

PioloTM

PIOLO® / KITCHENWARE / 2026
DESIAND® STUDIO

Piolo[®] Brand Book 2026

FLOW PROCESS

01 — FOUNDATION

02 — IDENTITY SYSTEM

03 — CONTENT SYSTEM

04 — PRINT SYSTEM

05 — DIGITAL PRESENCE

DESIAND[®] STUDIO —
PROJECT #12

CHALLENGE
Brand Transformation

CLIENT
Piolo[®] Kitchenware

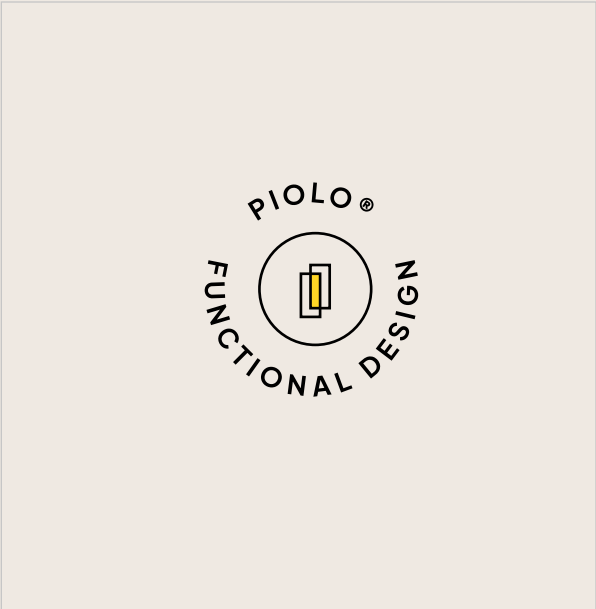
SCOPE
Strategy, Identity, Voice, Packaging, Digital

YEAR
2026

Piolo® designs redefined kitchenware essentials that combine purposeful functionality and refined aesthetics to elevate everyday living.

Piolo® Naming	Redefined Kitchenware Tagline	Creator + Sage Archetype	Design-led Kitchenware Positioning	Redefined Living Essence	www.piolo.store Domain Set
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Piolo® is a US-based kitchen and home brand focusing on design-driven, modern kitchenware. Its mission emphasizes “innovative designs, exquisite craftsmanship, and contemporary styles” that redefine everyday kitchen essentials.



San - Serif + Modern Serif

Plus Jakarta Sans + IBM Plex Serif

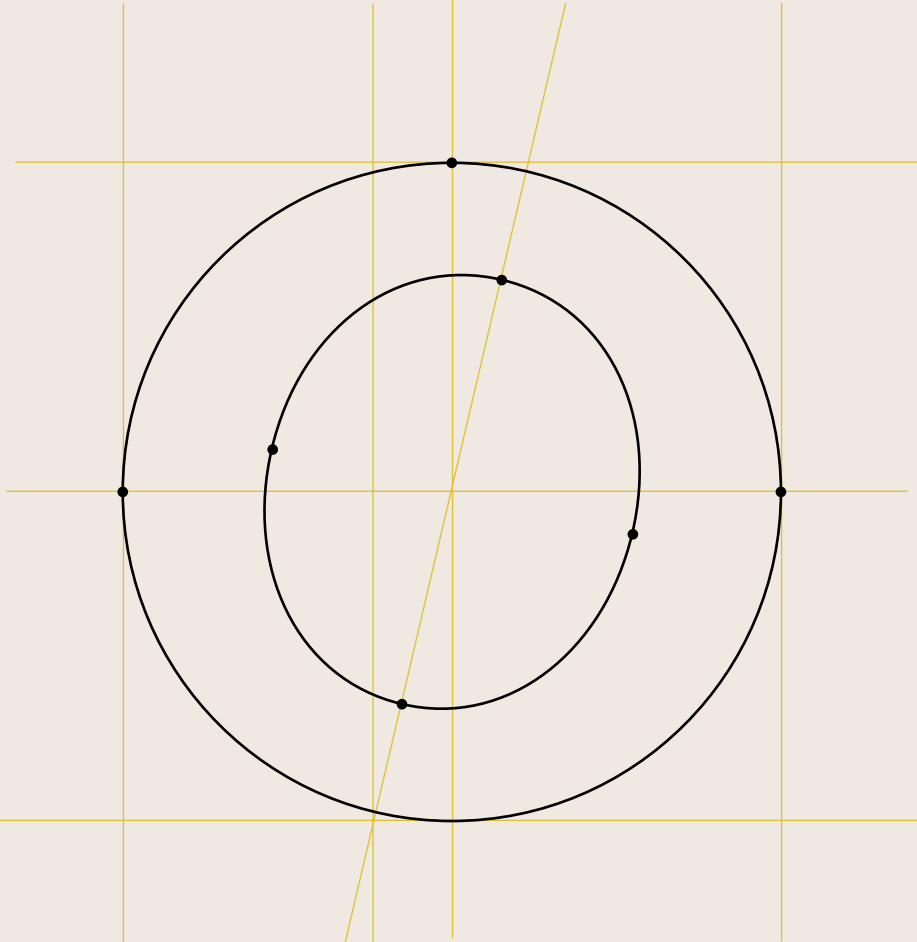
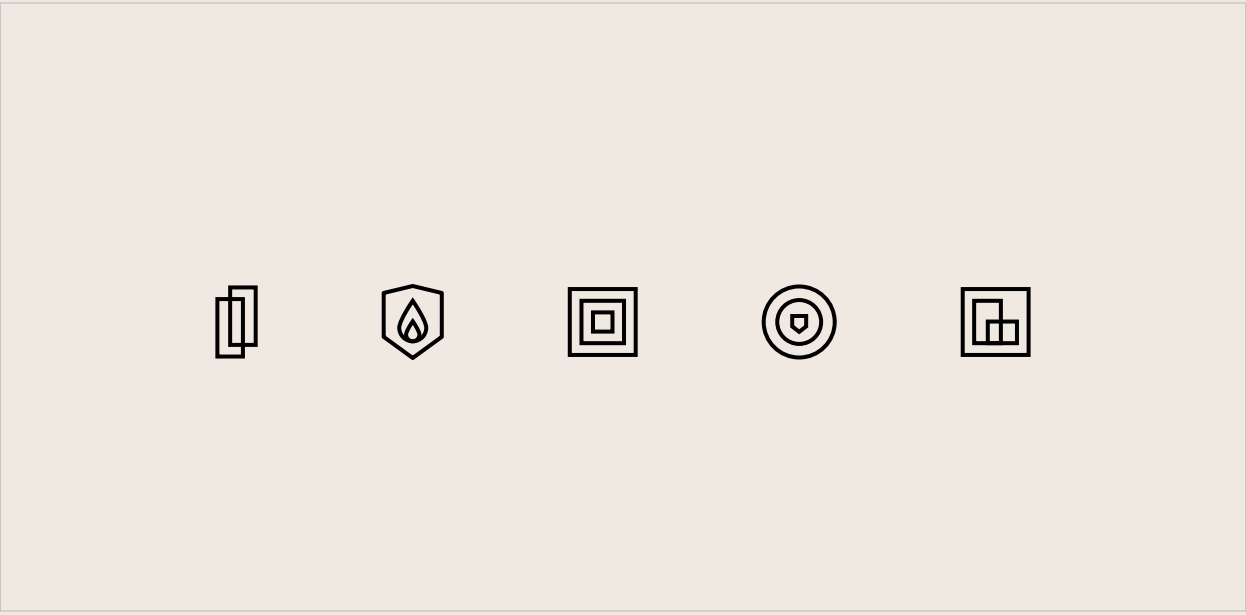
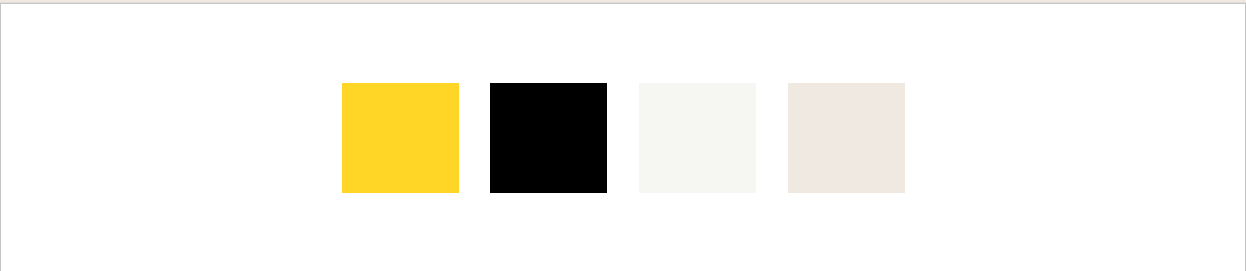
AaBbCc

Highlight.

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*



RefinedTM

EVERY WORD SERVES A PURPOSE.
NOTHING MORE. NOTHING LESS.

Simplicity

Intentional



Living

Everyday

Organized

Design



Elevated

Thoughtful



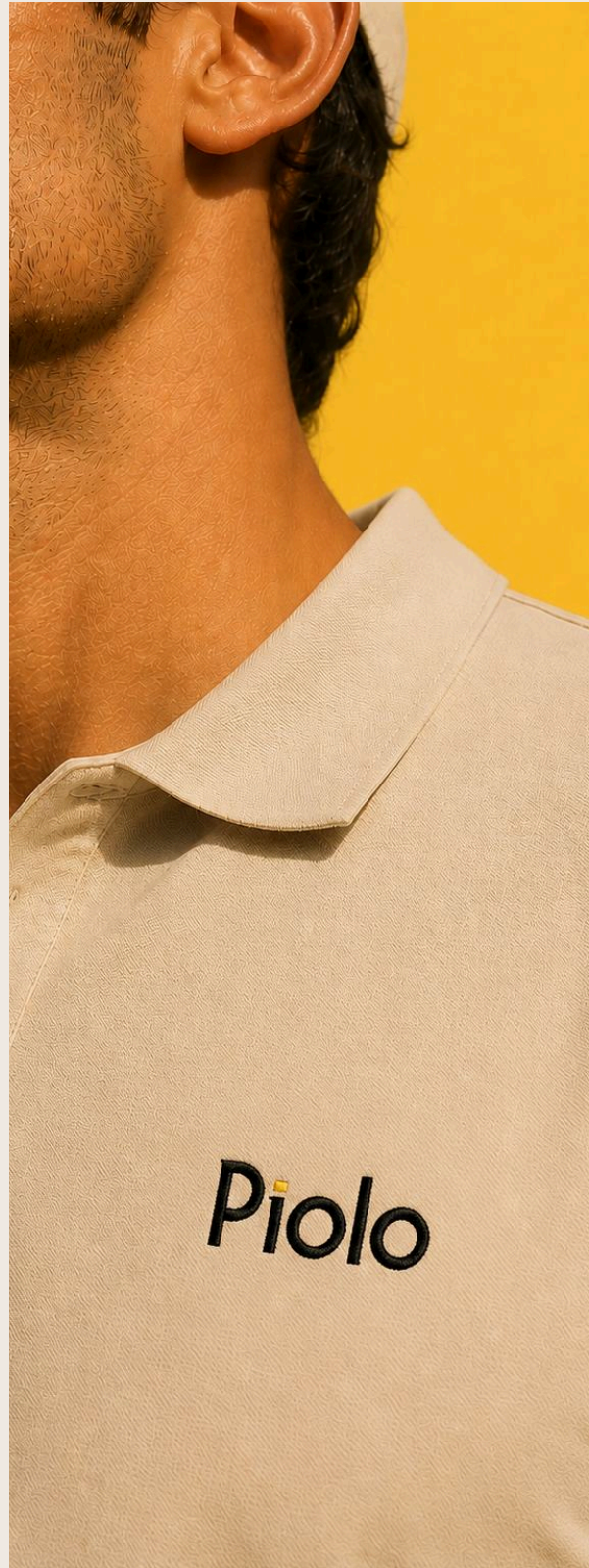
Functional

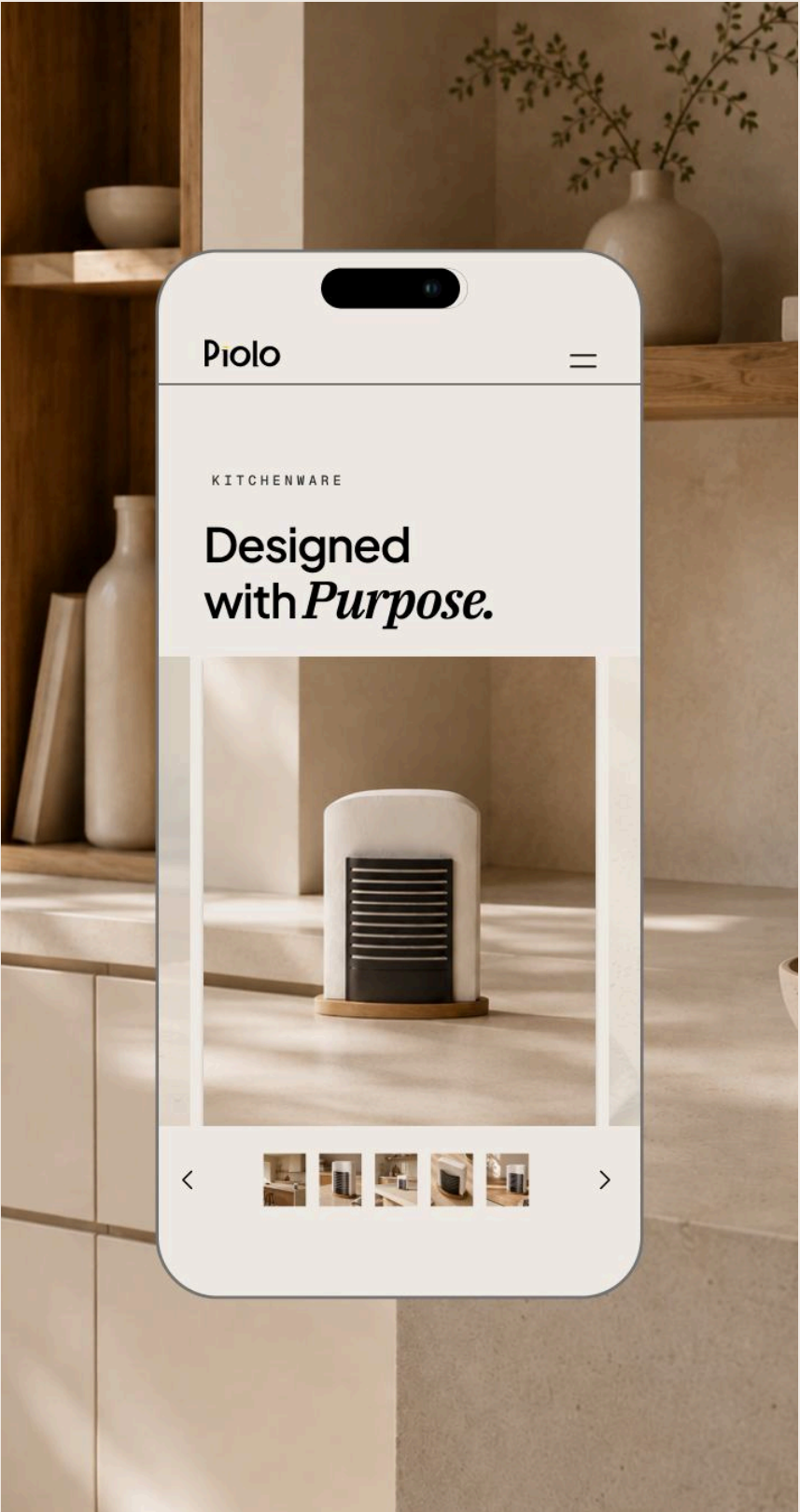
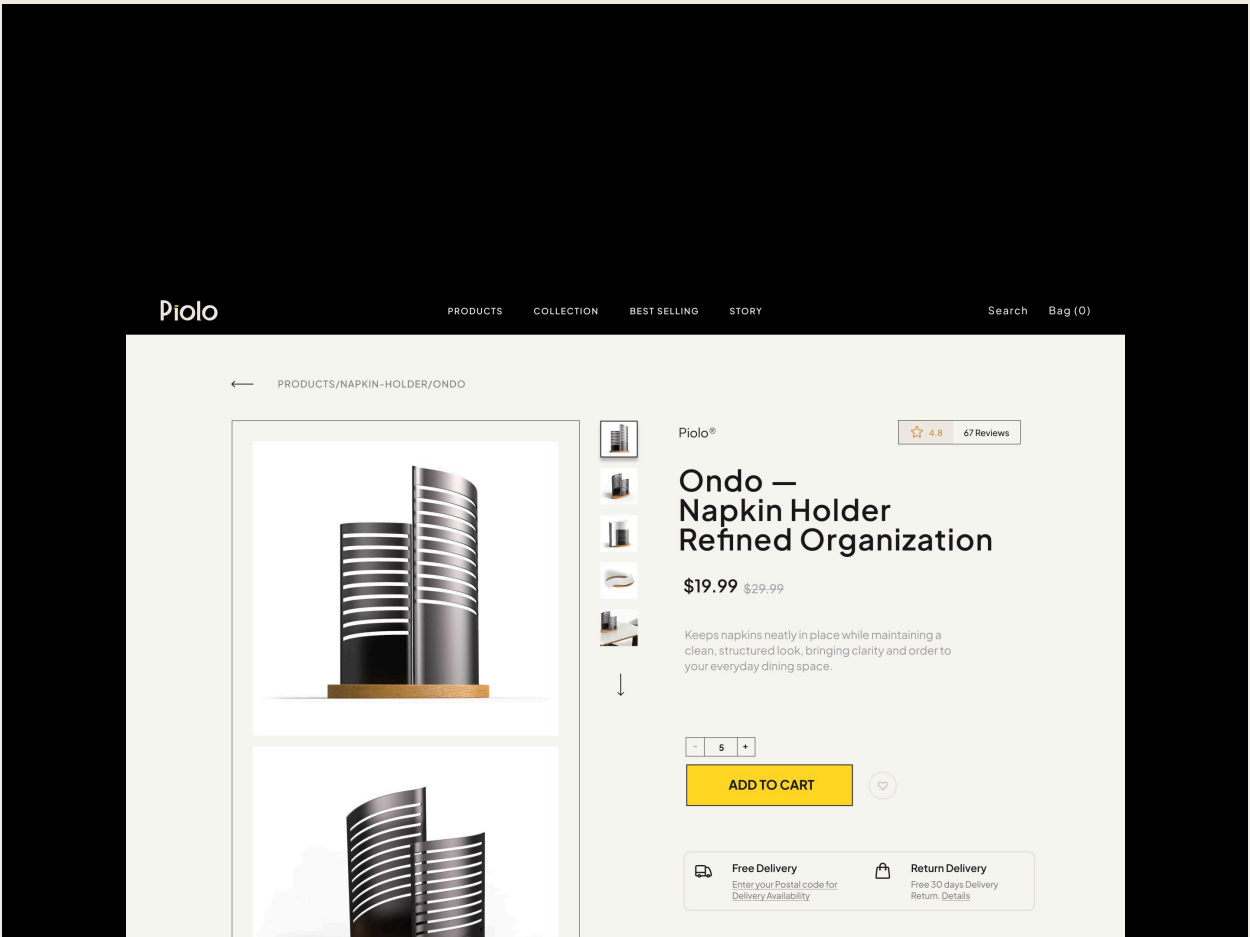
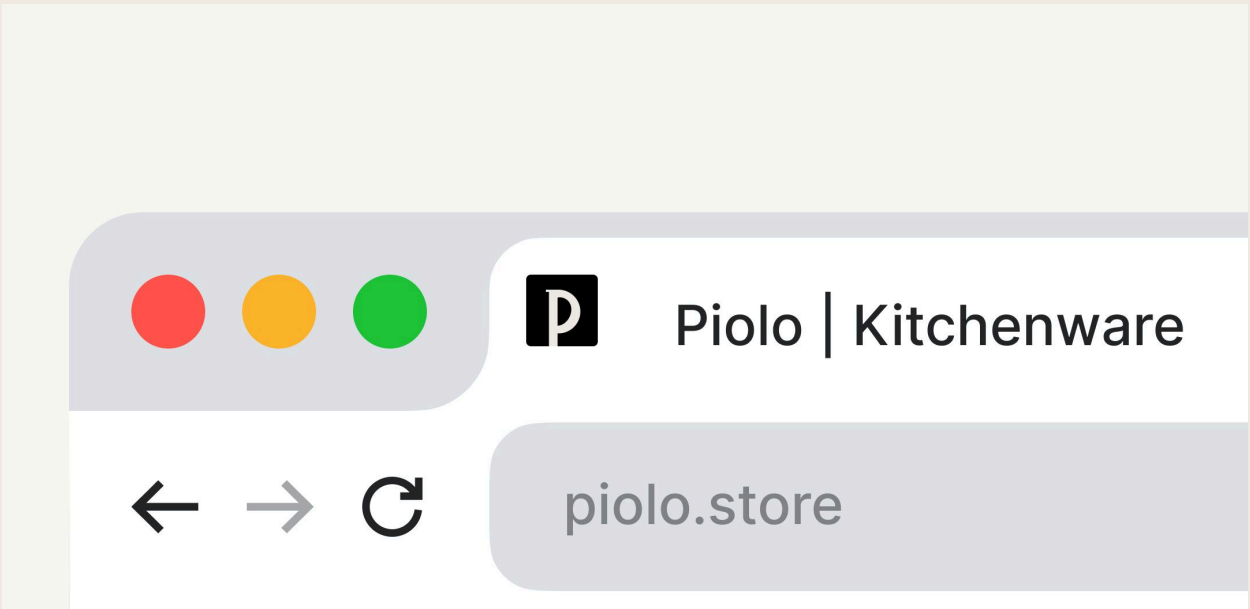
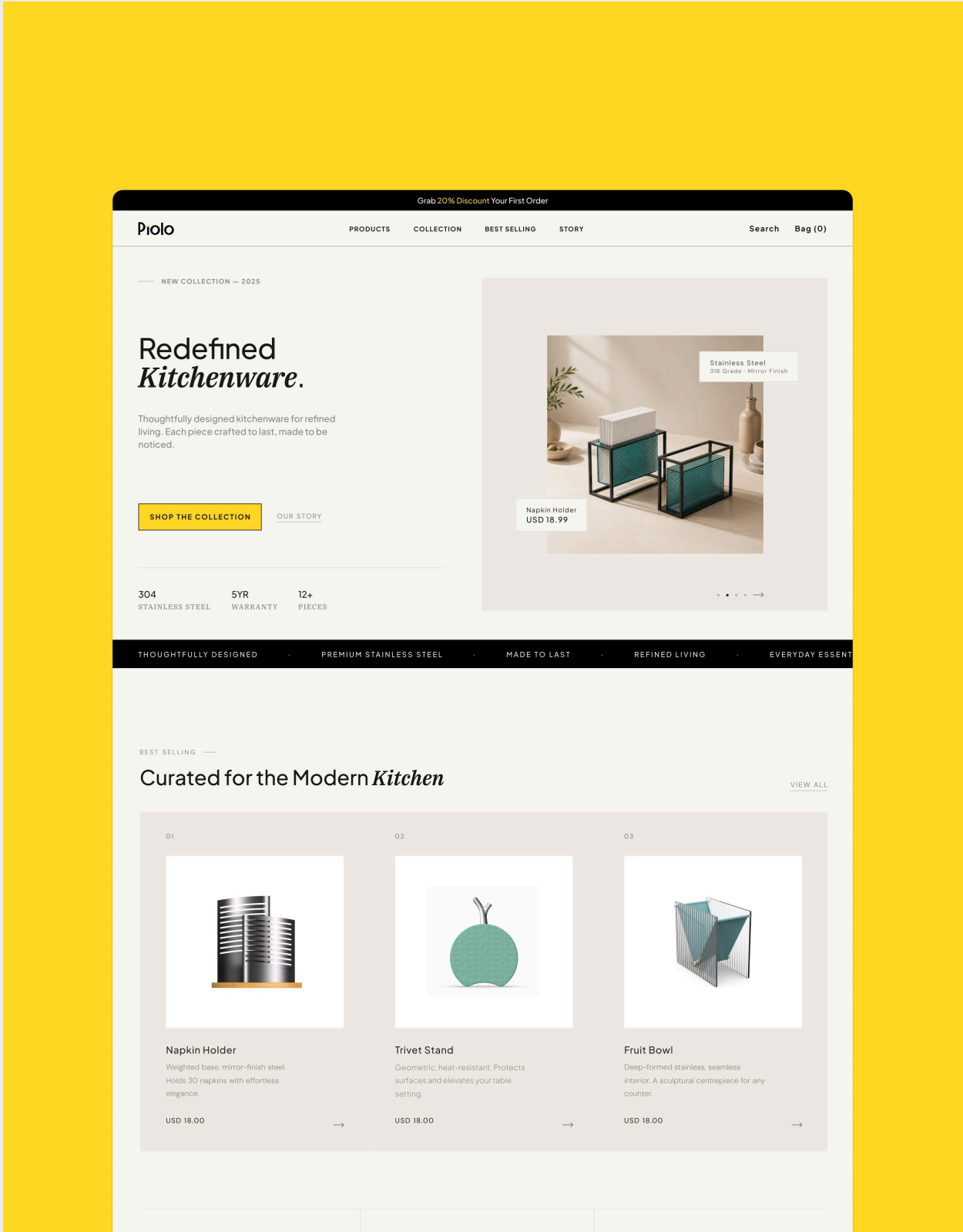
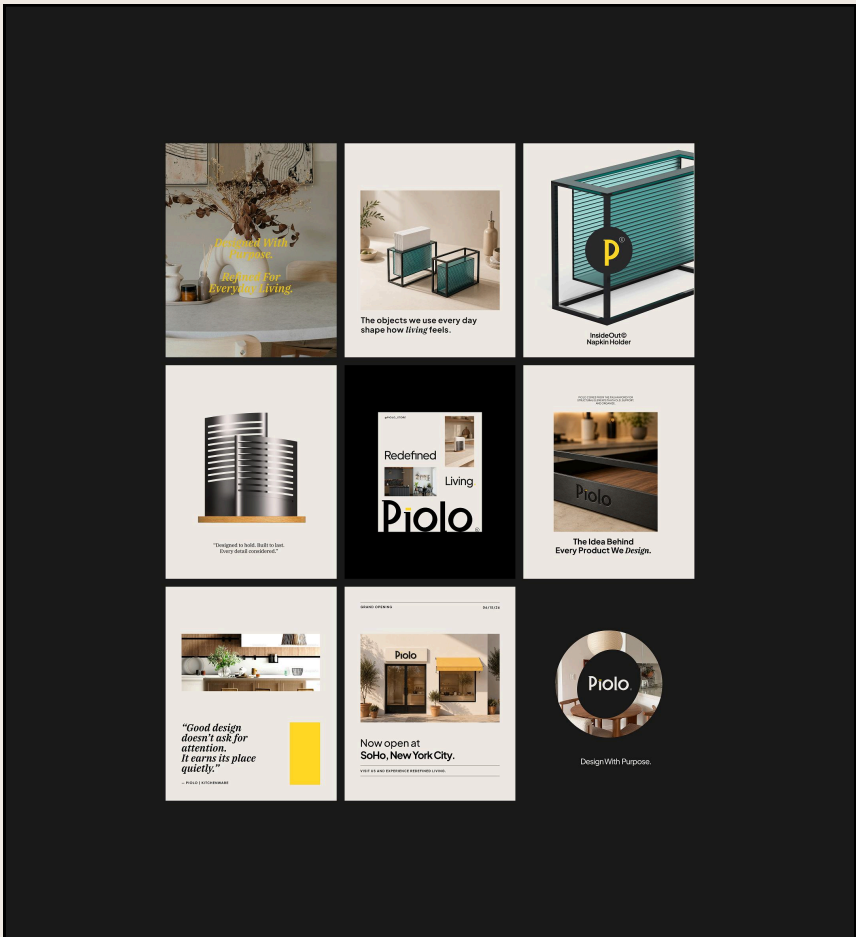
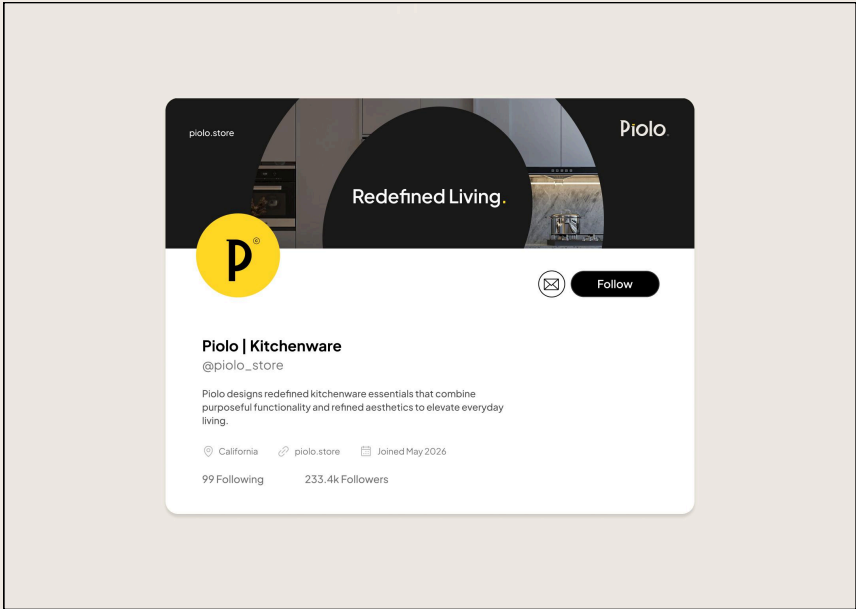
Modern

Minimal

CLEAR IN MEANING. CALM IN TONE.
INTENTIONAL IN EVERY WORD.

RedefinedTM





Display 1

Medium/Bold Weight

Paragraph 4

Paragraph 3

Paragraph 2

Paragraph 1

4PT / 8PT GRID SYSTEM

Display 2

Headline 1

Headline 2

Display 3

Headline 3

Headline 4

GOLDEN RATIO TYPE SCALE (1.618)

Medium Weight

GOLDEN RATIO TYPE SCALE (1.618)

Bold Weight

Flow 1 – 5

Overview

FLOW 1 —
Strategy & Naming

The Brief
Foundation
Brand Archetype
Brand Essence
Brand Positioning
Naming Strategy
Brand Pyramid

FLOW 2 —
Logo & Identity System

Logo Philosophy
Logo
Logo Suites
Logo Lockups
Logo Landscape
Icon Set
Color
Color Palette
Color Psychology
Typography
Primary Typeface
Secondary Typeface
Typography Scale
Typography Hierarchy
Typography × Color

FLOW 3 —
Tone of Voice & Messaging

Voice direction
Key Messages
Copy Bank
Core Wordmarks
Voice Framework
Tone of Spectrum
Brand Vocabulary

FLOW 4 —
Packaging System

Packaging Experience
Packaging Kits
Logo Engraving
Storefront

FLOW 5 —
Digital Presence

Website Experience
Content Banners
Social Page Design

Brand Strategy & Naming

DEFINED PIOLO'S FOUNDATION, POSITIONING, AND BRAND ESSENCE, AND CREATED A MEANINGFUL NAME.

The Brief

- Foundation
- Brand Archetype
- Brand Essence
- Brand Positioning
- Naming Strategy
- Brand Pyramid

CHALLENGE

Piolo needed a complete brand foundation — from naming and positioning to archetype and essence — built from scratch for a design-led kitchenware brand entering a crowded market.

Piolo® is a US-based kitchen and home brand focusing on design-driven, modern kitchenware. Its mission emphasizes “innovative designs, exquisite craftsmanship, and contemporary styles” that redefine everyday kitchen essentials.

Industry: Housewares & Small Appliances

Type: Private Company

Founded: 2021

Design–Driven, Innovative, Expressive, *Original*

To redefine everyday living through thoughtfully designed kitchenware.

Purpose

Brand Statement

Piolo designs redefined kitchenware essentials that combine purposeful functionality and refined aesthetics to elevate everyday living.

Mission

To create durable, aesthetically refined kitchenware tools that transform everyday functionality into a seamless and elevated experience.

Vision

To become a globally recognized design–led kitchenware brand known for redefining how everyday tools.

1. Design-Led Thinking

2. Elevated Functionality

3. Quality & Durability

4. Customer Commitment

Value

Primary Archetype

Secondary Archetype

Creator

Sage

Design-driven		Expressive		Thoughtful		Purpose-driven
Original		Vision-led		Clarity-focused		Insightful

Together → Design-Led Innovation with Clarity & Purpose

*"Piolo designs,
not just produces"*

*“Piolo doesn't design for decoration
— it designs with reason and function"*



Redefined Living reflects Piolo’s belief that everyday essentials should be thoughtfully designed to elevate both function and experience—transforming simple routines into refined moments.

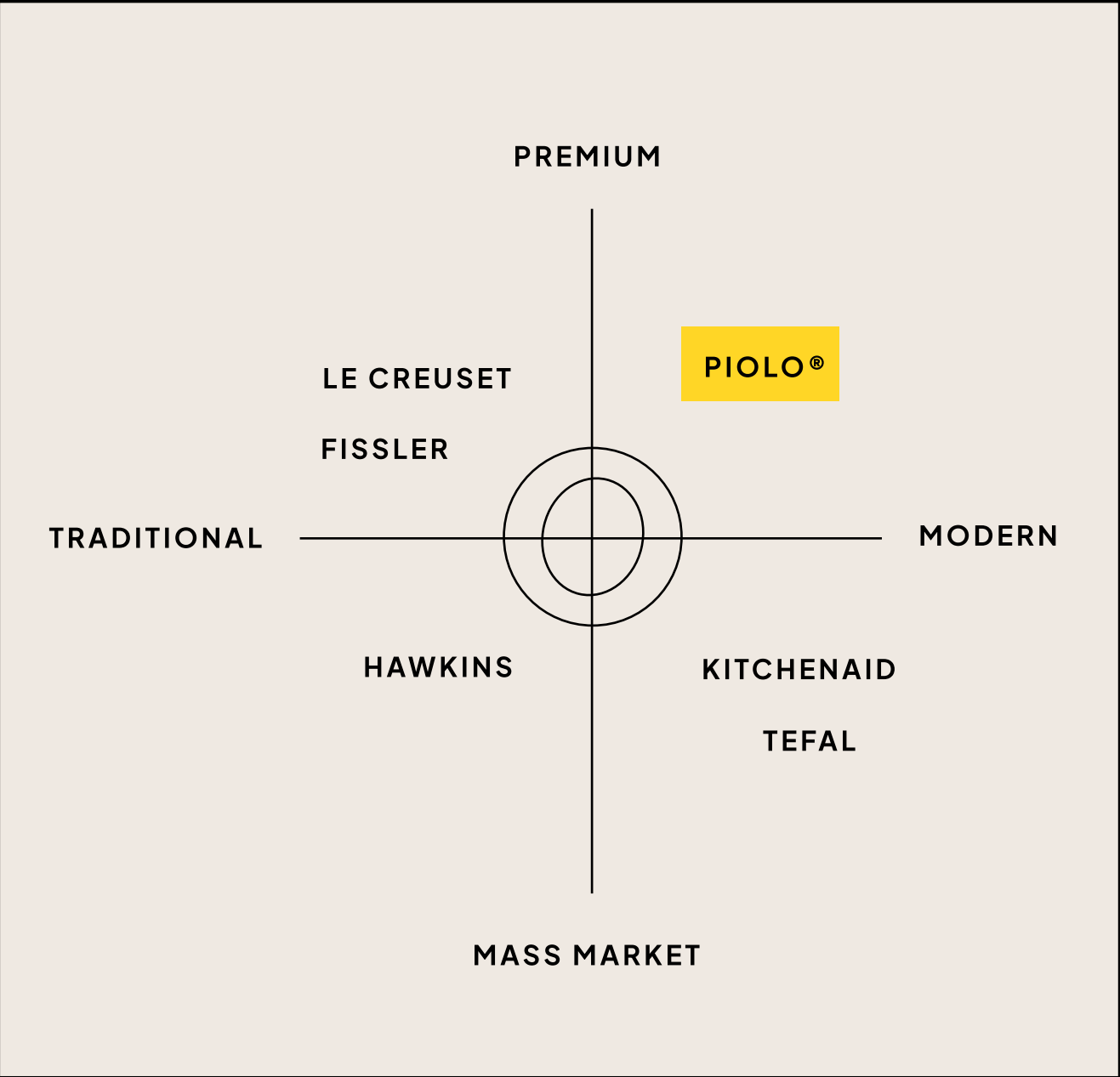
Redefined Living.



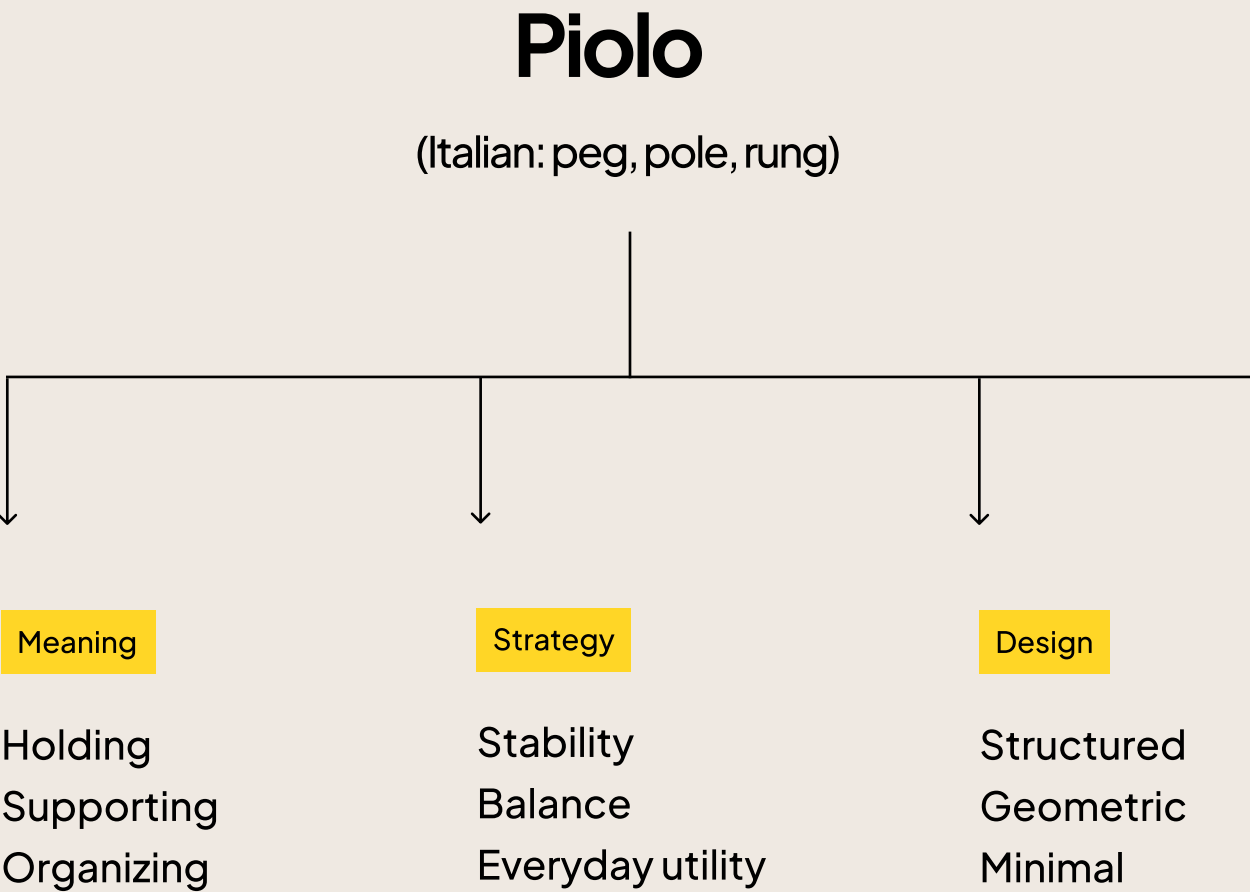
"Designed with Purpose" · "Everyday, Elevated"
(Alternatives Explored)

For modern homeowners Who expect more from everyday objects,
Piolo® is a design-led kitchenware brand That transforms everyday tools
Into refined, purposeful essentials—redefining What belongs in a
thoughtfully designed home.

1. TARGET AUDIENCE	Modern Homemakers, 25–40
2. KEY BENEFIT	Transforms everyday tools into refined, purposeful essentials
3. CATEGORY	Design-led kitchenware brand
4. DIFFERENTIATOR	Redefines what belongs in a thoughtfully designed home



Piolo® is inspired by the Italian word “Piolo,” referring to structural elements like pegs and poles—objects that hold, support, and organize.



Translation of *piolo* – Italian–English dictionary

piolo
noun
[masculine] /ˈpjolo/

peg, pole, rung

Synonym
paletto

▸ **scala a pioli**
step ladder

(Translation of *piolo* from the **GLOBAL Italian–English Dictionary** © 2018 K Dictionaries Ltd)

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step ladder

(Translation of *piolo* from the **GLOBAL Italian–English Dictionary** © 2018 K Dictionaries Ltd)

1. TARGET AUDIENCE	Design-conscious individuals, 25–40
2. PERSONALITY	Creator + Sage · Design-led · Intentional.
3. POSITIONING	Design-led Kitchenware for Modern Lifestyle Seekers.
4. BENEFITS	Functional beauty · Purposeful design · Refined utility.
5. ATTRIBUTES	Minimal · Durable · Modern · Innovative · Aesthetic.

Logo & Visual Identity

BUILT A MINIMAL, STRUCTURED VISUAL SYSTEM INCLUDING LOGO, COLORS, TYPOGRAPHY, AND LAYOUT.

Logo Philosophy

Logo

Logo Suites

Logo Lockups

Logo Landscape

Icon Set

Color

Color Palette

Color Psychology

Typography

Primary Typeface

Secondary Typeface

Typography Scale

Typography Hierarchy

Typography × Color



The Piolo logo is built on a single idea:
every structural decision must have a reason.

Balanced spacing → precision & intention

Minimal geometry → modern clarity

Vertical form → support & stability

Logo Philosophy

Logo

Logo Suites

Logo Lockups

Logo Landscape

Icon Set

Color

Color Palette

Color Psychology

Typography

Primary Typeface

Secondary Typeface

Typography Scale

Typography Hierarchy

Typography × Color



Logo Philosophy

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Logo Landscape

Icon Set

Color

Color Palette

Color Psychology

Typography

Primary Typeface

Secondary Typeface

Typography Scale

Typography Hierarchy

Typography x Color



Primary Logo

Full wordmark with icon



Secondary Logo

Stacked Wordmark



Icon Mark

Full wordmark with icon

Logo Philosophy

Logo

Logo Suites

Logo Lockups

Logo Landscape

Icon Set

Color

Color Palette

Color Psychology

Typography

Primary Typeface

Secondary Typeface

Typography Scale

Typography Hierarchy

Typography x Color



FLOW 2 —

Logo & Identity System

Logo Philosophy

Logo

Logo Suites

Logo Lockups

Logo Landscape

Icon Set

Color

Color Palette

Color Psychology

Typography

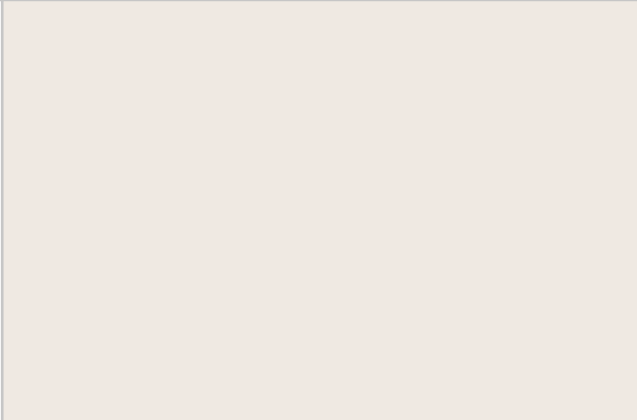
Primary Typeface

Secondary Typeface

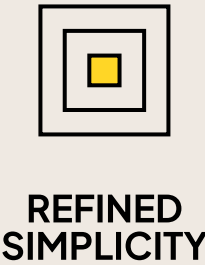
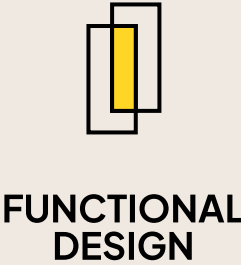
Typography Scale

Typography Hierarchy

Typography × Color

- Logo Philosophy
- Logo
- Logo Suites
- Logo Lockups
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Logo Philosophy

Logo

Logo Suites

Logo Lockups

Logo Landscape

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- Logo Philosophy
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Typography Scale

Typography Hierarchy

Typography x Color

PRIMARY
PALETTE



#Dark

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



#Light

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

LIGHT
60%

DARK
30%

HIGHLIGHT
10%

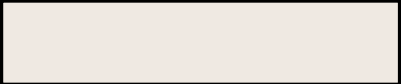
SECONDARY
PALETTE



#Yellow

HEX #FFD727
RGB 255, 215, 39
CMYK 0, 16, 85, 0

BACKGROUND
PALETTE



#Beige

HEX #EFEAE3
RGB 239, 234, 227
CMYK 0, 2, 5, 6



#Warm White

HEX #F7F6F2
RGB 247, 246, 242

#Beige

HEX #EFEAE3
RGB 239, 234, 227
CMYK 0, 2, 5, 6

#Warm White

HEX #F7F6F2
RGB 247, 246, 242
CMYK 0, 0, 2, 3

Logo Philosophy

Logo

Logo Suites

Logo Lockups

Logo Landscape

Icon Set

Color

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Typography Scale

Typography Hierarchy

Typography x Color

WHITE

Clarity & Space

White is the dominant experience of the brand at 60% usage. It ensures breathing room — allowing products and content to feel intentional, not crowded

BLACK

Structure & Authority

Black creates visual structure and hierarchy — reinforcing the brand's design-led nature and professional credibility

YELLOW

Energy & Control

Yellow is functional energy. Used at 10% it functions like punctuation — signaling something important without shouting. Precise, not playful.

- Logo Philosophy
- Logo
- Logo Suites
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- Icon Set
- Color
- Color Palette
- Color Psychology
- Typography**
- Primary Typeface
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- Typography Hierarchy
- Typography x Color

Clean · Structured · Breathable · Intentional

AaBb

01234

Typography

Consistency, Clarity, And Scalability

Primary

Plus Jakarta Sans

- Logo foundation
- Headlines
- Body text

AaBbCc
1234567890!@#\$%^&*

Light

Abcdefghijklmn
Opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Medium

Abcdefghijklmn
Opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Bold

Abcdefghijklmn
Opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

A Subtle Design Accent, Not The Primary Voice

Secondary

IBM Plex Serif

- Feature text
- Highlighted messaging
- Editorial-style moments

AaBbCc

Abcdefghijklmnopqrstu

VWxyz

Medium

SemiBold Italic

Abcdefghijklmn
Opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Highlight.

Thoughtfully
Designed.

Refined
Functionality.

Built With
Purpose.

Simple.
Intentional.

Display 1

Medium/Bold Weight

Paragraph 4

Paragraph 3

Paragraph 2

Paragraph 1

4PT / 8PT GRID SYSTEM

Display 2

Headline 1

Headline 2

Display 3

Headline 3

Headline 3

Headline 4

GOLDEN RATIO TYPE SCALE (1.618)

Medium Weight

GOLDEN RATIO TYPE SCALE (1.618)

Bold Weight

Headline: Plus Jakarta Sans

Designed with *Purpose*

Highlight: IBM Plex Serif

Caption: Plus Jakarta Sans

PIOLO OVERVIEW

Button: Plus Jakarta Sans

ADD TO CART

Subline: Plus Jakarta Sans

Redefining Kitchenware For Everyday Living.

Body: Plus Jakarta Sans

Piolo creates refined kitchenware that balances clarity, function, and modern aesthetics. Every detail is intentionally designed to support everyday use while maintaining a calm and minimal visual presence. The result is a seamless blend of utility and form.

Feature : IBM Plex Serif

Designed For Durability · Minimal Maintenance · Long-Lasting Quality

- Logo Philosophy
- Logo
- Logo Suites
- Logo Lockups
- Logo Landscape
- Icon Set
- Color
- Color Palette
- Color Psychology
- Typography
- Primary Typeface
- Secondary Typeface
- Typography Scale
- Typography Hierarchy
- Typography x Color**



Tone Of Voice & Messaging

DEFINED PIOLO'S VOICE, TONE, AND KEY BRAND MESSAGES FOR CLEAR AND CONSISTENT COMMUNICATION.

Voice direction

Key Messages

Copy Bank

Core Wordmarks

Voice Framework

Tone of Spectrum

Brand Vocabulary

THIS

Structured stainless steel design for modern dining. Weighted for stability. Refined for everyday use.

NOT THIS

Our premium luxury napkin holder is designed with cutting-edge craftsmanship to completely transform your dining experience.

CLARITY

— simple, direct, easy to understand

THOUGHTFULNESS

— intentional communication; meaning behind every word

REFINEMENT

— balanced, polished, composed

SIMPLICITY

— minimal language with maximum impact

Redefined Everyday Living

Piolo transforms simple daily routines into refined, intentional experiences.

Purposeful Design

Every product is thoughtfully designed to serve a clear function with no unnecessary complexity.

Refined Functionality

Practical tools are elevated through modern aesthetics and balanced design.

Heading Option

1. Designed with Purpose
2. Elevating Everyday Living
3. Refined for Modern Living
4. Simplicity, Thoughtfully Designed
5. Everyday Essentials, Redefined

Slogan

1. Design-Led Kitchenware for Refined Living
2. Redefining Kitchenware for Everyday Living

RefinedTM

Refined is about how things look and feel.

- Refined for modern living
- Function, refined
- Refined in form and function
- Every detail, refined

RedefinedTM

Redefined is about what Piolo does to the category.

- Everyday, redefined
- Kitchenware, redefined
- Designed to redefine everyday living
- Simple tools, redefined

Voice direction

Key Messages

Copy Bank

Core Wordmarks

Voice Framework

Tone of Spectrum

Brand Vocabulary

Amazon product listings

Title · Bullets · Description

TONE: CONFIDENT · BENEFIT-LED · MINIMAL

"Piolo Napkin Holder — Structured stainless steel design for modern dining. Holds up to 30 napkins. Weighted to stay in place."

Packaging & inserts

Box copy · Thank you card · Labels

TONE: INTENTIONAL · QUIET · REASSURING

“Designed to hold. Built to last. Every detail considered.”

Instagram / social

Captions · Stories · Reels

TONE: WARM · SENSORY · SHORT

“The kind of detail that changes how your table feels. Not just looks — feels.”

Customer service

Reviews · Queries · Complaints

TONE: CALM · EMPATHETIC · DIRECT

“Thank you for sharing this — we want every Piolo product to hold up exactly as designed. Let us make this right.”

- Voice direction
- Key Messages
- Copy Bank
- Core Wordmarks
- Voice Framework

Tone of Spectrum

Brand Vocabulary



Voice direction

Key Messages

Copy Bank

Core Wordmarks

Voice Framework

Tone of Spectrum

Brand Vocabulary

Calm	Clear	Refined	Precise	Minimal	Intuitive	Essential	Cohesive
Balanced	Functional	Intentional	Structured	Considered	Thoughtful	Purposeful	

WORDS TO AVOID

Revolutionary	Game-Changing	Best-In-Class	Innovative	Cutting-Edge	World-Class	Stunning	Amazing	Simply The Best
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Print & Packaging

CREATED A SCALABLE, MINIMAL PACKAGING SYSTEM FOCUSED ON CLARITY AND PRODUCT EXPERIENCE.

Packaging Experience

Packaging Kits

Logo Engraving

Storefront

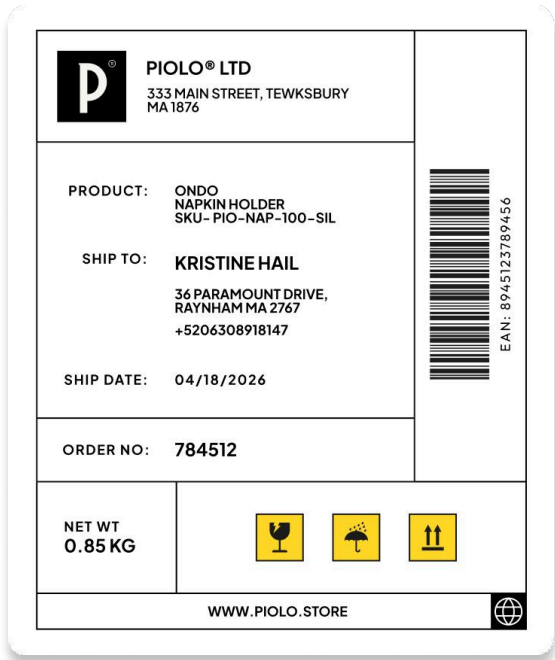
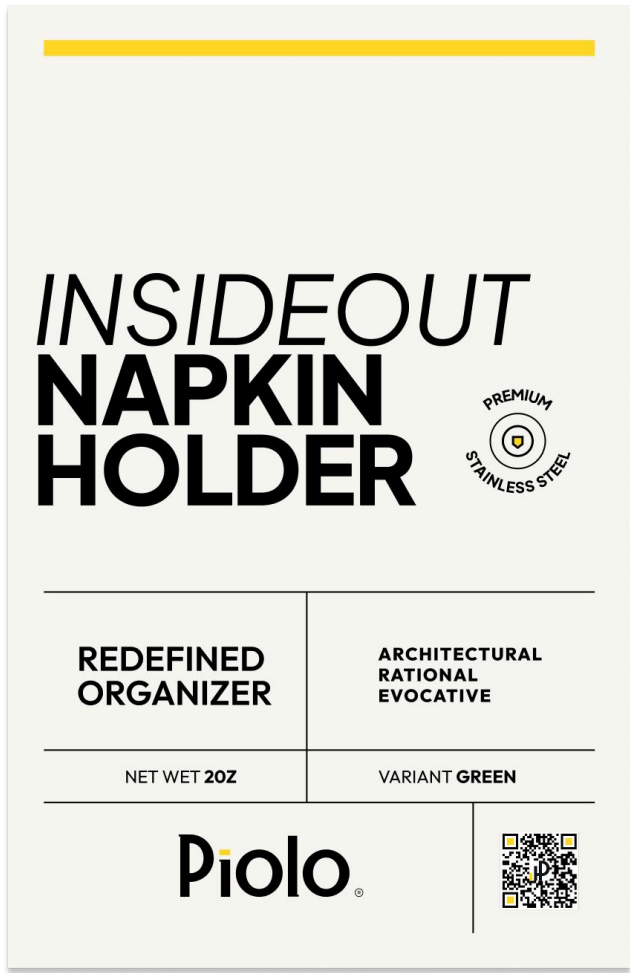


Packaging Experience

Packaging Kits

Logo Engraving

Storefront





- Packaging Experience
- Packaging Kits
- Logo Engraving
- Storefront**



Digital Presence

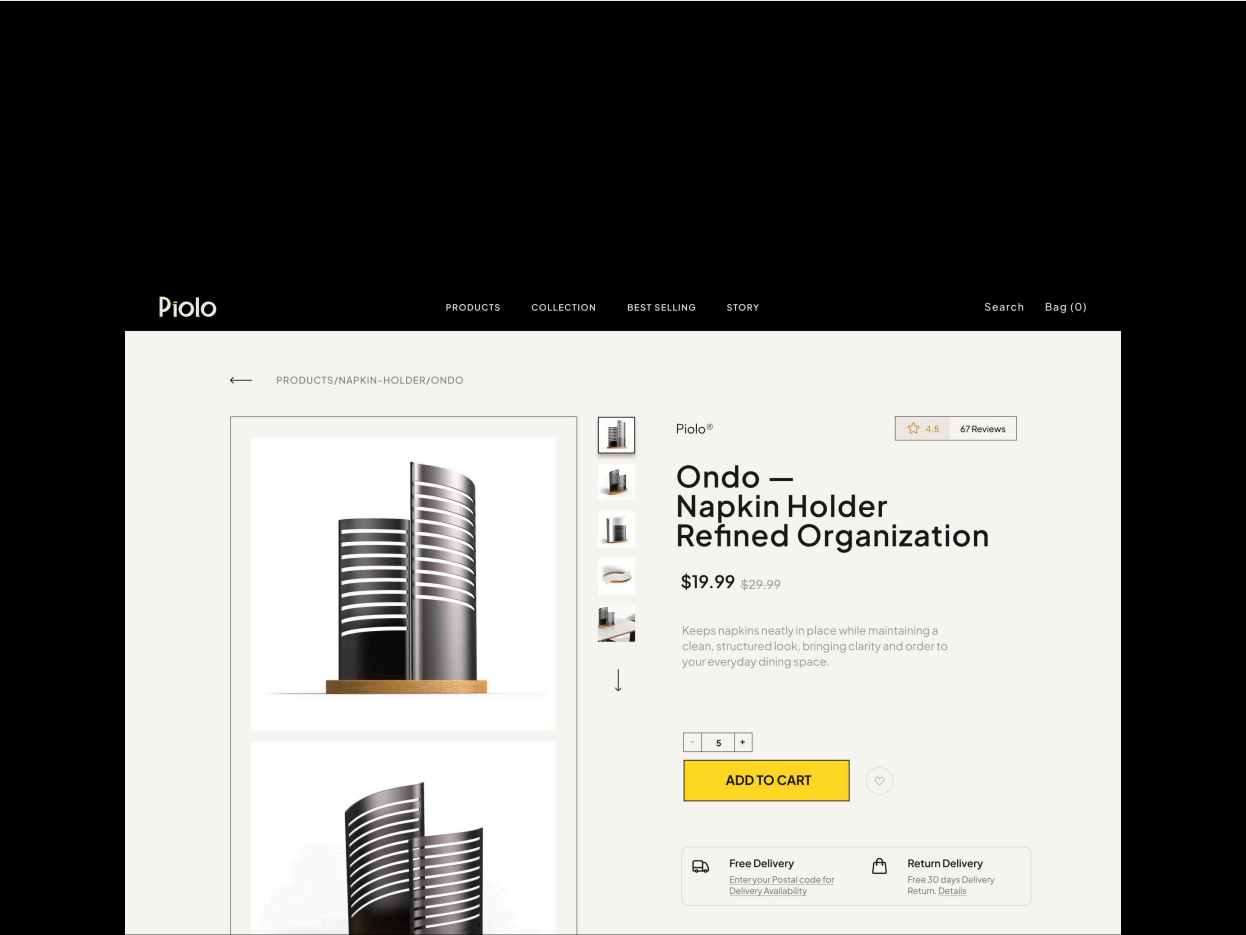
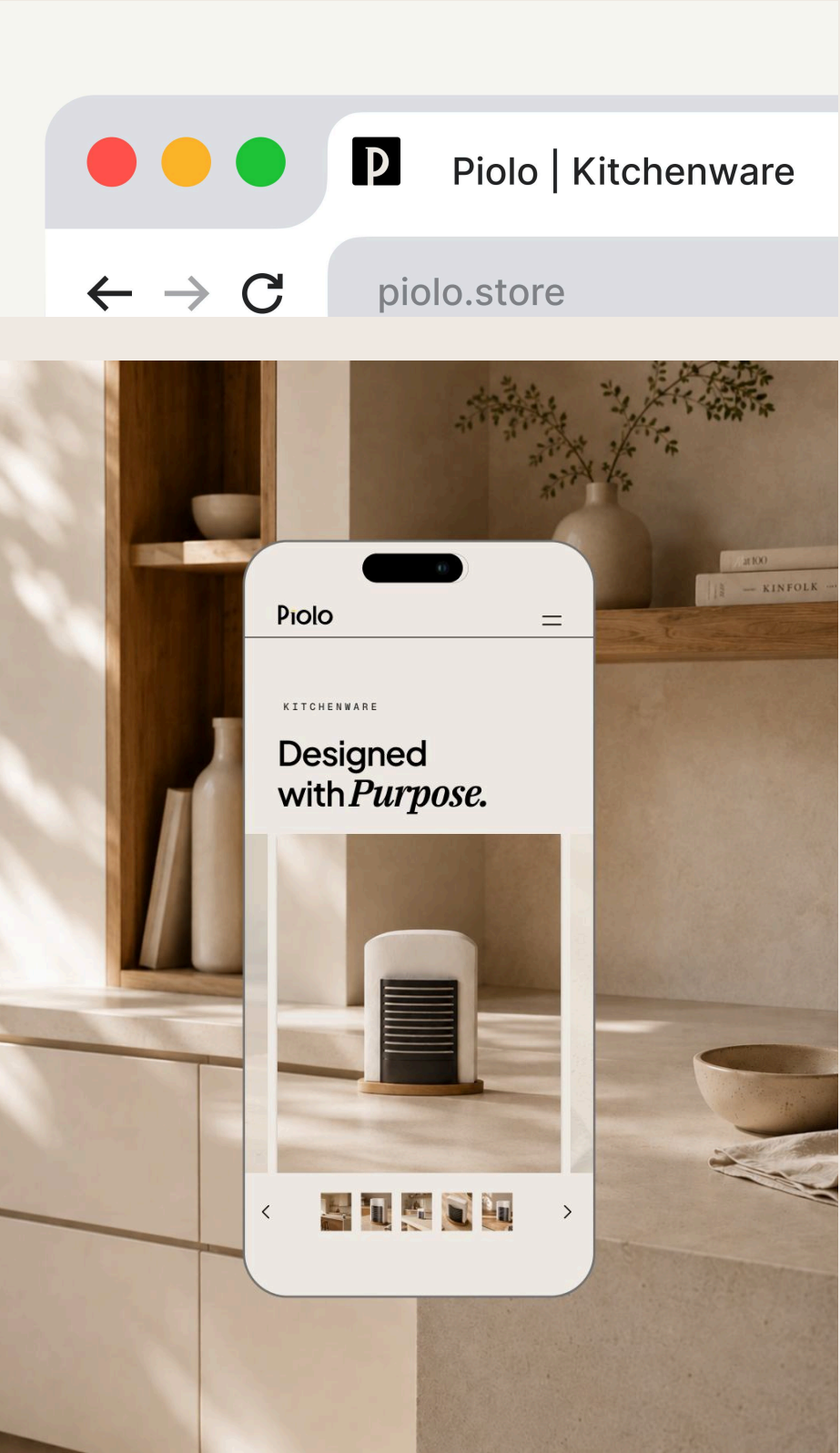
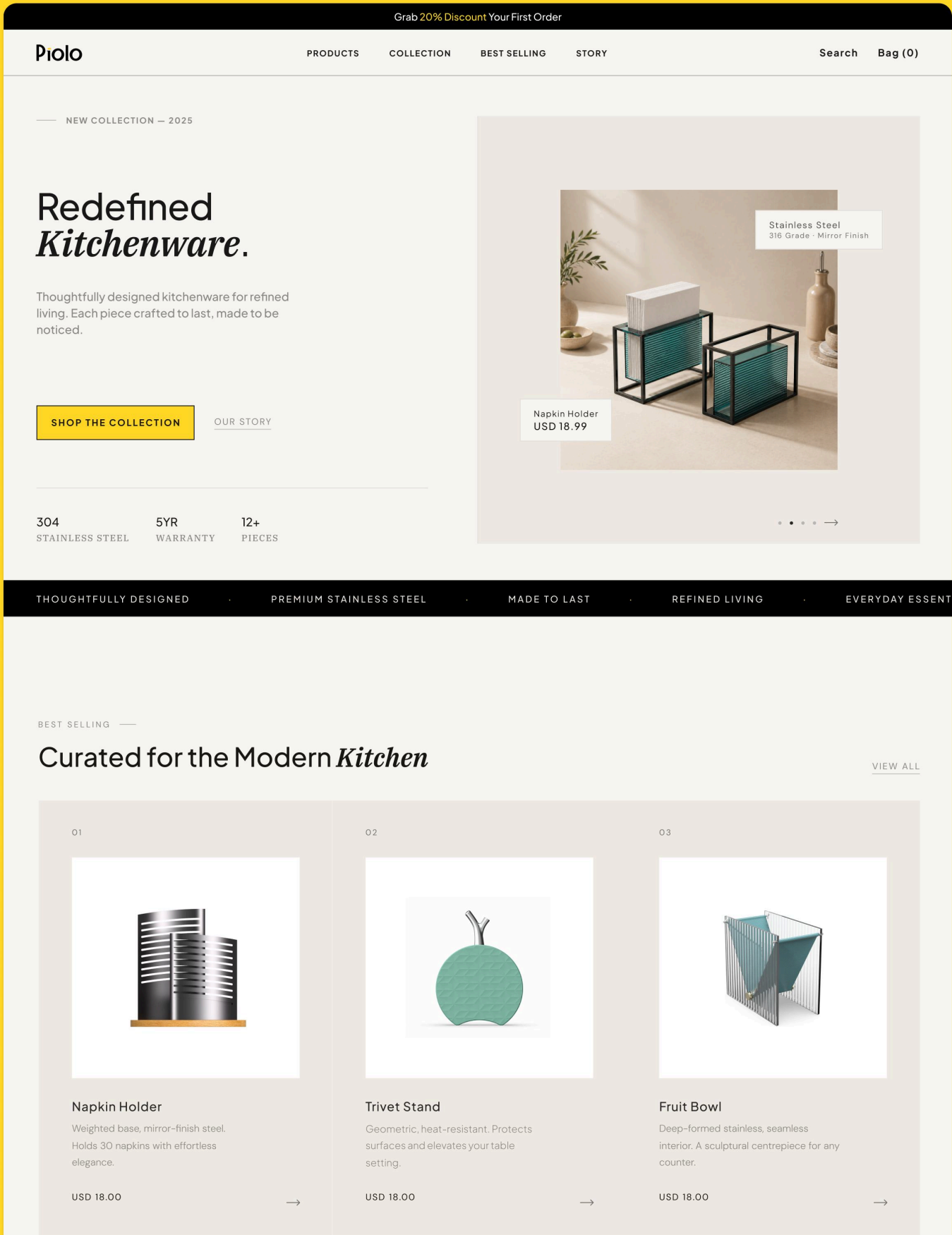
BUILT A CLEAN, CONSISTENT DIGITAL AND SOCIAL EXPERIENCE FOR CLARITY AND CONVERSION.

Website Experience

Content Banners

Social Page Design

www.piolo.store



Website Experience

Content Banners

Social Page Design



“Designed to hold. Built to last.
Every detail considered.”



PIOLO COMES FROM THE ITALIAN WORD FOR
STRUCTURAL ELEMENTS THAT HOLD, SUPPORT,
AND ORGANIZE.



The Idea Behind
Every Product We *Design*.



“Good design
doesn’t ask for
attention.
It earns its place
quietly.”

— PIOLO | KITCHENWARE



GRAND OPENING



Now open at
SoHo, New York City.

VISIT US AND EXPERIENCE REDEFINED LIVING.

piolo.store

piolo

Redefined Living.

P

Follow

Piolo | Kitchenware

@piolo_store

Piolo designs redefined kitchenware essentials that combine purposeful functionality and refined aesthetics to elevate everyday living.

📍 California

🔗 piolo.store

📅 Joined May 2026

99 Following

233.4k Followers

Design With Purpose

Designed for everyday living.

The objects we use every day shape how *living* feels.

InsideOut® Napkin Holder

Designed to hold. Built to last. Every small consideration.

Redefined Living

piolo

The Idea Behind Every Product We Design.

“Good design doesn’t ask for attention. It earns its place quietly.”

— PILOLO & FORTINSCHMIDT

Now open at SoHo, New York City.

PILOLO AND FORTINSCHMIDT DESIGNERS L.L.P.

piolo

Design With Purpose.

FLOW 06

BrandOps

BUILT SYSTEMS THAT KEEP EVERY BRAND TOUCHPOINT
CONSISTENT, ORGANIZED, AND READY TO SCALE.

ONGOING GROWTH