

BRAND

GUIDELINES



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BRAND

SECTION 01

POSITIONING



BRAND POSITIONING

A SOLID FOUNDATION

Brand positioning is our strategic approach to defining how our brands are perceived in the minds of our target audiences. Our positioning outlines the unique values our brands stand for and offer, the ways in which we differentiate from competitors, and how we align to the needs and desires of our consumers.

Our brand positioning serves as a foundation for all brand communications, ensuring consistency in tone, messaging and identity across every single touchpoint.



BRAND ESSENCE

GROUNDING REFINEMENT FOR THE TIMES

In a world prioritizing attention and instant gratification, StarMark and Fieldstone champion hard work, deep connection and lasting legacies.

We offer a refined style, unparalleled craftsmanship and exceptional customer service to help you create enduring spaces in your home.

Make your gathering space your legacy.



ATTRIBUTES

WE ARE

Grounded

Reliable

Enduring

Refined

Strong

WE VALUE

Quality

Hard work

Service

Loyalty

Community

& VALUES

PRIMARY AUDIENCE

APPROACHABLE, PREMIUM DESIGNER

With deep expertise in kitchen design and the confidence that comes from experience, our designers are well equipped to bring clients' visions to life. Approachable and easy to talk to, they make the design process feel seamless and personal.

They value:

- ❖ Ease of design
- ❖ Consistent quality
- ❖ Incomparable customer service



SECONDARY AUDIENCE

GROUNDING-AFFLUENT HOMEOWNERS

Grounded and intentional, these homeowners – married and between the ages of 45 and 55 – bring a thoughtful presence to the design process. They live in spacious, 2,500-square-foot homes and approach each decision with discernment and purpose. Educated and collaborative, they value meaningful partnerships and are invested in building a lasting legacy through every choice they make.

They value:

- ❖ Premium-quality products and experience
- ❖ Spaces designed and built to endure





BRAND

SECTION 02

VOICE



BRAND VOICE

We inspire designers to craft an enduring legacy.

When we talk, we're thoughtful about why we create our cabinets and we're passionate about the craft we deliver for designers each and every day. What we do lays the foundation for inspiration. We're calm in the creation, immersed and honoring the seen and unseen details.

Our voice is driven in tone but relaxed and poetic as we share every word.

We have a quiet passion for helping create authentic spaces that tell lasting stories.

WE ARE:

01. THOUGHTFUL

02. PASSIONATE

03. SERENE

04. INSPIRING

MANIFESTO

Some spaces transcend time, becoming more meaningful with each passing year.

But this rare trait isn't accidental. It takes **your intention** to tell that story.

The kind of story found in the carefully chosen choices of your design.

And it takes **true craftsmanship** and a **thoughtful vision** to transform possibility into reality.

A meticulous quality that only comes when you **ensure every detail with your hands**.

When each material selected becomes a doorway to unexplored potential.

Built not just for today but **for the moments and memories yet to come**.

At StarMark and Fieldstone, we help you **transform living spaces into legacies**.

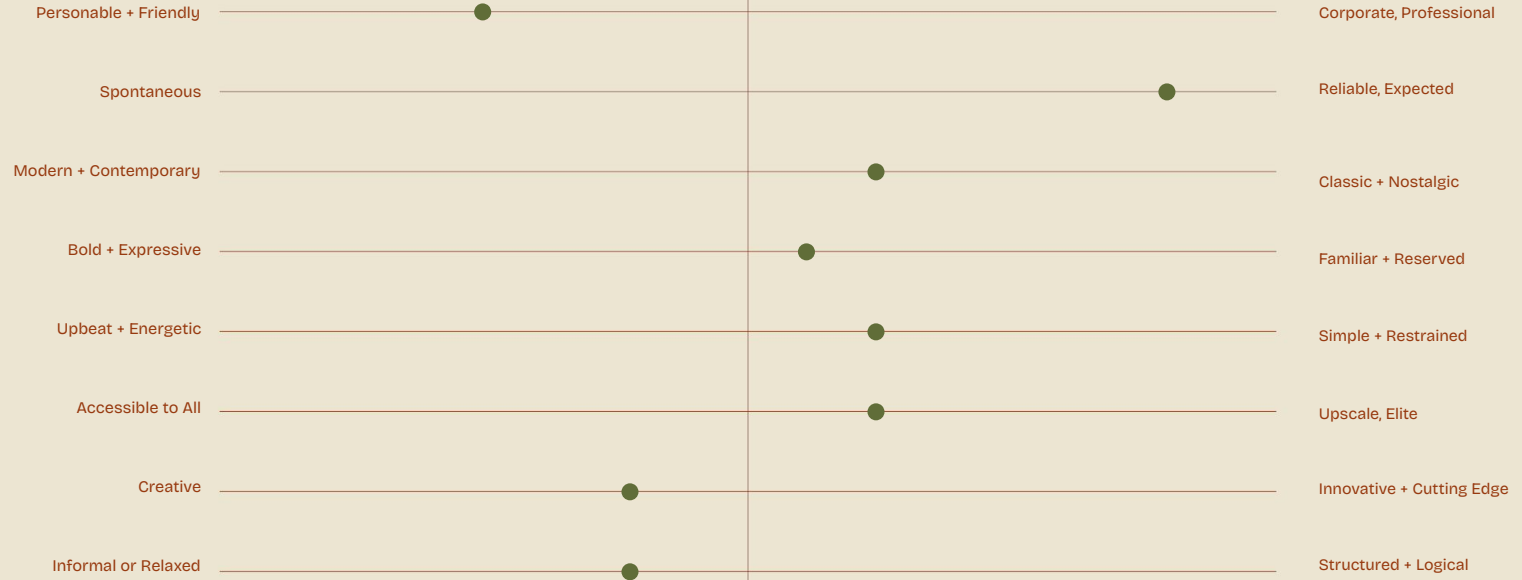
We offer canvases where you can elevate the mundane into **well-loved surfaces full of nuance and intricacies**, with details only you can design.

Because you know that **timeless beauty doesn't announce itself**.

It quietly emerges when you create something authentically yours and **as natural and honest as the land itself**.

Now and always.

PERSONALITY



STONE

01. THOUGHTFUL

We don't just simply provide cabinets. We love considering all the deliberate ways we can help our designers create a space. In our work, we muse over all the details and approach every job with the same care and attention to detail.

MORE LIKE



Let's connect and breathe life into your space.

Serious and attentive focus. Thinking on all the ways our work can develop meaningful connection. Ensuring our designers can conjure their vision.

LESS LIKE



Our cabinets will look good no matter the space.

Our products are not one size fits all. We don't treat every project the same. We should give special attention to how we can help our designers with the space.

TONE

02. PASSIONATE

When we're working, we just can't help ourselves. We have a quiet love for what we do, and we care about creating places where people want to be. To us, the connection our customers make with their spaces and the ability for designers to execute their plans are everything.

MORE LIKE

Meticulously measured and ready to meet your imagination.

When we're speaking, we have a fondness for our craft. We love to help people connect and realize their spaces. For designers to be able to envision their ideas.

LESS LIKE

We absolutely adore creating cabinets for your kitchens!

Our brand is not overly positive. The voice should not be loud and abrasive. We are passionate but not overbearing. The care we have is gentle but sincere.

TONE

03. SERENE

We are filled with the wonder of what could be.

We possess a calm view of the world and see things from a different perspective. When we talk, we look to the beauty all around us. To see how our environments are steeped in connection that tell countless stories.

MORE LIKE



The kitchen is the heart of connection in your home.

The language we use is reflective and fondly considered. Our tone is peaceful and our voice is poetic. We like to be descriptive, and we see the beauty in what's possible.

LESS LIKE



This celestial woodwork shall elevate your culinary temple into a symphony of aesthetic transcendence.

Do not wax poetic to the point of being snobby. Avoid being obtuse. Vivid language should be used in moderation and with taste, not used to carelessly embellish.

STONE

04. INSPIRING

We want to spark the imagination of designers everywhere with well-crafted materials. We seek inspiration in every creation and want to share it with the world. The smallest detail or idea can lead to a whole new trend, the next big room design or a whole new function unthought of. But in the end, all of it is to craft a legacy of timeless designs.

MORE LIKE



We transform vision into reality — all we need is you.

We love to discover what is possible. We are collaborators, ready to throw down on any project. People should feel like they can bring their idea to fruition with us.

LESS LIKE



Use your favorite color and have a kitchen that is as unique as you are with our custom cabinets!

Don't be encouraging to the point of babying. Executing a vision isn't as simple as someone picking a color. We're partners to our designers, and we're all about helping the customer find their spark.



VISUAL

SECTION 03

IDENTITY



LOGOS

Our StarMark and Fieldstone brand marks take an inviting, timeless approach that is very exact and measured in style. Their design implies a sense of sophistication and approachability.

The logos are simple, thoughtful concepts and built for longevity and adaptability across every brand creation.





Our primary logos for StarMark and Fieldstone are left-justified marks with a simple Cabinetry description. These logos reflect our precise craftsmanship through two measured, exact logos. They use radial shapes and are reflective of their names and reveal a simple star and buzzsaw. The typography balances timeless and modern. A sharp serif evokes heritage; a clean sans serif adds clarity. This logo is our preferred brand mark.



Our secondary logos for StarMark and Fieldstone are centered marks with a simple cabinetry description. These marks are for use on symmetrical layouts to complement an exact, centered design style.

STARMARK[®]
CABINETS

FIELDSTONE[®]
CABINETS

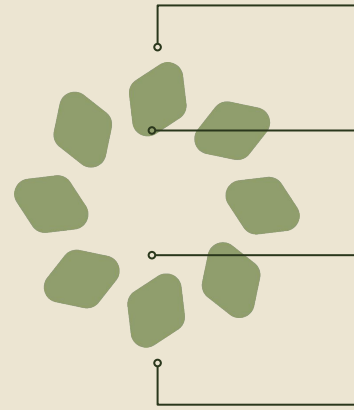
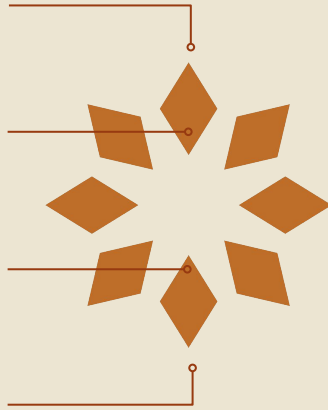
Our tertiary logos for StarMark and Fieldstone are centered logotypes with a simple cabinetry description. These marks are minimal and understated, and can be used in layouts with high visual demand or limited vertical space.

Mosaiced shapes create a star icon. A star shape is also featured within the shapes' negative space.

Shapes symbolize people gathering around a center to share meaningful moments and create lasting memories.

Pointed shapes crafted neatly together speaks to the level of exact detail in our craft.

Eight points reach outward and eight draw inward – 16 in total, echoing our devotion to customization and precision down to the 1/16th of an inch.



Stone shapes represent the name and symbolize our steadfastness and durable products.

Shapes symbolize people gathering around a center to share meaningful moments and create lasting memories.

The negative space creates a circular saw shape to represent the woodworking craft.

Eight points reach outward and eight draw inward – 16 in total, echoing our devotion to customization and precision down to the 1/16th of an inch.



PRIMARY



SECONDARY



TERTIARY



PRIMARY

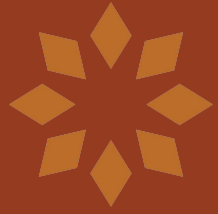


SECONDARY

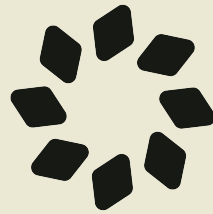
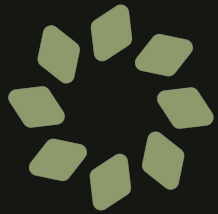


TERTIARY

ALTERNATE COLOR USAGE



ICON



SECTION 03

PG. 25

ALTERNATE COLOR USAGE



LOGOS



SECTION 03

PG. 26

ALTERNATE COLOR USAGE



STARMARK[®]
CABINETS



STARMARK[®]
CABINETS



STARMARK[®]
CABINETS

SECONDARY



FIELDSTONE[®]
CABINETS



FIELDSTONE[®]
CABINETS



FIELDSTONE[®]
CABINETS

SECTION 03

PG. 27

ALTERNATE COLOR USAGE

STARMARK[®]
CABINETY

STARMARK[®]
CABINETY

STARMARK[®]
CABINETY

TERTIARY

FIELDSTONE[®]
CABINETY

FIELDSTONE[®]
CABINETY

FIELDSTONE[®]
CABINETY

SECTION 03

PG. 28

A CLEAR FOCUS ON OUR LOGO

Sizing and clear space guidance ensures that our logos always appear with appropriate presence and legibility across all materials that carry our brand.

Clear space guidance dictates the amount of white space required between our logos and all other elements. As show in the diagram, the minimum distance between the logos and other graphic elements is based on the height of the “S” character in each logo. Be sure this amount of space surrounds the marks.



WHEN SMALL IS TOO SMALL

The logos were designed so they could remain recognizable, even at smaller sizes.

The minimum size requirement has been provided to ensure the logos' visibility and legibility whenever they are used. See the minimum reproduction size for the logos.



ACCEPTABLE USE

Print: 1" wide and larger
Digital: 80px

ACCEPTABLE USE

Print: 0.75" wide and larger
Digital: 60px

ACCEPTABLE USE

Print: 0.25" wide and larger
Digital: 20px

PRACTICE RESTRAINT

To ensure the logos maintain their recognizability and provide appropriate brand presence, it is important to always adhere to these key usage rules. In order to preserve the integrity of the logos, the following examples illustrate how they should not be used.



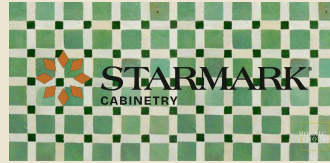
DISTORT



USE DROP SHADOW



ALTER COLORS



PLACE ON BUSY BACKGROUND



ALTER OPACITY



TILT



CHANGE TYPEFACE



VIOLATE MINIMUM SPACE GUIDANCE

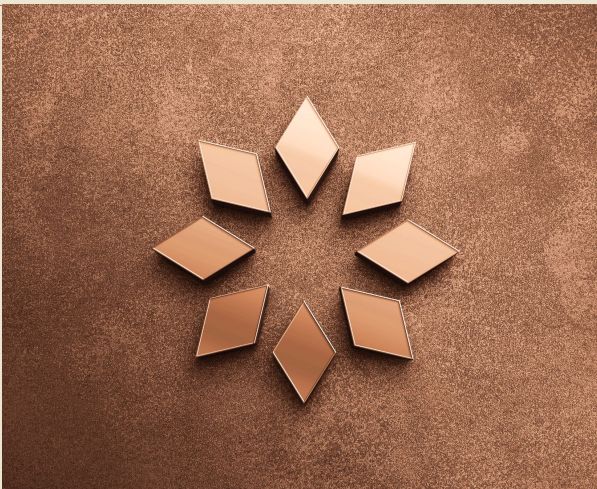


REARRANGE LOGO ELEMENTS

SPECIAL ICON USAGE

Our icon may be used graphically in creative. It can appear as if it is part of or created from our cabinet materials. These representations can be both natural and fabricated as long as they relate to the cabinet creations of StarMark and Fieldstone.

The execution of these icons needs to be contrasted enough from the texture to be visually recognizable.



COLOR

NATURE-INSPIRED BLENDED PALETTE

This blended palette was designed to ground us in nature and evoke the reliable, enduring and refined quality of our business.

The palette stays the same between both of our brands with differences in color usage and purpose broken down in the following pages.

Sections:

- ❖ StarMark Color & Usage
- ❖ Fieldstone Color & Usage





STARMARK COLOR & USAGE

A focus on warm tones connects to the radiant energy of the stars. The tones evoke a sense of warmth and vitality, capturing the alluring and enduring glow every night. These tones create a refined feeling of constancy, representing something that has always been present and will continue to shine for generations to come.

Usage:

The warm tones are our primary palette for StarMark. We will use them 70% of the time and use the secondary palette the remaining 30%.

Primary: 70%

Secondary: 30%

CATLINITE

CMYK 0, 84, 95, 37
 HEX #963A11
 PANTONE 174c

BADLANDS

CMYK 1, 55, 94, 25
 HEX #BC6D29
 PANTONE 723c

PRAIRIE GRASS

CMYK 5, 31, 63, 5
 HEX #DEA15F
 PANTONE 7509c

BLACK HILLS

CMYK 60, 60, 50, 90
 HEX #171914
 PANTONE Black 6c

BUTTE

CMYK 4, 6, 14, 2
 HEX #EBE6D1
 PANTONE 7502c — 30%

PONDEROSA PINE

CMYK 39, 19, 96, 76
 HEX #29371C
 PANTONE 5747c

LICHEN

CMYK 47, 9, 86, 35
 HEX #606D39
 PANTONE 575c

SAGEBRUSH

CMYK 34, 3, 55, 1
 HEX #8E9A6C
 PANTONE 577c



FIELDSTONE COLOR & USAGE

A focus on the green and cool tones connects to the natural landscape, grounding in the enduring qualities of the earth. Fieldstones are weathered and often found nestled in grasses, moss or lichen, adding a sense of timeless stability. The green tones suggest an earthy, organic environment, evoking a refined sense of age, texture and organic calm — rooted firmly in place and built to last.

Usage:

The green tones are our primary palette for Fieldstone. We will use them 70% of the time and use the secondary palette the remaining 30%.

Primary: 70%

Secondary: 30%

PONDEROSA PINE

CMYK 39, 19, 96, 76
 HEX #29371C
 PANTONE 5747c

LICHEN

CMYK 47, 9, 86, 35
 HEX #606D39
 PANTONE 575c

SAGEBRUSH

CMYK 34, 3, 55, 1
 HEX #8E9A6C
 PANTONE 577c

BLACK HILLS

CMYK 60, 60, 50, 90
 HEX #171914
 PANTONE Black 6c

BUTTE

CMYK 4, 6, 14, 2
 HEX #EBE6D1
 PANTONE 7502c — 30%

CATLINITE

CMYK 0, 84, 95, 37
 HEX #963A11
 PANTONE 174c

BADLANDS

CMYK 1, 55, 94, 25
 HEX #BC6D29
 PANTONE 723c

PRAIRIE GRASS

CMYK 5, 31, 63, 5
 HEX #DEA15F
 PANTONE 7509c

COLOR CONTRAST

In digital applications, we need to assure that color is accessible to all. This means working within WCAG AA Standard accessibility to ensure that all people with vision impairments and audio-based needs can see and interact with our websites and tools.

The chart to the right shows color pairings from our palettes that adhere to these standards and includes the contrast ratio.

NOTE: WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text (defined as 18pt or larger). WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders).

	#171914	#29371C	#606D39	#8E9A6C	#963A11	#BC6D29	#DEA15F	#EBE6D1	#FFFFFF
#171914			Aa 3.1	Aa 5.8		Aa 4.5	Aa 7.9	Aa 14.1	Aa 17.7
#29371C				Aa 4.2		Aa 3.2	Aa 5.6	Aa 10	Aa 12.6
#606D39	Aa 3.1							Aa 4.4	Aa 5.6
#8E9A6C	Aa 5.8	Aa 4.2							Aa 3
#963A11							Aa 3.2	Aa 5.7	Aa 7.2
#BC6D29	Aa 4.5	Aa 3.2						Aa 3.1	Aa 3.9
#DEA15F	Aa 7.9	Aa 5.6			Aa 3.2				
#EBE6D1	Aa 14.1	Aa 10	Aa 4.4		Aa 5.7	Aa 3.1			
#FFFFFF	Aa 17.7	Aa 12.6	Aa 5.6	Aa 3	Aa 7.2	Aa 3.9			

TYPOGRAPHY

TIMELESS INTEREST

We mix a classic typesetting style that will rely on a bold, timeless headline and use simple type aesthetics across our work.

This classic setting will allow us to choose a mix of timeless fonts paired with more alluring options.

01

BRAND STORY /

Is the narrative that explains who you are as a brand, what you stand for, and why you exist. It's more than just facts about your business – it's the emotional and compelling story that connects with your audience on a deeper level as it is telling the story of your brand's journey, including your origin, values, vision, goals & mission.

HIER KOMT EEN SUBTITEL

Hier komt een pakkende titel

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ALCHEMY OF LIGHT

Bricolage Grotesque



A free and open source variable font with French attitude and British mannerisms across 5 axis: weight, width & optical size

Bricolage Grotesque is a blend of historical sources, technical decisions and personal feelings. It started as a

PENROSE THE

f y
p g

OUR VALUES
What you can
expect from us

Everything we do is done around these core responsible values. They are our guidance, motivation and inspiration.

THE DESIGN STUDIO

TYPOGRAPHY & USAGE

Headlines and titles sit at the top of the visual hierarchy in most brand materials, creating the most immediate and consistent touchpoint with our audience. Their typeface reflects our brand personality and enhances the tone of the content.

Body and secondary copy carry detailed information and must prioritize legibility. The descriptor typeface is reserved for captions, quotes and small details.

Stylistic choices — like font weight, color, capitalization, punctuation and line height — also shape our voice. These details help maintain a cohesive, consistent expression of our brand in all messaging.

Download the fonts:

- ❖ [Faculty Glyphic](#)
- ❖ [Bricolage Grotesque](#)

FACULTY GLYPHIC

HEADLINE

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT

Bricolage Grotesque / Medium

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet

Bricolage Grotesque / Regular

Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

BRICOLAGE / BOLD

DESCRIPTOR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY
NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.
WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT.

GRAPHICS

EXACT & ELEGANT

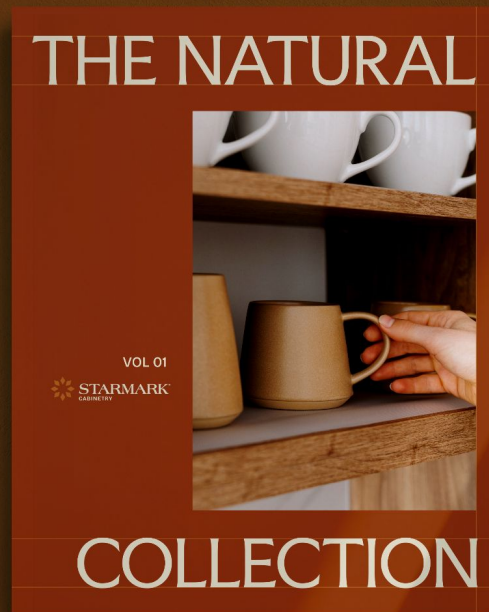
Measured framing devices built from our grid allow us to focus on what's important. These frames will come in simple shapes and sizes and will mimic our design styles displayed across our portfolio.

Type integration builds special headlines around graphics and photos, integrating type by tucking it behind subtle elements with a sense of simplicity.

Measured markings reveal and showcase schematics, grids and line drawings in an intelligently engineered way to show our designer focus.

Sections:

- ❖ Container devices
- ❖ Measured grid
- ❖ Technical Illustrations



Frame Devices: Show off the style and tone of our cabinets. They will hold text, images, illustrations and more. They call attention to our creative and add focus overall. They will be simple interpretations of our cabinets' design features.



BUILT TO LAST

LOREM IPSUM
DOLOR SIT AMET

LOREM IPSUM
DOLOR SIT AMET

LOREM IPSUM
DOLOR SIT AMET

STARMARK
CABINETS

OUR VALUES

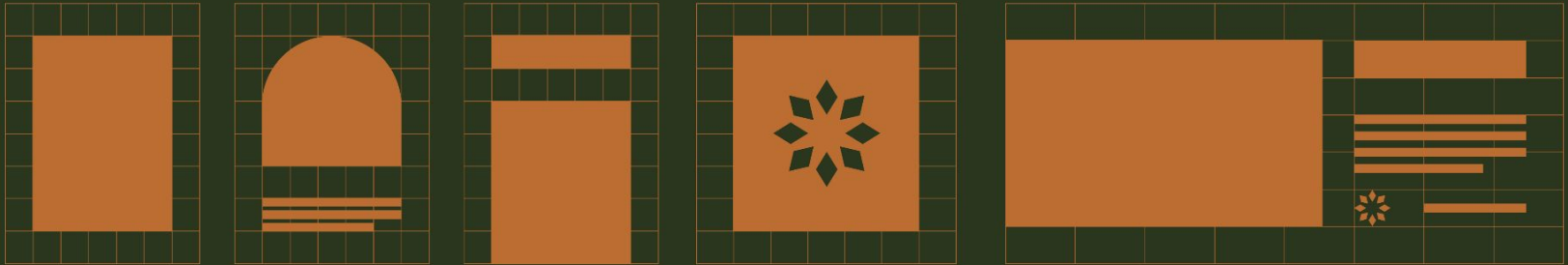
WHAT YOU CAN EXPECT FROM US

LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING
EIT, SED DIAM NORTUMMI NIBH EUISMOD TINCIDUNT UT
LAOREE DOLORIE MAGNA ALIQUAM ERAT VOLUTPAT.

FIELDSTONE
CABINETS



Concepted from our origin year, we recommend a 7x8 modular grid system to help create consistency in layout across print and digital media. Though modular grids are common in cabinet design and layout, this uncommon grid number will allow for a sense of exactness and beauty in layouts with a classic style.

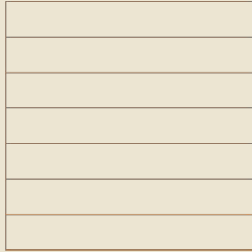


1



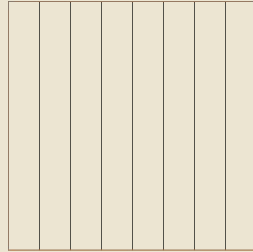
Start with your layout

2



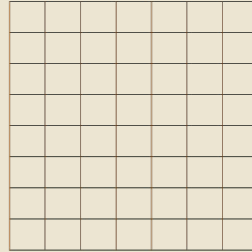
Divide the layout horizontally into seven equal sections

3

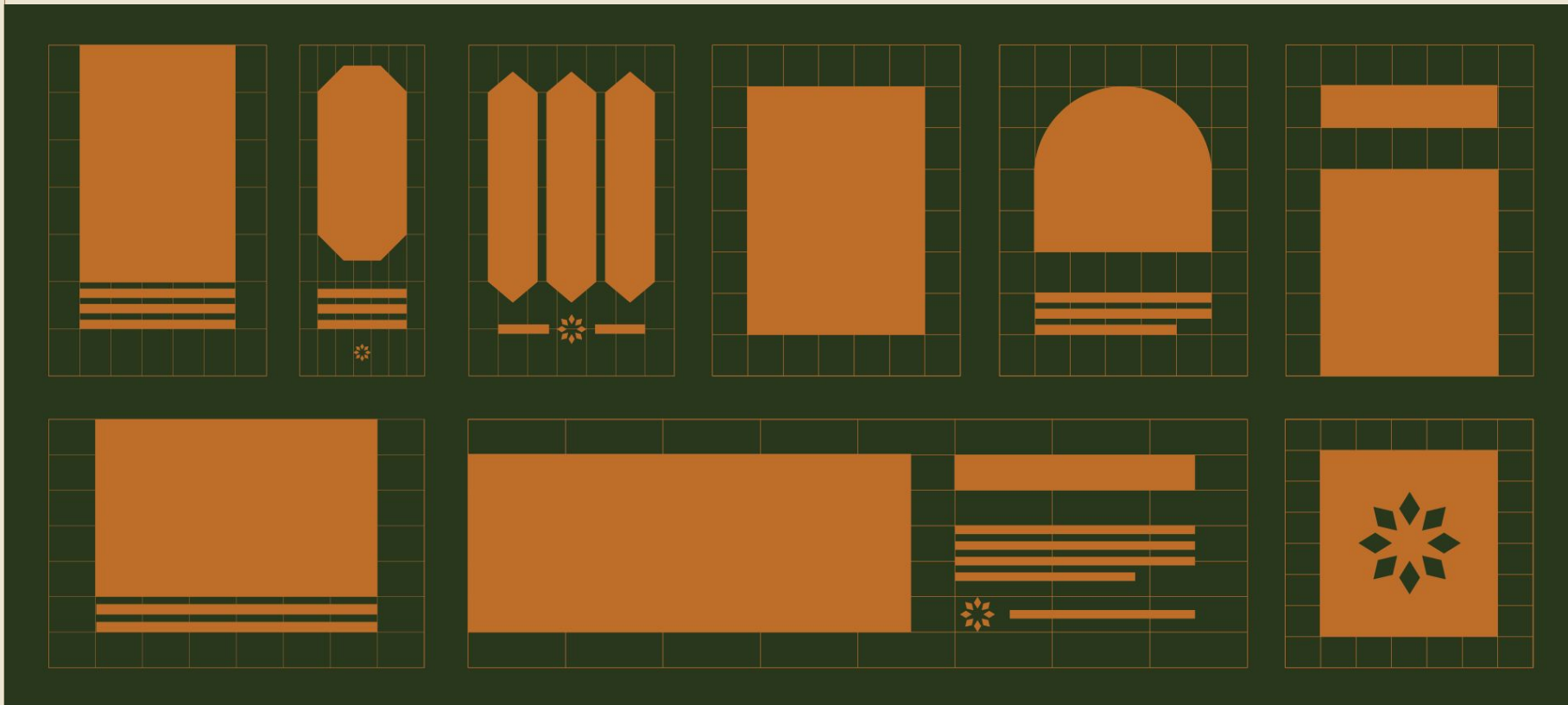


Divide the layout vertically into eight equal sections

4



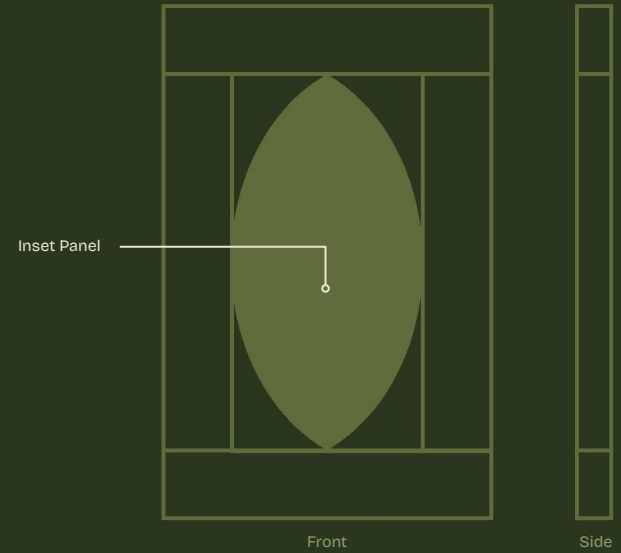
Overlay the 7x8 grid over your design



Technical Illustrations: Our illustrations will show our build quality, key features and some unseen practices in how we craft our cabinets.

Color: Color should be consistent but feature our cabinets as the most important element. It can also be used to highlight specific elements in print and digital.

Line Weight: Lines should be a mix of two weights at most, with thick and thin strokes to accent key features. Elements of patterns may be present to communicate finish.

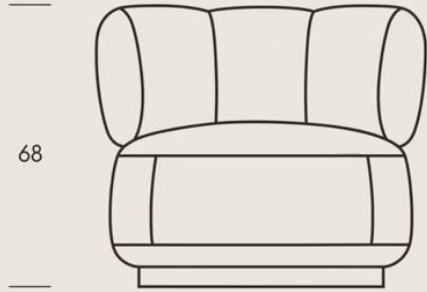


Gliding and guiding as we follow a grid but live more like a smooth dance, with movements crafted to be organic and directional with a hint of poetry.

Measured movements as we reveal and showcase schematics, grids and line drawings in an intelligently engineered way — coming across as snappy, seamless and so very smooth.

Living still life brings simple textural details, like our logo embossed into the wood of our cabinets to live in a refined and elegant manner.

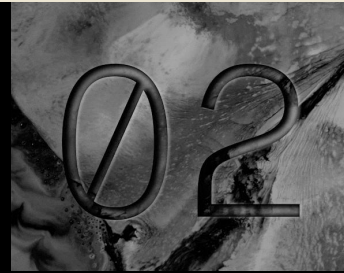
Aspen



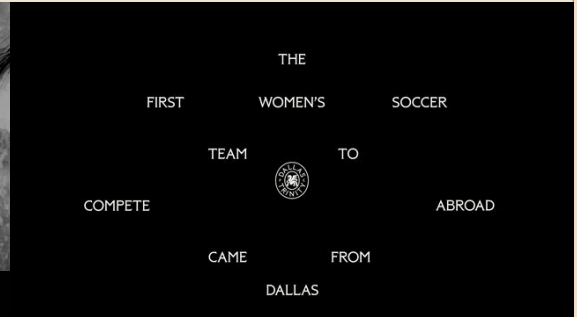
Armchair AS10
80×83×68 cm



1 Section



2 3 4 5 6 7



IMAGES

Our images, whether 3D or photography, will capture candid, intimate moments that feel real and draw the viewer into each scene, connecting them to product. Think of a hand grazing smooth wood, the arresting arrangement of cabinet doors that resemble our logos, a glance across the room, or a family member sitting beside you.

Sections:

- ❖ Lifestyle
- ❖ Portraits
- ❖ Product detail
- ❖ Product environment
- ❖ Product outline

Note: It is vital that a piece of cabinetry is featured in each image.



Our photography will be candid moments — your hand reaching to feel smooth wood grain, depth that brings your eyes to look at your niece across the room, a friend waiting for you to sit next to them. All shots are meant to feel real and literally draw you into a scene, inviting you to be part of it. There is a deep sense of warmth and a wide variety of lifestyle showing the depth and complexity of our timeless offerings.



We want to hero our designers in the natural environments they design. The mood should be authentic, relatable portrait photography, naturally lit and rooted in their ideas, with process and inspiration connecting our products to their amazing creations and their personas.



PRODUCT DETAIL — DRAWN TO THE DETAILS

IMAGES

Quality craft comes from fine design detail and engineering excellence. It also comes from premium materials. Here, we want to ensure our images match and build upon these facts by being intimately up close on the intricacies to let the design shine.

- ❖ Wood grain and metal shine
- ❖ Smooth painted finishes
- ❖ Design complements that inspire
- ❖ Curves

- ❖ Cabinet door details
- ❖ Knobs and handles
- ❖ Cabinet bottoms
- ❖ Functionality



PRODUCT ENVIRONMENT — WELL COMPOSED & WELL LIVED

For our environmental photography and renders, we want to have a very simple and exact style with elements in the space feeling naturally placed and "lived in."

Composition: Working off of a rule of thirds will help maintain a consistent yet exact style. We will work within a rule of thirds composition.

Lighting: Natural to the environment with a slight lean toward warmth.

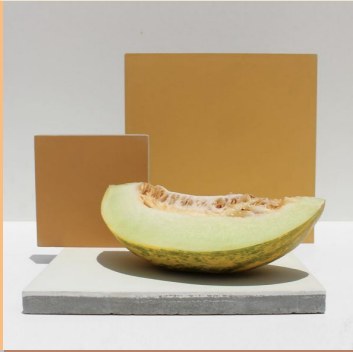


IMAGES



Design Stories: Let's tell design stories that allude to color or materials inspiration by showing the design thinking that goes into our cabinets.

Assembly & Explanation: We should also show function through overlays and both photo and 3D dissections of our key products.



Arrangement: Let's show off our cabinets' best features in very artful ways by adding kinetic movement and arranging them in scalable ways.
Whether we are arranging to form our icon or even a range of overlaps for depth and interest, our compositions should draw the eye to our cabinets not just as a product but as an elevated form.

Lighting: We will show off the products more. Cabinets shouldn't feel flat, so a little surface shadow or hint of light will really help our products stand out in a render or photograph.



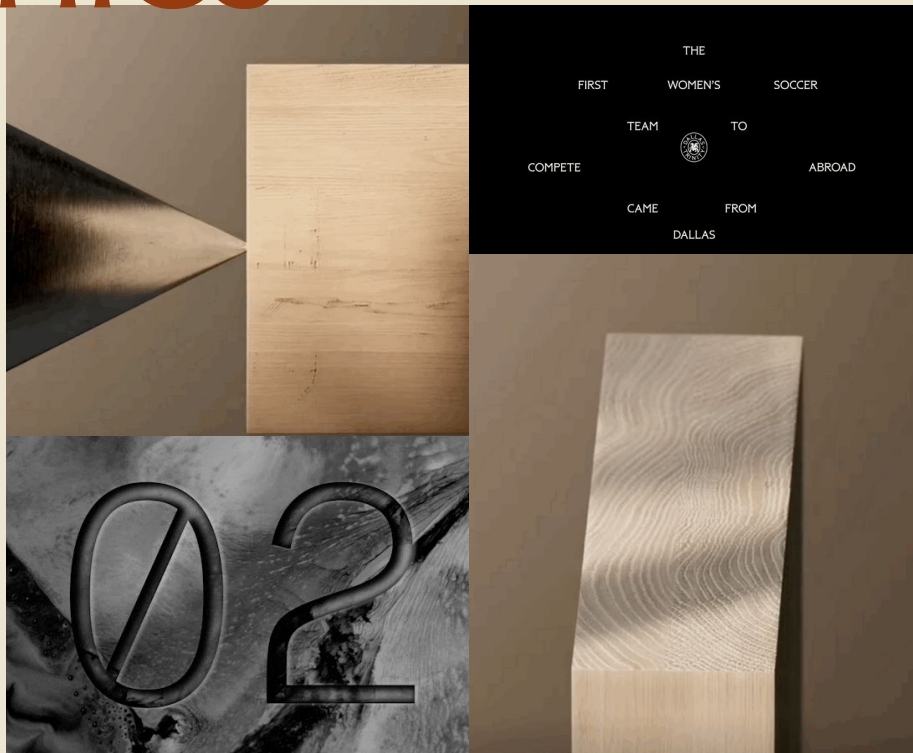
MOTION GRAPHICS

ALLURE WITH ART & EXPLANATION

The way we move is important in captivating audiences. Our motion should have a sense of simplicity, a captivating quality and style to attract eyes, and build a sense of awe. Simplicity in slight motion feels grounded but subtly attractive. Attraction is where we can show magnificent, unseen techniques that go into creating our cabinets. The end result will feel like a mix of magical and practical.

Sections:

- ❖ 2D motion
- ❖ 3D motion

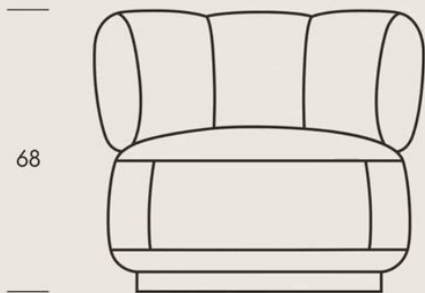


Gliding and guiding as we follow a grid but live more like a smooth dance, with movements crafted to be organic and directional with a hint of poetry.

Measured movements as we reveal and showcase schematics, grids and line drawings in an intelligently engineered way — coming across as snappy, seamless and so very smooth.

Living still life brings simple textural details, like our logo embossed into the wood of our cabinets to live in a refined and elegant manner.

Aspen



Armchair AS10
80×83×68 cm



1 Section



2 3 4 5 6 7

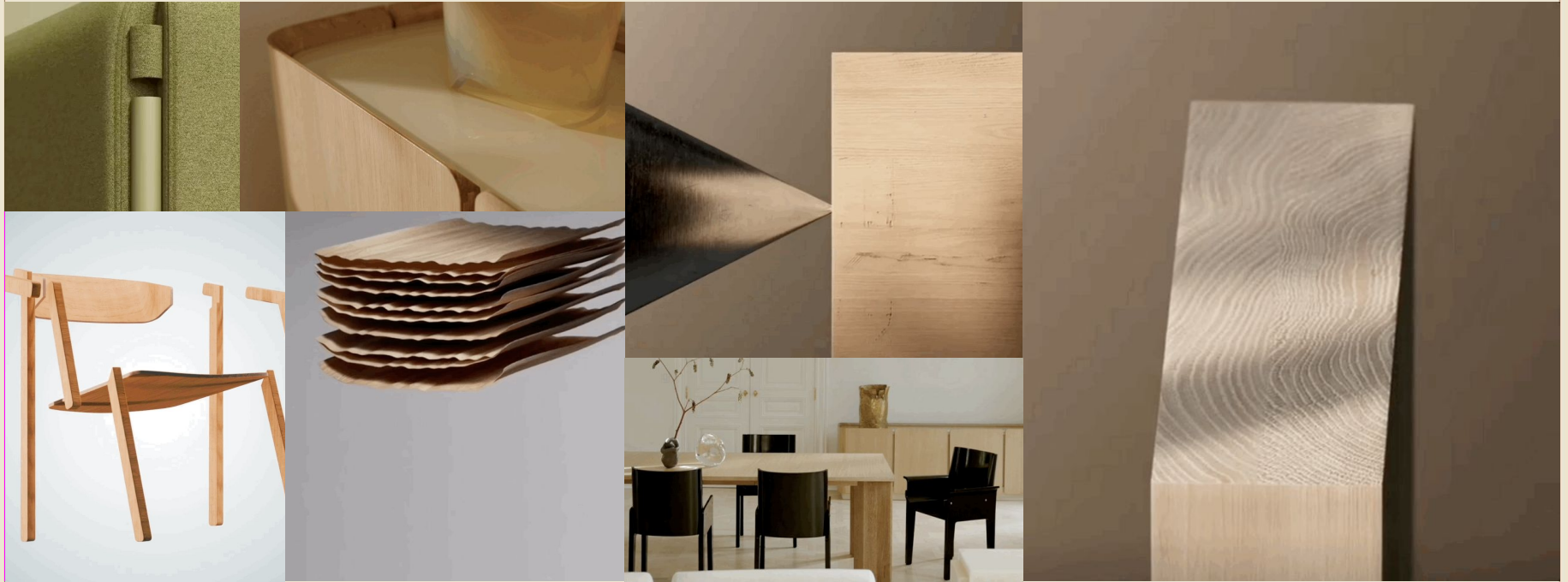


Show the process by crafting furniture from raw materials to an end result in a kitchen.

Slow-motion builds will dance to form our timeless creations in a fresh and unmistakable manner.

Express artform by expressing design in a way that inspires interior designers through form and function, exciting them to create.

Flow with function as we unveil unique aspects of our engineering – feeling always aspirational and leaving our audience curious about what is next.





MANY THANKS



MASTERBRAND TEAM

[Erin Cochran](#) | Sr. Marketing Manager

[Andy Harmon](#) | Sr. Designer

DOWNLOAD RESOURCES

[StarMark](#) | [Fieldstone](#)

Crafted with [HLK](#)