



# STYLE GUIDE







## THE PROBLEM

Too many people stock the same gifts as everybody else. It's difficult to justify expensive gift options and too much time and effort often leads to indecision. Finding a unique, meaningful, quality gift at great value shouldn't be hard or frustrating. We want to provide a solution to gifts that will be forgotten or re-gifted!

## THE SOLUTION



Unique & beautiful art-inspired gifts that show you care



Perfect gifts at great value that are meaningful and will be used again and again.



Authentic art that supports Aboriginal artists



Celebrating and preserving Indigenous art & culture

## ABOUT KOH LIVING

Koh Living was born from a profound desire to foster connections and create moments of significance amidst the whirlwind of modern existence. We share a great passion for contributing to our beautiful world and to make it a better place for future generations.

## OUR VISION

To celebrate & preserve Indigenous art and culture

## OUR COMMITMENT

At Koh Living our commitment is straightforward: to celebrate and preserve Indigenous cultures by means of exquisite art-infused products. Our Australian designed products encompass captivating and unique items, including gifts, homeware goods, and lifestyle necessities. These not only bring joy, but they also give back to the artists we collaborate with. We assure you that when you present a Koh Living gift, you're genuinely offering a gift infused with meaning!

## OUR ARTISTS

The artists we collaborate with are carefully chosen to ensure our values align. Together we celebrate and preserve Indigenous cultures through the creation of our beautiful art-inspired products. A portion of every sale is returned to the artist.

## OUR PRODUCTS

We take great pride in the positive impact our products and stories have on everyone involved, from the artists to our team, our partners, gift givers and gift receivers.

## OUR PROCESS

We are members of the Indigenous Art Code and hold all partners and suppliers to our high ethical trading standards. We use environmentally friendly packaging and products where possible and make every effort to minimise our environmental footprint at every step of our process.





## VISUALS

Photography in your personal style that captures our product in an inspirational / natural setting that is not too busy enabling our beautiful art-inspired products to pop. High quality images.

## CAPTION

We love it when you keep your personality in your captions. Be genuine, honest and stick to your own narrative. All we ask is that you include some facts that differentiate us from the competition. You can include anything that you find on our website or within this style guide.



### CANDLE HOLDERS/LAMPS

Any candle holders/lamps to face straight on, we don't want to see the seam. Always good to show lit and unlit versions.



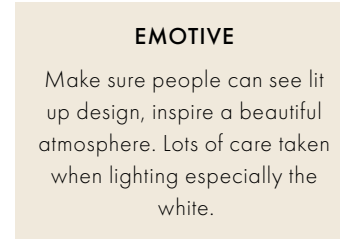
### IN USE

Clean hands/fingernails/ furniture/clothing. Ensure artwork facing best direction.



### PRACTICAL GUIDE

Show products in practical use people can gauge size, etc.



### EMOTIVE

Make sure people can see lit up design, inspire a beautiful atmosphere. Lots of care taken when lighting especially the white.



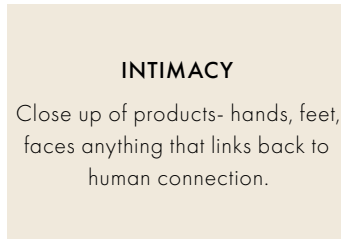
### HOME DECOR

Inspire home decor ideas and make sure the product is the highlight of the image.



### LIGHTING

Light, bright and clear. Interior styling needs to be neutral with the eye being drawn to the colorful products.



### INTIMACY

Close up of products- hands, feet, faces anything that links back to human connection.



### PROPS

Relevant props may be used to bring to life the range story, ie native flora, books, artwork as long as they do not take away from the colour of the product.



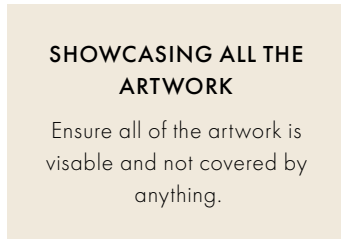
### SPECIAL SURPRISES

Showcase any special things -ie inside of journal, mug handles or stories on the inside of mug



### PRODUCT PRESENTATION

Ensure product is in perfect condition, no damaged packaging showing and ironing is done if needed (ie teatowels/bags).



### SHOWCASING ALL THE ARTWORK

Ensure all of the artwork is visible and not covered by anything.



### ANGLE

Make sure angle always ensures we can see full artwork.



## POSTS THAT PEOPLE HAVE LOVED



## KEY INFO

### POST:

Static, Story or Reel as agreed. Left in grid minimum 360 days.

### CREATIVES:

Please follow the guidelines included in this document

### CONTENT USAGE:

Ongoing rights granted with Koh Living to use image/video in digital, print, organic and paid channels.

### DISCOUNT CODE:

Where applicable and agreed this will be provided to you by Koh Living.

### TAG:

@kohliving and where possible also tag the artist (ie @byjacinta)

Always use #kohliving on every post.

And any other relevant # of your choice.

### SIGN OFF & APPROVAL:

Send to Koh Living prior to agreed post date

### PAID PARTNERSHIPS:

Please contact us for more details about Paid Partnership opportunities.





*Thank you for joining the  
Koh Living family*

If you have any questions, please reach out anytime

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