



Twice as Nice

CONSIGNMENT SHOP

BRAND IDENTITY & GRAPHIC
GUIDELINES MANUAL

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Corporate Identity Introduction



Company Profile

Twice as Nice is a leading consignment shop privately owned and located on the South Shore in Pembroke, Massachusetts. It was founded in 1994 by Lorna McCluskey and open 7 days a week. Though the company has grown since its establishment, it is still family owned and operated with fewer than 10 employees. Also despite its growth, it still remains a single location small business. Twice as Nice only works with high quality resellers and consigners to sell only high quality products and even sells the current styles in for the season at a price people can afford. Due to the type of store they are, they only sell upscale items from more expensive designer labels.

Situation Analysis

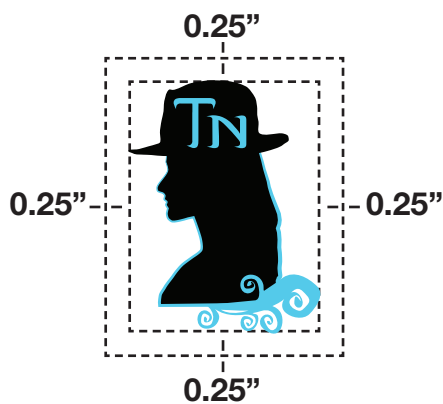
The problem is that Twice as Nice's current branding isn't very consistent or successful. In order to solve this, we have to consider Twice as Nice's target audience and what sort of brand they consider themselves to be. This includes goals, values, and mission. From there, we can develop a successful solution to rebranding TAN and making them more of a success.

Customer Base

Though Twice as Nice focuses on selling gently used or new women's clothing and accessories, they also sell kids clothing, men's clothing, and furniture.

The Logo

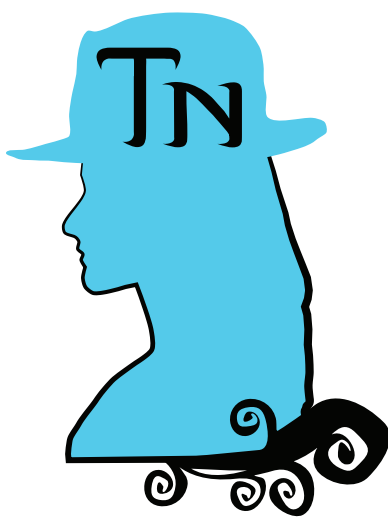
Clearzone and Minimum Size



The minimum size of the logo should be:
0.75" w x 0.9894" h



Alternate Colors and Styles



Color Information

CMYK / RGB / Pantone Color Codes + Grayscale



Electric Baby Blue

PANTONE 305 C
C=55 M=0 Y=5 K=0
R=94 G=202 B=234



Electric Baby Blue

PANTONE 422 C
C=39 M=32 Y=32 K=1
R=162 G=162 B=162



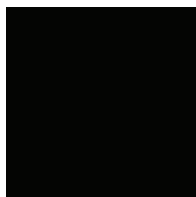
Muddy Ocean Blue

PANTONE 5473 C
C=92 M=52 Y=40 K=16
R=6 G=97 B=119



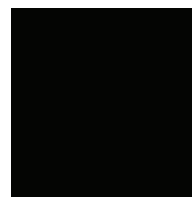
Muddy Ocean Blue

PANTONE 446 C
C=67 M=60 Y=58 K=42
R=70 G=70 B=70



Pitch Black

PANTONE 426 C
C=0 M=0 Y=0 K=100
R=0 G=0 B=0



Pitch Black

PANTONE 426 C
C=0 M=0 Y=0 K=100
R=0 G=0 B=0



Paper White

PANTONE 125
C=0 M=0 Y=0 K=0
R=255 G=255 B=255



Paper White

PANTONE 125
C=0 M=0 Y=0 K=0
R=255 G=255 B=255

Typography



What Typefaces to Use for the Logo

Wizzta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&*~

Used for the store name (“Twice as Nice”) and the “TN” in the logo. The “N” is modified in Adobe Illustrator.

Stark

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#%&=*~

Used in all caps for the secondary heading of the words “consignment shop” typically seen under “Twice as Nice.”

**Please note that both typefaces are free-for-commercial-use types and therefore need to have kerning, tracking, and leading adjusted.

Typography



What Typefaces to Use for Collateral

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%=&*

Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%=&*

Gill Sans MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789!@#\$%=&*

These typefaces, in whatever size appropriate, should be used for header and body fonts in company collateral material.

Proposed Logo Usages

Storefront Sign (~5.5ft x 2ft)



Reusable Shopping Bag (~12" x 10" x 14")



Business Card (~3.5" x 2")



1" Promo Button/Pin



Promo Brochure (~4" x 8")

When it comes to consignment shops, We're Different

We're not just a shop, we're a family.
At Twice as Nice, we take pride in our employees and customers as much as our products. We feel resales should be about community—after all, the people are what keep us going.

Learn more inside.

Twice as Nice
CONSIGNMENT SHOP

Twice as Nice Website (1366 x 764 screen)

Twice as Nice
CONSIGNMENT SHOP

HOME ABOUT SERVICES CLIENTS

PLANNING

STRATEGY

RESULTS

I'm a paragraph. If you want to grow your business and take it to the next level, look no further than Advisor & co.

Visit
2601 Mission St.
San Francisco, CA 94110

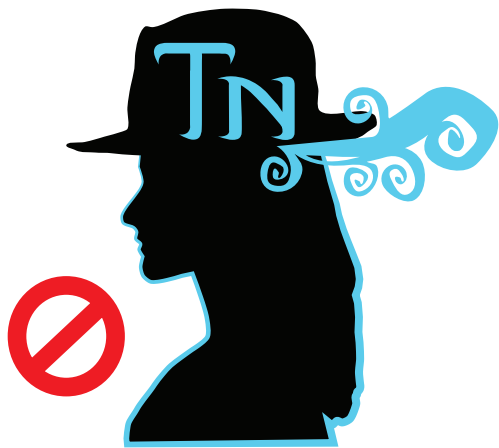
Call
T: 123-456-7890
F: 123-456-7890

Contact
info@mysite.com

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Branding created with Wix.com

Proposed Logo Usages

Please Don't Use the Logo Like This...



Do NOT modify the logo by moving around pieces for any reason.



Do NOT stretch the logo to "fit" into certain areas. Only use logo's original dimensions/proportions.



Do NOT awkwardly rotate the logo on any collateral.

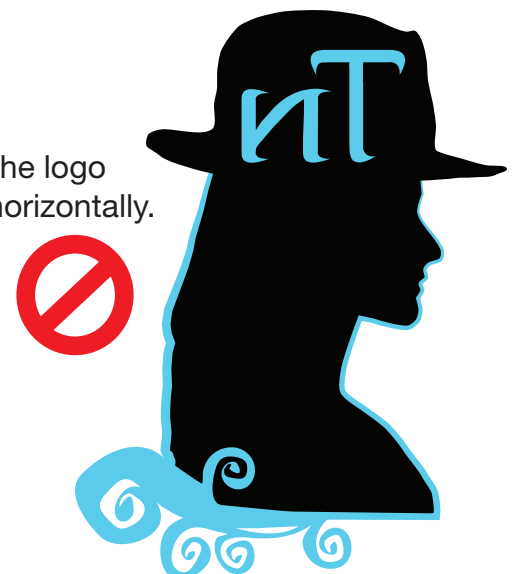


Do NOT remove any part of the logo for any reason.



Do NOT move the "TN" outside of the woman's hat for any reason.

Do NOT flip the logo vertically or horizontally.



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