



BRAND STRATEGY + CREATIVE DIRECTION

BUSINESS NAME: CLEMENTINE STITCHES

ATTENTION OF: CLEMENTINE ANDERTON

DATE: APRIL 2024

What to expect?

Hi, this is your Brand Strategy presentation or guide. Here, we're going to talk about Clementine Stitches, what makes it special and how we can make it even better. We'll look at things like our brand personalities, how we connect with people, and how we can grow our business. By having a clear plan, we can make sure Clementine Stitches stands out and becomes even more awesome.

Two reasons why this presentation is our life-long companion:

- **Provides clarity:** A brand strategy document helps outline our brand's goals, values, and target audience, providing a clear direction for all activities.
- **Ensures consistency:** It ensures that all brand communication, marketing efforts, and business decisions align with our brand's identity and objectives, maintaining consistency across channels and over time.

Ready to dive in? Let's go!

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About

Clementine Stitches, founded by the dynamic twin duo Clementine and Cecily, is a vibrant needlepoint studio fueled by their shared passion for color and creativity. Drawing inspiration from the beach and surfers, and their collective love for all things whimsical, the duo embarked on their journey to infuse joy into every stitch.

Offering a contemporary & modern spin on traditional needlepoint, Clementine Stitches caters to individuals seeking personalized flair in their living spaces and fashion accessories. Each design reflects their creative vision and dedication to spreading happiness through art.

With a diverse range of designs tailored for beach lovers, surf enthusiasts, and those who appreciate unique and vibrant artwork, every creation at Clementine Stitches embodies the vibrant passion of Clementine and Cecily. Meticulously crafted with attention to detail, each piece invites art lovers to join a community that celebrates the artistry and joy of stitching together.

Brand Words

1. **VIBRANT**

2. **JOYFUL**

3. **CREATIVE**

4. **WHIMSICAL**

Problems & Goals

PROBLEM: **Limited awareness:** Potential customers may be unaware of needlepoint as an art form or may not know about Clementine Stitches specifically.

GOAL: Boost Clementine Stitches visibility via targeted marketing, influencer collaborations, and engaging social media to expand brand awareness.

PROBLEM: **Perceived Costliness:** Some individuals might view needlepoint as an expensive and time-intensive hobby, potentially discouraging them from exploring Clementine Stitches products.

GOAL: Highlight needlepoint's versatility by showing how Clementine Stitches designs can be incorporated into everyday items, making them accessible to a wider audience.

PROBLEM: **Market Saturation:** The needlepoint market might be flooded with conventional designs, posing a challenge for Clementine Stitches to distinguish itself and capture customer's attention.

GOAL: Stand out from competitors by highlighting Clementine Stitches modern, fun designs, vibrant aesthetic, and creative approach to attract customers seeking unique needlepoint creations.

BRAND FOUNDATIONS

Every single business that starts has a core set of beliefs, purpose and mission. These are known as the brand foundations.

Knowing each stage and their importance can massively influence the way you market, has an effect on your brand visual identity and business decisions.



Purpose



Your brand purpose is the reason why your brand exists beyond 'making money'. This is the driving force and 'why' behind your business. Why did you start your business? What need are you trying to fill? What problem are you wanting to solve? Knowing your purpose is one of the best ways to set yourself apart from your competitors.

At Clementine Stitches, our driving force is to infuse **joy** and **creativity** into every stitch.

We believe in **redefining the traditional art** of needlepoint by offering modern and fun designs that inspire and delight. Our purpose is to make needlepoint **accessible** to all, fostering a **community** of like-minded individuals who share our passion for color, creativity, innovation, and the joy of crafting together.

With our **vibrant aesthetic** and creative approach, we strive to stand out by offering fresh and unique creations that bring **happiness** and **beauty** into people's lives.

Ultimately, we do what we do because we believe in **spreading happiness** through art and creating **meaningful connections** with our customers.

**Spread joy with vibrant
needlepoint designs.**

**Make needlepoint accessible
to all with modern creations.**

**Foster a creative community
with our designs.**

Mission

The brand mission carves a clear path for your business, it's objectives and purpose. It gives your audience a greater understanding of what your business does. Your mission will change overtime as the business grows & it's goals change.

Clementine Stitches is dedicated to infusing **joy** and **creativity** into every stitch, striving to redefine the traditional art of needlepoint. Our mission is to offer modern, fun and whimsical designs that inspire and delight, making needlepoint accessible to individuals of all backgrounds and ages. We aim to foster a community of like-minded enthusiasts who share our passion for color, innovation, and the joy of crafting together. As our business evolves, our objectives include expanding our reach, continually innovating our designs, and providing exceptional customer experiences. Ultimately, our goal is to spread happiness through art and create meaningful connections with our customers, leaving a lasting impact on the world of needlepoint.

Spark joy & happiness through vibrant needlepoint creations

Vision

A brand vision shows where the business is heading, what you aspire to be & the long-term impact you want to make. Your brand vision should be a short & easy-to-understand statement, helping inspire your audience & team.

Clementine Stitches envisions a future where needlepoint artistry thrives globally, fostering creativity and connection among enthusiasts. **In the next year**, our aim is to expand our online presence, reaching new audiences and strengthening our community. **Over the next five years**, we aspire to establish physical storefronts, providing hands-on experiences for customers while maintaining a robust online platform. Looking ahead to the **next decade**, our dream is to become a household name in the crafting industry, known for our innovative designs and commitment to spreading joy through art. Ultimately, we strive to make needlepoint accessible to people of all backgrounds, leaving a lasting impact on the world of creativity and crafting.

See a future where every home is adorned with our vibrant needlepoint creations, making this art form accessible to all.

Values

Brand values are the foundational beliefs and core values that a business believes in and stands for. They help shape the culture and community of your brand, ensuring that you connect with your audience in a meaningful way. Your values guide your brand story, behaviours, and decision-making process.

Creativity

We value creativity as the driving force behind every design. Through innovative & fun needlepoint creations, we foster an environment where imagination knows no bounds.

Joy

Joy is at the heart of our brand values, evident in every vibrant stitch. By spreading happiness through art and connecting with customers on an emotional level, we aim to uplift and inspire.

Trustworthy

We value trustworthiness, ensuring transparency, reliability, and integrity in all aspects of our creation & business.

Community

We value community, fostering a space for needlepoint enthusiasts to share passion and creativity through collaborative projects, events, and workshops, creating a sense of belonging and camaraderie.

Quality

Quality is paramount to us through meticulous craftsmanship, premium materials, and high production standards, exceeding customer expectations.

Authenticity

We value authenticity, maintaining transparency and sharing the journey behind each design to build trust and foster genuine connections with our audience.

TARGET AUDIENCE

Identifying your correct target audience allows your business to focus marketing efforts on the groups that are most likely to buy from you.

When you know who your main target audience is, you can focus on their needs, desires, and interests and help solve their problems.

Knowing your audience can help guide the way you market, strategies, how the brand visually looks and so much more!



Audience Persona 01

An audience persona is a fictional profile that represent groups of similar people in your target audience. This can help you figure out how to reach people on a more personal level, while delivering the right messages.

DEMOGRAPHIC: *This refers to statistical data.*

Age:	16
Location:	Miami Beach, Florida
Marital Status:	Single
Income:	N/A (Dependent)
Gender:	Female
Occupation:	Student
Education:	High School Student

PSYCHOGRAPHIC: *This refers to psychological characteristics and personality traits*

Personality:	Outgoing, adventurous, ambitious
Interests:	Surfing, beach activities, swimming, partying, entrepreneurship, local brands shopping
Habits:	Spends most of her free time at the beach, surfing and hanging out with friends, loves attending beach parties and social events, dreams of starting her own surfing company in the future
Social Media:	Actively shares surfing videos and beach photos/videos on Instagram & TikTok, follows professional surfers and lifestyle influencers for inspiration
Frustrations:	She struggles to find fashionable beach and surfing-themed accessories that match her active lifestyle and reflect her love for surfing while maintaining a trendy aesthetic.
Solutions:	She finds in Clementine's vibrant and modern beach and surfing designs both the perfect fusion of her surfing passion with her fashion-forward style and a unique artistic outlet to express her love for the ocean and surfing.

Audience Profile

Meet Beach Babe Bianca, a 16-year-old girl living in Miami Beach, Florida. Bianca loves spending time in the sun, surfing, and hanging out with friends. She's always on Instagram & TikTok, sharing her surfing adventures and following her favorite surfers for inspiration. But Bianca often struggles to find trendy beachwear that fits her active lifestyle and fashion sense. She wants to look stylish while hitting the waves, but most beachwear options don't match her vibe.

Then, Bianca discovers Clementine's vibrant beach and surfing designs. She's thrilled to find pieces that perfectly blend her love for surfing with her fashion-forward style. With Clementine's collection, Bianca can express her passion for the ocean in a unique and artistic way. Now, she feels confident and stylish both on and off the waves, thanks to Clementine's modern & fun designs. Bianca's beach days just got a whole lot brighter with Clementine Stitches!



Audience Persona 02

An audience persona is a fictional profile that represent groups of similar people in your target audience. This can help you figure out how to reach people on a more personal level, while delivering the right messages.

Audience Profile

DEMOGRAPHIC: *This refers to statistical data.*

Age:	30
Location:	New York city
Marital Status:	In a relationship
Income:	\$ 120,000 per annum
Gender:	Genderfluid
Occupation:	Fashion Stylist Influencer
Education:	Self taught

PSYCHOGRAPHIC: *This refers to psychological characteristics and personality traits*

Personality:	Fashion-forward, confident, and expressive
Interests:	Fashion, interior design, art, and stitching
Habits:	Spends weekends traveling, exploring local boutiques, attending fashion events, and experimenting with new looks & fashion trends, spends time at the beach stitching and embroidering.
Social Media:	Actively engages with Fashion influencers & Creative profiles on Instagram, TikTok & Pinterest
Frustrations:	Limited availability of gender-inclusive fashion options, lack of representation in mainstream fashion industry
Solutions:	Finds inspiration in Clementine Stitches modern and inclusive designs; appreciates the brand's commitment to diversity and representation.

Meet Trendy Taylor, a 30-year-old fashion stylist from New York City who loves expressing themselves through clothes, fashion & styling. They want fashion and design to be inclusive for everyone, no matter their gender. But finding clothes, accessories or home decors that fit their style and identity can be hard. Luckily, they discovered Clementine Stitches, a brand that makes cool and fun designs for everyone.

Now, Taylor feels happy and inspired to express themselves through needlepoint art. Together, they're making fashion and design more fun and inclusive for everyone.



Problems & Solutions

Figuring out your audiences frustrations & problems means you can find solutions with how you market your services, messaging and so much more!

PROBLEM:

Many find it challenging to find fashion and art pieces that reflect their diverse lifestyles due to the lack of inclusivity in available designs, leading to frustration and disconnect from mainstream offerings.

PROBLEM:

Many struggles to find unique and trendy designs that showcase their individuality and interests, as the limited options in the market hinder their ability to express themselves authentically and creatively, leading to dissatisfaction with available products and brands.

PROBLEM:

Beach and surfing enthusiasts struggles to find surfing-inspired art and fashion that resonates with their passion, limiting their ability to fully embrace their surfing lifestyle and express their love for the beach creatively, leading to unmet needs and missed opportunities for self-expression.

SOLUTION:

Clementine Stitches can offer a wider range of fashion and art pieces that cater to diverse lifestyles, ensuring inclusivity and representation.

SOLUTION:

By consistently introducing fresh and trendy needlepoint designs, Clementine Stitches can provide customers with more options to express their individuality and creativity.

SOLUTION:

Clementine Stitches can develop a comprehensive line of surfing-inspired art and fashion, meeting the specific needs of beach and surfing enthusiasts while promoting self-expression and connection to their passion.

Buyer Journey

Identifying your audiences journey from how they find you, get to know you and buy from you is crucial. Diving into each stage will create more awareness and identify what you need to do in order to get their attention, solve their problems and make the sale.

AWARENESS

A person realises they have a problem that needs to be solved. They search for help.

Potential customers discover Clementine Stitches through social media platforms like Instagram, Pinterest, and TikTok, as well as through their partner shop Lycette Designs.

CONSIDERATION

They follow you on socials, look at your website & want to know more. We want to make sure your branding is visually consistent across each touchpoint to build trust.

After finding Clementine Stitches on social media, audiences engage with fun informative posts, BTS and engaging social media videos. They then visit the website, which serves as a portfolio showcasing past designs and available products, along with sharing Clementine's brand story and values.

PURCHASE

After getting to know your business they make the decision & feel you can provide the right solutions and decide to purchase.

Customers, having familiarized themselves with the brand, make the decision to purchase. Clementine ensures a positive buying experience by directing them to Lycette Design for the purchase process and providing special touches like fun packaging, handwritten thank-you notes, and surprise gifts.

RETENTION

Once you've made the sale, it doesn't stop there! You want to turn these into loyal customers.



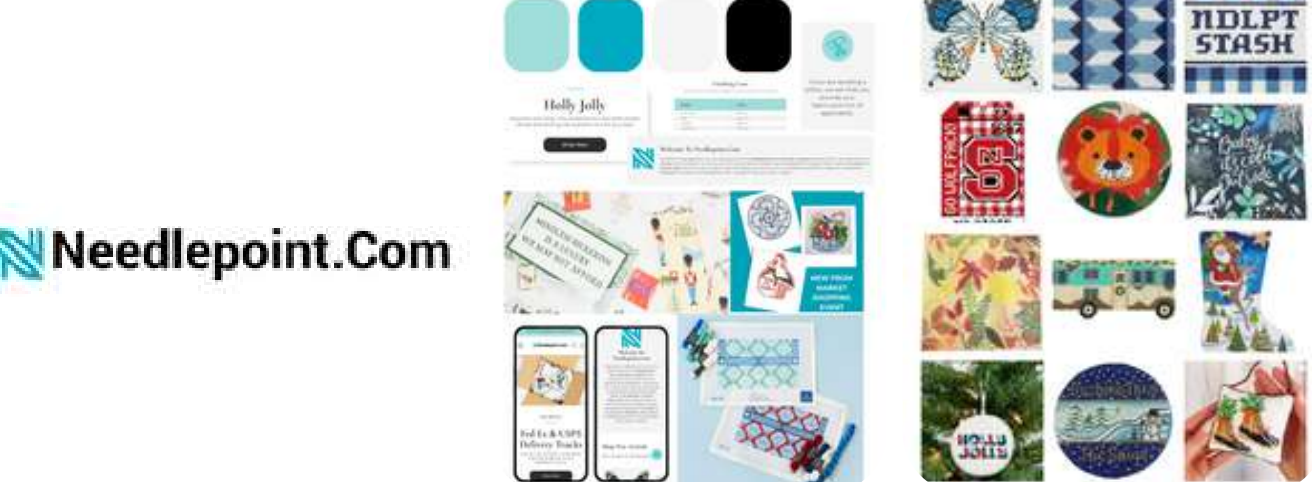
To encourage repeat purchases and foster customer loyalty, Clementine maintains contact with her customers through an exclusive email newsletter offering discounts and special offers. Additionally, she facilitates community engagement through an exclusive Facebook group for her clients.

COMPETITOR ANALYSIS

Looking at competitors can help you learn the ins and outs of how your competition works, and identify possible opportunities where you can out-perform them.

You can use the findings as a way to compare your company's strengths and weaknesses relative to each competitor.



COMPETITOR NAME	STRENGTH	WEAKNESS	TRENDS	NOTES
<p>Novella Needlepoint</p> 	<ul style="list-style-type: none"> • Good photography of products (clear images) • Consistent Branding (color & aesthetics) across all channels. • Fast Instagram growth in 2 years - 6k+ (Actively promotes) • Versatile products 	<ul style="list-style-type: none"> • Logo is very generic. • Website not very optimized for mobile browsing • Outdated website style • Lacks customer/audience interaction on social media 	<ul style="list-style-type: none"> • Updates new products based on season, festives & occasion • Systematically announces new launches, offers etc on website & socials • Keep up with Social Media trends 	<ul style="list-style-type: none"> • Clementine Stitches can stand out with a modern and fun branding with interactive website & customer experience. • Can create a strong community based social media presence. • Can include more fashion & beach accessories catering to a new group of audience
<p>Greystone</p> 	<ul style="list-style-type: none"> • Simple, Minimalist website (sections neatly organized) • Big social media following (20k+) • Good and crisp professional photography • Consistent branding (especially color scheme) across all channels. • Clean & memorable Logo 	<ul style="list-style-type: none"> • Similar product variations like others • Generic needlepoint designs 	<ul style="list-style-type: none"> • Enthusiastic & friendly messaging & brand tone • Posts very regularly on Instagram (weekly 2-5 posts) + daily stories • Interacts and engages audience • Collaborative (includes other designers' work) 	<ul style="list-style-type: none"> • Clementine Stitches can offer fun & different designs. • Can share a lot BTS (helps audience to connect with the creator) • Launch a charitable initiative where a portion of proceeds from specific products goes towards supporting environmental conservation or social causes.
<p>Needlepoint (local competitor)</p> 	<ul style="list-style-type: none"> • Been in the market since a long time - have a solid customer base. • Collaborative & Learning platform with online shop • Offers REWARD - loyalty program for its clients 	<ul style="list-style-type: none"> • Old and boring branding & website • Not innovative designs - same traditional designs • Limited versatility of products 	<ul style="list-style-type: none"> • Maintains consistent Branding everywhere • Professional product photos - high quality 	<ul style="list-style-type: none"> • Clementine Stitches can offer personalised designs based on client's needs • Establish pop-up events or workshops in different cities to engage with the local community and attract new customers.

Competitive Advantage

The main aim for every business is to stand out from the noise and give your audience a reason to choose your business over competitors. If your brand ends up looking the same as every other business you're going to get lost in the crowd!

WHAT MAKES YOU DIFFERENT?

Clementine Stitches distinguishes itself with vibrant, modern needlepoint designs that blend tradition with contemporary flair. Our unique selling point lies in infusing joy and creativity into every stitch, offering diverse, whimsical patterns. We prioritize innovation, introducing new designs while maintaining a distinctive aesthetic.

HOW CAN YOU VISUALLY STAND OUT?

Clementine Stitches can visually stand out by embracing a bold and vibrant design style, setting ourselves apart from competitors through innovative patterns, playful color schemes, and creative packaging. Maintaining a cohesive brand identity across all channels, coupled with captivating product photography and a trendy website will enhance our uniqueness and appeal to our target audience.

WHY WOULD YOUR AUDIENCE PICK YOU?

Clementine Stitches stands out due to its modern and vibrant design style, high-quality craftsmanship, and strong community engagement initiatives, which foster loyalty among customers.

WHY WOULDN'T YOUR AUDIENCE PICK YOU?

Competitors may grab attention and draw Clementine's audience by offering a wider range of traditional needlepoint designs, having more established brand presence, or providing innovative features such as loyalty programs and collaborative platforms. Additionally, competitors with strong branding, professional product photography, and active social media engagement may also attract Clementine's audience away from her brand.

WHAT SHOULD YOU AVOID?

Clementine Stitches should avoid replicating the same fonts, colors, and messaging as competitors to ensure differentiation. It's crucial to steer clear of outdated website styles, generic needlepoint designs, and limited versatility of products seen among competitors. Additionally, Clementine should aim to avoid neglecting mobile optimization for the website and lacking audience interaction on social media platforms.

WHAT ARE YOUR COMPETITORS NOT DOING?

Competitors might lack a compelling brand story or a strong brand identity. There could be a deficiency in community-building and audience engagement efforts. They might not offer a WOW factor for their customer experience. Opportunities exist for Clementine to fill these gaps by emphasizing storytelling, brand identity, community engagement, timely product updates and customer experience.

BRAND VOICES & PERSONALITY

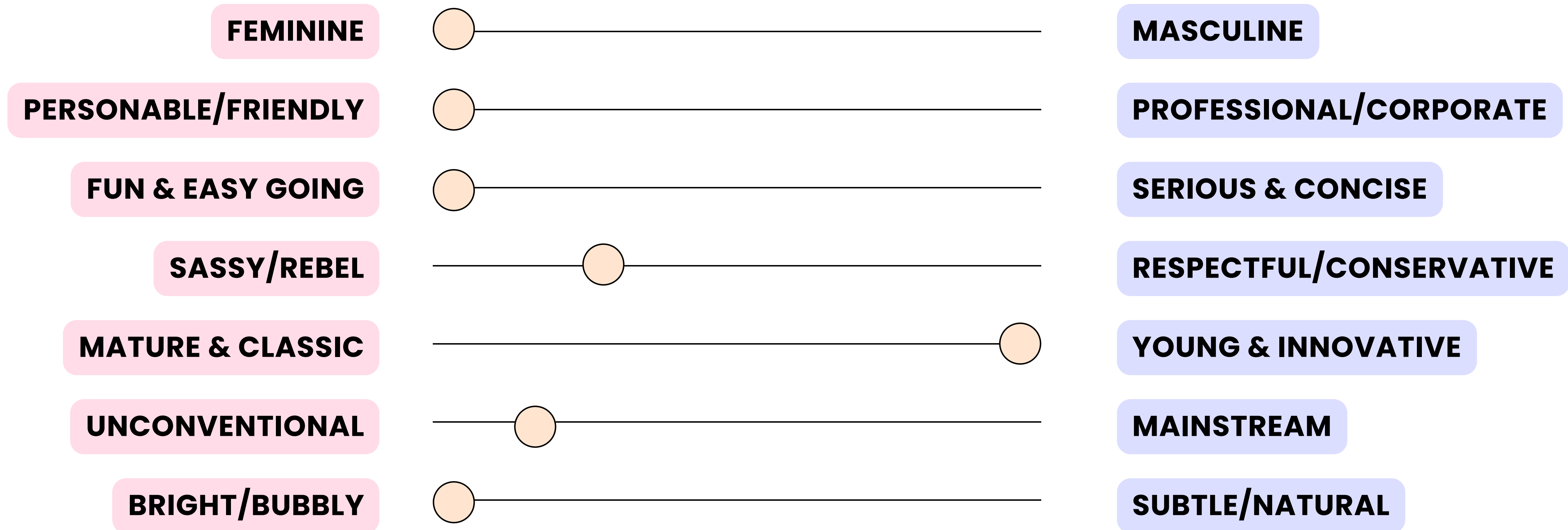
A **brand personality** refers to human characteristics and traits with the brand to which audience can relate to. Essentially what personality would your brand have if it was a person?

A **brand voice** is the way you talk to your customers and is defined by your brand's style of communication.



Brand Personality

A brand personality refers to human characteristics and traits with the brand to which audience can relate to. Essentially what personality would the brand have if it was a person? This is going to help shape the visual identity and how you talk to consumers.



Brand Archetype

A brand archetype is a symbolic representation of a brand's values, personality, and identity, often derived from universal human experiences and behaviors. It provides brands a framework for consistent storytelling, helps establish emotional connections with consumers, and guides brand strategy and communication efforts.

PRIMARY ARCHETYPE

The Creator

Clementine Stitches exhibits traits of the Creator archetype due to its focus on creativity, innovation, and originality in needlepoint designs. The brand's commitment to crafting fun, modern, and vibrant creations reflects the Creator's desire to bring new ideas to life and inspire others through artistic expression.

SECONDARY ARCHETYPES

The Caregiver

Another potential archetype for Clementine Stitches is the Caregiver, as the brand aims to bring joy and happiness to its audience through its needlepoint designs. By creating designs that evoke positive emotions and fostering a sense of community among needlepoint enthusiasts, Clementine Stitches embodies the nurturing and supportive qualities associated with the Caregiver archetype.

The Explorer

Clementine Stitches also embodies traits of the Explorer archetype, representing a spirit of adventure, curiosity, and exploration. The brand's inspiration from beach and surfing culture reflects a desire to break boundaries and discover new possibilities in needlepoint design. By embracing the Explorer archetype, Clementine Stitches encourages its audience to embark on a journey of self-discovery and creative exploration through its unique designs and artistic vision.

Brand Voice & Tone

A brand voice is the way you talk to your customers and is defined by your brand's style of communication. This could be playful and punny or formal and professional. This can depend on your target audience and their needs!

YOUR VOICE IS:

Playful

ABOUT:

Infusing humor and wit into social media captions and marketing materials, the brand can create enjoyable and memorable interactions, fostering a sense of camaraderie.

DO:

Encourage the use of words like "fun," "cheerful," and "quirky" to bring a playful energy to communications.
"Join the fun and discover the joy of stitching with Clementine's playful designs!"

DON'T:

Avoid using overly formal or serious language, and refrain from sarcasm or jokes that may be misunderstood or offensive to customers.
"Our Basic designs" or "Regular updates" or "Haha, are you serious? That's supposed to be art?"

YOUR VOICE IS:

Informative

ABOUT:

The brand educates customers about their crafts & designs, giving them knowledge and advice to make smart choices. In blog posts or product descriptions, use simple and straightforward language to explain products features, story, how to style it, helping customers see why they're great.

DO:

Encourage the use of words like "learn," "discover," and "insight" to provide valuable information and guidance.
"Discover the unique aesthetics of our canvases and how they can enhance your space & home."

DON'T:

Avoid using overly technical or complex language, and refrain from overwhelming customers with too much information at once.
"Our canvases feature innovative stitching technologies designed to optimize your style"

YOUR VOICE IS:

Creative

ABOUT:

The brand's lively tone sparks creativity in customers, encouraging them to think up new ideas and dream big. In product descriptions or social media posts, use colorful language and fun metaphors to get people excited and involved.

DO:

Encourage the use of words like "imagine," "explore," and "create" to inspire creativity and innovation.
"Let your imagination soar with our vibrant designs!"

DON'T:

Avoid using dry or mundane language, and steer clear of overly technical terms that may stifle creativity or intimidate customers.
"Our needlepoint designs are satisfactory" or "Utilize our innovative designs for your needs."

YOUR VOICE IS:

Helpful

ABOUT:

It's all about being there for the customers, offering assistance and guidance whenever needed. In customer service interactions or informational content, make sure that customers or audience feel supported and empowered to make the right choices about your products.

DO:

Encourage the use of empathetic language, clear instructions, and helpful suggestions to assist customers effectively. Use phrases like
"How can I assist you?" or "Here are some styling tips to make things easier."

DON'T:

Avoid using jargon or technical language that might confuse audience further. Also, refrain from being overly assertive or impatient in responses, as it can deter customers from seeking help.
"Sorry, that's not our problem" or "You should have read the terms and conditions."

COLLABORATIONS & PARTNERSHIPS

Partnerships and collaborations are great for bringing together different talents and resources, making it easier to create something amazing. By working together, partners can share ideas, support each other, and reach new audiences, ultimately leading to greater success for everyone involved.

Partnerships and collaborations are crucial for Clementine Stitches as they enable the brand to expand its reach, access new markets, and offer diverse product offerings, ultimately enhancing its growth and success.



Clementine Stitches x Lycette Designs

- Strengthening the bond with our partner, Lycette Designs, where we showcase and sell our vibrant needlepoint designs.
- Leveraging Lycette's established platform to reach a wider audience of needlepoint enthusiasts and art lovers.

Potential Collaboration Ideas:

- **Local Artisans:** Collaborate with local artists and artisans to create unique needlepoint pieces that blend different artistic styles and techniques.
- **Fashion Brands:** Partner with fashion brands to incorporate needlepoint designs into their clothing and accessories, offering customers a new way to express their style.
- **Charitable Organizations:** Collaborate with charitable organizations to create needlepoint products that support meaningful causes, with a portion of proceeds donated to charity.
- **Online Influencers:** Partner with online influencers and bloggers in the crafting and lifestyle niches to promote Clementine Stitches' products and reach a larger audience.
- **Art Galleries and Exhibitions:** Collaborate with art galleries and exhibitions to showcase Clementine Stitches' needlepoint designs as unique works of art, attracting art collectors and enthusiasts.

COMMUNITY BUILDING + SOCIAL MEDIA

Community building through social media involves engaging with followers, fostering connections, and creating a sense of belonging among like-minded individuals.

It's crucial for Clementine Stitches as it allows the brand to showcase its creativity, connect with its audience on a personal level, and build a loyal community of fans and advocates who share a passion for needlepoint art and design



By Community building through social media, Clementine Stitches can directly interact & connect with its audience on an emotional level, fostering brand loyalty and trust. By engaging with followers and sharing valuable content, the brand can establish itself as a relatable and trusted brand within its niche, driving engagement and amplifying brand awareness.

PLATFORMS:

Clementine Stitches prioritizes Instagram, Pinterest, and TikTok for community engagement and brand promotion.



ENGAGEMENT:

The brand fosters a vibrant community by actively engaging with followers through comments, likes, and direct messages. Interacting regularly with other creatives in the niche and the target audience.

CONTENT STRATEGY:

Clementine shares behind-the-scenes glimpses, product showcases, new arrivals & offers, user-generated content, a lot of short reels/videos to connect with followers authentically. Also keeps up with the trends of social media and audience interests.

COLLABORATION:

Partnering with influencers, fellow creators, and complementary brands amplifies Clementine's reach and fosters a sense of community.

GOAL:

Build a loyal and engaged community on social media platforms, driving brand awareness and fostering meaningful connections with customers.

BRAND EXTENSIONS

Brand extension is when a brand decides to offer new products or services that are related to what they already have. Future plans are about where the brand wants to go in the long run. It's like making a roadmap for the future, setting goals, and figuring out how to get there.

Thinking about brand extension and future plans is super important because it helps the brand grow, stay relevant, and keep up with what customers want.



Brand Extensions

- **Accessories line:** Introduce beach towels, hats, and jewelry featuring Clementine's signature needlepoint designs.
- **Home decor:** Expand product range to include decorative pillows, wall art, and tapestries for home embellishment.
- **Apparel collection:** Launch a clothing line with beach-inspired prints and needlepoint, including t-shirts, dresses, scarfs, belts, swimwear, etc.
- **Stationery:** Offer a range of stationery items such as notebooks, planners, and greeting cards featuring unique needlepoint patterns.

Future Plans

- **Physical storefront:** Establish a brick-and-mortar store in a coastal area, providing customers with a tactile shopping experience.
- **Online store enhancement:** Enhance the online shopping experience with improved website features, easy checkout and user-friendly interface.
- **International expansion:** Explore opportunities to expand globally by entering new markets and establishing partnerships with international distributors.
- **Collaborations:** Seek collaborations with local artists, designers, and beach lifestyle brands to create exclusive collections and increase brand visibility.

MOOD BOARDS

Mood boards are a group of **design elements** that include images, concepts, colours and styles for the direction, look and feel of your brands visual identity.

This gives you a clear understanding of the **design direction** and style that will be used when designing the brand identity



Mood Board 01

Overview:

This direction has a modern, fun and home grown feel which fits nicely with Clementine's brand story. It creates a sense of happiness and personal feeling that'll help connect the customers with the brand emotionally. This instantly lights up anyone's mood!

Typography:

Modern script font with twirls and loops that creates a fun and friendly personality within the brand. Instead of using obvious retro script style we want to modernise the brand and a creative script font does a great job doing this.

Color palette:

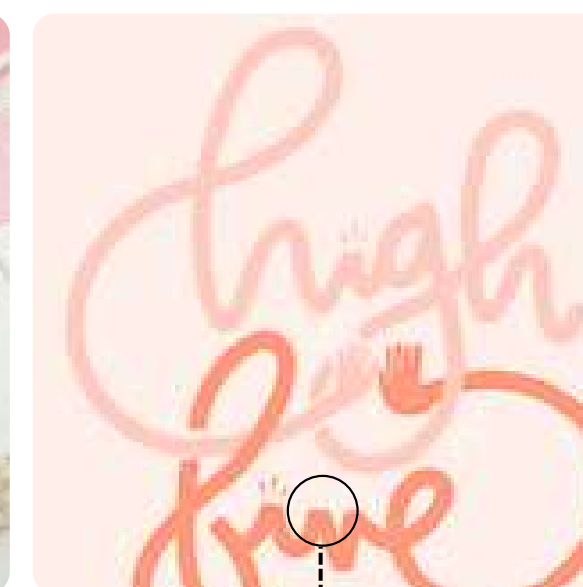
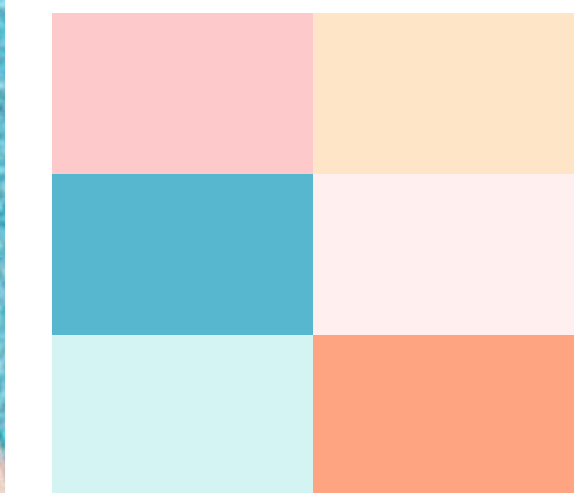
Pastel shades of blues and pink to give beachy, sea and fun aesthetics. These also tones down the brand and gives out a soothing and chilling vibe. A brighter shade of orange representing the color of Clementine adds a contrast to the brand colors.

Imagery:

Flat lays, close up and moody shots with themed props to make the brand look whimsical, happy and playful. Products can be shot in different angles and real people can be seen using them in different scenarios.

Playful typography that has a 'handmade' feel, just like how Clementine's needlework is fun and unique, not the same each time they are made

Freshness of a beach cocktail with clementine to represent the brand's creative & chill aesthetics



Fun flat lay photography, something that can create a distinct style to be remembered by.

Twirl script font with loops to give off a friendly and fun personality.

Pastel shades of blue and pink to represent a whimsical and jolly aesthetic of the brand.

Notes: We need to stay away from straight, boring and over-used fonts as most of your competitors have that. Using a modern font with a twist will help set you apart and bring in some personality to the brand

Please note: the colours may change in the design process. But this shows you a rough idea of the colours.

Mood Board 02

Overview:

This direction is modern, vibrant, zestful and friendly giving out a very young and playful vibe. It has a fun and uplifting feel to the brand, making you feel happy and want to be a part of the brand. Has a nice mix between vibrant, fun and still being professional and refreshing.

Typography:

Handmade loose fonts that is imperfect with lots of curves and twirls giving it a modern twist. Use of asymmetric placement of letters makes it fun and whimsical.

Color palette:

Different shades of Pinks and blues that represent the fun at the beach. Contrasting color of Orange which is the color of the fruit Clementine and symbolizes the brand. It is well complemented with pastel and lighter shades of Pink, beige and blues to balance out the brand

Imagery:

Cheerful and fun-loving surfer girls using Clementine's products in their daily life while at the beach or hanging out with friends. Products can also be photographed against colorful or illustrated backdrops to give out the zestful and creative nature of the brand.

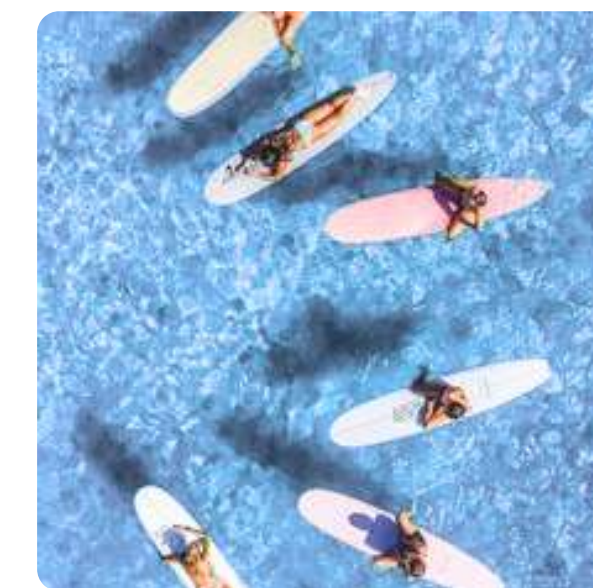
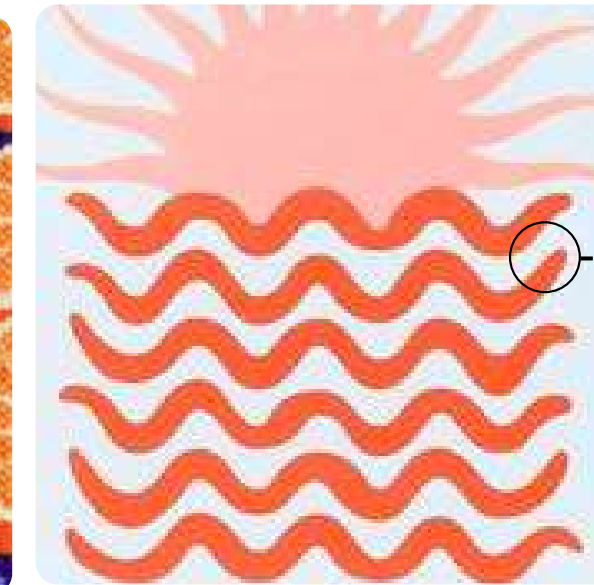
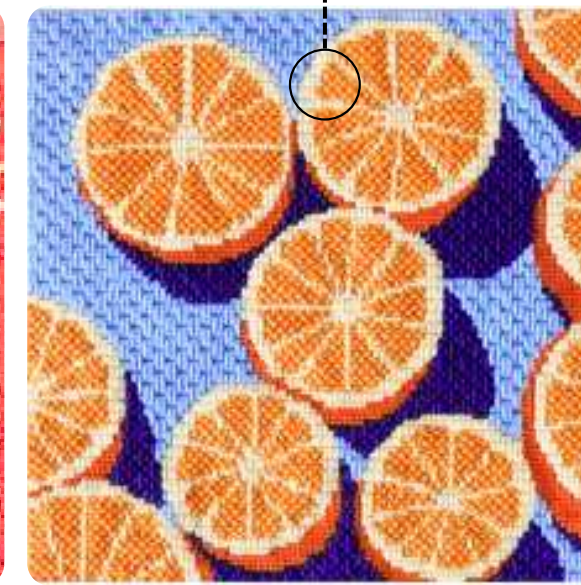
Playful curly and twirl typography for a modern and jolly feeling to the brand - instantly brings a smile

Needlepoint clementine shapes to symbolize the brand. Can be fun and unique illustrations and representation of the fruit Clementine.

Quirky & energetic waves motifs for a fun feeling and also symbolizing the love for the sea for Clementine Stitches

Fun, loose handwritten font with vertical & horizontal placements to give a feeling of "Handmade" and easy going.

Wavy, loose, colorful illustrations that can be used in packaging and marketing materials to give out a chill, relaxing and playful vibes



Notes: Hand drawn loose illustrations does a great job in fitting in with the chunky fun fonts. Focus will be on the illustrations and playful feel.

Cool surfer girls representing the brand and photographed using the products can make the brand stand out from its competitors.

Please note: the colours & patterns may change in the design process. But this shows you a rough idea of the aesthetic and feel.

YOUR THOUGHTS

Receiving effective **feedback** is critical to the process.

To make sure we are keeping on track with the project timeline, **feedback** needs to be within **3 working days** of when the presentation was sent.

Please read through the whole **strategy document** (a few times) and make sure all information aligns with your brand.

Then give feedback on the two **mood board** concepts and the direction you want to go with.

Super excited to hear from you.



Reminder: Add feedback in the Notion Client Portal

Email: hello@snehapaul.com

Date: 17 April 2024

