

# **LIBERTY VINTAGE REBRAND**

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# THE BRAND BOOK

# WHO WE ARE

*Brand attributes*

SUBVERSIVE - always challenging the status quo from the seat of the bike

ARTISTIC - experts at their craft

CLASSIC - worshippers of the iconic

# WHO WE ARE

*Our manifesto*

We've always done things our own way, rules be damned.

We're straight to the point –some say we've got no filter. We just think we're honest.

We're not here to sell you parts you don't need or gear you don't want.

This is a garage for bikers, by bikers.

No bullshit.

# CLUTCH

*Design inspiration*

Most people think of freedom as a void: the absence of responsibility, the absence of obligation.

We disagree.

True freedom goes far beyond nothingness - it is the power to pursue something greater, something unknown.

It is, quite simply, the feeling of seeing the open road of possibility ahead of your handlebars.

All that's left is to release the clutch.

Clutch puts you in the drivers seat, the handlebars ahead of you in the classic V shape (also a nod to the "Vintage" in Liberty Vintage). The logo is inspired by spray paint art, while the wordmark emulates the bold simplicity of 1970s punk posters.

# THE PRIMARY LOGOTYPE

*The bigger, the better*

The primary logotype are vibrant, precise, and completely unique. Like the Liberty Vintage family, the bigger, the better.



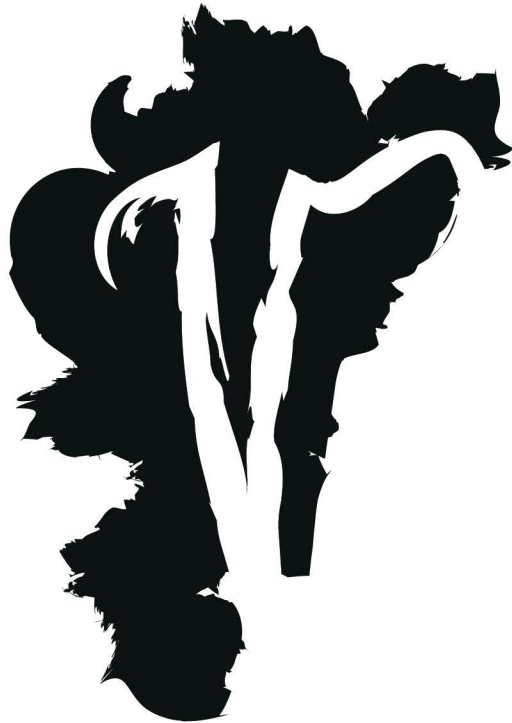
# LIBERTY VINTAGE

# THE LOGO & SECONDARY LOGOTYPE

*For when you need something a bit smaller*

The primary logotype will be too large for certain applications, such as paper invoices and website lockups. In these instances, the logo or the secondary logotype can be used. Additionally, the secondary logotype can be used with a tagline.

*Logo*



*Secondary logotype*

**LIBERTY VINTAGE**

*Secondary logotype with tagline*

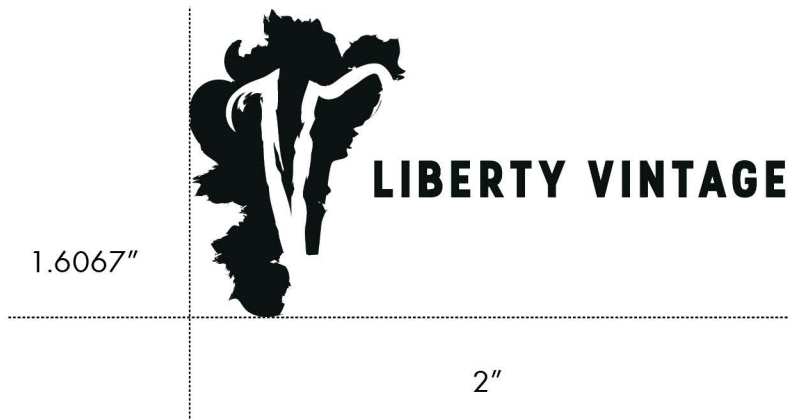
**LIBERTY VINTAGE**  
a garage for bikers, by bikers

# THE LOGOTYPES AND LOGO

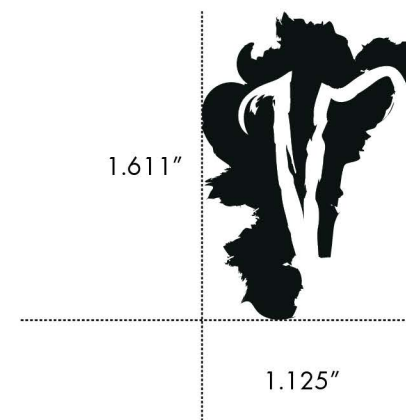
*At their tiniest*

The primary logo loses its integrity once its width is less than 3". The secondary logomark should be used as a lockup for instances when the brand name needs to be smaller.

*Primary logotype*



*Logo*



*Secondary logotype*





# CLEAR SPACE

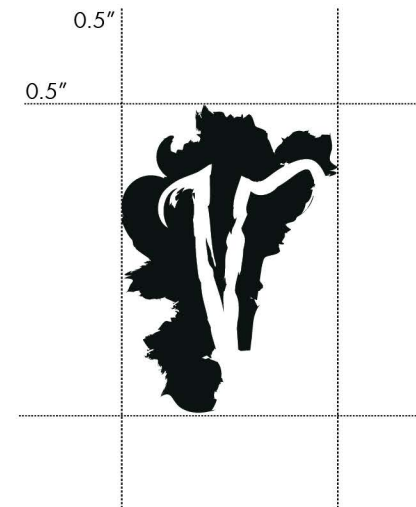
*Let them breathe*

The primary logomark should have 1" of clear space on all sides, while the secondary logotype should have 0.5" of clear space on all sides.

*Primary logotype*



*Logo*



*Secondary logotype*

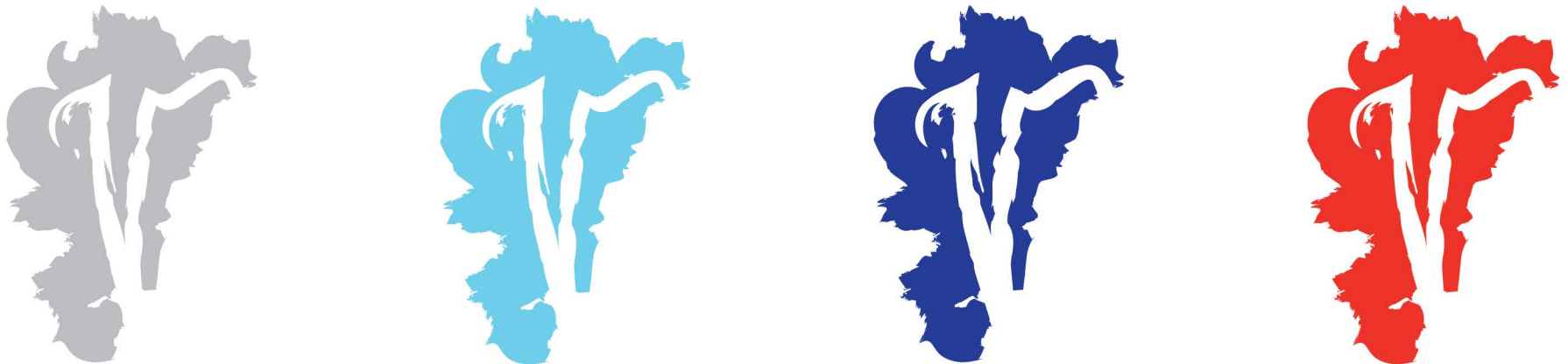


# LOGO AND LOGOTYPE VARIATIONS

*The spice of life*

The logomarks work best in black and white on a white background. But what if you want to use a black background? Or add a little color to the mix? Here are the logo and logomark variations. The primary logomark must always be in black and white.

*Logo variations*



*Secondary logotype variations*

LIBERTY *VP* VINTAGE

LIBERTY *VP* VINTAGE

LIBERTY *VP* VINTAGE

LIBERTY *VP* VINTAGE

# COLOR PALETTE

## *Scheming*

The acceptable color palette for Liberty Vintage is intentionally minimal, yet bold. Any color other than the defined black and white should be used only as an accent color. Use of color in the logomark and secondary logotype should be limited.

### *Logo colors*



Hex: #0B1311  
RGB: 11, 19, 17  
CMYK: 77, 65, 67, 83



Hex: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

### *Accent colors*



Hex: #B3B3B3  
RGB: 179, 179, 179  
CMYK: 0, 0, 0, 30



Hex: #7DFFF0  
RGB: 125, 255, 240  
CMYK: 51, 0, 6, 0



Hex: #FF0D0D  
RGB: 125, 255, 240  
CMYK: 0, 95, 95, 0



Hex: #0014FF  
RGB: 0, 20, 255  
CMYK: 100, 92, 0, 0

# TYPOGRAPHY

*Headers, Body Copy, Captions*

Liberty Vintage will have a typeface for headlines, a sans-serif typeface for body copy on invoices, signage, and their website, and a serif typeface for captions on their website, marketing collateral and for fine print purposes.

## LANGDON

**THIS TYPEFACE WILL BE USED ONLY IN CAPS AND FOR HEADLINES ONLY**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0**

## Function

This typeface will comprise the majority of the body copy on Liberty Vintage invoices, signage, posters and on their website.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## *Hoefler Text*

*This typeface will be used for captions and fine print. This typeface will be solely used in its italic form.*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

# LOGO DON'TS

*Resist the temptation*



**LIBERTY VINTAGE**

The background of the primary logotype should only ever be the defined black.



**LIBERTY VINTAGE**

The primary and secondary logotype should never be combined in the same lockup.



**LIBERTY VINTAGE**

The "V" should only be in white—never in an accent color.



**LIBERTY VINTAGE**

Do not distort the size of either logotype.



**LIBERTY VINTAGE**

Do not change the color of the type.



**LIBERTY VINTAGE**

a garage for bikers, by bikers

Do not use a tagline with the primary logotype.

# THE APPLICATIONS

# BUSINESS CARDS

*For the working professional*

The business cards represent an opportunity to introduce accent colors. The founding members will have the black logo, while newer mechanics will get gray or dark blue. The light blue accent color will never be used on the business cards.



**LIBERTY VINTAGE**

**ADAM  
CRAMER**

*Founder*

acramer@gmail.com  
617.121.3321



**LIBERTY VINTAGE**

**LEON  
TROTSKY**

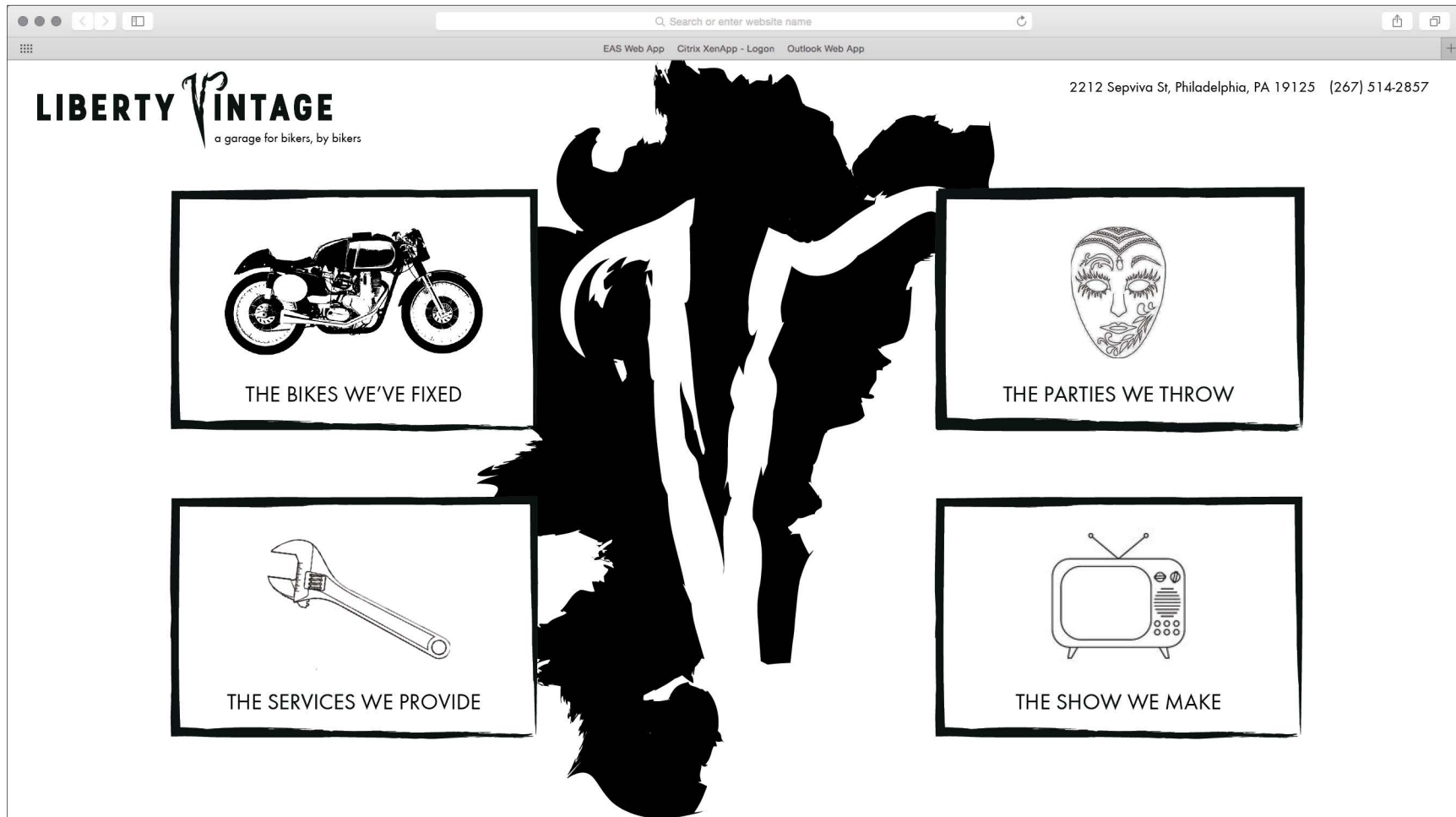
*Proletarian*

ltrotsky@gmail.com  
617.121.3321

# WEBSITE

*For the world wide web*

Liberty Vintage website is bold and minimal: four striking black and white illustrations inhabit the main screen above the fold. Each illustration represents a section of the site, which exists on one page.

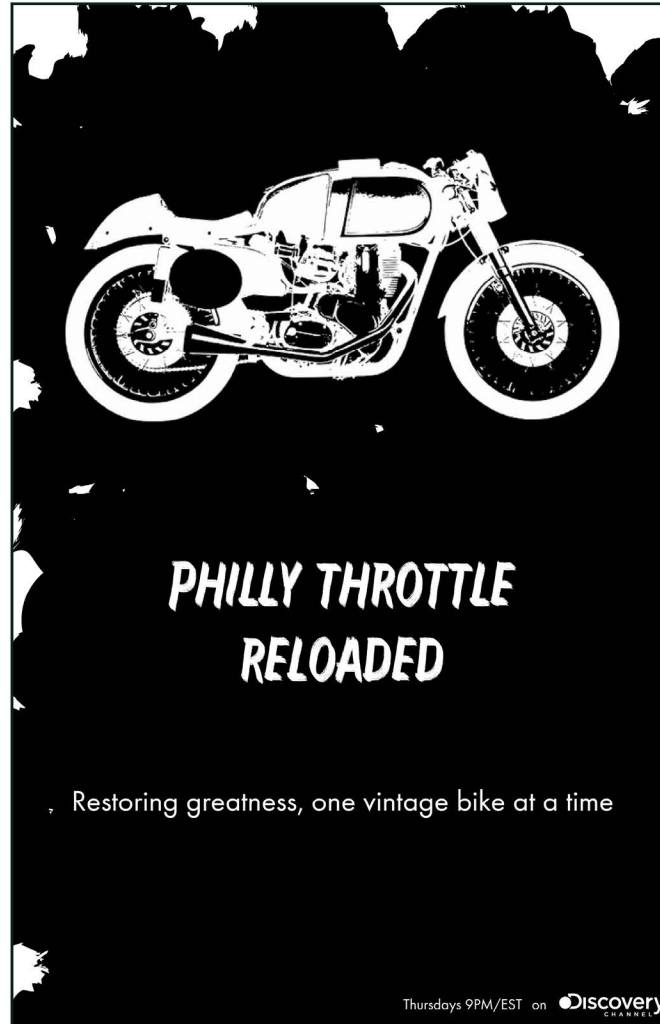




# TV SHOW POSTER

*For the revival*

Liberty Vintage's new TV show can't have the same exact branding as the shop, but there are many ways to incorporate brand elements into show advertisements. In this iteration, the Function typeface is for body copy, while a hand-drawn, all caps typeface (Karmakoona) evokes the boldness of Langdon. While the Liberty Vintage logo isn't specifically used, the background brushstrokes are a strong brand connection.



**THANK YOU**