

Brand Book Guide



Design  
Preowned

ECO-FRIENDLY FURNISHINGS  
**Preserving Forests with Every Piece**





# **Raise your consciousness.**

Why cut another tree for another piece of furniture  
if we have the brilliance to recreate?

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An abstract painting featuring a central motif of a paper airplane. The airplane is composed of various geometric shapes in shades of white, light blue, and yellow, set against a background of bold, expressive brushstrokes in red, blue, and orange. The overall style is reminiscent of mid-20th-century abstract art.

## Brand Identity / The Icon

### The Story Behind the Logo

The Design Preowned logo is more than a symbol – it's a legacy. The paper airplane motif comes directly from a series of abstract paintings created by Edward Gubi's grandfather, the late Danish artist Gudmund Olsen (1913–1985). In his work, the paper airplane appeared again and again: a recurring gesture of imagination, lightness, and transformation.

At its core, a paper airplane is a humble object – just a sheet of paper. But in the right hands, it becomes something new. Something that moves. Something that lasts, as long as you take care of it. When it falls, you pick it up, smooth out the wings, and launch it again. That simple action – **repair, reimagine, relaunch** – mirrors everything we stand for at Design Preowned.

The logo reflects our mission to give overlooked materials and forgotten furniture a second, third, or even fourth life. Like the paper airplane, we take what's been discarded and give it purpose. We preserve its structure but give it new energy – just like we do with every chair, every table, every reclaimed piece of wood.

It's also a tribute. To the legacy of Danish design. To family craftsmanship passed down through generations. And to a creative spirit that saw value in the overlooked – long before circular design became a movement. The Design Preowned paper plane flies in honor of both past and future. It invites us to elevate the old, care for what we have, and design with memory and meaning.







# Brand Identity / Color Palette

Isabelline  
#F2F0EB

Khaki  
#CBB092

Light Taupe  
#B08C76

Rosy Brown  
#B1928D

Timberwolf  
#D7D3CA

Chamoisee  
#A17E56

Metallic Bronze  
#A06B43

Chocolate  
Cosmos  
#600C26

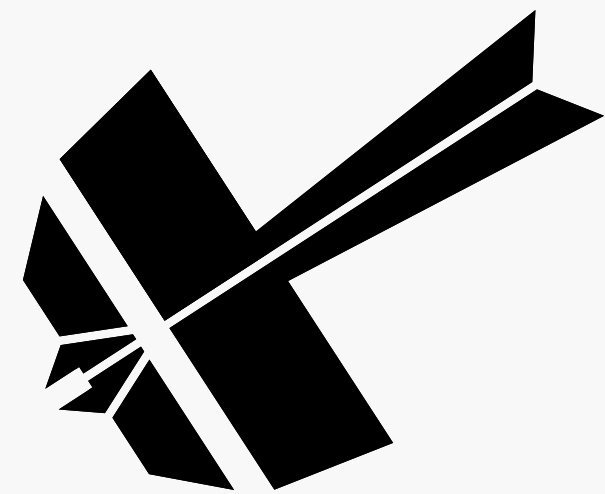
Metallic Silver  
#A4ACAE

Coffee  
#6F5436

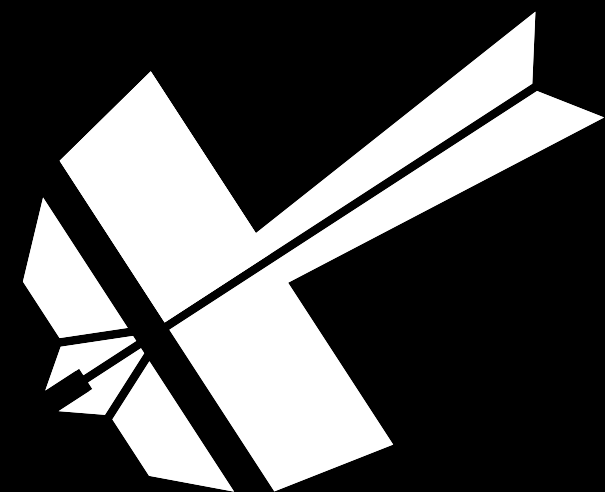
Jet  
#363636

Eerie Black  
#211E19





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## Brand Identity / Logo Positioning / Clear Space

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Sufficient space around the wordmark creates visual hierarchy and clarity.





## Brand Identity / Typography

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### **\*Playfair**

Pre-Owned uses the Playfair type family for its headlines.

### **\*Poppins**

Pre-Owned uses the Poppins type family for body text.

Boa



# Brand Identity / Typography

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## Playfair **Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## Poppins **Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9



## Brand Application / Logo Application



ECO-FRIENDLY FURNISHINGS

PRESERVING FORESTS WITH  
EVERY PIECE

DESIGNPREOWNED.COM



# Brand Application / Logo Application

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## Brand Application / Logo Application

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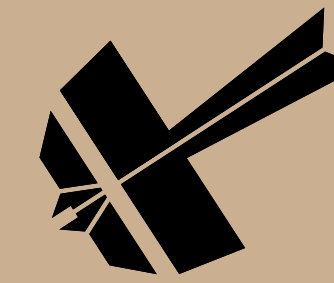


# Brand Application / Logo Application





## Contact



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**EDWARD GUBI**

Founder

M: +45 31 69 86 05

E: [edward@designpreowned.com](mailto:edward@designpreowned.com)

W: [designpreowned.com](http://designpreowned.com)

Need some assistance?

Contact us—we're here to help!