



# RETAIL ENVIRONMENTS

FALL WINTER 08 ART DIRECTION AND PROJECT SCOPE / CORE

## OVERVIEW:

Along with the design philosophy we embraced with the showroom, packaging and tradeshow aesthetics, the effort to "showcase the product" will be the fundamental theme of design and environment as we enter the **2008 RETAIL SEASON**.

The designs and style should compliment the SPYDER DESIGN ETHOS that formed the Fall 2008 Product Line. And the style, materials and construction of Spyder's graphics and fixtures should feel welcoming, sophisticated and logical.

This brief will cover the needs for specialty stores, department stores, concept shops, outlet stores and all their respective POS collateral including In-store fixtures, window treatments and signage.

Furthermore, we will acknowledge our 30th anniversary and incorporate the anniversary logo where appropriate.

## TIERED PROGRAM:

There will be five (5) retail project models tiered to indicate level of ....

- TIER 1: JV Store** - approx. 1200sqft. Using high-end "Bullet Series" fixtures with seasonal graphics.
- TIER 2: Licensed Shop** - approx. 2500sqft. Using high-end "Bullet Series" fixtures with seasonal graphics.
- TIER 3: Concept Shop** - (shop-in-shop). Using high-end "Bullet Series" fixtures with seasonal graphics.
- TIER 4: P.O.S.** (all Essential fixtures) - The need for custom applications for various accounts may be required.
- TIER 5: Outlet Store** - Using existing "Hour Glass Series" fixtures with Fall 07 flavor

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## LOGO USAGE / **FIXTURES** / Tiers 1 - 4

>> The Spyder "Bug" and "Word" need to be clean, sophisticated and visible on most fixtures.

>> The **primary** color for the "Bug" is Red (PMS 186) on black backgrounds. The backgrounds should be matte finish - or - with texture such as "carbon fiber." High gloss should be avoided.

When Red color backgrounds are used, please use the Black "Bug." A Silver "Bug" may be used (as secondary option).

>> The **primary** color for the "Word" is Red (PMS 186) on black backgrounds. The backgrounds should be matte finish - or - with texture such as "carbon fiber." High gloss should be avoided.

When Red color backgrounds are used, please use the Black "Word." A Silver "Word" may be used (as secondary option).

>> Generally, avoid White Spyder Logos if possible.



Red on black



Black on Translucent Red Plexi



Silver on Black



Red on black



Black on Translucent Red Plexi



Silver on Black



## LOGO USAGE / **BRANDING GRAPHICS** / Tiers 1 - 4

>> Spyder's "Bug w/Word" logo should be used with stand-alone applications, such as banners and window coverings. This logo should always possess the ® registered mark - located with the "Bug" and again on the "Word."

The **primary** color for this version of the Spyder logo is Red (PMS 186) on black backgrounds with matte finish. High gloss should be avoided.

>> In any collateral that leaves the store, eg: shopping bags, stickers, hangtags; the Spyder "Bug" logo and web address should be used. This logo should always possess the ® registered mark - located with the "Bug."

>> When Red color backgrounds are used, please use the Black Spyder Logo versions. And when White backgrounds are used, either color logo is ok.

>> The Spyder "Word" logo is never used alone in this application.

>> Generally, avoid White Spyder Logos if possible.



"Bug w/Word" Red on black



With Web Address



Secondary Option



Secondary Option



# ANNIVERSARY LOGO USAGE / GRAPHICS / Tiers 1 - 5

>> 2008 represents Spyder's 30th Anniversary and there is a logo to celebrate it.

The "30th" logo should be used on promotional material, e.g. product information, flyers and postcards in conjunction with other seasonal graphics – and should be secondary to Spyder's existing logos and usage.

The **primary** color for this logo is White and Red (PMS 186).

>> The optimal placement of this logo should reside in the lower right corner of collateral.

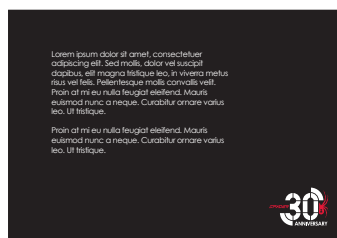
>> When White color backgrounds are used, please use the Black Logo versions.



Primary Logo



Secondary Logo



Placement



# COLOR PALETTE

>> The intention of this palette is to be consistent with Spyder's traditional branding.

>> The **materials** used should look high quality to compliment Spyder's product line.

## >> GLOBAL COLORS

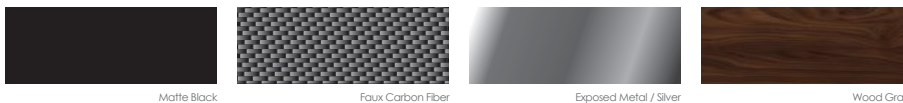


PMS 186c Red

Black

Silver

## >> MATERIALS



Matte Black

Faux Carbon Fiber

Exposed Metal / Silver

Wood Grain



## GRAPHIC ELEMENTS / **GRAPHICS** / Tiers 1 - 4

>> The graphic design and elements are clean and minimal. They can be used on Black or Red backgrounds, as well as, seasonal photography.

The **primary** colors for these elements are Spyder Red (PMS 186), Black and White – and any color backgrounds.

>> The "Hashmarks" are a seasonal element and should be oriented in the manners shown. The Spyder "Half Bug" should maintain its relationship with the "Hashmarks," and remain proportionate to scale.

>> The "Hourglass" motif was created for SIA08 and could be used as a timeless element at retail.



Variant



Variant



DESIGN: the "Hashmarks" are always configured from left bottom to upper right.



Variants



DESIGN: the "Hourglass" motif could be used as a timeless graphic.



# TYPOGRAPHY / **GRAPHICS** / Tiers 1 - 4

>> The typography for Spyder is clean and minimal, and compliments the graphic elements.

>> The **Headers** are **Century Gothic Bold**, all caps, -30 kerning.

>> The **body copy** is Century Gothic Regular.

## WORLD CUP SWEATER - Circa 1986

Since it's creation in 1978, the Spyder slalom sweater underwent countless transformations, culminating most recently in the use of d3o in the GS race suits in the 2008 line.

The first sweaters were made of 12 gauge flat knit wool, with four-way stretch lining and side panels to improve ease of motion. In 1986, Spyder added soft padding in the chest for additional protection from the blocking of the slalom gates.

Even in the early years, Spyder had already made a mark on the international ski community – and was being worn by many pro ski racers.



DESIGN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

FAMILY

**www.spyder.com**

Web Address - Century Gothic Bold - Lower Case



## PHOTOGRAPHY / GRAPHICS / Tiers 1 - 4

>> The photography should convey lifestyle, and evoke emotion. The facial expressions of our skiers are equally important as showing details of the product. Rather than have the traditional "action" ski shot, our photography conveys the skier's experience – and what the true essence of that experience is.



EXAMPLES: (BRIAN BAILEY PHOTOGRAPHY) Emotion, determination, wonderment, perspective, tight cropping, non-specific lifestyle, non-specific action. Left bottom to upper right.



## FIXTURES / Bullet Series / Tiers 1 - 3

>> With compatible areas for seasonal graphics.



Examples of Bullet Series



## FIXTURES / Essential Series / Tier 4

>> With compatible areas for seasonal graphics.



Examples of Essential Series



Examples of Essential Series