



THE GRACIOUS ENTERTAINER

JUDY MARSH, 54

family income: \$100,000+

PURPOSE

As the gracious entertainer, Judy determines her home reflects a savvy lifestyle. Her financial status allows her to make extravagant purchases.

She is intelligent, logical and curious, and loves brands. Judy my consult with her interior designer for guidance, and go online to do research about products to know is the best product for her needs.

GOALS

- Well crafted products that will last long
- Redesign & home upgrades
- Best products available

NEEDS FROM KARASTAN

- Inspiration
- Quality Products & Details
- Education & Knowledge Base
- Wool, Wool Blends, SmartStrand Silk, Area Rugs

OWNERSHIP STATUS



BURBERRY HANDBAG



BAUME & MERCIER WATCH



LINCOLN MKZ

DIGITAL NEEDS

EDUCATION

INSPIRATION

PROMOTION SALES

DESIGNER GUIDANCE

PRODUCT SELECTION

RETAILER INFORMATION

Karastan



THE KARA-FANS

MICHAEL & JEAN ROBERTS, 60

Retired Professionals, 100K + p/y

PURPOSE

As Kara-FAN, Micheal & Jean Roberts highly value the Karastan brand. They're retired and they are empty nestors.

The love the Karastan traditional high quality area rugs like the Sovereign, and the Karastan Original collections.

GOALS

- Traditional Designs
- Highest Qaulity
- Duarbility

NEEDS FROM KARASTAN

- Wools
- Blended Wools

OWNERSHIP STATUS



GOLF CLUBS



FITBIT SURGE



CHRYSLER 300

DIGITAL NEEDS





DEVON KLIME, 33

Government	Percentage
Current government	65%
Previous government	35%



Karastan

THE MANIFESTO COLLECTION

Inspired by eclectic design influences and cast in a fashionably fresh palette of neutrals and sumptuous hues of gray, the Bravi features a modern twist on traditional floral motifs. Crafted with the luxurious touch of 100 percent worsted New Zealand wool and Karastan's legendary Van Dyke weave construction, the Bravi brings home the utmost in beauty and quality.

A debut of Karastan's new Manifesto collection, the Bravi is available in two colorations, tan and gray.



MANIFESTO

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

THE INSPIRATION

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

RUSTIC ARCHITECTURE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

MANIFESTO COLLECTION AREA RUGS

SPICE MARKET

aden gold



3 SIZES

MADE IN THE USA

\$279.99 - 1099.99 MSRP

EUPHORIA

ayr natural



5 SIZES

MADE IN THE USA

\$279.99 - 1099.99 MSRP

CARPET

BROWSE CARPET

CARPET GUIDE

CARPET PAGES

KARASTAN COUNCIL

AREA RUGS

BROWSE AREA RUGS

AREA RUG GUIDE

AREA RUG COLLECTIONS

AREA RUG PAGE

HERITAGE

HISTORY

QUALITY

SUSTAINABILITY

HELP

PAGE

CARE & MAINTENANCE

WARRANTIES

FRANCHISE

PRESS

CONTACT US

LIVE BEAUTIFULLY

BLOG

THE CARPET LOOKBOOK

THE AREA RUG LOOKBOOK

PHOTO GALLERY

FOR DESIGNERS

PREMIER DESIGNER PROGRAM

JOIN US

FIND A RETAIL PARTNER

SEARCH RETAIL PARTNER

GO

GET INSPIRATION IN YOUR SPACE

ENTER ADDRESS

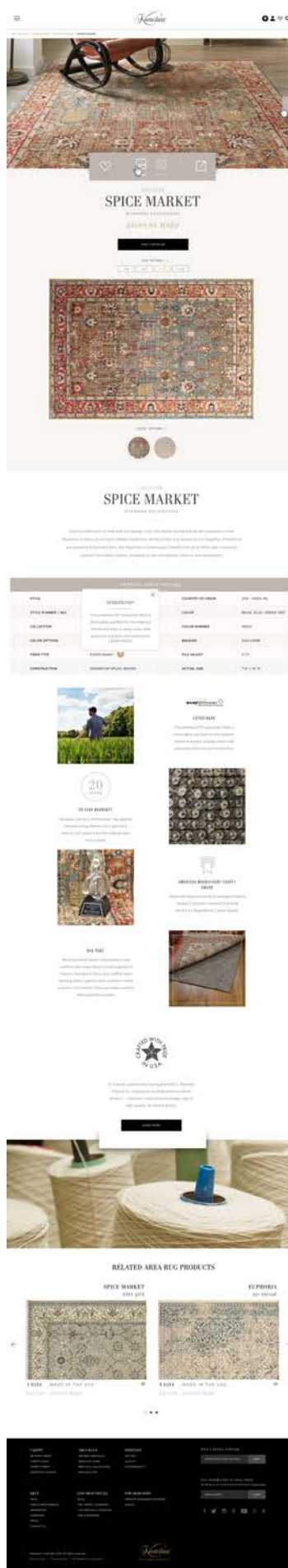
GO

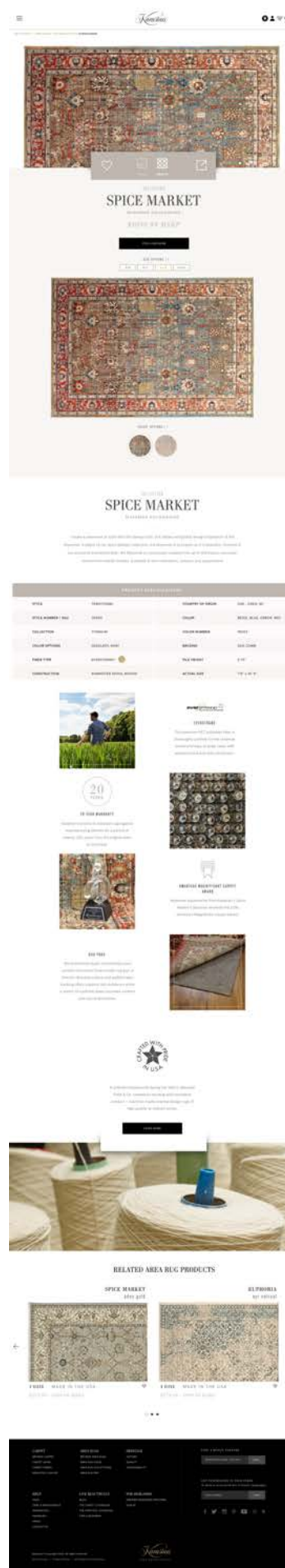
Karastan

LIVE BEAUTIFULLY

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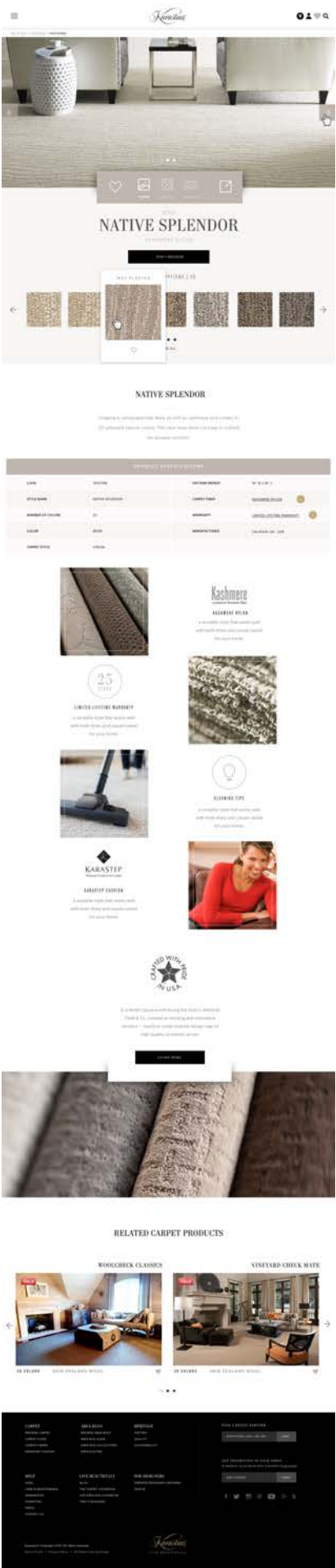
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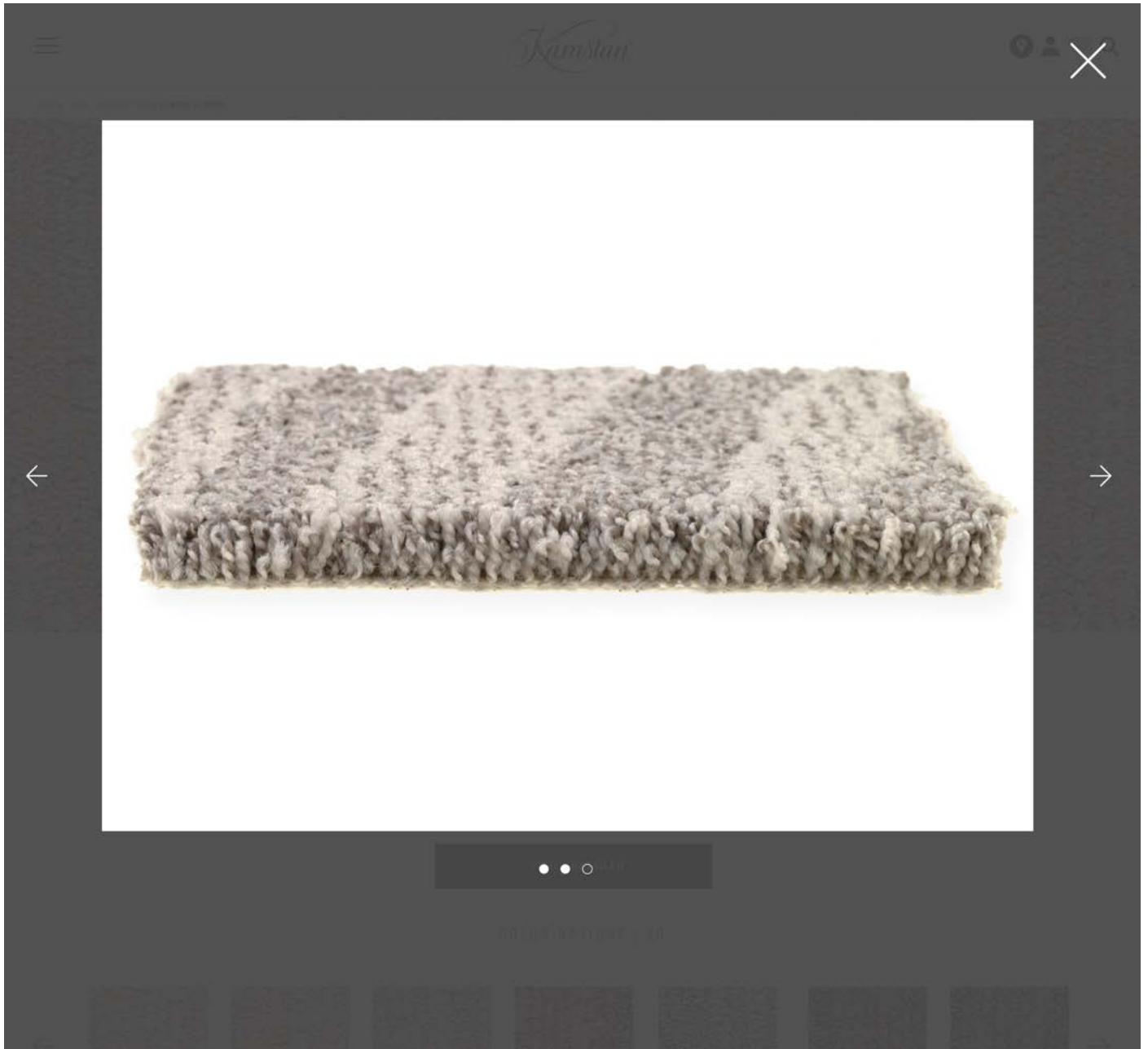


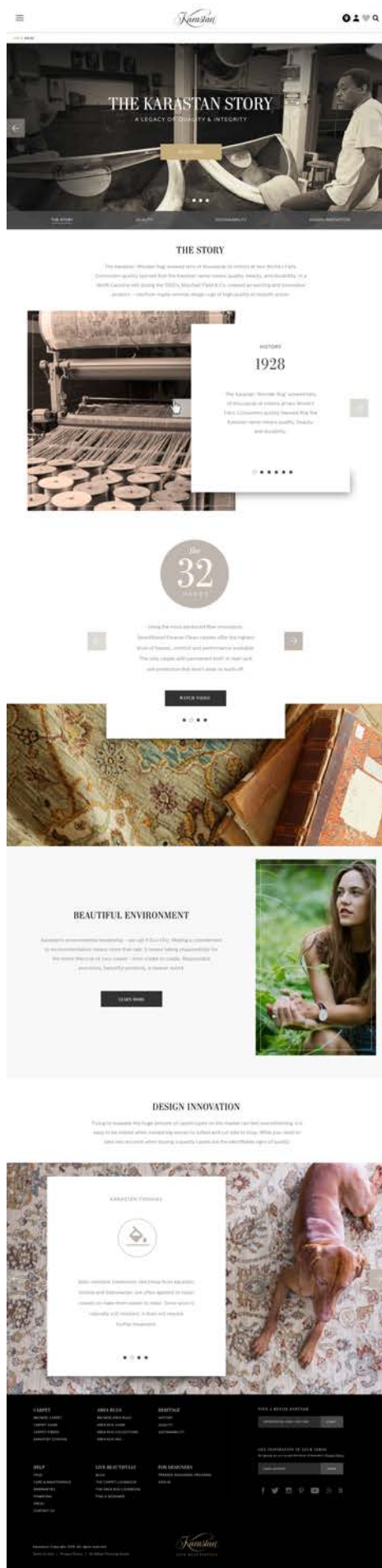












17408

SUBMIT

1

THE FLOOR STORE

850 El Camino Real
San Carlos, CA 94070
(650) 513-8641

VIEW RETAILER

PRODUCTS: CARPET & AREA RUGS

13.3 MI

2

CONKLIN BROTHERS

733 Industrial Road
San Carlos, CA 94070
(650) 591-5600

VIEW RETAILER

PRODUCTS: CARPET

16.0 MI

3

CALIFORNIA CARPET & RUGS

695 Industrial Road
San Carlos, CA 9470
(650) 591-3355

VIEW RETAILER

PRODUCTS: CARPET & AREA RUGS

22.0 MI

4

WATSONS FLOOR COVERINGS

930 INDUSTRIAL ROAD SUITE 103
SAN CARLOS, CA 94070
(650) 792-2500

VIEW RETAILER

PRODUCTS: CARPET & AREA RUGS

25.3 MI

◀ BACK (4)

NEXT (4) ▶

THE FLOOR STORE

13.3 MILES

850 El Camino Real
San Carlos, CA 94070
(650)-513-8641

OPEN TODAY 9:00 AM - 8:00 PM

VIEW RETAILER

REQUEST APPOINTMENT

CONTACT US

GET DIRECTIONS

GET UP TO \$500 OFF ON CARPET ▶

HOME // FIND A RETAILER // ZIP CODE 94070 // THE FLOOR STORE - SAN CARLOS, CA 94070

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SUBMIT

1

THE FLOOR STORE

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VIEW RETAILER

PRODUCTS: CARPET & AREA RUGS

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(650) 792-2500

VIEW RETAILER

PRODUCTS: CARPET & AREA RUGS

25.3 MI

◀ BACK (4)

NEXT (4) ▶

CARPET

BROWSE CARPET

CARPET GUIDE

CARPET FIBERS

KARASTE® CUSHION

AREA RUGS

BROWSE AREA RUGS

AREA RUG GUIDE

AREA RUG COLLECTIONS

AREA RUG PAD

HERITAGE

HISTORY

QUALITY

SUSTAINABILITY

HELP

FAQS

CARE & MAINTENANCE

WARRANTIES

FINANCING

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BLOG

THE CARPET LOOKBOOK

THE AREA RUG LOOKBOOK

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Karastan

HOME / SEARCH

GLOBAL SEARCH

LIVE BEAUTIFULLY

Q

WHAT CAN WE HELP YOU FIND?

SEARCH

POPULAR SEARCHES

SMARTSTRAND SILK



BROWSE

NEW ZEALAND WOOL



BROWSE

SAVANNA SCENES



BROWSE

SPICE MARKET



BROWSE

FEATURED PRODUCTS

WOOLCHECK CLASSICS



20 COLORS

NEW ZEALAND WOOL

VINEYARD CHECK MATE



20 COLORS

NEW ZEALAND WOOL

CARPET

BROWSE CARPET

CARPET GUIDE

CARPET FIBERS

KARASTEP CUSHION

AREA RUGS

BROWSE AREA RUGS

AREA RUG GUIDE

AREA RUG COLLECTIONS

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HERITAGE

HISTORY

QUALITY

SUSTAINABILITY

HELP

F.A.Q.S.

CARE & MAINTENANCE

WARRANTIES

FINANCING

PRESS

CONTACT US

LIVE BEAUTIFULLY

BLOG

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HOME // MY KARASTAN

WELCOME TO
MY KARASTAN
LIVE BEAUTIFULLY



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— OR —

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REMEMBER ME

LOG IN

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CARPET

BROWSE CARPET
CARPET GUIDE
CARPET FIBERS
KARASTEP CUSHION

AREA RUGS

BROWSE AREA RUGS
AREA RUG GUIDE
AREA RUG COLLECTIONS
AREA RUG PAD

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HISTORY
QUALITY
SUSTAINABILITY

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Karastan

VIEW OF MY KARASTAN

WELCOME BACK

HADLEY JANE

SIGN OUT

MY ACCOUNT

FAVORITES

SUBSCRIPTIONS

PEOFILE INFORMATION

NAME

HADLEY JANE

EMAIL

HADLEYJANE@GMAIL.COM

PASSWORD

RESET PASSWORD

PHONE NUMBER

7178404729

ZIP CODE / POSTAL CODE

17408

ACCOUNT PREFERENCES

Subscribe me to Karastan's mailing list for promotions and savings.

I understand that I can unsubscribe at any time.

SAVE

CARPET

BROWSE CARPET

CARPET GUIDE

CARPET FIBERS

KARASTEPI CUSHION

AREA RUGS

BROWSE AREA RUGS

AREA RUG GUIDE

AREA RUG COLLECTIONS

AREA RUG PAD

HERITAGE

HISTORY

QUALITY

SUSTAINABILITY

HELP

FAQS

CARE & MAINTENANCE

WARRANTIES

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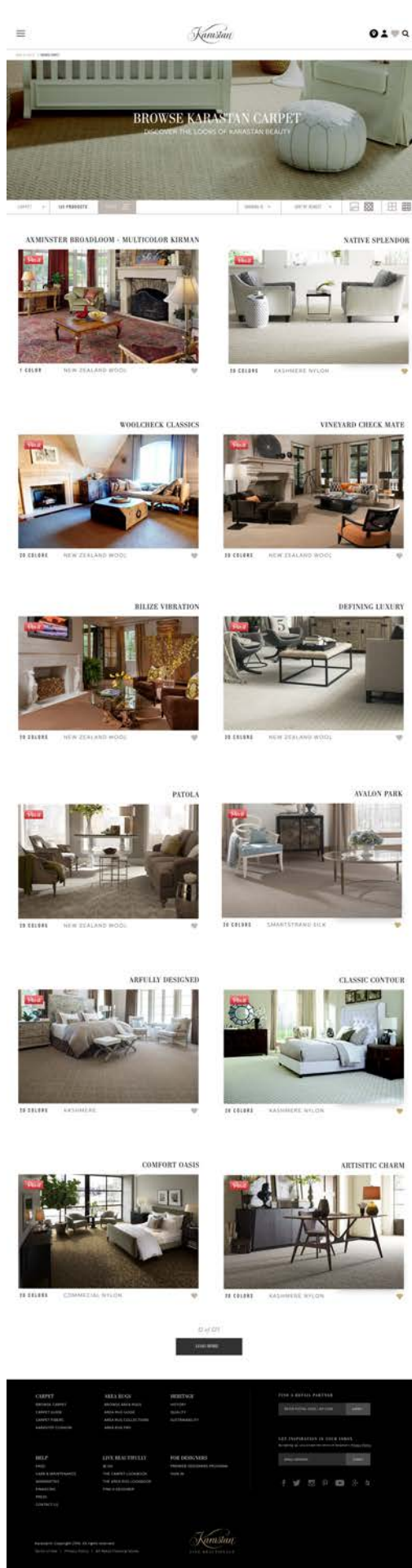
SUBMIT

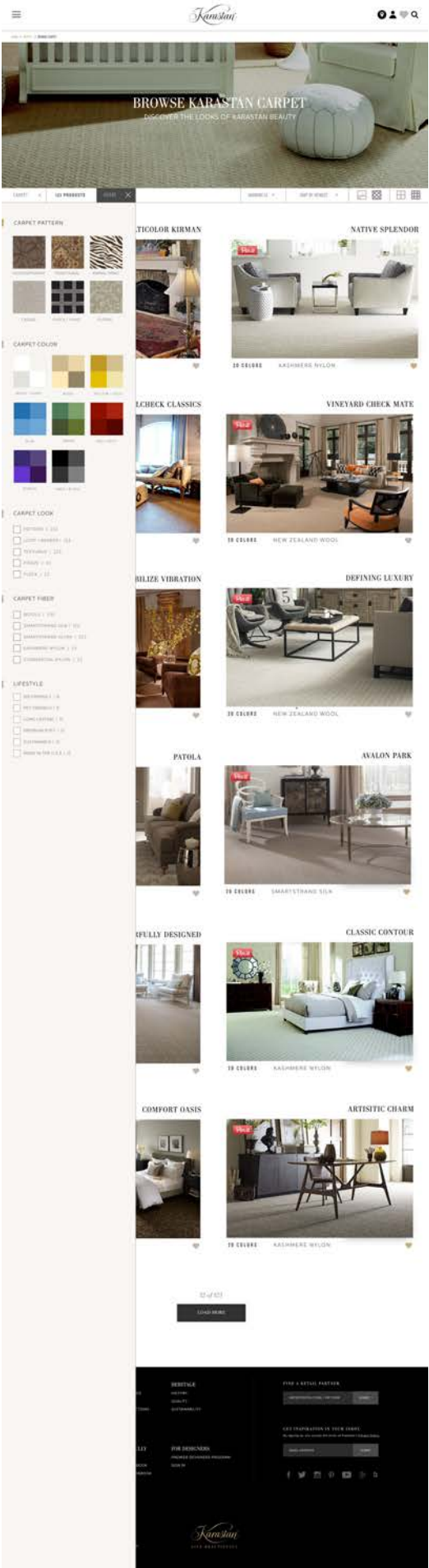
Karastan

LIVE BEAUTIFULLY

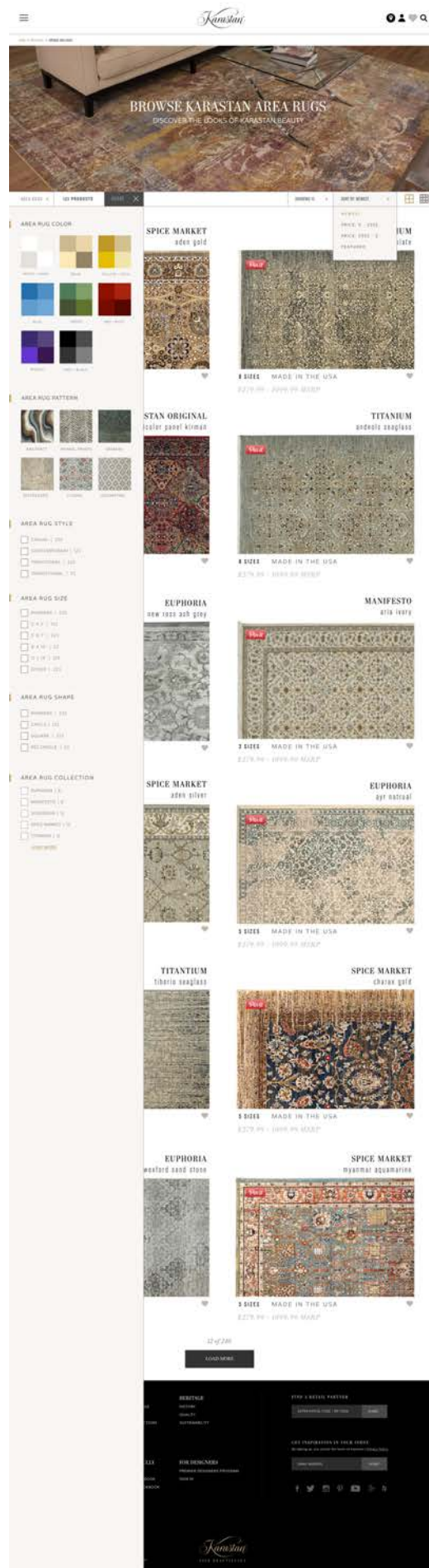
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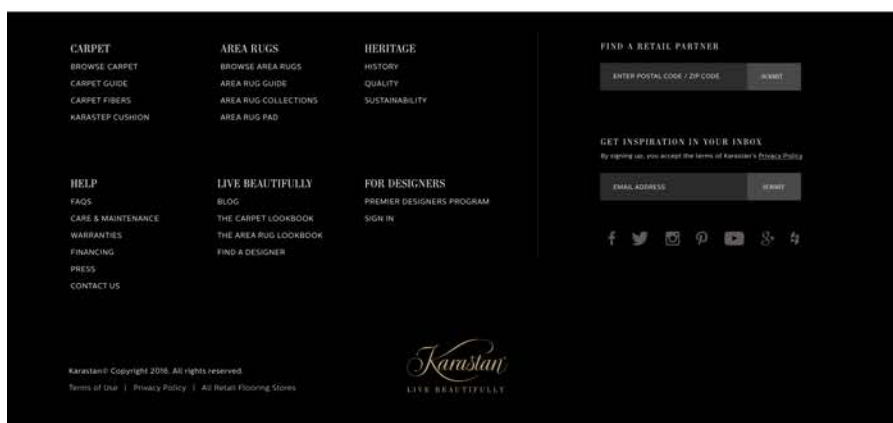
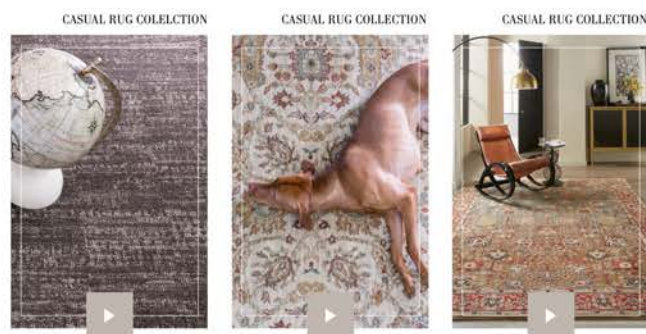
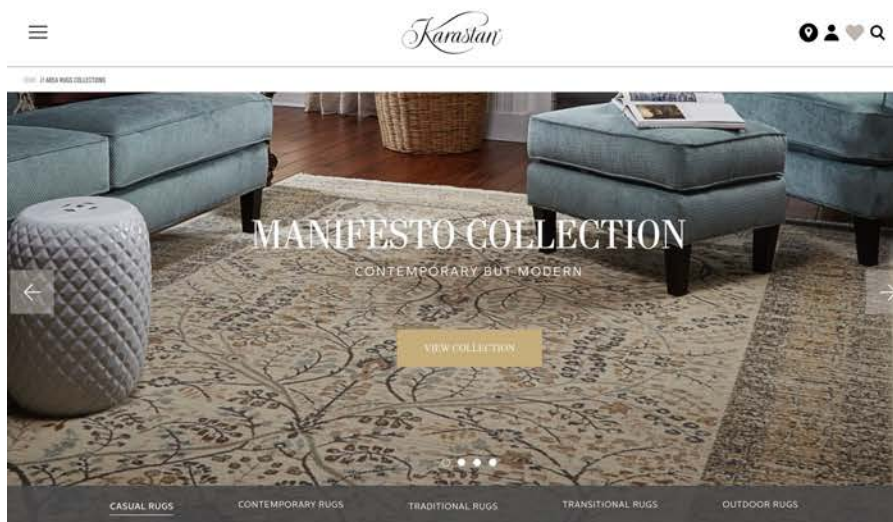
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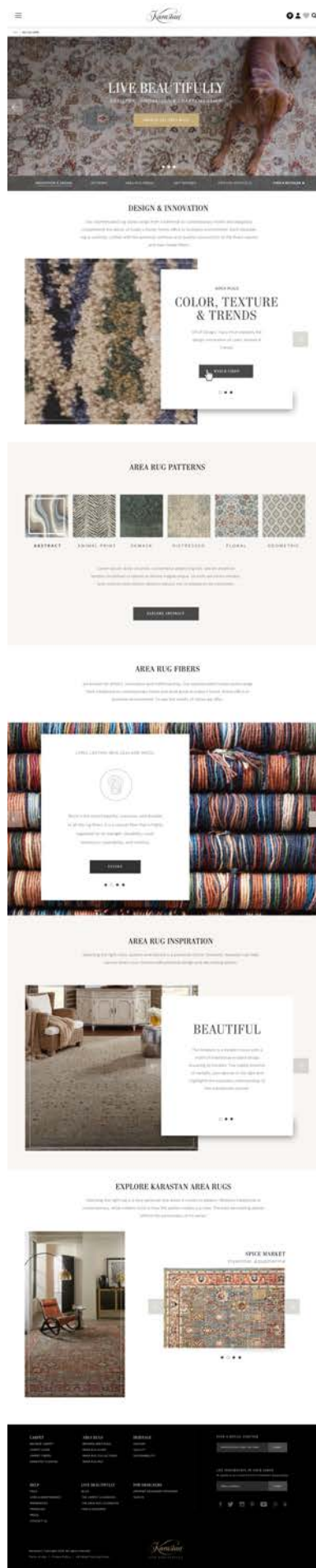












Karastan

WEB STYLE GUIDE



Karastan®

COLORS



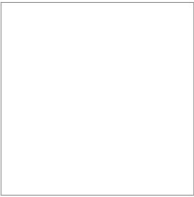
COLORS

PRIMARY BRAND COLORS

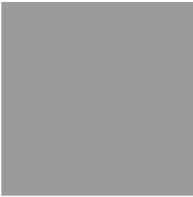
PRIMARY BRAND COLORS

These primary colors are used throughout in typography and navigational elements. When used correctly, the experience will elevate to a refreshed, inspirational, and editorial website that customers will want to use engage with and explore the brand.

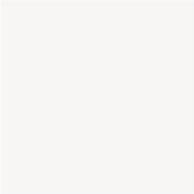
PRIMARY BRAND COLORS



#FFFFFF
RGB: 255, 255, 255



#9B9B9B
RGB: 155, 155, 155



#F8F6F4
RGB: 248, 246, 244



#323232
RGB: 50, 50, 50



#C5A77C
RGB: 197, 173, 124



Karastan

Fonts

TYPOGRAPHY
FONT FAMILIES

FONT FAMILIES

Stilson, Centrale Sans, and Akzidenz-Grosteck Pro are the font families of the Karastan brand, from print to web.

Centrale Sans is the primary typeface to use throughout for headers and body copy. Akzidenz will provide call outs, and small header elements.

Stilson will be marquee/Hero copy elements and syle name, pricing, and call to action text.

KARASTAN.COM STYLE GUIDE

CENTRAL SANS CONDENSED

aA bB cC dD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910	RSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz

STILSON

aA bB cC dD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910	RSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz

AKZIDENZ-GROTESK PRO

aA bB cC dD	ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910	RSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz



COLORS

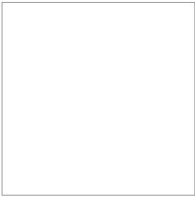
BACKGROUND COLORS

BACKGROUND COLORS

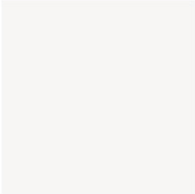
The predominant colors for the background are white, cream, and taupe. White is the primary background color, and should be used in the header and featured areas. Cream and taupe are secondary in prominence and should be used in smart contrast to the white areas.

The black is reserved for the footer, as well as some overlays when applicable. The dark color is a good visual anchor to the whole website. As this is such a dominant color it is best to use sparingly in areas outside of the footer.

PRIMARY BACKGROUND COLORS



CONTENT AREAS
#FFFFFF
RGB: 255, 255, 255



PRIMARY COLOR
#F8F6F4
RGB: 248, 246, 244

SECONDARY BACKGROUND COLORS



FOOTER
#323232
RGB: 50, 50, 50



LINKS/ICONS/BUTTONS
#C5AD7C
RGB: 197, 173, 124



COLORS

TYPOGRAPHY COLORS

TYPOGRAPHY COLORS

The predominant colors for typography when on light colored backgrounds are black and gray, with gold links when appropriate. The simple, clean, editorial look and feel will help support the user experience throughout the site.

TEXT ON WHITE

Aa



PRIMARY
#323232
RGB: 50, 50, 50

Aa



SECONDARY
#C5A07C
RGB: 197, 173, 124

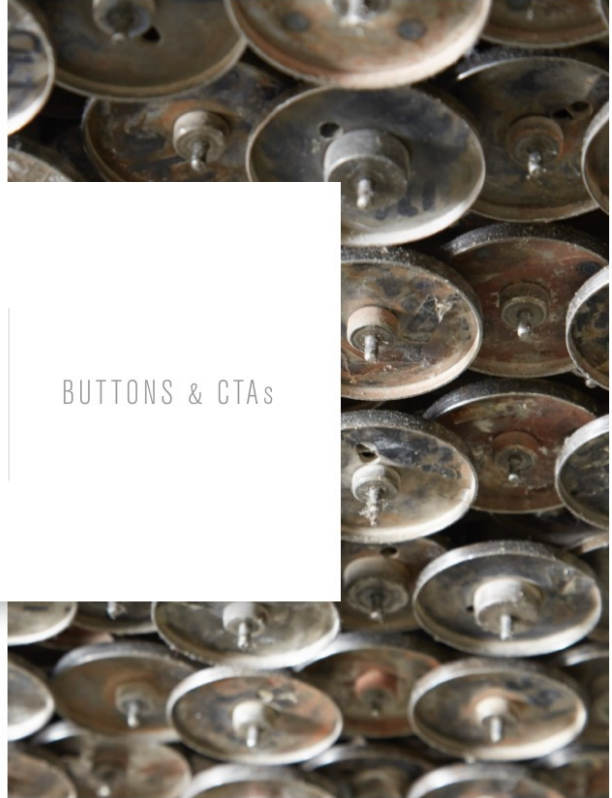
Aa



TERTIARY
#9B9B9B
RGB: 155, 155, 155

Karastan

BUTTONS & CTAs



BUTTONS

BUTTONS

BUTTONS

The large buttons are used when there is a need for a prominent call to action. They should be used smartly and sparingly to keep the page’s hierarchy in place.

PRIMARY – MARQUEE CTA



STILSON - REGULAR
WEIGHT: REGULAR
COLOR: # 323232
TRACKING: 75pt

BUTTONS
COLOR 1PX SOLID: # 323232

PRIMARY



STILSON - REGULAR
WEIGHT: REGULAR
COLOR: # FFFFFF
TRACKING: 75pt

BUTTONS
COLOR: #323232

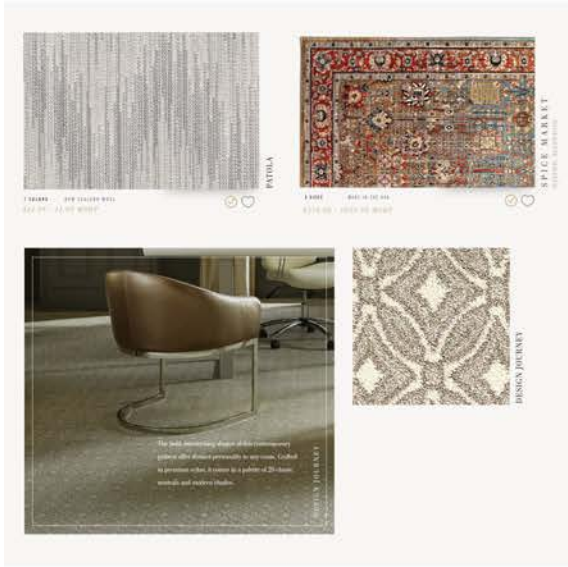
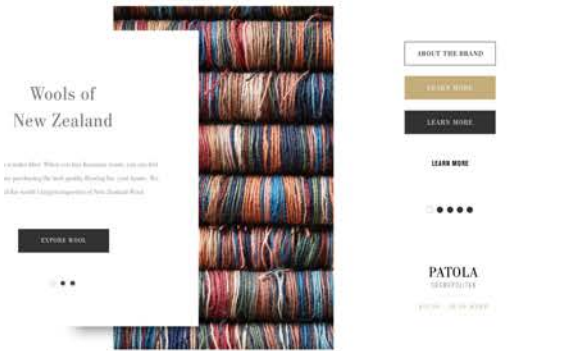
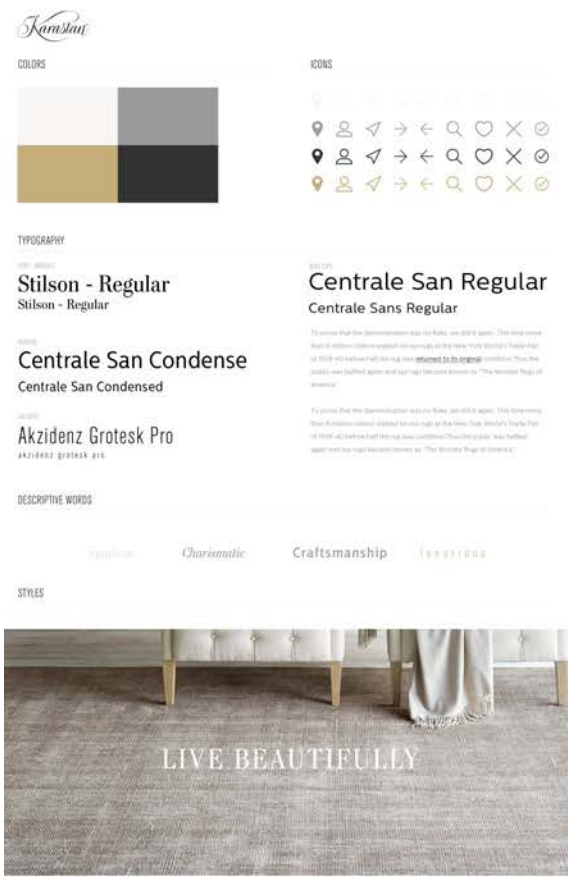
SPECIAL CASES



STILSON - REGULAR
WEIGHT: REGULAR
COLOR: # FFFFFF
TRACKING: 75pt

BUTTONS
COLOR: #C5AD7C





TYPOGRAPHY
FONT FAMILIES

HEADERS

The primary font choice for headers in images & heros is Stilson,

H1 and H2 headers outside of images and heros will be in sentence case using Central Sans Condensed, & H3 and H4 are in all caps.

KARASTAN.COM STYLE GUIDE

H1 - HERO AREAS

LIVE BEAUTIFULLY

STILSON
WEIGHT: REGULAR
COLOR: # FFFFFF
TRACKING: 150 pt

H1

Beautiful Carpet

CENTRALE SANS CND
WEIGHT: LIGHT
COLOR: # 323232
TRACKING: 50 pt

H2

Beautiful Area Rugs

CENTRALE SANS CND
WEIGHT: LIGHT
COLOR: # 323232
TRACKING: 50 pt

H3

FIND THE PERFECT CARPET

AKZIDENZ-GROTESK PRO
WEIGHT: LIGHT CND
COLOR: # 9B9B9B
TRACKING: 100 pt

H4

TIMELESS QUALITY & BEAUTY SINCE 1928

AKZIDENZ-GROTESK PRO
WEIGHT: LIGHT CND
COLOR: # 9B9B9B
TRACKING: 100 pt



TYPOGRAPHY
BODY COPY

BODY COPY

Body copy is set in Central Sans Light, with appropriate leading and tracking per the type size to allow for spaced out and breathable paragraphs.

BODY COPY EXAMPLE

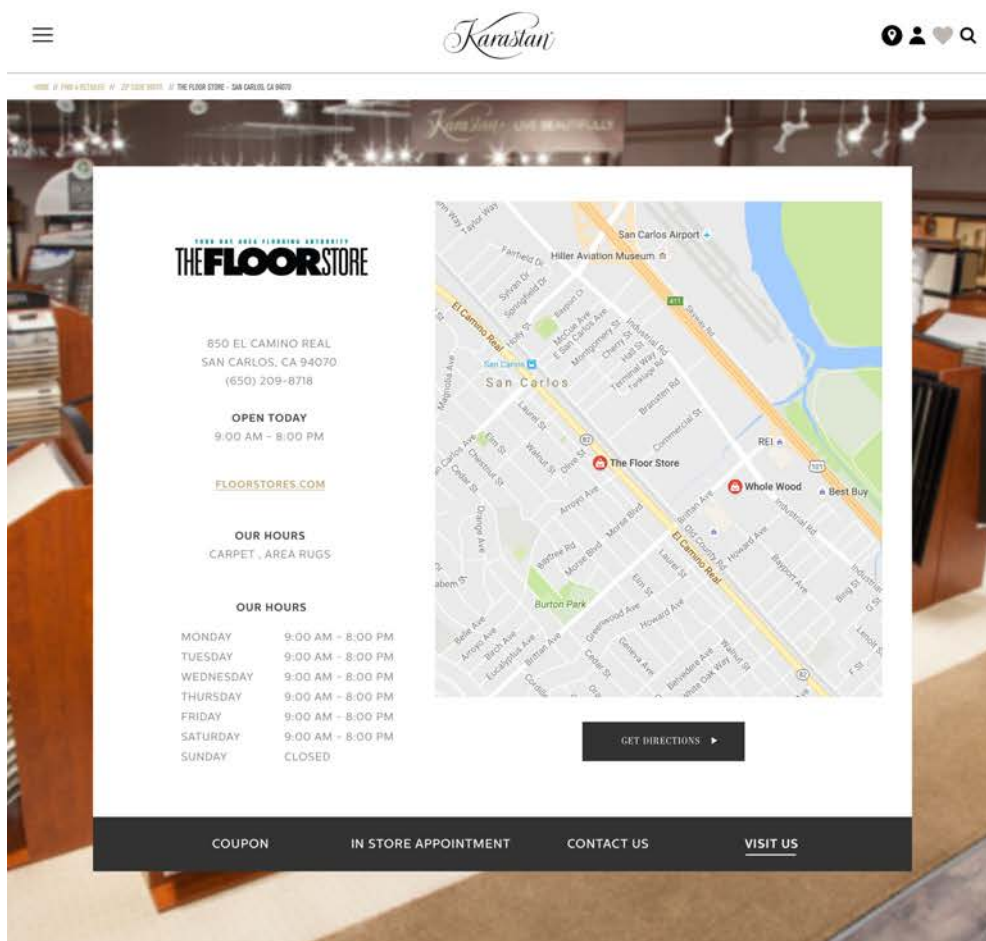
The Karastan 'Wonder Rug' wowed tens of thousands of visitors at two World's Fairs. Consumers quickly learned that the Karastan name means quality, beauty, and durability.

STILSON
WEIGHT: REGULAR
COLOR: # 323232
LINE HEIGHT: 35

The Karastan 'Wonder Rug' wowed tens of thousands of visitors at two World's Fairs. Consumers quickly learned that the Karastan name means quality, beauty, and durability. In a North Carolina mill during the 1920's, Marshall Field & Co. created an exciting and innovative product – machine-made oriental design rugs of high quality at realistic prices.

CENTRAL SANS
WEIGHT: LIGHT
COLOR: # 2D2D2D
LINE HEIGHT: 38





WOOL CARPET IN
SAN CARLOS, CA

Looking for a local flooring and carpet store in San Carlos? The Floor Store has a wide selection of the highest quality flooring, carpeting, hardwood, laminate, ceramic tile, and luxury vinyl flooring at the best prices. Conveniently located in San Carlos, CA, The Floor Store has an experienced and knowledgeable staff who will guide you through each step of selecting the right flooring for your home or business. Whether you need a new carpet, hardwood floor, or ceramic or vinyl tile, our friendly flooring experts will help you find exactly what you need to fit your taste, lifestyle, and budget. Come visit our San Carlos showroom!



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CARPET

BROWSE CARPET

CARPET GUIDE

CARPET FIBERS

KARASTEP CUSHION

AREA RUGS

BROWSE AREA RUGS

AREA RUG GUIDE

AREA RUG COLLECTIONS

AREA RUG PAD

HERITAGE

HISTORY

QUALITY

SUSTAINABILITY

HELP

FAQS

CARE & MAINTENANCE

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THE CARPET LOOKBOOK

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LIVE BEAUTIFULLY