

BRAND GUIDE



LOGO: ORIGINAL CONCEPT

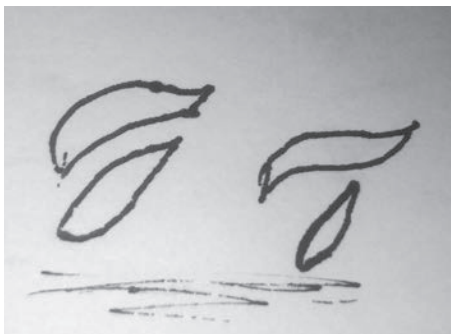
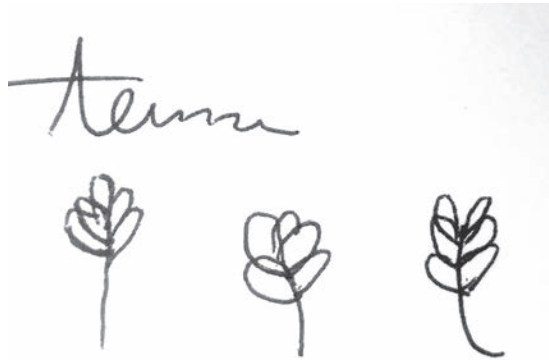
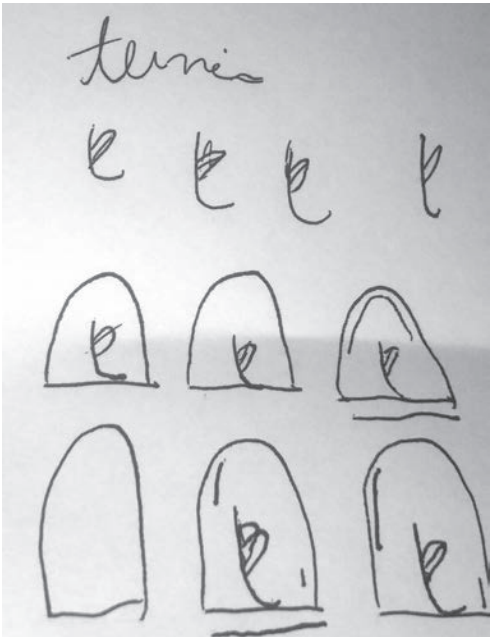
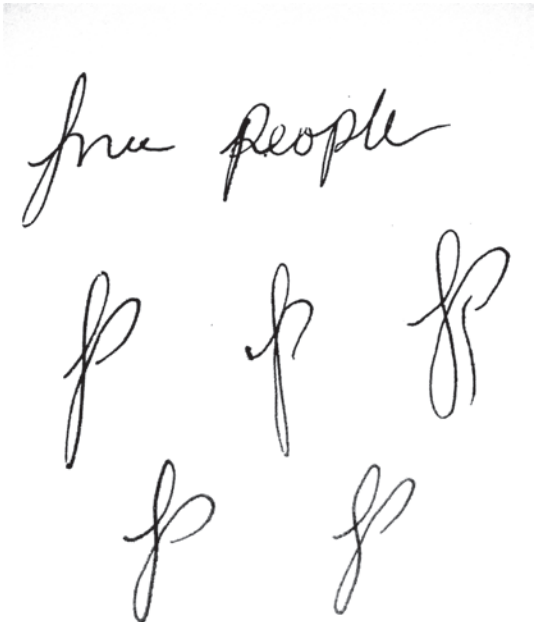
The first step into this process was to research all of the brands and find ones that were the most intriguing and could benefit from a new perspective. Two brands stood out from the rest and they were Free People and Terrain. With Free People, the most interesting thing about this brand was their targeted audience and how outspoken they are about inclusiveness. The mark is almost completed, it just needed a little push. Terrain being in a different scope of product gave a unique outlook. The goal for this brand was to make it more known and easily remembered to a greater audience.



free people

terrain

LOGO: SKETCHES



LOGO: DESIGNS

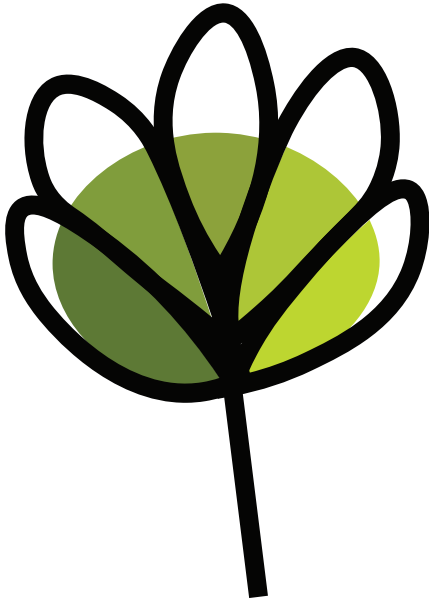
The ideas behind these final designs relate to both brands and showing who they are. For the Free People, Sketches ranged from combining the F and P to creating a symbol for the brand. The final designs used a cursive f and p with one being vertical to read as it's unique letter and the other horizontally to represent a clothing hanger.

For Terrain, Ideas bounced off of their main plant products and the letter t combined with a leaf. The final design was a complete leaf to give the company a defining image. Something so simple that when seen it is more remembered.








LOGO: BRAND

Terrain became the deciding brand to move forward with. This new mark reflects the product of the company and uses it as an identifying marker. It fits the brand better because it provides more information to the audience. Furthermore compared to other brands with URBN, the icon sets the brand apart from the others giving it independence. Especially, since most of the other brands primary product is clothing. The leaf having something of color inside it represents the idea of life lived from the outside and in as this being the brands moto. The color reinforces this idea as well. The typeface being more playful instead of refined to show more definition into the company's character and products.



Color

	R: 189 G: 214 B: 48	C: 31 M: 0 Y: 100 K: 0		R: 0 G: 0 B: 0	C: 100 M: 100 Y: 100 K: 100
	R: 140 G: 162 B: 60	C: 50 M: 22 Y: 100 K: 03		R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0
	R: 94 G: 121 B: 53	C: 65 M: 34 Y: 100 K: 18			

Typography




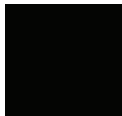


PAPAYA SUNRISE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TERRAIN

BRAND

COLOR

	R: 189 G: 214 B: 48	C: 31 M: 0 Y: 100 K: 0
	R: 140 G: 162 B: 60	C: 50 M: 22 Y: 100 K: 03
	R: 94 G: 121 B: 53	C: 65 M: 34 Y: 100 K: 18
	R: 0 G: 0 B: 0	C: 100 M: 100 Y: 100 K: 100
	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0
	R: 59 G: 59 B: 59	C: 68 M: 62 Y: 62 K: 52

TYPEFACES

CMU CONCRETE BOLD ITALIC
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CMU CONCRETE BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CMU CONCRETE ROMAN
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

AZO SANS BOLD
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

AZO SANS REGULAR
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

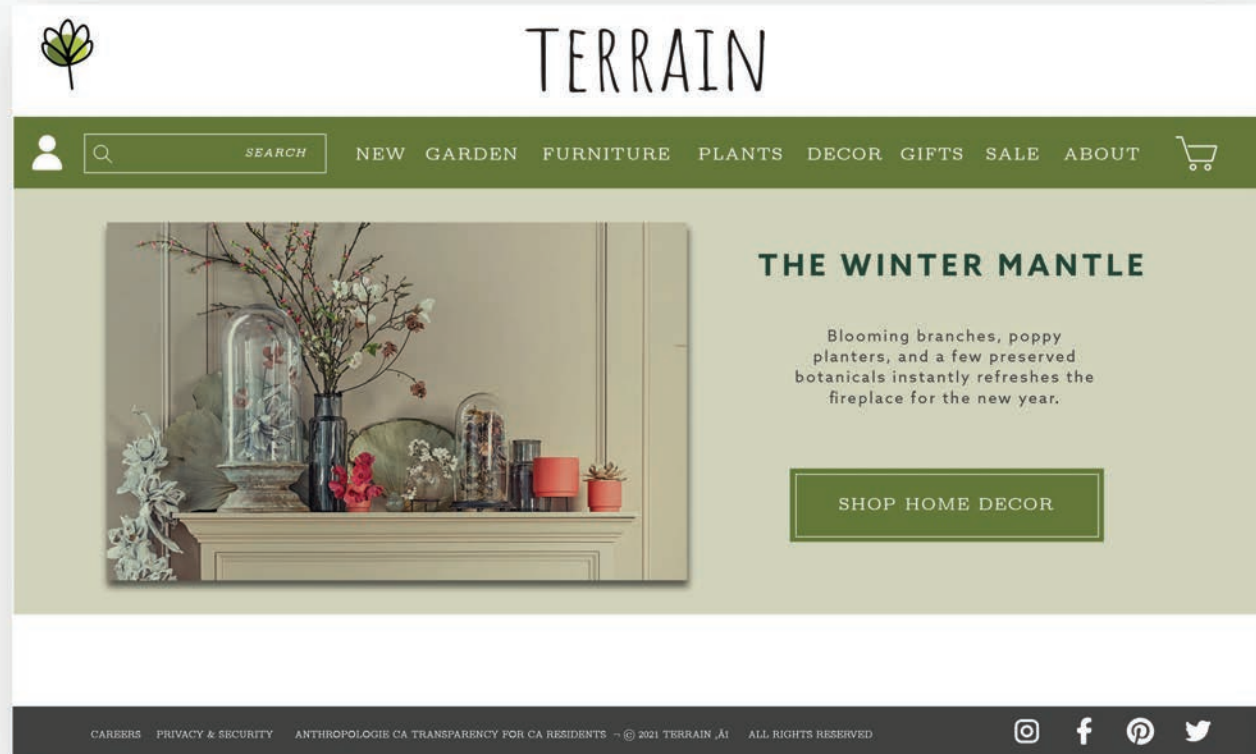
LETTERHEAD
BUSINESS CARD

The next step was to establish a branding suite. For the letterhead, the idea was to keep it simple on the front and the interesting graphic element on the back like a mullet. The typeface chosen pairs with the logo and brings the refinement back to the brand. The business cards introduce a playful design. This suite gives the brand an elegant and energetic perspective.

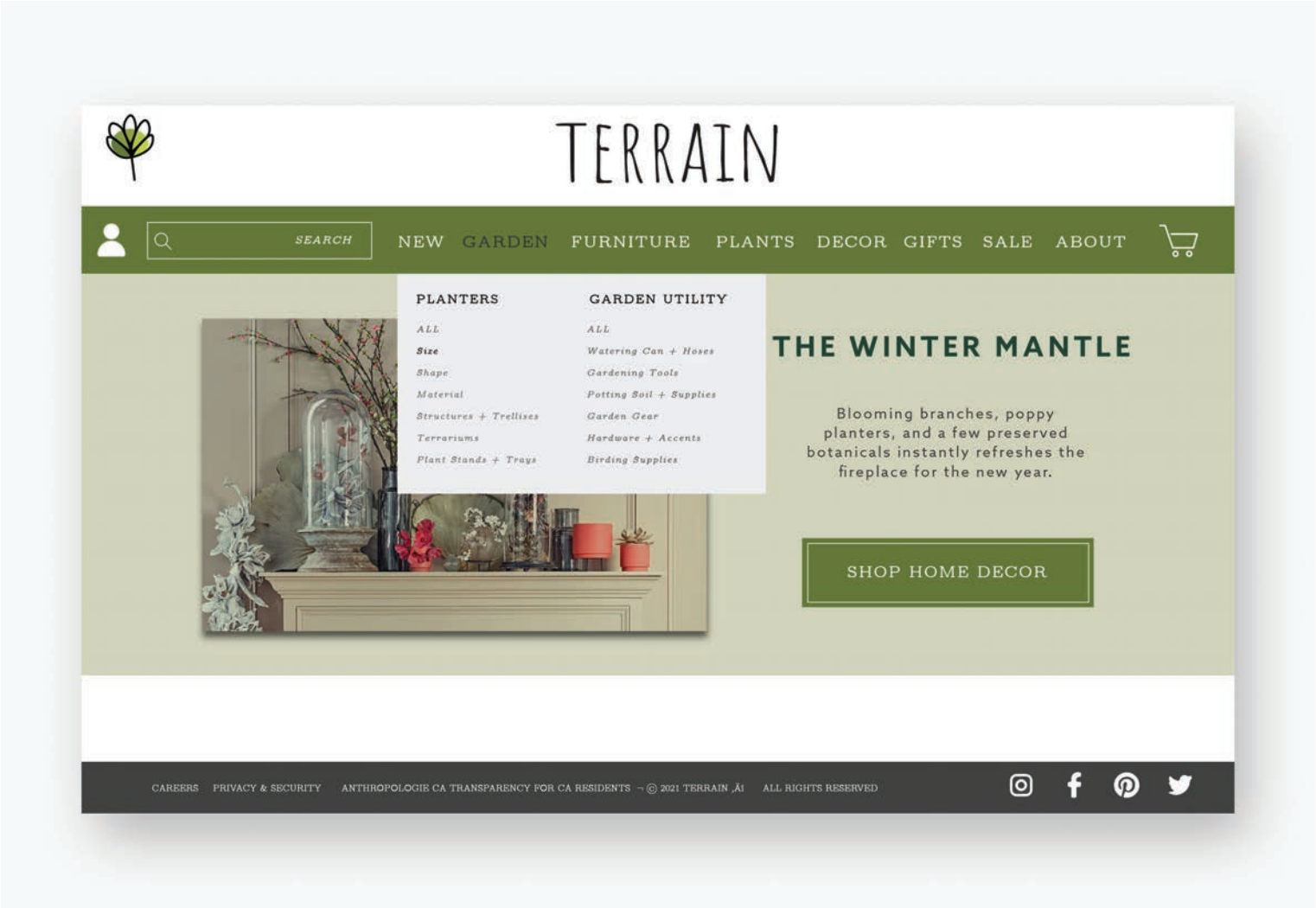


WEBSITE: HOME

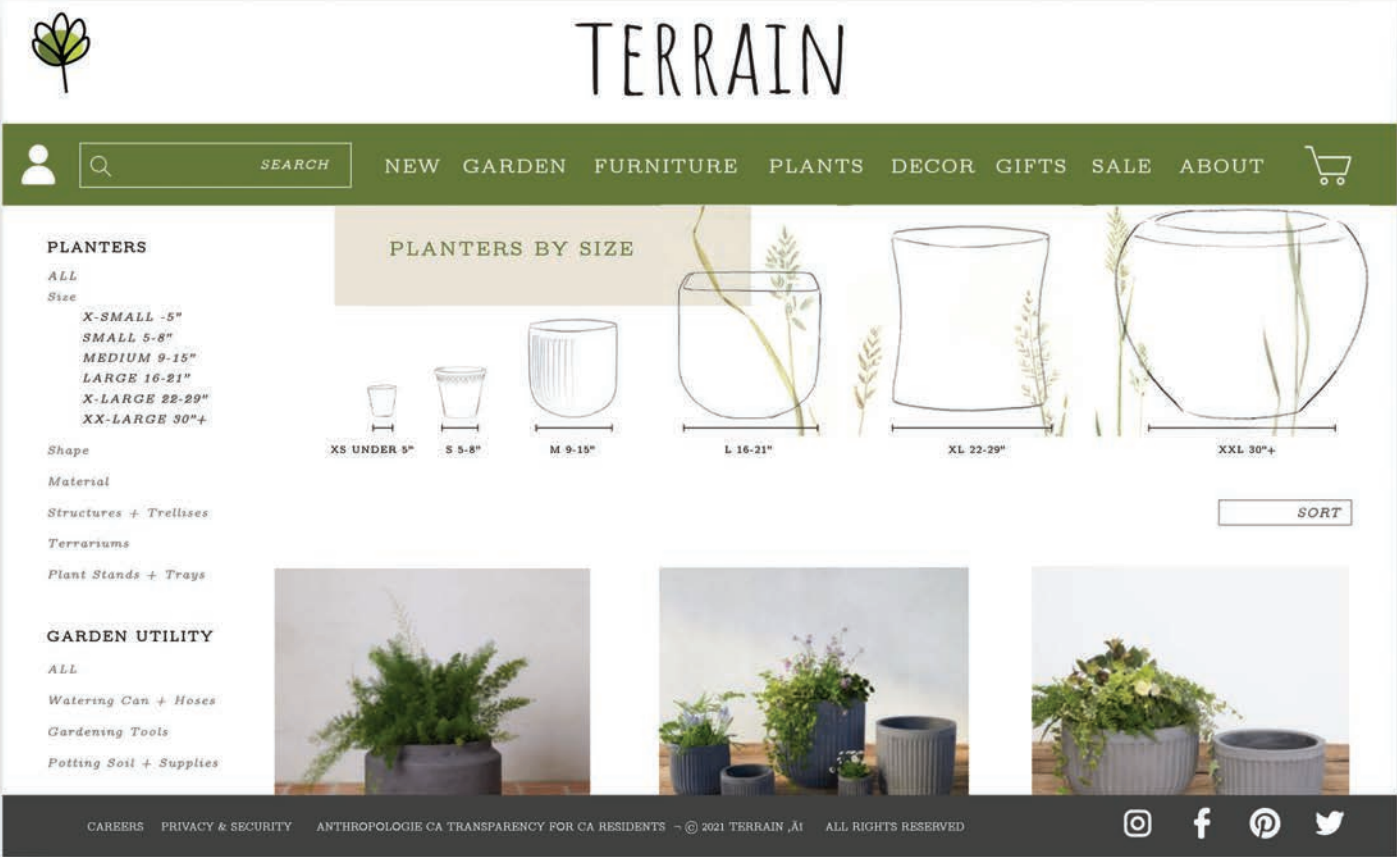
The goal for the site layout was to give it a more cohesive and user friendly design. For the tabs, some of the products could fall under other categories. For instance, outdoor furniture fits more under Furniture with its sub category under outdoor. With the original site, another nav had location information. The change to this was to give it a category in the main nav. This new layout gives the brand it's own identity and provides a less disruptive screen.



WEBSITE: PULLDOWN




WEBSITE: SECONDARY PAGE




HTML EMAIL

Similar to the site layout, the HTML template gives a cohesive design and modern look. A revitalization to help open the audience to the product. This design gives the user a better way to view new information.



TERRAIN

NEW GARDEN FURNITURE PLANTS DECOR GIFTS SALE ABOUT



WELCOME

Lorem ipsum dolor sit amet, consetetur elipsum est, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet. Consetetur elipsum est, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet. Consetetur elipsum est, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet.


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when you purchase a
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NEW ARRIVALS




Bergs Fluted Pot + Saucer Set, Gray 12"


\$76.00



Modern Ceramic Urn


\$58.00






Bergs Fluted Pot + Saucer Set, Gray 12"





\$76.00



Modern Ceramic Urn

\$58.00





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APPLICATIONS: WATERING MUG



APPLICATIONS: COASTER



