

BOARDMANS BRAND IDENTITY SYSTEM 2020



BOARDMANS

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INTRODUCTION AND STATEMENTS

MISSION STATEMENT

Our mission is simple. It sums up our determination to create on trend accessories, every season, across a wide range of marketplaces. Captured within these few words is the efforts of teams of people dedicated to quality, creativity and professionalism.

TO COMPLETE EVERY
OUTFIT WITH PERFECT
ACCESSORIES.

VISION STATEMENT

The stepping stones we use to keep moving forward. Our vision statement is more a set of memes deliberately designed to be motivational. These are the words, ideas and sentiment collected from the whole team. These are the words of **BOARDMANS'** people. So it's us motivating each other.

TO BE CONSTANTLY
UP-TO-THE MINUTE
WITH DESIGN
INTELLIGENCE
IN OUR SECTOR.



TO INVEST IN OUR
DESIGN TEAM AND
PUT CREATIVITY
AT THE HEART OF
EVERYTHING WE DO.

TO CONTINUE TO
LEAD THE FIELD IN
OUR PROCESSES
AND PROTOCOLS
AROUND COMPLIANCE.



TO TREAT EVERY
CUSTOMER WITH THE
FULL-ON DEDICATION
REQUIRED TO MEET
THEIR INDIVIDUAL NEEDS AND
EXCEED THEIR EXPECTATIONS.

TO CONTINUE TO
GROW A HAPPY,
INSPIRING, CREATIVE,
PROSPEROUS,
FRIENDLY GLOBAL
BUSINESS.



BOARDMANS' PEOPLE

We put our people first. When we talk about our team of teams here are some key points to get across.

1/BOARDMANS' design team consistently create **sell out product lines**.

2/BOARDMANS' **account management expertise** makes creating your accessory range effortless.

3/BOARDMANS' merchandising and QA ensures you get great quality products **delivered to you on time** and in full.



4/We are almost unique in specialising in soft accessories. Our focus on hats, gloves and scarves means that we have been able to develop our **market leading trend intelligence**.

5/**We are genuinely global**. Our base in China provides direct contact to our manufacturing partners. We work with all of our factories developing the highest standards of sustainability and compliance through our **BOARDMANS**.

6/Futures Initiative that aims to keep pushing the boundaries on **ethical manufacturing processes** in our sector.

BIG IDEA

BOARDMANS is a team of teams each dedicated to both their own areas of specialism and to the end goals. Our Big idea encompasses the big ideas of the whole of **BOARDMANS**. yes we have one big idea (Our mission statement) but we also have big ideas about what makes **BOARDMANS** a team of teams.

1/**To be the first choice in design lead accessories**

in our sector by consistently creating collections that complete every outfit with perfect accessories.

2/**BOARDMANS is unique** because of our design centric, problem solving culture, our commercial processes our accumulated skills our experience in the sector and our international setup.

3/**Our customers demand intelligent design**, quality at their price point and efficient fulfilment. That is why we focus on trend research, design intelligence, fabric and print knowledge, fulfilment and service values and we do it in a customer centric way within strict sustainability and compliance parameters.



HOW ARE WE DIFFERENT

In a world of sameness, especially in such a competitive sector as ours is, nailing down a genuine point of difference can be difficult. Happily for us we don't have that problem. We are different because we've spent decades of work building every facet of our specialist area. We genuinely lead the way on several aspects of our business and we always strive to innovate.

4/There is only one BOARDMANS design team. **Nobody has as talented and experienced team like ours.**

5/Alongside every brilliant design team is a brilliant management team and alongside them a production team second to none. **BOARDMANS is respected the world over** for our commercial competence; we know all there is to know about price fit and delivery on time.

6/We specialise. This can be a key point of difference. We have detailed knowledge and experience that is solely around hats, gloves and scarves. **Everything we do is dedicated to the very best** hats, gloves and scarves we can make. We don't get pulled in different directions.

1/We have a base in China WFOE. More than a base, **we work out of China.** Our global reach from our Chinese team and the proximity this gives us to our means of production give us a genuine edge.

2/Decades invested in product management, compliance give us **second-to-none process and protocols.** Whether it's while delivering on our customer's handwriting or creating our collections, **BOARDMANS** always deliver on compliance.

3/Our design intel and how we implement and share it through our **client bespoke trend packs** and our reports and runways is unique to **BOARDMANS.**

7/We invest in state-of-the-art technology and software with **one goal, customer satisfaction.** Every change we make increases speed to market and supports delivering creative, on-trend, design to our customers.

8/**We invest in our people.** We believe in the power of training and supporting people through resources and personal development programmes. **BOARDMANS** is all about people and that shines through in the quality of our products and services.

9/**We get that accessories accessorise.** **BOARDMANS** aren't an accessory island, we engage with the fashion world.

POSITIONING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna **BOARDMANS** erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

1/**Mass multiple value sector** through to middle market from cutting-edge high street fashion to volume products.

2/We never start at choosing to be the cheapest we always strive to **deliver the perfect products** at our customers' price points.



OUR PURPOSE

We have a single-minded attention to the details of all things hats, scarves and gloves. We are very clear about what we do, how we do it and why.

1/**BOARDMANS** are all about creating **hats, gloves and scarves** for the fashion retail sector.

2/Our options focus on hats, gloves and scarves so that within these tight product categories we can provide our customers with **the best products and services** to meet their needs.

3/We specialise in trend intelligence, design creativity, production knowledge, compliance, QA expertise and fulfilment. **Delivering unique solutions** and seasonal collections.

OUR WINNING ARGUMENTS

In short, these are the things that make us confident to go up against any of our competitors.

WE ARE SPECIALISTS

1/We are leaders in trend analysis and market intelligence in our sector.

2/You won't find anyone better versed in compliance in our sector.

WE INVEST GLOBALLY...

meaning that we perfect at source.

OUR LINES SELL OUT

WE ARE ALWAYS IN THE TOP 5...

selling lines (hats, gloves and scarves).

VALUE PROPOSITION

Putting our customers at the heart of everything we do means that we can be clear and confident about the value we bring to them.

1/**BOARDMANS** takes away the pressure on you to constantly keep up to date with trends in hats, gloves and scarves because **we invest in market intelligence and trend prediction** then convert those market insights in to products that sell.

2/Our highly respected design team, account managers, merchandising specialists and QA experts are dedicated to creating both unique designs with our customers and in producing extensive **collections of on-trend hats, scarves and gloves that you can trust to give you a great soft accessory range** for your customers every season – without fail.



OUR LOGO AND DEVICE(S)

OUR LOGOTYPE

Based on DIN 2014 Regular but slightly increased in weight, the logotype element of our visual identity presents a fresh, timelessly modern and intelligent feel.

Open spacing and beautiful visual balance with a recognisable contour makes it memorable without being **'loud'**.

BOARDMANS

THE LOGOTYPE ELEMENT OF BOARDMANS IDENTITY

Our logotype element has been spaced accurately and precisely around what we term 'open setting', that is where the letterforms are spaced beyond 'tight' and 'normal' but not so extreme as to be too obviously separated (*see don'ts).

The spacing works visually at any size retaining all of its positive qualities.

You can find versions of our logotype in the Brand Asset Library www.Boardmans/BALibrary or contact brand@boardmans.co.uk.

BOARDMANS

BOARDMANS

THE DONT'S

We need people to instantly identify our logotype. It's our mark of authenticity.

There are some things you must never do nor allow to be done to our logotype. The best rule is only use the logotypes provided in the Brand Assets Library.

Never respace the letters

⊗ B O A R D M A N S

⊗ BOARDMANS

Never use weights of DIN 2014 other than DIN 2014 Regular

⊗ BOARDMANS

⊗ **BOARDMANS**

Never use a font other than DIN 2014 (unless in running copy see next/previous page)

⊗ BOARDMANS

⊗ BOARDMANS

Never set our logotype with initial caps or all in lowercase

⊗ Boardmans

⊗ boardmans

THE LOGOTYPE AS A PART OF RUNNING TEXT IN DOCUMENTS AND ON SLIDES

You will often need to type the name BOARDMANS in documents or on slides.

Wherever possible use DIN 2014 Regular and set the whole word in capital letters. Do not try to letterspace our name, capital letters is all you need to remember.

Where you don't have DIN as here (this is set in Arial) set our name, Boardmans as you would any other name with an initial capital letter.

In this way we preserve the association with the font DIN 2014 and our name.

OUR DEVICE

Is the single most important element of our identity system. It clearly represents us with its bold and unequivocal presence. We are BOARDMANS with a BIG B.



OUR DEVICE II

Our device can be used alone, in a rectangle or circle and in two stacks.

Each iteration has it's own rules around positioning, size and safe space.

You can find versions of our device in the Brand Asset Library www.Boardmans/BALibrary/device or contact brand@boardmans.co.uk



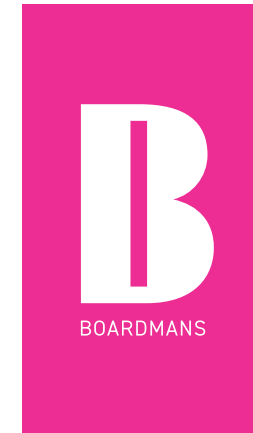
Primary device



Rectangle device



Roundel



Rectangle stack

BOARDMANS^B

Logotype stack

PRIMARY DEVICE

Our device can be used alone, in a rectangle or where necessary in a circle (mostly reserved for avatars).

Each iteration has it's own rules around positioning, size and safe space.

You can find versions of our decvice in the Brand Asset Library www.Boardmans/BALibrary/device or contact brand@boardmans.co.uk

Wherever possible use the Primary device first.

Second choice is the rectangle device.

Our Roundel is third choice.



PRIMARY DEVICE

Our device can be used alone, in a rectangle or where necessary in a circle (mostly reserved for avatars).

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Wherever possible use the Primary device first.

Second choice is the rectangle device.

Our Roundel is third choice.



Primary device

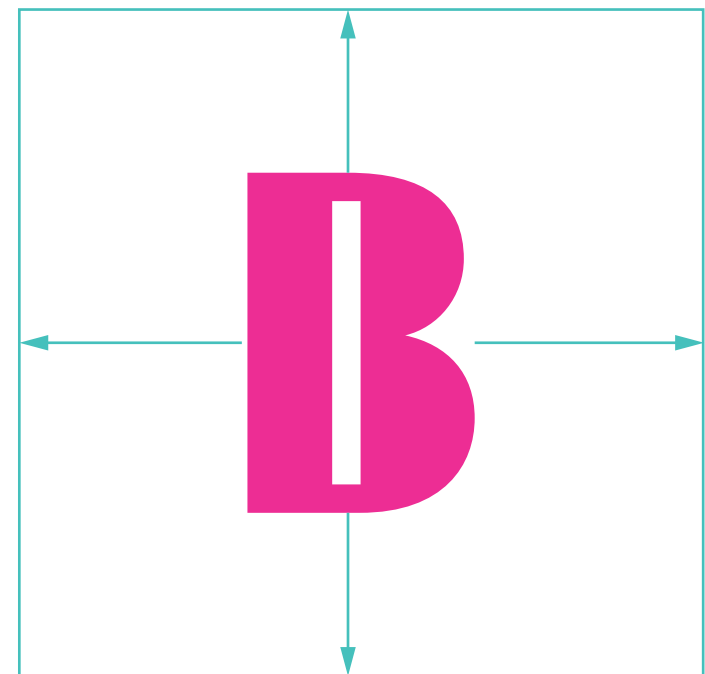
PRIMARY DEVICE SAFE ZONE

Each device has a safe zone around it. The safe zone is the closest we permit any other item on a page.

For simplicity, the primary device safe zone can be calculated using its width horizontally and half of its height vertically.

Always make the calculations with the 'B' in proportion to the device so that you always have the safe zone relative to its size.

The safe zone always extends to left and right and above and below.



PRIMARY DEVICE USE AGAINST BACKGROUNDS



DO
Use the Primary device on top of solid colours - pink wherever possible



DON'T
Use pink against the same or similar tonal background



DO
Use the Primary device on top of photographs



DON'T
Use the Primary device on top of photographs when it makes the device difficult to see.



DO
Use the Primary Device on top of gradients



DON'T
Use the Primary Device on top of gradients when it makes the device difficult to see.



DO
Use the Primary Device on top of background patterns.



DON'T
Use the Primary Device against patterns that make the device difficult to see.

RECTANGLE DEVICE

Wherever possible use the Primary device first.

Second choice is the rectangle device.

Our Roundel is third choice.



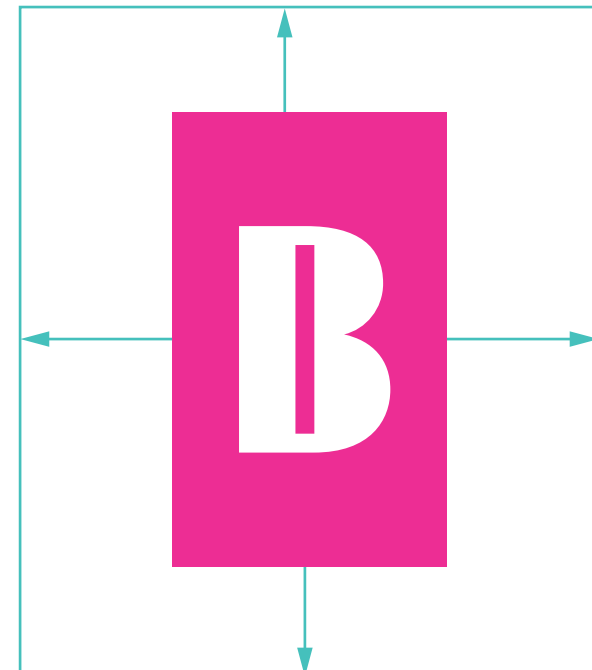
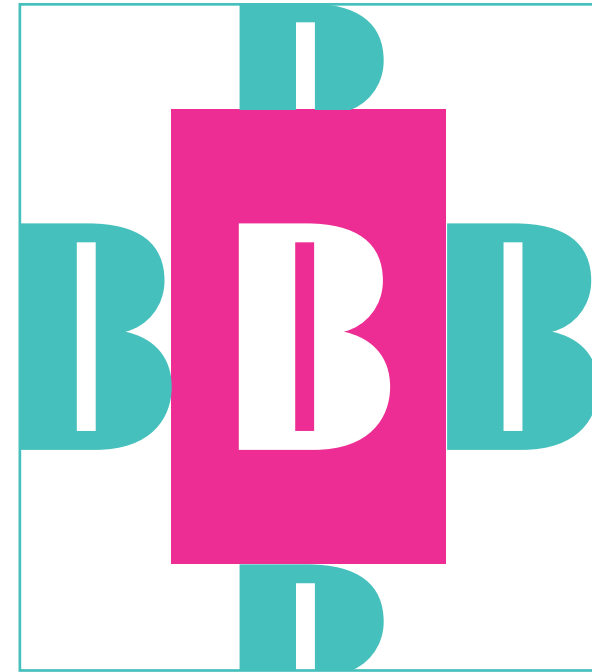
RECTANGLE DEVICE SAFE ZONE

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Always make the calculations with the 'B' in proportion to the device so that you always have the safe zone relative to its size.

The safe zone always extends to left and right and above and below.



RECTANGLE DEVICE USE AGAINST BACKGROUNDS



DO
Use the Rectangle Device
on top of solid colours - pink
wherever possible



DON'T
Use pink against the same or
similar tonal background



DO
Use the Rectangle Device
on top of photographs



DON'T
Use the Rectangle Device
on top of photographs when
it makes the device difficult
to see.



DO
Use the Rectangle Device
on top of gradients



DON'T
Use the Rectangle Device
on top of gradients when it
makes the device difficult to
see.



DO
Use the Rectangle Device
on top of background patterns.



DON'T
Use the Rectangle Device
against patterns that
make the device difficult to see.

ROUNDEL

Wherever possible use the Primary device first.

Second choice is the rectangle device.

Our Roundel is third choice



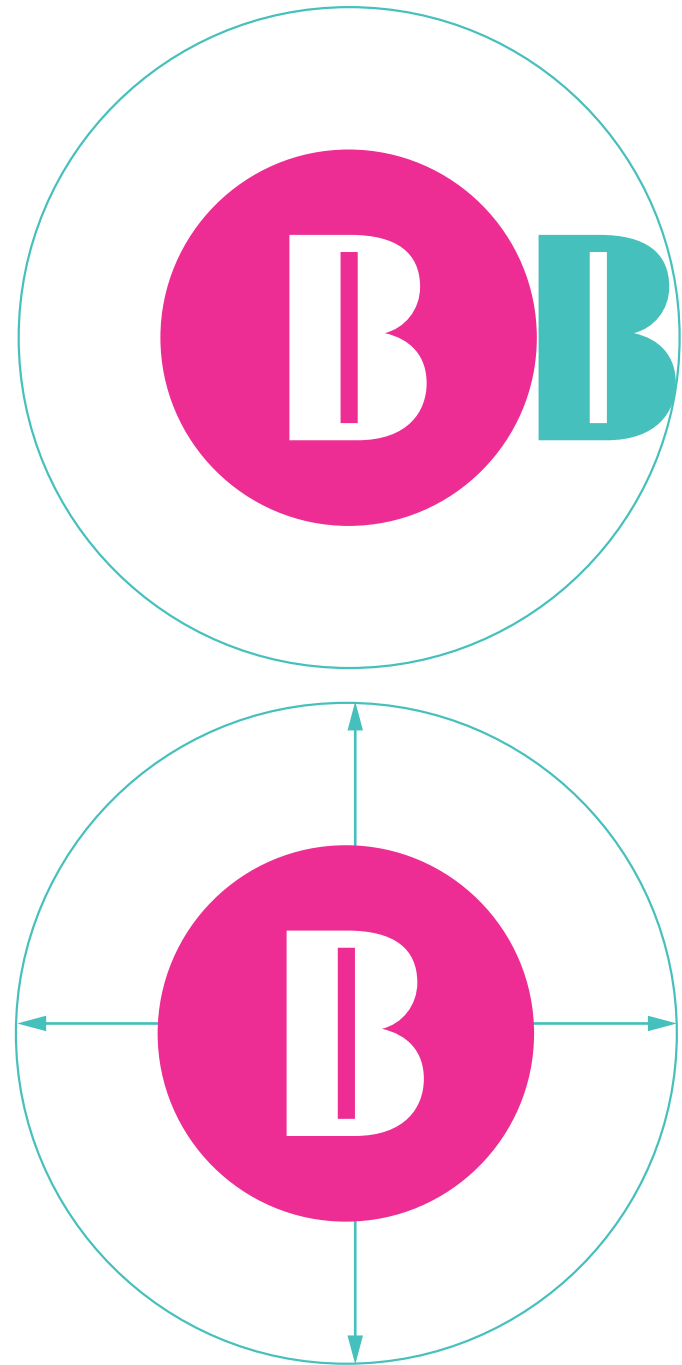
ROUNDEL SAFE ZONE

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Always make the calculations with the 'B' in proportion to the device so that you always have the safe zone relative to its size.

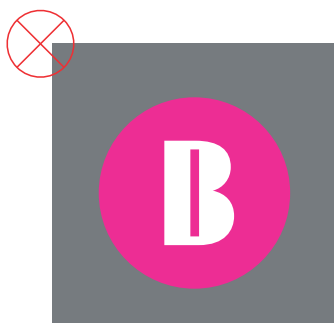
The safe zone always extends to left and right and above and below.



ROUNDEL USE AGAINST BACKGROUNDS



DO
Use the Primary device on top of solid colours - pink wherever possible



DON'T
Use pink against the same or similar tonal background



DO
Use the Primary device on top of photographs



DON'T
Use the Primary device on top of photographs when it makes the device difficult to see.



DO
Use the Primary Device on top of gradients



DON'T
Use the Primary Device on top of gradients when it makes the device difficult to see.



DO
Use the Primary Device on top of background patterns.



DON'T
Use the Primary Device against patterns that make the device difficult to see.

RECTANGLE STACK

Wherever possible use the Primary device first.

Second choice is the rectangle device.

Our Roundel is third choice.

Rectangle stack is a second choice to the rectangle device



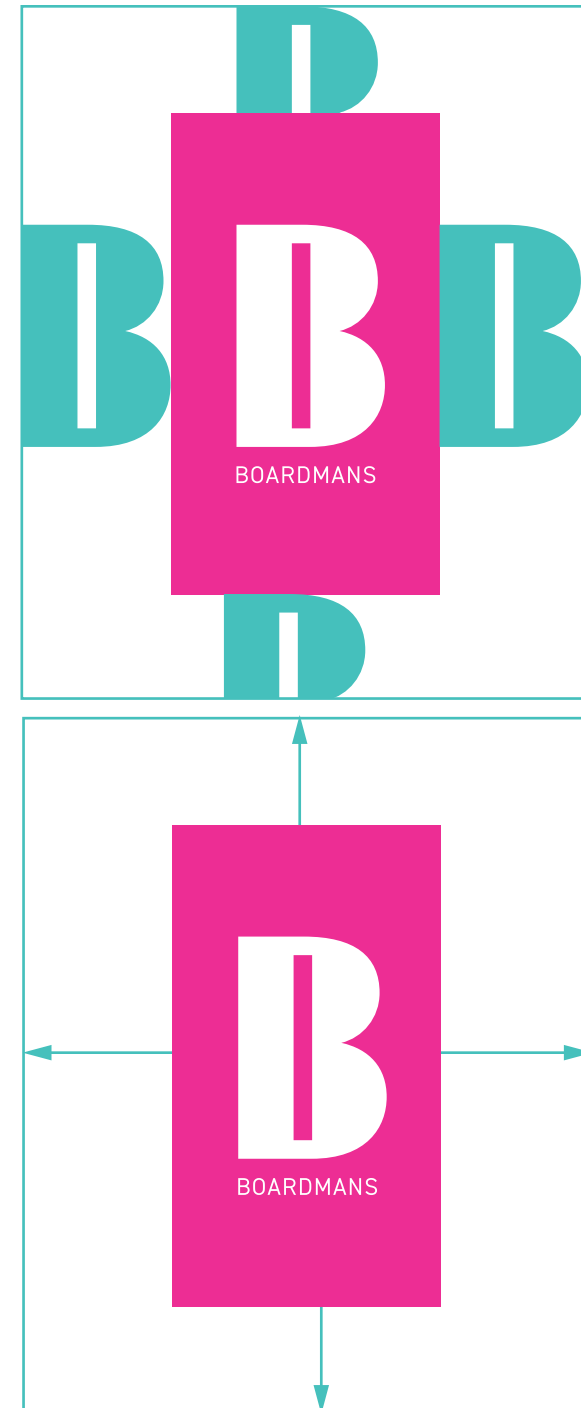
RECTANGLE STACK DEVICE SAFE ZONE

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Always make the calculations with the 'B' in proportion to the device so that you always have the safe zone relative to its size.

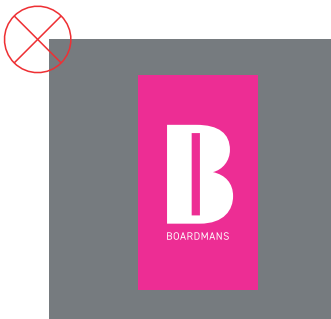
The safe zone always extends to left and right and above and below.



RECTANGLE STACK USE AGAINST BACKGROUNDS



DO
Use the Primary device on
top of solid colours - pink
wherever possible



DON'T
Use pink against the same or
similar tonal background



DO
Use the Primary device on top
of photographs



DON'T
Use the Primary device on top
of photographs when it makes
the device difficult to see.



DO
Use the Primary Device on
top of gradients



DON'T
Use the Primary Device on
top of gradients when it
makes the device difficult to
see.



DO
Use the Primary Device on top
of background patterns.



DON'T
Use the Primary Device
against patterns that
make the device difficult to see.

LOGOTYPE STACK

Where the logotype leads the device we refer to this as the Logotype Stack

The logotype and roundel device have been carefully composed

BOARDMANS 

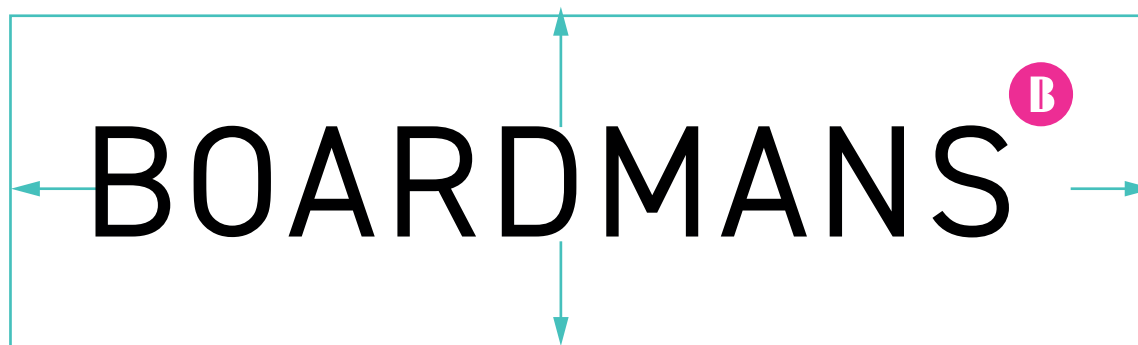
LOGOTYPE STACK DEVICE SAFE ZONE

Each device has a safe zone around it. The safe zone is the closest we permit any other item on a page.

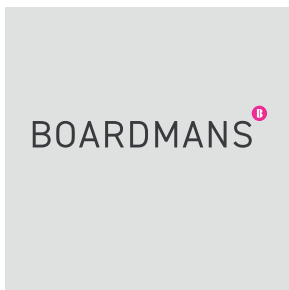
For simplicity, the primary device safe zone can be calculated using its width horizontally and half of its height vertically.

Always make the calculations with the 'B' in proportion to the device so that you always have the safe zone relative to its size.

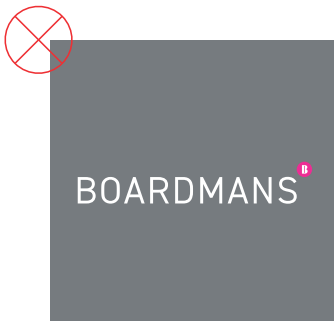
The safe zone always extends to left and right and above and below.



LOGOTYPE USE AGAINST BACKGROUNDS



DO
Use the Logotype Stack on top of solid colours - pink wherever possible



DON'T
Use pink against the same or similar tonal background



DO
Use the Logotype Stack on top of photographs



DON'T
Use the Logotype Stack on top of photographs when it makes the device difficult to see.



DO
Use the Logotype Stack on top of gradients



DON'T
Use the Logotype Stack on top of gradients when it makes the device difficult to see.



DO
Use the Logotype Stack on top of background patterns.



DON'T
Use the Logotype Stack against patterns that make the device difficult to see.

BOARDMANS^B

COMPLETE EVERY OUTFIT

DEVICE COLOUR VARIATIONS

Each iteration has it's own rules around positioning, size and safe space.

You can find versions of our decvice in the Brand Asset Library www.Boardmans/BALibrary/device or contact brand@boardmans.co.uk



Primary device



Rectangle device



Roundel



Rectangle stack

BOARDMANS^B
Logotype stack

DEVICE COLOUR VARIATIONS - SINGLE VARIATIONS

When you are restricted to one colour use our primary pink 1 or black 2.

If the device is used by a third party and they are using only one colour ensure the whole device and log is in the same solid colour.

1



BOARDMANS^B

2



BOARDMANS^B

3

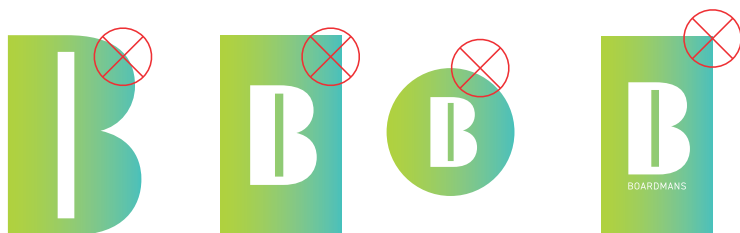


BOARDMANS^B

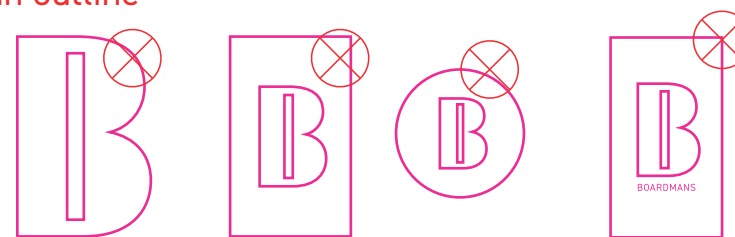
FORBIDDEN COLOUR VARIATIONS

Where the logotype and or device are being used to signify the business there must be no deviation from these restrictions.

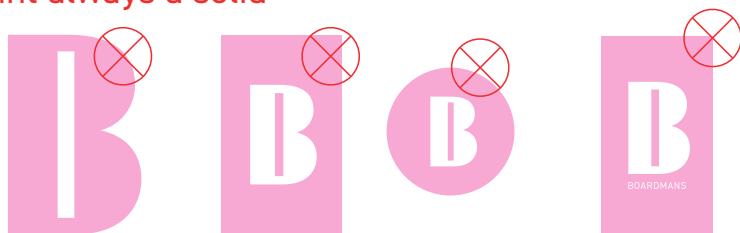
Never use gradients in our devices



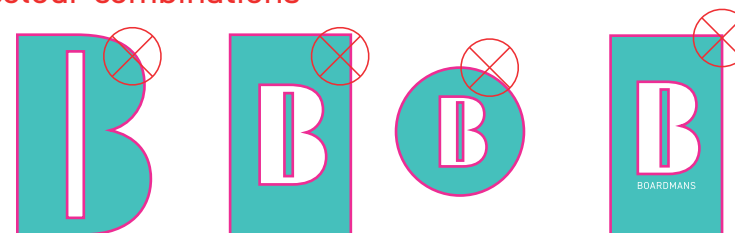
Never use an outline



Nver use a tint always a solid



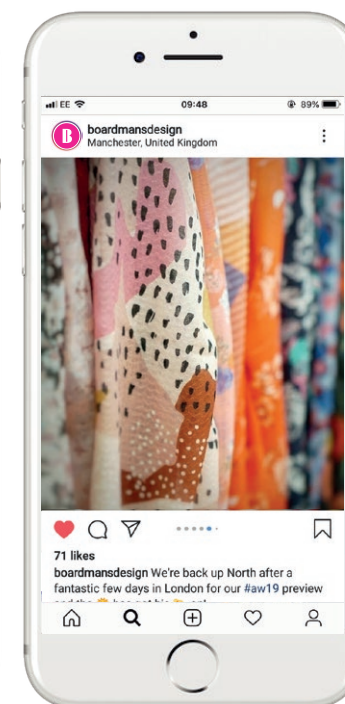
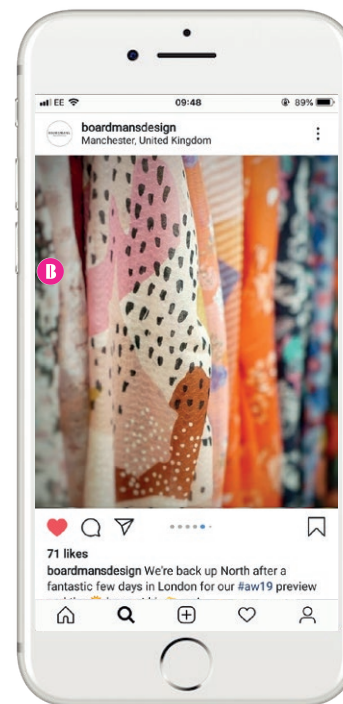
Never use colour combinations



AVATARS

Avatars are usually circular so use our roundel in solid pink

Where the avatar is square use the roundel but square up the outer circle in proportion.

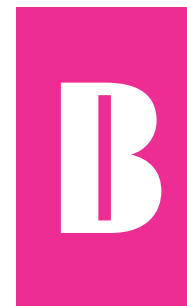


DEVICES MINIMUM SIZE

You can find versions of our device in the Brand Asset Library
www.Boardmans/BALibrary/device or contact
brand@boardmans.co.uk

Print - No smaller than 5mm height

Screen - No smaller than 10pixels height



BOARDMANS^B

BOARDMANS^B

FONTS AND TYPOGRAPHY

FONTS

Boardmans uses DIN 2014 as it's go to font family.

DIN 2014

Why DIN 2014?

DIN 2014 is fresh, clean, classically modern.

It is easy to read.

In so far as a typeface can look intelligent then DIN looks intelligent.

DIN 2014 has a wide choice of weights and widths. It will never get boring.

DIN 2014 is a web font.

FONTS II

The full DIN 2014 font family includes 18 variations.

DIN 2014 EXTRA LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 EXTRA LIGHT ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 EXTRA LIGHT ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`
DIN 2014 LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 LIGHT ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 LIGHT ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`
DIN 2014 REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 REGULAR ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 REGULAR ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`
DIN 2014 DEMI	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 DEMI ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 DEMI ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`
DIN 2014 BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`
DIN 2014 EXTRA BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 EXTRA BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`	DIN 2014 EXTRA BOLD ITALIC	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890 !@£\$%^&*()_+{}[];:"'\<>.,?/~`

FONTS III

Boardmans identity principally uses 10 weights

DIN 2014 EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[];:"'\<>.,?/~`

DIN 2014 LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[];:"'\<>.,?/~`

DIN 2014 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[];:"'\<>.,?/~`

DIN 2014 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[];:"'\<>.,?/~`

DIN 2014 EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[];:"'\<>.,?/~`

DIN 2014 EXTRA LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&()_+{}[];:"'\<>.,?/~`*

DIN 2014 LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&()_+{}[];:"'\<>.,?/~`*

DIN 2014 REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&()_+{}[];:"'\<>.,?/~`*

DIN 2014 BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[];:"'\<>.,?/~`

DIN 2014 EXTRA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[];:"'\<>.,?/~`

DEFAULT FONT

Primary brand font
DIN 2014 REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[]:;'"|\<>,.?/~`

FONT RULES

Never stretch the font horizontally
for any reason

 The quick brown fox jumped over the lazy dog.

Never stretch the font vertically
for any reason

 The quick brown fox jumped over the lazy dog.

ALTERNATR FONTS

Where DIN 2014 isn't available we turn to other commonly available sans serif fonts in order of preference from top to bottom.

Always use DIN 2014 where available

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[]:;'"<>,.?/~`

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[]:;'"<>,.?/~`

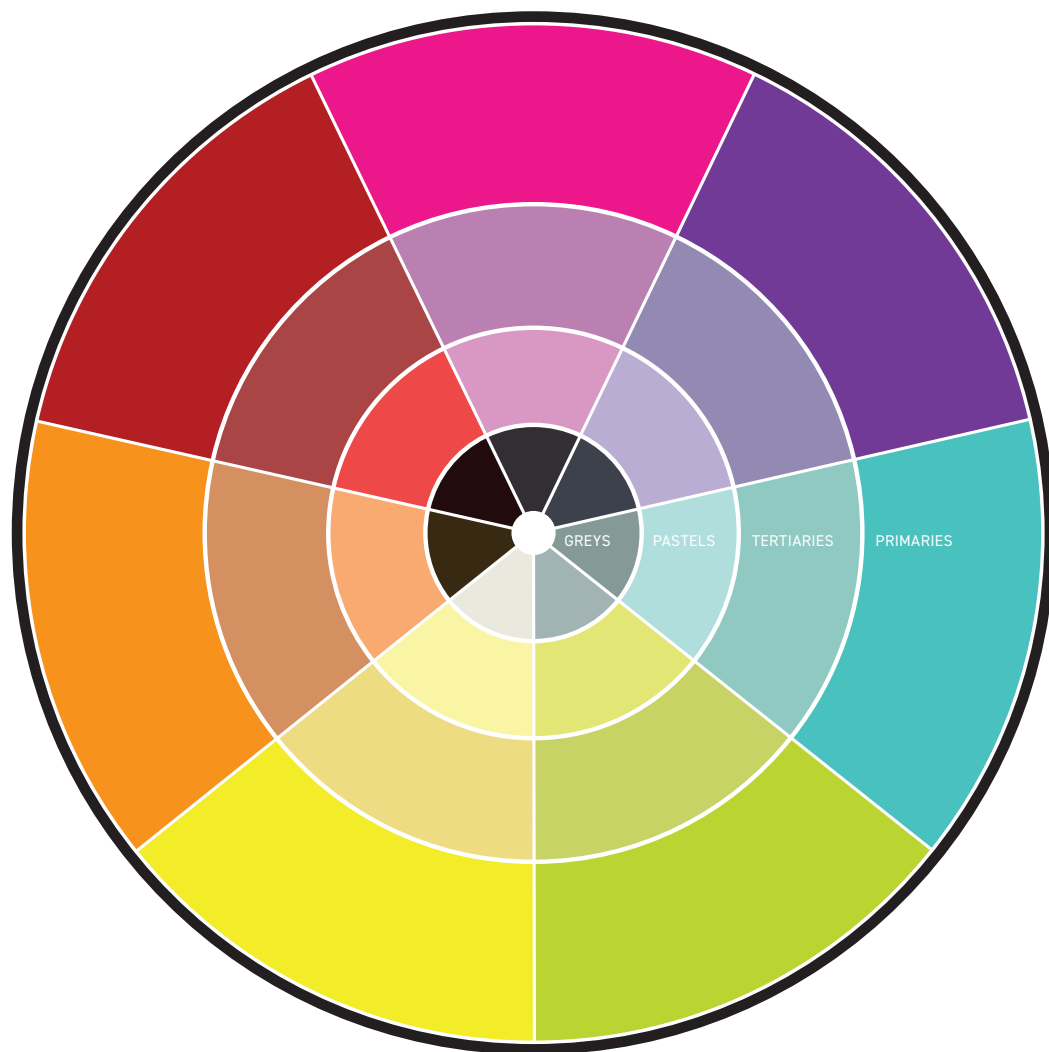
PT sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[]:;'"<>,.?/~`

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£\$%^&*()_+{}[]:;'"<>,.?/~`

COLOURS



PRIMARIES

B Primary Pink C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Primary Purple C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Primary Teal C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Primary Green C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Primary Yellow C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Primary Orange C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Primary Red C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000

TERTIARIES

B Tertiary Pink C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Tertiary Purple C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Tertiary Teal C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Tertiary Green C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Tertiary Yellow C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Tertiary Orange C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Tertiary Red C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000

PASTELS

B Pastel Pink C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Pastel Purple C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Pastel Teal C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Pastel Green C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Pastel Yellow C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Pastel Orange C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Pastel Red C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000

GREYS

B Grey Pink C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Grey Purple C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Grey Teal C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Grey Green C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Grey Yellow C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Grey Orange C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000	B Grey Red C M Y K 0 0 0 0 R G B 0 0 0 HEX 000000

PERSONAS

PERSONA PRIVATE LABEL

In order to help us to express who we are and what we do appropriately we need to know who we're talking to. The customer personae are based on our shared experiences to-date, to the best of our knowledge they are aggregates of many different customer interactions. As we move forward our experiences are liable to change so the personae are always open to amendment, revisions, adaptations and additions.

The business acknowledges a 'Soft Label' space between CPL and BC where customers are both bespoke and ready-to-buy and stock supported) and where some Collection only customers are so involved in the creation of the collection that they are virtually label. It might well be that there are many opportunities to develop valuable accounts in this space especially in the 'fast fashion' (#NewHighStreet) online retailer space as this develops.

Partners

Benchmarkers

Tacticians

Wobblers

All or nothing's

Uncertains



PARTNERS

Needs

Commercial problem solving
Structure

Wants

Contact - supportive relationship
Engagement
Confidence

Description

Loyal
Adaptable
Honest
Corporate responsibility to supply chain
Likes to feel important
Gets the industry
Likes fashion
Experienced

i.e.

Mothercare
Accessorise
George
Nutmeg Kids
Matalan Men
Next Ladies

Future 'best Partners'

[Design]

COS
H&M
&Other Stories
Anthropology

[Margins]

Aldi Central
LIDL
Walmart
Peacocks
Indetey group
Customer Bespoke

Partners



BENCHMARKERS

Needs

On the ball market intelligence

Options

Tender process or similar to 'weed out' the weakest supplier at any given time.

Wants

Guidance

Support

Design and price but leading towards price

Description

Benchmarking against competitors.

Focus on results. Margins are important but so is market appropriateness.

Loyal only as long as they are getting results, they identify but will drop a supplier at any sign of weakness in knowledge, design or pricing.

Quicker to come back too. They are pretty much supplier agnostic, it's all about their perception of what makes a perfect deal for them.

i.e.

Aldi

DP'S

Next

TU

Yours

Womens Secret

New look

Barbour

Customer Bespoke

Bench-
markers



TACTICIANS

Needs

Compliance
Best margins

Wants

Largely invisible support
Less is more relationship

Description

Non-negotiable
Partnership tactical - approachable but corporate and process driven
Purely Tactical - internal culture hammer supplier

i.e.

Nutmeg Ladies
Matalan Ladies
Dunnes
M&S
Primark Customer Bespoke

Tacticians



WOBBLERS

Needs

Market Intelligence

Wants

We wish we knew

Description

Buyer manager relationships and internal culture put pressures on the buyer

Fluffy shoppers

Want magic

i.e.

Bon Marche

Top Shop Customer Bespoke

Wobblers



ALL OR NOTHINGS

Needs

All of Tactician's drivers

Wants

The confidence or the tipping point elsewhere to engage

Description

Aware but not convinced or allied to others
Liable to swing between partners.

i.e.

Tesco
Oliver Bonus
[Oasis]
Customer Bespoke



UNCERTAINS

Needs

Fear of missing out

Wants

To hold on to connections that yield insights for them and give them lines of potential future relationships but with no concrete commitment.

Description

Remain uncommitted by engaging in mostly one-way relationship based around market intelligence.

i.e.

Matalan Kids

Forever New

Next Boys Boardmans Collection

Uncertains



BOARDMANS COLLECTION

In order to help us to express who we are and what we do appropriately we need to know who we're talking to. The customer personae are based on our shared experiences to-date, to the best of our knowledge they are aggregates of many different customer interactions. As we move forward our experiences are liable to change so the personae are always open to amendment, revisions, adaptations and additions.

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Collection Key Account Partners

Collection Key Voter Accounts

Loyal collection watchers

Un-committed Collection Watchers

Seasonals

Butterflies



COLLECTION KEY ACCOUNT PARTNERS

Needs

Fashion is at the heart of the relationship - trend intel
Design and price not price before design
Looking for collaborative process - soft bespoke

Wants

Develop, collaborate around ideas pre-collection
Early in on everything
Face-to-face

Description

High street drives their need for fashionable, on-trend stock
Buying to be a part of the on-trend fashion world not to suit a fixed customer style
Trend setters
Sharers
Learners
Proactive

Drivers

Price, Volume, Fashion
Intel
Forward buying
Open-to-buy
Online
Brick and mortar

i.e

TK MAXX
Beaks?
ASOS
JD
Newcross (Skopes)
BMB Brands
Joe Browns
Lipsy (Own Brand)
Stormafit



COLLECTION KEY VOTER ACCOUNTS

Needs

A one way service
Price over design
Strategic
Stock agendas

Wants

To buy to suit their customers' tastes not necessarily to bring current trends to their customers
Confidentiality and are passive on sharing intel
Rigid relationship protocols
Their way or highway
They like to win and have a pick n mix attitude to their own collections

Description

All or nothing
High street
Fashion drivers but body boarders rather surfers, they come in slightly behind the wave where they think the best and possibly safest deal is - calmer waters.
They have regular customers who might tend towards safe fashion - straight skirts and comfy shoes with a 'look'.
Day time TV

Drivers

Price
Volume
Fasion
Intel
Forward buying
Open-to-buy
Online
Brick and mortar
Forward buying
Open-to-buy
Online
Brick and mortar

i.e

Lipsy (Brand)
Jape Marketing
Studio (Express Gifts)
Dobies Boardmans Collection

Collection
Key Voter
Accounts



LOYAL COLLECTION WATCHERS

Needs

Trend intel shared early
Choice
Collection early
Face-to-face communications
Stock - reliability

Wants

Trusted Collection to match their perception of being in line with the high street but 'better quality'
Make their customer proposition of 'fashion retailer' work
Perception of value above the market stall
Unique - club of few - not unique but only we know
Look to Boardmans because we don't stock to surplus
we stock to our customers - stock to sell out collections

Description

Fashion retailers
Mid size upwards
Open-to-buy

i.e

York Hat Co
Roys Of Roxham
Lakeland
Hats By Janine
Boux Ave Boardmans Collection



UN-COMMITTED COLLECTION WATCHERS

Needs

A collection with choice

Don't need face-to-face comms - catalogues and online will do

Wants

Trusted collections twice a year to turn to

A degree of uniqueness that elevates the collection beyond 'better than basic' - 'common'

The club of few but not bespoke

Description

Open to buy - budgets for on-trend stock

Medium sized and upwards

Traders

Fashion stock

HGSE stock Boardmans Collection

Un-commited
Collection
Watchers



SEASONALS

Needs

Robust core Stock
Connection to what is 'on-trend' at least to what is stylish

Wants

'Fashionable'
Wearable and saleable
Stock
Confidence across full range

Description

Trusting as to the Collection's trend intelligence
High street watchers
Loyal
Independents
Not fashion buyers - high street tail enders
Safe 'Elegance' (What does this mean?)

Traders

Fashion stock
HGSE stock

AIS Group buyers
Beals, independents, consultant influence
Boardmans Collection

Seasonals



BUTTERFLIES

Needs

?

Wants

?

Description

Small

Irregular

Not guaranteed / disloyal

Transients

Never really pin down what they'll 'dip in to'.

Traders

Matalan Kids

Forever New

Next Boys

Butterflies



IMAGERY AND ART DIRECTION

PRODUCT SHOTS

When we shoot hats scarves and gloves for our own marketing and press releases there are two ways we can show them:

- 1/ Being worn by people - model shots
- 2/ As still life - product shots

We will also use shots on social media platforms.

Protocols

Professional lighting.

HD

Art direction

Resources

Approved suppliers

Appointed art directors

Sign-off



MODEL SHOTS

Models chosen for universal use will usually be the safest. Over the coming two seasons some thought and testing will go in to looking at the potential of a variety of art direction purposes.

Potential art direction purposes:

Season appropriate Models and locations

Collection appropriate Models and locations

Persona appropriate Models and locations

Considerations:

Age

Sex

Ethnicity

Personal

Protocols:

Resources

Approved suppliers

Appointed art directors

Sign-off



SHOTS OF US

We want to honestly portray our personality so photography and video should be real by which we mean the following: natural lighting wherever possible, not posed, narrative without revealing any confidences.

We never resort to picture library photos. We put our products and services first.

We demonstrate an active interest in our sector.

We show that we are a global business.

Protocols

Professional lighting.

HD

Art direction

Resources

Approved suppliers

Appointed art directors

Sign-off

SOCIAL MEDIA

In general our social media channels follow the same criteria as our press and marketing content.

Platforms:

Linked in
Twitter
Facebook
Instagram

Protocols

Never break copyright, always ensure permission is obtained.
Well lit.
High definition

Resources

Approved suppliers
Appointed art directors
Sign-of



VIDEOS

Video content will follow a similar structure to photography. An emphasis on quality and consistency with lifestyle and authenticity placed through out. Long format adverts and videos aswell as short form social content.

Platforms:

Linked in
Twitter
Facebook
Instagram

Protocols

Professional lighting.
HD
Art direction
Correct dimensions (platform appropriate)

Resources

Approved suppliers
Appointed art directors
Sign-of



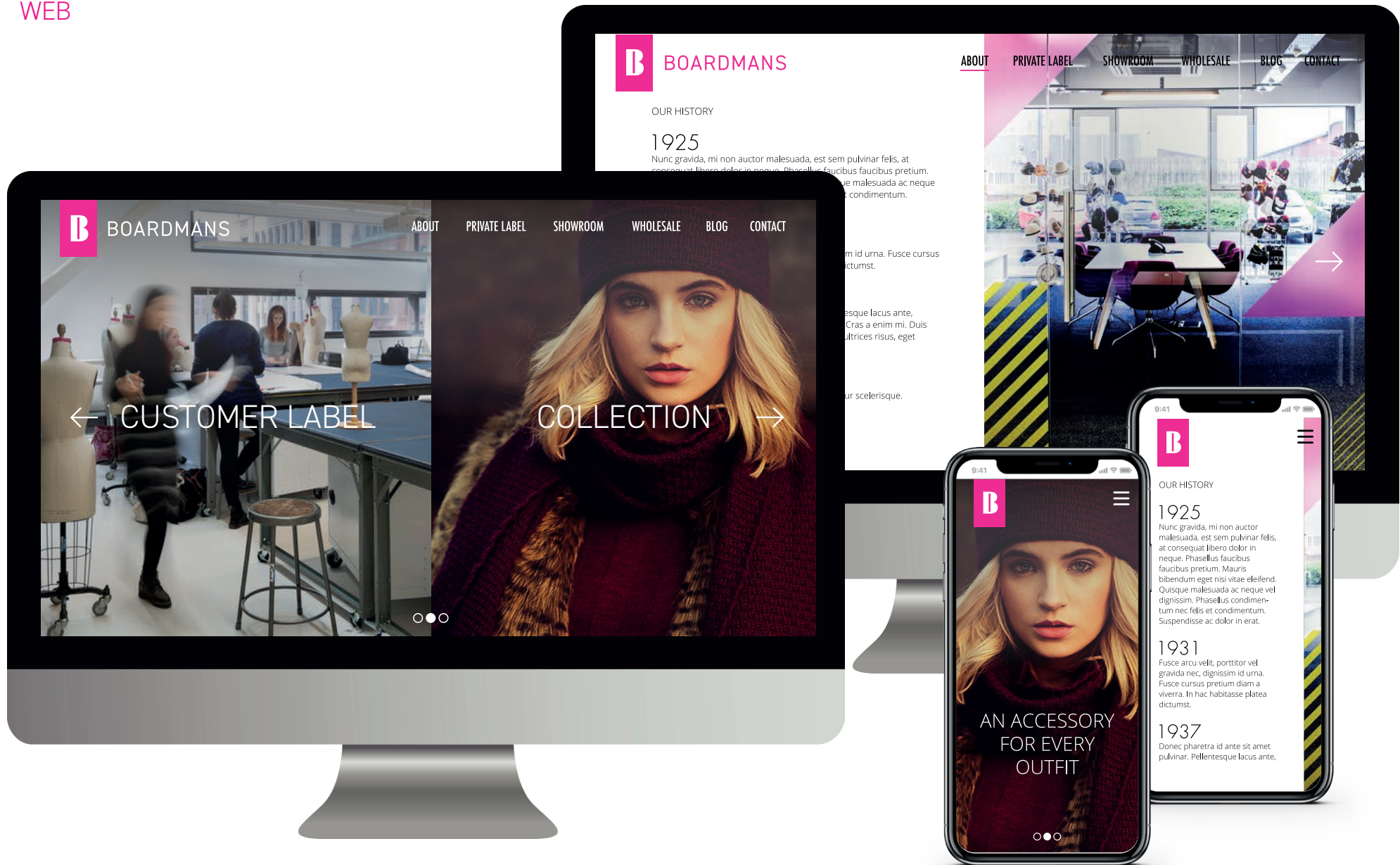
EDITORIAL

Language should be precise, friendly and professional.
Keep terminology simple and slang words to a minimum

If in doubt double check spelling.



EXAMPLES



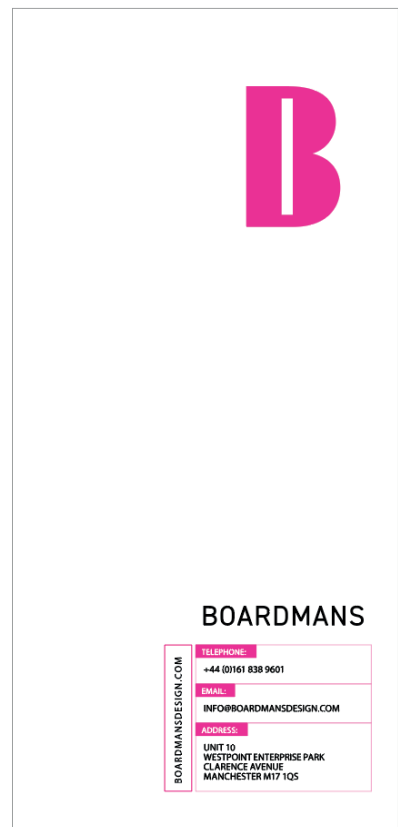
PACKAGING



PRINT MATERIAL

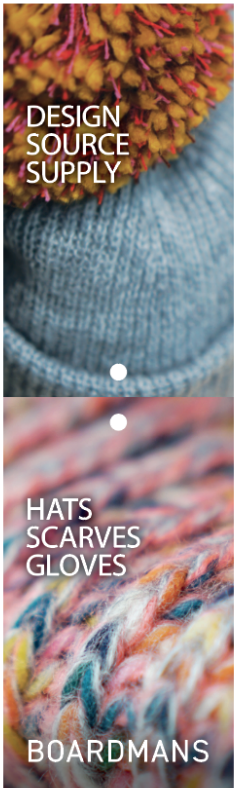
Stationery

With Compliment Slip with seasonal product image on the reverse



Stationery

4 page Business Card with seasonal product images in the inside fold and single hold drilled to represent a product swing ticket



PRINT MATERIAL

Seasonal Brochure Cover

Examples of using the 'B' device and cointainer in it's preferred form



PRINT MATERIAL

Seasonal Brochure Cover

Examples of using the 'B' device in an abstract form



Abstract

When the 'B' is being used as an abstract form the brand name should always be placed with the abstraction

PRINT MATERIAL

Front & Back Cover

Placement of address and signoff copy



PRINT MATERIAL

Brochure and Catalogue Lead Spread

Boardmans are about beautiful product.
Make the product the hero.

BOARDMANS OFFER INDEPENDENT BOUTIQUES AND HIGH-STREET RETAILERS SOME OF THE MOST ELEGANT AND STYLISH ACCESSORIES ON THE MARKET.

Established in 1925, Boardmans have become the UK's leading fashion accessories supplier for hats, gloves and scarves. Our talented design team consistently create sell-out product lines, utilising vibrant colours, quality materials and sophisticated styles, inspired by key catwalk trends.

Our Elegance 2020 collection consists of beautifully sculpted hats, fascinators, and headbands which offer the perfect finishing touch for any occasion whether it's a day at the races, someone's big day or a summer event.

For this collection, we have focused on intricate yet effortless designs in colours ranging from monochrome to fuchsia. This diverse range perfectly blends classic style with modern millinery trends, offering a plethora of choice for any customer looking to add a touch of elegance to their product line.

Paying special attention to artistically designed trims and ornamental shapes, the Elegance 2020 collection combines floral, sculptured pieces, delicate feather clips and classic hats, to curate a bespoke selection made for any occasion.

For the 2020 collection, we collaborated with millinery designer Beth Morgan, who assisted us in designing pieces that had a couture look but were accessible and affordable. Featured in international magazines including Conde Nast Bride and Vogue, Beth's distinctive and innovative style made her the perfect choice to collaborate with and corresponds to our ethos of providing 'Inspirational British Design'.

As the industry continues to evolve, Boardmans are committed to keeping up to date with the latest techniques and trends, all the way from design to distribution.

FRONT COVER
GAIL IN COSALT

NANCY
HART



PRINT MATERIAL

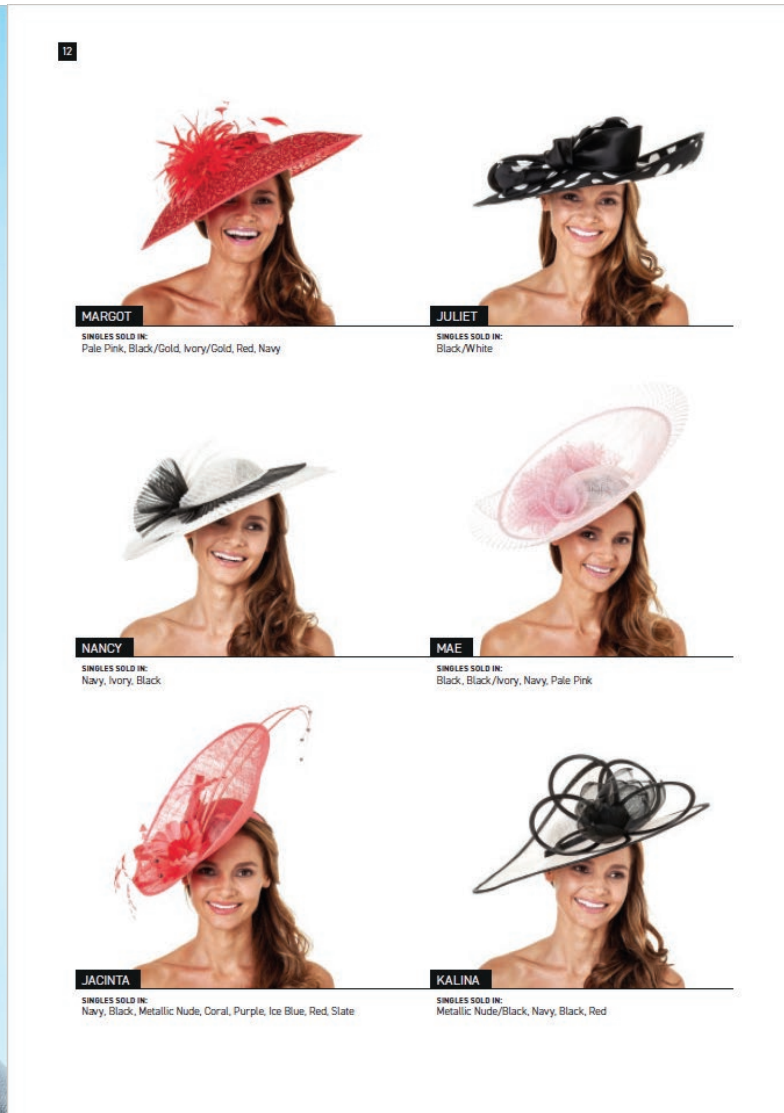
Catalogue Spread

Lead with a hero product shot.



Product Pages

These should be clean and concise in content. Always retain the grid provided and ensure consistency of size (no single product image takes centre stage).



PRINT MATERIAL

Trend Book Covers

Trend Books are a demonstration of our insight and intellect of forthcoming trends. Keep the covers simple yet interesting - We want to let the cat out the bag too soon.



PRINT MATERIAL

Trend Book Grid

The grid below allow you to structure your Tend Book documents whilst retaining flexibility

<div>TITLE</div> <div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.</div>					<div>TITLE</div> <div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.</div>			<div>TITLE</div> <div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.</div>			<div>TITLE</div> <div>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.</div>	

Using The Grid

LADIES AW19 RETRO REVIVAL

Retro Revival is all about cherishing the concept of time well spent, and the virtues of slowing down and reclaiming the precious moments. Knitwear is resourceful, and has a handcrafted feel. Vintage influences are key, with retro stitches and colours creating timeless appeal.



KEY STYLES

Texture within knit is an important element within the trend, adding to the retro feel. The check woven scarf remains a key style - with textured base qualities and colourful highlights to update. Checks take a traditional and heritage appearance. Retro knit pattern and fair isle dominate the trend with clashing unusual colour schemes for a retro feel.

1 The Retro Pattern Knit

A clothing pattern effect is created through knitwear - mixing up colours and stitches to give a retro feel. Early colours, forest greens and taupe are teamed with ochre and traditional red.



2 The Tartan Chuck Scarf

A flashing pattern effect is created through knitwear - mixing up colours and stitches to give a retro feel. Earthy colours, forest greens and blues are teamed with ochre and traditional red.



3 The Retro Fair Isle

A clashing pattern effect is created through knitwear – mixing up colours and stitches to give a retro feel. Earthy colours, forest greens and lens are teamed with ochre and traditional red.



4 The Check Cut & Sew

4 A clashing pattern effect is created through knitwear - mixing up colours and stitches to give a retro feel. Earthy colours, forest greens and fairs are teamed with ochre and traditional red.



5 The Mixed Yarn Knit Set

5 A clothing pattern effect is created through knitwear - mixing up colours and stitches to give a retro feel. Earthy colours, forest greens and tans are teamed with ochre and traditional red.



ONES TO WATCH...

ALEXANDER
McQUEEN
ALEXIS MABILLE

PATTERNS & FABRICS

Homespun and crilly influences give a cosy appeal to knitwear. Textured stitches in earthy tones give a woodland feel – emphasised further with moiré and melange yarns, colour twists and flecks. Checks remain a key fabric – taking a traditional turn.



COLOURS

The palette has a contrasting feel; with muted mid-tones such as soft mauve and chambray blue. An injection of fresh, brighter tones add a contemporary, sharp look. The chocolates, lens and forest greys give a nostalgic quality, but feel clean and relevant to modern life. Soft pink and yellow add a retro feel.



PRINT MATERIAL

Stationery

With Compliment Slip with seasonal product image on the reverse

TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.				TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.				TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.			
										TITLE Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.	

SIGNAGE



SIGNAGE

External

Carpark signage

BOARDMANS^B

Internal

Showroom signage

BOARDMANS
BOARDMANS

External

Totem signage

10 | BOARDMANS^B

FOR FURTHER DETAILS ON THE USE
OF THE BRANDING GUIDELINES CONTACT:

ANDREW SMITH AT WILLIAMS&CROSBY
01625 666900
ANDREW@WANDC.COM

FOR ELECTRONIC FILES VISIT THE BRAND PORTAL
[HTTPS://BRAND.BOARDMANSDESIGN.COM](https://brand.boardmansdesign.com)



BOARDMANS

VERSION 1.0

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