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About us

Proportions, rhythm, tectonics, light, and colour science are fundamental laws in any form of art and design. These are the pillars of the value system that I use in my work. The tactile qualities of the material, its naturalness, history of origin, figurative emotion are very important for our team.

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- Colonial loft
- Colors
- Logo

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Our philosophy

The creation of volume, space, or object obeys three important principles: proportions, ergonomics, tactility. Top of this is exclusivity. In any form of art, the so-called triangle is important, at the corners of which there are three tones, three colours, three materials. This is the basis for building the space, other components serve as emotional accents. The philosophy of loft buro is to immerse a person in the world we have created.

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It can be compared to a theatre. Light, space, atmosphere create a special environment for the viewer, drawing them into some amazing story. And just for an hour and a half you plunge, enter another world, fully believe in it.

We are not chasing fashionable interiors for one year. Using the values of the origin of materials and the history of a particular object, we create not only the atmosphere but also the legend of space.

Oleg Volosovskiy
Arhitect and designer, founder of Loft Buro

"Our main task is the creation of a harmonious, comfortable and cozy space that displays the inner world of a person creates the perfect mood for all enters it."



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Brand building

Theatre and steampunk. The art of the stage, with all its laws and scenography, united with a love for experimenting with mechanisms. When we passed the whole interior through our own hands we realized that this is love. Work in real spaces like a factory, theatre stage, or basement is very inspiring. It was these real volumes that provided endless possibilities for the application of our craziest ideas.

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While working on the interiors of stores in the spirit somewhere between industrial and steampunk, we studied classics for the SOHO restaurant in parallel. On the one hand, there are expensive, exclusive materials and stories, on the other, the gigantic areas of the former factory for the club "Promzona". In the end, it combined for us into one style.

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WE LIVE
FOR
CREATING,
WE CREATE
FOR LIVING.

Colonial loft

When we began to study the loft, we realized how versatile it is in different countries, cities, and on different continents. How unrepeatable it is, individual. For me, the loft is eternal as a classic. This is not the style of one decade, it has the potential for continuous development and study.

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I would compare the concept of Colonial to a good cocktail. Working in various styles, with the cultural codes of different countries of the world imposes knowledge on the history and a single base of the culture of signs. There is a certain basic style in which we mix the emotionality of cultures, materials, and colours of different countries and continents. This is how India once influenced the interiors of England or, for example, Vietnam - in France.

This mix of design and culture provides tremendous opportunities to create your cocktail with a unique taste and accent. As the architecture of spaces develops, so does the loft. Also, it adapts very easily to the lifestyle of any person.

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Colors

If we talk about the basic range, this is naturalness. The colour of natural brick, stone, ceramics, concrete, metal. A colonial loft connects the colours of a particular country or continent. So far we are working only with natural materials. But I can assume that we will soon include processed raw materials.

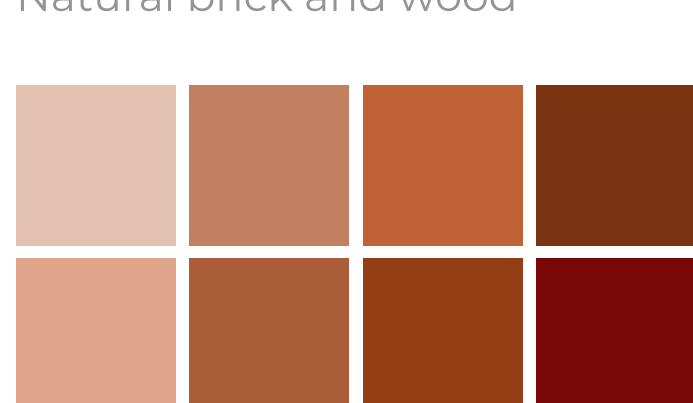
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No loft is possible without light architecture, one of the most important factors in creating an atmosphere. We are ready to make a loft in one colour and saturate it with a variety of moods with the help of light. I am convinced that the loft is a mood space.

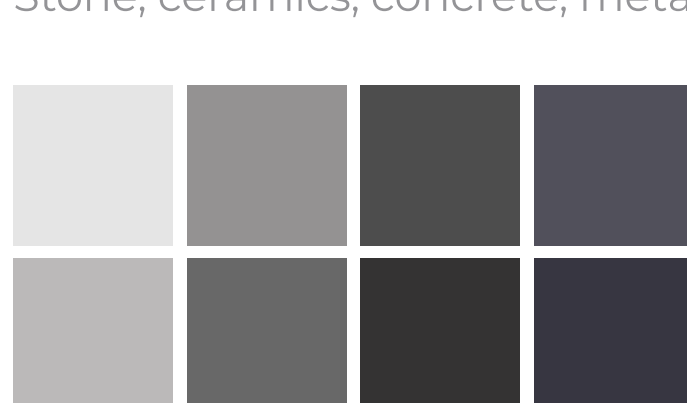
Examples of colors 01

Natural brick and wood



Examples of colors 02

Stone, ceramics, concrete, metal



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Logo

The loft buro brand block is the main element of the brand's visual identity. It is presented in two minimalist versions: a sign (a combination of two letters "l" and "b") and a logo (the inscription "loft buro").

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The main option is the inscription loft buro, made in the corporate font. An additional version of the block can also be used in an inverted form. The mark and logo can be used together or separately.



loft buro



This brand expression guide should be used in conjunction with other more specific guides around each element of our brand.

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