

Keay are an Italian furniture and interior design house operating in the UK. Keay approached Allde with a blank canvas - using their furniture and interior design style as the basis for their identity, Allde created a contemporary suite of designs for their brand identity and marketing materials.

Conceptualisation

Allde began the Keay brand identity project by firstly defining the Keay "look": we established them as stylish, contemporary, high quality of craftsmanship, Italian design heritage, simple lines and luxurious textiles.

The "look" was encapsulated in the conceptualisation of the Keay logo - the design is bold, fresh and contemporary. Categorisation and naming

Each piece of Keay furniture has a unique design story which was retold simply with expressive and identifiable names: "Arezzo", "Pesaro", "Roma", "Sanremo", "Siena", etc. These pieces were then categorised to create unique collections: "sitting pretty", "sitting golden", "sitting classico". This approach allowed customers to identify different styles easily and relate each piece of Keay furniture to their own tastes.

This system of naming and categorisation also created the opportunity to arrange anticipation around the launch of new collections.



Customer communication

Once the design elements were established they were rolled out across Key customer brochures and catalogues. These provided a consistent identity easily recognisable by customers as uniquely "Key".

Website

The website is important for Key to address customers 24 hours a day and 364 days a year. The online brochure request, pdf brochures and contact information is essential to increasing business and servicing existing clients.

Allde's website design continued the themes of the brand identity - the simplicity, contemporary feel was crucial to maintaining the consistency of the Key "personality".

The implementation of the website ensured that files were easily downloadable and movement across the website is efficient and quick - minimising customer frustration whilst browsing images.

