



BRAND GUIDELINES & STORE VISUALS

By: Jenna Strano



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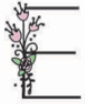


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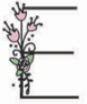
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CHAPTER ONE – STORE VISUALS





COLOUR SCHEME

The core colours that will be featured on the interior of 'Embody' are pantone colours, Maritime Blue, Pink Salt, Brilliant White & Airy Blue. These will be the core colours because Pink Salt has a sweet, nice and playful tone which matches the brand identity. The Maritime Blue and Airy Blue are meant to convey a trusting and loyal environment. Brilliant White has been selected to tie the colours together and bring a sense of light into the store.

The accent colours in the store will be Habanero Gold & Jurassic Gold. These colours will be featured throughout the store as lining or trim and as part of the display features. The accents of gold are meant to demonstrate radiance and courage. The gold accent colours coincide with the core colours because it brings a playful, trusting and radiant mood to the store which subtly conveys the brand message.

<https://store.pantone.com/uk/en/colorfinder/index/acfproduct/code/14-4122+TPG>

PANTONE®
14-4122 TPG
Airy Blue

<https://store.pantone.com/uk/en/colorfinder/index/acfproduct/code/11-4001+TPG>

PANTONE®
11-4001 TPG
Brilliant White

<https://store.pantone.com/uk/en/colorfinder/index/acfproduct/code/13-0849+TPG>

PANTONE®
13-0849 TPG
Habañero Gold

<https://store.pantone.com/uk/en/colorfinder/index/acfproduct/code/13-0946+TPG>

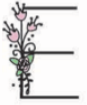
PANTONE®
13-0946 TPG
Jurassic Gold

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PANTONE®
19-3831 TPG
Maritime Blue

<https://store.pantone.com/uk/en/colorfinder/index/acfproduct/code/13-1511+TPG>

PANTONE®
13-1511 TPG
Pink Salt

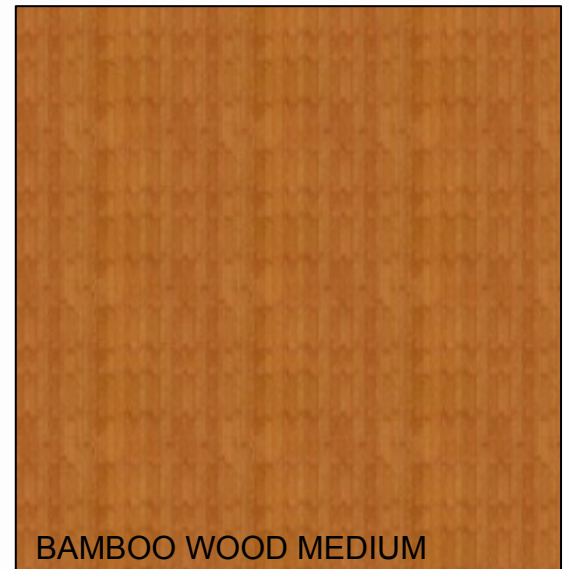
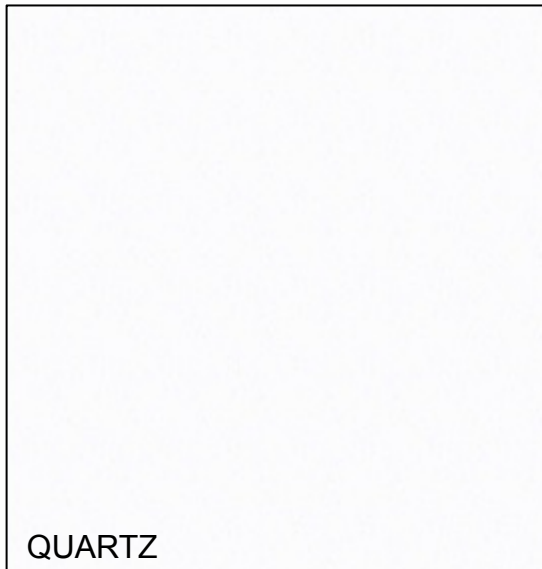
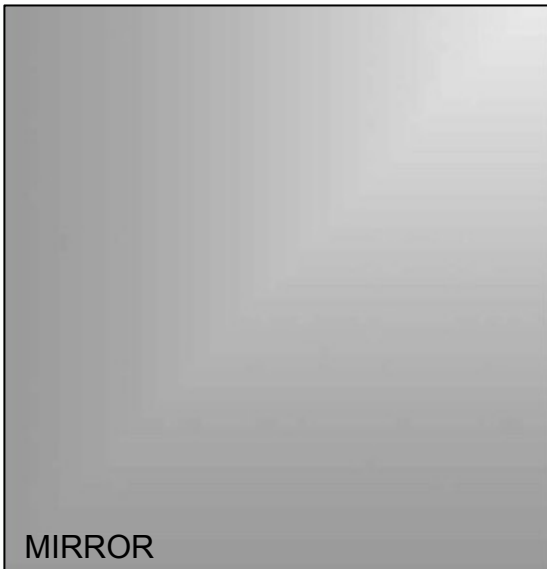
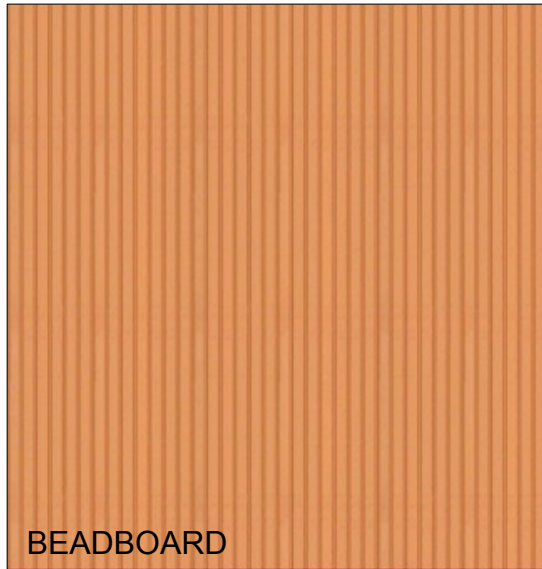
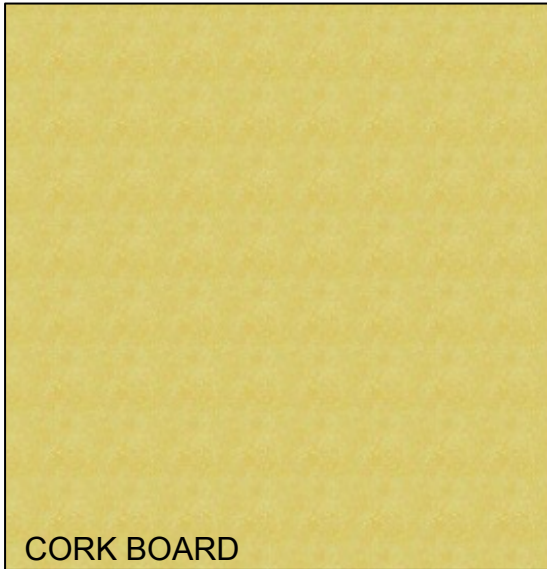


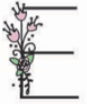
INTERIOR TEXTURES

In order to keep the 'Embody' store image consistent with the brand image the interior textures will be kept soft and minimal, while not being prominent in order to draw more attention to the clothing.

The textures included will be a wooden cork board that will appear as part of an accent wall, a bead board for the till point, Berber carpet for the fitting room area, mirrors will be placed throughout the store, quartz for the till countertop and bamboo wood for the floors.

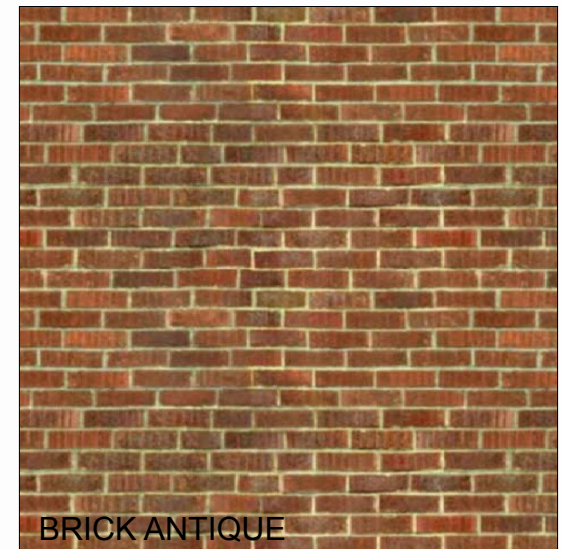
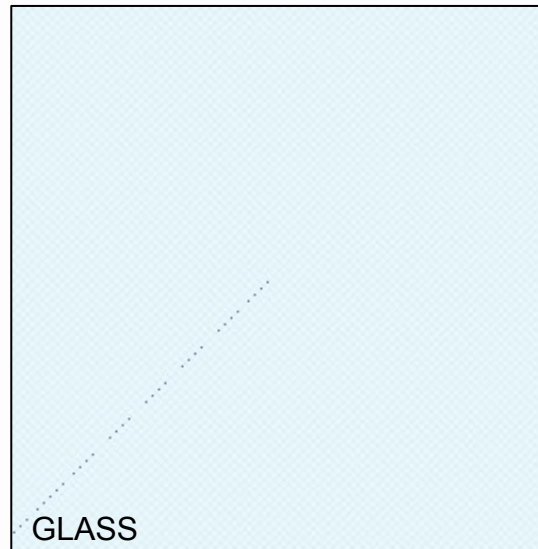
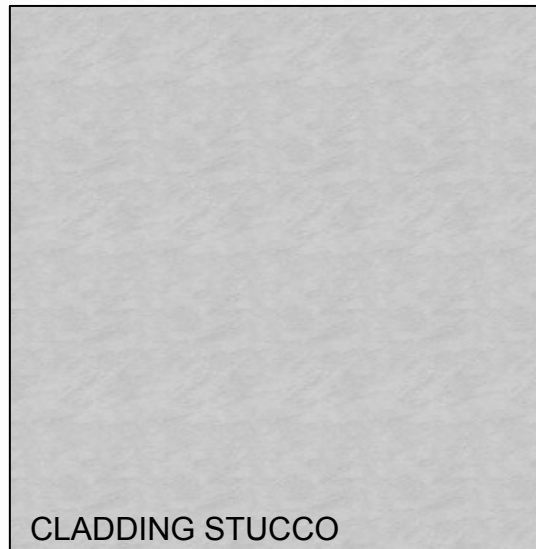
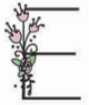
The textures are meant to be a soft background that will convey a warm and welcoming tone rather than intimidating. The walls will be smooth and not textured. In order to add dimension and a feature point, the till point will have the bead board panelling which adds texture but keeps the store atmosphere soft and welcoming. Lastly, in order to ensure the lively atmosphere of our brand identity is incorporated in the store interior a cork board accent wall will be included where the "No Photoshop" Campaign photos will be posted every month.



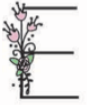


EXTERIOR TEXTURES

The exterior of the store will appear fresh and contemporary with white cladding stucco walls, bay windows, an arched door and red brick detailing on the side. The door and windows will be fully glass with white cladding stucco trim. The trim will be extremely minimal, with the bay glass windows and door offering a full view into the store. With the focal point on the bay windows and arched door this will convey a more welcoming tone and it gives people the opportunity to see into the store. With these simple textures the storefront will match well with the interior of the store and the aesthetic of the Royal Arcades.



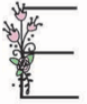
STORE EXTERIOR



<https://3dwarehouse.sketchup.com/model/dbd0fb953c82489d12050354ab4e72b0/Retail-storeBoutique-ShopFashion-Store-Window-display-by-babypetromax>



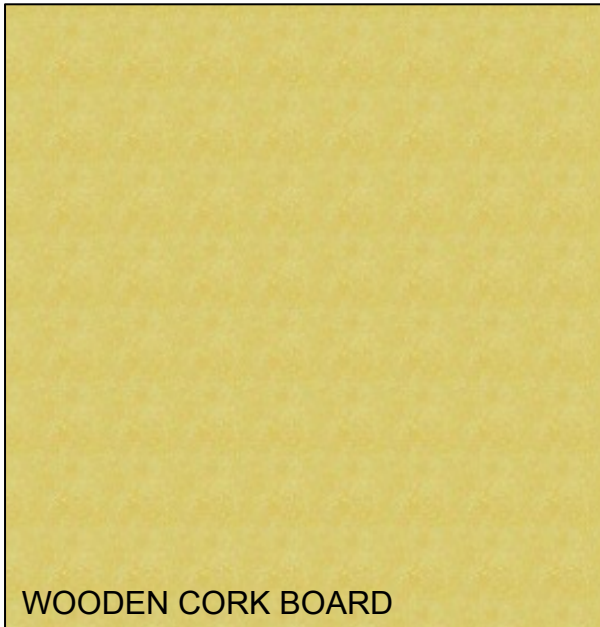
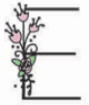
<https://3dwarehouse.sketchup.com/model/dbd0fb953c82489d12050354ab4e72b0/Retail-storeBoutique-ShopFashion-Store-Window-display-by-babypetromax>



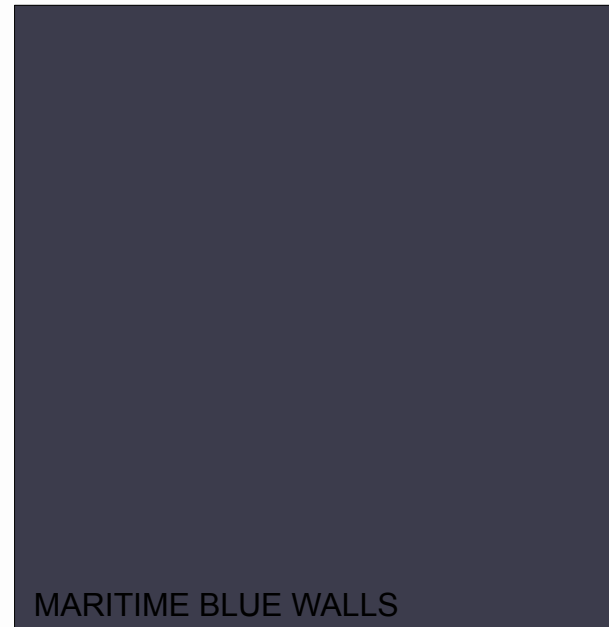
WALLS

There will be three different styles of walls throughout 'Embody'. The 'Embody' atmosphere is meant to convey a lively yet trusting environment that gives people courage to embrace their own bodies in comfortable clothing. In order to convey this message the store interior will not have bright colours, but bold complimentary tones.

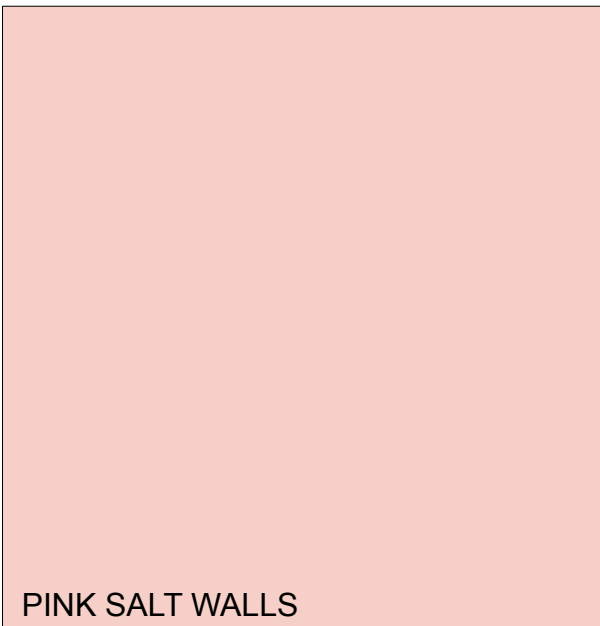
The two side walls will be the pantone colour Pink Salt, the back wall will be pantone colour Maritime Blue, with the wooden cork board covering about half of the back wall and the front wall will be pantone colour Airy Blue. These colours compliment each other well while giving the store a natural balance of light and lively tones.



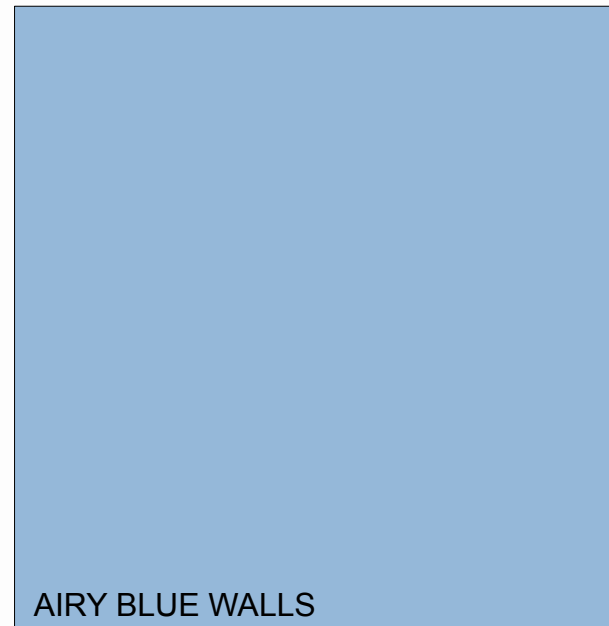
WOODEN CORK BOARD



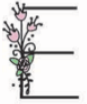
MARITIME BLUE WALLS



PINK SALT WALLS



AIRY BLUE WALLS

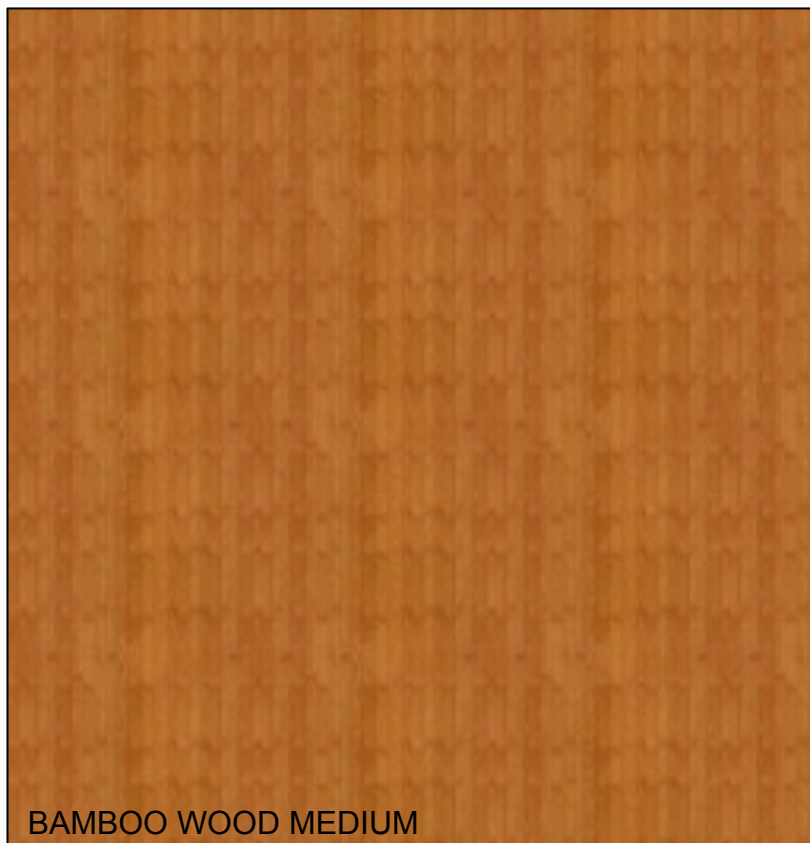


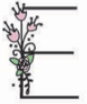
FLOORING

There will be two different sets of flooring throughout 'Embody'. The medium bamboo wood will be the flooring of the shopping area and the Berber multi carpet will be the flooring in the fitting rooms.

The bamboo wood will offer a contemporary aesthetic that will flow well with the rest of the interior. Instead of going with a dark hardwood that appears sleek, the medium bamboo appears stylish and fresh. It is relatively easy to clean, but bamboo can be easily scratched therefore precaution will have to be taken while vacuuming and moving displays.

The multi Berber carpet is great for a fitting room because this material does not show footprints or vacuum marks and because of the specific speckled pattern it is easy to hide dirt that could accumulate throughout the day. Carpet is more ideal for a fitting room than hardwood because it offers comfort and more warmth for the customer trying on clothes, therefore they feel at ease and will not feel rushed in the fitting rooms.





LIGHTING

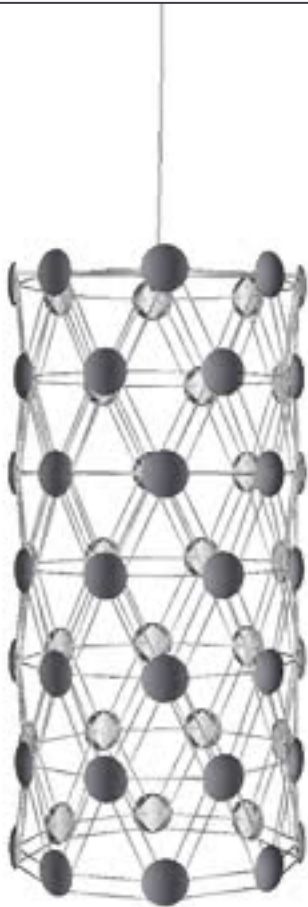
There will be four different styles of lighting throughout 'Embody'. It is important to have many options of light in the store because the Royal Arcade does not get a lot of natural light as it is in a tunnel atmosphere.

There will be two pendant lamps that hang in the windows. They will hang relatively high and a bit behind the display therefore remaining as a background piece. The lighting in the window will be bright to draw attention to the window display.

There will be one ceiling pendant that hangs high in the center of the store. This lighting will have a dimmer option therefore depending on the time of the day it can be a bright or dull light.

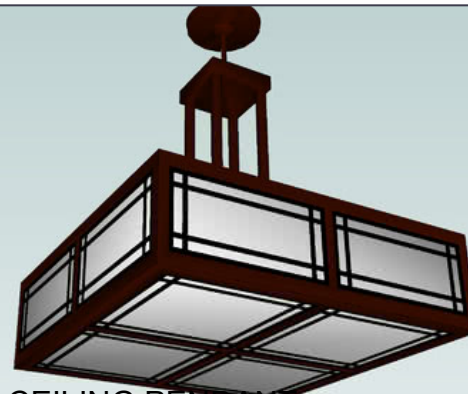
There will be one hanging metal wall lamp in each fitting room. These lights will be on a medium setting, more dim than bright because trying on clothes in a bright light can be very unflattering. If the customers want to see the clothes in a different light they will have the option to step out of the fitting room into the store where the atmosphere will be a bit brighter.

Lastly, the geometric lamps will hang above the till point. These lights will hang asymmetrically as they do in the photo for decorative purposes. In order to match the main chandelier lighting these lights will also have a dimmer. These lights are mainly for decorative purposes.



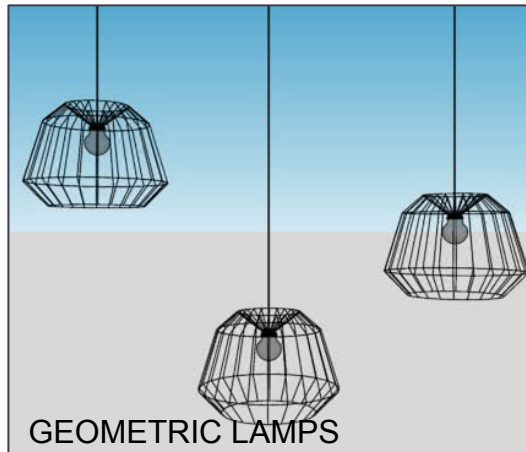
PENDANT LAMP

<https://3dwarehouse.sketchup.com/model/ab4d5b13-f94e-4e7e-ae60-e79a1441ea7d/60136-Pendant-Lamp-Modular-Round-LED-26cm>



CEILING PENDANT

<https://3dwarehouse.sketchup.com/model/4ac3128fe00fbe6ffcb8d8c6d4df8143/Midland-Crafts-Ceiling-Pendant-CP4800-Visa-Lighting>



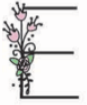
GEOMETRIC LAMPS

<https://3dwarehouse.sketchup.com/model/63ff787d-c4fd-49ec-b835-e5d92fe5096f/Decora-%C3%A7%C3%A3o-Lumin%C3%A1rias-Suspensas-Forma-Geom%C3%A9trica>



HANGING METAL WALL LAMP

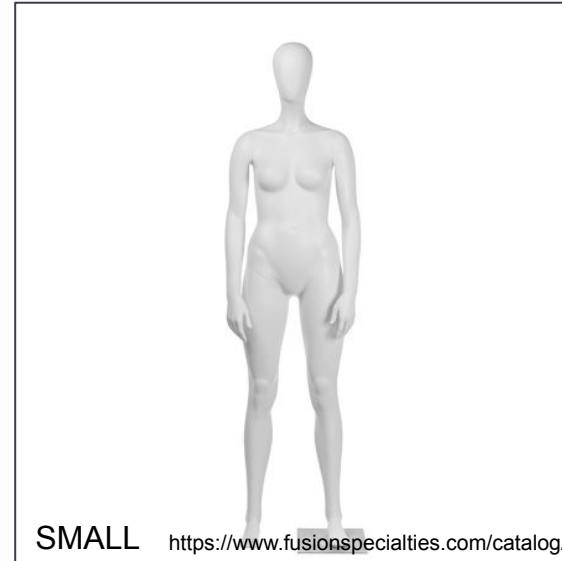
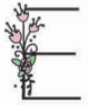
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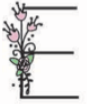
MANNEQUINS

'Embody' will have five different sizes of mannequins ordered online from 'Fusion Specialities' because they have a wide variety of sizes for mannequins. It is important for the 'Embody' brand to have a wide variety of mannequin sizes, not only to display the clothing on all body types but to show the message of body positivity is continuous throughout the brand. Some of the mannequins will be wearing the same outfits to showcase a look on different forms or they will all be wearing different outfits.

'Embody' will not have separate sections for different body shapes because all of our clothing styles range XXS-XXL as a point of including everyone in our comfortable sizes. The mannequins will demonstrate the message that petite or full bodied women do not need to change their style based off their body shape, they should wear what makes them feel confident. The mannequins are all in similar standing poses, as they should look carefree in the athleisure clothing.



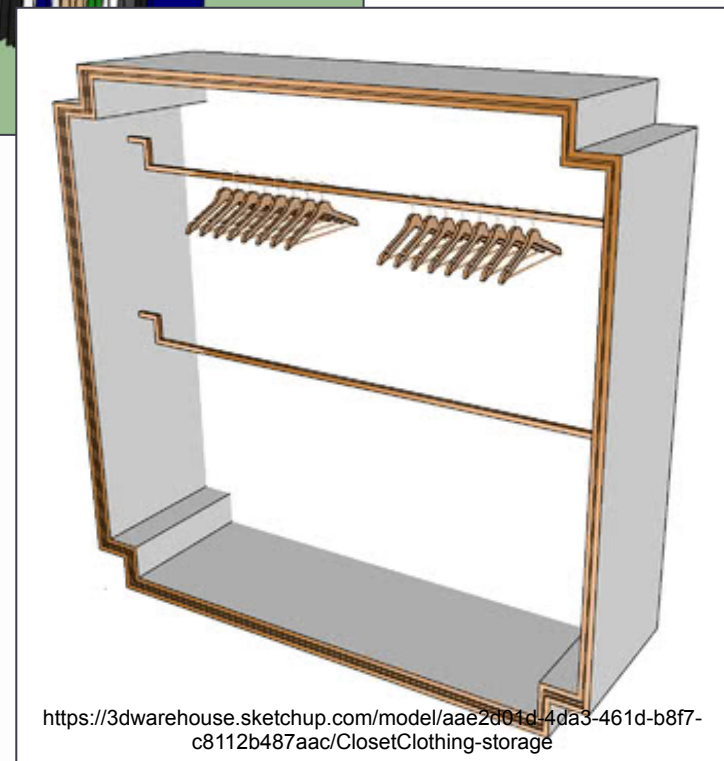
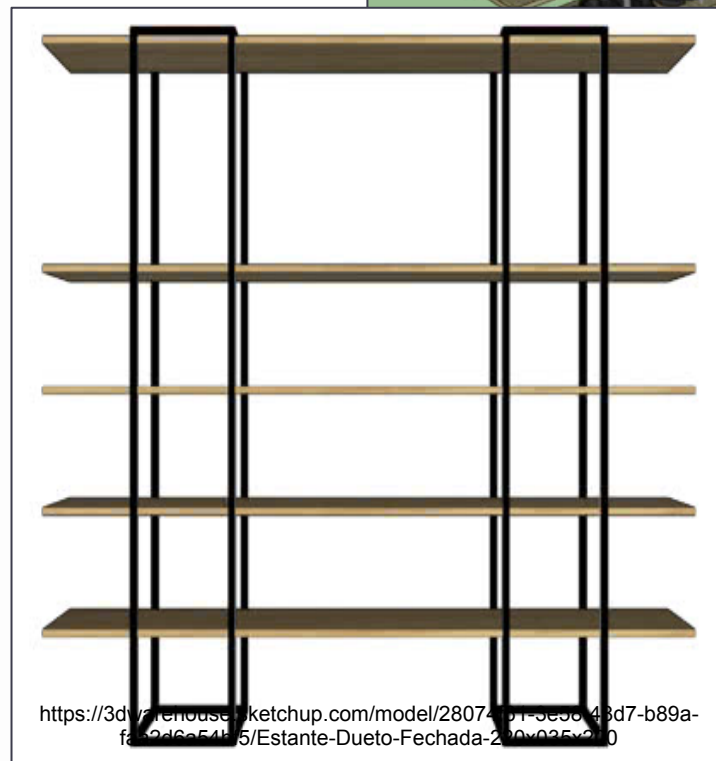
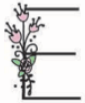
DISPLAY FEATURES – SIDE WALLS



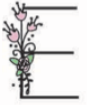
The display features in 'Embody' will differ between clothing racks and shelving units. Both these units are minimalistic and easily accessible. There will be three of each units placed on the side walls. The photograph in the middle is an example of what the two units would look like beside each other.

The clothing racks will be mounted into the wall, encased in a white unit with a wooden trim. There will be two separate rows of racks in each unit, one higher up for tops and one lower for bottoms and in order for customers to find easy add on purchases the units will be displayed as outfits. The rack that is higher will be no higher than 6ft to ensure that the majority of people can reach it.

The shelving units will hold folded leggings, sweaters and t-shirts and will be stacked in neat, low piles. The shelf unit will be similar to the one in the picture but instead of the black framing it will be painted the pantone colour Habanero Gold. In order to avoid customer's having to bend down near the floor and rummage through stacks, the lowest shelf will have décor on it instead of merchandise. The other shelves will always be kept neat by staff ensuring all sizes are there and folded in order of size range XXS-XXL.



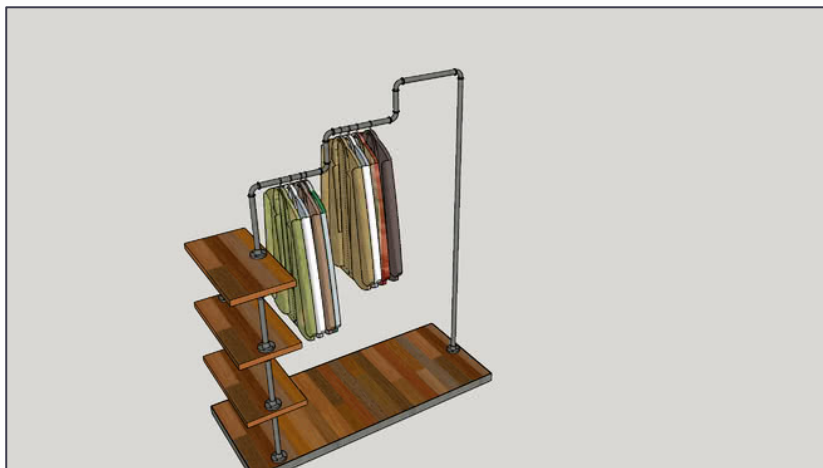
STANDALONE DISPLAY FEATURES



The standalone display features will be placed strategically around the store for easy browsing and to ensure easy flow of traffic. There will be four different styles of standalone display features, two separate clothing racks and two separate folding tables.

Both the clothing rack's have industrial piping features that will go well with the industrial decorum of the store. Unlike the photos, the piping will be pantone colour Jurassic Gold and the wooden features of the rack will match the light wood trim on the side wall display features. One of the units has folding shelves on the side which will either hold décor or extra merchandise. The store will have one of each of these racks, as there is a lot of storage on the side for hanging merchandise. These racks will be placed near the back wall and fitting rooms and will either hang sale items or will be styled by category, for example, one rack would hold swimwear, while the other held tank tops. This makes it easier for customers to browse through the racks.

The shelving units will also be placed throughout the store with neat and low folded piles of merchandise. The units will both be painted pantone colour Brilliant White. These racks would be placed in the centre or slightly off centre of the store. There will be four of the taller shelving units and three of the wide, lower unit.



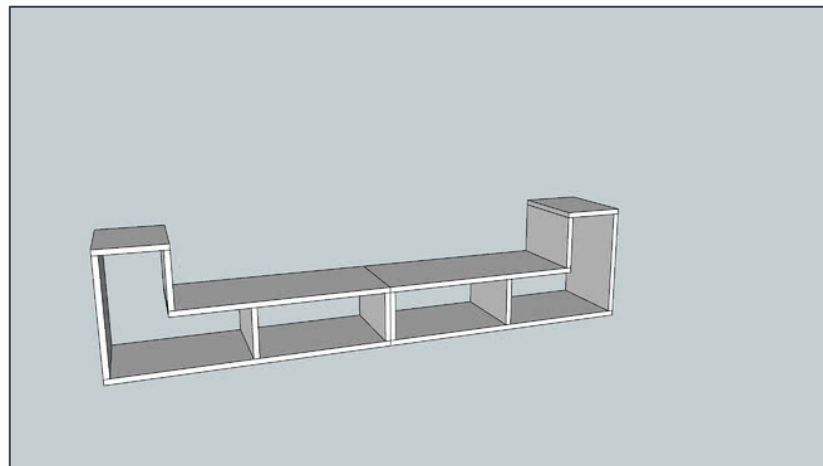
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<https://3dwarehouse.sketchup.com/model/bc4fc0f514bb0f541fcb13db1e54df1a/>
PIPE-CLOTHES-RACK



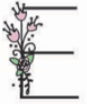
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<https://3dwarehouse.sketchup.com/model/u3f39157f-07e2-41c9-95f7-b7bab4a4eec1/Media-Case-Model-13>

CHAPTER TWO – STORE BRANDING





GIFT BOX

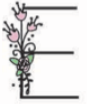
Due to 'Embody' being a casual brand with athleisure garments and relatively low prices the store will carry a limited amount of gift boxes. Gift wrapping will be available for any customer that asks for the gift box but, if it's not requested the purchases will go into a bag.

It is still important to carry the gift boxes as many customers will be happy with the overall store experience if the staff is able to wrap their gift purchase. A gift box will be placed near cash so customers' are aware we offer this service free of charge.

The box will be pantone colour Pink Salt to match the theme of the store and logo, and it will have the logo on the front. There will matching pink tissue paper with a black ribbon and sticker with the brands signature symbol 'E' on it to hold the package together.



BAGS

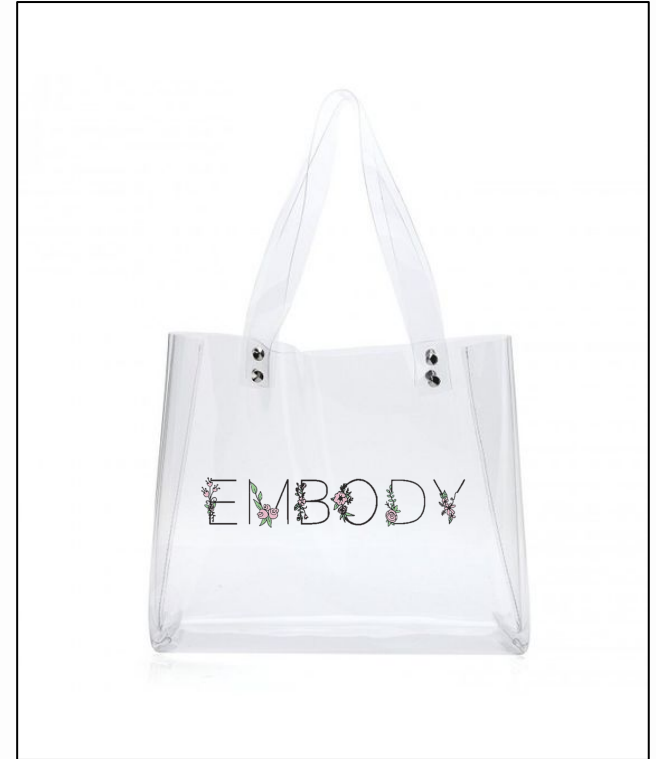


The paper bags will be distributed to anyone who makes a purchase of £44 or less. They will be the pantone shade of Brilliant White. The options are a bigger bag with ribbon handles or a smaller bag with a cut-out at the top, still convenient for carrying.

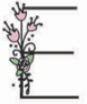
The plastic tote bag will be offered to anyone who spends £45 or more. This bag is transparent to represent one of our goals of being a transparent company with our customers'. The tote is convenient for carrying and a great gift to our customers' because it can be used on multiple occasions.



<https://www.pinterest.co.uk/pin/99782947978514717/>



<https://www.pinterest.co.uk/pin/812829432725010759/>



SWING TAG

The 'Embody' swing tag will be attached to each garment with a safety pin. The swing tag will be the pantone colour Brilliant White with a twine string.

The front of the tag will be simple with the 'Embody' logo, the name of the garment and a barcode. The back of the tag will include the 'Embody' symbol 'E' and the collection name. If customers' want to come back and get a similar style or check online, the name of the garment and collection name on the swing tag will make this process easier.



<https://www.pinterest.co.uk/pin/239887117631027107/>



<https://www.pinterest.co.uk/pin/239887117631027107/>

CHAPTER THREE – STORE INTERIOR INSPIRATION



<https://www.pinterest.co.uk/pin/329044316523849042/>

FITTING ROOMS



The fitting rooms will have the arched industrial piping to match the arched entryway and piped clothing racks. The flooring will be the Berber multi carpet to add comfort for the customer. Mirrors in the fitting rooms will be provided so the customer can have a sense of primacy. The lighting provided will be dull as bright, fluorescent lighting is unflattering, but the room walls itself will be light so the customer can still see the clothing.



<https://www.pinterest.co.uk/pin/276901077069617696/>

DÉCOR

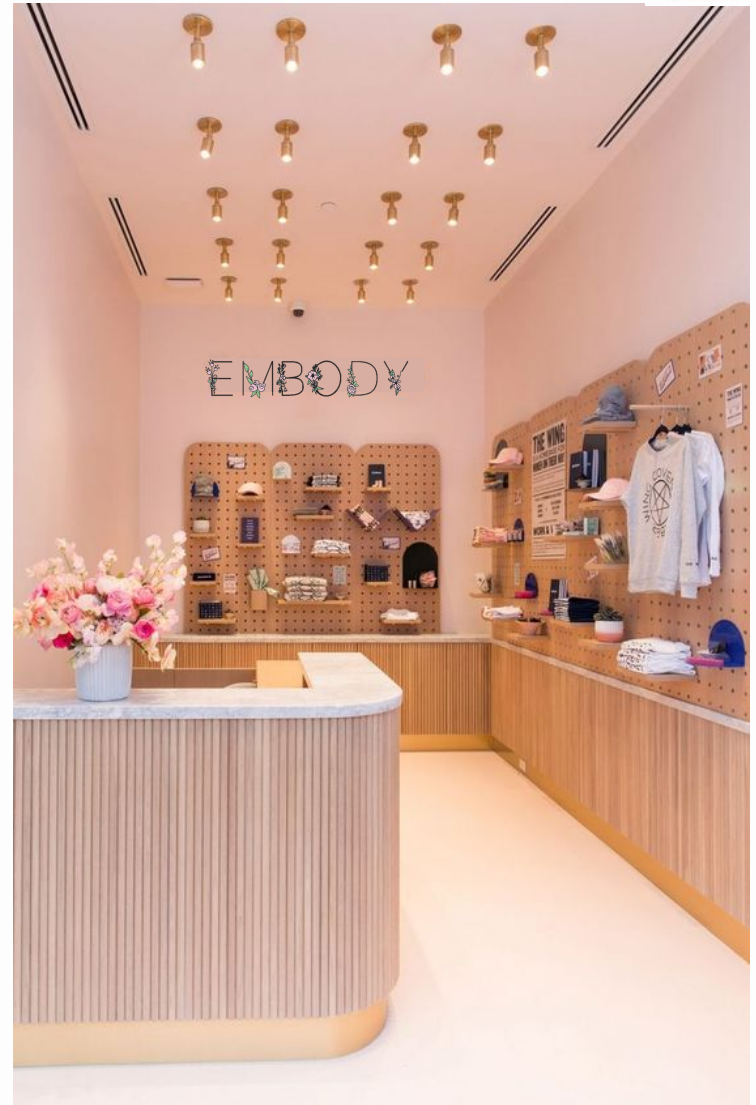
The décor in the store will be placed on the wooden shelving units that don't hold merchandise. The décor will not be for sale and is for decorative purposes only. All of the décor will be related to health and wellness, such as sleeping accessories and body care. Although the décor is not for sale it is important that it relates to the brand's message of taking care of yourself in order to feel body confident.



<https://www.pinterest.co.uk/pin/444308319480306690/>

TILL POINT

The till point will be near the back wall, with bead board surrounding it to add texture. Cork boards similar to the one's in the photo will be on the back wall but will have the 'Embody' 'No Photoshop' Campaign photos posted on the board every month to demonstrate our body proud customers'.



<https://www.pinterest.co.uk/pin/81064862026699163/>

CLOTHING DISPLAY



Clothing in stories or themes will be displayed on the industrial piped racks on the side walls of the store. There will be standalone shelving and rack displays in the center of the store displaying the classic line merchandise or sale items.



<https://www.pinterest.co.uk/pin/AULrYztYZdOSA6x4kRFnk4p9HihIP4afnCoDFsZv3lxFppm-dCgsfY/>

EMBODY