
STORETS INTEGRATED BRAND EXPERIENCE

STORETS BRAND BOOK

Date 2021. 05. 20.



PROJECT OVERVIEW

STORETS

Storets is a global fast-fashion e-commerce brand that offers customer experience that can be enjoyed (consumed) faster than anyone else by reflecting the latest global trends. During the quickly changing fashion markets with COVID-19 pandemic in 2020, we restructured the visual identity of Storets that had been dispersed.

With the project, we will focus on analyzing the social media activities and online communication at the center of the global fast-fashion e-commerce brand that we have defined previously, to search direction pursued by Storets.

In addition, Storet's visual identity that we will introduce this time will be designed focused on adaptability and application so that it can be diversely used in offline packages, tags and printed promotional materials as well as online media.

PROJECT OVERVIEW

01

Set up Storet's unique identity and brand image in the ever expanding online fashion market

02

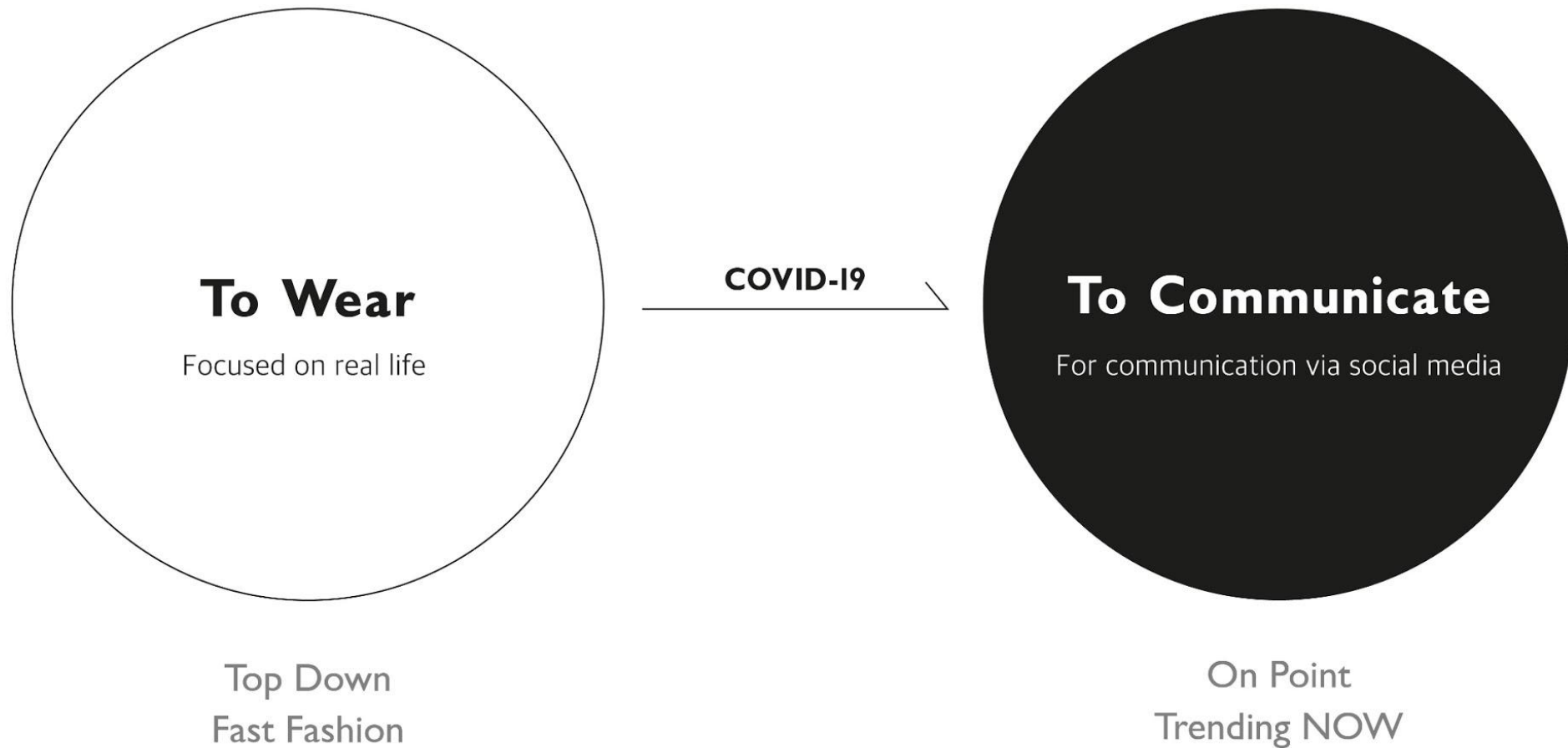
Visual communication of a sophisticated brand based on Storet's popularity

03

Developing graphic style that can be consistently utilized across online channels and branding

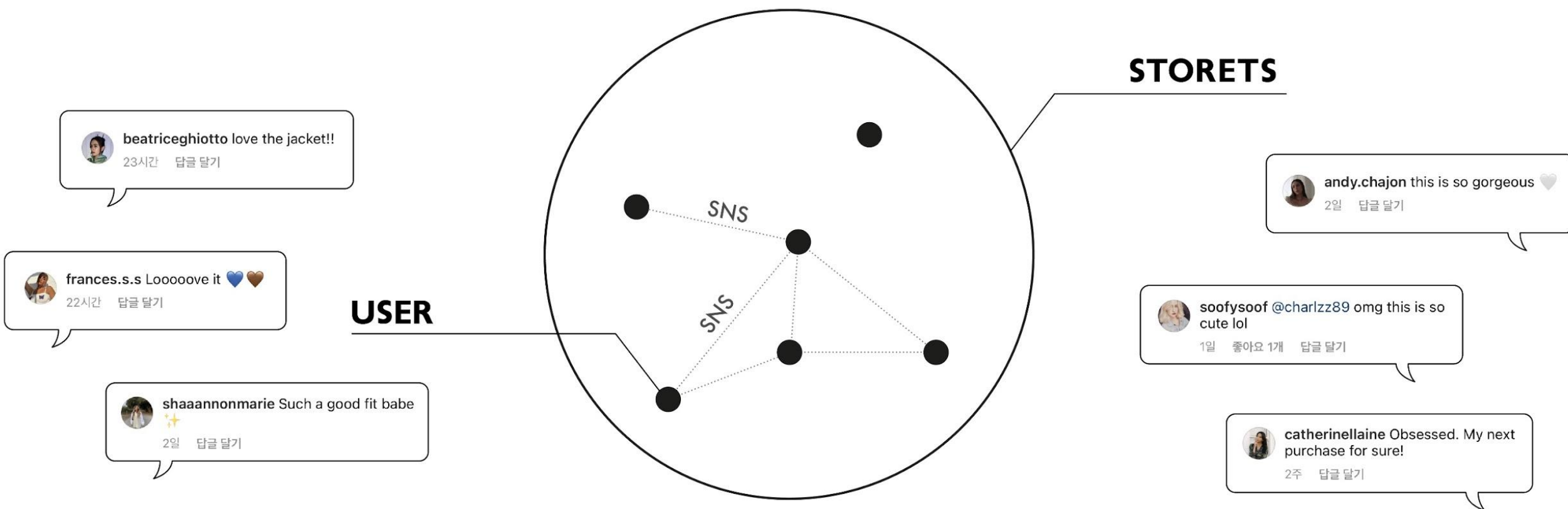
MARKET TREND

Storets was created to connect all women of the world with their individual preference that they express on the social media and to provide the most trendy fashion experience. Since COVID-19 pandemic in 2020, communication and connection via social media channels have become more active, and we'd like to provide more innovative shopping experience in line with the change of the times.



BRAND VISION

Storets builds on a world where people of the world with different preferences to share their preference and connect to each other. Motivated by the unique and exclusive styles and voices of all the women on the social media, we are dedicated to providing a space where people of individuality can share their preference on a community where we offer the experience of quickly getting hands on the products reflecting their preference.



BRAND MISSION / BRAND STORY

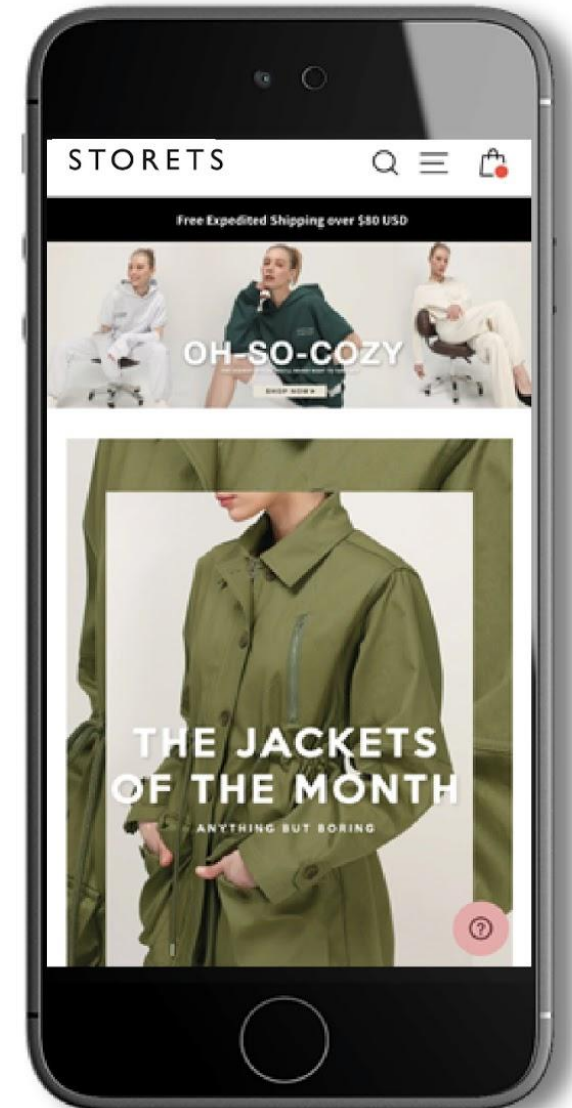
STORETS

Commerce that connects lifestyle (preference)

Our mission is to allow women all over the world to experiencing the latest trends faster than anyone else. We interpret latest trends as the individual preferences that all the women express on social media, not those on the runway of famous designers. We pursue everyone of unique preference to share what they like about fashion, provide networks for connection, share their preference, and be the first to enjoy products reflecting their preference.

Sophisticated Fun

Storets offers trendy, stylish and high-quality fashion items at affordable prices. We believe that every woman has the style and preference she likes and expresses. Styles by Storets represent contemporary women who are strong yet soft, and proud yet generous. We provide a fine selection of sophisticated, elegant, lively, humorous and trendy products, and this is what we call sophisticated fun.



BRAND FEATURE / DIFFERENTIATION

Contemporary

Storets closely observes the styles of contemporary women who lead the contemporary fashion, not the runway fashion, to be the fastest to catch the trends. We deliver the looks with Storets' unique emotion.

Reasonable

We offer the most satisfactory experience to consumers with quality Korean-made products at reasonable prices.

Popular But Unique Style

Storets' clothes are for the daily looks but at the same time, they express individuality with unique details. Through this individuality, people express their mood.

Sharing Styles On Social Media

People share various looks, reveal their lives and communicate through Storets' clothes. For the same clothes, people mix-and-match in diverse ways to reflect on their preference and mood, and build on their own story and life mood.

BRAND STRATEGY

Storets differentiated in its products, prices and the overall contents. We offer various products that reflect the contemporary trends at reasonable price. We are an online commerce platform where everyone's shopping experience leads to social media.



Driver

Connecting - Connecting each other's style and preference via social media

Storets' customers share Storets' products on the social media to reveal their preference and communicate. Instead of the content created by brands, people can more freely communicate with more diverse and unique contents that reflect individual's preference.

Differentiator

Trending now – Reflecting the contemporary trends

Storets' customers share Storets' products on the social media to reveal their preference and communicate. Instead of the content created by brands, people can more freely communicate with more diverse and unique contents that reflect individual's preference.

Fundamentals

Product & Price - Blend in, but STAND OUT

Storets' products are suitable for daily use and at the same time, they stand out with unique details wherever you are. With products that are worth expressing each other's individuality, you can reveal your individuality. Also, Storets provides high quality products at reasonable prices.

CORE VALUE

We have set up brand design principles based on the core values and strategy of the brand.

BRAND VISION

Commerce that connects lifestyle (preference)

Storets is an online platform where individuals all over the world can share their preference and connect to each others.

BRAND CORE VALUE

Trending NOW

Reflecting contemporary trends

Connecting

Sharing each other's style and preference

STAND OUT

Revealing diverse individuality

BRAND PROMISE

Storets observes the trends that contemporary people like, not the runway fashion, and commercializes them faster than anyone else. Its new products launched every two weeks will deliver the most contemporary look.

Storets' customers share Storets' products on social media to express their preference and connect to each other. You can freely communicate with diverse and unique contents that reflect individual's preference, instead of the contents created by brands.

Storets' products are suitable for daily use and at the same time, they stand out with unique details wherever you are. With products that are worth expressing each other's individuality, you can reveal your individuality. Also, Storets provides high quality products at reasonable prices.

BRAND DESIGN PRINCIPLE

Intuitive

Intuitive design that catches on the trends quickly

Refined

Elaborate and sophisticated design that expresses different individuality

Lively

Lively and vitalized design with daily and unique style

BRAND DESIGN PRINCIPLE

We came with a design principle from the brand's core values and persona.

Storets' brand design expresses the intuitiveness of accurately and quickly catching on the trends in an elaborate and sophisticated way along with different individuality. Furthermore, it presents lively and vitalized design that's suitable for daily styling and can express uniqueness.

CORE VALUE

Trending NOW

Catching on
quickly changing trends

Connecting

Connecting each other's
style and preference

Collective

Revealing
diverse individuality

PERSONA

Sophisticated

She / Her

Stand out

DESIGN PRINCIPLE

Intuitive

Refined

Lively

BRAND DESIGN PRINCIPLE

The design principles are basic principles building up on Storets’ brand identity, and are uniformly applied to the design application throughout Storets’ overall services and products. The design concept starts from Storets’ identity ‘connection, contemporary aspect, and individuality’, and is defined by the dialogue, instagrammability and customer participation. Storets has solidness, layer and mobility as the basic principles of its design motif that symbolize these.

DESIGN PRINCIPLE



Design that intuitively and quickly catches on the fast changing fashion trend and product information

Sophisticated design that blends unique details that can express unique individuality

Lively and vitalized design that blends daily and unique style of Storets

DESIGN CONCEPT

Conversational tone

Instagramable

Sync to Customer Participation

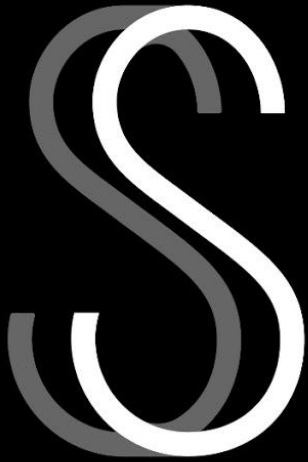
DESIGN EXPRESSION

Solid

Layer

Mobility

BRAND SYMBOL CONCEPT



**Individuals Encounter
Through Storets**



**To Share Their Fashion Beliefs
And Communicate**

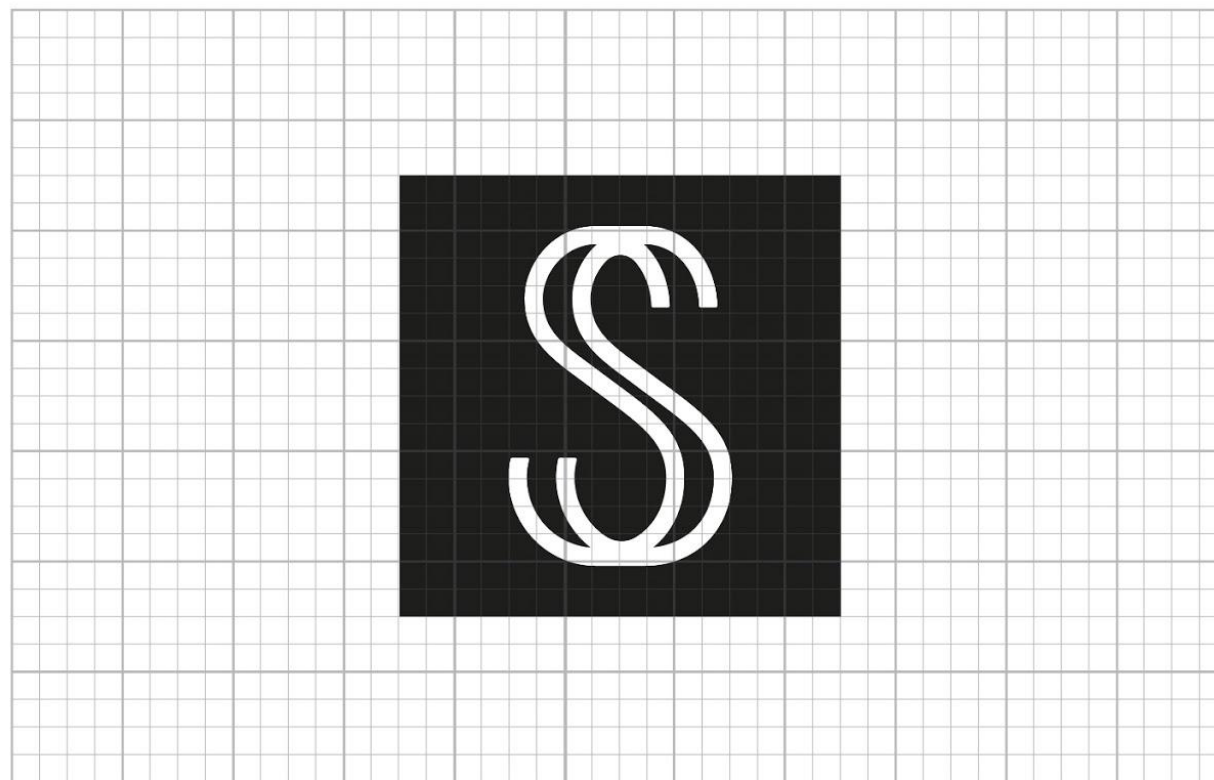


**And Create One Style,
Life And Mood Of Storets**

BRAND LOGO SYMBOL MARK

The symbol, made with two overlapping “S” characters that signify the heritage of Storets, means creating one style, life and mood of Storets by encountering and communicating through Storets. Storets respects beliefs of diverse people and will gradually grow with them. The Symbol conveys this core value and will be able to raise brand awareness and integrate brand identity.

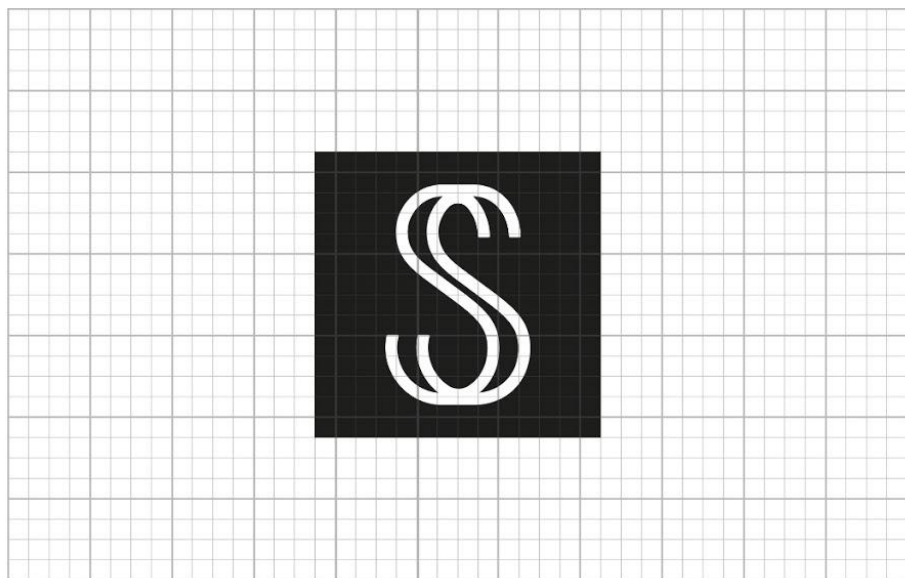
Symbol Motif



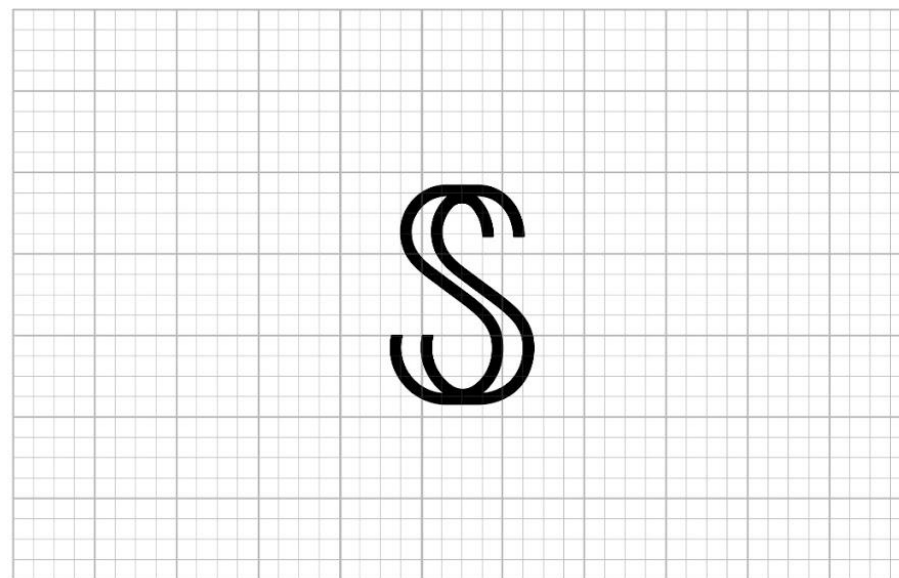
BRAND LOGO SYMBOL MARK

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Symbol Mark
White



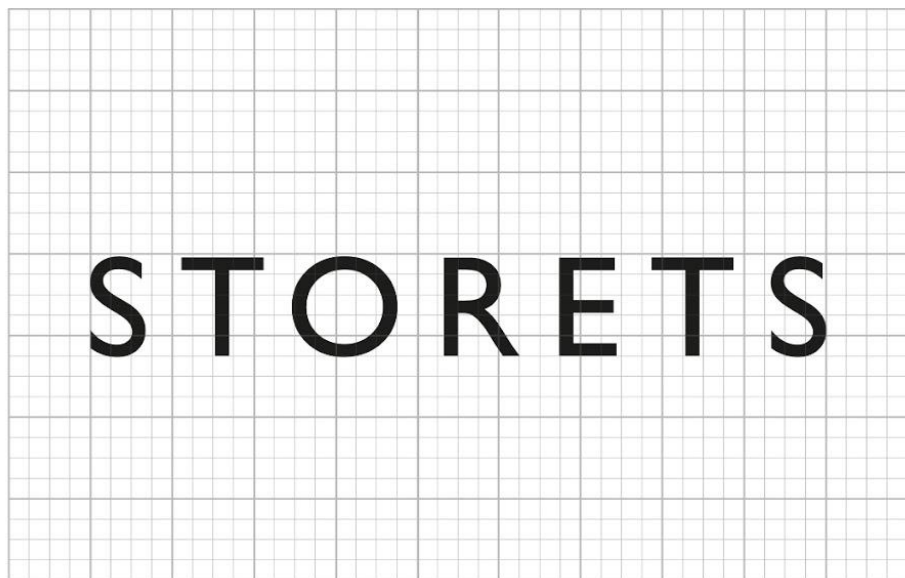
Symbol Mark
Black



BRAND LOGO TEXT TYPE

The text logo in San Serif font expresses Storets' sophisticated and intuitive beauty, and allows for easy communication in various situations including digital and printed media.

Primary
Text type system



Secondary
Text type system



BRAND SYGNATURE

The brand signature that combines the brand symbol and text logo preferentially uses the first type as a default so as to put an emphasis on the symbol. Where the symbol and text type are combined and structured horizontally, the second type will be used.

Primary
Sygnature system - white



Secondary
Sygnature system - white



BRAND SYGNATURE

The brand signature that combines the brand symbol and text logo preferentially uses the first type as a default so as to put an emphasis on the symbol. Where the symbol and text type are combined and structured horizontally, the second type will be used.

Primary
Sygnature system - black



Secondary
Sygnature system - black



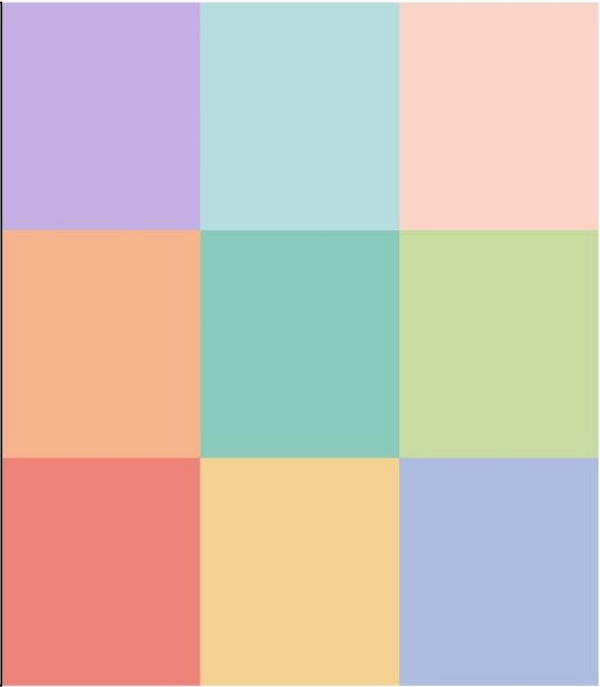
BRAND COLOR SYSTEM

The main colors in black and white convey Storets’ sophisticated and refined beauty along with the value of consistent communication. Soft lavender color signifies unique curiosity and existing salmon color in the basic setting creates Storets’ mood. The diverse variations in lively pastel colors give you an image of active communication.

Primary Color

<p>Black symbolizes Storets’ sophisticated and refined beauty.</p> <p>Storets Black</p>	<p>White means many people will start communicating with Storets.</p> <p>Storets White</p>
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Point Color



BRAND TYPOGRAPHY

The main typography of the brand will use Gill Sans as a default, which can accurately deliver the message and can be used in various media. The Baskerville in the sub-typography is a context font for expressing Storets' sophisticated mood, and can be widely used in online and offline media.

Main Typography

Gill Sans Nova

Sophisticated Fun

We offer only in-house designs or carefully selected fashion items from cutting edge labels that are sophisticated and elegant while at the same time vibrant and playful.

Sub Typography

Baskerville URW

Sophisticated Fun

We offer only in-house designs or carefully selected fashion items from cutting edge labels that are sophisticated and elegant while at the same time vibrant and playful.

BRAND TYPOGRAPHY

The main typography of the brand uses Gill Sans font to deliver flexible and soft voice of Storets that communicates with customers who are accustomed to expressing their individuality. It is in the form such that it is emphasized on various online and offline media.

Upper Case

Gill Sans Nova semi bold / bold

Horizontal Scale : 100% Tracking: 100

#STORETSONME

SOPHISTICATED FUN

**BLEND IN BUT
STAND OUT**

Title Case

Gill Sans Nova medium

Horizontal Scale : 100% Tracking: 10

#storetsonme

Sophisticated Fun

Blend in but STAND OUT

Sentence Case

Gill Sans Nova medium

Horizontal Scale : 100% Tracking: 0~10

leading : (Based on 20pt) 25pt

We offer only in-house designs or carefully selected fashion items from cutting edge labels that are sophisticated and elegant while at the same time vibrant and playful.

BRAND TYPOGRAPHY

Baskerville, a sub typography, is Storets' choice of the font to express its sophisticated emotions and styles, and is used in contents for directly communicating with customers.

Upper Case
Baskerville URW extra bold
Horizontal Scale : 100% Tracking: 20

Title Case
Baskerville URW medium
Horizontal Scale : 100% Tracking: 0

Sentence Case
Baskerville URW medium
Horizontal Scale : 100% Tracking: 0~10
leading : (Based on 20pt) 25pt

THANK YOU

MOST LOVED-TWEED

BEST SELLER

Feeling Fruity

Comfy meets Cute

Stay at home
and shop the latest trends!

We offer only in-house designs or
carefully selected fashion items
from cutting edge labels that are
sophisticated and elegant while at
the same time vibrant and playful.

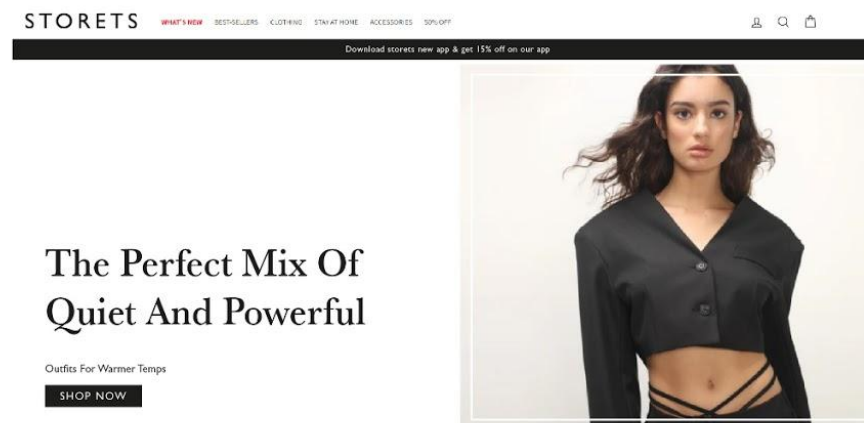
BRAND PHOTOGRAPHY

Product images are one of the most important brand communication methods of Stores, so they will use monotonous or cream colors in the background to neatly emphasize the image.



WEBSITE

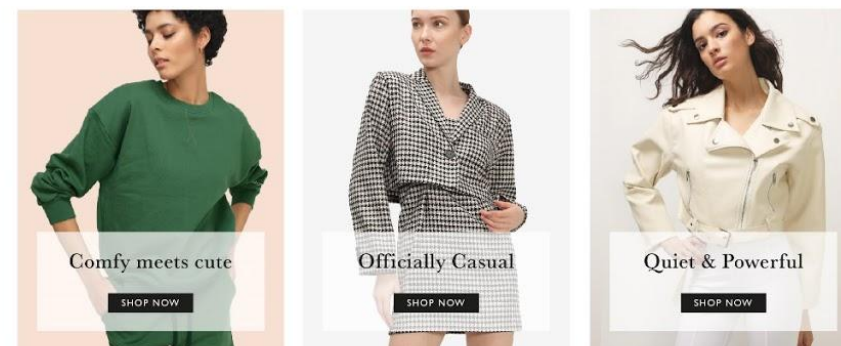
Main Banner



Main02 / Feature Category Banner



Category Banner



Sale / Promotion Banner



WEBSITE MAIN BANNER

Main banners give the first impression to the website, so they will use simple layouts to give them a sophisticated impression. Depending on the image below, variations can be used according to situation. The title font is Baskerville, and sub titles use Gill Sans.

1

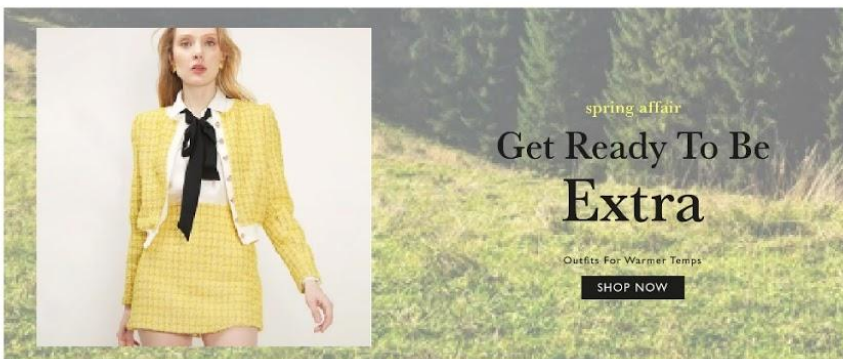
The Perfect Mix Of
Quiet And Powerful

Outfits For Warmer Temps

SHOP NOW



2



spring affair

Get Ready To Be
Extra

Outfits For Warmer Temps

SHOP NOW



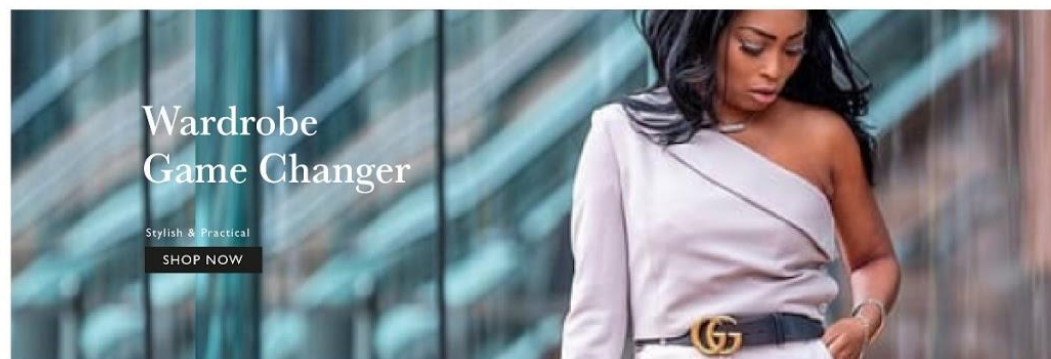
Officially Casual

Get up, get dressed & look good each day

SHOP NOW

3

4



Wardrobe
Game Changer

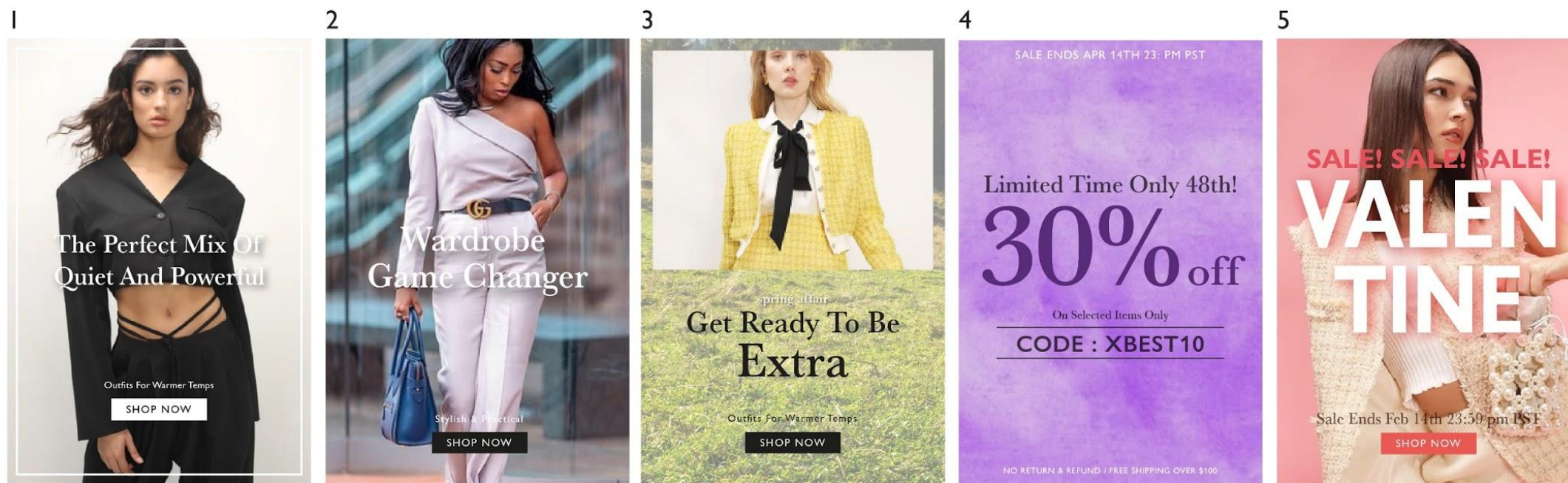
Stylish & Practical

SHOP NOW

Examples of utilization: 1 - Crop images to give off the beauty of space / 2 - Use opaque images for the background or objects for seasonal products / 3, 4 - Use the space in the image itself and edit according to the mood

MOBILE MAIN BANNER

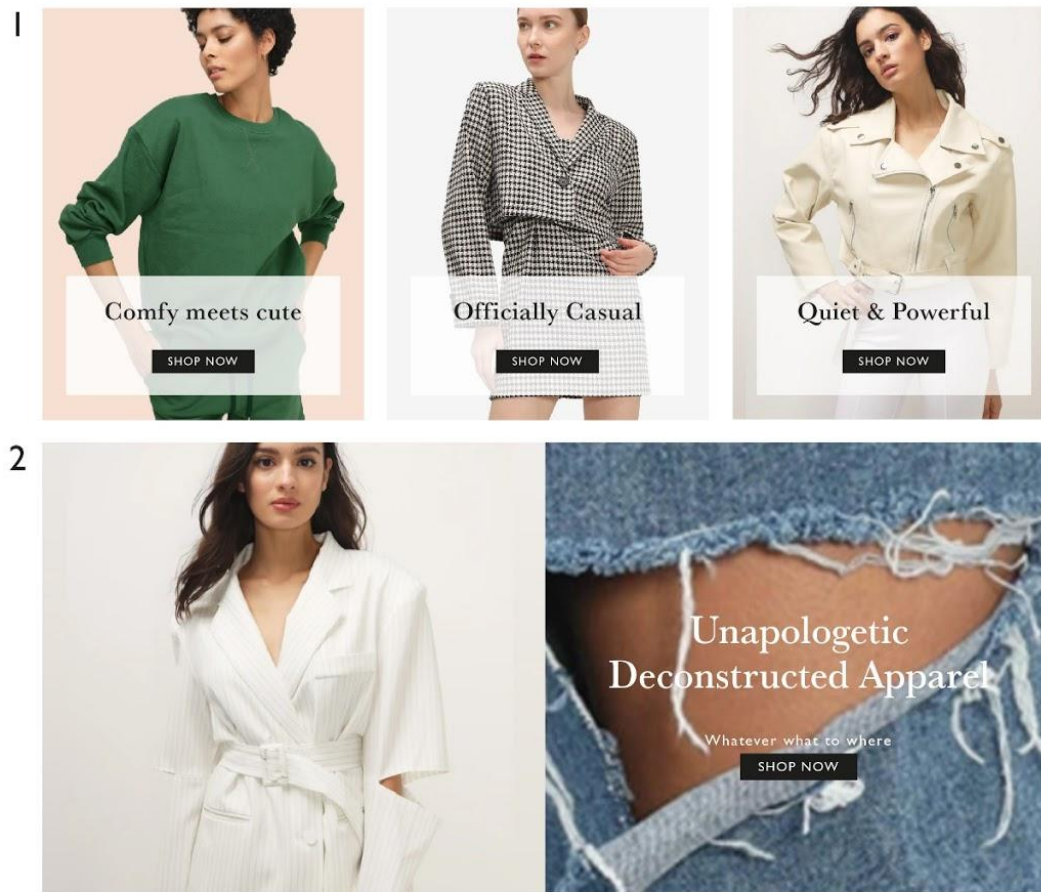
Main banners for the mobile application will focus on the image to deliver the brand mood. When promotions are in the main banner, the keyword title will be center-aligned and use large fonts to be the center of attention. The title font will use Baskerville, and sub titles will use Gill Sans.



Examples of utilization: 1, 2 - Enhance the beauty of space in image and center-align the title as a default / 3 - The banners for seasonal products will have opaque image for the background or object / 4, 5 - The sale and promotion banners will center-align the texts instead of the images so that the texts are at the center of attention.

WEBSITE CATEGORY BANNER

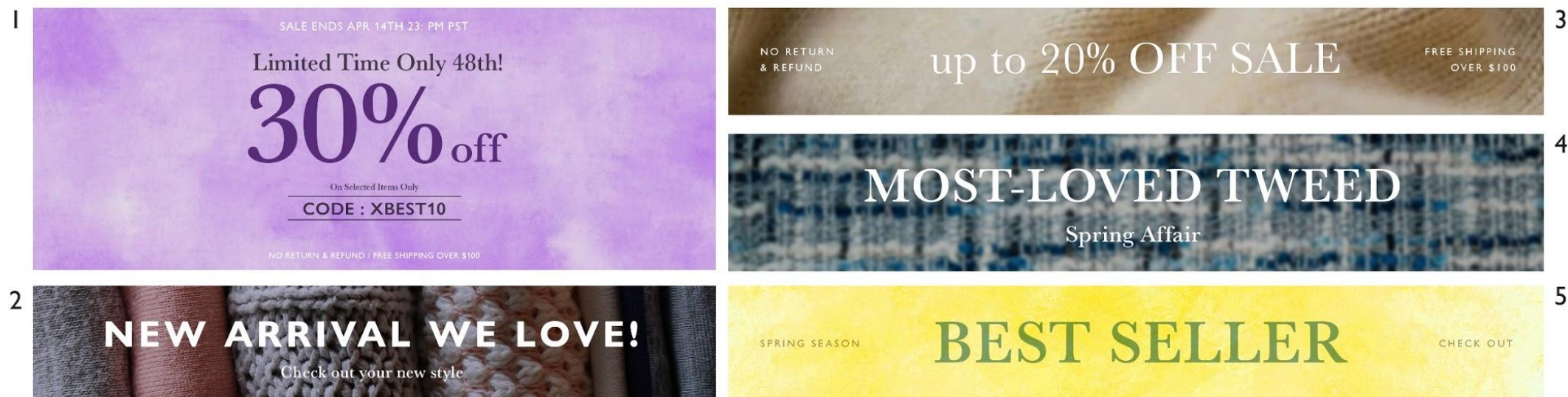
Banners that are categorized into specific products or category under the main banner can use frames with opacity to improve text readability so that the products are at the center of attention. Also, seasonal banners and banners for specific products can have enlarged cuts for the scenery and objects in the background image. The title font will use Baskerville and sub title will use Gill Sans.



Examples of utilization: 1 - Category banners that are divided into 3 sections or more will use opacity to distinguish the text area / 2 - Banners for specific products or seasonal category will use objects or scenery image.

WEBSITE SALE BANNER

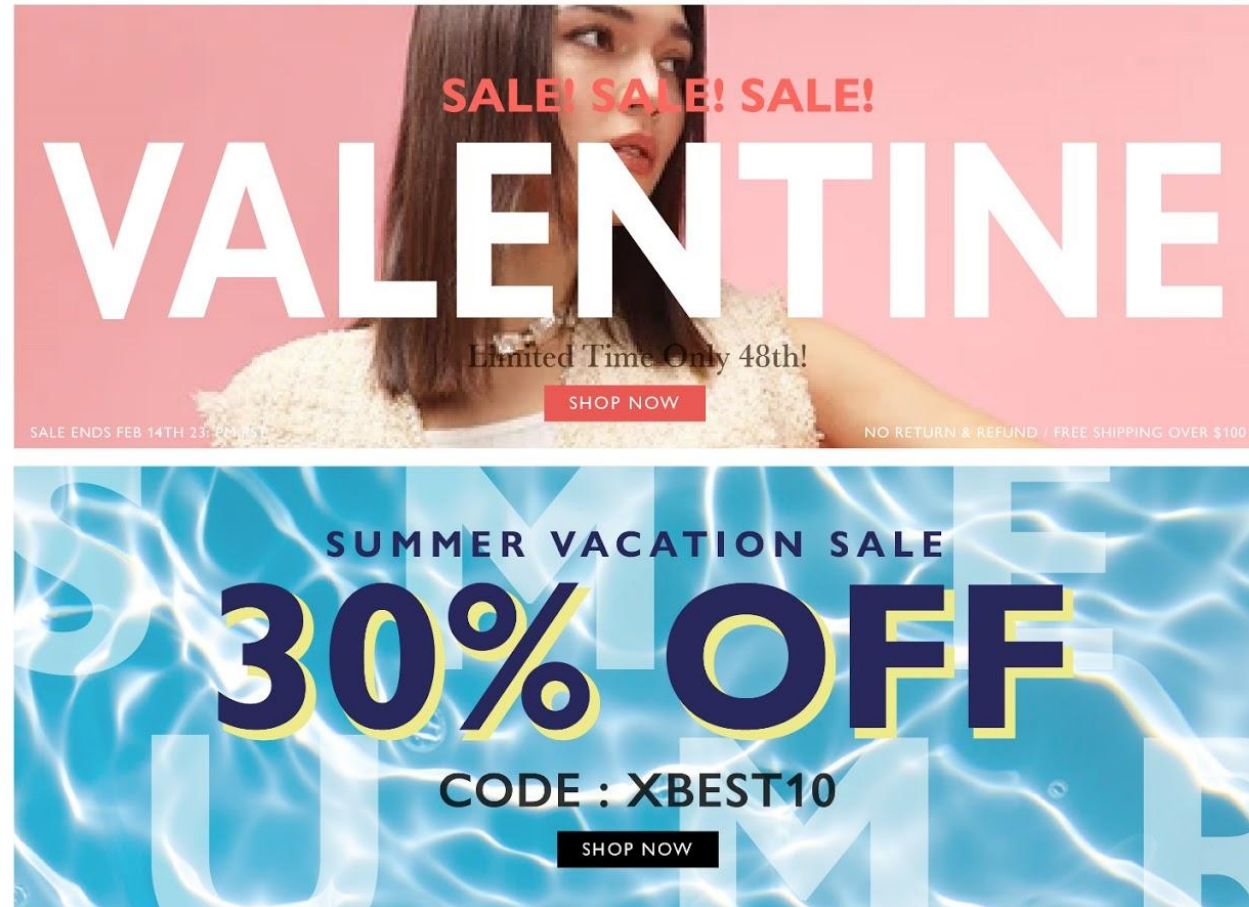
Keyword banners for sale banners, etc. can use background images with natural textures of clothes pattern or texture to give attention and emphasize fashion brand identity on flat web and mobile graphics. The font Baskerville will be used as a default, and can be replaced by Gill Sans according to keyword.



Examples of utilization: 1 - The main constant sale banner will use brand sub color as the textured, graded background / 2 - 5 - Utilize clothes pattern, texture and graded background according to each keyword

WEBSITE SPECIAL BANNER

During massive sale promotion season like the Valentine's Day and holiday, use a bold gothic font to emphasize it.



Examples of utilization: Use tone-on-tone colors for the background, text and buttons to use uniform point color system for each promotion

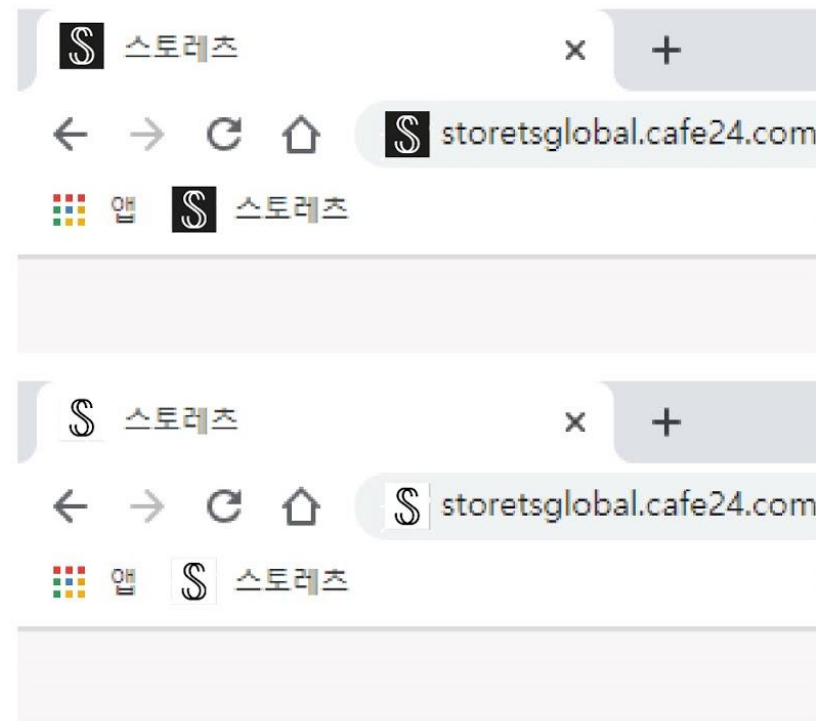
APP ICON / FAVICON

For the app icons and favicons, use white symbols over a black background as a default. Contrasting colors can also be used depending on situation.

App Icon

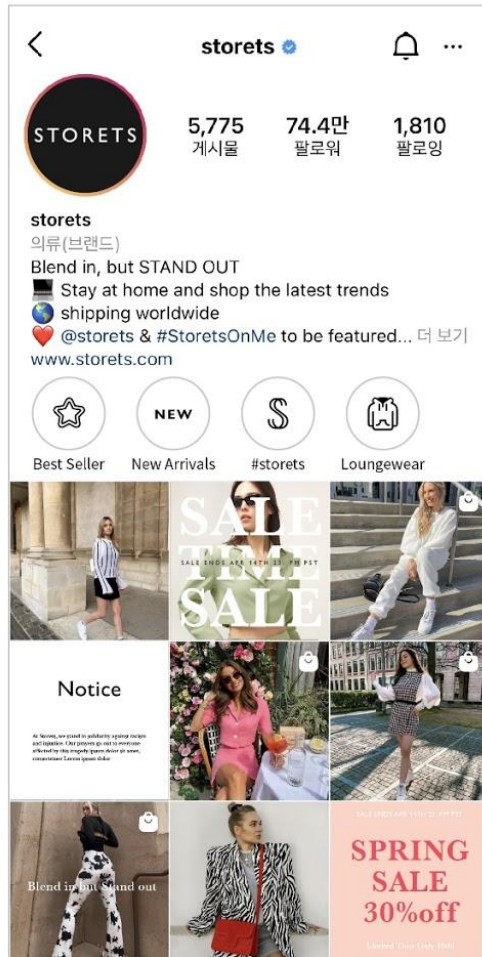


Favicon



INSTAGRAM CONTENTS

The visual deployment in Instagram will focus on the visual attention by emphasizing Storets' unique and iconic image. Sale postings will use bold Serif fonts so that they are readily seen from the feed, and notice pages will use gothic font titles to distinguish from other content pages.



Sale Post

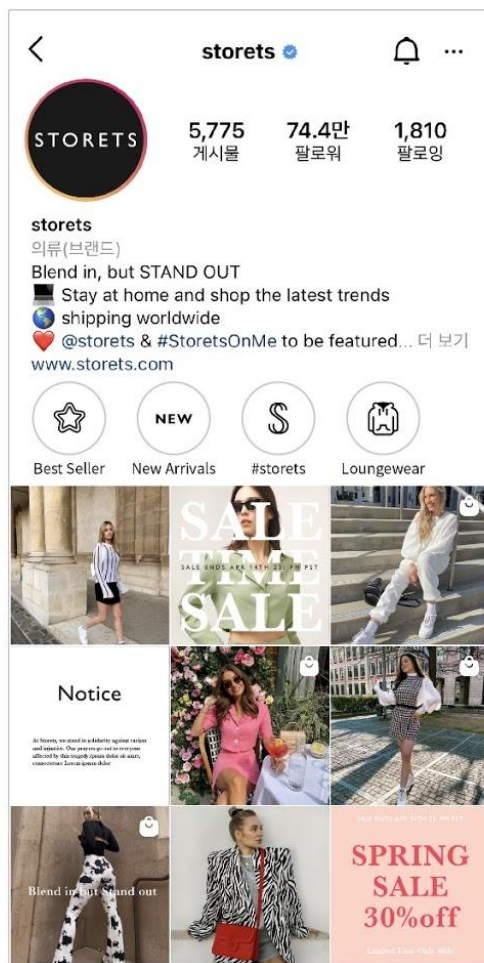


Notice Post



INSTAGRAM CONTENTS

Instagram history icons will use black and white simple icons to visually express major information of Storets in a simple manner. Icons regarding specific events or issues will use combinations of texts and background colors to distinguish from other histories.



Account Icon



History Icon



Best Seller



New Arrivals



#storets



Loungewear



IWD



BLM



Weekly Recap



Features



What's Pop



Accessories



Denim



Cropped

PACKAGE DESIGN

Storets' package design will use the white and black main colors as a default to give the sophisticated but lively impression, along with pastel sub colors on top for point. Patterns of free alignments of various pastel colors and symbols express individuality of Storets.



PACKAGE DESIGN

Parcel bag

Parcel bags can give customers the first impression in an offline source about Storets, which is more active online. A solid representation of the logo symbol will imprint the brand image of Storets to customers.



PACKAGE DESIGN

Poly bag

The poly bag for packing clothes in the parcel bag conveys five keywords symbolizing the atmosphere here at Storets. Emotional phrases deliver the message that you can get not only the sophisticated and unique clothes but also the lively energy or atmosphere from Storets. The five keywords represent the look and feel that Storets is dedicated to deliver and emphasize that this is all made by Storets.



PACKAGE DESIGN

Pattern / Wrapping Paper

Patterns are an important means that deliver the brand image when diversely applied in the Storets' visual communication. The pattern that zooms in on the symbol was designed in a fun and applicable manner so as to show another form when folded or cropped.



B2 (728*515mm)



240*330mm



PACKAGE DESIGN

Shopping bag

A shopping bag is a means of promoting the brand image and was produced with patterns along with Storets' brand image so that it can stimulate visual curiosity. TYPE A is a matte-finish vinyl shopping bag, designed to carry relatively light-weight items. TYPE B is a paper shopping bag that best delivers Storets' identity, and is recommended as the default.



Type A - Plastic shopping bag

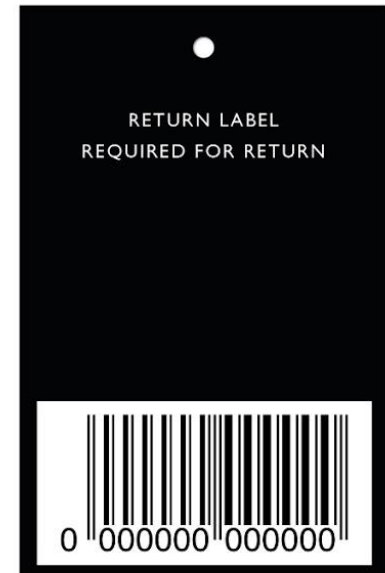
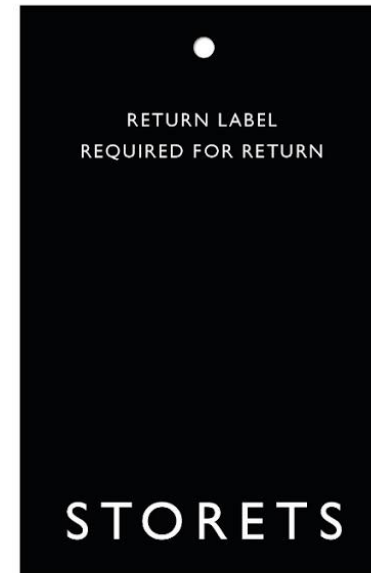
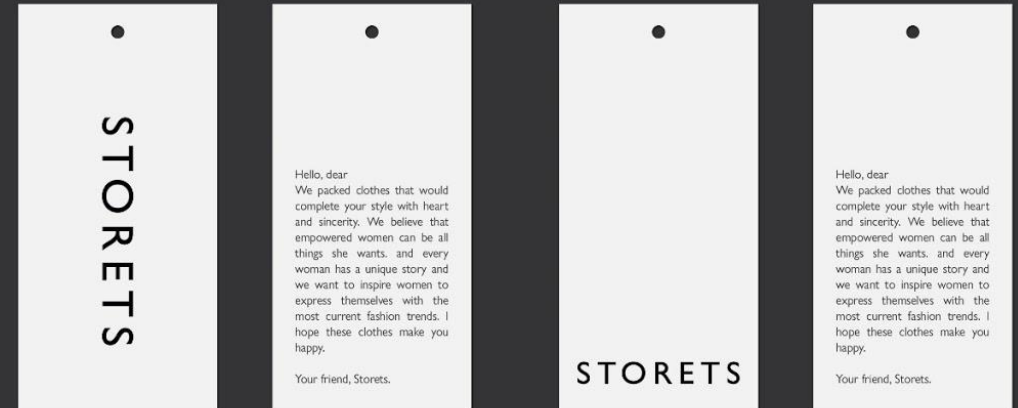


Type B - Paper shopping bag

PACKAGE DESIGN

Image tag / Return Label
/ Care Label / Size Label

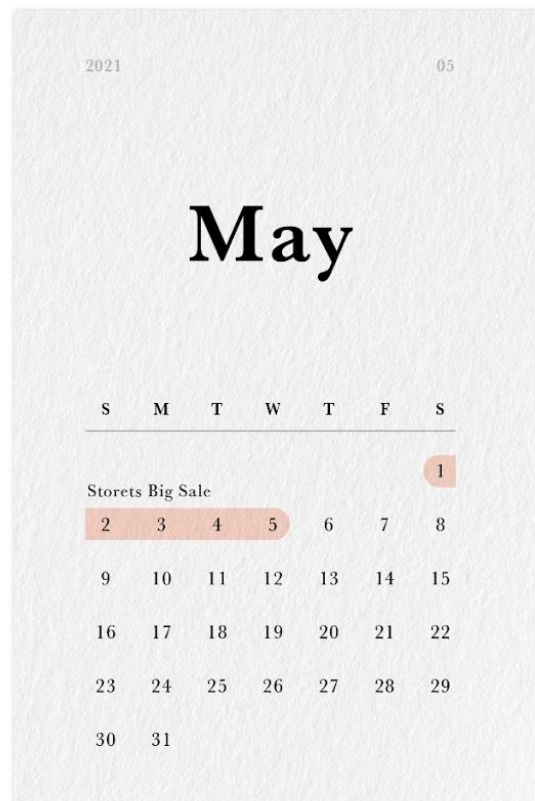
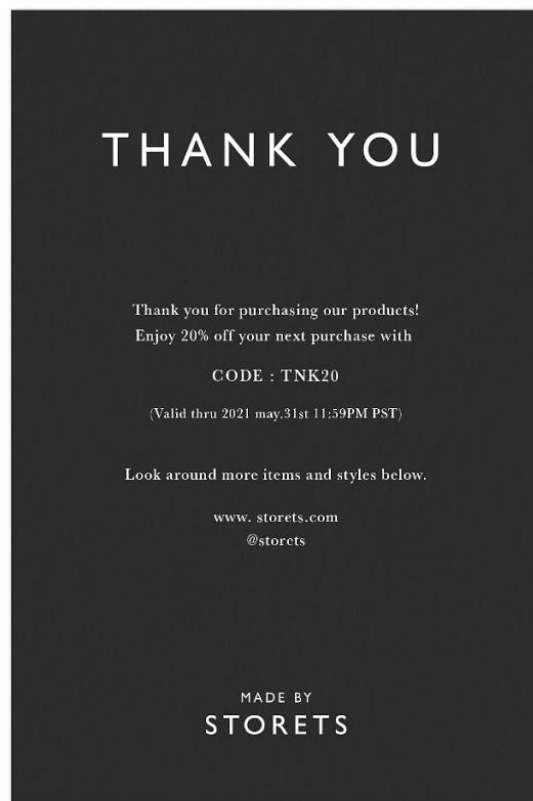
Informative labels will use lines to distinguish between information, and the brand identity will be unified through the logo. Main image tags will carry introductory phrases in the form of a letter to give friendliness to customers.



PACKAGE DESIGN

Thank You card / Tote bag
/ Box tape

Thank you cards can be reused as calendar by putting in Storets' events, etc. Box tapes and tote bags represent confidence about the quality of Storets products through 'made by Storets' logo.

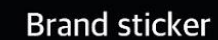


MADE BY STORETS MABY STORETS



Stickers

Stickers



PACKAGE DESIGN

사내 어플리케이션

The in-house application will be designed with lines and symbols to effectively show Storets' brand identity along with professional aspects of the company. The line across the center divides information areas, and the crops and patterns of the symbol deliver the brand identity in a sophisticated manner.

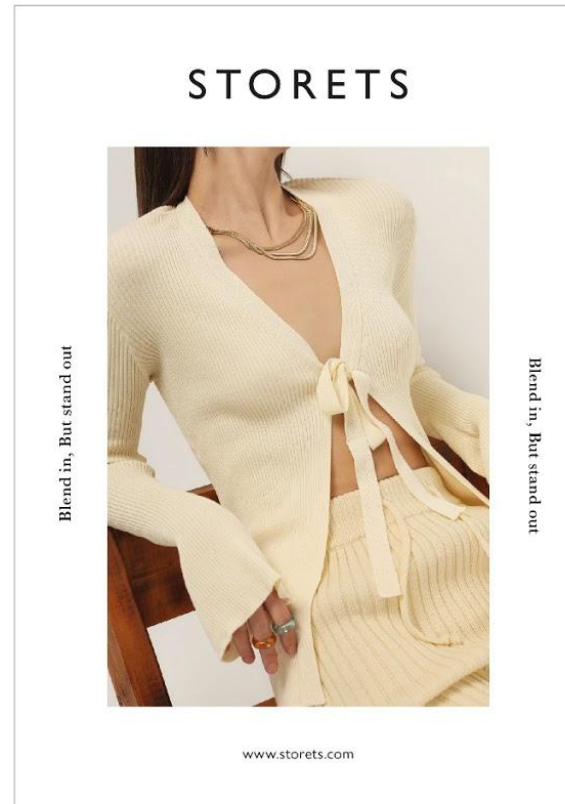


MAGAZINE COVER

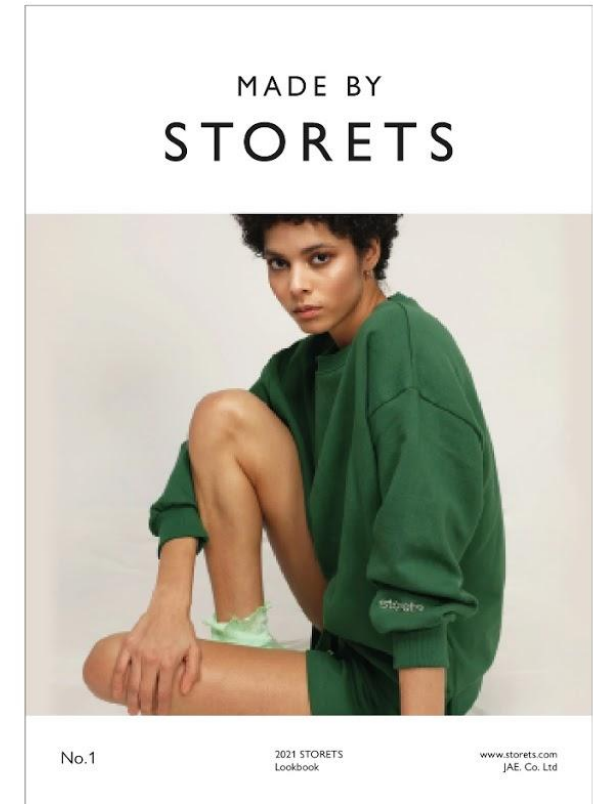
Magazine covers are a medium that can cover each topic in depth, such as season lookbooks and campaigns, and can be used with different layouts for each season periodicals and special publications. In the case of the season lookbook, it mainly consists of images of clothes and people, and the campaign uses images that convey the mood along with the slogan. In the case of made by storets, it can be used as a means to introduce its own contents and products.



Season



Campaign



made by storets

LEAFLET

Leaflet is a publication that contains various issues of Storets, and is an important print that delivers information to customers offline. By matching the overall mood with the tone-on-tone background color, various information of Storets is delivered consistently.

front



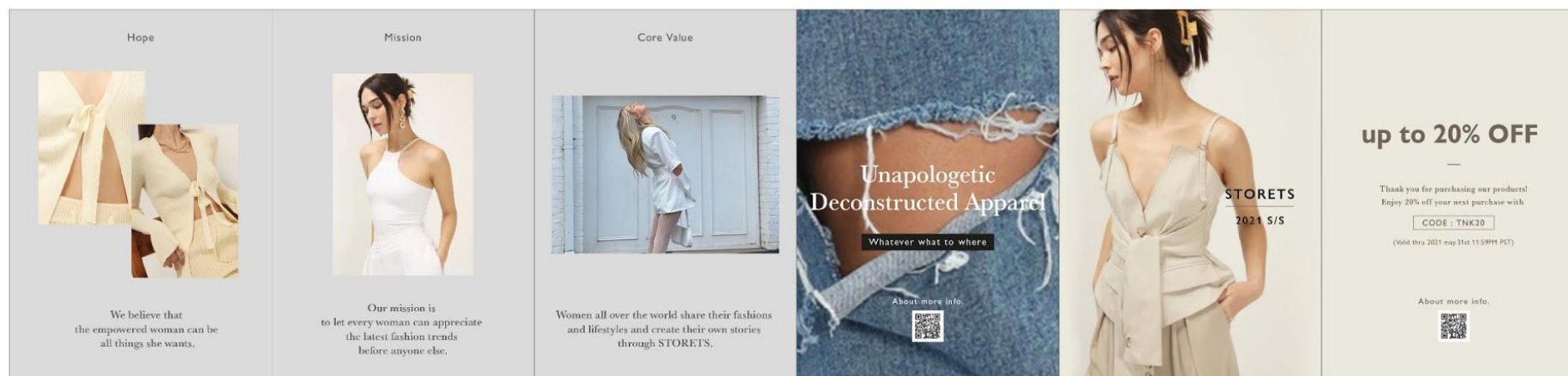
cover (back)

season lookbook

brand slogan or season slogan

cover (front)

back



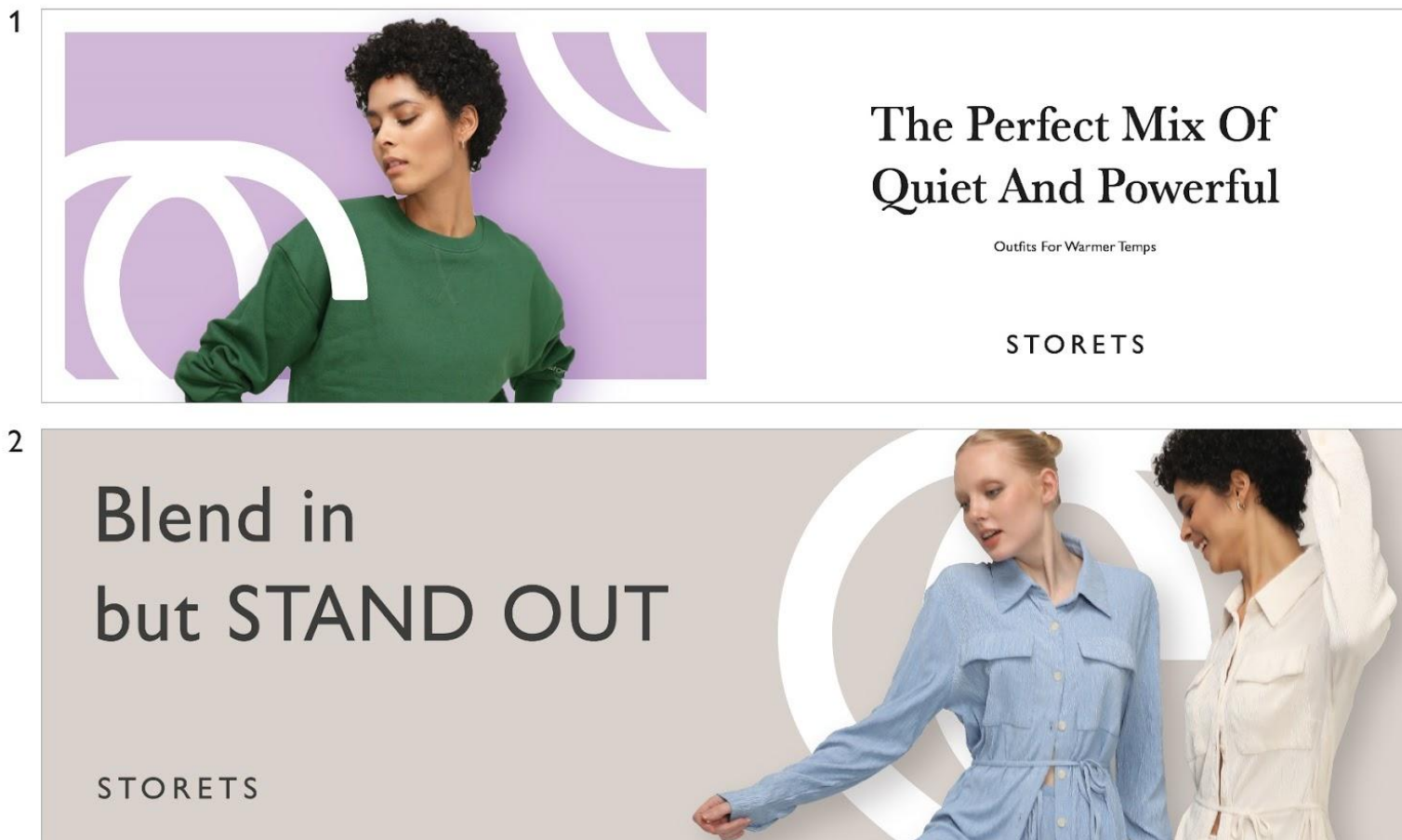
brand introduction

campaign

season issue / sale code

OFFLINE BANNER

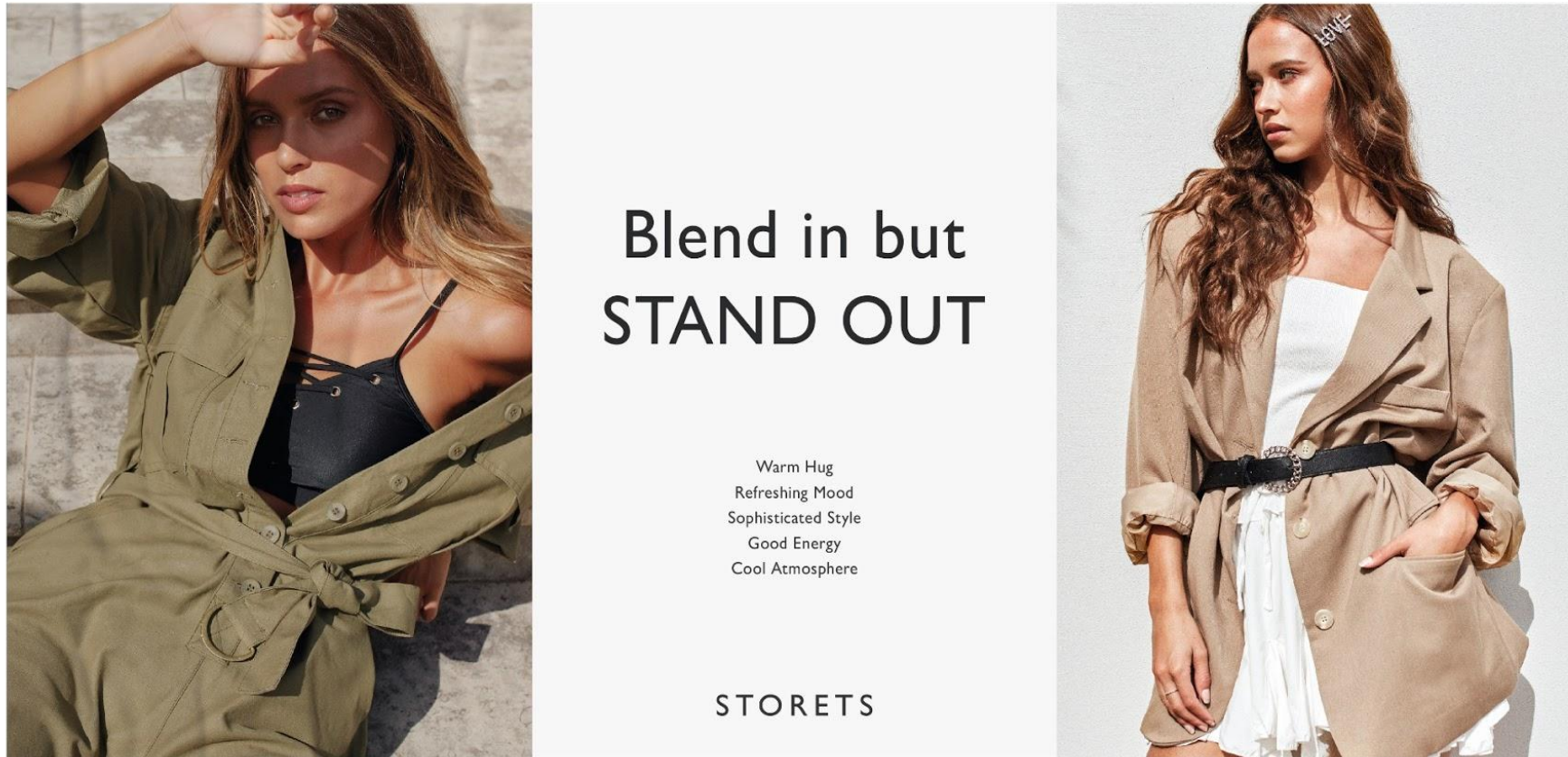
This is a horizontal brand banner that expresses the brand mood of Storets by using the brand slogan or seasonal catchphrase along with the Storets symbol. A part of the logo is layered with the image to give it a friendly feeling, and by using the pastel color, the sub-color of Storets, as a tone-on-tone, it expresses the natural connection of various personalities.



Example of utilization: 1,2 – Use the symbol so that it is layered naturally with the photo, and use a sub-color or tone-on-tone color that matches the image for the background color

OFFLINE BANNER

It is a poster banner that combines Storets' image cut and slogan, and is used in season lookbooks and campaign banners with many pictures. It uses model-oriented pictures to show simple background production and clothes well, and the text delivers Storets' slogans and brand keywords in a central alignment.



TAHNK
YOU
