



Product Branding & Style Guide

Brand Identity | Using Images | Product Lines

Why Use i5 Industries Branding?

Beyond the product lines and the furniture itself is a passion for the environment, to create products that are not manufactured to break down and wear out on you. We are bringing commercial grade products out of the Fortune 500 companies and into the small businesses, the work from home crowd, the everyday people who want quality office furniture.

Our values are backed up by our quality testing, our choices to carry sustainable lines, our customer service, and our high standards for how long a product should last.

Sustainably Sourced

The wood used to make our products is sourced from a sustainable forest. Our trees are carefully felled and replaced with seedlings that eventually grow into mature trees. Our products are as carbon neutral as possible so when you buy i5 Industries products, you know you're doing your part for the environment too.

Our Certifications

Our products are tested for over 10,000 chemicals and meet strict criteria to limit exposure to toxins. We maintain comfort, safety, sustainable, and durability standards. We undergo continuous testing on all our wood materials.

UL Greenguard Gold
BIFMA/ANSI

TSCA Title VI Compliant
CARB2 Compliant



Using Our Images

As a dealer of i5 Industries, you may use any of our product images, cut sheets, catalogs, assembly instructions, flyers, brand logos, or displays. We ask that when you do this, you make it clear that it is an i5 Industries product that you are representing. When using our images, you may crop and increase brightness or saturation to non-exaggerated levels. You may also use product images in your own promotional templates.

Taking photos of our products can also help your customer visualize the furniture under different lighting. You may take pictures on your showroom floor or crop on white.

Taking photos of the furniture does not give permission to rebrand the product as your own. It is still i5 Industries.

i5 Industries Requirements

When using our brand, you must use either our logo or a text reference to let your customers know that you are selling i5 Industries products.

You may request a vector of our logo to recolor it while maintaining the font and graphic as seen below:



When selling our product lines, you should use the brand name that we have given them. This adds to the integrity of the line and allows customers to search for them.

Our Product Lines are:

Kai Line	Laminate Caseloads
Connect	Flip Top Training Tables
iRize	Height Adjustable Desks & Bases
Kai + iRize	Laminate + Height Adjust Desks
Gravity	Ergonomic Task & Conference Chairs
Nova	Ergonomic Task Chairs
Rio & Vida	Ergonomic Task Chairs
Switch	Nesting Chairs



Kai Line

Commercial Grade Laminate Casegoods

Kai Line Laminate	Statement of Line
- Bow Front Desks - Rectangular Desks / Straight Desks - L-Shaped Desks - U-Shaped Desks - D-Top Desks - Credenzas - Extended Corner Credenzas - Extended Corner Bow Front Desk - Study Carrels - Reception Desks - Straight L U - Bookcases 2-3-4 Shelves - End Tables - Coffee Tables	- Racetrack Conference Tables - Round Meeting Tables - Bridges - Non-Handed Returns - Corner Shell / Corner Desk - Lateral Files 2-3-4 Drawers - Vertical Files - Storage Cabinets - Wardrobes - Worksurfaces / Laminate Tops - Wall Mounted Hutches / Hutches - Suspended Pedestals (Box/File) - Full Size Pedestals (Box/Box/File & File/File)

Key Selling Points

- European Import
- Eco-Friendly
- 15+ Connection Points
- 3mm Fluted Edge Banding
- Grommets for Wire Protection
- Commercial Grade Construction
- 1" Thick Tops, Side Panels, & Cases
- All Storage is Lockable
- Keyhole Shaped Pulls

Keywords

- Modern
- Modular
- Laminate
- Commercial Grade

Proof of Quality

- Greenguard Gold Certified
- BIFMA/ANSI Standards



Box/File
Suspended Pedestal



Box/Box/File
Full Pedestal



File/File
Full Pedestal



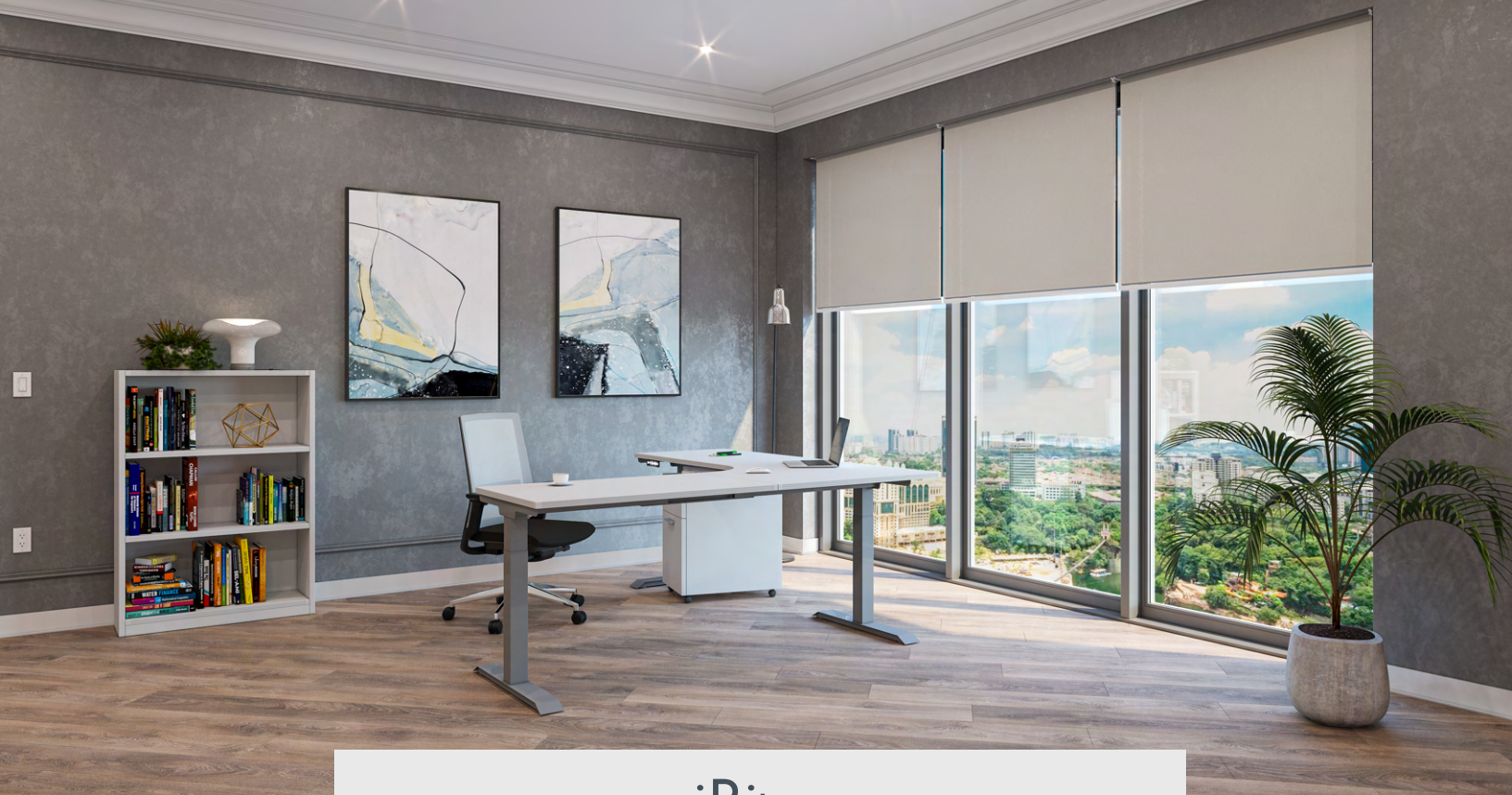
Grommets



Handle Options

Silver Nickel

Matte Black



iRize

Height Adjustable Desks & Bases

iRize

Height Adjustable Straight Base
24x48 iRize Height Adjustable Desk
24x60 iRize Height Adjustable Desk
24x72 iRize Height Adjustable Desk
30x48 iRize Height Adjustable Desk
30x60 iRize Height Adjustable Desk
30x72 iRize Height Adjustable Desk

Statement of Line

Height Adjustable L-Base
60x60 iRize Height Adjustable L-Desk
72x72 iRize Height Adjustable L-Desk

Key Selling Points

Commercial Grade Steel
Dual-motor system
2 Column Adjustment
Smooth and Precise Lift
Ultra Quiet under 50 decibels
Enhanced anti-collision technology
Seven Button Remote
Timed Sit / Stand Reminders
Three programmable height presets
Non-Slip Leveling
Max Load Capacity 220lbs / 330lbs

Keywords

Height Adjustable
Motorized
Ergonomic
Quiet
Commercial Grade
Anti Pinch / Anti Collision

Proof of Quality

Greenguard Gold Certified
BIFMA/ANSI Standards

Kai Line Laminate Finishes

ESPRESSO

MAHOGANY

SAMOA GRAY

MATTE WHITE

WALNUT

Base Color Options

BLACK

WHITE

SILVER



iRize Straight Bases



iRize L-Bases



Kai + iRize

Hybrid Height Adjustable Desks

Kai + iRize

Create Hybrid Height Adjustable L-Desks and U-Desks with plenty of storage when you combine Kai + iRize. The one draw back of a height adjustable desk is usually the lack of storage. Kai + iRize solves that problem when you combine the iRize straight or L-Desks with Kai Line Credenzas with under desk storage. Add a hutch or mobile pedstal for even more storage.

Statement of Line

Key Selling Points

- Commercial Grade Laminate & Steel
- Dual-motor system
- 2 Column Adjustment
- Smooth and Precise Lift
- Ultra Quiet under 50 decibels
- Enhanced anti-collision technology
- Seven Button Remote
- Timed Sit / Stand Reminders
- Three programmable height presets
- Lockable Storage
- Max Load Capacity 220lbs / 330lbs

Keywords

Height Adjustable Desk with Storage
Motorized
Ergonomic
Quiet
Commercial Grade
Laminate

Proof of Quality

Greenguard Gold Certified
BIFMA/ANSI Standards

Kai Line Laminate Finishes

ESPRESSO

MAHOGANY

SAMOA GRAY

MATTE WHITE

WALNUT

Base Color Options

BLACK

WHITE

SILVER





Connect

Flip Top Training Tables & Bases

Connect

Width Adjustable Table Base
24x48 Connect Flip Top Training Table
24x60 Connect Flip Top Training Table
24x72 Connect Flip Top Training Table

Statement of Line

30x48 Connect Flip Top Training Table
30x60 Connect Flip Top Training Table
30x72 Connect Flip Top Training Table

Key Selling Points

Commercial Grade Steel
Width Adjustable 47.24" - 68.9"
Compatible with Kai Line Tops
Two File Adjustment
Paddle lift
Flips up 90 degrees
Nests with other Connects
Lockable hardwood casters
Max Load Capacity 154lbs

Keywords

Easy Storage
Nesting
Flip Top
Mobile Training Table

Proof of Quality

Greenguard Gold Certified
BIFMA/ANSI Standards

Kai Line Laminate Finishes

ESPRESSO

MAHOGANY

SAMOA GRAY

MATTE WHITE

WALNUT

Base Color Options

BLACK

WHITE

SILVER



Fluted Kai Line Top



Seating@ i5

Ergonomic Task Chairs

GRAVITY

NOVA

DURABLE MESH BACK

LUMBAR SUPPORT

ADJUSTABLE 4D ARMS

SEAT DEPTH ADJUSTMENT

4-STAGE MECHANISMS
WITH TENSION ADJUSTMENT

ALUMINUM BASE



DURABLE MESH

ADJUSTABLE
LUMBAR SUPPORT

3D POLYURETHANE
ARMRESTS

SEAT DEPTH
ADJUSTMENT

MOLDED FOAM
SEAT CUSHION

MULTIFUNCTION
MECHANISM

NYLON BASE



Rio

BUILT TO LAST ALL DAY. EVERY DAY.

OPTIONAL HEADREST

HIGH-PERFORMANCE
ERGONOMIC MESH BACK

LUMBAR SUPPORT

SOFT TOUCH INJECTED
POLYURETHANE ARMS

ANATOMICAL SEAT
HIGH-PERFORMANCE LAMINATED FOAM

RELAX MULTI-FUNCTION MECHANISM
HEIGHT, LOCK, TILT & TENSION

NYLON BASE
65MM NYLON CASTERS



ANY WAY YOU WANT IT SUPPORT. DELUXE MODEL.

Vida

OPTIONAL HEADREST

HIGH-PERFORMANCE
ERGONOMIC MESH BACK

LUMBAR SUPPORT

PREMIUM 4D ARMS
SOFT INJECTED POLYURETHANE

INJECTED FOAM SEAT
DEPTH & HEIGHT ADJUSTMENT

SYNCHRON MULTI-FUNCTION 4-STAGE
MECHANISM HEIGHT, LOCK, TILT & TENSION

NYLON BASE
65MM NYLON CASTERS





Seating@ i5

Conference Chairs | Nesting Chairs

GRAVITY
CONFERENCE



LEATHER EDITION

GRAVITY
CONFERENCE



MESH EDITION

SWITCH LIGHT WEIGHT & SPACE SAVING NESTING CHAIR.

