



# Branding Kit

*casadifrancesca.ro*



# The Complete Experience

## Beyond Design



At Casa di Francesca, we don't just offer furniture, we offer a complete home experience. What makes us truly unique in the Romanian market is our family's 20+ years of expertise in construction, allowing us to provide a seamless, all-in-one solution for creating and designing homes.



We believe that a home should be more than just beautiful, it should be well-built, functional, and designed to reflect your lifestyle. That's why we go beyond furniture and décor to offer a complete, premium service that guides our clients from the foundation of their home to the finest interior details.



### Our Services Include:

- Home Construction & Apartment Renovation
- Custom Furniture & Décor Selection
- Architectural & Interior Design Services



With Casa di Francesca, you're not just choosing furniture, you're choosing a complete lifestyle, where every detail is handled with expertise, care and a personal touch.

# *Behind the Brand*

## Vision & Mission

Casa di Francesca is more than a brand, it is a personal reflection of our standards for beauty, quality and comfort, This is not just a curated collection; it is an extension of our taste, our trust in craftsmanship and our passion for creating refined living spaces. Through this brand, we wish to offer our customers a carefully chosen selection of timeless, high-quality pieces that exude warmth and elegance, transforming any house into a true home.

At Casa di Francesca, we ensure that every piece meets the highest standards of aesthetics, durability and luxury. Every product and supplier is meticulously chosen, just as we would for our own living space, so that clients can experience not just beautiful interiors, but also the confidence that they are investing in the best. This is a brand built on trust, authenticity and an unwavering commitment to excellence, designed for those who appreciate timeless sophistication and impeccable quality.

It's the same attention to detail that we have been bringing to every aspect of our work, whether in construction, design or curating elements that make a space feel complete. Our goal is to give people the assurance that what they bring into their homes has been chosen with care, expertise and a personal touch.

# *Elegant, Evocative, Personal*



## Story

Casa di Francesca intertwines a family's legacy with a hunter's respect for nature, honoring tradition, quality, and innovation in every timeless, elegant piece.



## The Oak Leaf

The oak leaf symbolizes strength, tradition, and family, deeply rooted in Romania's heritage. Its changing colors embody innovation, while its timeless elegance reflects the luxury and quality that define the brand.

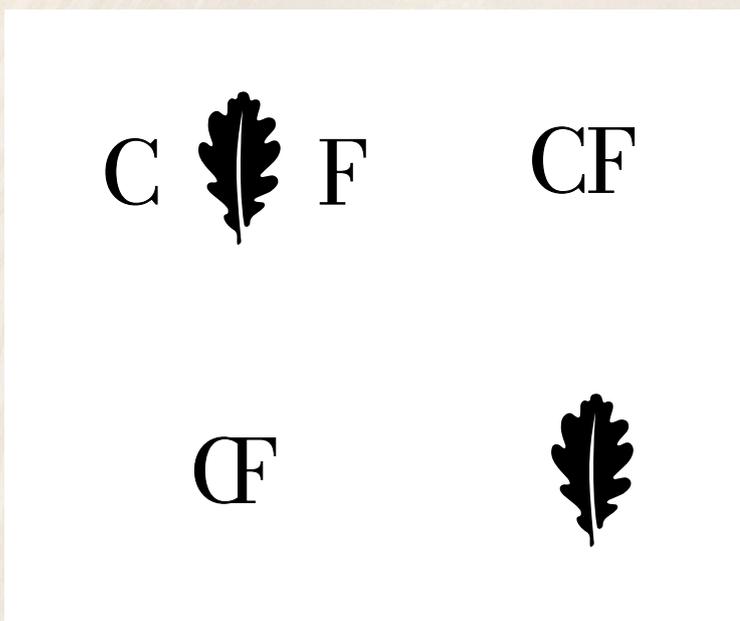


## Values

Quality  
Respect  
Tradition  
Innovation

# Logo Variations

negatives and complementary

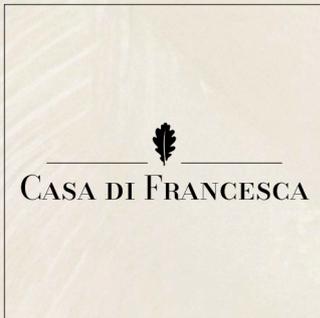


# Logo Usage Guide

respecting contrast and spacing



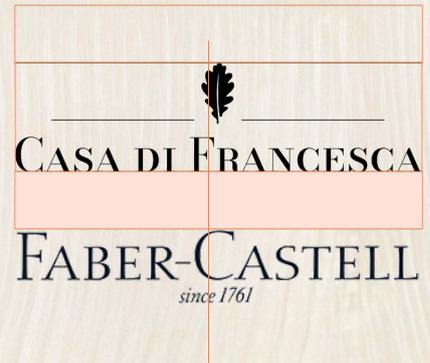
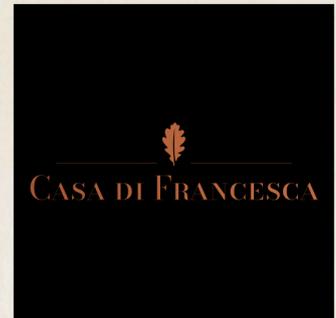
used for light backgrounds



used for dark backgrounds



used for dark backgrounds or neutral colors (beige, cream, gray, etc.)



# *Get in Contact*

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questions or inquiries at:

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