

THINK KNÚ

L A Z BOY[®]
HEALTHCARE



2021 BRAND
GUIDELINES





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La-Z-Boy® Healthcare | Knú Comfort™

Our Brand Guidance

Our brand identity allows us to build trust and recognition for our broad and growing audience of internals and customers. Consistency is vital to communicate our mission, purpose, and position, leading to our company's long-term success. The brand guidelines contained in this book are provided to help La-Z-Boy Healthcare | Knú Comfort employees, reps, partners, business affiliates, and other entities to correctly use our logo and brand assets.

Note: La-Z-Boy Healthcare | Knú Comfort's approval is required when using our logotype in print, video, or online. Approval before publishing assures adherence with our brand guidelines. For questions and requests for brand approval or to report brand violations, please contact our brand leadership team at marketing@getknu.com.

The Meaning of *Comfort*

More than the repose offered by a soft place to rest, Comfort can take meaning in every aspect of our world. It is a force to heal a troubled body, mind, and soul. And it is our mission to provide the best-in-comfort furnishings for healthcare and wellness environments.

Comfort is designed and built into everything that comes out of our doors. It's the foundation of what we strive to create and what we offer to those who most need it—our ethos. From the initial spark that flashes through the mind of one of our dedicated engineers to the first time a new design leaves our manufacturing facility, comfort is the guiding light that carries us through every step of the way.

There are myriad forms that **comfort** may take. It is the well-being that is amplified when a weary patient can feel at home. The peace of mind comes with the **durability** of a product designed to sustain a full life cycle. It is in the satisfaction of a caregiver who can rely on the **performance** of a product to shine in the time of need. It is found in the confidence of a healthcare provider who has found a trusted partner with **integrity**.
Comfort Heals®.

Our Brand Vocabulary

Primary Words

COMFORT		
PERFORMANCE	DURABILITY	INTEGRITY
infection control	trusted	
option rich	caregivers	
patients	recliners	

Our tone-of-voice is our number one way we share our brand language. When speaking about the brand, it is imperative to have a consistent and differentiated message. Provided is a word bank presented in three tiers of relevance. In our group of **Primary Words** (essential to our story), **COMFORT** is the most important. All messaging about the La-Z-Boy® Healthcare | Knú Comfort™ brand must focus on our signature goal to provide the *best-of-comfort* for the user. Convey the message, “We achieve comfort by perfecting the *performance* and *durability* of the product while never compromising on our *integrity* as a company.” The Primary Words should be applied in headlines and article titles. **Preferred Words** support telling our story—these should be frequently used in the product literature, social media, blogs, and video scripts. Use the **Ancillary Words** to reinforce our messaging further when additional copy is needed.

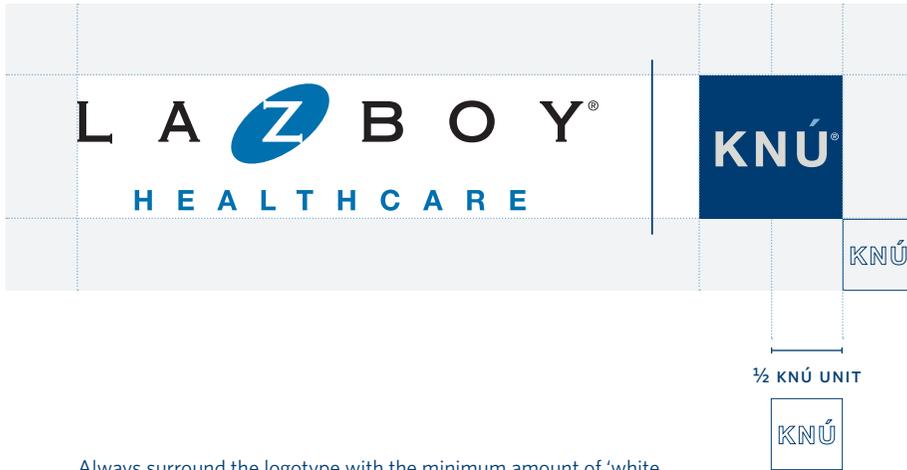
Preferred Words

sleep series	made in the USA	mobility	healthcare
sustainability	patient room	new	series
upholstered	safety	craftsmanship	high-quality
end user	passionate	public spaces	acute care
well-being	cleanability	consistency	life cycle

Ancillary Words

satisfaction	value	relaxation	timeless	best-in-class
stable	robust	credibility	reputable	possibilities
straightforward	health systems	optimal	details	consumer
iconic	investment	elevates	holistic	educational
inclusive	inviting	engaged	friendly	communities
ergonomics	easy	enhance	legendary	personalized
excellence	families	enjoyment	meticulous	healing
lounge	exceptional	behavioral health	understanding	quality of life
lobby	contract	assurance	stylish	knowledgeable

Primary Logotype

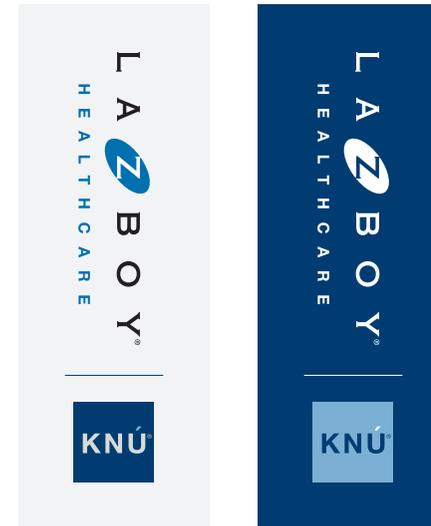


Always surround the logotype with the minimum amount of 'white space' or clearance area ($\frac{1}{2}$ Knú Unit) shown in the above.

LOGO LOCKUP KNÚ COMFORT BLUE BACKGROUND



VERTICAL LOGO



Use the *Integrity Blue* logo on *Comfort Blue* background. When using the logotype in a vertical application, always use the specifically designed *vertical logo*. The official vertical logo is distinguished by the *La-Z-Boy Healthcare* logomark at a 90° clockwise rotation while the *Knú* logomark is read from left-to-right.

Logotype Proper Usage

MINIMUM WIDTH SIZE



ONE COLOR ALTERNATIVES



One-color Comfort Blue.



One-color Black.

PRIMARY ICON



CO-BRAND ICON



In instances where Knú Comfort stands as its own entity, use the logomark (icon) in Integrity Blue. When Knú Comfort is used in a co-brand context, use the icon in Comfort Blue.

Logotype Incorrect Usage

Note: If you identify improper usage of the logotype, please retain the incorrectly branded item or save a screen shot and report to the marketing team at marketing@getknu.com.



Do not alter the color or tint of the logotype.



Do not rearrange the elements of the logotype.



Do not alter the fonts used in the logotype.



Do not rotate or angle the logo.



Do not distort, screw, add effects or drop shadows.

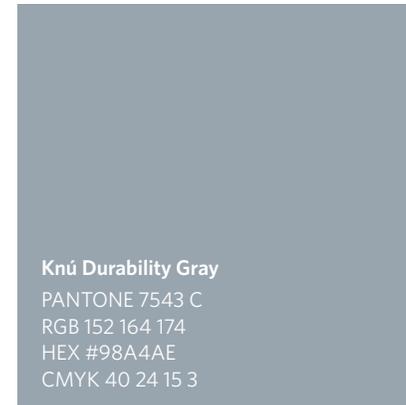
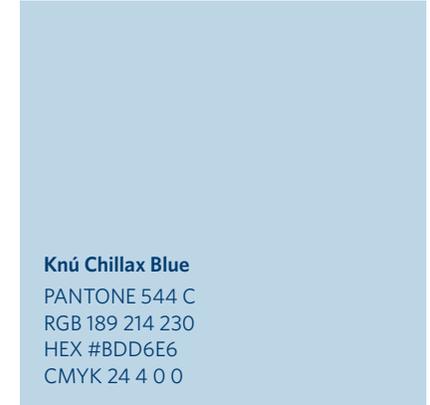


Do not place the logotype on noisy backgrounds.

Comfort in Color



We have an official brand color palette that symbolizes our goal to bring the best-in-comfort while delivering on our core values. Our primary color is **Knú Comfort Blue**. It represents our fundamental dedication to the *comfort of the user*. Our foundational color is *Knú Performance Gray*—use when a dark neutral color is required. *Knú Integrity Blue*, *Knú Chillax Blue*, *Knú Durability Gray*, and *Knú Cloud White* are soothing/calming supportive colors to be used when lighter accent colors are needed.



Our Typography

PRIMARY BRAND FONT: WHITNEY BOOK

LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit. In dictum aliquam sem, at ultrices leo elementum pretium. Morbi tincidunt miet semper tincidunt. *Maecenas id lacus tempor neque luctus sollicitudin.* Donec purus dui, vehicula nec vehicula sit amet, sodales et odio. In nec pretium nunc.

WHITNEY MEDIUM

LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit. In dictum aliquam sem, *at ultrices leo elementum pretium.* Morbi tincidunt miet semper tincidunt. Maecenas id lacus tempor neque luctus sollicitudin. Cras mattis dapibus porttitor nibh volutpat.

WHITNEY SEMIBOLD

LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit. In dictum aliquam sem, *at ultrices leo elementum pretium.* Morbi tincidunt miet semper tincidunt. Maecenas id lacus tempor neque luctus sollicitudin. Cras mattis dapibus porttitor nibh volutpat.

WHITNEY BOLD

LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit. In dictum aliquam sem, at ultrices leo elementum pretium. Morbi tincidunt miet semper tincidunt. Maecenas id lacus tempor neque luctus sollicitudin. Cras mattis dapibus porttitor volutpat.

BRAND TYPOGRAPHY STYLES

Subheadlines

Use Whitney Semi Bold for subheaders.

Headlines & Titles

Use Whitney Semi Bold for headers.

Body text. Nunc pharetra elementum cursus. Donec et neque odio vulputate tincidunt id malesuada nibh. Cras quis pulvinar nisl. Nullam malesuada odio nec vehicula imperdiet.

Use Whitney Book for paragraph text.

Comfort, Performance, Durability, Integrity.

Use Whitney Semi Bold for call-out text or bold statements.

Note: When Whitney is not available, use a generic sans serif font. As an alternative font to Whitney, use Helvetica commonly found on Mac or Arial widely used on PC.

Brand Photostyle



For the **hero and featured images** used across our brand touchpoints (i.e., website, brochures, advertisements, etc.), focus on our product as the composition's focal point. Expose the product with warm temperature lighting in *open-and-airy* environments. Only use props and room arrangements appropriate for healthcare, or the subject matter. The mood must feel comfortable and spacious, never too crowded or pretentious.



When a predetermined layout is not provided, always shoot/render the hero/ featured product image twice: ❶ to fit a 16:9 aspect ratio and ❷ a square crop.



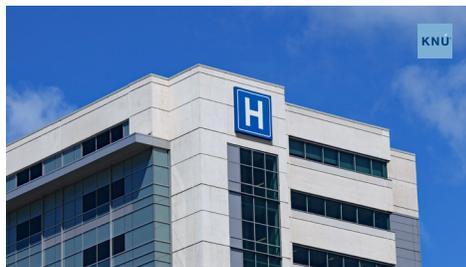
When shooting products with **white backgrounds** for hero, main feature, or advertising purposes—always use an open-and-airy lighting style. Be sure highlights and shadows are present to create dimension and enhance the feeling of comfort in the image.



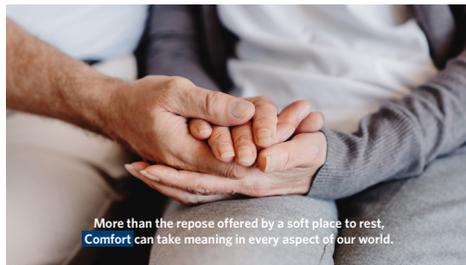
When shooting **detail images** for features/benefits, always be sure the composition and camera angle shows the featured component as fully as possible. Use an open-and-airy style of lighting so that the image's mood exudes comfort and ease.

Video Brand Guidelines

Our videos compete in the healthcare furnishing space, with nearly two dozen direct competitors. By creating video content with compelling and educational value, we can grab the attention of the customers we desire—winning our sales goals. The first 6 seconds are the most important to retain attention—always begin with comforting or emotional footage or b-roll. Content should feel trustworthy and friendly; never overproduced. When casting, inclusion, and diversity is the most important—make sure all types of people are represented.



When needed, place the **logotype** or **logomark** in the upper right-hand corner of the frame.



For **Title Cards** and **Open Captions** use Whitney Semi Bold in white, *Comfort Blue*, or *Performance Gray*.



Sub Title Cards: Use Whitney Semi Bold with a text background in our brand colors. Lower 1/3 placement.



Closing Cards: For official use and consistency, close all videos with our branded closing cards.



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