics
- Sustainability, but without a high price tag

CHALLENGES

- Most eco-friendly products feel too plain
- Struggles to balance price and style
- Prefers shopping online but wants real customer photos

STRATEGIES & SOLUTIONS

- ✓ Offer budget-friendly collections with stylish patterns
- ✓ Show diverse table styling inspirations on Instagram
- ✓ Collaborate with influencers to showcase the brand

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SOCIAL MEDIA



TRUST / RESEARCH

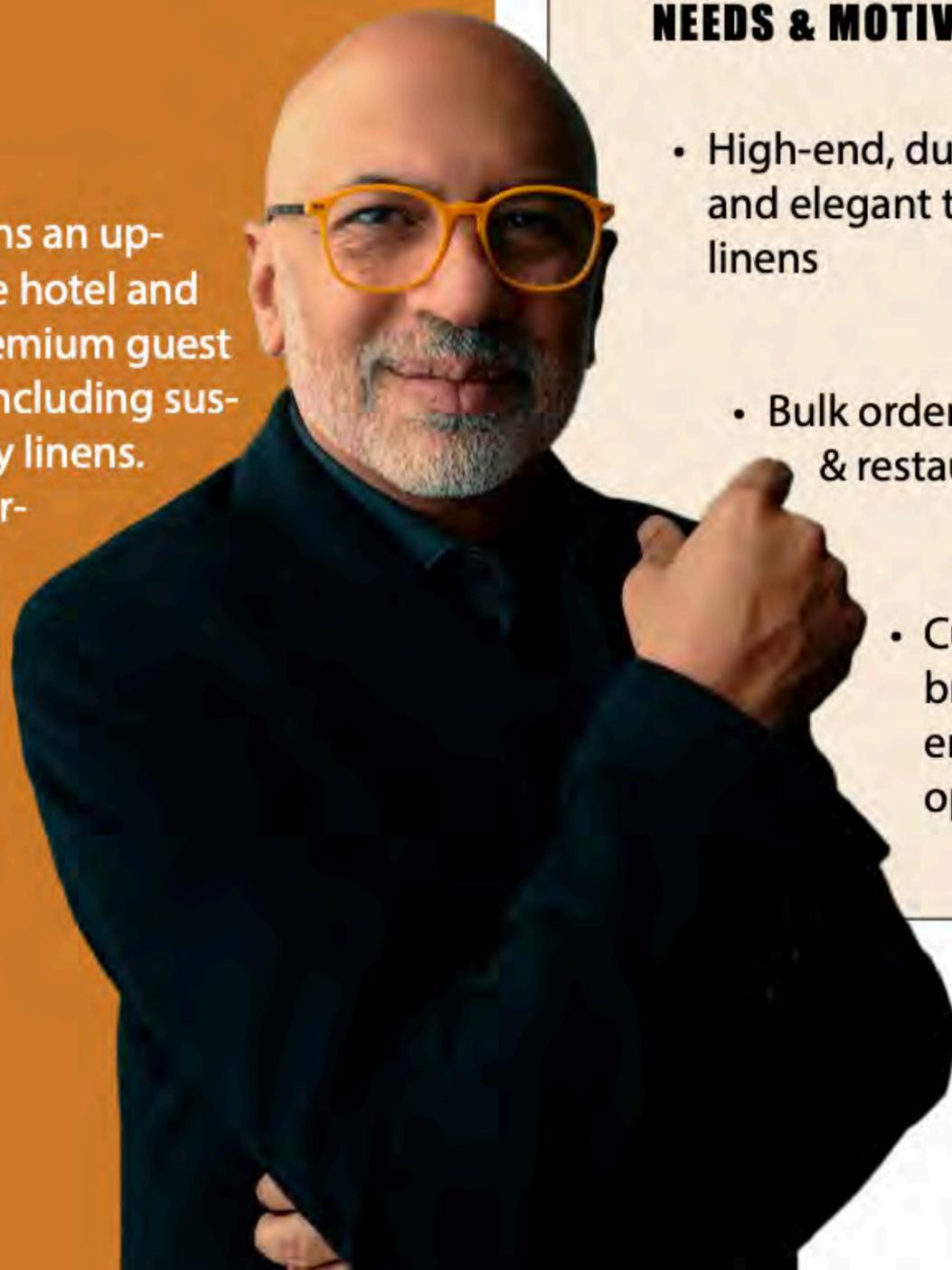


Age: 55
Location: Milan, Italy
Education: Hospitality Management
Occupation: Boutique Hotel owner
Income (€/y): ●●●●●

PERSONA “The Luxury Hospitality Buyer”

ALESSANDRO MORETTI

Alessandro runs an up-scale boutique hotel and focuses on premium guest experiences, including sustainable luxury linens. He loves to personalize his stuff so that it's different from all the other luxurious hotels.



NEEDS & MOTIVATIONS

- High-end, durable, and elegant table linens
- Bulk orders for hotel & restaurant use
- Custom branding & embroidery options

CHALLENGES

- Requires long-lasting fabrics that maintain luxury feel
- Prefers exclusive partnerships with premium brands
- Needs a reliable supplier for bulk orders

STRATEGIES & SOLUTIONS

- ✓ Provide wholesale pricing & B2B services
- ✓ Offer customization & branding options
- ✓ Showcase luxury hospitality partnerships

DEVICE



SOCIAL MEDIA



TRUST / RESEARCH



POSITION STATEMENT



Target Audience:

Eco-conscious consumers, luxury hosts, practical families, wedding planners, thoughtful gift shoppers and modern homeowners

Statement of Need:

Who seek sustainable, elegant, and durable table linens without compromising on quality or convenience

Product Name:

[To be filled in later]

Key Benefits:

Offers stylish, eco-friendly table linens that are long-lasting and ethically produced in Spain through social workshops

Product Category:

Sustainable table linen

Competitive Advantage:

- ✓ Locally crafted in Spain with ethical production practices
- ✓ High-quality and machine-washable fabrics
- ✓ Elegant designs balancing sustainability with luxury
- ✓ Ideal for both everyday use and special occasions
- ✓ Supports social workshops, contributing to positive community impact

BRAND STORY & PERSONALITY

BRAND STORY - TABLE CLOTH BRAND

Every table tells a story, and ours is woven with *ethical luxury, sustainability, and artisanal mastery*. Handmade in Spain's socially responsible workshops, our GOTS-certified table linens honor both tradition and the planet. Thoughtfully designed for those who cherish *quality over quantity*, they elevate everyday dining into an experience of refined beauty—where bold aesthetics meet *eco-conscious living*.

More than just tablecloths, our creations set the stage for beautiful gatherings, lasting memories, and a more sustainable future.



CLAIM/TAGLINE

WHY?

- ✓ Timeless Style, Thoughtfully Made
- ✓ Sustainable Luxury
- ✓ maintains a refined yet warm tone

“Where Elegance
Meets Sustainability”

Our table linens blend sophistication with eco-conscious craftsmanship

Designed with premium, earth-friendly materials for a greener future
→ Elevate your dining experience while making a positive impact

reflecting both the elegance and purpose of our linens

VISION BOARD
FOR BRAND STORY



Sustainability & Ethical Craftsmanship



Luxury & Elegance



Timeless Beauty & Design



Gathering & Connection



Handmade & Authenticity



BRAND ARCHETYPE & TONE OF VOICE

BRAND ARCHETYPE FOR SUSTAINABLE TABLE LINEN:

CAREGIVER

The brand embodies nurturing, responsibility, and ethical impact, perfectly aligning with the Caregiver archetype.

By prioritizing sustainability, ethical production, and community support, we offer more than just table linens - we provide a way for customers to:

- **Care for the environment**
- **Support skilled artisans**
- **Create meaningful, elegant dining experiences**

The brand is a symbol of comfort, protection, and conscious luxury.

CAREGIVER



EXAMPLES:



VOLVO



UNICEF



NASA

MINDSET:

NURTURING OTHERS THROUGH THOUGHTFUL, SUSTAINABLE DESIGN THAT CARES FOR PEOPLE, COMMUNITIES, AND THE PLANET

GOAL:

To care for, support, and enhance the well-being of others, fostering comfort and trust

STRATEGY:

Create products or services that prioritize emotional connection, ethical responsibility, and social good

CHALLENGE:

Balancing the desire to nurture with the need for boundaries and self-care

TONE OF VOICE

- warm
- reassuring
- empathetic
- elegant
- purpose-driven

CUSTOMERS FEEL:

- confident
- cared-for
- inspired to make thoughtful, responsible choices

WHY THE CAREGIVER ARCHETYPE?

- **Nurturing:**
We prioritize sustainability and ethical production, caring for both people and the planet.
- **Empathy & Community:**
Through social workshops in Spain, we empower local artisans and support meaningful causes.
- **Exclusive & Thoughtful:**
Our eco-friendly table linens are crafted with care, offering customers a product that enhances both the table and the world.

WARM, REASSURING & ELEGANT

Warm & Inviting – Like a thoughtful host, creating a welcoming and inclusive atmosphere.

Reassuring & Trustworthy – Transparent, ethical, and high-quality craftsmanship for peace of mind.

Elegant & Sophisticated – Refined yet approachable, perfect for luxury-conscious consumers.

Conscious & Purpose-Driven – Inspiring sustainable choices with a positive, uplifting message.

TONE OF VOICE



**“Dress your table with care -
luxury linens that nurture both your home and
the planet.”**

**“Handmade with heart, designed for
elegance - sustainable table linens that
tell a story.”**

PAIRINGS FOR COMMUNICATION

overall tone = a balance of trust, warmth, and modernity

→ important when communicating ethical values like sustainability

Big Caslon Medium

- as a logo, balances that approachability with contemporary charm, helping the brand feel friendly, relatable but still sophisticated

Cormorant Caramond (serif font)

- create a heritage feel, subtly suggesting that the brand values long-term impact and care in production

Inter (sans-serif)

- adds modernity, which can give the brand a cutting-edge, progressive look, showing that sustainability doesn't just belong in the past but is crucial to the future

PAIRINGS FOR COMMUNICATION

- communication materials: *website, social media, packaging, etc.*
→ combination of fonts that **maintain luxury while ensuring readability**

| USE / CASE | FONT | WHY? |
|---|------------------------------|---|
| logo & Main headlines | CORMORANT GARAMOND BOLD | luxurious, refined, artisanal |
| subheadings | CORMORANT GARAMOND MEDIUM | adds hierarchy while maintaining elegance |
| body text (website, brochure, Packaging) | INTER REGULAR | modern, easy to read, professional |
| call-to-action, messages (buttons, price tags, social media) | INTER SEMI-BOLD | strong, clear and high contrast emphasis |

CORMORANT GARAMOND

- for brands looking to infuse their visual identity with a touch of **classic elegance**
- Its versatile, readable, and has modern enhancements

- Cormorant: Best quality in titling & posters (large sizes)
- Garamond influence: High legibility even at small text sizes
- Usage: Especially well-suited for high-resolution displays & print
- Highlight: Particularly the «Cormorant Garamond» cuts

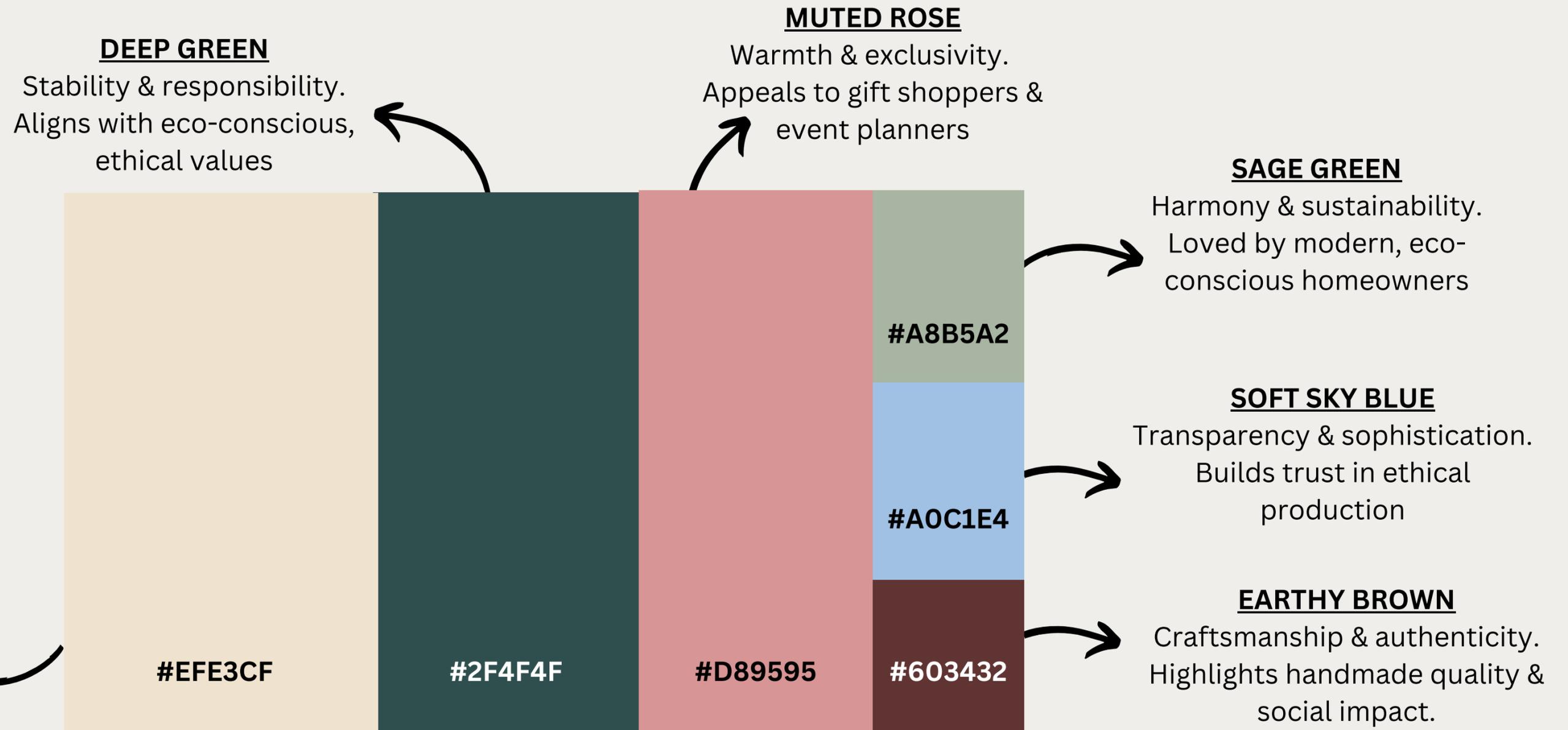
- Inspiration: Based on Garamond heritage
- Creation: Hand-drawn & produced by Catharsis Fonts

INTER

Why Inter?

- Designed for legibility across all screens, making it ideal for website and digital use.
- Has a neutral yet modern appearance that pairs well with a luxurious serif.
- Feels versatile and refined while maintaining a fresh and sustainable aesthetic.

COLOR PALETTE



ALIGNMENT WITH BRAND VALUES & CUSTOMER PERSONA

- **Sustainability & Ethics**

Colors reflect nature, transparency, and responsible production, resonating with eco-conscious consumers.

- **Luxury & Sophistication**

Elegant, muted tones appeal to high-income households, event planners, and hospitality professionals.

- **Craftsmanship & Authenticity**

Earthy hues highlight handmade quality and social impact, connecting with those who value ethical sourcing.

- **Exclusivity & Style**

Unique, refined color palette attracts design-conscious individuals seeking timeless, high-quality table linens.

**THIS PALETTE STRENGTHENS BRAND PERCEPTION AS A PREMIUM, SUSTAINABLE,
AND SOCIALLY RESPONSIBLE CHOICE.**

BRAND NAME

Primoé

MEANING AND STORY

- Primo comes from "primavera" (spring in Spanish), which evokes renewal, growth, and natural beauty
→ directly tied to the sustainable and nature-inspired elements of your table linens
- The accented "é" gives it a touch of elegance and exclusivity
→ aligning with the sophisticated, luxurious feel of the brand
- The idea of spring also connects to gatherings, renewal, and fresh beginnings
→ perfect for table settings meant to host meaningful events and family moments



BRAND NAME

Primoé

ALIGNMENT WITH BRAND VALUES

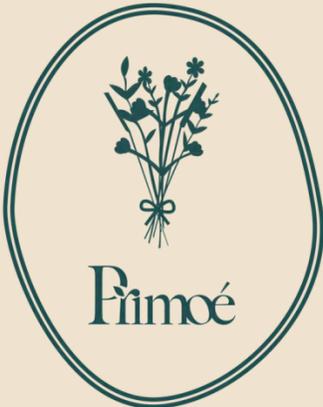
- Sustainability: The spring theme symbolizes nature and eco-consciousness
- Luxury: The name's sleek and European feel positions it as high-end and sophisticated
- Community: Handmade in Spain through social workshops ties back to the nurturing and social impact side of the brand
- Ethical Craftsmanship: The softness and elegance of the name reflect the quality and care behind the product

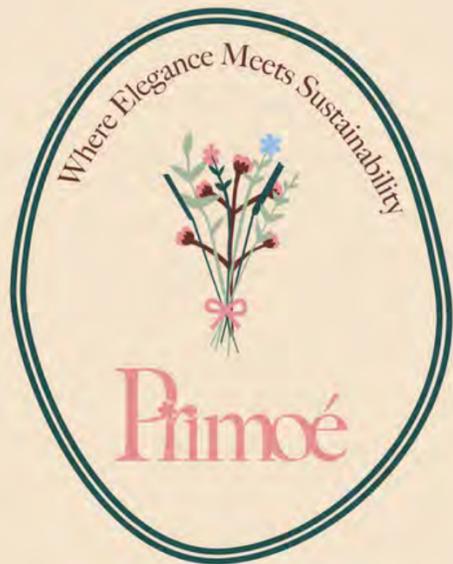
TARGET AUDIENCE FIT

- Primoé appeals to both eco-conscious and luxury-focused customers
- The *European touch* gives it a cosmopolitan, *upscale feel* - perfect for high-income households and the hospitality/event industry.
- Its simplicity makes it easy to remember, pronounce, and spell while sounding premium



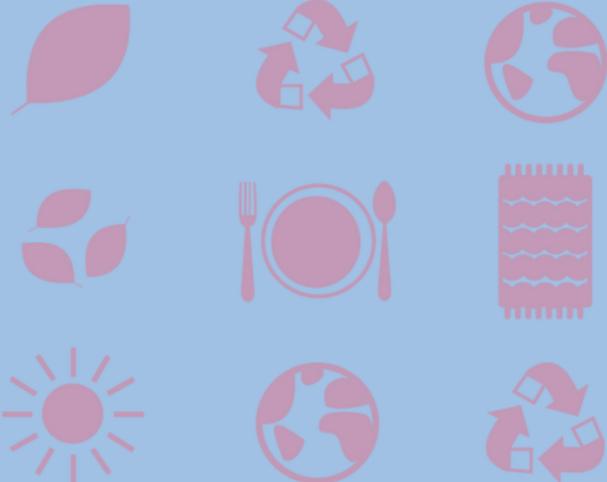
Primoé



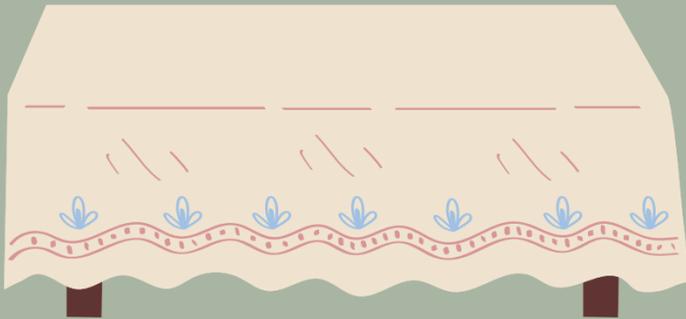


Primoé
Primoé
Primoé

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ



“Handmade with heart,
designed for elegance -
sustainable table linen
that tell a story.”



LOGO
HEADLINE
TEXT
WEBSITE



LOGO DESIGN & SYMBOLISM

- Typography:

- Big Caslon Medium – A refined, classic serif that conveys timeless sophistication

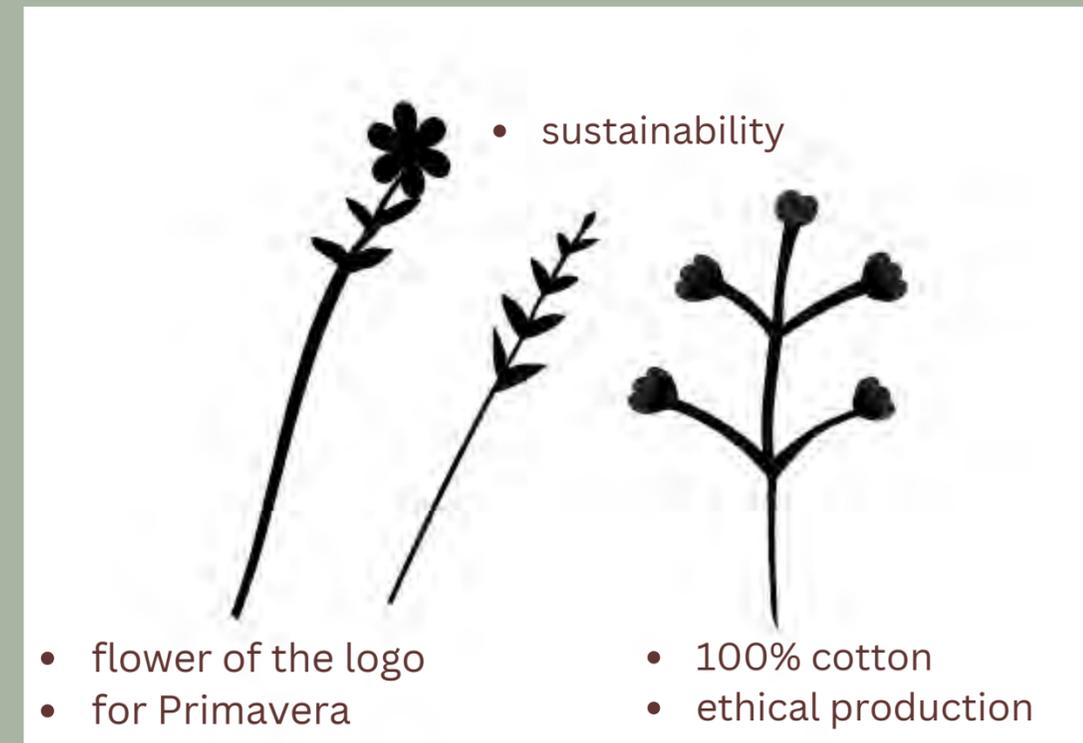
- Floral Connection:

- A flower integrated into the brand name, reinforcing its link to nature and sustainability

- also links to the spanish word “primavera” (spring) which is part of the Brand name

- Tilted “O”:

- A subtle touch of luxury and uniqueness



LOGO DESIGN & SYMBOLISM

- Wax Seal Design:
 - A special packaging and branding element, reflecting tradition, craftsmanship, and exclusivity
- Cotton & Wildflower Bouquet:
 - A meaningful symbol of ethical production, sustainability, and handcrafted quality
 - cotton plant and flower of the logo integrated
- Minimal “P + Flower” Logo:
 - Designed for website and small-scale branding, ensuring easy recognition

LOGO DESIGN



P

Primoé

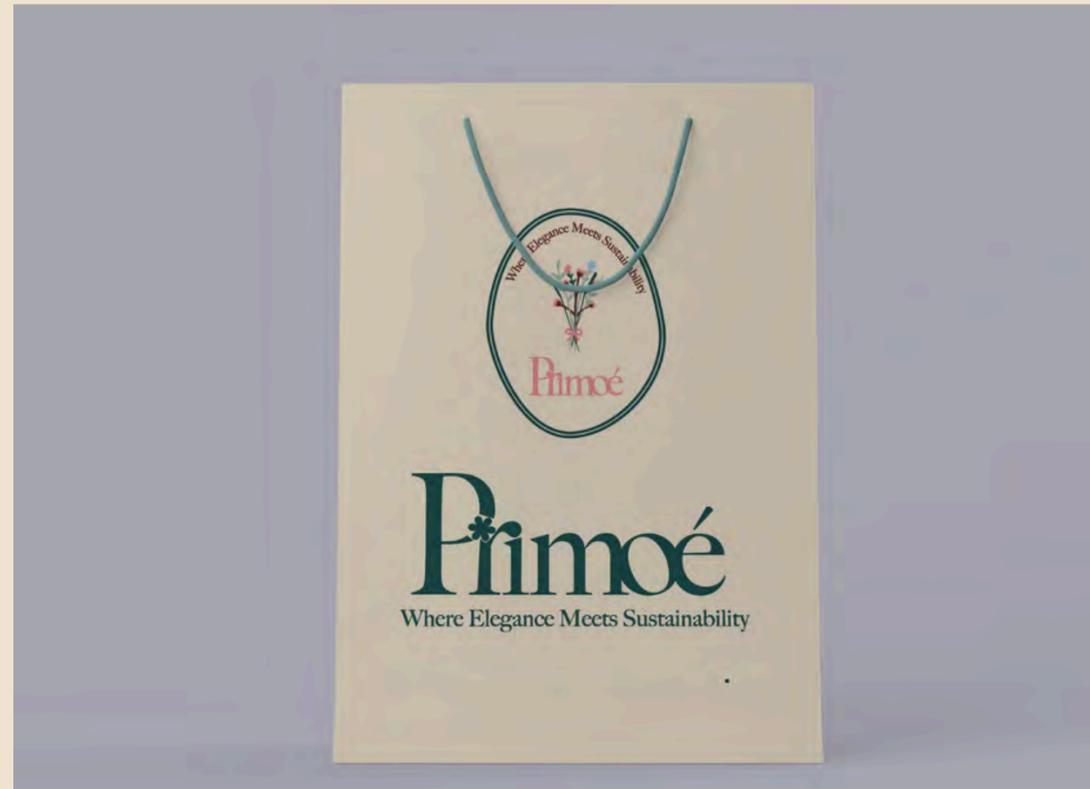


Primoé

Where Elegance Meets Sustainability

.

MOCKUPS
BRAND LOGO



WIREFRAMES FOR WEBSITE



ABOUT US



"Handmade with heart, designed for elegance - sustainable table linens that tell a story."

Discover the story behind our ethically crafted table linens—where sustainability meets timeless elegance. Click to explore the craftsmanship, values, and vision that set our creations apart.

[more](#)

USP's



1 Sustainable produced, GOTS-certificated table linen

Made with premium, eco-friendly materials to bring both elegance and sustainability to the table.



2 Handmade in Spain through social workshops

Every product is thoughtfully created by skilled makers within socially empowering workshops, supporting local communities and fostering social impact.



3 Exclusive, bold designs for every table

Uniquely designed limited-edition table linens available in four sizes, designed to fit every table.

About us

Our Story

Every table tells a story, and ours is woven with ethical luxury, sustainability, and artisanal mastery. Handmade in Spain's socially responsible workshops, our GOTS-certified table linens honor both tradition and the planet. Thoughtfully designed for those who cherish quality over quantity, they elevate everyday dining into an experience of refined beauty—where bold aesthetics meet eco-conscious living. More than just tablecloths, our creations set the stage for beautiful gatherings, lasting memories, and a more sustainable future.



More than just tablecloths, our creations set the stage for beautiful gatherings, lasting memories, and a more sustainable future.

Values



Ethical
Fair and responsible production and sourcing.



Quality over quantity
Focused on lasting craftsmanship and durability.

Community
Supporting and empowering local workshops and artisans.

Responsibility
Caring for the environment (100% cotton and sustainable) and giving back to society.

Mission

For everyone who seek sustainable, elegant, and durable table linens without compromising on quality or convenience. Offers stylish, eco-friendly table linens that are long-lasting and ethically produced in Spain through social workshops.

Products

These is our spring collection with two special table cloths and 6 table linen for everyday life and special occasions.



product name 1

explanation



product name 2

explanation



product name 3

explanation



product name 4

explanation



product name 5

explanation



product name 6

explanation



product name 7

explanation



product name 7

explanation

[load more](#)

Contact



Ethan Greenfield
CEO & Sustainability Strategist

Lila Meadows
Creative Director & Designer

Sienna Bloom
Marketing & Brand Manager

Noah Rivers
Operations & Supply Chain Manager

Maya Reed
Community Engagement & Sales Lead

Aurora Willow
Craftswoman & Event Coordinator

Contact information

telephone number

email adress

FAQ

short explanation

question
answer

question
answer

question
answer

question
answer

question
answer

helping assistant

Checkout

order number #00000
THANK YOU FOR YOUR ORDER!

Contact text

adress text

payment text

confirm

need help?

your order

| | | |
|-----------|--|--------|
| product 1 | | €00.00 |
| product 2 | | €00.00 |
| product 3 | | €00.00 |

TOTAL €00.00

Search topic, article, podcast...



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