

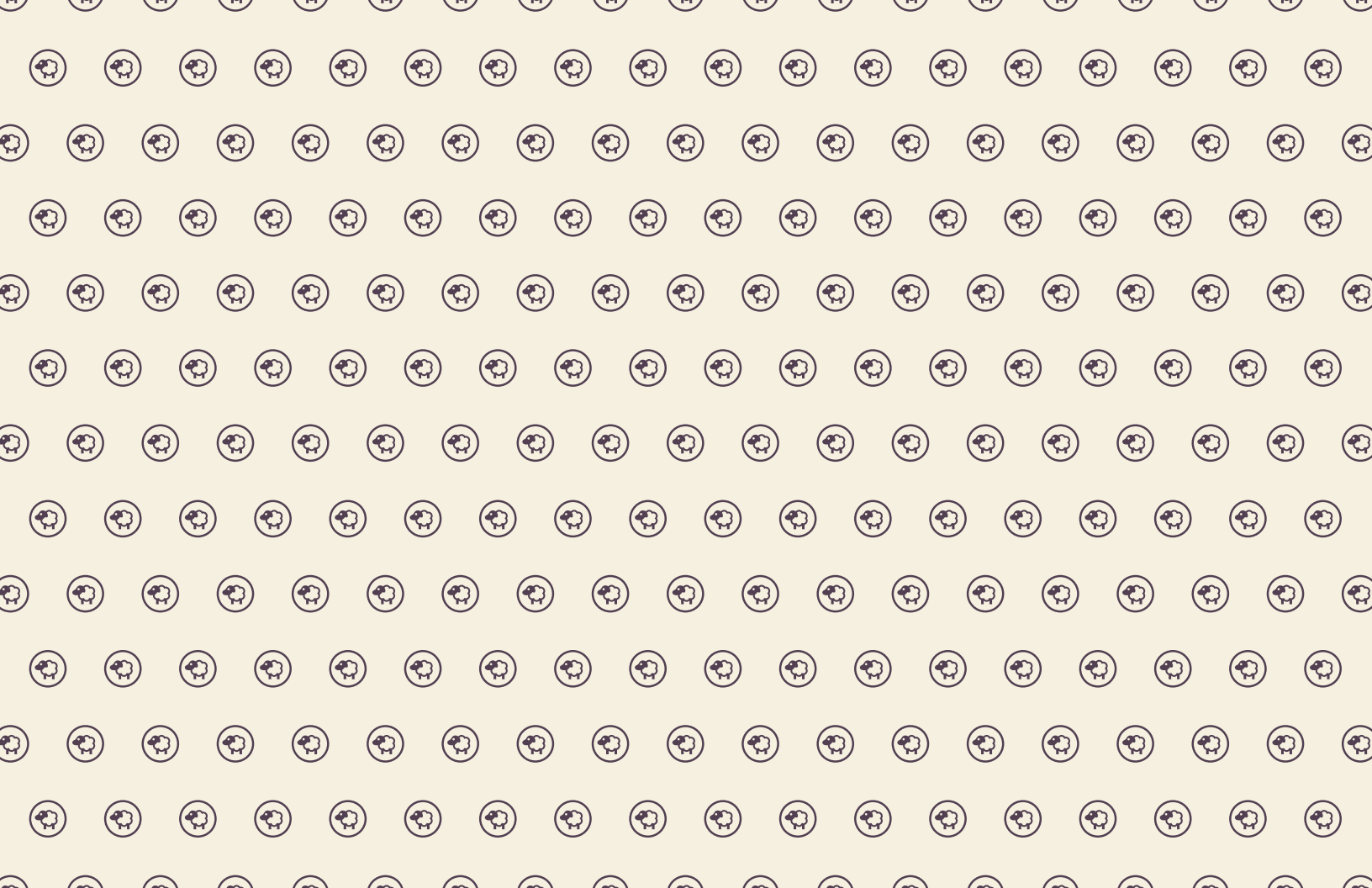
Smartwool Rebrand

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GD356 - Visual Identity Systems - Spring 2018 - Section 501
Graphic Design - School of Design - DePaul University

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USERS

The primary Smartwool user is active and outdoorsy and cares about quality, durability, and their impact on the environment.

The secondary Smartwool user cares about animal rights and is looking for ethically sourced clothing and accessories alternatives.



BRAND POSITION

Smartwool delivers quality, ethically sourced socks and accessories to the environmentally conscious outdoors-person because we care about our users' feet as much as we care about our sheep.



VALUE PROPOSITION

Smartwool provides our customers with the longest lasting worry-free wool socks and accessories, 100% guaranteed.



BRAND STORY

Smartwool makes products our customers can rely on. When you buy Smartwool, you can be confident that your clothes are ethically sourced, sustainable, and will last for years.



BRAND CHARACTERISTICS

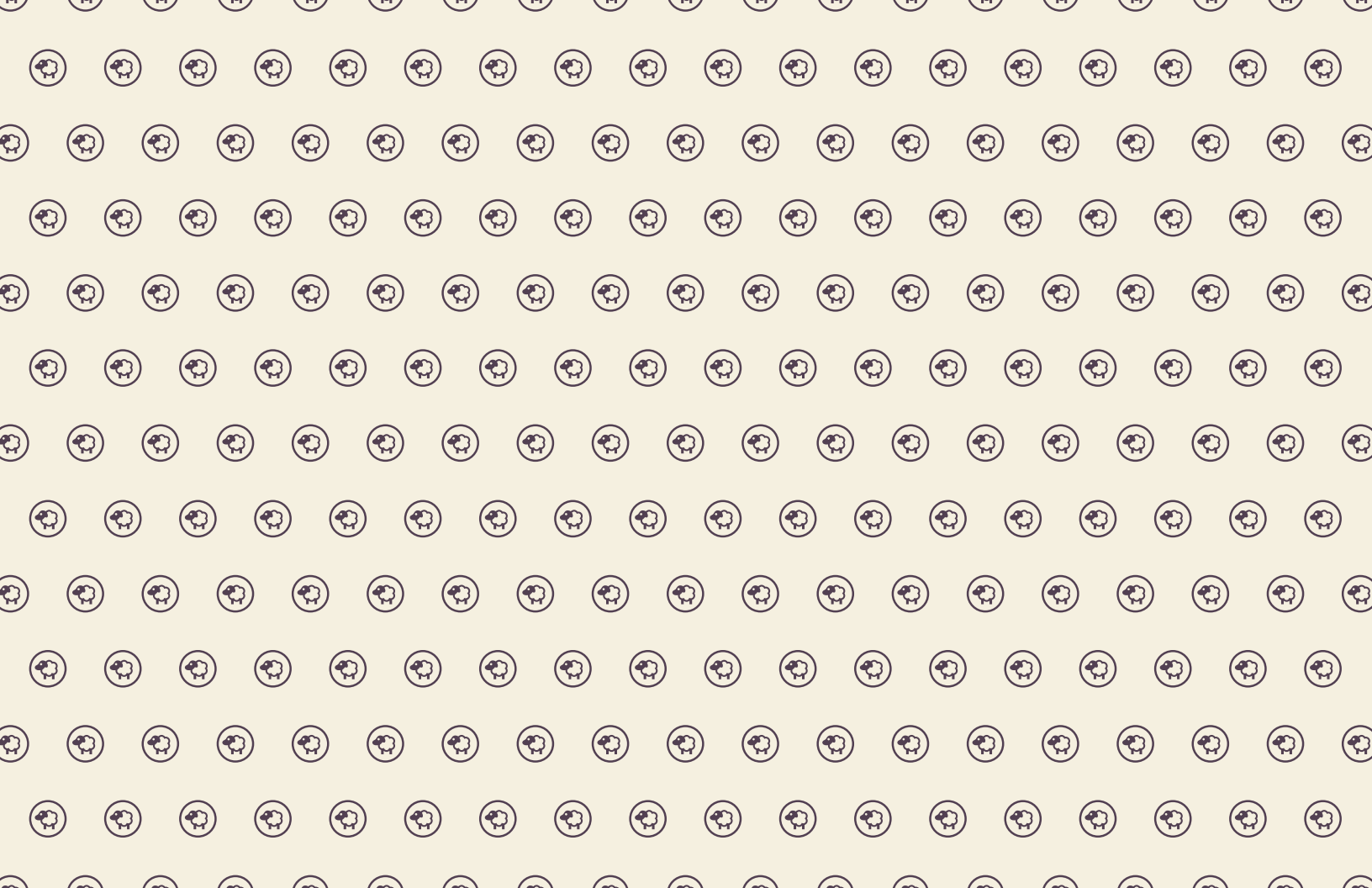
Quality
Friendly
Grounded
Earthy
Simple
Trustworthy



NEED FULFILLED

Clothing and Accessories





MAIN IDENTITY



SECONDARY IDENTITY



COLOR PALETTE



TYPOGRAPHY

Header - Montserrat Bold

SUB-HEAD - MONTSERRAT MEDIUM ALL CAPS

Captions - PT Serif Bold Italic

Paragraph - PT Serif Regular



LETTERHEAD

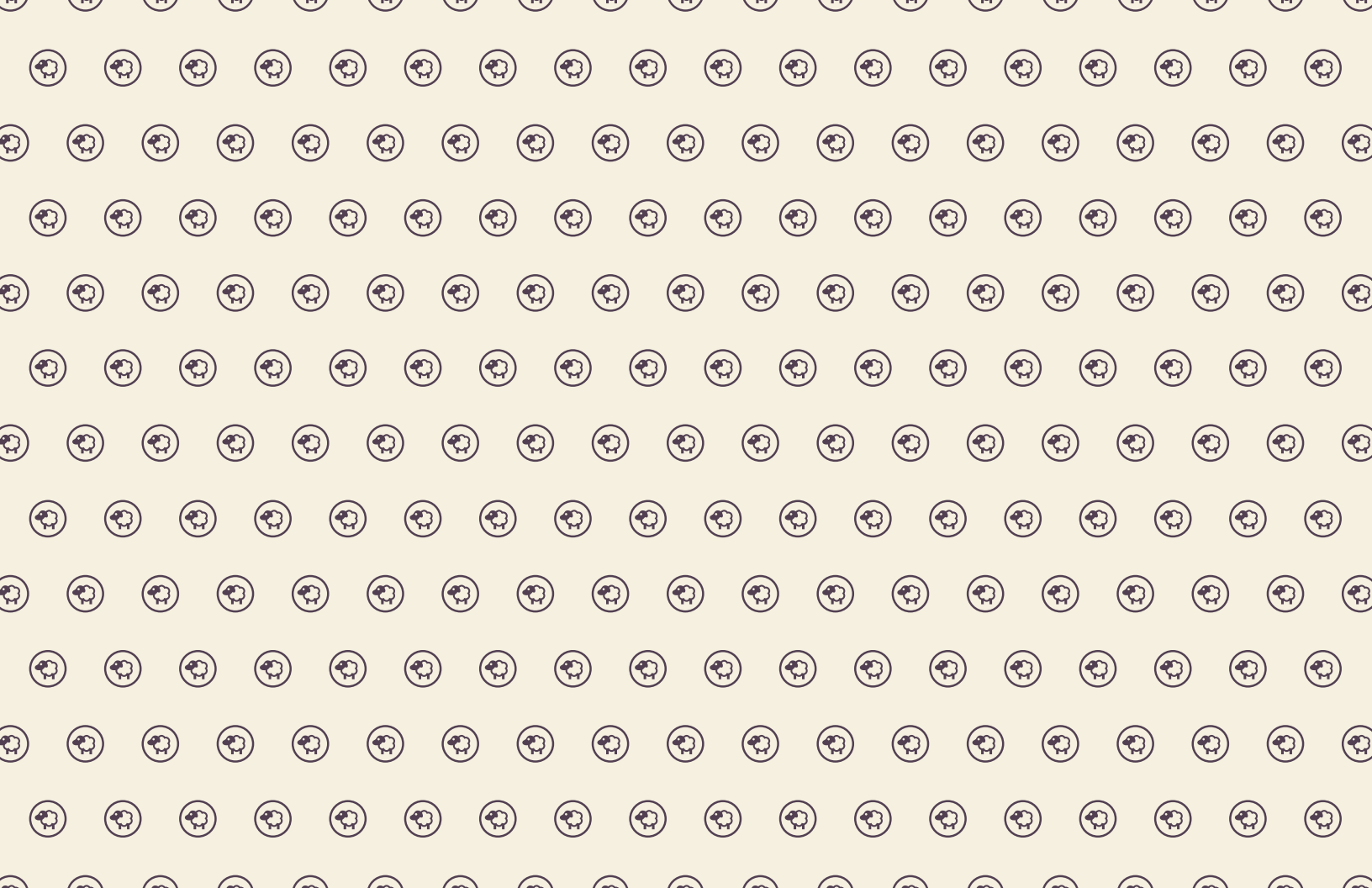


ENVELOPE



BUSINESS CARDS





PACKAGING



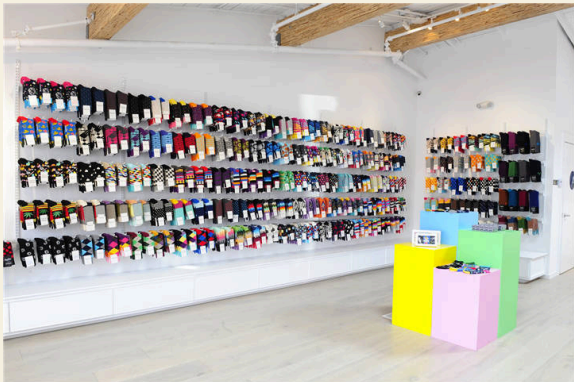
PACKAGING



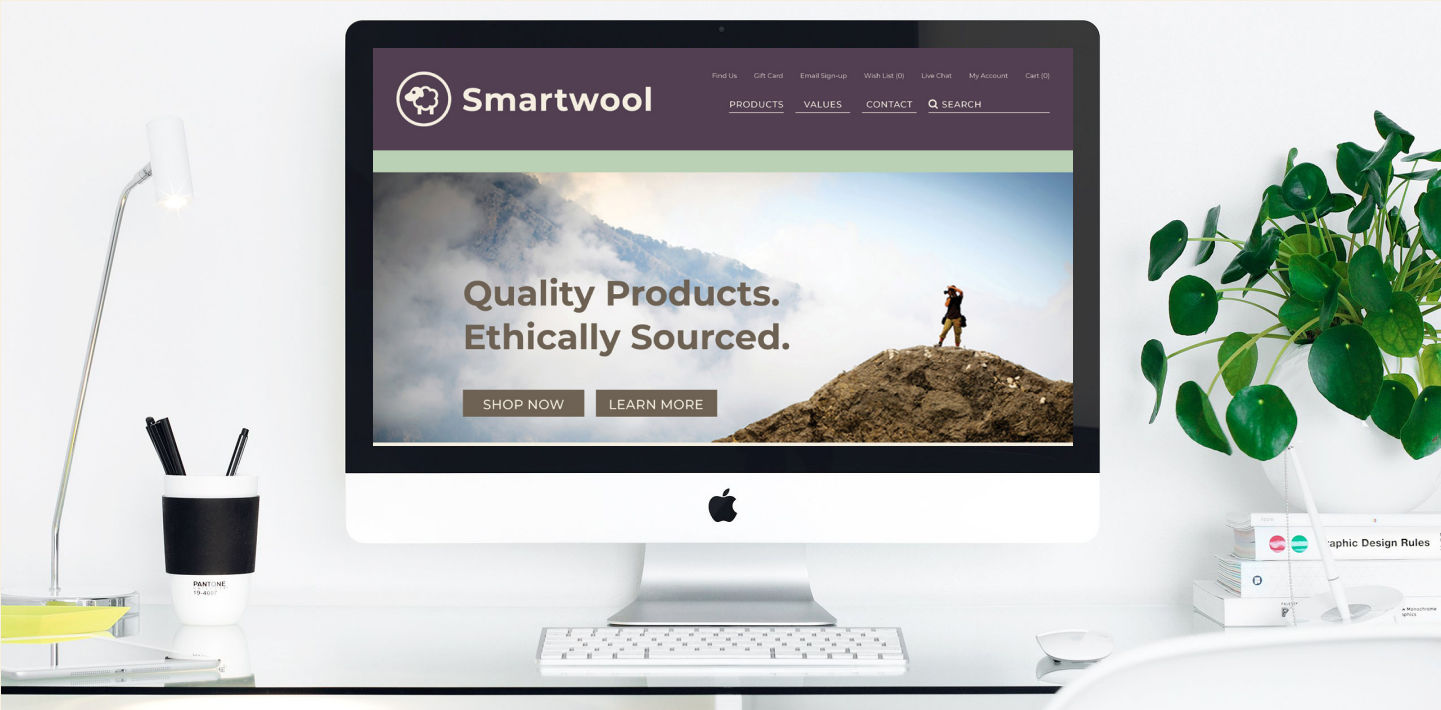
PACKAGING



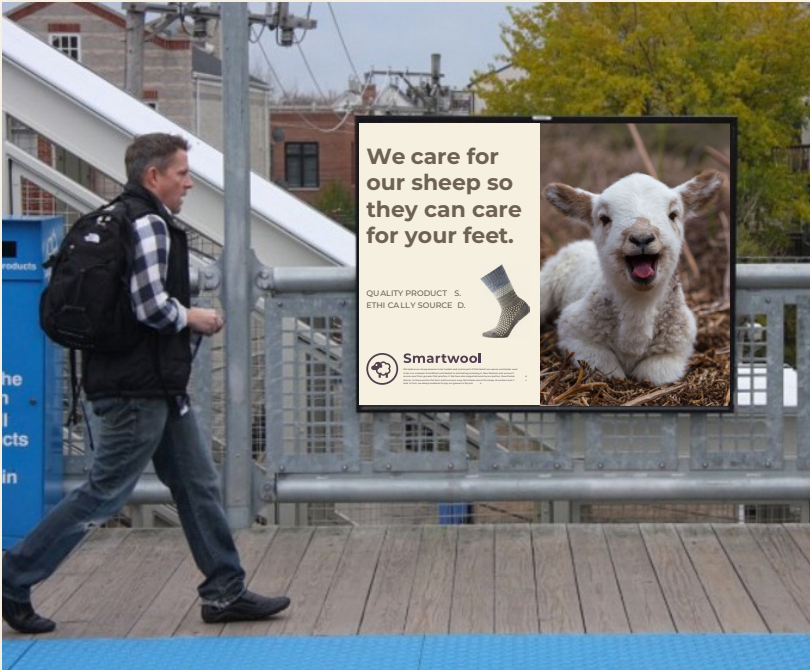
DISPLAY



WEBSITE



ADVERTISEMENTS



The advertisement is a rectangular overlay on a photograph of a man walking on a wooden boardwalk. The man is wearing a black vest over a plaid shirt and carrying a backpack. The background shows a city street with buildings and trees. The advertisement text is as follows:

**We care for
our sheep so
they can care
for your feet.**

QUALITY PRODUCT S.
ETHICALLY SOURCE D.



Smartwool

We believe our sheep deserve to be treated well, and as part of that belief, we require contracted wool to be non-mulesed. Smartwool contributed to pioneering mulesing in New Zealand, and we won't source wool from growers that practice it. We have also supported work by our partner, New Zealand Merino, to focus wool to the farm and to ensure every farm makes care of the sheep, its workers and its land. In turn, we always endeavor to pay our growers a fair price.



The advertisement features a close-up photograph of a white lamb lying in straw, looking directly at the camera with its mouth open. The text and logo are as follows:

**We care for our sheep
so they can care
for your feet.**

QUALITY PRODUCT S. ETHICALLY SOURCE D.



Smartwool

We believe our sheep deserve to be treated well, and as part of that belief, we require contracted wool to be non-mulesed. Smartwool contributed to pioneering mulesing in New Zealand, and we won't source wool from growers that practice it. We have also supported work by our partner, New Zealand Merino, to focus wool to the farm and to ensure every farm makes care of the sheep, its workers and its land. In turn, we always endeavor to pay our growers a fair price.

