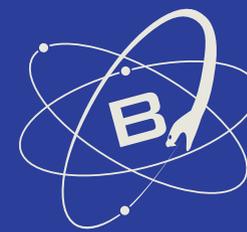


BOOKS COFFEE TEA
BORDERLANDS



This guide was created to help everyone on our team understand our brand, and share the vision and goals of our brand. This is important. We want everyone to be comfortable discussing the things that make Borderlands a great place to work and shop.

PROJECT SUMMARY:

Borderlands is both a bookstore and a café. The book store specializes in SciFi, Fantasy and Horror novels. Additionally they have a strong focus on carrying books from small independent publishing houses. Borderlands Books moved to its current location at 866 Valencia in 2001 and Borderlands Café opened in the adjoining space next door in 2009. The project at hand is to re-brand Borderlands Café and books giving them a unified look and feel, something their exterior signage and websites do not currently convey. Their logo is an abstracted version of Ouroboros, the serpent or dragon eating it's own tail, which essentially signifies cyclical process of self-renewal or re-creation.

AUDIENCE PROFILE:

The user base of Borderlands is split between those who come before 5pm for the free WiFi and those who come for the SciFi fantasy association. These two basic groups can be broken down

further into students/artists who can be found throughout the hours of operation 8am to 8pm, and professionals who are only there while the WiFi is on. The WiFi shuts off at 5pm because Borderlands Café and Books will have special events including music and author lectures. Generally speaking, the majority of the day time customers are men roughly 30 years old. An estimated income level of this group would be above \$60,000. Nearly every person uses a MacBook Pro laptop, which may indicate they are less technically oriented and consider themselves to have design sensibilities. The students/artists are often seen sketching especially when they have a seat in the front window.

PERCEPTION/TONE/GUIDELINES:

When clients look at Borderlands logo, website, or other collateral, they need to feel the same sense of cleanliness and order that the staff strive to perfect in both the café and the bookstores. If Borderlands were a science fiction book, they would be similar to the well researched, methodically written, and scientifically accurate novels of Arthur C. Clark, Asimov, or Heinlein not the messy seat-of-your-pants style that Philip K. Dick represents. In this way, clients should be able to experience the same thing that you feel when you are reading any fantastic book by those authors. They should easily slip into exactly that enchanted moment when you become entranced by the words on the page, where you are transported



to another world, a disembodied observer and active participant. A world in which you build relationships, love, and hate in a shared struggle aside every other patron. Borderlands is a place where you and your compatriots may grok.

COMMUNICATION STRATEGY:

To consolidate the look and feel of both stores unifying type, colors, and logos will convey the relatedness of the two establishments. All menu boards, signage, and websites should use consistent colors, type, and prominently display the shared logo.

COMPETITIVE POSITIONING

Borderlands books is already highly targeted with their focus on the SciFi & fantasy genre and related paraphernalia. Their competition boils down to Amazon and the nearby Dog Eared Books. They differ from both because of their extreme specialization and incredibly knowledgeable staff. Additionally they hold regular events like Author signings. Initially, Borderlands Café positioned itself as the untraditional cafe through reluctance to have WiFi. At some point they must have heard enough customer complaints and acquiesced to part-time WiFi. Additionally, it sets itself apart with their food, as their focus excludes the usual café fair of mediocre sandwiches and bagels, instead focusing on a

selection of cheese/meat plates and many fine teas.

Nearby Café competition that stand out include Ritual Coffee and Mission Creek Café. Ritual seems to be targeting coffee snobs with their single cup brewing while Mission Creek is more of a locals place with inexpressive grub and moody lighting.. The things specifically set Borderlands apart from their nearby competition include, their open, well lit floor plan with a nice wood grain, organic feel. Paired with tables large enough to spread out for one or cozily fitting two and overstuffed comfy chairs. Perhaps it is also the fact that their coffee is of dubious quality but their tea, pastries and small plates of food are quite nice and light. Of course, the final thing that really sets them apart from really all other current competition currently in the Mission is that they have a bookstore attached; this is somewhat ironic as the Mission used to be rife with café bookstores.

OUR VISION:

We love books. They're our friends. Good books and bad books, 1st editions and beat up paperbacks. We love how they smell, how they feel, and the way they sound when you open them.

We read voraciously. We read over dinner and we read in the bath. We lend books and half the time we don't get them back. We understand that the only people who steal your books are your friends.

We like people who read. They're interesting and we share the same friends. We understand what we owe to people who read. We owe them our time and our attention. We owe them fair prices and an honest attempt to find the book they're looking for (regardless of whether it is on our shelves or someone else's).

We run a book store and café. We keep them clean and organized because we like it that way and because both the books and the customers deserve it. We have lots of seating because you should be comfortable. We stay open late and wish we could stay open later.

We only sell Science Fiction, Fantasy, Mystery and Horror. We would love to sell all kinds of books but we only have so much room. If we sold all kinds of books we could only be a good bookstore. By limiting ourselves we can be a great bookstore. And, if we do our job right, perhaps we can be your bookstore.

OUR MISSION:

We love books and we thought it would be great to provide a great place for our friends and customers to read them with our café. We keep both the bookstore and the café clean and tidy because that's how you and our books deserve it.

- We offer our services for a fair price.
- We will go the extra mile for our customers
- We keep our store and café clean and organized.
- We want to be a great bookstore, good just isn't good enough

OUR VALUES:

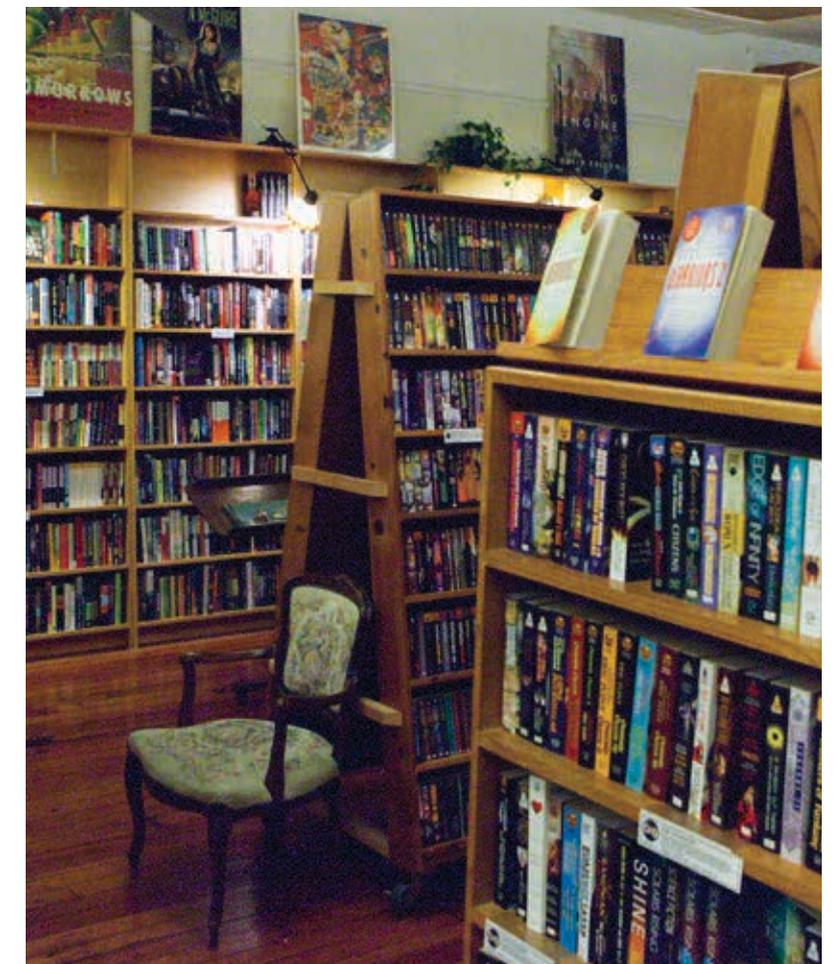
We love books.

We read, a lot.

We love people who read books.

DESIGN ELEMENTS:

Master Logos	6 - 7
Alternate Logo	8 - 11
Logo Sizes	12
Logo Exclusion Area	13
Colors	14 - 15
Type	16 - 17
Signage	18 - 19
Products	20 - 23
Stationary	24 - 25



BRAND ELEMENTS: MASTER LOGO

IN-LINE MASTER LOGO USAGE

The master logo is a tint of white on the Borderlands blue background. The Atomic Ouroboros may be no smaller than 30mm from side to side. The area of exclusion is discussed on page 12.



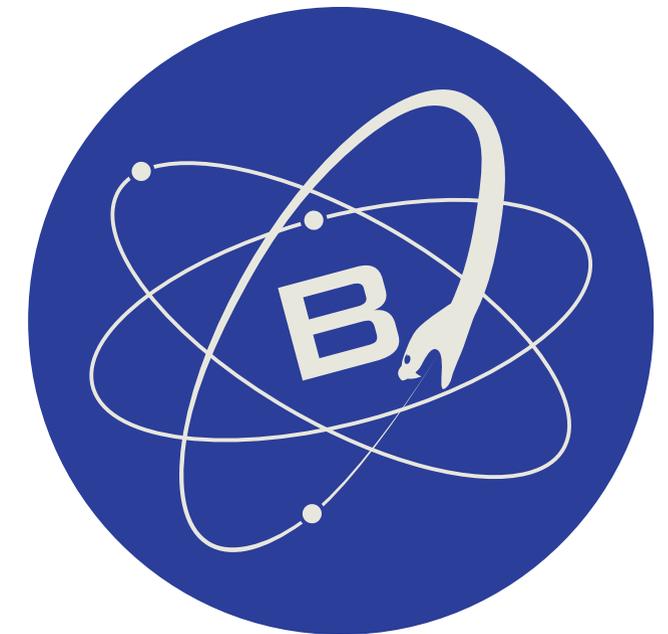
Background: C98 M91 Y0 K0
R52 G65 B149

Ouroboros / Text: C8 M6 Y11 K0
R231 G229 B221

BRAND ELEMENTS: ALTERNATE MASTER LOGO

SOLITARY LOGO

When there isn't enough space it's OK to use only the Atomic Ouroboros by itself. As with the full logo, it should be presented at a jaunty 15 degree angle, as seen here. We feel this aptly implies the dynamism that our teammates embody.



Background: C98 M91 Y0 K0
R52 G65 B149

Ouroboros: C8 M6 Y11 K0
R231 G229 B221

The next 4 pages discuss acceptable alternates to the Borderlands Master logo. Care should be taken to ensure that the colors display properly and are not placed near or on backgrounds of opposite color to prevent optical vibration.

B&W IN-LINE MASTER



B&W MASTER LOGO USAGE

The B&W master logo is simply black and white. The Atomic Ouroboros may be no smaller than 30mm from side to side.

Background: Paper White

Ouroboros / Text: C0 M0 Y0 K100
R255 G255 B255

Acceptable in-line alternate colors to the Borderlands Master logo are either Borderlands Blue on Borderlands Yellow or vice versa



Background: C0 M23 Y96 K0
R240 G196 B55

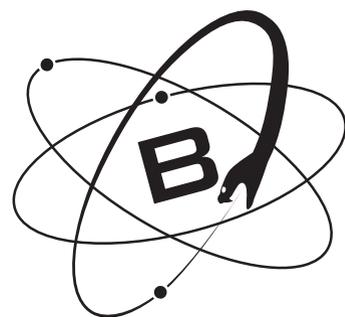
Ouroboros / Text: C98 M91 Y0 K0
R52 G65 B149



Background: C98 M91 Y0 K0
R52 G65 B149

Ouroboros / Text: C0 M23 Y96 K0
R240 G196 B55

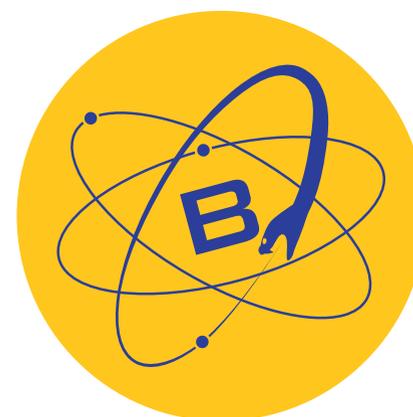
Acceptable color alternates for the Atomic Ouroboros only logo,
again at a 15° angle.



BLACK & WHITE

Background: Paper White

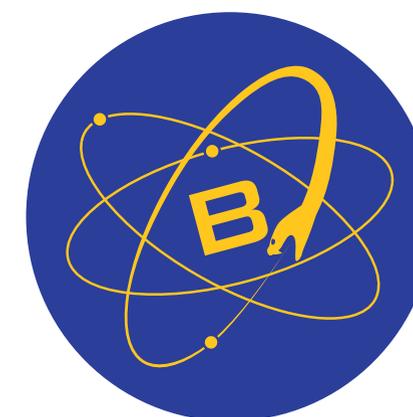
Ouroboros / Text: C0 M0 Y0 K100
R255 G255 B255



BORDERLANDS BLUE & YELLOW

Background: C0 M23 Y96 K0
R240 G196 B55

Ouroboros: C98 M91 Y0 K0
R52 G65 B149



BORDERLANDS YELLOW & BLUE

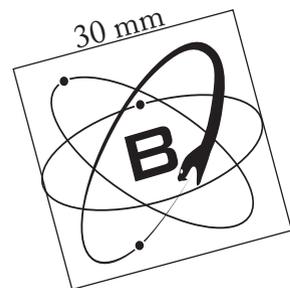
Background: C98 M91 Y0 K0
R52 G65 B149

Ouroboros: C0 M23 Y96 K0
R240 G196 B55

IN-LINE LOGO MINIMUM SIZE

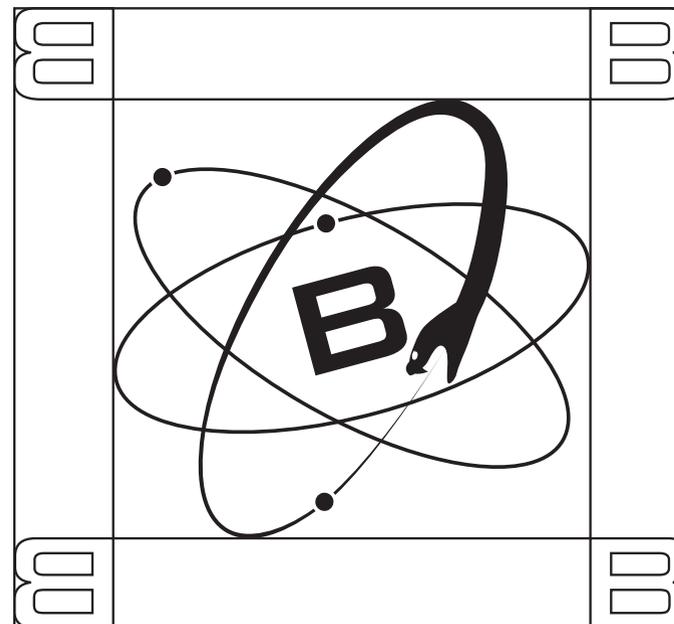


LOGO MINIMUM SIZE



EXCLUSION ZONE

An exclusion zone should always be observed and maintained. It's purpose is to prevent clutter from detracting from our branding. The minimum clear space is the width of the Bank Gothic B inside the Atomic Ouroboros as displayed below



BORDERLANDS PRIMARY COLORS



C98 M91 Y0 K0
R52 G65 B149

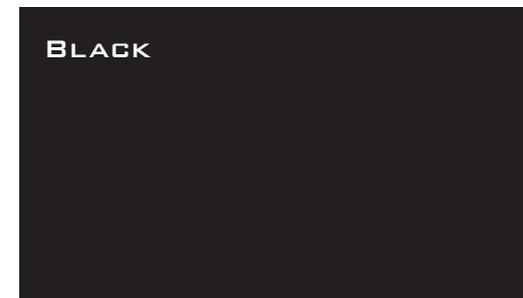


C8 M6 Y11 K0
R231 G229 B221

BORDERLANDS ALTERNATE COLORS



C0 M23 Y96 K0
R240 G196 B55



C0 M23 Y96 K0
R240 G196 B55

The yellow and blue may be combined as either yellow on blue or blue on yellow to create an alternate logo. Examples of this can be seen on pages 9 - 11.

Black should only be used with the black master logo in situations that are one color black

PRIMARY DISPLAY TYPEFACE

We at Borderlands use Bank Gothic as the primary typeface for all of our signs, posters and POP displays. Additionally, it should be used for Titles or sub-heads in any documentation, like menus letterhead, or even this design guide!

**BANK GOTHIC
MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

**BANK GOTHIC
LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

SECONDARY TYPEFACE - COPY/MENUS

Because half of our business come from selling books, we felt that our secondary typeface should be one that is highly readable and somewhat classic. This is why we chose ITC Franklin Gothic Standard Book as our type for menus, body text, or any amount of dense copy. The leading on this typeface should be roughly 125% the type size for increased readability. For example, this paragraph is 12pt/15pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()*

**ITC Franklin
Gothic Standard
Book**

*ITC Franklin
Gothic Standard
Book Italic*

OUTBOUND E-MAIL

When we cannot guarantee that ITC Franklin Gothic Standard Book will be available, we prefer the use of Verdana as many of it's characters share similarities.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Verdana

STORE FRONT SIGNAGE



SIDE DOOR ENTRANCE
Sign on the side wall.



FULL STORE FRONT

BRANDED PRODUCTS

In addition to the In-line & Solo Masters and Alternates we have general rules to follow when placing our logo on products. Our Atomic Ouroboros should wrap an edge when and where possible, however at least one of the orbital electrons must be visible. The Borderlands name must always be present and resting on the bottom border. In this way we are trying to emphasize that good things can happen along borders.



FRESH ROASTED COFFEE



TO GO COFFEE CUPS



COFFEE MUGS

BORDERLANDS TS

Someone once said that if it looks good on a T-shirt, then it must be a good logo. We absolutely agree with that statement, which is why we sell Borderlands Logo Ts!



BORDERLANDS BUTTONS

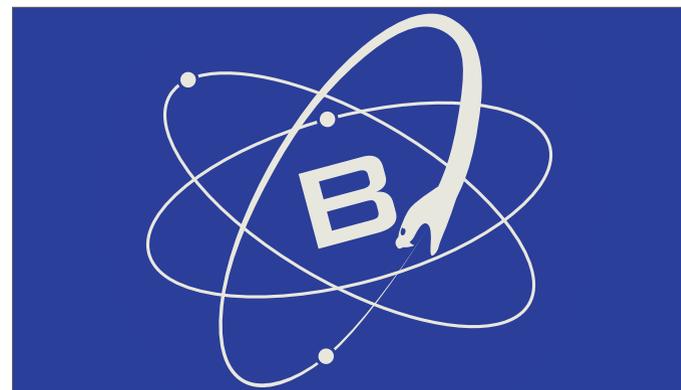
Since we want everyone to feel they are a part of some special secret, we have created our own buttons so like-minded people can spot each other as they roam the world. This should be sold from the front counters of the bookstore and the Café.



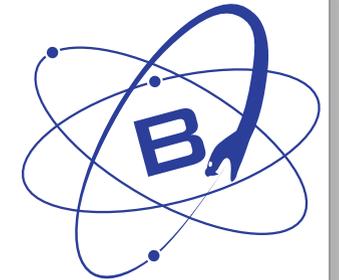
FRONT OF CARD



BACK OF CARD



866 Valencia St, San Francisco, CA 94110
(415) 824-8203 · borderlands-books.com



Andrew Steinmetz
866 Valencia St.
San Francisco, CA 94110

Optis dis ellaudande modipsaest, odicia sunt que nosapere cus, cum dios reprempe eribeate natinci denditio. Et incipit voluptas rerum quunto et alit quis voluptatibus solupta dellign iendaernam et hicipsapita poreri bea aut laccabore conet ra de cuptatum nonsecus rae lant quam, sequia consequenusciam rate que plaboruptat.

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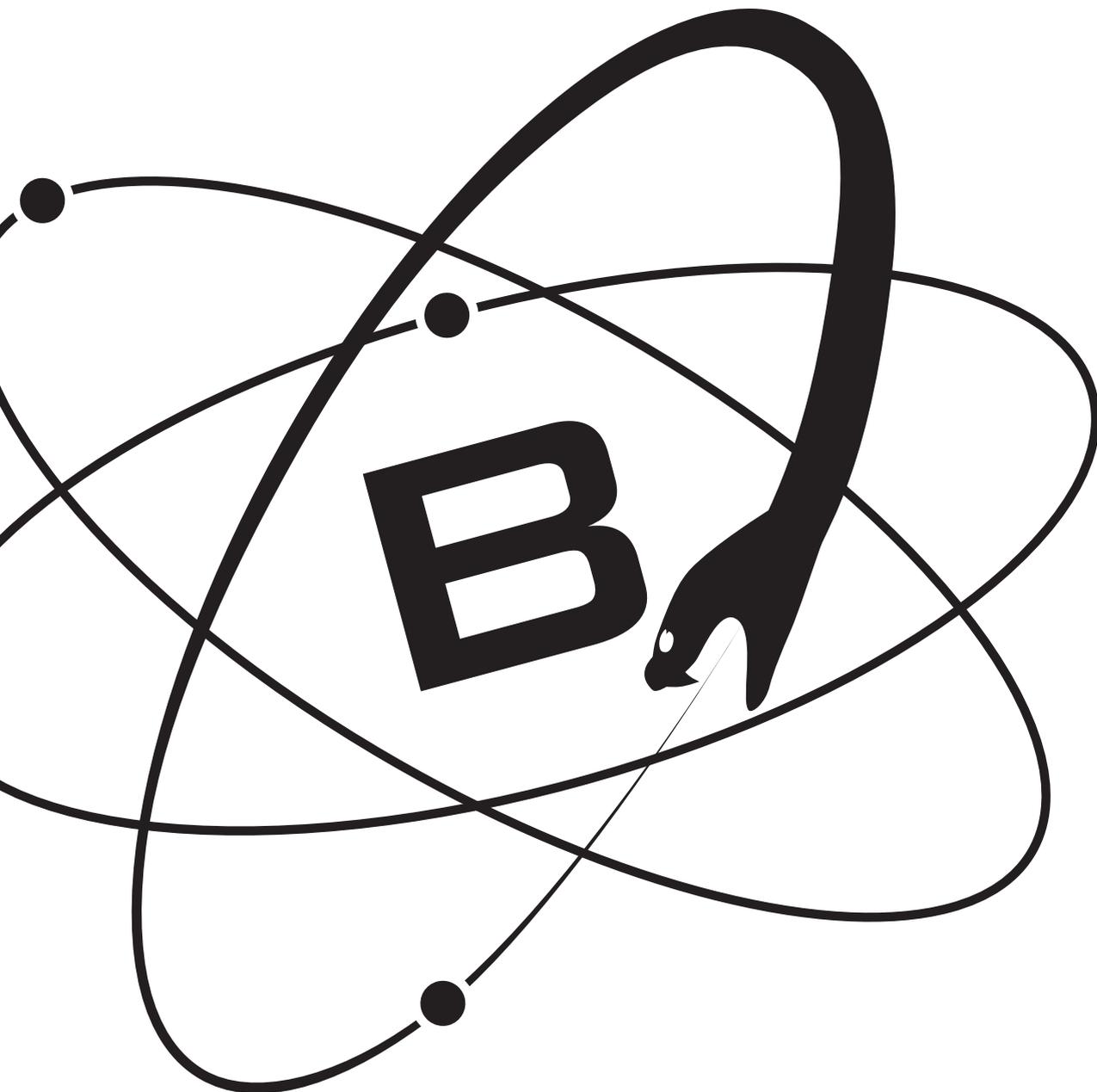
Ercipsam etur? Agnate cus.

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BOOKS COFFEE TEA
BORDERLANDS



INTELLIGENT

We believe our clients are intelligent, which is why we have taken a cue from science for the inspiration of our logo.

PLEASANT

We pride ourselves on providing a pleasant place for our clients to read, relax, socialize or work. We feel the precise, clean and jauntily angled placement of our Logo represents this.

ORGANIZED

The semi-predictable paths of the electron orbits belies our near perfect organization.

NERDY

Atomic Ouroboros, need we say more?

FRIENDLY

You may remember that in the beginning of this guide we mentioned that we love books, and people who read books. So naturally we're friendly with them, but we're friendly to everyone in the hope that we can convert them into readers of books

QUIET

We promise that Borderlands Books & Café is a reasonably quiet place from the hour of 8am to 5pm, but after that all bets are off.

UNTRADITIONAL

Our Atomic Ouroboros, is an untraditional representation of a very old concept. We feel that we have successfully moved it into the 21st century as we ourselves have.

ANDREW STEINMETZ

DAI 325 - FALL 2014

24 Nov. 2014