

BRAND DISCOVERY

FLEUR

BODEGA BODEGA

2020

MANIFESTO

POSITION

AUDIENCE

BRAND VALUES

VERBAL IDENTITY

VISUAL IDENTITY

WHERE SHOULD WE GO

MANIFESTO

YOUR MANIFESTO
IS YOUR PURPOSE.

THE INTERSECTION
OF YOUR BRAND'S
BEST SELF AND A
CURRENT CULTURAL
TENSION.

IT'S HOW YOU
WANT TO CHANGE
THE WORLD FOR
THE BETTER.

For **Fleur** the world would
be a better place if **every**
day, people **tapped into** their
innate sense of wonder.

MANIFESTO

YOUR BRAND
POSITION IS THE
CONCEPTUAL PLACE
YOU WANT TO OWN
IN THE TARGET
CONSUMER'S MIND.

THE BENEFITS YOU
WANT THEM TO THINK
OF WHEN THEY THINK
OF YOUR BRAND.

THIS STATEMENT
MAXIMIZES CUSTOMER
RELEVANCY AND
MAXIMIZES
BRAND VALUE.

POSITION

For the **modern woman** who
feels **empowered to express herself**,
Fleur is a **home ware atelier** that designs
eccentric, playful and custom furniture
from the **heart of New Orleans**, unlike
other, **uptight** brands that are
unimaginative and mass produced.

POSITION

AUDIENCE

AT THE CORE,
THESE ARE YOUR
PEOPLE. THEY MAKE
UP THE SEGMENT OF
CONSUMERS THAT
ARE MOST LIKELY
TO CONVERT TO
LIFELONG CLIENTS.

01

The **youthful stay-at-home mom** who wants something **nobody else has** — that **stands out** amongst her friends.

02

The **grand millennial interior designer** who wants to give clients an **elevated, traditional custom** piece.

03

The career-driven, extroverted socialite who **wants to be seen**, and for her home to be an **expression of herself**.

AUDIENCE

VERBAL IDENTITY

YOUR
VERBAL IDENTITY
IS HOW YOU SOUND,
SPEAK, AND WRITE
TO YOUR AUDIENCE.

IT ENCOMPASSES
YOUR PERSONALITY,
GIVES POWER TO
YOUR VOICE, AND
BREATHES LIFE INTO
YOUR BRAND.

what we are:

CHEEKY

FLIRTY

PLAYFUL

APPROACHABLE

WHIMSICAL

IMAGINATIVE

ECCENTRIC

ECSTATIC

what we're not:

SERIOUS

COLD

RIGID

EXCLUSIVE

INTROVERTED

UNENTHUSIASTIC

UNINVITING

PLAIN

YOUR
VISUAL IDENTITY
IS, SIMPLY, THE WAY
YOU LOOK.

FROM YOUR
BRANDING TO
YOUR PACKAGING TO
YOUR IMAGERY, EVERY
TOUCHPOINT THAT THE
EYE CAN SEE IS IMPACTED
BY YOUR VISUALS.

THEY ENCOMPASS HOW
YOUR BRAND FEELS AND
WHAT IT STANDS FOR.

VISUAL IDENTITY

MADE CANES

MARKET DECO

PORTER SANS

EDITION REGULAR

QUICHE SANS

GLASSURG

TYPOGRAPHY

LOGO

FLEUR

LOGO NOLA

FLEUR
NEW ORLEANS

LOGO HOME

FLEUR
HOME

LOGO MARK

FLEUR
FLEUR
FLEUR
FLEUR

LOGO STACKED

FL
EUR

SECONDARY TYPE

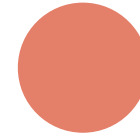
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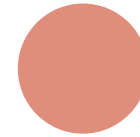
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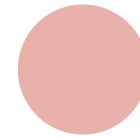
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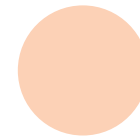
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TERRACOTTA
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BLUSH
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PEACH
HEX #FDD1B7
PANTONE 1555 C

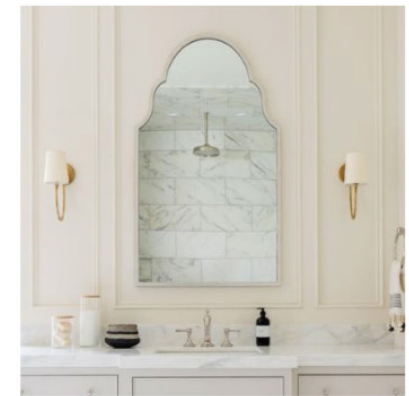


CAROLINA
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PANTONE 2204 C



CREME
HEX #FAF3DE
PANTONE 7499 C

COLOR PALETTE
AND LOGOS



SOFT LIGHT, PASTELS, ELEGANT SANS SERIF PAIRED WITH FUNKY CUSTOM TYPE. OLD MEETS NEW. TIGHT PATTERNS, PATCHWORK, ANTIQUE WALLPAPER, MODERNIZED. TEXTURE. CROWN MOLDING. ART DECO NEW ORLEANS. VICTORIAN-ERA SOPHISTICATIONS. ALICE IN WONDERLAND.

**MOOD AND IMAGERY
DIRECTION**