



Artist &
Craftsman



Rebrand of arts and Craftsman

Artist & Craftsman Supply was founded in 1985 as a small upstart art supply store in the Portland, Maine area. At the time, the art materials retail landscape was dominated by independent “mom & pop” storefronts that often sold a mix of stationery, hardware, and office supplies. Catalog-based companies were also a major player since the internet as we know it was in its infancy. We were able to carve out a little corner in northern New England.

The early years of A&C included segues into wholesale distribution, light manufacturing, sign supplies, architectural finishes like house paint, and exclusive import and distribution of a boutique oil paint from Europe. Of course, none of these partner businesses were particularly successful except for the oil paint distribution and all were eventually abandoned so we could refocus on retail.



Rebrand of arts and Craftsman

Arts and Craftsman rebranded title to something new I decided to take a chance by combining colors and playing around with the gradient and by looking at both art and Craftsman website and arts and crafts stores I came up with these colors could represent arts and Craftsman as a sense of warmth and creativity.



Rebrand of arts and Craftsman

Font choices

It is important when it comes to font choice because the font also helps represent the brand itself also, the font is what gives the brand is characteristics and creative feel.

ITC Avant Garde Gothic Pro

Art & Craftsman

Bodoni MT

Art & Craftsman

Adobe Garamond Pro

Art & Craftsman

Adobe Caslon Pro

Art & Craftsman

Final

Artist &
Craftsman

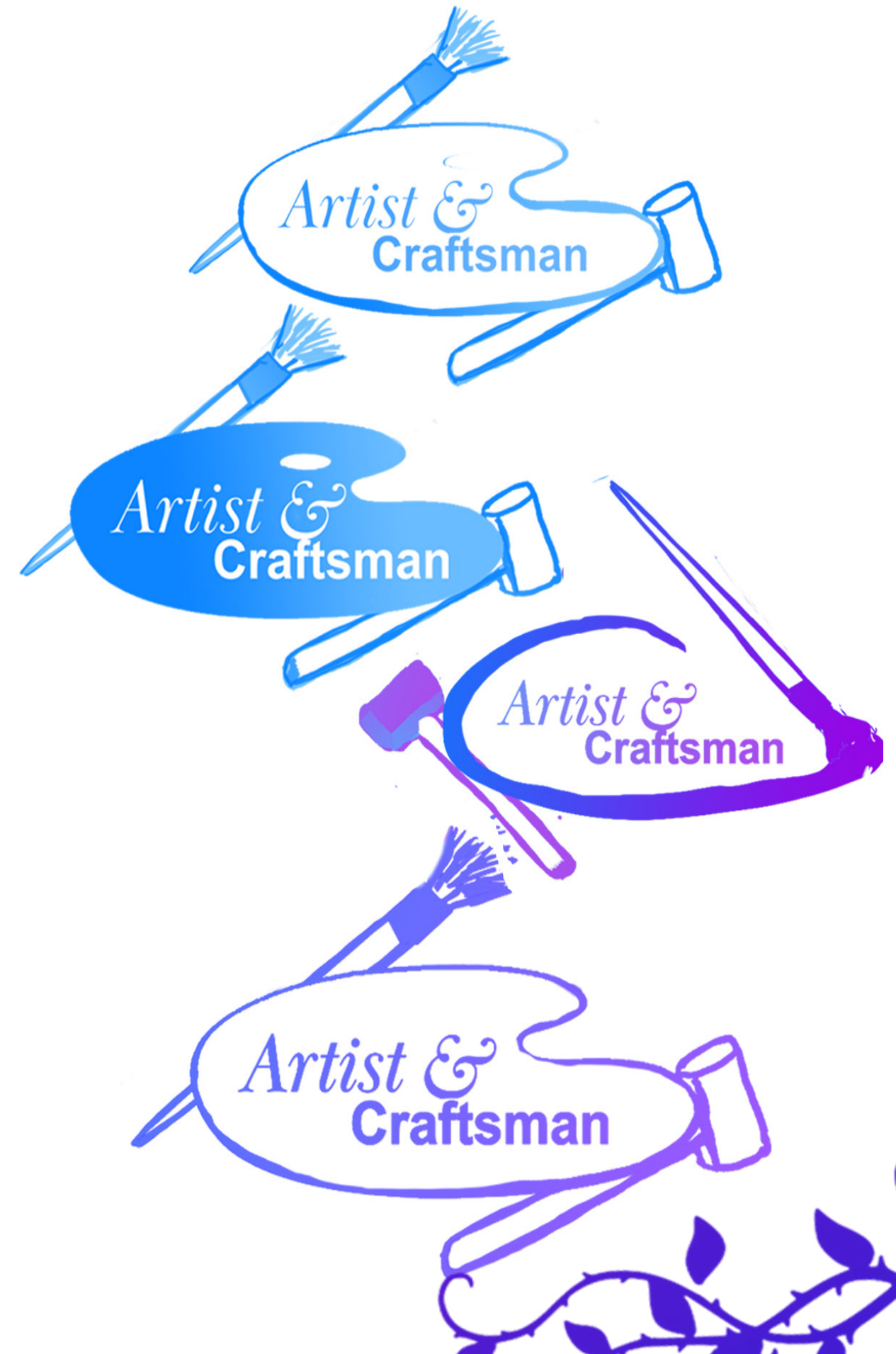
Rebrand of arts and Craftsman
Title Attempts 1

These are the many attempts I have done to try to see which is best for what best fits arts and craftsman style some way shape or form.



Rebrand of arts and Craftsman

Title Attempts 2



Rebrand of arts and Craftsman

Logo Attempts

With logos I decided to make one due to the fact of that possibly in the near future arts and crafts man could have like their own brand of merchandise and only that but maybe also can be used as an app icon



Rebrand of arts and Craftsman

Abstract Attempts

To help enhance the title by i use a bit of abstract and to show that I decide to grab a artist paint board and brush and a Craftsman Hammer to show a sense of representation of what arts and Craftsman has to give.



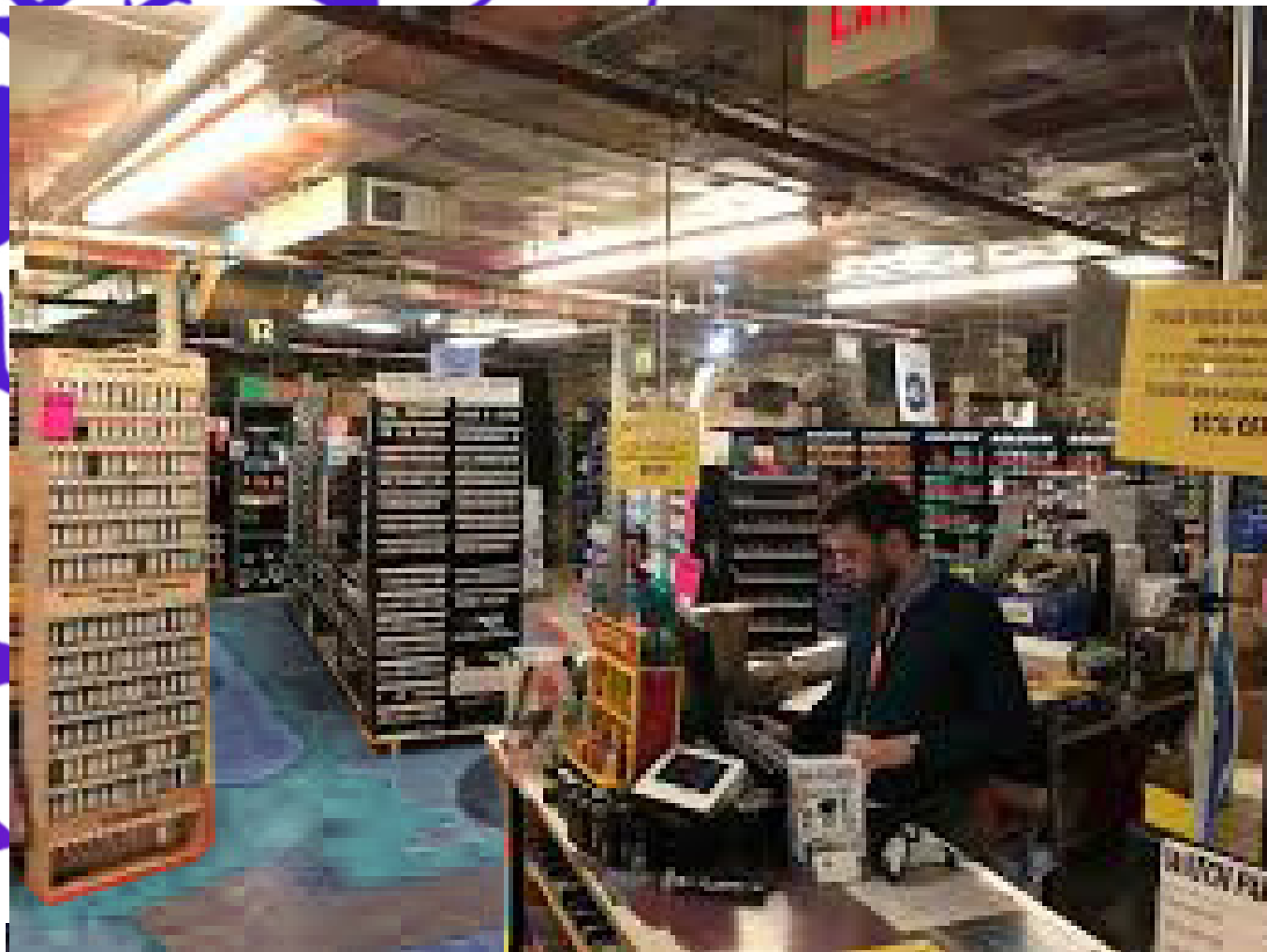
Rebrand of arts and Craftsman store redesign

This is the part where the store itself also get a Rebrand as well such as a change of colors the colors I decided to use were blue and purple radiant for I feel as if it brings a sense of warm welcome and a sense of creativity.

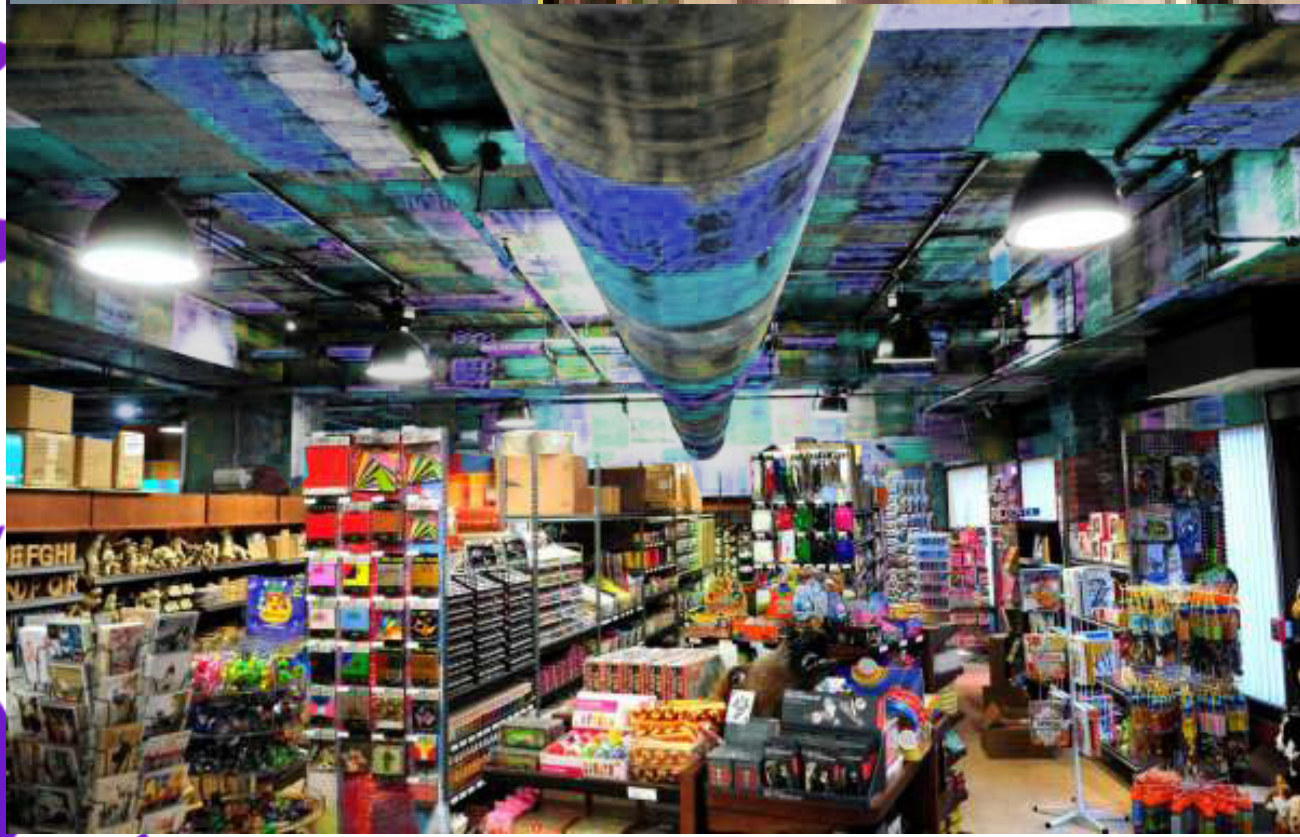


Rebrand of arts and Craftsman store redesign





Rebrand of arts and Craftsman store redesign (inside)





Rebrand of arts
and Craftsman
store redesign (window)



Rebrand of arts and Craftsman

Uniform



Employees will have the choice to choose between either shirt that they like for both are unisex

Rebrand of arts and Craftsman Uniform



We have the artist shirt where you can tell that this worker specialize in mostly art stuff paint, sketchbooks, and canvas sizes

Rebrand of arts and Craftsman Uniform

And then we have the Craftsman shirt that represents that this particular worker is more experienced and crafting tools and workshop tools as well also dealing with different types of wood plaster and blue.



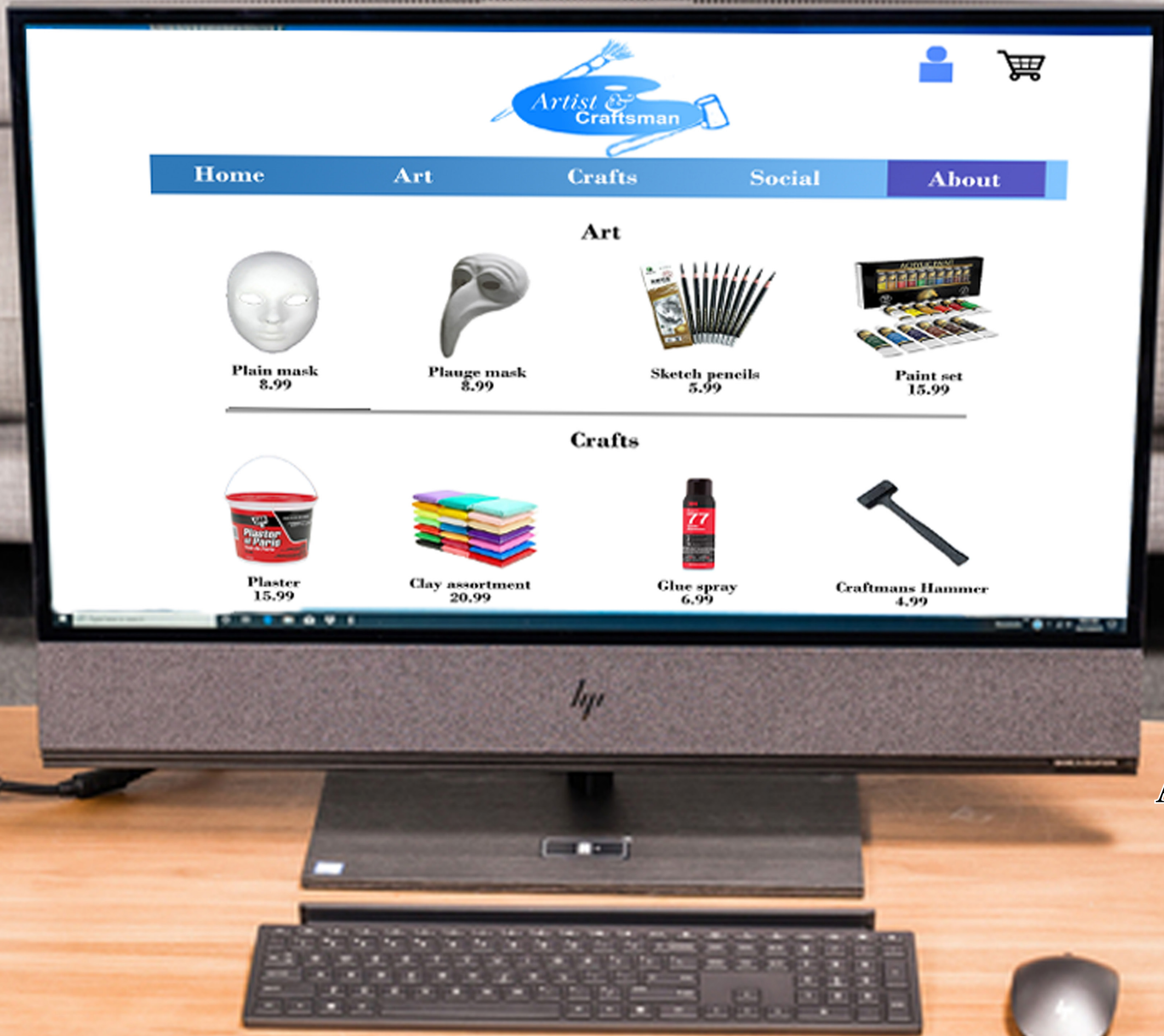
Rebrand of arts and Craftsman personal merch

With this I believe that it would be kind of nice the store had somewhat like its own merch that in case maybe people do not want to buy the other brand. Not only that they probably want to buy it just because they love the store self and sometimes just buy them buying this shows how much they appreciate



Rebrand of arts and Craftsman
personal merch





Rebrand of arts
and Craftsman
Mobil & website

Also arts and crafts and we'll have
somewhat of a fully functional
website and a mobile app where
people can order for pick up on
the go order for delivery

Rebrand of arts and Craftsman Mobil & website



Home

Art

Crafts

Social

About

Home

Art

Crafts

Social

About

Clay assortment

8.99

Features

- The clay is ultra light, ultra soft, super clean, eco-friendly and non-toxic.
- Clay will dry in the air in 24 hours. After being dried it doesn't deform and doesn't crack. It will be elastic and will feel like the sponge.
- This air dry clay is so flexible, malleable, touched sensitively and colorful that it can easily attract children's interests.
- The product is safe, environment-friendly and non-toxic, and is popular with children and parents.
- Parents can work with children and enhance parent-child interaction. Children's ability to remember colors and imagination will be improved.
- You can combine any color into a new color. Let's create together!

Add to cart

Inspirations:



Plain mask

8.99

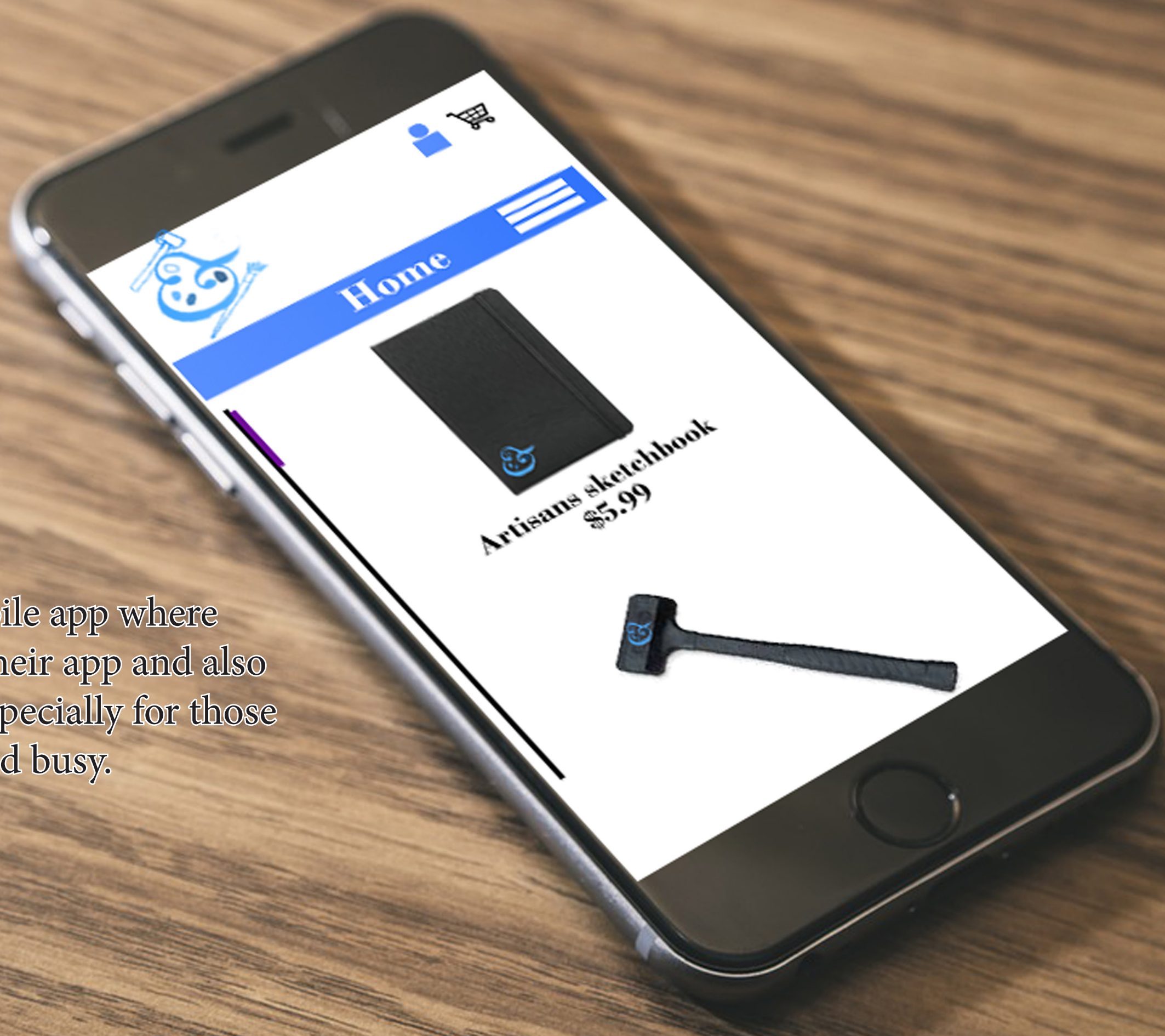
This blank mask is about 6.5" wide and 9" tall. It is made of paper mache and painted white. The mask will make a great arts and crafts project.

This mask will fit most adults. Product Features • Fully Wearable Mask • Paper Mache • Mask Fits Most Adults • Approximately 9" Tall • Craft Mask - Create Your Own Design • Great for a Masquerade Ball or Venetian Costume

Add to cart

Inspirations:





Arts and crafts also have a mobile app where customers can scroll through their app and also order for pickup or delivery. Especially for those who are always on the move and busy.

Arts and Craftsmen will also have their own products as well. Which may have similar quality to the name brand sketchbooks, but somewhat the price of portable and maybe cheaper. Not only it could be a cheaper choice but also it could be a way that customers could show appreciation towards the store by buying their products.



With arts and crafts movie VIP card it could represent a sense of interactivity and a sense of Engagement with the customer. But this the customers can be part of a VIP program where they can get many deals and also coupons as well. With this form it will show a sense of not only interactive TV but also how the customer loves the shop itself and somewhat becomes sort of a fan in a way.



With this new look arts and crafts man could maybe bring in new customers in a more interactive level and also bring more passion into art and craft itself. Arts and Craftsman could bring something different and better than it competitors can't bring. Arts and Craftsman could bring a sense of community and interactivity with it customer, showing that the employees themselves are also artists and experienced Craftsman who care a lot and know what each person of that area is looking for.



