

DAMBA CHAIRS  
REBRAND  
DESIGN PROCESS



original logo



damba  
CHAIRS

damba  
BUILT FOR PURPOSE AND COMFORT



logo without D



logo with D



logo stacked



logo D alone





damba  
C H A I R S

brand guidelines

logo variations

logo without d



logo with d



logo stacked



logo d alone



# typefaces

logo main typeface

didot - book

logo secondary typeface  
Heading typeface  
Subheading typeface

**Helvetica Neue TT - Bold**

**sofas = 35pt / black**  
**50% tint / -30pt kerning**

**We provide = 15pt / C=98, M=77, Y=14, K=2**

body typeface  
Heading typeface  
Subheading typeface

Helvetica Neue TT - Thin

We have created ranges with great flexibility to allow our clients to tailor their sofa solution. We can create lounge suites, corner solutions etc. = 10pt / black 70% tint / -10pt kerning / 13pt leading



# colours

logo main colours



**Damba blue**  
C=98, M=77, Y=14, K=2  
R=20, G=80, B=145



**Damba grey**  
C=40, M=33, Y=33, K=0  
R=159, G=158, B=158

d logo colours  
Heading colours  
Subheading colours



**Lightest blue**  
C=17, M=1, Y=0, K=0  
R=207, G=235, B=255



**2nd lightest blue**  
C=49, M=11, Y=0, K=0  
R=106, G=193, B=255



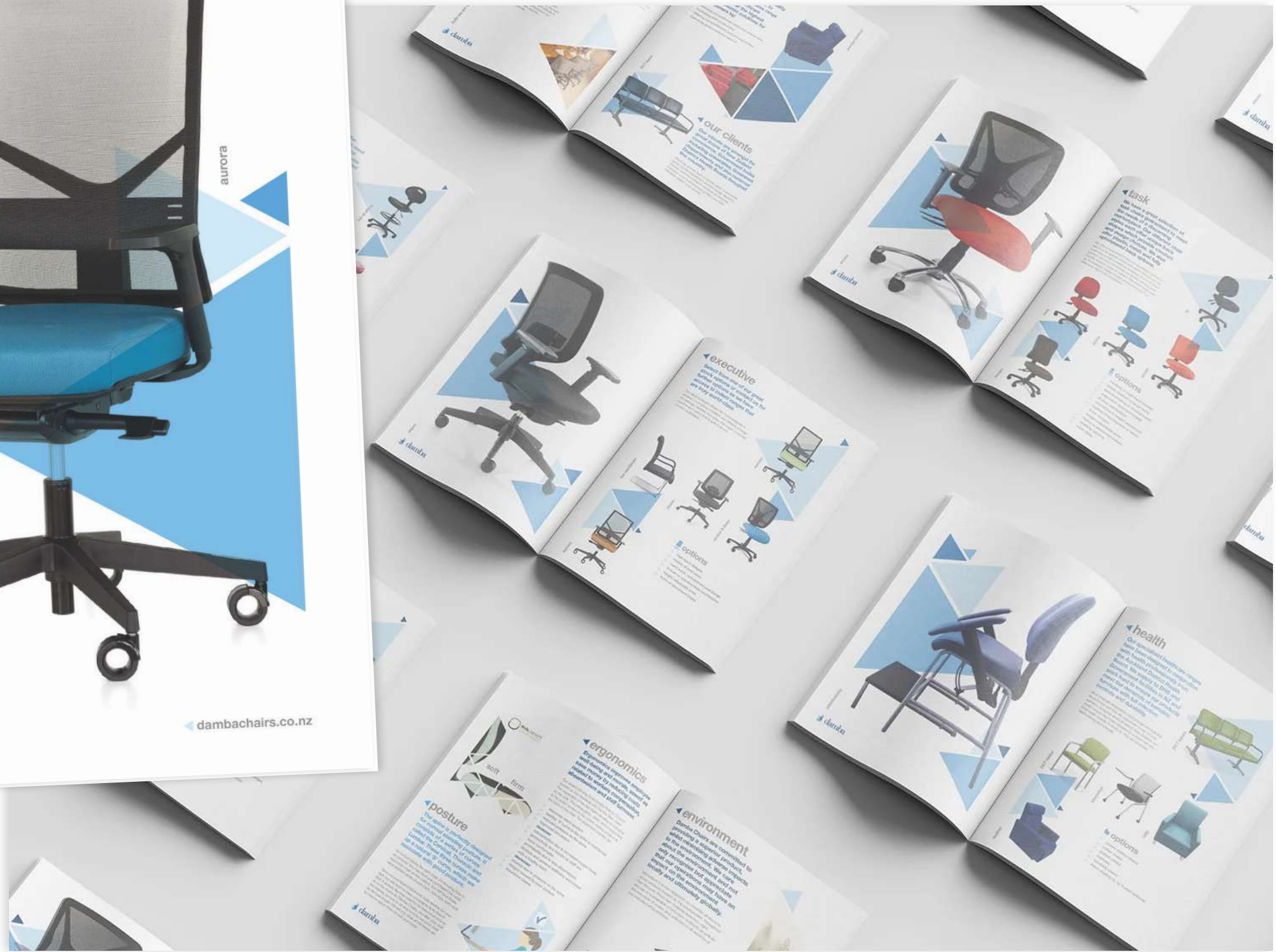
**Mid blue**  
C=62, M=22, Y=0, K=0  
R=59, G=170, B=253



**Dark blue**  
C=80, M=45, Y=4, K=0  
R=48, G=126, B=187



**Darkest blue**  
C=90, M=64, Y=30, K=11  
R=38, G=90, B=128







## ◀ about

**Damba Chairs operates from a facility located at Airport Oaks in Auckland.**

We specialise in original and unique seat technologies but can also supply a broad range of commercial office furniture and fit out solutions.

At Damba Chairs, we consider the intricate harmony of the human body to be critical. We strive to preserve this balance, aiming to prevent the damage resulting from sitting incorrectly for long periods of time. To this end, we are guided by a philosophy of body-centred design. Our approach does not simply finish with a chair adapted to support your frame. We employ a holistic philosophy to design, extending ergonomics to encompass your entire well-being.

At Damba Chairs, we understand that one chair does not fit everybody, which is why we have invested a lot of time and effort in finding the best possible seat technologies and offering them to you on a variety of chairs.

## ◀ vision

**To be recognised as the leaders in quality ergonomic seating in each of our product areas.**

By developing new products, increasing our brand recognition and expanding our market share. We want to ensure that we always act honestly and ethically in our business practices and to be conscious of our responsibilities to the environment and the communities in which we operate.

hello we are damba



## ◀ mission

**Damba Chairs aims to be the leader in innovative ergonomic design, standards and high-quality manufacturing processes, to produce a comprehensive range of seating and healthcare seating that offer the highest quality ergonomic solutions for our customers by:**

- ▶ Reducing occupational health and safety risks
- ▶ Increasing staff productivity
- ▶ Offering comprehensive product warranties
- ▶ Delivering great customer service



damba recliner



24/7 beam



## ◀ our clients

**Our clients are amongst the great icons of New Zealand commerce, Government bodies including universities, Government departments and also numerous District Health Boards throughout the country.**

Working across such a diverse range of sectors has given us the experience and knowledge required to identify and recommend solutions we know will improve your business and protect your most valuable asset: your people.



phlebotomy



## health

Our specialised healthcare ranges have been designed in conjunction with health professionals from the Auckland District Health Board. We supply to DHB and Government facilities in NZ and work hard to ensure our products meet the demands of bariatric furniture with full infection controls and durability.

All of these are designed to meet a tough and exacting environment and they are supported by our 10-year warranty. Designed and built here in New Zealand, our health ranges have been designed in concert with the local health boards. In doing so, they are extremely hard-wearing and versatile.



24/7 beam



24/7 visitor



education



rolly



recliner

## options

- ▶ nurses station chairs
- ▶ visitor chairs
- ▶ patient chairs
- ▶ recliners
- ▶ specialty chairs
- ▶ beam seating (2- to 4-seat options)



## environment

**Damba Chairs are committed to providing a superior product, whilst minimising adverse impacts to the environment. We care about the environment and not only recognise but appreciate that our operations may have an impact on the environment locally and ultimately globally.**

We believe it is our obligation to consider all aspects of our products impact on the environment, throughout their lifecycle: From raw material selection, right through to sustainable production methods as well as the reduction of waste and pollution in all aspects of our manufacturing process.

aurora



We continue to address the latest environmental issues through the ISO 14001 Environmental Management System, which is under constant review and assessment so as to ensure that it continually evolves to suit the ever-changing needs of the environment we live in, our customers the legislation that we must adhere to as well as our corporate needs.

We are committed to continual improvement in all aspects. This is reflected in the groups ISO 9001 accreditation, of which environmental concerns forms a substantive part. Our commitment to the environment is also reflected in our stated aim to achieve the best environmental ratings outcome possible, for our entire product range.

visit us here [▶▶▶ dambachairs.co.nz](http://dambachairs.co.nz)



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jazz

product catalogue

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**damba**  
CHAIRS