BRODIES

A presentation by Philip J

THE BEGINNING VALUES











OUR GOAL IS TO BUILD A NEW VISUAL IDENTITY THAT...

THE BEGINNING

· BUILDS A COMMUNITY

·ATTRACTS PEOPLE ACROSS THE WORLD

BEHAVES LIKE A GATEWAY TO RELAXATION IN A BUSY DAY

THE BEGINNING STATEMEN

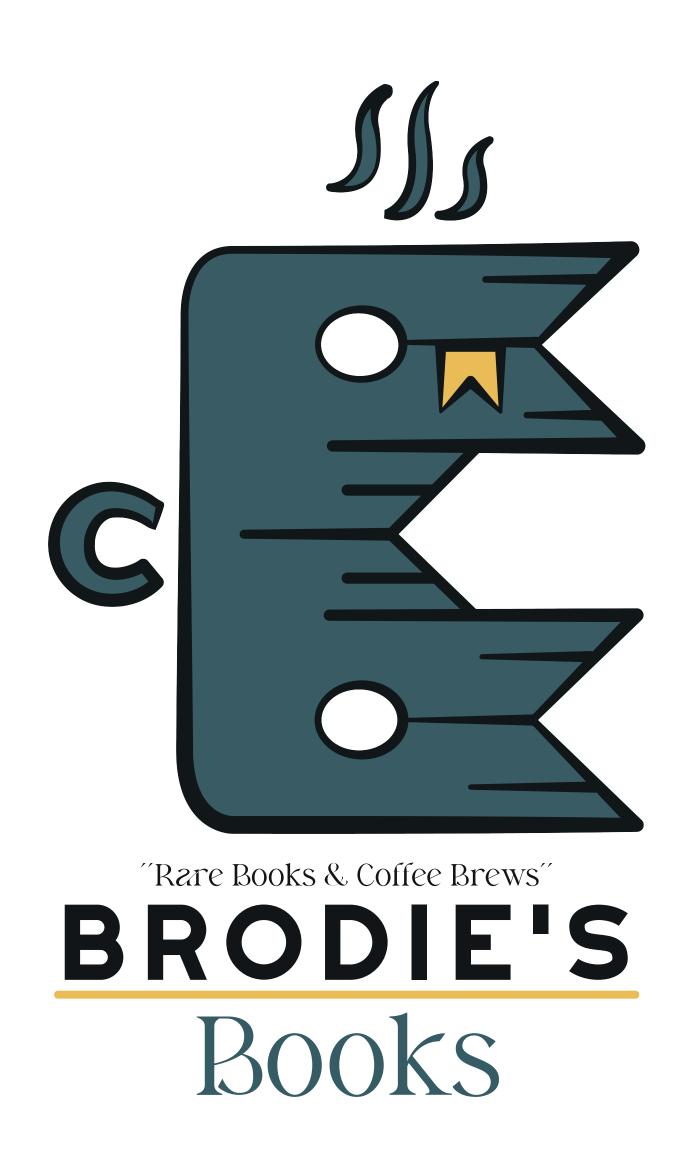
BRAND STATEMENT

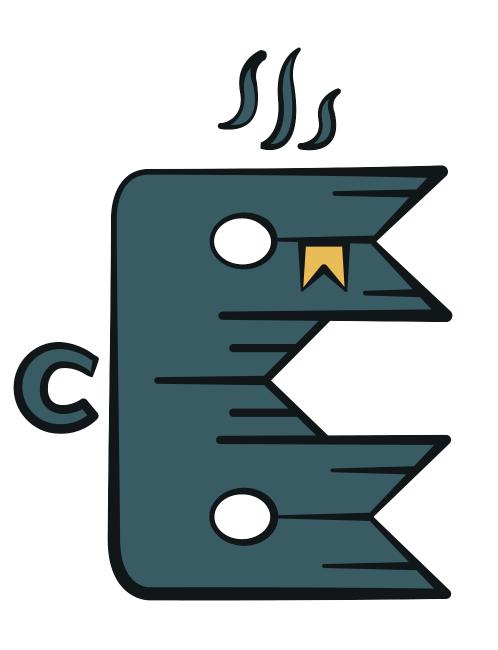
"BRODIE'S BOOKS OFFERS A GATEWAY TO RELAXATION AND THE EXPLORATION
OF NEW WORLDS THROUGH A COLLECTION OF EXQUISITE, RARE BOOKS."

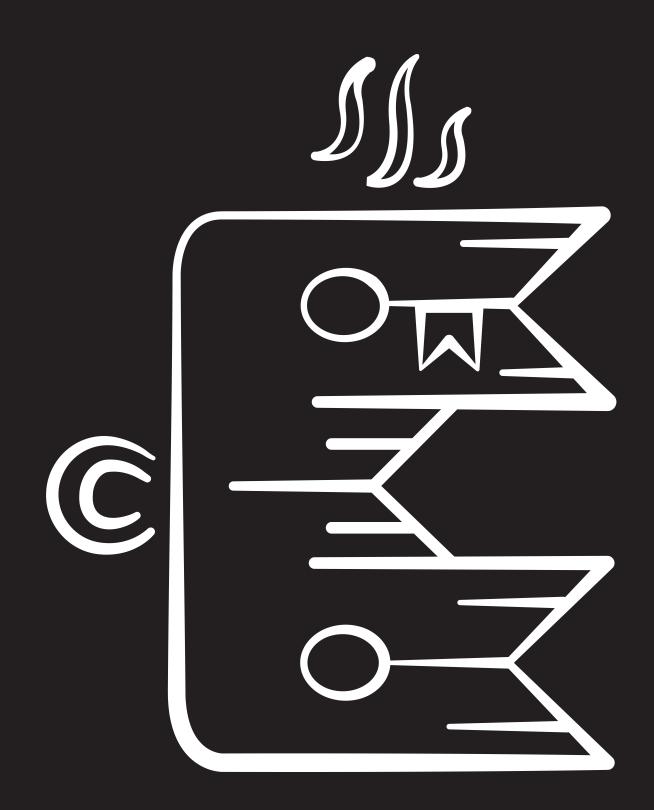


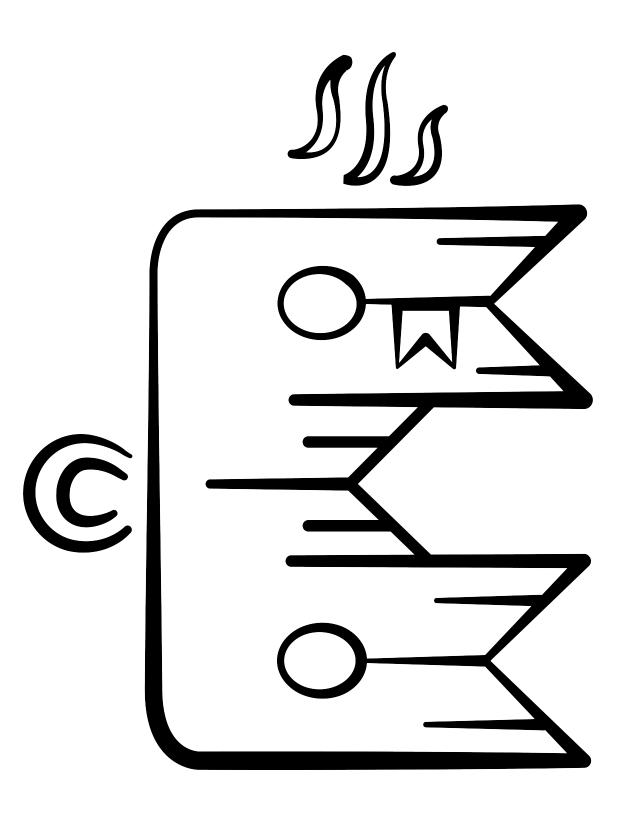
"Rare Books & Coffee Brews"

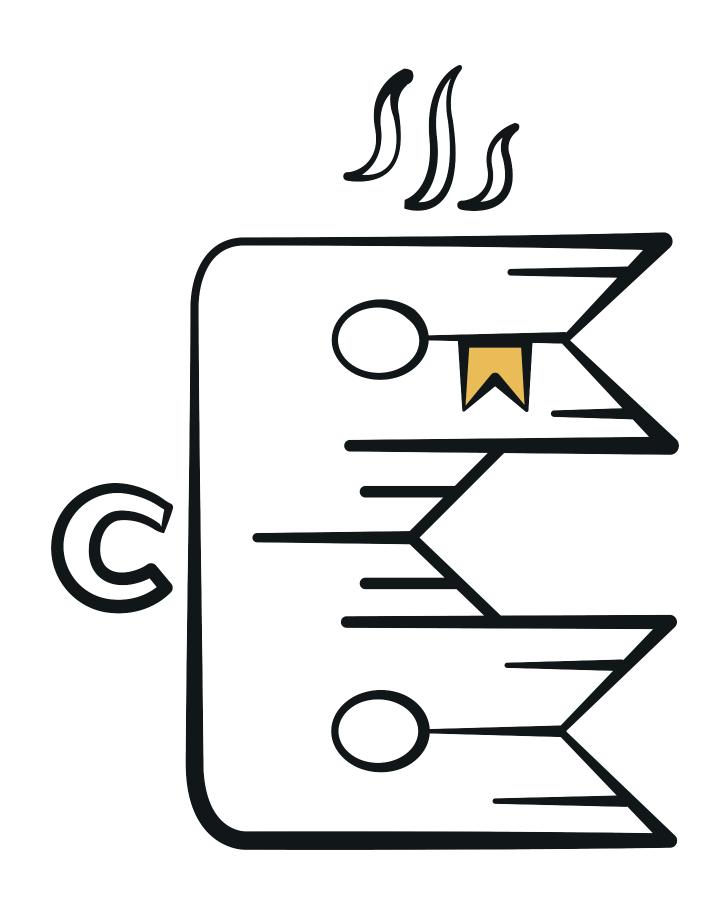
BRODIES

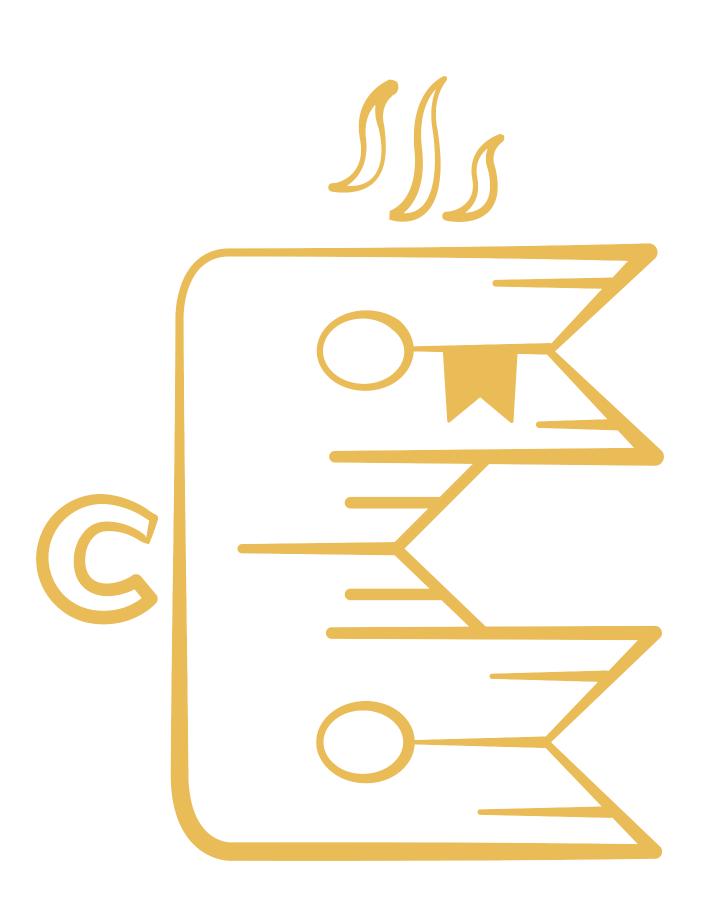




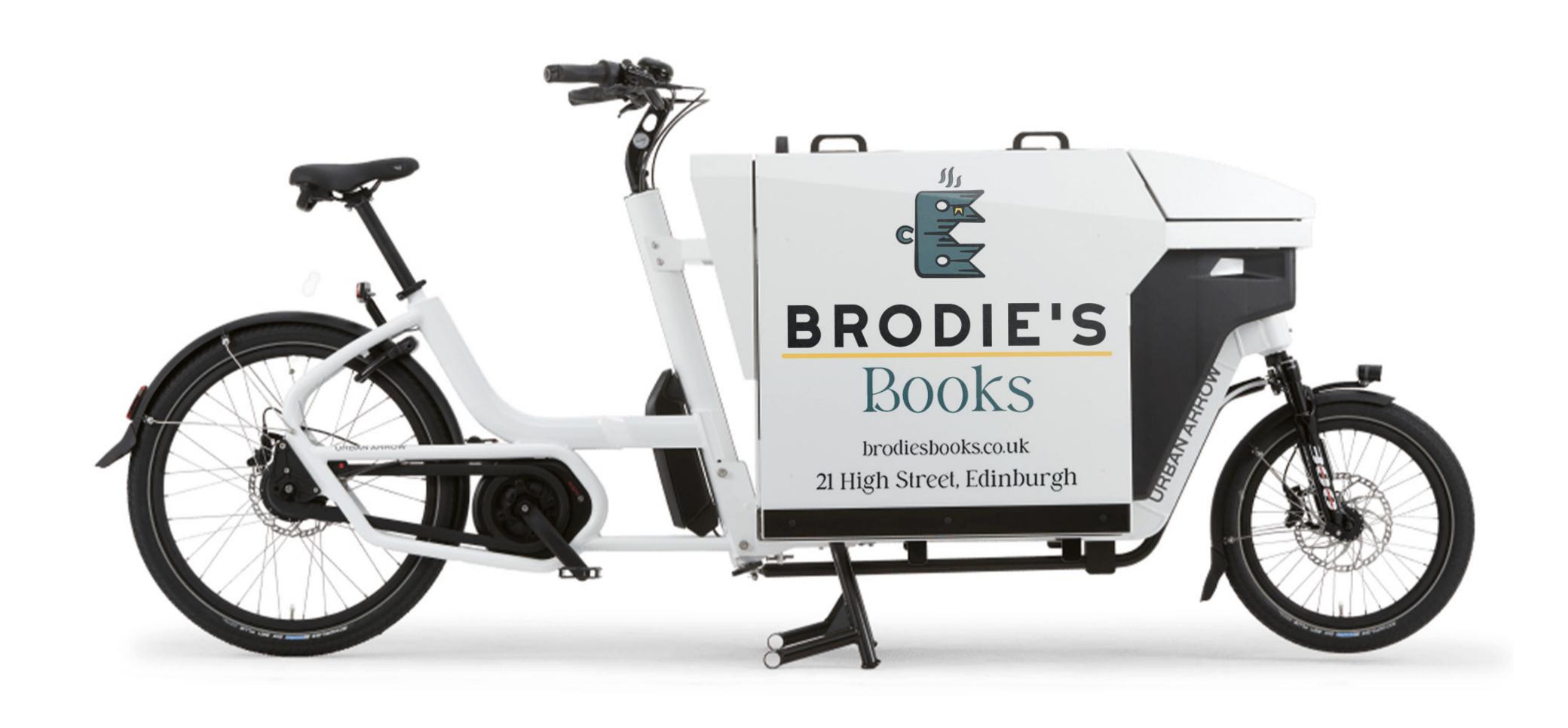








MOCKUPS - FIRST SLIDE

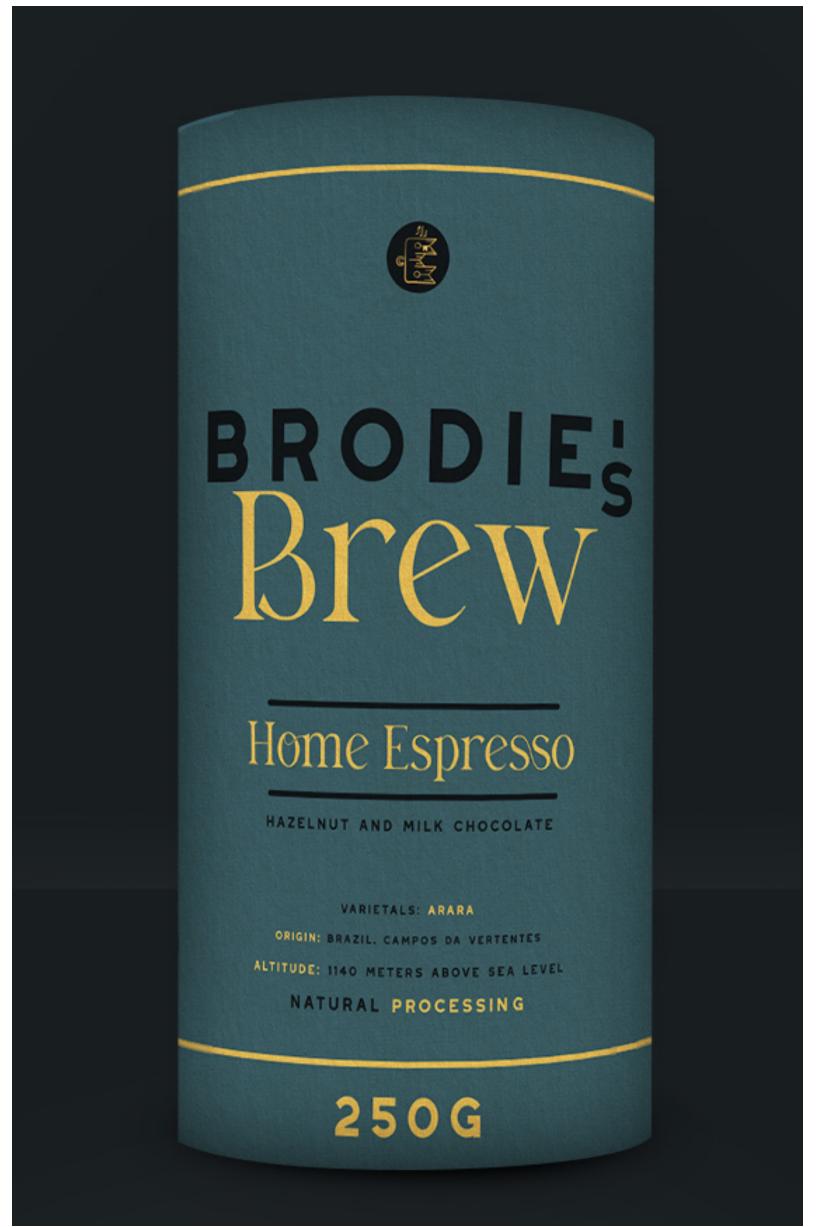


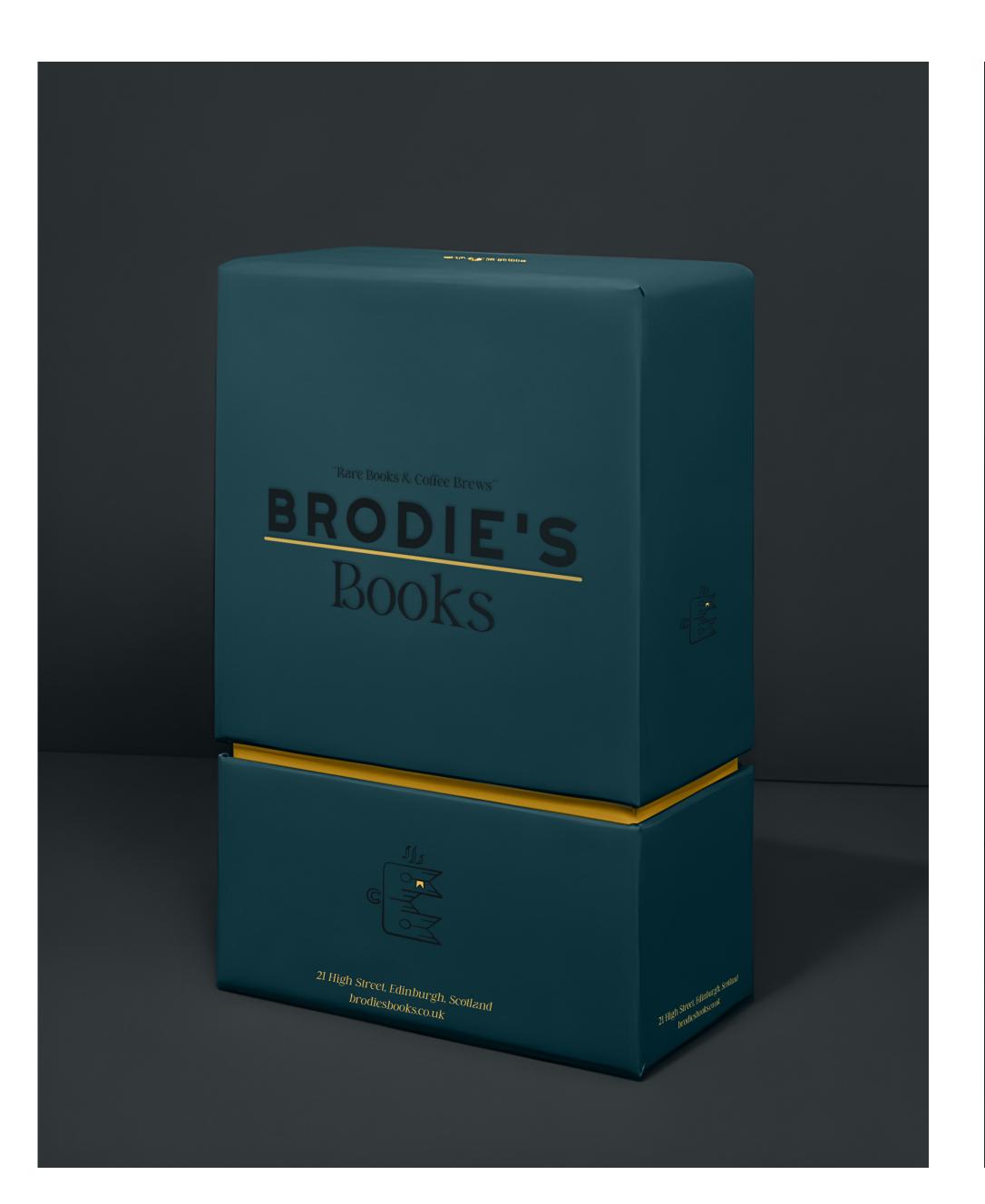
MOCKUPS - SECOND SLIDE



MOCKUPS - THIRD SLIDE







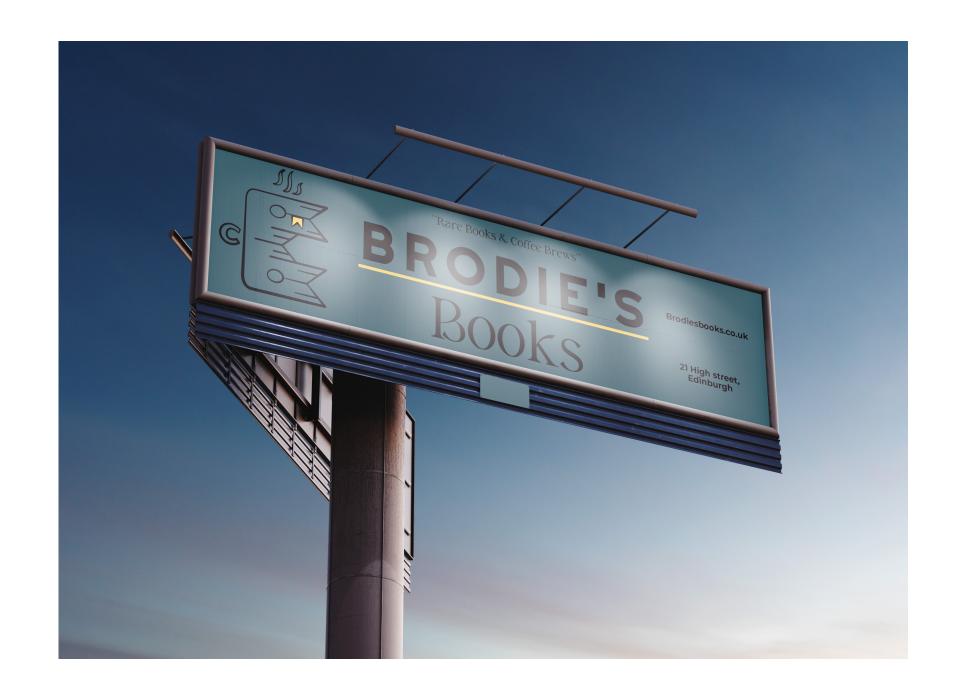


MOCKUPS - FIFHT SLIDE



MOCKUPS - SIXHT SLIDE OTHERS









SO... DID I MISS THE MARK COMPLETELY?

DO YOU THINK THE CUSTOMER PROFILES WILL LIKE THIS NEW IDENTITY?

LAST BUT NOT LEAST... IS THERE AN DIRECTION WE CAN CROSS OFF THE BOARD STRAIGHT AWAY?