



Atlas

SOUTHERN HIGHLAND CRAFT GUILD
BRANDING SYSTEM

BRAND MESSAGING

Updated messaging for the Guild included the following pieces:

1. Tagline

A tagline is a slogan that represents your company in an abbreviated form. It should be easy to say, memorable and no more than 6 words. Taglines typically fall into two categories, they are either descriptive of your mission/offerings, or they are more broad and creative.

2. Mission Statement

A central message that crystallizes all of the brand promises into one sentence or paragraph. This can be used as a precursor to a tagline/positioning theme.

3. Brand Promises (3)

These are key promises that you make to your clients and customers. Brand promises are the basis for all communication with your market. They work to answer the "Why" questions about your business in why it should matter to your clients and/or customers and clarify your points of differentiation. See the 3 below the mission to the right.

TAGLINE

Cultivating Fine Craft Since 1930.

MISSION STATEMENT

Cultivating the crafts and makers of the Southern Highlands for the purpose of shared resources, education, marketing, and conservation.

A MAKERS' GUILD

With a creative community of juried members spanning over nine states, the Southern Highland Craft Guild fosters opportunities for makers to build, market, and maintain their creative livelihood through continuing education, retail outlets, and mentorship. We are invested in helping members achieve their goals and providing them with the resources to refine and sell their craft.

CULTIVATING FINE CRAFT

The Southern Highland Craft Guild is an advocate for high quality craftsmanship and goods made, sold, and curated in the Southern Highlands. Since 1930 we have served as a visionary advocate to help generations value the design and function of traditional and modern crafts.

IMPACTING THE CREATIVE ECONOMY

We educate the region and arts community on the importance of craft and its ability to impact the local creative economy. Through our retail locations, demonstrations, craft fairs, and special events, we promote the purpose and appreciation of our makers and their craft.

SOUTHERN HIGHLAND CRAFT * GUILD

LOGO CONCEPT 2 - ROUND ONE

IDENTITY CONSIDERATIONS:

- Heritage
- Location
- Maker/Craft
- Future/Sustainability



The
GREAT
SUMMER
SMOKEOUT

INSPIRATION - PREVIOUS MARKS, CRAFTSMAN FAIR FONT, HAND-LETTERING MOVEMENT



SKETCHES



ILLUSTRATION PROCESS - TRYING DIFFERENT STYLES, REFINING LANDSCAPE TO SIMPLIFY



VERTICAL LOGO - FULL COLOR



HORIZONTAL LOGO - FULL COLOR



LOGOS IN BLACK & WHITE



VERTICAL LOGO - INCLUDING SHOP LOCATION



HORIZONTAL LOGO - INCLUDING SHOP LOCATION



ALTERNATE USE - ON KRAFT & ON GREY SHIRT



SECONDARY MARK



COLOR PALETTE

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

FUTURA BOLD CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

BRANDON GROTESQUE

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

SERIF TO MATCH WEBSITE

SUPPORTING FONTS



VERTICAL LOGO - INCLUDING SHOP LOCATIONS



HORIZONTAL LOGO - INCLUDING SHOP LOCATIONS