



parade

Brand book

Context

Step 1: planning

We have a logical and strategic approach to creative problem-solving and brand building.

All our brand development projects follow a clear and effective plan of action, set out and agreed in advance of the creative process.

With every project undertaken we meet to clarify and formulate the creative brief, to help set clear objectives that effectively tie-in with our client's business and marketing requirements.

Business synopsis

Parade is a lifestyle boutique specialising in furniture, homewares, gifts, children's toys and more recently womenswear and accessories.

The business was formed in August 2004 by Angela McCardle, who after graduating from RGU in Business Studies, spent 5 years working as a Management Consultant in London.

They started with one shop in Alford and have now grown to four shops located in Alford, Stonehaven, and Aberdeen.

The creative brief

The principle aim was to name, create and launch a brand that people would admire, recognise, aspire to, and want to be part of.

Research

Step 2: immersion

You can't create a brand in a vacuum. So we immerse ourselves in the client's world, the market sector and the subject to gain a clear understanding of the client's business needs and positioning strategy.

Shopping around

Brands thrive in the retail sector but it's not for the faint-hearted and requires a genuine approach and a passion focused on the development of the brand. Get it right, and the business will grow.

For this particular project we looked at a wide selection of retailers that had similarities with the business model Parade were looking to launch.

Opposite:

- | | |
|---|--|
| 1 Anthropologie shop frontage | 6 Jigsaw London shop entrance |
| 2 Anthropologie shop interior | 7 Yellow Earthenware vase |
| 3 Marmite biscuit tin | 8 Content by Conran Russell sofa |
| 4 Ethnicraft teak bedroom furniture range | 9 Amelie X-leg Monastery table, chairs and bench |
| 5 Anthropologie shop interior signage | 10 Content by Conran Wave media unit |



Brand values

'We Only Do Gorgeous'

Our client was interested in creating a shop that the local community could be proud of, giving people what they need and what they want.

Somewhere they can visit and enjoy (even the 'reluctant' shopper) and hopefully talk about to friends. Where people find it hard to decide what not to buy rather than what to buy.

They also wanted to give their customers the sorts of things we used to take for granted – free parking, child friendly corners, helpful service including opening doors for new mums, walking shopping to your car and passing the time of day with those who want to.

High quality products

High standards, attention to detail, being honest and delivering on promises.

Quality of product and service was to be at the heart of their brand. For example, their first priority was to be delivery of their furniture on a day and time to suit the customer and always go the extra mile including removal of all packaging, assembly, putting furniture in the room and even (if necessary) taking away the old stuff!

Value for money

Simple, honest pricing. Not a bargain-basement discount shop, nor a high brow, designer establishment – products were to be set at a fair price and never beyond what they wouldn't pay themselves.

Customer service

Their aim was to deliver a quality service by empowering their employees to feel valued, important and very much part of the overall brand.



^ Interior bench featured in the Alford shop

> Ethnecraft dining collection



Strategy

Step 3: strategic recommendations

Gaining a clear understanding of the business, market and brand, we breathe life into positioning and develop a clear, compelling and enduring brand idea as the springboard for all communications.

What was the plan?

We applied our bespoke branding matrix to establish the first phase of the brand development across identity, print, digital and environment.

We needed to think about the tiniest of details. It is this attention to detail that would make all the difference.

'A little bit of London out in the sticks' was how Angela very succinctly put it, and in retail terms this was to be our challenge.

Four key messages were identified:

- 'We Only Do Gorgeous'
- High-quality products
- Value for money
- Fantastic customer service

These principles define what Parade stands for. They are genuinely passionate about these values being brought to life and delivered to their customers every day.



Step 4: creative development

We believe in the power of ideas. Ideas are the engine of the creative powerhouse. They transform commercial strategy into impactful reality and are the first essential building blocks of successful brands.

Parade :

A visible show or display

A public promenade or street of shops

A successive display of things

On Parade, exhibiting oneself

To exhibit or flaunt

A boasting display

parade

*Timeless, retro, contemporary, solid, clean, adaptable.
Works well with a variety of styles, materials & forms.*

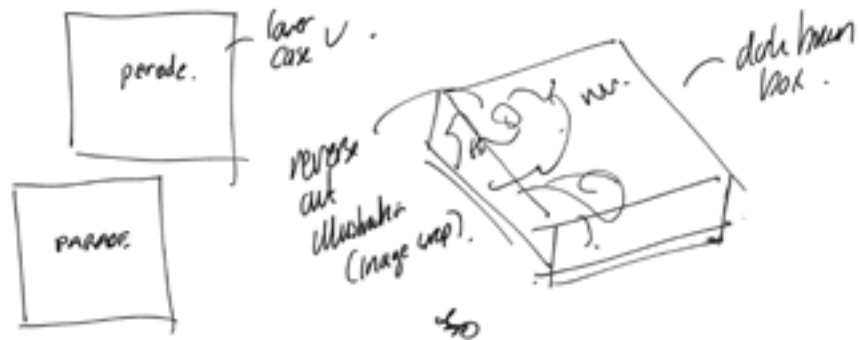
Naming

As part of our brand-building service we are often asked to establish a name before designing a new identity. This is quite a challenge because it can be a very subjective and personal choice for the client to make. With our experience and track record, we have the skills required to originate a name that will work well with the overall brand objectives.

As a first step we brainstorm ideas and write down as many ideas as possible. These are discussed and narrowed down to two or three that we feel are close to where we want to get to. This discussion is then opened up for wider discussion within the studio with the further objective of getting a consensus on the one we feel is right.

The name 'Parade' was chosen for its simplicity, one-word elegance and flexibility in meeting the business growth ambitions for the client.

We were excited about this name and it was met with equal enthusiasm by our client.



Parade

PARADE.



decorative
notifier



use of
'P.'
pseudo
branding



enchanted
forest
illustration



pin
stripes
as
support
device?



- keep it
simple.

parade.
HUGO
BOSS.



light style
illustration
- butterfies
- birds
- leaves
- flowers.



simplicity

PARADE.

light typeface.
elegant.
Caps?



Ideas engage and intrigue. They transcend borders, break down barriers, build bridges and inspire people to bigger and better things.

Identity

Our service areas

We operate across four main areas:

- > **Identity**
- > Print
- > Digital
- > Environment

The logotype

In the world of retail, less can most definitely be more. Some of the top brands are typographic and stay clear of icons, symbols and marques. With this in mind, and knowing the overall brand positioning the client was aiming at, we developed an identity that would stand out purely because of its simplicity.

This approach allowed us to introduce our 'enchanted forest' illustration to act as a visually engaging and memorable visual device that would be woven into many areas of identity application. What we call the 'visual language' of the brand.



parade



^ Designs for packaging

Print

Our service areas

We operate across four main areas:

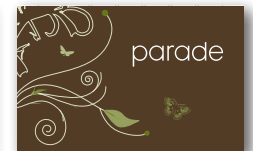
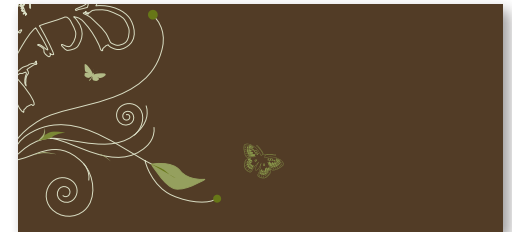
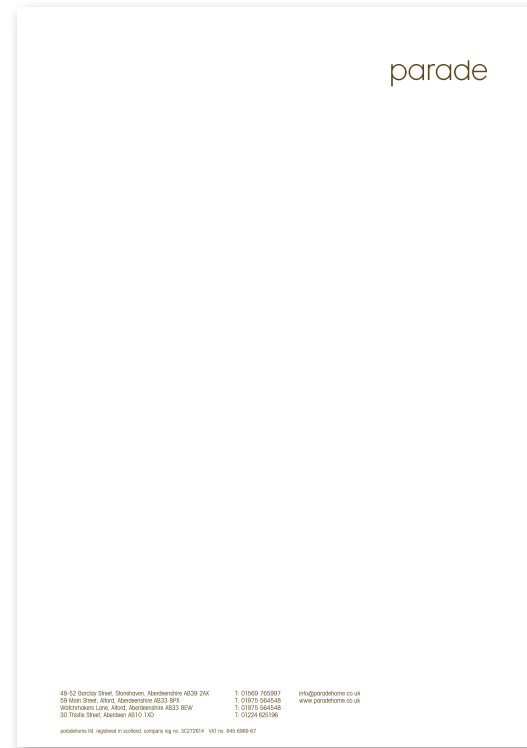
- > Identity
- > **Print**
- > Digital
- > Environment

Having developed the new identity and introduced our supporting 'enchanted forest' illustration we set about mapping out and developing visuals for the wide range of printed items that would be seen and used by day-to-day customers.

With retail business these printed items can play a significant part in shaping the brand in the customer's mind. It is very much a 'sum of the parts' exercise with not any one item being significant but the overall impression being vital.

For all printed material we used tactile and environmentally friendly papers and materials and kept to a restricted palette of greens, browns, white and the occasional splash of orange.





^ Stationery set
 Letterhead, compliments slip
 and business cards



< Selection of product labels and gift vouchers



^ Product catalogue visual



Aberdeen, Alford, Stonehaven

we only do gorgeous



fashion | furniture | homeware

parade
www.paradehome.co.uk



we only do gorgeous



fashion
furniture
homeware

parade
www.paradehome.co.uk

^ Visuals showing approach for outdoor advertising campaign

› Design for a right-hand page, single page, A4 colour advert

we only do gorgeous

fashion, furniture, homeware

Fashion / 59 Main Street, Alford
Furniture, Gifts & Coffee Shop / Watchmakers Lane, Alford
Fashion, Furniture & Gifts / 50 Barclay Street, Stonehaven
Fashion / 30 Thistle Street, Aberdeen

parade
www.paradehome.co.uk

› Designs for various sizes of press ads

we only do gorgeous

fashion, furniture, homeware

Fashion / 59 Main Street, Alford
Furniture, Gifts & Coffee Shop / Watchmakers Lane, Alford
Fashion, Furniture & Gifts / 50 Barclay Street, Stonehaven
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^ Autumn / Winter collection catalogue

^ Spring / Summer collection catalogue

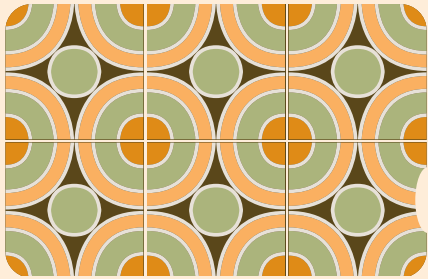


∨ Thank you gift for loyal customers



∧ Postcard to promote opening of coffee shop at Watchmakers Lane Store, Alford

∨ Design options for customer loyalty card



^ Design for lip balm gift pots, which were distributed at the Thistle Street shop's opening night.

Digital

Our service areas

We operate across four main areas:

- > Identity
- > Print
- > **Digital**
- > Environment

The website

With online shopping being very much a growth area for retailers who do not view this as a threat, having a professionally designed website is vital.

This was understood by the team at Parade and they viewed their website as one of their best marketing tools and central to their plans for growth.

We developed a website with a comprehensive Content Management System (CMS) which allows any member of staff at Parade to manage the website content without any programming knowledge being required.

Emphasis on user functionality and ease of navigation was also key to this initiative as was the integration of a client-managed email campaign used to drive traffic to the site on a monthly basis.





~ An email campaign was created using a templated approach for the client to manage in-house.

Environment

Our service areas

We operate across four main areas:

- > Identity
- > Print
- > Digital
- > **Environment**

As part of our creative brief, we were asked to act as consultants for various areas of interior and exterior branding. We advised on signage materials, feature walls, interior and exterior finishes and colours, window features and general use of all branded items.

We produced all artwork where required and enjoyed working closely with Angela and her team to create a brand that would stand out from the crowd.

The initial work in this exercise also acted as a template for all future shops and with Parade now operating four shops in three locations within Aberdeen city and shire the initial investment in their first shop environment has resulted in a very cohesive and professional roll-out of their brand.











Kindergarten
Boys and Girls





This book has been lovingly crafted by our design team at the Art Department to shed light on our creative process.

We hope you share our passion and enthusiasm for design, and appreciate the quality of work that goes into our projects.

We recognise the value of ideas and the power of design, and the difference it can make to your business and your bottom line.

If you would like to discuss creating a brand, or further developing your existing brand, please contact Gerry Kelly at: **gerry@artdepartment.co.uk**

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