



Brand Guidelines

Brand Strategy

01

About Aubusson

Welcome to Aubusson Design, where we curate a world of refined living through our exceptional range of home furniture, sumptuously comfortable upholstery pieces, exquisite kitchens, dressing rooms, enchanting lighting solutions, and meticulously crafted home accessories.

Established in 1714, our commitment to timeless elegance and craftsmanship permeates every facet of our collections. Whether you're seeking opulent living room ensembles, luxuriously upholstered furniture for unparalleled comfort, or kitchens and dressing rooms that seamlessly blend functionality with style, Aubusson Design offers a harmonious fusion of classic and contemporary design. Our curated lighting selections add a touch of enchantment to any space, while our meticulously crafted home accessories provide the finishing touches to elevate your home. Join us in crafting spaces that reflect your unique taste and lifestyle, where each piece is a testament to our dedication to creating not just furniture but enduring legacies of sophistication and comfort. Welcome to Aubusson Design, where every detail embodies the essence of luxurious living.

Aubusson Story

In the heart of design, where passion intertwines with craftsmanship, Aubusson Design emerges as more than a brand—it's a narrative of elegance, innovation, and the art of living beautifully. Our story begins in 1714, a time when a vision of redefining high-end home furniture took root. Inspired by the rich tapestry of design history, we set out to create a brand that transcends trends, a brand that becomes synonymous with timeless sophistication. From the inception of our atelier, each piece is meticulously crafted by skilled artisans who breathe life into the very soul of our creations. Our collections tell a tale of classic aesthetics seamlessly blended with contemporary sensibilities, a delicate dance that captivates the senses and stands as a testament to our unwavering commitment to excellence. Beyond furniture, we have expanded our canvas to include sumptuously comfortable upholstery, kitchens, enchanting lighting, dressing rooms that echo personal style, and meticulously curated home accessories. At Aubusson Design, every piece narrates a story—of heritage, of craftsmanship, of the pursuit of beauty and comfort. Step into our world and be a part of the narrative, where luxury is not just a statement; it's a legacy we invite you to embrace and make your own. Welcome to Aubusson Design, where every chapter is a masterpiece and every detail unfolds a story of refined living.

Mission

At Aubusson Design, our mission is to elevate the art of living by offering a curated collection of high-end home furniture, comfortable upholstery, kitchens, dressing rooms, lighting, and home accessories that embody timeless elegance and unparalleled craftsmanship. We are dedicated to creating an immersive experience for our customers, where each piece is a testament to the harmonious fusion of classic aesthetics and contemporary design. Our commitment extends beyond aesthetics; we strive to provide sumptuous comfort, functional sophistication, and personalized luxury. We aim to inspire individuals to curate living spaces that reflect their unique style and values. Sustainability is at the core of our practices, and we continuously explore eco-friendly materials and responsible production methods. Aubusson Design is more than a brand; it's a commitment to creating enduring legacies of opulence and comfort, inviting our customers to join us on a journey where luxury meets legacy in every meticulously crafted detail.

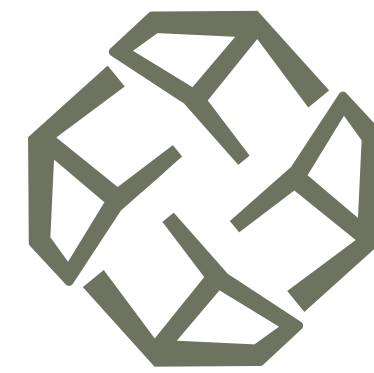
Vision

The vision of Aubusson Design transcends mere furnishings; it envisions a legacy of refined living that seamlessly intertwines sophistication, comfort, and timeless elegance. As a brand, we aspire to be the epitome of design excellence, where each meticulously crafted piece becomes a symbol of enduring artistry and luxury. Our vision extends to creating living spaces that transcend trends, offering a harmonious blend of classic aesthetics and contemporary sensibilities. We strive to inspire individuals to curate homes that are not just spaces but narratives of personal style and cultural appreciation. At Aubusson Design, our vision is to be the premier choice for those seeking opulence with a conscience, as sustainability and responsible practices form the cornerstone of our commitment. We envision a future where every detail bears the mark of excellence, inviting our customers to partake in an immersive experience where luxury meets legacy, and the art of living beautifully becomes a cherished reality.

Brand Logo

02

Primery Logo



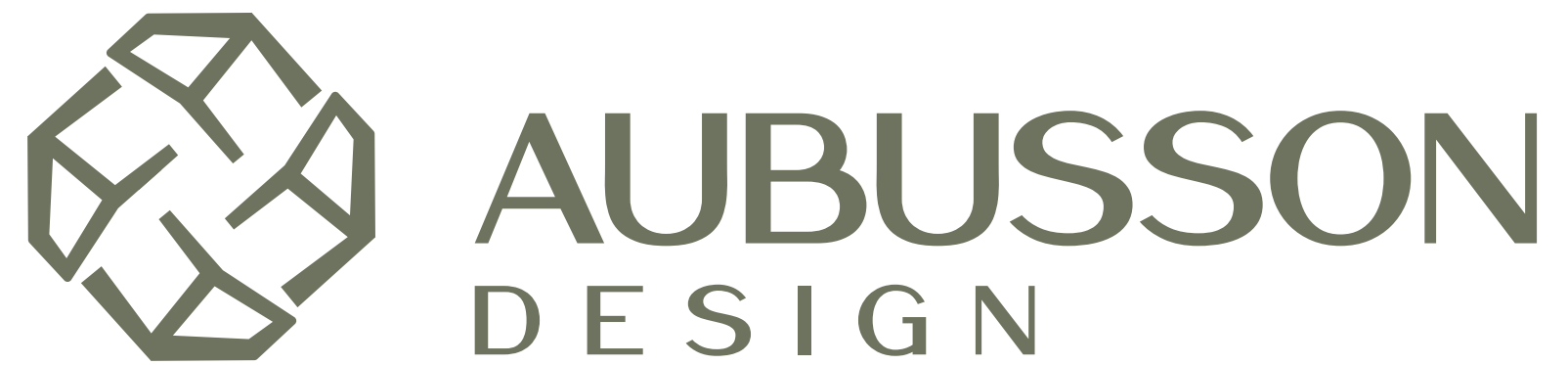
AUBUSSON
DESIGN

Primery Logo



AUBUSSON
DESIGN

Primery Logo



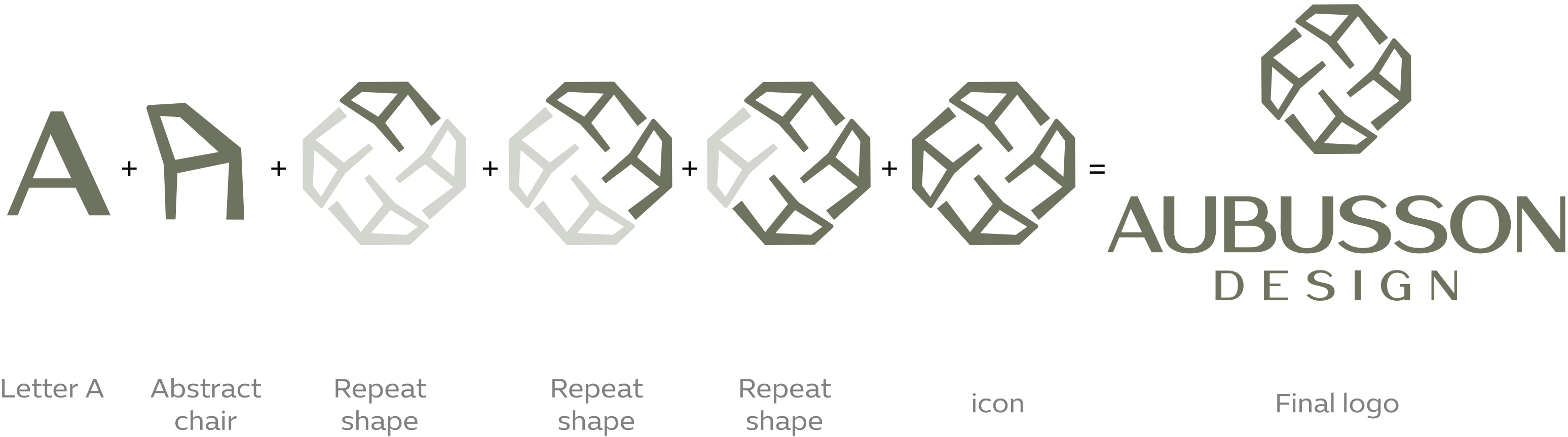
Arabic Logo

اوپیسون
دیزاین

Concept

03

The logo concept starts with the letter A, which has been transformed into an abstract chair shape. Then, I repeated the letter REDIAL derived from the "A" to create a visually appealing pattern, giving the logo a unique and aesthetic look.



Color Palette

04

Primery Color



Typography

05

Typeface

Aa

Expo Arabic

Alphabets

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Characters

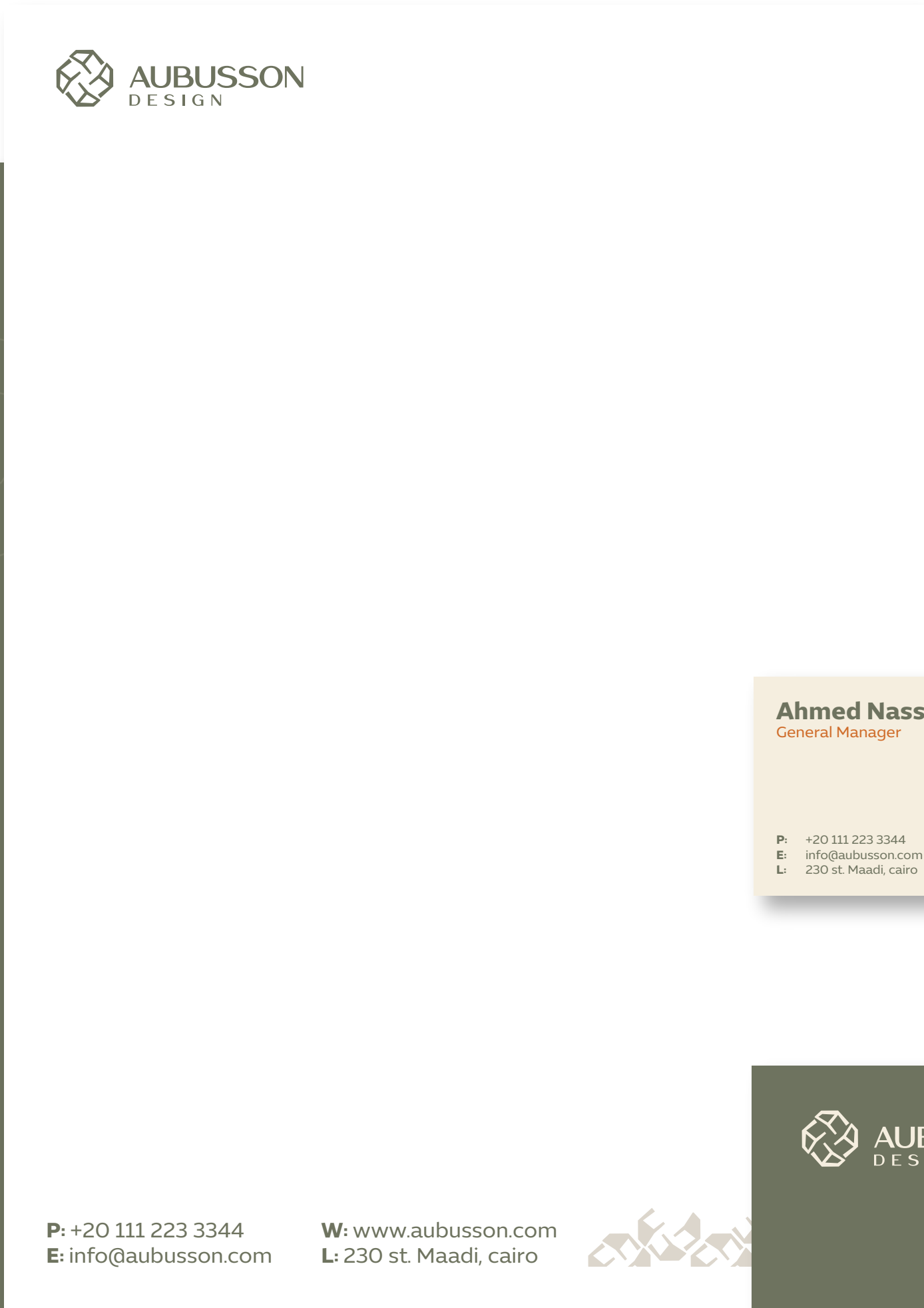
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Numbers

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Stationary

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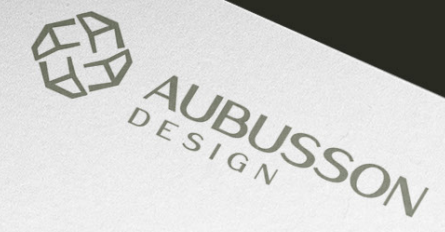
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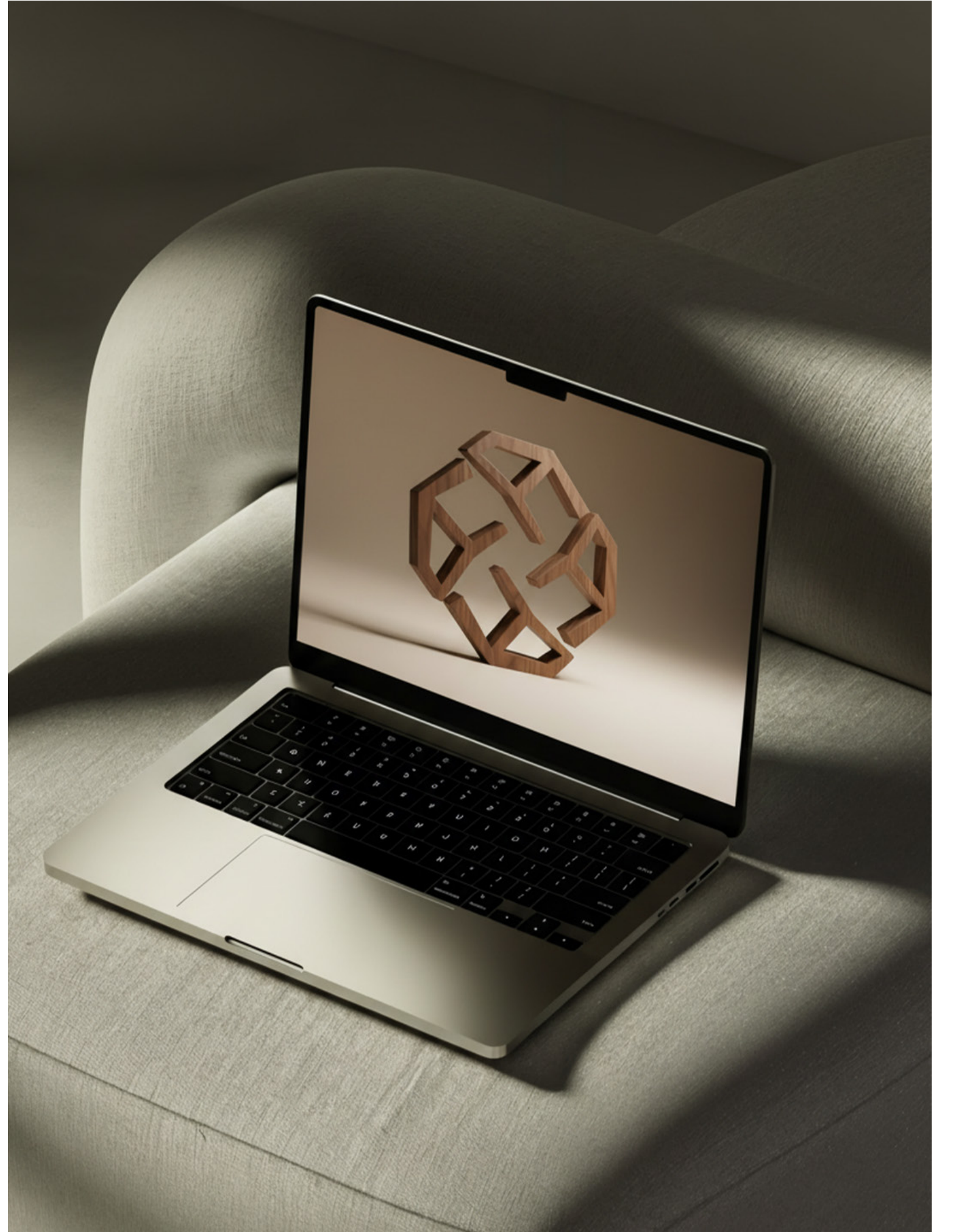
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Thank You