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BRAND STORY



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THE CYAN DESIGN DIFFERENCE

HENRI MATISSE The Cut-Out
ELEMENT
BACKRACK PALAZZO PRESENTS

THE CYAN DESIGN DIFFERENCE

We take pride in our legacy of creating distinctive furniture, lighting, and décor easily distinguishable in the marketplace. Family-owned for over 20 years, we strive to cultivate enduring relationships with artisans, suppliers, partners, and creators by fostering an environment of trust, respect, and collaboration.

Passion and dedication have allowed us to remain a trusted source for two decades. With an average tenure of over 12 years, our team continues to set the standard for service across the lighting and home décor industries.

Commitment to innovation, quality craftsmanship, and luxury design remains our focus. Our award-winning team aims to inspire customers to reimagine spaces by providing sustainably sourced designs that showcase the skills of local artisans from around the globe.

THIS IS THE CYAN DESIGN DIFFERENCE.

PAST...

Cyan Design was created by a Fort Worth, Texas native and visionary. In the beginning, our founder pledged to uphold strong family values that nurture a legacy that extends beyond profits. Excellent corporate citizenship, a humanitarian approach, and longstanding business acumen are the driving forces within our organization. These values inspire steadfast commitment to the industry and incite mutual respect and loyalty between ownership and employees.

PRESENT...

Today, these values are upheld through every interaction, in every conversation, and with every policy we establish. Our goal is to pursue a synergy of trust, reliability, and support.

FUTURE...

Through continual growth, our roots strengthen - setting our organization on a distinct path as we cultivate our future.

PAST...

PRESENT...

FUTURE...



OUR MISSION

Encourage enduring relationships with customers, artisans, suppliers, and employees to create a premier wholesale source of distinctive furniture, lighting, and home décor for the retail and design communities.

OUR MISSION *Cyan design*



OUR VISION

1. CONTINUE RESPONSIBLE CORPORATE CITIZENSHIP
2. REMAIN A TRUSTED SOURCE FOR LEGENDARY SERVICE
3. TEAM WITH LIKE-MINDED INDIVIDUALS
4. EXPAND OUR KNOWLEDGE AND IMPROVE OUR TOOLS
5. OFFER A DIVERSE COLLECTION OF LUXURY PRODUCTS WITH A UNIQUE APPROACH

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OUR PROMISE

OUR PROMISE

At Cyan Design, ethical treatment of employees is not just a policy; it is at the core of who we are and what we stand for. Our employees are the backbone of our success, and their well-being is integral to the achievement of our mission. We are committed to creating an environment that fosters respect, diversity, and inclusion through fairness, dignity, and courtesy. We will continue to uphold these values as we grow, evolve, and contribute to a more equitable and sustainable home décor industry.

By providing a wide array of enrichment opportunities, we aim to inspire our employees to reach their full potential, become leaders in their respective fields, and contribute meaningfully to the success of our organization. Through programs like tuition reimbursement, on-site health and wellness counseling with a licensed professional, and in-house mentorships, we continue to forge a culture that promotes family values and individual growth.

We take pride in the knowledge that our overseas partners adhere to strict guidelines of ethically sound labor practices. Many of our artisans participate in the women-led cottage industry, which allows flexibility, generates employment, bolsters income, and utilizes local resources. These essential practices have allowed women to comfortably provide for their families while maintaining a healthy work-life balance.

OUR COMMITMENT

Our commitment to sustainable sourcing extends to the entire life cycle of our products and operations. From raw materials to product design, production, packaging, and transportation, we strive to incorporate eco-friendly solutions that promote a circular economy and reduce waste.

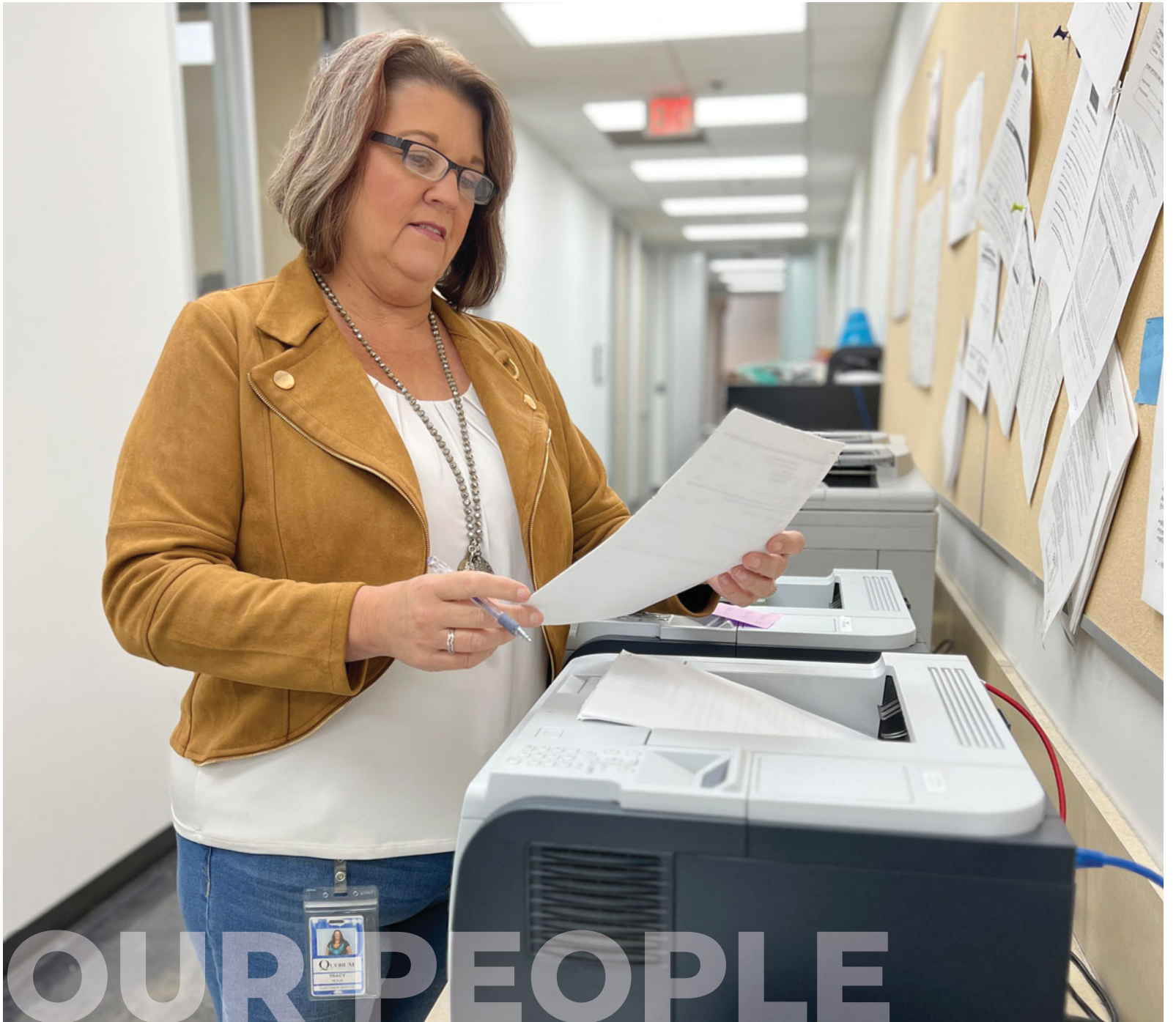
We proudly offer handcrafted home décor thoughtfully created with passion, skill, and an unwavering dedication to craftsmanship. Years of experience and artistic expertise ensure each piece tells a unique story of creativity and ingenuity. By cherishing the art of traditional techniques and utilizing sustainable materials whenever possible, we offer timeless products while contributing to the preservation of cultural heritage and our environment.

To reduce our carbon footprint, we collaborate closely with suppliers and partners who share our sustainability vision. Many of our partners have established recycling/upcycling programs that reuse glass, wood, and metal materials. Select factories have also transitioned to electric-powered equipment and transportation, while one manufacturing facility is almost entirely reliant on solar power. As a forward-thinking member of the home décor and lighting industries, we recognize the pressing need to address our planet's environmental challenges. We are committed to doing our part in minimizing the impact of climate change on our world.

OUR COMMITMENT







OUR PEOPLE

OUR PEOPLE

We are truly privileged to have such an extraordinary team with unmatched skills and expertise. Their dedication to personal and professional development reflects their eagerness to contribute to something greater than themselves, making them a driving force in our continuous growth and success.

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OUR CUSTOMER SUPPORT

Our Customer Support team has an average tenure of over 13 years and is known industry-wide for their expeditious service. We uphold a family-like approach in all our interactions and believe that genuine connections lead to better solutions. Our team strives to treat every engagement as an opportunity to foster a lasting relationship.





OUR OPERATIONS

Our operations associates are essential in maintaining inventory accuracy, reducing errors, optimizing storage space, maximizing productivity, and minimizing customer costs. Their commitment to fast, superior service allows them to meet the dynamic demands of the industry and contribute to creating beautiful, inspiring spaces that customers love to call home.



INTERNATIONAL SALES TEAM

Our sales team plays a pivotal role in connecting customers with ideal products for their projects. Their in-depth product knowledge, industry insights, and customer-centric approach set them apart, enabling them to forge meaningful relationships, identify opportunities, and provide tailored solutions. Our team stands as a testament to our mission of delivering unparalleled service and results to every client we serve.

OUR PARTNERSHIPS

We strive to ensure the relationships we establish and maintain are with those who respect and honor the standards we set for ourselves. In the spirit of collaboration, diversity, and service to the industry, we seek partnerships with trusted designers whose principles resonate with our own. We believe each connection we garner is an extension of who we are.



OUR LEADERSHIP

The family-centric atmosphere at Cyan Design begins with our founder and his family. By fostering a collaborative environment that encourages diverse perspectives and embraces the strengths of each family member, they created a legacy of sustainable growth and prosperity. Our leadership team preserves this culture by upholding the same values of respect, support, and personal development in every interaction.

OUR LEADERSHIP





OUR PRODUCTS





FURNITURE



LIGHTING (portable & fixed)





HOME ACCENTS



WALL DÉCOR

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Cyan
design



OUR BRAND

Brand identity is a communication vehicle that relies on the stories we tell through typography, colors, graphics, and imagery. These design elements communicate the Cyan Design experience and shape the perception of our brand.

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OUR MAIN SIGNATURE

The main signature is to be used for the majority of marketing and advertising communications. This signature represents a feeling of authenticity, femininity, and creativity for a brand that is relatable.

The logo features the word "Cyan" in a large, elegant, blue cursive script. The letter "C" is particularly large and loops around the "y". Below the "y" and "a" of "Cyan", the word "design" is written in a clean, black, sans-serif font. The overall composition is balanced and modern.

OUR SECONDARY SIGNATURE

The secondary signature may be used in a horizontal space where the main signature becomes ineffective.

The image shows the word 'Cyan' written in a large, blue, cursive script. To its right, the word 'design' is written in a smaller, black, sans-serif font. The entire phrase 'Cyan design' is presented as a secondary signature.

OUR SYMBOL

The symbol can be supplemented if the brand has been established on subsequent marketing.

The image shows the word 'Cyan' written in a blue, cursive script. This is the brand's symbol.

OUR BRAND FONTS

The right typeface, used consistently, builds credibility, while promoting clear and concise communications.

Primary Headline

Montserrat - Light
Montserrat - Regular
Montserrat - Medium
Montserrat - SemiBold
Montserrat - Bold
Montserrat - ExtraBold
Montserrat - Black

Secondary Headline

Creation - Regular

Text/Body/Specs

Arboria - Thin
Arboria - Thin Italic
Arboria - Light
Arboria - Light Italic
Arboria - Book
Arboria - Book Italic
Arboria - Medium
Arboria - Medium Italic
Arboria - Bold
Arboria - Bold Italic
Arboria - Black
Arboria - Black Italic

Secondary Text/Body

Mr Eaves Mod OT - Thin
Mr Eaves Mod OT - Thin Italic
Mr Eaves Mod OT - Light
Mr Eaves Mod OT - Light Italic
Mr Eaves Mod OT - Book
Mr Eaves Mod OT - Book Italic
Mr Eaves Mod OT - Regular
Mr Eaves Mod OT - Regular Italic
Mr Eaves Mod OT - Bold
Mr Eaves Mod OT - Bold Italic
Mr Eaves Mod OT - Heavy
Mr Eaves Mod OT - Heavy Italic

OUR BRAND COLORS

Cyan Design color palette is built on a platform of trust, loyalty, and understanding.

PRIMARY	SECONDARY	SECONDARY	PMS: 7534 C CMYK: 14/12/17/0 RGB: 208/206/183 HEX: #D0CEB7
		SECONDARY	PMS: 7530 C CMYK: 0/9/16/33 RGB: 171/156/143 HEX: #A39382
		SECONDARY	100% Process Black CMYK: 0/0/0/100 RGB: 35/31/32 HEX: #231F20

PMS: P 104-16 C CMYK: 100/71/0/13 RGB: 32/73/134 HEX: #204986	PMS: 2965 C CMYK: 100/40/0/82 RGB: 0/52/79 HEX: #00344F
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PMS: 7552 C
 CMYK: 7/42/100/58
 RGB: 121/87/29
 HEX: #79571D

PMS: 7474 C
 CMYK: 95/6/30/28
 RGB: 0/117/125
 HEX: #00757D

PMS: 2736 C
 CMYK: 100/90/0/2
 RGB: 54/58/139
 HEX: #363A8B

COMPLEMENTARY			ANALOGOUS	
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CONNECT WITH US

At Cyan Design, we believe that effective communication is the cornerstone of our success. Clear and respectful communication fosters collaboration, understanding, and trust among our team members, clients, and partners. To ensure consistency and excellence in our practices, we constantly examine our methods of communication. From product data listed on our website to social media activity and email campaigns, we aim to develop, enhance, and distribute valuable information to our audience.

We encourage all communication and look forward to building more relationships as we move forward.



@cyandesignhome



@HomeDecorCyanDesign

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