

WILDER AN

WILDER AN



TORO 6 x 52
SAN ANDRES



Oliva Serie V



TWENTY
ROBUSTO

TORPEDO
6 1/2 x 52
MADURO



8 TOROS DOBLE FINISADO

UNDE
ESTERADO

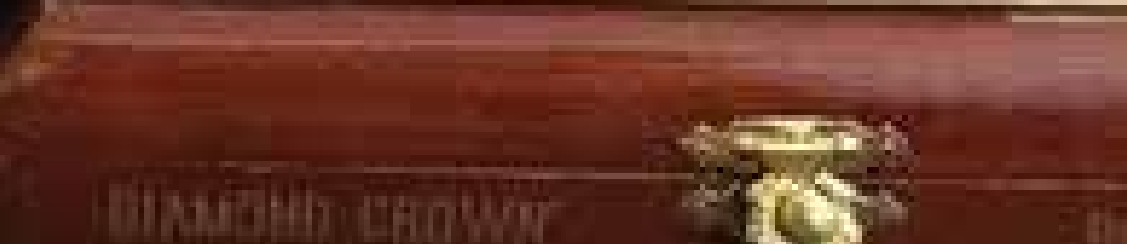
PAK DULCE
SOFT PRESSED TORO



Me Querido
20 TRIQUI TRACA No. 552



MACANUDO
ESTERADO





INTRODUCTION

BRAND POSITION

We here at Wilder & Sons aim to give our customers the finest of men's accessories. In all of our products, we deliver the highest quality, durability, and style. We mix timeless and classic styles with modern trends. At Wilder & Sons, we want each and every one of our customers to be comfortable and confident in their fashion choices, and we are here to get you there.

KEYWORDS

Sophisticated
Durable
Fashionable





CUSTOMERS



"I'm really starting to settle in to my new life and I am starting to feel a lot more comfortable. I think my style is starting to reflect my growing confidence."

ABOUT

Age	28
Occupation	Marketing Director
Education	AA Advertising
Avg Income	\$82,000
Marital Status	Single
Schedule	Structured
Archetype	The Creator

OTHER BRANDS USED



BIOGRAPHY

Paul was recently transferred to Syracuse, New York with his marketing firm. He has just concluded his seventh year as a marketing director, and hopes to be promoted to project manager soon. He his excited to see what his new life in New York will be like. He enjoys fashion, sports, watching movies, and spending time with his friends and family. He hasn't made any good friends in New York yet, but is really enjoying spending time with his new coworkers.

MOTIVATORS

- To be promoted
- To get married
- To be comfortable in his new city
- To buy a new car

FRUSTRATIONS

- Commuting
- Work/life balance
- Paying bills
- Not getting enough sleep

Paul Palmer

syracuse, new york

clever creative kind

TECHNOLOGY LEVEL

Excellent
 Good
 Average
 Little
 None



"I have some major life events on the horizon, and I could not be more excited for them to happen. I have my dream job and my dream partner."

ABOUT

Age	29
Occupation	Teacher/Coach
Education	BA History
Avg Income	\$55,000
Marital Status	Engaged
Schedule	Busy
Archetype	The Regular Guy

OTHER BRANDS USED



BIOGRAPHY

Mason just landed his first teaching job in Annapolis, Maryland. Unfortunately, he had to move pretty far away from his home town and his family. But he is really excited for his fresh independence and is ready to get his new life started. Besides teaching, Mason really enjoys watching and playing sports, specifically lacrosse, and is the lacrosse coach at the high school where he teaches. He really loves to find fun clothes to wear to work and has an expansive sneaker collection.

MOTIVATORS

- To go back to school
- To start a family
- To plan a wedding
- To find more hobbies

FRUSTRATIONS

- Long work hours
- Work/life balance
- Paying bills
- Not getting enough sleep

Mason Vance

annapolis, maryland

stylish leader social

TECHNOLOGY LEVEL

Excellent
 Good
 Average
 Little
 None



Jack Martin
bangor, maine

funny shy logical

"Since my job at the office can be mundane, I love to bring some excitement and personality to my day with my outfits."

ABOUT

Age	34
Occupation	Accountant
Education	MS Accounting
Avg Income	\$99,000
Marital Status	Married
Schedule	9-5
Archetype	The Sage

OTHER BRANDS USED



BIOGRAPHY

Once Jack was done with school, his wife and him decided to make a big change and move to Maine. They wanted to start their new lives in a completely new environment. Jack is an accountant for a small, local firm and his wife is an ER nurse. He is really into fashion, interior design, and woodworking. He says that it is a nice break from crunching numbers all day. Jack would love to be able to travel when he begins to move up in his company.

MOTIVATORS

- To be promoted
- To start a family
- To be able to travel more
- To spend more time outdoors

FRUSTRATIONS

- Rainy/cloudy weather
- Competing schedules
- Paying bills
- Finding his confidence

TECHNOLOGY LEVEL

Excellent
 Good
 Average
 Little
 None



BRAND IDENTITY

COLOR THEORY

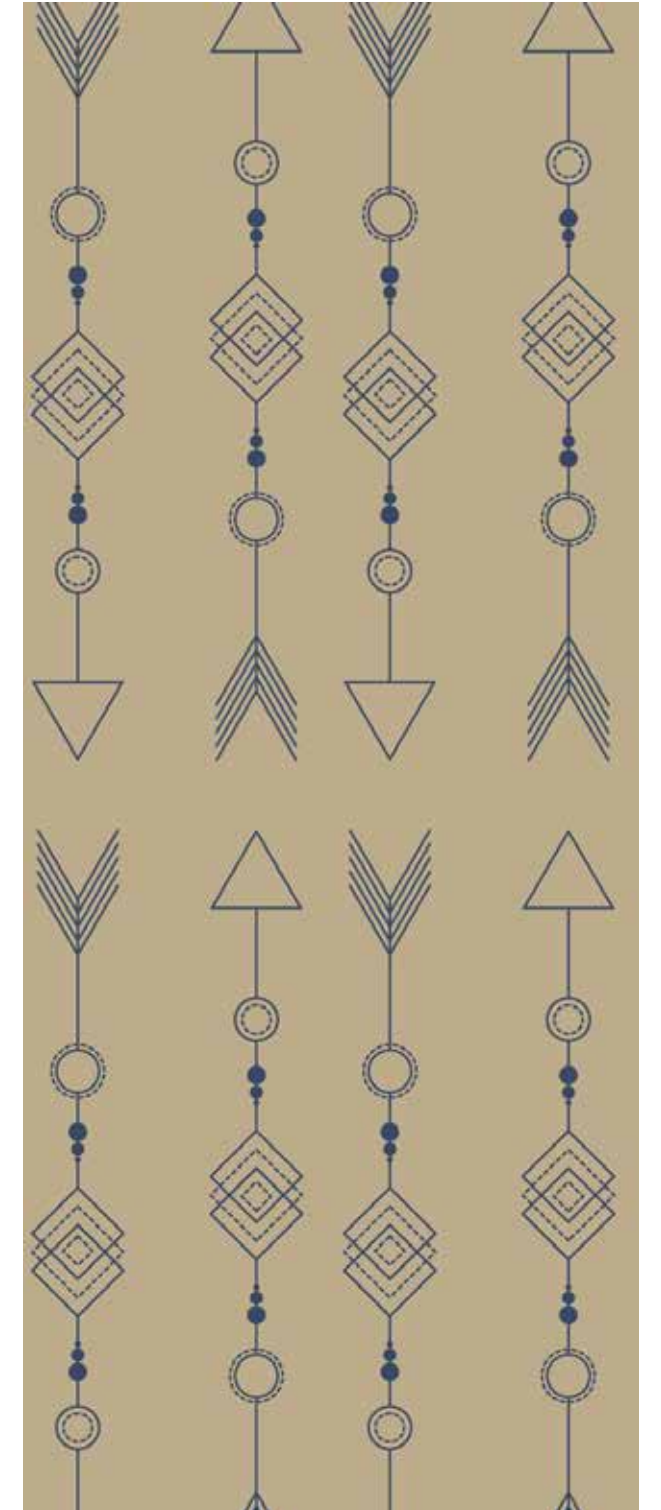
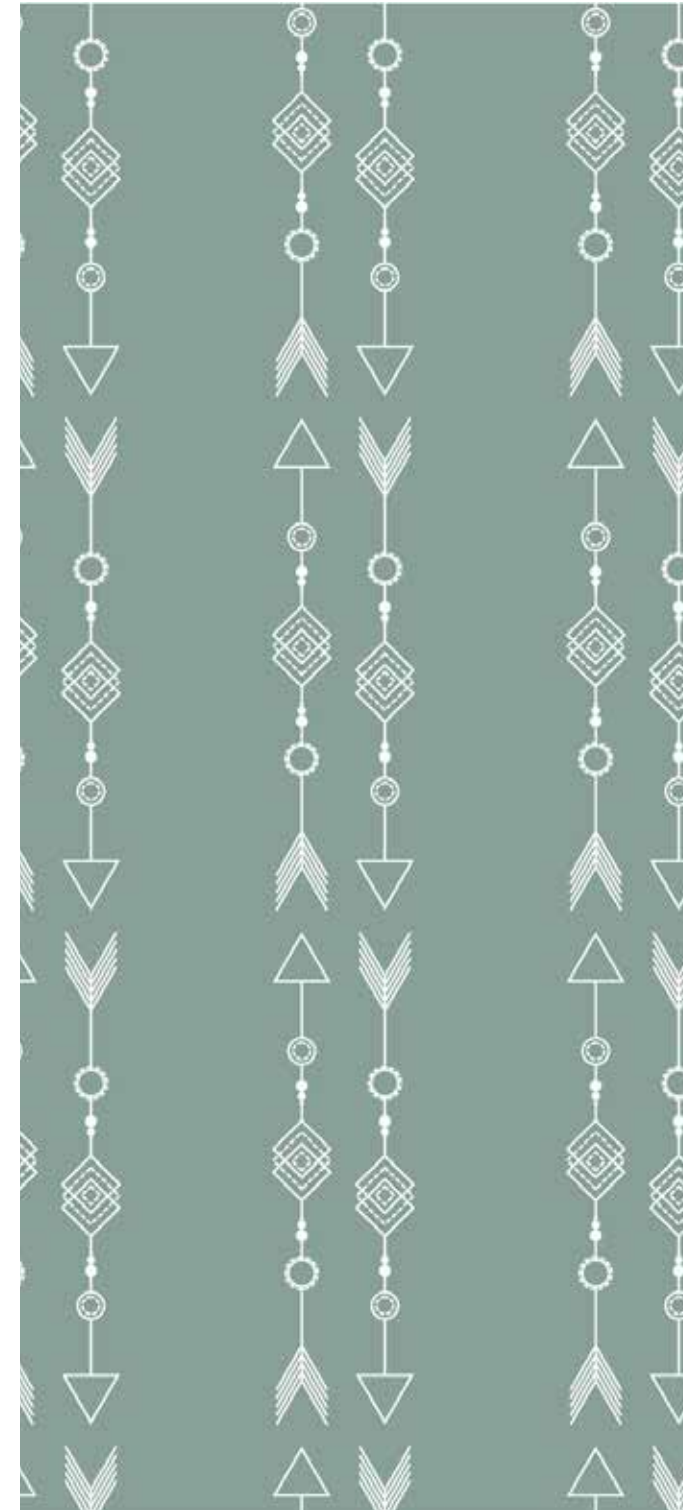
This is the color palette for Wilder & Sons and any other affiliated brands. We wanted to give a sense of earthiness with bright pops, while still maintaining our signature elegance and class. These colors have been carefully selected to dress our customers in the best possible way.

HEX: #87A096 C=50 M=27 Y=41 K=1	HEX: #BFAC8C C=27 M=29 Y=48 K=0	HEX: #BEBB99 C=26 M=22 Y=23 K=0	HEX: #374866 C=85 M=71 Y=38 K=24	HEX: #9E4A26 C=27 M=78 Y=97 K=20	HEX: #D4963C C=16 M=43 Y=89 K=1
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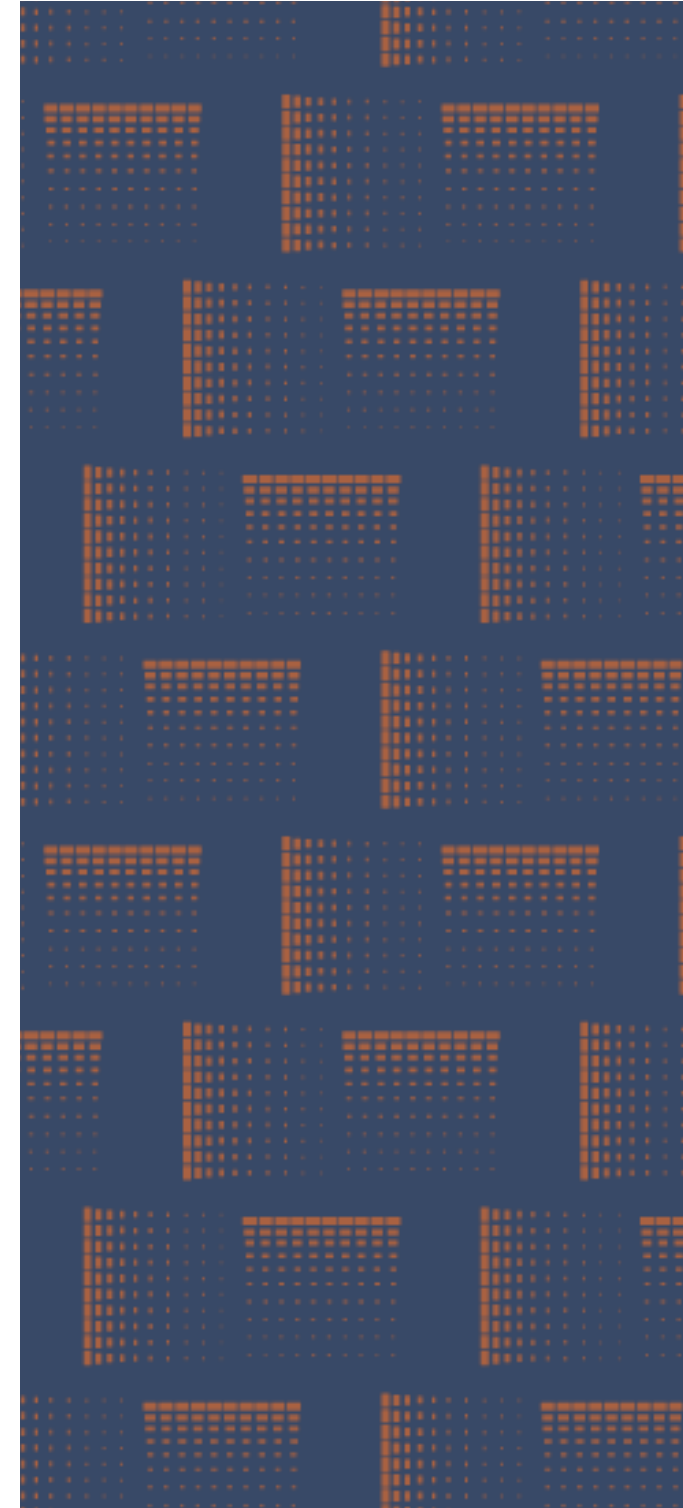


BRAND PATTERNS

These are the official brand patterns for Wilder & Sons. Adding a twist of fun and playfulness with our timeless sophistication, these patterns are what Wilder & Sons is all about. We have carefully designed each of our patterns for our products, marketing, and packaging to set ourselves apart and make us a customer favorite.



BRAND PATTERNS



LOGO & TAGLINE

This is the official logo, logo lockup, and tagline for Wilder & Sons. We combined a classic serif font for our logo and a modern sans serif for our brand name. Just like Wilder & Sons and our logo, our customers will find a perfect mix of classic styles and modern trends. Our tagline, "A Forever Accessory" is to show sophisticated fashion choices never fade with the decades.

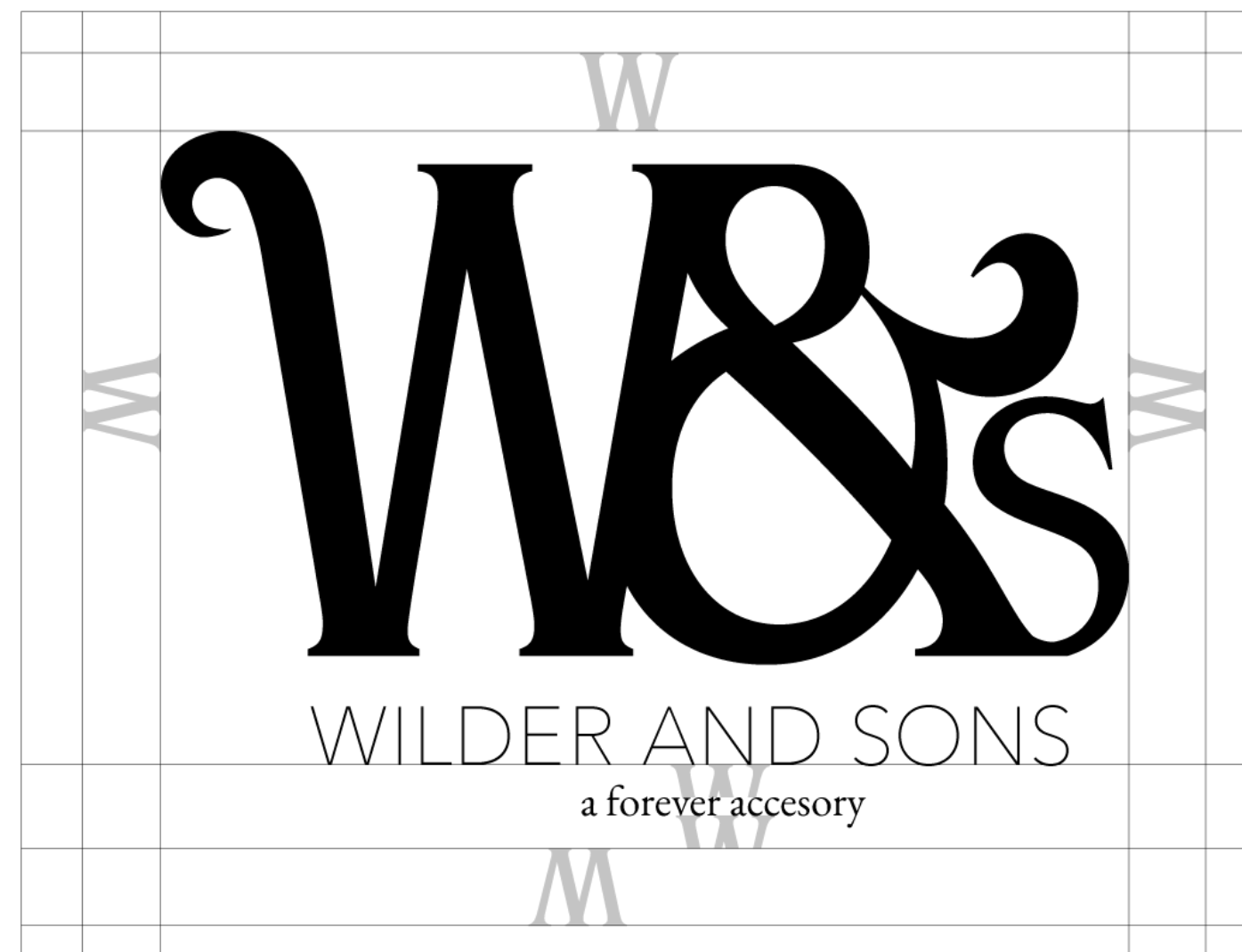
A large, bold, black serif logo consisting of the letters 'W', '&', and 'S'. The 'W' has a decorative flourish at the top left. The '&' is highly stylized with a large loop. The 'S' has a decorative flourish at the top right.

WILDER AND SONS

a forever accessory

LOGO CLEARSPACE

This is the clear space for the logo and lockup of the logo, logo lockup, and tagline. Space around the logo itself and the logo lockup, indicated by the W's and the dotted lines, are set and should remain proportional to the size of the logo.



TYPOGRAPHY

ITC Benguiat BT is the typeface used for the logo. This should only be used for that. This typeface should not appear anywhere else besides the logo in any publication.

Avenir Next should only be used as the company tagline and for headers. This should not appear anywhere else in any publication besides headers and the company tagline underneath the logo.

EB Garamond should be used for image captions and taglines. Captions and taglines is the only place this typeface should appear in any publication.

ITC BENGUIAT BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !%&@\$

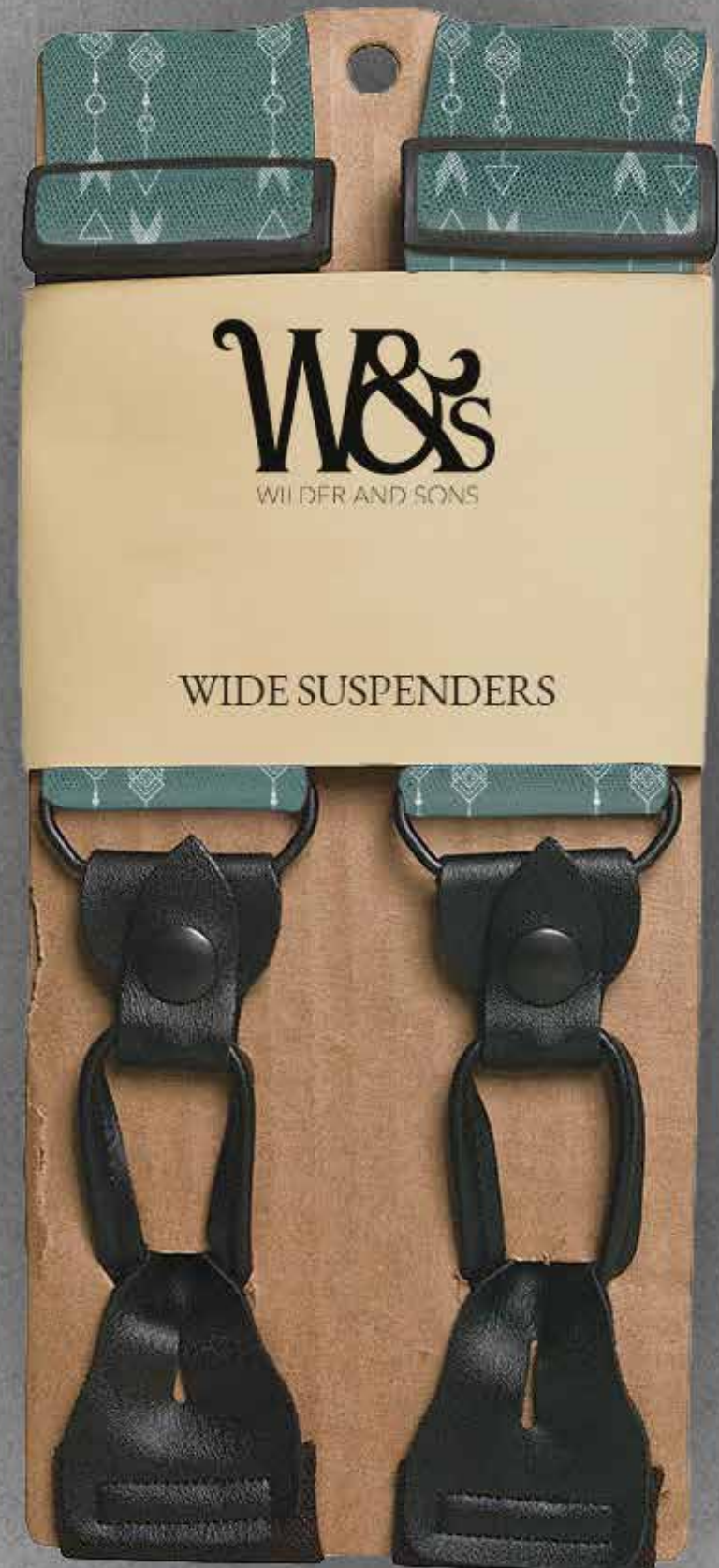
AVENIR NEXT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !%&@\$

EB GARAMOND
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz !%&@\$



MARKETING

SUSPENDERS



SWEATSHIRT



BEANIE



PACKAGING



STATIONERY



APPAREL TAGS



SIGNAGE



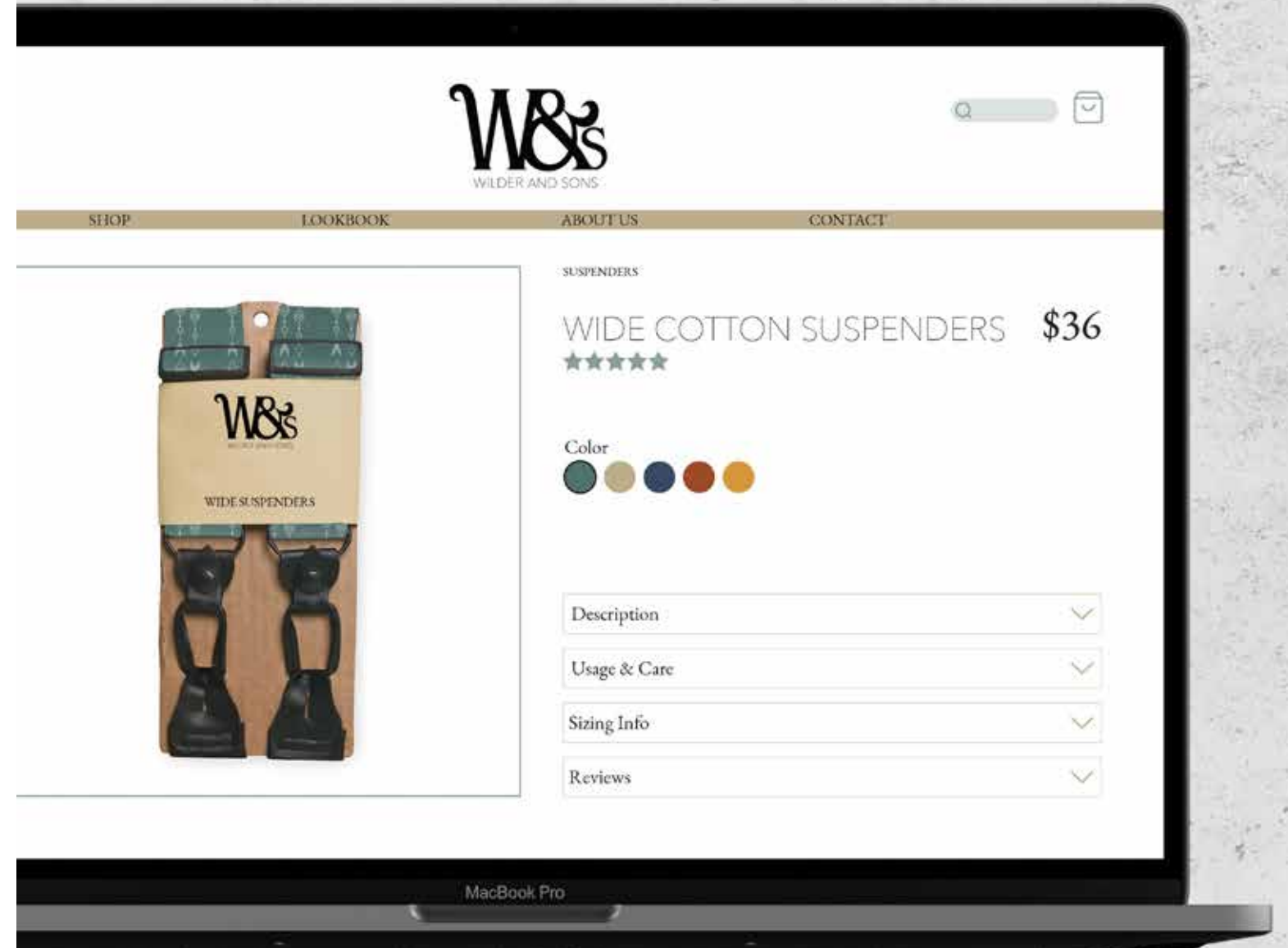
STORE WINDOW

W&S

WILDER AND SONS

FINE MEN'S ACCESSORIES
established in twenty twenty

WEBSITE



INDOOR AD





W&S
WILDER AND SONS