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Lafayette Custom Interiors Brand Guide

For Print and Digital Applications

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Media Guidelines

Target Client

Considerations

“If you’re marketing to everyone, you’re marketing to no one.” Who you serve is part of what makes your brand interesting and memorable. Its why certain clients gravitate toward Lafayette Custom Interiors.

We need to define your muse. We could be talking about the age of your clients, an income range, residential vs commercial clients, a particular style, a need for special functionality, a certain quirkiness...or whatever else defines the client that you are really good at serving. We will create an avatar of the client who is going to need your talents. We will go beyond characteristics like age demographic, and profession. Where do they shop? What do they do on the weekends? What is their theme song? What kind of wine do they drink?

Everything you put out there as a business via marketing/ advertising, social media, your website, etc. will be directly speaking to your target client, your brand muse.

Definitions

Lafayette Custom Interiors appeals to middle to older female clientele with a household income around middle to affluent levels. Lafayette Custom Interiors has clients in both residential and commercial sectors. Clients of Lafayette Custom Interiors require solid design knowledge which concentrate on straightforward, minimal to comfy and bold in a variety of materials and styles.

Our client trusts us with the design process, is able to give good feedback and is willing to consider budget when making decisions. Our muse wants a change and is either updating, has more rooms available for design (empty-nesters) or is remodeling and wants a design from the ground up.

Our client is a high-end shopper who can just as easily accommodate the line-up at T.J. Maxx or the outlet stores from time to time for kicks. She is a gardener and visits her kid in school on the weekends or hangs out at home with her partner. She likes to get away with her sisters or girlfriends for wine at Bistro 501 where they love to laugh.

She is big on decorating for the holidays and has continually upgraded her arsenal of decor around trendy new ideas which she has seen on the television, in magazines or commercials. Her theme parties are well-attended and fantastic affairs but not gaudy or extravagant.

Media Guidelines

Services

Considerations

Is it staging? Interior design that starts during the construction phase? Redesign using existing items? Kitchen design? What is it that your firm does very, very well? Yes, you can do more than one thing. But what is your brand known for?

How often do we hear “do what you love and the money will follow”? We don’t know if that is 100% true, but it’s definitely a good start for your marketing plan. If you don’t know who your target market is, make a list of the type of work you enjoy doing the most. Look at all of the tasks you do on a project, and in your business, and only write down the tasks you truly enjoy. For example, if you don’t like selecting window coverings, maybe we should consider removing it from your list and website as a service you offer.

Definitions

Full Service Design Package - Includes Design Plan, Cost Estimate, and Project Management

Bathroom Design Plan

Kitchen Design Plan

Whole Home Update - Update existing furniture, fixtures, and finishes while maintaining existing architectural elements

General Design Plan - Living Room, Family Room, Dining Room, Office, Foyer, Powder Room, Bedroom, Basement, etc.

Master Suite - Design plan for master bedroom and bathroom

Window Evaluation - In-home consultation that includes evaluation of needs (light control, privacy, etc.), detailed measure, recommendation of product, and pricing.

Finish Selection - Selection of flooring, backsplash, countertop, paint color, wallpaper, etc.

Space Plan - Creation of space plan including clients existing furniture or the specification of new furniture

Media Guidelines

Differences

Considerations

If all of the interior designers in your area are cultivating the air of the unapproachable, your list might include “down to earth”. Do you excel at getting projects in on budget and on time? Are you doing something that makes the whole experience particularly amazing for the client? What, precisely, makes your service different?

Don't say some vague thing like “elegance”. And let's keep the word “chic” out of this. Get specific.

Definitions

Lafayette Custom Interiors are the professional interior design solution with nearly a decade of design experience and a degree in interior design. Amy is no hobbyist. She studied under a known professional, eventually becoming the business owner, rebranding and redeveloping her model.

Lafayette Custom Interiors is known to be on time and on budget and when unforeseen factors become evident, is able to transition to new strategies while maintaining the client's trust and understanding. Lafayette Custom Interiors is honest with pricing and loves forging relationships with its clients which go on to be lifelong fans of their work.

Lafayette Custom Interiors is willing to work long hours to ensure that projects are finished in the highest possible quality, on budget and on time.

Media Guidelines

Proof

Considerations

If part of your firm's brand is the fact that you are the place to go to get a great design executed on budget and on time, then you're going to want some supporting facts to back that up. What percentage of your projects come in at or under budget?

If being accessible and down to earth is part of your firm's brand, what exactly does that look like for the client? Again, this is about being specific. Make it real.

Definitions

With extensive portfolio material, floorplans and testimonials that speak to their excellence in interior design, Lafayette Custom Interiors can provide numerous examples of such.

[Note: Need to continue to list resume points, gather testimonials and update portfolio on site]

Media Guidelines

Strategic Media Content Creation

General Guide to Tone

Engage

We want to always be engaging our client. Provoking them to think about what we are selling. We do this by asking questions or challenging conventional ideas. Think about our brand muse when creating engaging content.

What is she asking herself? Is she wondering if parts of her kitchen are outdated as she makes last minute preparations for a wine and cheese party?

Does she want to get her partner a “man cave” room remodel as a gift? Further, is this as much about giving a gift as it is getting him/her out of the living room for the big game?

Now that the kids are gone to college, is the furniture ready to be replaced and upgraded to something that is new and trendy and not old and banged up from high school?

Is she just too busy to take the time to map out the interior design of the newly remodeled bathroom? Maybe she has ideas or reference and just needs a little extra help from a professional.

Is she just not good at color selection? Maybe they tried to paint the bedroom and realized that the color was too dark, too saturated or just bad and now needs someone to find the right scheme to achieve balance.

Call to Action

Once we have our audience engaged, we need to provide a concise call to action. This can involve combining motivating solutions with offers and language geared to get clicks, calls and ultimately feet through your door.

Call now for a free quote!

New clients receive a 10% discount.

Find out how we can save you time and energy on your remodel.

Now that you have that addition, it's time to decorate. Call us now!

Balance

Being able to project a balanced voice for Lafayette Custom Interiors, balancing pain points with solutions and quirkiness with straightforwardness will be an important and effective way to ensure your message is heard and understood. Don't be too cute. Don't be too clinical. Our goal is to inspire, engage and get our audience to act on our call.

Testimonials are very important, by allowing your clients to advocate for and endorse you by word of mouth will always be your best advertising option.

Media Guidelines

Strategic Media Content Creation Media Reference Guide

Activities

People react to other humans, that is why using people in your media will be engaging and fun for your audience.

EXAMPLE A: Ever wanted to transform your extra bedroom into a craft room? We can help!

EXAMPLE B: Does your living room live in the now or is it outdated and stuck in the '90s. Call us today. We can help.



Design

Providing actual portfolio pictures is a great way to let people know about your designs and inspire them with actual projects you have completed.

EXAMPLE A: Update on the little Boho kitchen that could. Natural textures and real wood add a touch of earth to the Mathews 9th Street bungalow.

EXAMPLE B: A thoroughly modernized bathroom has allowed us to impart aesthetics with functionality at our client's downtown studio space.

Media Guidelines

Holiday

Holidays are a great way to capture the natural enthusiasm of any season. By engaging an already charged head-space, you already have some wind in your sails...plus, who doesn't love an occasion to decorate?

EXAMPLE A: MERRY CHRISTMAS FROM LAFAYETTE CUSTOM INTERIORS! This season, create the perfect look with the right lighting and a REAL miniature evergreen tree! Plus, you don't have to worry about the needles and can plant it in your yard when you're done.



Mood

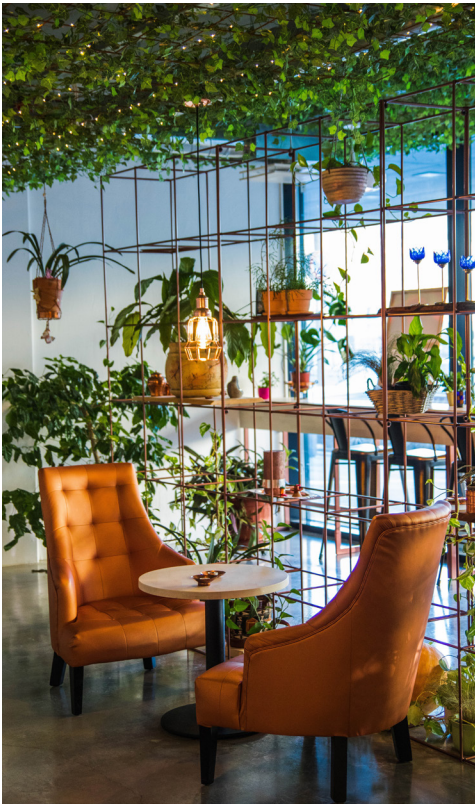
Providing provocative imagery that display striking colors or complimentary design is important in conveying how influenced by color and texture we are and how that mood can change based on your environment.

EXAMPLE A: Feeling the minimal today with this incredible idea featuring plants and wood on white. Is minimal a mood? You tell us.

EXAMPLE B: Blue can be hard to do in certain light situations, but we love the pairing of complimentary warms that create all the chill in this image.



Media Guidelines



Trends

Gain traction on already existing ideas by taking advantage of current interior design trends.

EXAMPLE A: Biophilia has us going green this year, decorating every inch with growing things!

EXAMPLE B: A pop of kitsch never hurt anyone and is a great way to accent your room with a little offbeat style.

EXAMPLE C: Now that chalkboard walls aren't a thing, let's think about what is going to go over the one in your kitchen.

EXAMPLE D: Reinvent the classical study with the addition of neon furnishings and eclectic framed art.

Media Guidelines

Products

Showcasing your scope of products allows you to easily take advantage of great professional photography that will influence your audience to consider asking for your help selections.

EXAMPLE A: We think this striking tile combination by Emco is a fun throwback to 50's era cafe culture, and creates a daring sense of contrast.

EXAMPLE B: This new collection by Mazzione is both stately and modern. Find out more about their beautiful designs on our website.



Specials

Offers allow you to present opportunities to your audience which may not be available elsewhere. This also helps with overstock and other inventory issues on the business end. The trick is to keep it classy.

EXAMPLE A: Get the perfect colors for your home at our lowest pricing of the year. Go to the website to find out more.

EXAMPLE B: Now is the time for furnishings. Ready to upgrade the office? We have discounted some of our favorite brands this month. Find out more at our website.

Media Guidelines

Before & After

The idea of transformation is important to human beings. Hence, the popularity of HGTV. Folks love to see an old, tired space turned into an entirely new thing. The big reveal is like a sleight of hand where small spaces are made larger, “ugly” places are made beautiful.

EXAMPLE A: Turn your beige to brilliance with Lafayette Custom Interiors! Find out how we transformed this dark bathroom into a bright, modern space.

EXAMPLE B: Is your living room just “meh?” Find out how we created this interesting combination for next to nothing with subtle decorative features and the right decor for the clients personality.

