BRAND IDENTITY · PUBLISHED BY ZENITH GROUP

THE THIS IS IT™ *BRAND BOOK*

VERSION 1.0

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WHAT THIS IS IT™ MEANS

The name is a *statement*.

THIS IS IT™ is not simply a brand name. It says: this is the product we believe deserves to be recommended.

That statement is never made lightly. Every product carrying the THIS IS IT™ name is expected to earn its position through evidence, professional judgement and continuous evaluation.

The confidence comes from THE THIS IS IT™ STANDARD. The name is the conclusion. The Standard is the reason.

“THIS IS IT™ is not a promise. It is a conclusion.”

OUR PURPOSE

To simplify *choice*.

Professionals and consumers are surrounded by thousands of products, each claiming distinction. Choice on that scale does not create freedom; it creates doubt.

THIS IS IT™ exists to identify, develop and present products that genuinely deserve trust — so the decision becomes short, informed and calm.

> *We do not aim to offer the biggest range. We aim to offer the right range.*

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Five promises, held *without exception*.

OUR PROMISE

P.01	Every product must earn its place	Inclusion is a conclusion reached through evaluation, never a commercial decision.
P.02	Quality before quantity	A smaller collection, held to a higher standard, serves professionals better than a catalogue.
P.03	Evidence before opinion	Manufacturing knowledge, professional observation and real-world performance decide what stays.
P.04	Refinement before expansion	We improve what exists before we add to it.
P.05	Long-term trust before short-term sales	Nothing is recommended that we would not still recommend in five years.

Defined as much by what we are *not*.

BRAND PERSONALITY

WE ARE	WE ARE NOT
Calm	Loud
Confident	Fashion-driven
Intelligent	Trend-led
Honest	Overcomplicated
Timeless	Overpromising
Refined	Cheap
Quietly ambitious	Flashy
Evidence-led	Designed for attention

DESIGN PRINCIPLES

D.01	Clarity before decoration
D.02	Timeless before fashionable
D.03	Quality before quantity
D.04	Restraint before excess
D.05	Every detail has a purpose

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VISUAL DIRECTION

A feeling, before a *form*.

Typefaces, marks and materials are decided later, and only once the feeling below is understood. This page is the brief every designer, photographer and manufacturer begins from.

Editorial

Text is treated with the care of a printed page: measured columns, generous margins, deliberate rhythm.

Architectural

Structure is visible. Alignment, proportion and grid do the work that ornament would otherwise attempt.

Japanese restraint

Emptiness is composition. What is left out carries as much meaning as what remains.

European sophistication

Precise typography, quiet contrast, an assured and unhurried voice.

Quiet confidence

Nothing raises its voice. Certainty is expressed through calm, not emphasis.

Premium without luxury clichés

No gold, no gloss, no aspiration theatre. Value is shown through material honesty and craft.

THE
RELATIONSHIP

The Standard guides. The brand *expresses*.

THE THIS IS IT™ STANDARD determines what deserves recommendation. THIS IS IT™ carries that judgement into products — professional systems first, daily use second, held to one standard throughout.

Zenith Group

Owns and governs The Standard.

THE THIS IS IT™ STANDARD

The framework by which products are evaluated and selected.

THIS IS IT™

The brand that expresses The Standard through products.

Professional

Systems developed for use in the hands of trained professionals.

Daily

Products carried into everyday life, held to the same standard.

CLOSING STATEMENT

The greatest compliment a product can receive is not that it is popular. It is that someone confidently says:

“This is it.”