



**Preliminary
Brand Representation + Design
Concepts for "ARK" Pocket
compact retail outlets**

Presented to
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Getting Started

Before we jumped in and started designing some merchandising tools for the new stores, we thought we would step back and ask ourselves some questions.

The first question we asked ourselves was... What will the store be called?

The main stores are called "ARK Bok Handel"

So the new store will be called "ARK Pocket"

We revised the existing logo to work with the new name.



existing store logo



possible "pocket book" logo

After we produced the new logo we realized we had done something very significant, without even realizing it... We started messing around with your brand. We started to think heavily about what we were doing. We realized a lot of questions and possibilities.

Discovery

As we look at the “Pocket Bok” project we start by looking at what will be the “Same” as the other “Traditional” ARK bok handel stores, and at the same time look at what is going to be different.

First and foremost the stores are very similar. They are both bookstores that are owned and operated under the same management. They carry the same signature Brand elements such decoration, lighting, staff, quality of products, convenience, and colour scheme.

But upon closer examination the stores are in fact very different in both the store and the customer. The stores are different as they are intentionally designed to be much smaller. They are being placed in strategic “High Traffic” locations such as airports, train stations, bus stations, and other locations. This is essentially the “Fast Food” customer. They are on the run, in a hurry, in the process of going from one place to the other. They don’t have time to waste. We need to make the selection and purchase process as fast and as convenient as possible and at the same time make a lasting and meaningful impression.

This is a 180° departure from the conventional ARK stores, and as a result we started to ask ourselves if the store was different and had a different name, should it be Branded differently?

We decided to explore the options...

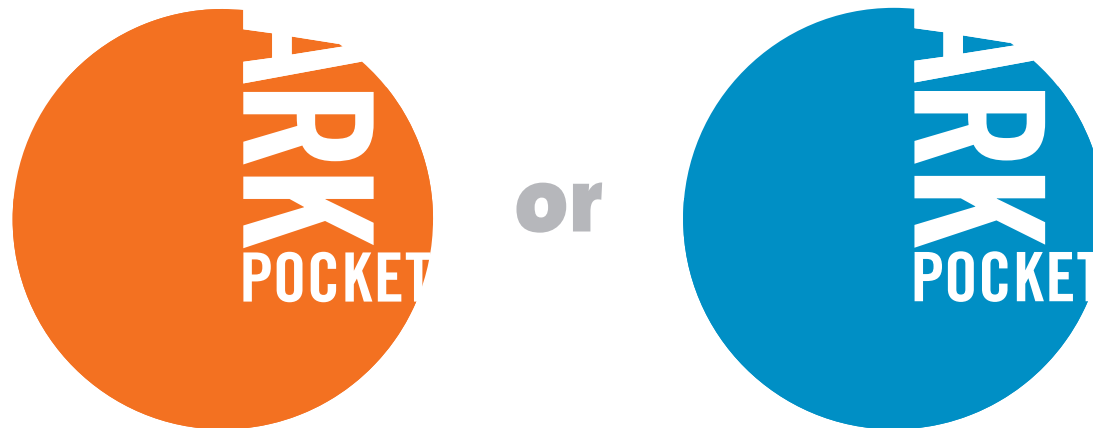


Identity Options

We looked at the possibilities and decided that there were 2 options to explore:
The first was to remain with the existing brand colour
The second option was to explore creating a “Sub-Brand”

The existing ARK logo is unique, and has gained strong customer recognition over the past few years. As a result we decided that if the identity was going to be different, it needed to be similar enough to be seen as an ARK store. The identity needed to build on the existing brand equity. As future projects are developed, it could be possible to add other members to the “Brand Family” The ARK paper store for example...

We looked at colour as a way of differentiating the stores for the customer. This could be done with different logo shapes, such as using a square or a triangle but we decided to stay with the circle as we felt it is a strong organic symbol representing your brand.

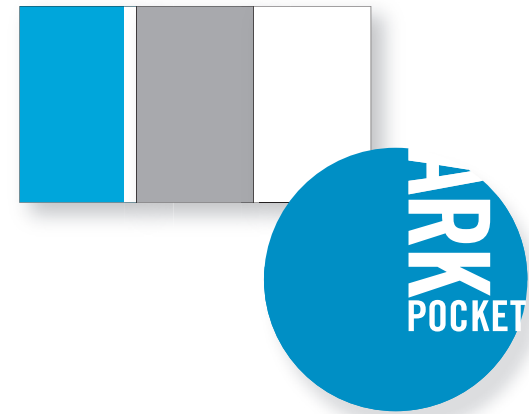


Colour palettes

Your existing stores adhere to a strict and effective colour palette. White, Grey and Orange.

It is possible that ARK Pocket stores work within a different palette by replacing the Orange with an equally bold colour such as Turquoise, Grass Green or Purple.

Possible colour palettes are shown below:



The new brand family

If we were to develop a brand family utilizing a new colour palette it might look like this...



primary logo



pocket book logo



paper store logo

If we were to develop a brand family using Orange for all the sub-brands, it might look like this...



primary logo



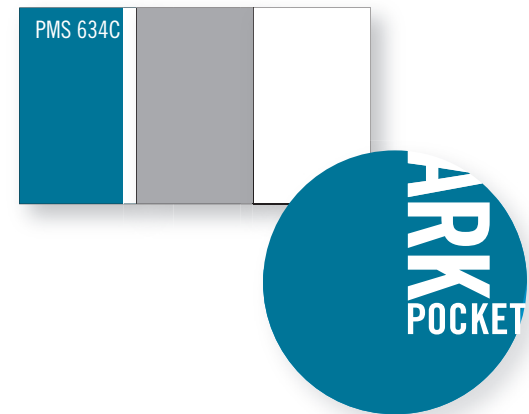
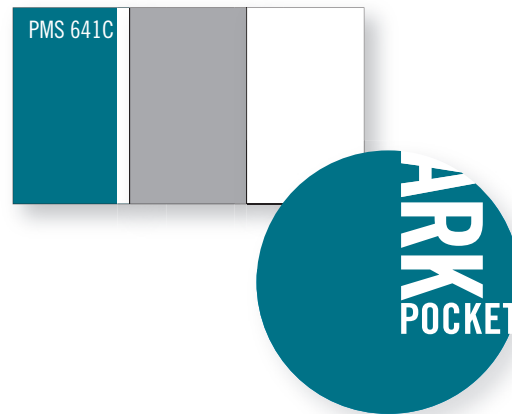
pocket book logo



paper store logo

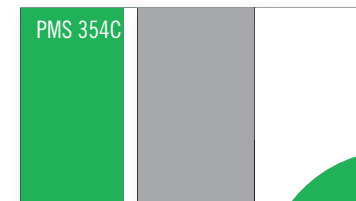
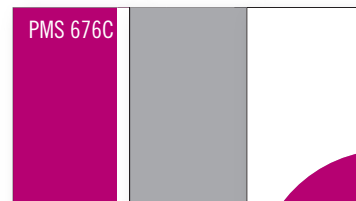
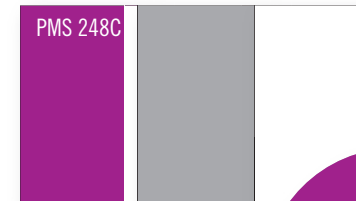
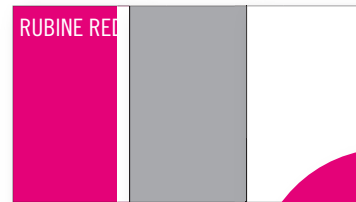
ARK Pocket: colour options

We suggest the following colour options as they will be effective within the ARK brand system.



ARK Papir: colour options

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Merchandising tools

The ARK Pocket store design is clever, efficient design solution. It has the potential to become an “Instant Bookstore” a true example of the “Cookie-Cutter” design-Build.

As we look at the options for display and merchandising, it is important to address some of the aspects of the Pocket store that are not totally in alignment with the primary ARK Brand. Some of our concerns are focused on the following:

- > Information overload
- > Clutter
- > Lack of white space”
- > Lighting
- > Welcoming
- > Cosy

The reason for addressing these issues is not to be critical, but to try to create a similar ARK feel in the Pocket stores. The Pocket stores are going to be small and efficient, they do not have the same luxury for space as the larger stores. The “White shelf” is not an option, but we need to do what we can to create the same experience in the small stores.

- > Create clear, clean effective signage for the categories.
- > Develop super effective top 10 displays
- > Keep the “White Space” in the store
- > Replace the natural light that fills most of the big stores
- > Make relevant books “Jump” off the shelves
- > Give people a place to “Dwell”

Category descriptions

We suggest that the category descriptions be designed as large mural type graphics. We want the imagery to reinforce the brand (through the use of colour) and help to create a unique and interesting space. This banner will also create some “white space”

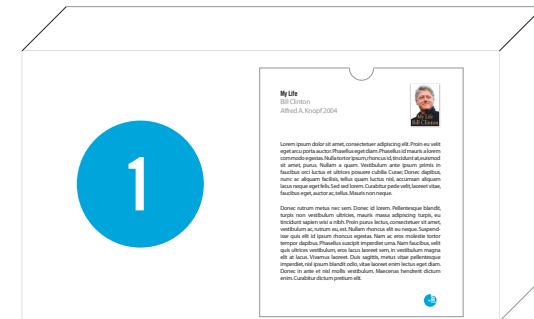
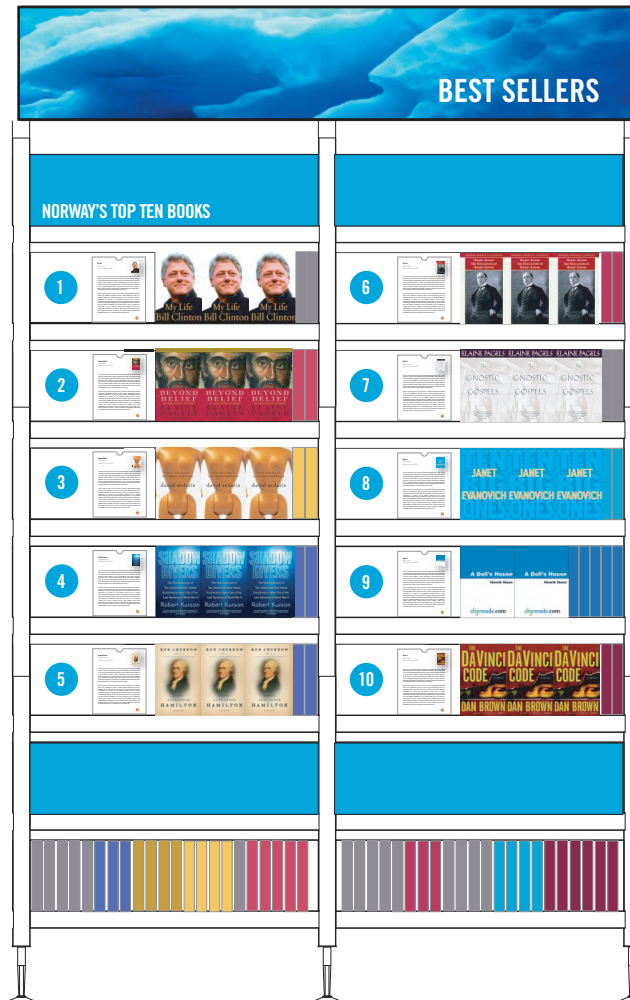


Possible elevation:



Top 10 displays

The top 10 racks need to be powerful sales tools. We propose that they are as clean and streamlined as possible. The top and 2nd bottom shelves have been painted blue to draw attention and keep books within easy reach of the customer. Additional storage of top 10 books is achieved on the lower shelf.



White acrylic “feature boxes” are designed to be illuminated by small lights that are placed behind the boxes. The boxes will grab the attention of customers and draw them closer to the display. The use of white adds some additional white space and creates a clean, orderly, modular display that can be produced very cost effectively.

The large blue numbers are applied using high quality vinyl. The book description is held in place by a clear acrylic frame. This also allows for ease of use and updating as the prints are simply slipped into place.