

**PHILLY  
AIDS  
THRIFT**

BRAND IDENTITY  
STANDARDS AND PROCESS

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CURRENT IDENTITY

## Overview

### About Philly Aids Thrift

Philadelphia AIDS Thrift is incorporated in Pennsylvania as a non-profit business. It is a federally recognized 501c3 tax-exempt charitable organization (thanks IRS!).

The goal is to sell the lovely, useful, interesting, amusing, and sometimes mysterious items generous people donate to the store and then distribute the proceeds to local organizations involved in the fight against HIV/AIDS.

With the most recent round of special grants to twenty-three Philly area HIV service organizations totaling \$246,000, Philly Aids Thrift have now surpassed two and a half million dollars in total donations to date. The current total is \$2,518, 850.00.



710 S 5th St, Philadelphia, PA 19147

Philly Aids Thrift

## Overview

### About Philly Aids Thrift @ Giovanni's Room

Giovanni's Room, was founded in 1973. Paralleling the growth of Philadelphia's "out" community and the expansion of publishing in its subject areas, the store has doubled three times from its beginning on South Street to its present two buildings (one a double trinity from the 1820s, the other a mom-and-pop store & house from the 1880s) on the corner of South 12th and Pine Streets.

Giovanni's Room is the traditional place from which to begin your visit to gay and lesbian Philadelphia. With 7,000 titles on the shelves and a data base of more than 48,000 titles in our specialties, Giovanni's Room stocks thousands more lesbian and gay books than the biggest superstore.



345 S 12th St, Philadelphia, PA 19107

Philly Aids Thrift @ Giovanni's Room

- Profile
- Brand Development
- Color Palette
- Font Usage
- Image Palette
- Digital Applications
- Stationery System
- Merchandise
- Environmental

## Overview

### Existing mission

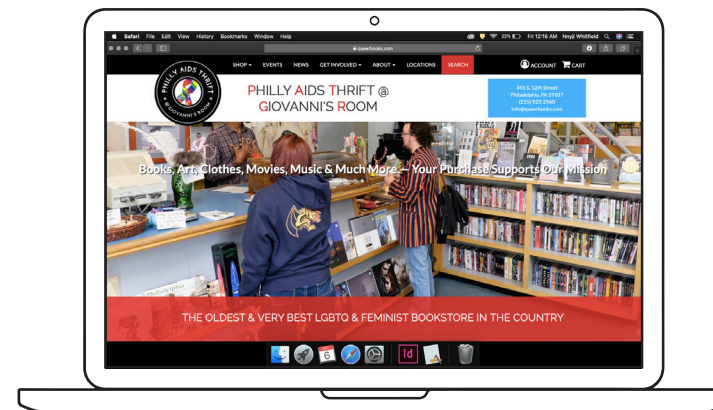
The store is in need of donations of all sorts. Basically, any re-sale-able item in good shape. Donations welcome.

The store would not be able to run without volunteers. Thinking about joining? Volunteers welcomed.

And most of all, shoppers are needed. Shopping commences every day at 11am, and yes, the store is open 7 days a week. Shoppers welcomed.

### Audience

People battling HIV/AIDS  
Shoppers  
Donators  
Volunteers



Current Websites



Current Brand Signature

## Objectives and Criteria for a New Brand Identity

## Competitors

### Objectives

Unique

Inviting

Community

Informal

Vibrant

Quirky

### Criteria

Condensed

Simple

Clean



Secondhand shop offering an array of clothing, jewelry, toys, books, housewares and furniture.

HERES2COOLSTUFF

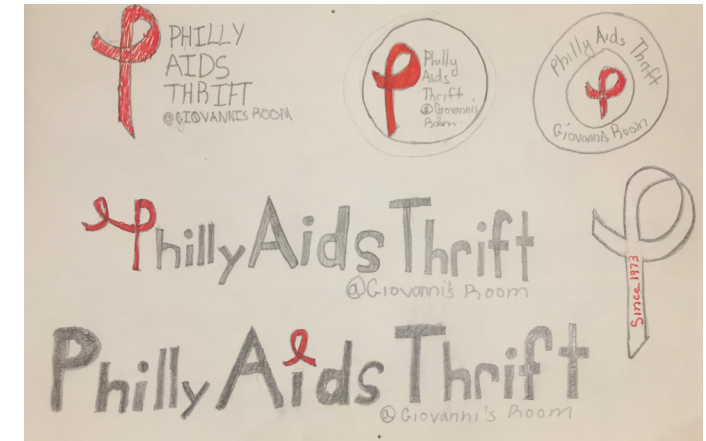
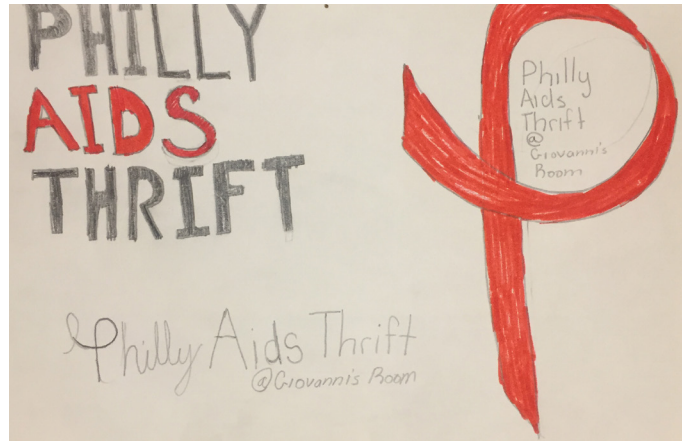
Heres2CoolStuff provides trendy new and recycled apparel for men and women. In addition to one-of-a-kind finds, they also design their own brands of t-shirts, sweatshirts, jackets, hats, buttons, and more.

# BRAND DEVELOPMENT

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Pencil Sketch Process



Digital Sketch Process



Brand Signature Final

**PHILLY  
AIDS  
THRIFT**

**PHILLY  
AIDS  
THRIFT**

### Brand Signature Lock-up

#### Size

Use the brand signature no smaller than one inch. This allows the mark to maintain legibility and prominence. The brand signature should be placed comfortably and clearly for identification purposes.



#### Clear Space

For legibility and prominence, any photos, text, or graphic elements should maintain a safe distance from the brand signature, as indicated to the right.



Backgrounds: Color Variations



Incorrect Usage



**DON'T** - stretch the brand signature.



**DON'T** - place the brand signature on top of a pattern.



**DON'T** - place colored background behind the brand signature.



**DON'T** - rearrange LGBTQAI+ colors.



**DON'T** - place LGBTQAI+ colors on top of LGBTQAI+ background



**DON'T** - rearrange colors.



**DON'T** - place brand signature on an angle.



**DON'T** - remove ribbon and replace with I's.



**DON'T** - change the color of the ribbon.



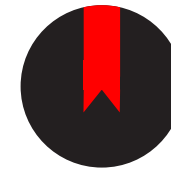
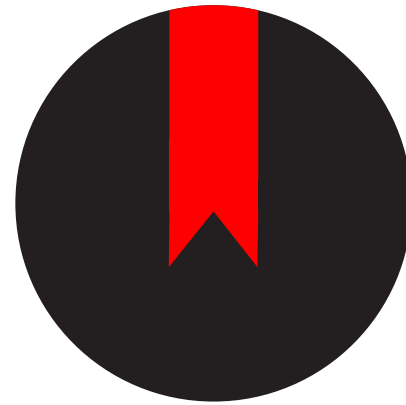
**DON'T** - add any effects to the brand signature.

## Brand Elements

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### Primary Icon

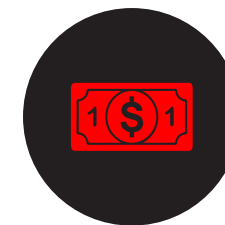
This icon is used for Giovanni's room, the second location of Philly Aids Thrift. It can also be used for marketing purposes such as social media.



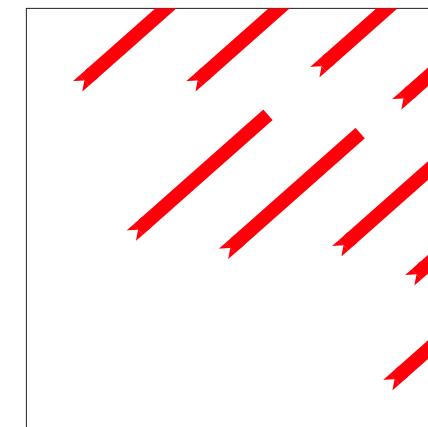
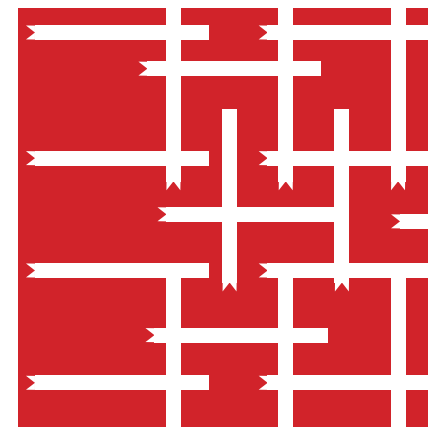
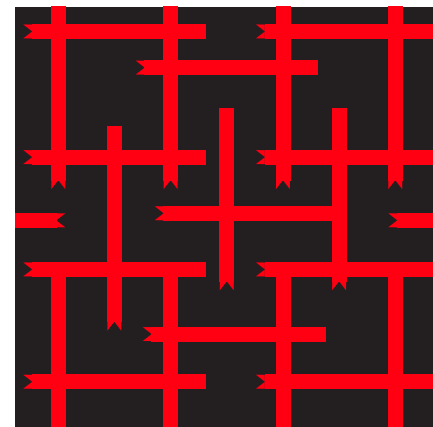
@ GIOVANNI'S ROOM

### Secondary Icon's

These icons are used for the Philly Aids Thrift's merchandise and to be used for social media purposes.



### Patterns



**COLOR PALETTE**

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## Colors

### Primary

These colors are used for all promotional purposes.

#### Color



#### CMYK

0, 96, 90, 0

#### RGB

255, 0, 0

#### Hex

#ff0000

#### PMS

2347C



75, 68, 67, 90

0, 0, 0

#000000

6C



0, 0, 0, 0

255, 255, 255

#ffffff

P-1-1-C

### Secondary

These colors are used for LGBTQIA+ advertisement purposes. They should only be used as a secondary promotional option.



0, 62, 98, 0

255, 128, 0

#ff8000

151C



0, 13, 100, 0

255, 217, 0

#ffd900

012C



96, 0, 100, 0

43, 255, 0

#2bff00

802C



88, 76, 0, 0

0, 18, 255

#0012ff

2728C



59, 100, 11, 2

112, 23, 128

#701780

2603C



**FONT USAGE**

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## Typeface

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### Avenir Next Condensed

Avenir Next Condensed is the main font for Philly Aids Thrift and all of its promotional communications. It is used in three weights, as shown to the right.

### Avenir Next Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Avenir Next Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Avenir Next Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Type Hierarchy

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# Headline One

Body Copy Pore dolorro to quam atis dolo dia verum ulpa apistor epre  
Ipsuntio ssequia consendam assit inia voluptiatem. Ut alibusda sequo  
molorum andist, nonsequae. Nam vent pligenet omnimil imus. Edit  
eaquati aspelignam alibus moluptatium rat elibusti rem imusant et et ut  
aliquae ratempor magnimp orpore moluptatis iusa sum, ut et voluptatem  
autem et ma doloratur, qui nulparum earum qui blaccus alit exerum  
venimust, quiantiis idebis eturem.

“Call out Pore dolorro to quam atis  
dolo dia verum ulpa apistor epre  
Ipsuntio ssequia consendam assit  
inia voluptiatem. Ut alibusda sequo.”

## Headline Two

Body Copy Pore dolorro to quam atis dolo dia verum ulpa apistor epre  
Ipsuntio ssequia consendam assit inia voluptiatem. Ut alibusda sequo  
molorum andist, nonsequae. Nam vent pligenet omnimil imus. Edit  
eaquati aspelignam alibus moluptatium rat elibusti rem imusant et et ut  
aliquae ratempor magnimp orpore moluptatis iusa sum, ut et voluptatem  
autem et ma doloratur, qui nulparum earum qui blaccus alit exerum  
venimust, quiantiis idebis eturem.

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30 point font

Avenir Next Condensed Bold

---

12 point font

Avenir Next Condensed Regular

---

20 point font

Avenir Next Condensed Medium

---

20 point font

Avenir Next Condensed Bold

---

12 point font

Avenir Next Condensed Regular

**IMAGE PALETTE**

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### Primary Images

The imagery strives to capture the nature and personality of the store when advertising Philly Aids Thrift.

Showing people dressed in the kind of clothing the store has to offer, lures a community of people looking to be inspired and to own clothing they can feel good and unique in.



## People

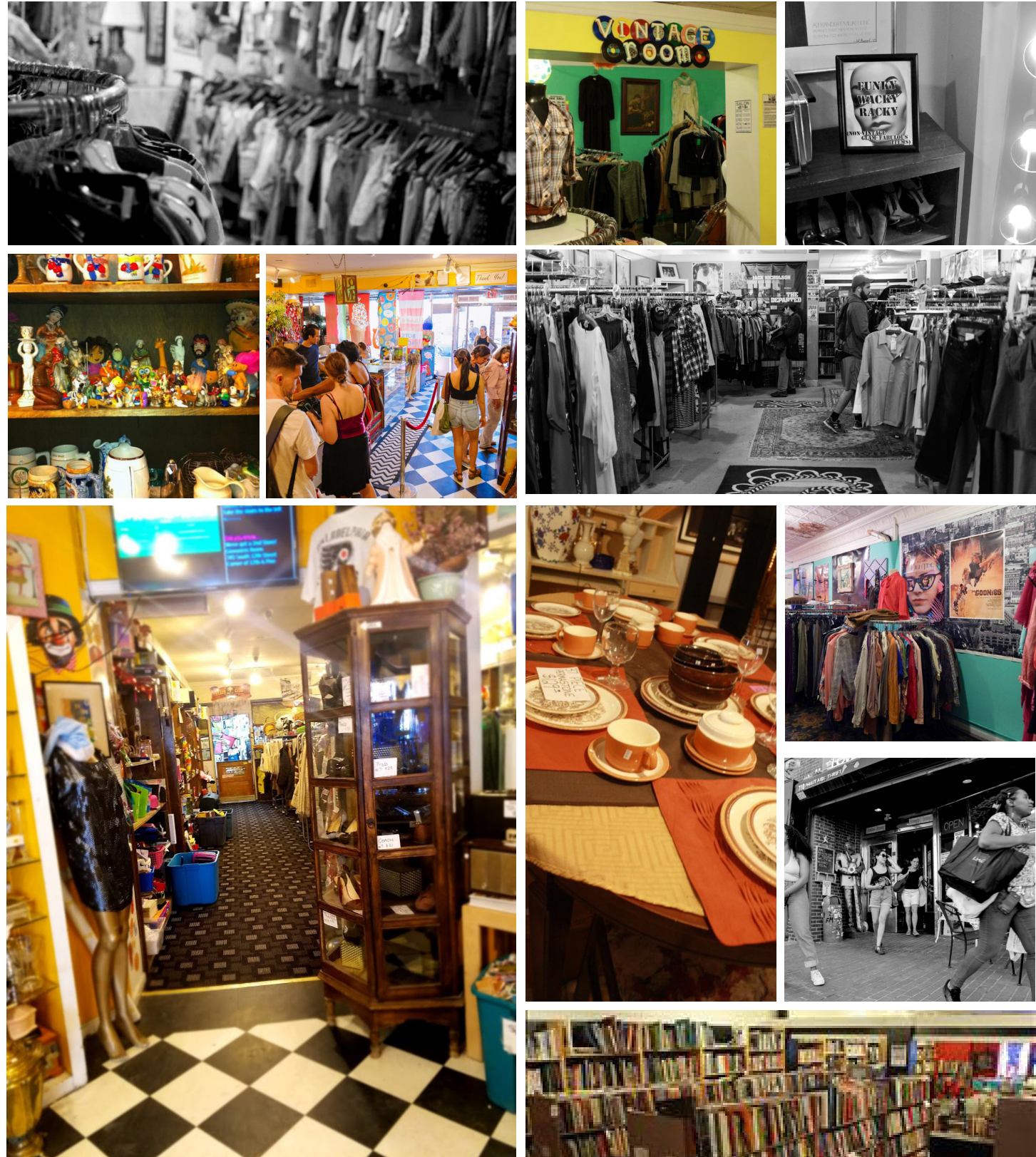
Philly Aids Thrift wants shoppers who enjoy the experience of shopping in our stores. We use quirky imagery representative of our shoppers. This helps promote our community—a family of shoppers that come again and again.

The imagery to the right shows the kind of people who frequently shop at Philly Aids Thrift. We welcome a diverse group of shoppers.



## Store

Using images for advertising that express the store's personality differentiate us from our competitors. The store has many one-of-a-kind items, represented in these images.



# DIGITAL APPLICATIONS

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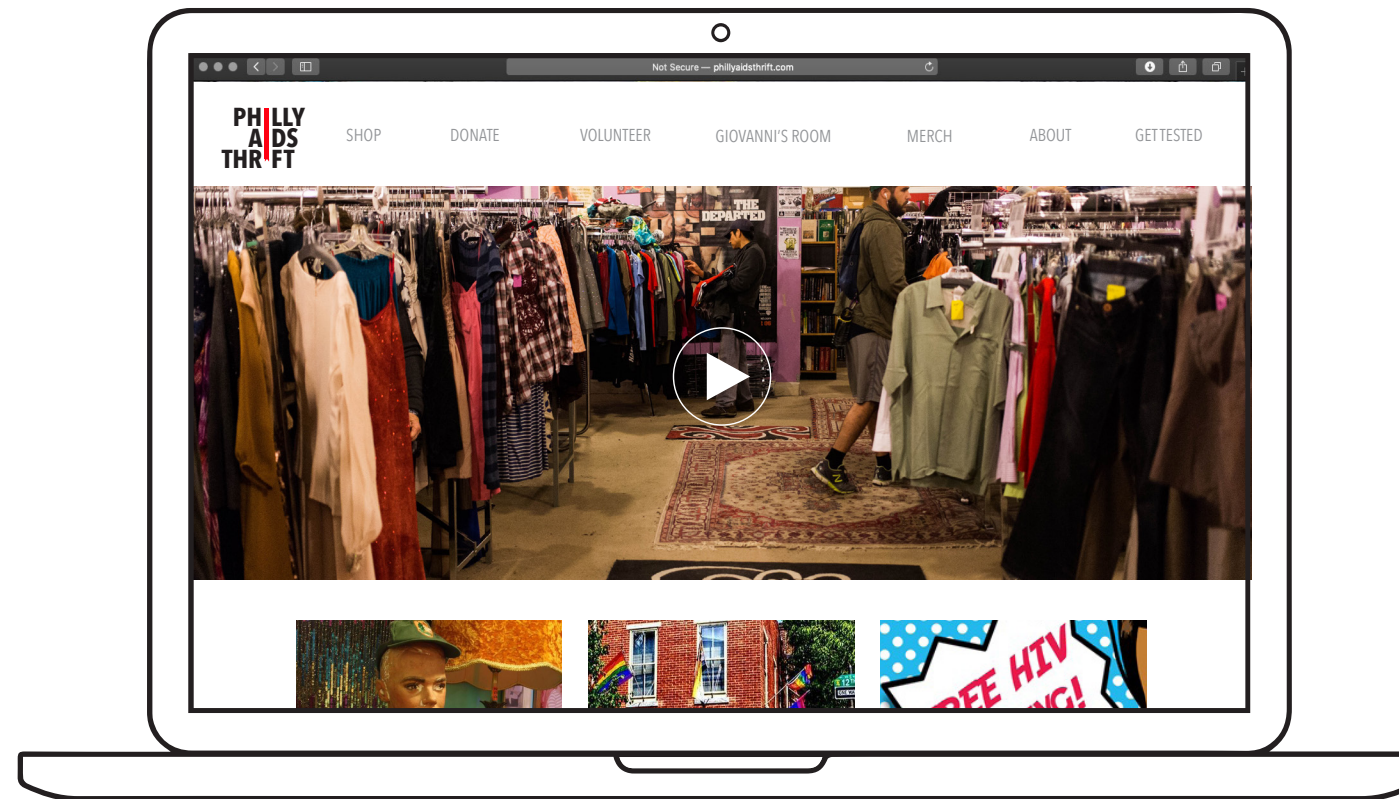


## Desktop and Mobile

### Website

The redesigned website for Philly Aids Thrift embodies the brand's personality—utilizing an uncluttered design and a simplified navigational system. Philly Aids Thrift and Giovanni's Room are now found on one website.

The Shop tab features where viewers can check out any discounts in the store. Donate helps viewers learn more about where the donations go, whether it is donating money or clothing. Volunteer shows viewers how they can assist the store during its busy weekly hours. Merch shows the kind of merchandise the store provides. Clicking about helps viewers learn the stores background and how they have expanded to what it provides today. The "Get Tested" tab takes visitors through the process of being tested.



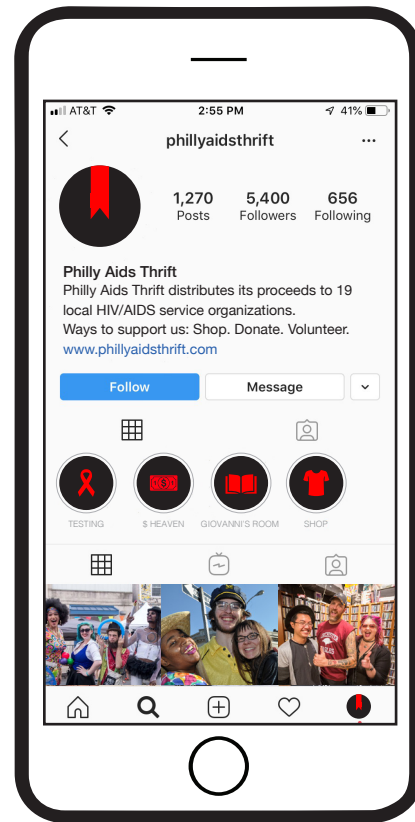
Desktop



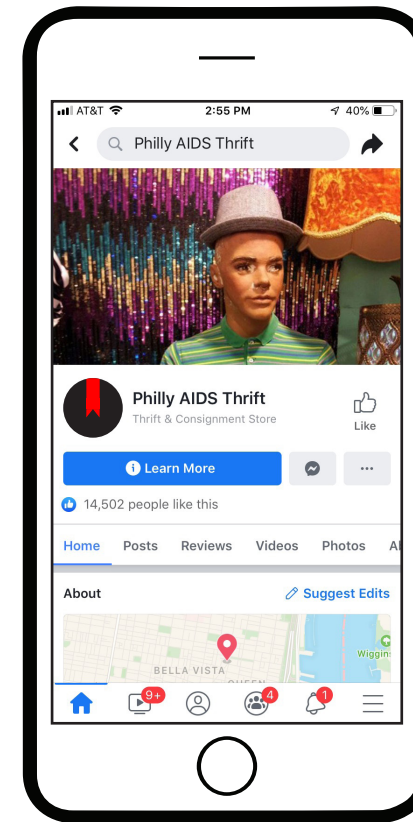
Mobile

## Social Media

Not only can you visit our website, but you can follow our social media accounts. We have Instagram, Twitter, and Facebook. Shoot us pictures of the latest styles you picked up from the store, and we'll repost them.



Instagram



Twitter



Facebook

**STATIONERY**

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## Letterhead, Envelope, and Business Cards

### Letterhead

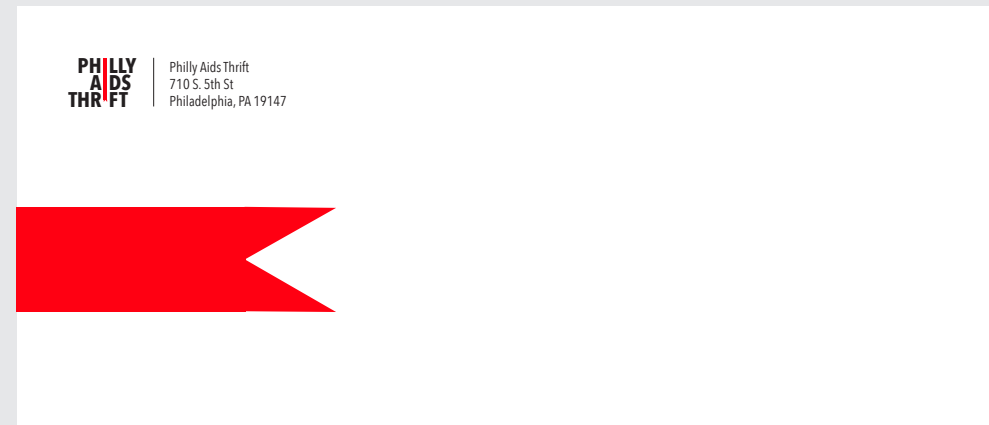
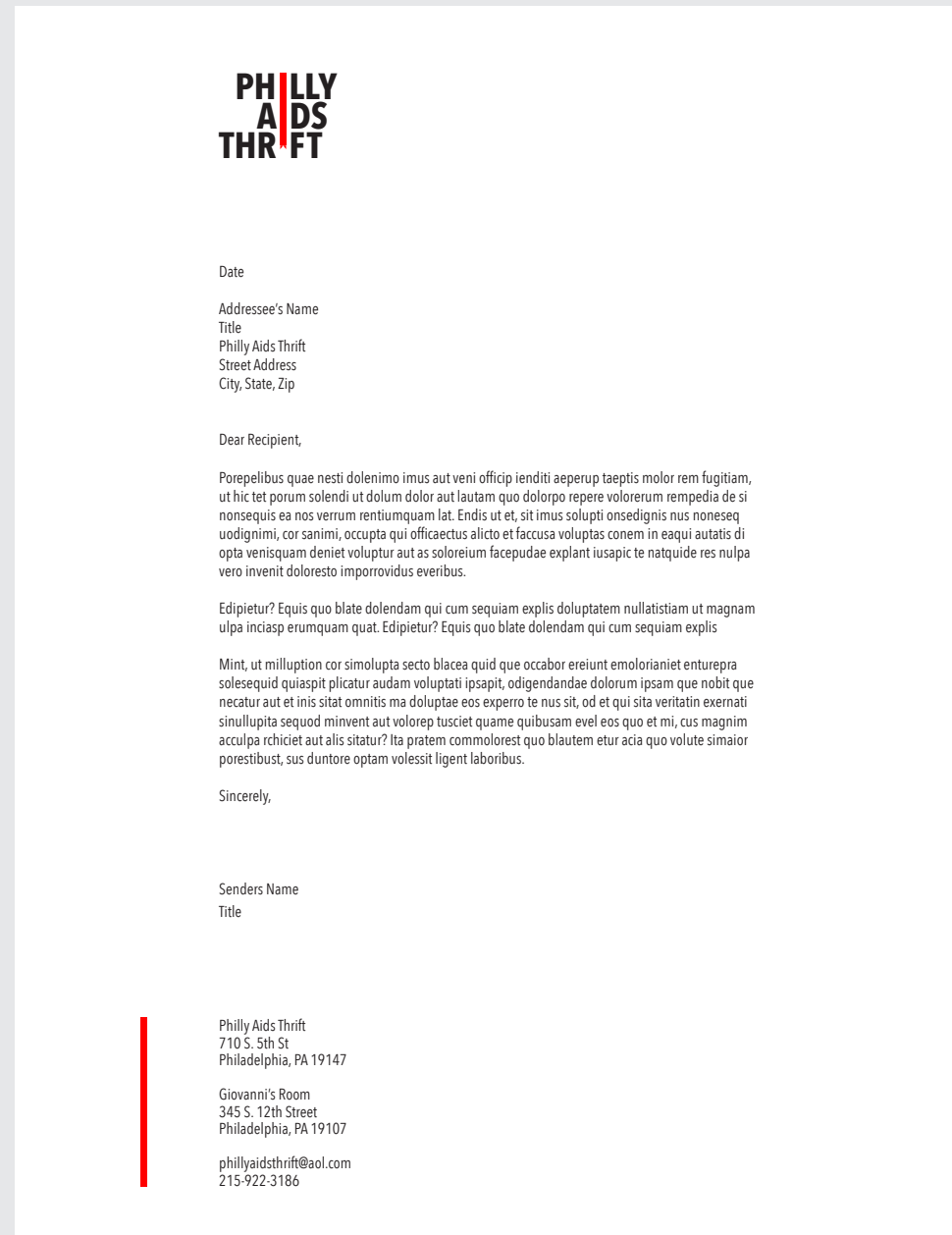
The Letterhead is a simple design used for professional purposes. The brand signature at the top and the address with the line graphic beside it must go on every letter sent out from Philly Aids Thrift.

### Envelope

The envelopes go hand in hand with the letterhead. The store address should be placed in the top left corner next to the brands title, and the receivers address should be placed within the brands ribbon icon.

### Business Cards

Philly Aids Thrift has two business-cards. One with the brands primary colors and one with the brands secondary LGBTQAI+ colors. These business cards are used by full time workers only and can be customized to fit their role.



**MERCHANDISE**

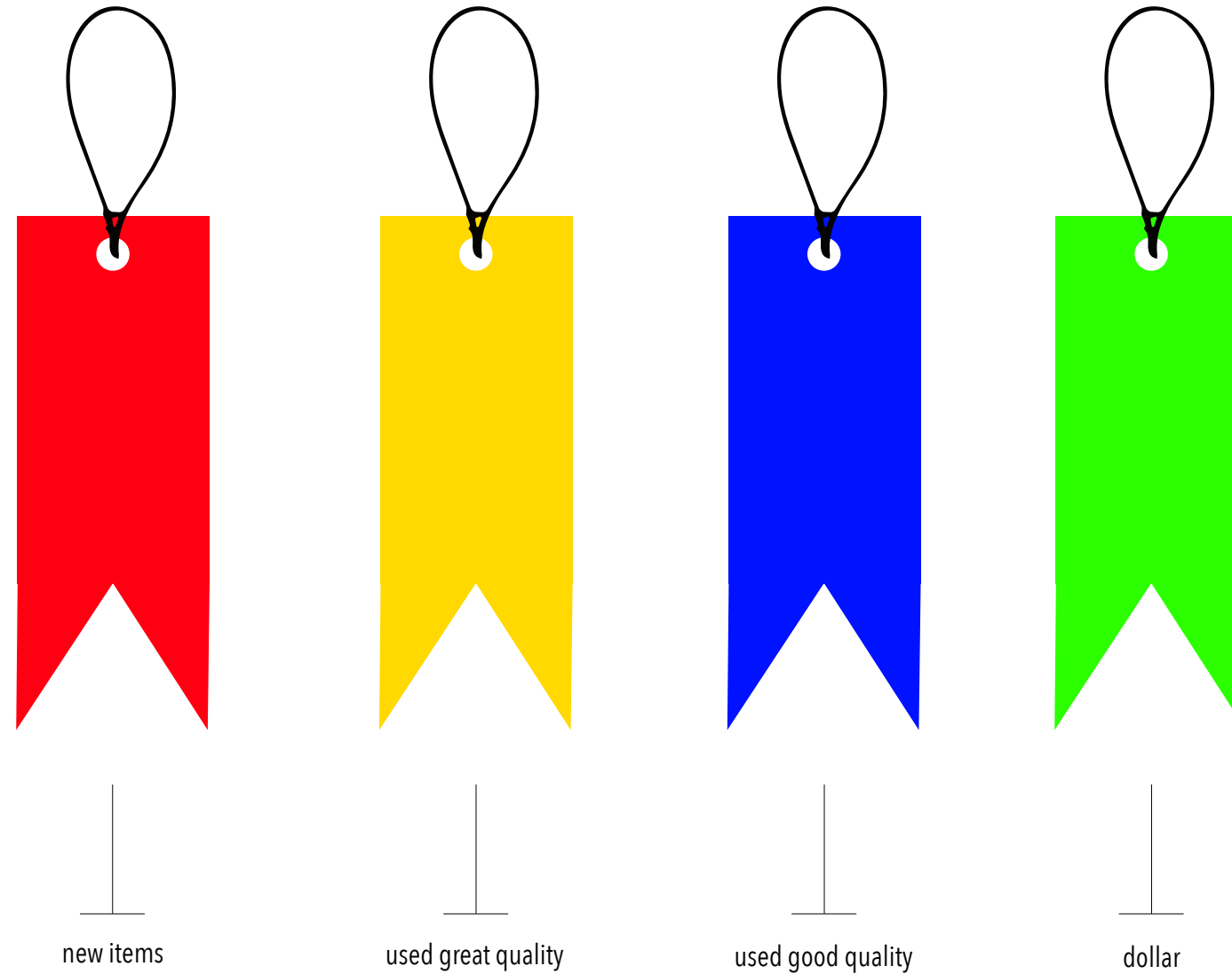
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## Clothing Tags

### Tag Colors

Philly Aids Thrift color coordinates the tags on items. This adds a playful feature to the stores personality and allows shoppers to differentiate items. They can explore the mini guide book to see what each tag stands for. Volunteers often write cute notes on the tags to make the experience more enjoyable.

All merch can be found by visiting Philly Aids Thrift's website or by visiting one of the locations.

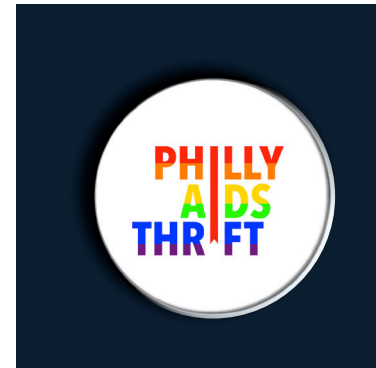


## Premium Items

### Cloth bags and mugs



### Pins and Embroidered Patches



### T-shirts and notepads



### Premium Items

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#### Stickers



#### Icon stickers

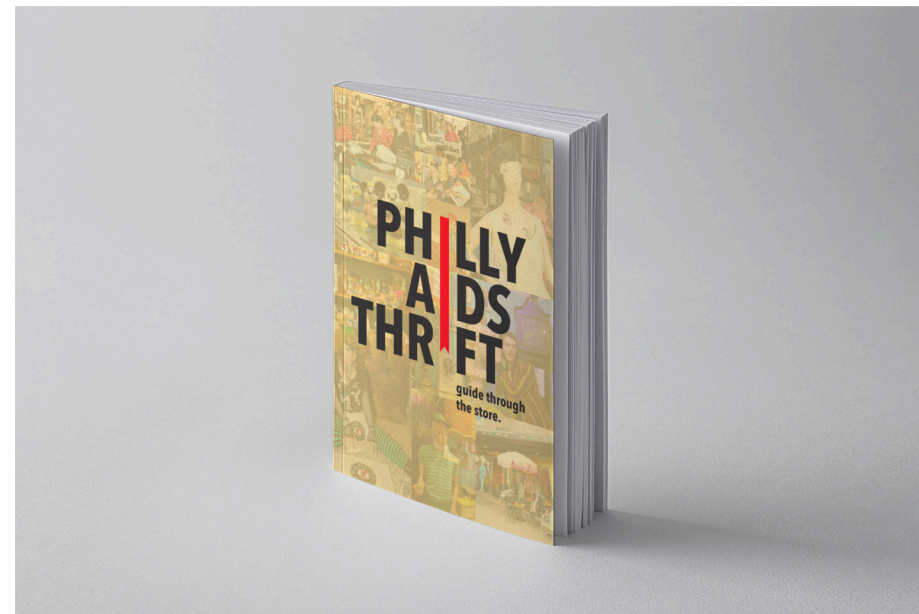




## Miniature Book Store Guide

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This store guide helps shoppers differentiate tag colors, locate merchandise, read about how the HIV/AIDS testing works, and information about all the items the store has to offer.



**ENVIRONMENTAL**

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## Signage

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### Store Sign



## Environment Advertisement

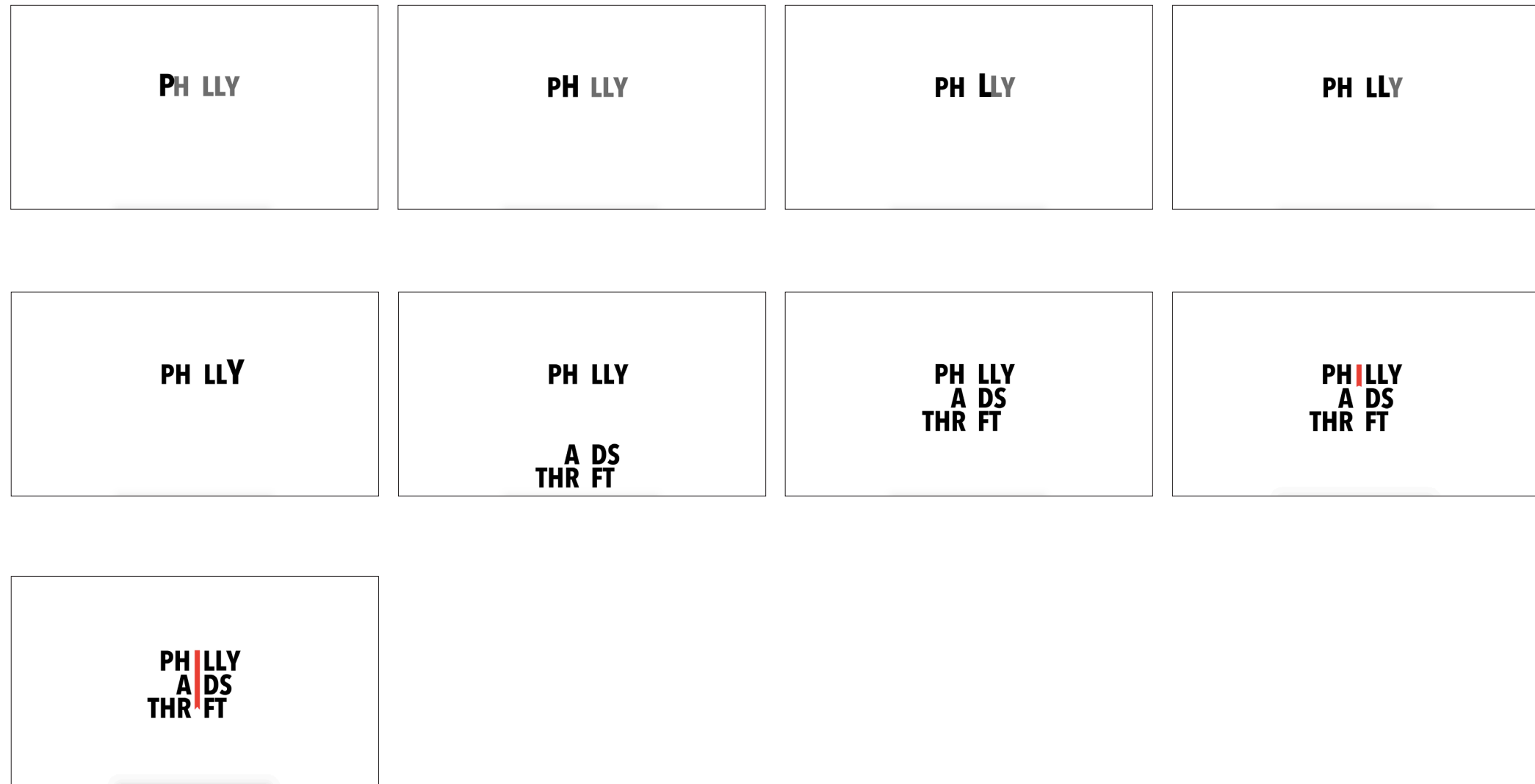
Typographic billboard



Billboard using imagery



Animation - 10 second storyboard



Animation - 30 second storyboard

