

Jamar – Furniture Chain

Designing a new identity for an established retail chain with over 60 years in the furniture business



Background

Founded in 1951, Jamar is the market leader of home furniture in Colombia and Panama.

Jamar is one of the most prestigious companies in the Latin American region.

Jamar offer quality furniture and accessories for the home with exclusive designs, the best market prices and excellent financing plans and payment options.



Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design

Challenge

After celebrating its 60th anniversary, Jamar underwent a financial and operations planning process to identify ways to expand in multiple countries and maximize its gain.

As part of the companywide effort to implement its findings and launch a brand rollout, Jamar requested a new logo and visual identity system with a standards and guidelines manual to present its new elements, production-ready templates to ensure consistency and examples of essential tools to implement a new and modern brand.

“The new logo and visual identity manual designed by Cultéva was implemented fast, and the new brand has given us increased recognition, and the standards and guideline tools has simplified the management of our brand in marketing and the rollout of new stores in Colombia and Panama.”

Benny Naimark, GM, Jamar Panamá

Solution

Cultéva designed the new Jamar logotype. A thorough exploration process was conducted to evaluate all the options of designs to gain maximum recognition with the new mark.

Cultéva then designed the new visual identity system. The Jamar visual identity manual included a presentation of the corporate structure and its key functions followed by the introduction of the new elements.

Furthermore, the manual was made to include informative overviews for new employees of how to use the manual, where to access ready-to-use files, and presents application samples for essential elements across all categories and multiple business units. Over 100 solutions were designed for the collateral required to furnish in-door retail and stand alone stores, corporate collateral, events and promotional activities.

In addition to the logo and the manual, the first mag-a-log was designed with a flexible pagination organized fit all contents to be developed for future editions.