

HAOI Furniture, Co.





A Visual Identity

Typeface

Tenby Five Light

Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

The quick brown fox
jumps over the lazy dog

Construction

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Construction



Pictograms

Basic form



Inverted, with color cells



Pictograms

With typeface

 Work

 Eat

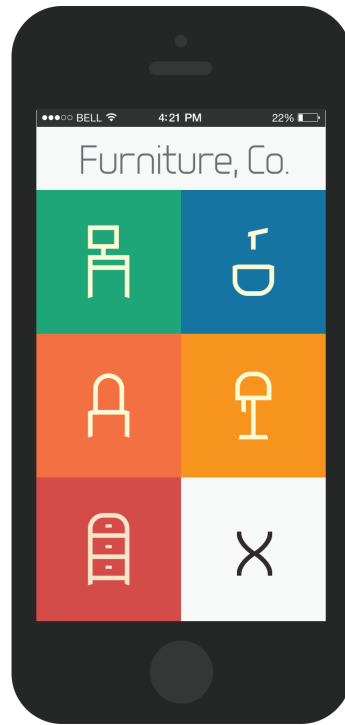
 Wash

 Light

 Store

Usage

Smartphone app



Usage

Website



Usage

Packaging

