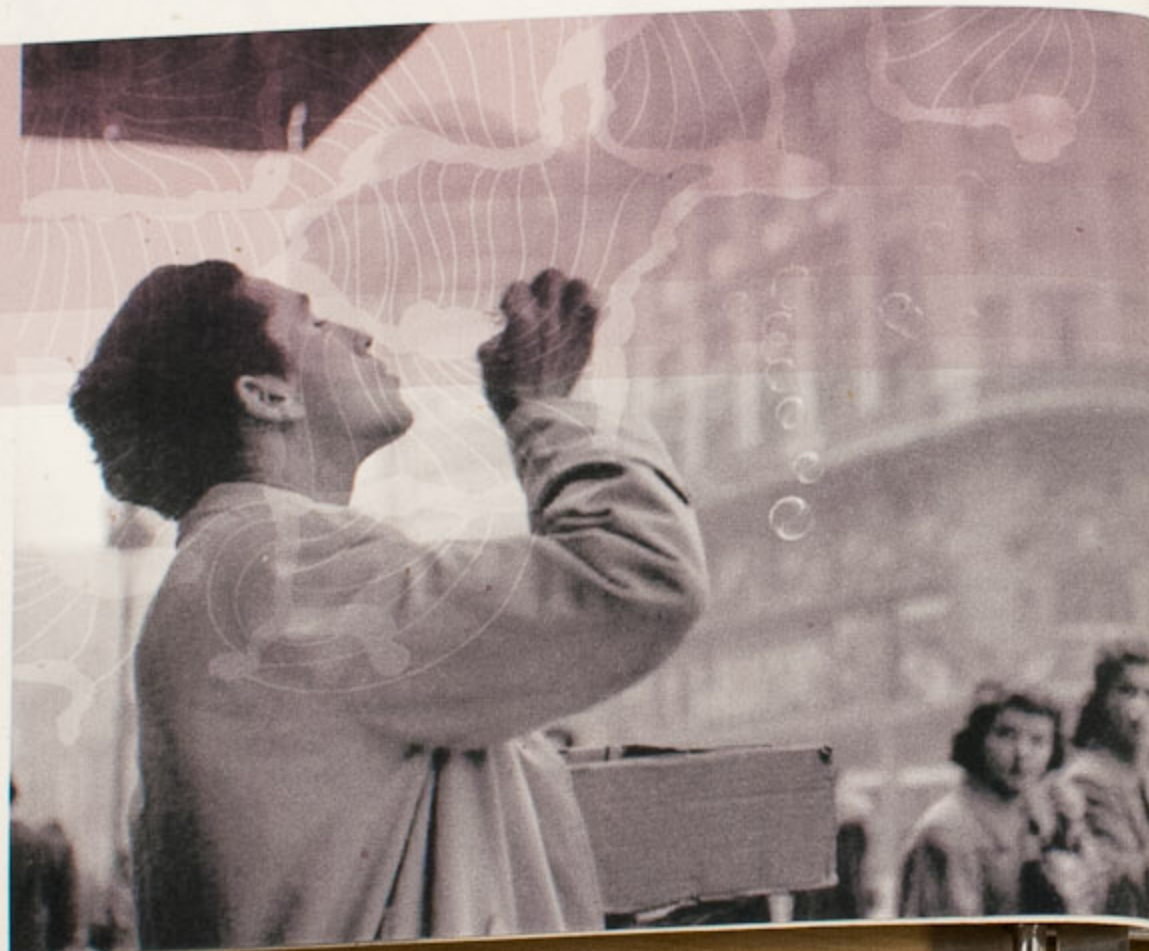THE BURROW

TABLE OF CONTENTS

Every single person has a different perspective on the world. Most associate themselves with the norms of society, but a norm is only what most people like/do. Curtis is the guy unlike the many. He runs at his own pace and to his own beat, envisioning a place for people to feel creatively free and regarded for their individuality. A place full of creative inspiration and a place to find rare things that will stimulate personal expression. We are the "happy-underground" who do not hate the mainstream world but expand upon it. We don't overlook things and believe that anything can be cool if you view it from a new perspective. We are the people who don't just look forward but backwards, sideways, upside down; equally relishing in the new and the old. The Burrow is the cozily constructed, trinket hoarding, underground community that combines all of Curtis's dreams into one store.

THE HOLE STORY

OUR CORE

INVITING

VERSATILE

INSPIRATIONAL

us!

MANY PRODUCTS

METROPOLIS

AMERICAN RAG CIE

BUFFALO EXCHANGE

COMMERCIAL

ALL SAINTS

JOAN'S ON THIRD

SOCIAL

WASTELAND

URTH CAFFE

THE DAILY DOSE

SPECIALTY PRODUCT

WE ARE...

QUIRKY

HOME AWAY FROM HOME

COMMUNAL

IMAGINATIVE

CURIOUS

HUMOROUS

BOLD

BAdA

THE MOST AMAZING BOOK YOU'LL EVER READ...

"HOW TO PICK UP

TRASHY WOMEN

WILD FOREVER

2012

OUR MISSION

Our goal is to create a casual atmosphere where our customers can comfortably browse through our collection of attire and novelty items as well as come to hangout, share ideas, and expand horizons.

SIGNATURE SYSTEM

LogoSubtext.eps

PRIMARY LOGO

The brand name originally derived from Curtis's vision of a cozy "home away from home" setting. The Burrow came to mind because burrows are hidden habitations with small interlocking communities for animals to take shelter in as well as store necessities. This seemed to capture the essence of the store's attitude of community and comfort.

For the logo itself, the logo type reflects the tunnels within the burrow in a graphically stylized manner. Also a small character was added to highlight the urban, fun, and creative aspects of the brand. It is drawn very simply taking advantage of positive and negative space, but still has the cool illustrative hint of street art.

LOGO CONSTRUCTION

spacial barrier

The logo mark is made up of two parts, the mole icon and the burrow logotype. When considering the spacial barriers around the logo mark, use the height of the e-height found in the word "The" as a reference measurement. This is shown in this diagram to the right.

e

e

6 e

10.5 e

The Burrow
COMMON ROOM + NOVELTIES

minimum size

There are 3 minimum sizes available based on which variation is chosen.

When dealing with the minimum sizes of the logo, the spacial barriers will be doubled to avoid becoming too compacted.

Because the lone mole icon does not have an e-height to base the spacial barrier off of, it will be based on the width of one of the lenses (L) from his glasses.

L

2 e

The Burrow
1.25 in

2 e

The Burrow
1.8 in

LOGO VARIATION

There are 4 usable versions of the logo mark. Each depends on the size or application it is used on.

1 - Original logo with text
Will be used only for store signage and certain packaging

2 - Original logo without text
Will be used for applications as long as it retains the appropriate space specifications.

3. - Logo without icon
Will be used for applications that are horizontally oriented

4 - Lone icon -
Will be used for smaller applications where space is limited

LogoSubtext.eps | Logo.eps | LogoType.eps | Logo...

DO NOT...

Incorrect usage of the brand will hinder the perception of the brand. Therefore their are strict guidelines to abide to when considering how to present the logo.

Do not move mole icon from original position

Do not rotate logo at all

Do not stretch or distort logo

Do not add more than one character

Do not change size of mole icon

Icons must correspond to designated area in the store

SUBLOGOS

There are two sublogos to the brand. The sublogos will help to organize the multifaceted nature of the store. Each represents a different area of the store and each is paired with its own personal character icon. These will be used only on instore applications and signage.

The Novelties logo mark represents the shopping area of the store where you will find many vintage novelty items as well as urban street fashion and other accessories. The character in this logo is holding binoculars as if he were searching for products that he likes.

The Common Area logo mark represents the area of the store where customers can lounge, relax, and mingle. The character in this logo looks as if he is lounging, correlating with the relaxed nature of lounge.

ALTERNATE STATES

The Burrow's logo may live on various surfaces and images but must retain a bold contrast at all times. If used on a high contrast photo, screen back the image to a more even tone. Whether it is darker or lighter depends on the image.

The restrictions to logo interaction with background textures and color are:

-Use white type and B/W icon on solid colors

-Use all white logo/icon when over dark images or patterns to show better contrast against intricate backgrounds

-Use black logo/icon over lightly textured backgrounds to create a higher contrast

- Use all white logo/ icon over black or darker grey scaled shades.

COLOR PALETTE

PRIMARY
BLACK & WHITE

Our brands color palette is based around a monochromatic, black and white theme. However it will also incorporate aspects of warm and organic colors for a more dynamic appeal. These colors will refer to tones seen in nature with a dark, earthy feel.

When using color in the logo mark, keep the monochromatic palette using different shades of that chosen color.

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

SECONDARY
NATURAL COLORS

GOLDEN WORM

C	16	R	191
M	61	G	111
Y	100	B	37
K	11		

HOLY MOLY PURPLE

C	30	R	90
M	100	G	0
Y	0	B	69
K	62		

DIRTY RED ANT

C	36	R	92
M	91	G	26
Y	96	B	12
K	56		

ROLY POLY BLUE

C	100	R	0
M	62	G	40
Y	2	B	85
K	64		

LogoSubtext.eps

TYPOGRAPHY

FRANCHISE
REGULAR

FRANCHISE WILL BE USED FOR TITLES AND IN THE LOWER CASE FORM. IT MIMICKS THE INDUSTRIAL STYLE AND IS A GOOD CONTRAST AGAINST THE INTERSTATE SUPPORTING TEXT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

interstate
light/condensed

Interstate will be used for body copy at the minimum size of 8 pt and 10pt leading. It is a nice, clean typeface that enhances readability and will work well on many different applications.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franchise.ttf

Interligcon.ttf

SECONDARY ELEMENTS
PATTERNS

burrow tunnels

The essence of the burrow is the key to this brand. We will play up the construction of a real burrow's tunnel system. This pattern will be applied to various applications but in a subtle manner, when applying this pattern, overlay it at a 60%-80% opacity over the images or textures.

gradient layers

This element references to the Earth's layers and the idea of going down. This can be used with other colors from the color palette but the opacity settings on each of the layers should remain the same as the original settings.

The "Bug Empire" is the secondary world of little critters that would live within the burrow. Along with being cute and slightly creepy, these secondary characters are also customized for certain areas within the store. They are drawn with the same urban style as the main mole icon. To show a heirarchy of characters, these critters are entities that are habitually subordinate to the mole.

BUG EMPIRE

shoe area

eatery

shipping/ cargo

directory

SECONDARY ELEMENTS
PHOTOGRAPHS

Another essential secondary element for our brand is the use of photography. Our brand values reinventing the old by mixing it with the new. The photographs we are using are mainly vintage images in black and white. What will make them unique is the content within the picture. Most photographs from before the 1970's were very staged and mannerly, portraying lives and events in their seemingly "perfect" worlds. We are looking for quirky, slightly off photos with a light hearted tone. They must be fun with a subtle edginess and would defy normal behaviors for that time.

These photos will usually be overlayed or color burned with one of the patterns for an added graphic touch. Also the photos may be cropped in unusual spots to make the subjects seem more obscure, and modern.

GirlBird.tif

Skeleton.tif | *ZebraStripes.tif* | *LomoCab.tif* | *StinkFace.tif* | *SmokingSquirrel.tif*

SECONDARY ELEMENTS
TEXTURES

Textures are perfect for enhancing the brand image. We greatly honor good craftmanship and using these textures like wood will associate that in a visual manner. Also textures like the roots of a tree will incorporate the organic quality of our brand and reference to the underground. A metal texture can also be used to enforce the urban atmosphere that is seen in our brand.

BRAND APPLICATIONS
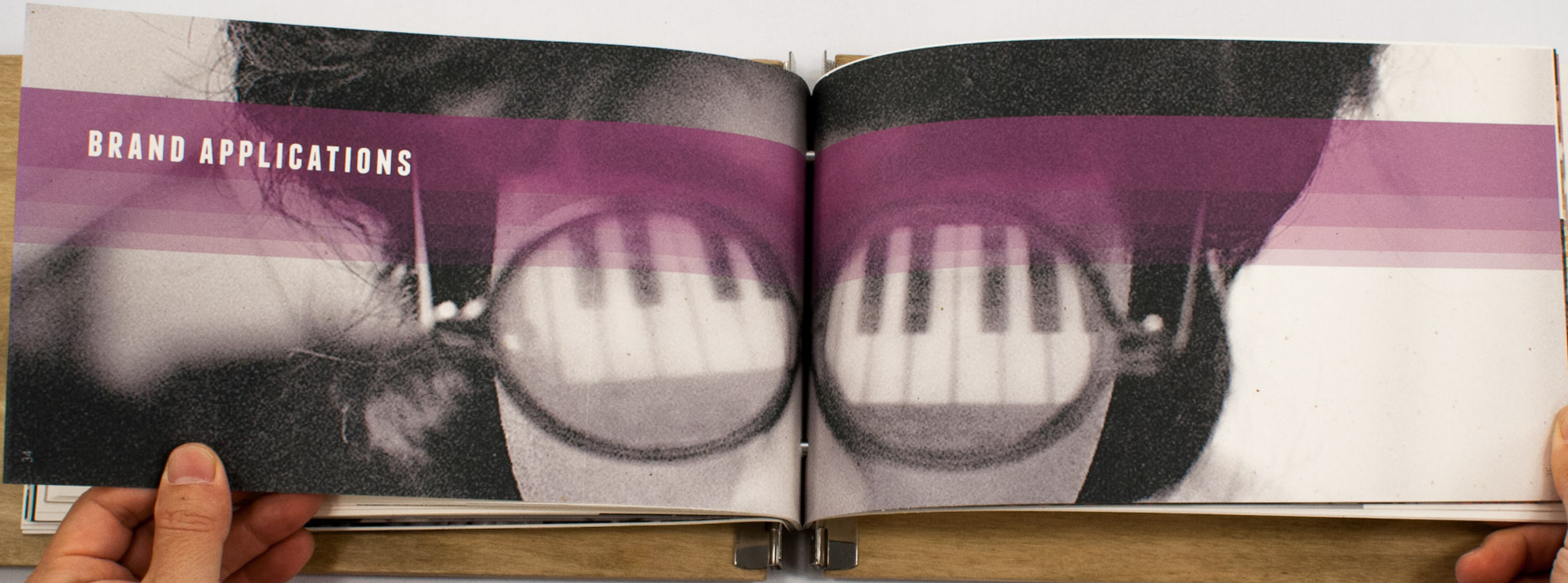
EXTERIOR SIGNAGE

The Exterior of the store shown below will be an entrance that is below ground level. The entry way will be stairs going down to the store so the street signage will look like these photos. There will be frosted glass looking into the upper level of the store with the burrow pattern etched onto it. The logo signage will be the main logo on an industrial material.

The Burrow
NOVELTIES

Interior signage will go with certain parts of the store. The store is split up into two main areas, the Novelty area and the Common area. Each has their own sublogo for signage.

The Burrow
COMMON AREA

The Burrow
COMMON AREA

INTERIOR SPACE

The interior will be decorated with murals of black and white photographs on the walls and ceiling. Images may vary depending on the space and location, but the ceiling must have the same theme throughout the entire store. The ceiling will have murals from the perspective of looking from beneath. This goes along with the "underground" motif and should remain constant throughout the store to get the full effect.

CHARACTER DISPLAYS

These character themed displays will be placed throughout the store in their corresponding areas. The content on them will vary for each character and apply to their specific area.

NEED
HELP?

SHOE SIZE SECTIONS

GRUB-WARE
50 %

SALE SIGNS

8 1/2

WOMENS

SHOE SIZE SECTIONS

PACKAGING

The packaging will continue with the motifs of the underground and will apply the same patterns. The gift boxes and wrapping paper will be sleek and dark to make it nice and presentable.

The Burrow

The regular tote for everyday shopping will be casual but it will be a quality bag with good craftmanship.

TAGS

The tags will be color coded based on the item's category. This application will also apply the same textures and patterns as stated previously.

XS

257578
4114
4540

apparel   .00

The Burrow

a
gift
for
you

The Burrow

a
gift
for
yo

GIFT CARD

The gift cards will be sleek and dark, just like the gift wrapping packaging. It feels more elegant and swanky becuase gifts should be special.

THE APPENDIX

CONTACT

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