

# **GUIRY'S** RE-BRAND PROPOSAL

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## **INTRODUCTION** WHAT IS A BRAND?

*A brand is a product with a compelling story—a brand offers “quintessential qualities” for which the consumer believes there is absolutely no substitute.*

Cheryl Swanson, President and Founding Principal, Toniq  
Quote from Brand Thinking by Debbie Millman

## BRAND AUDIT WHO IS GUIRY'S?

### FIRST GUIRY'S OPENED IN 1899



### ABOUT US ON CURRENT WEBSITE

*Guiry's is a Denver-based business started in 1899 by the Guiry Brothers as a Paint and Wallpaper store. Today it has grown to seven locations in the greater Denver area and has expanded to include paint, wallpapers, window coverings, home décor, furniture, faux painting supplies, and fine art supplies. It is still a family owned company and is currently headed by third generation Guiry, Dick, and fourth generation son, Sean.*

***We take our business and long-term commitment to the community seriously and we are proud of the professional products and services we provide. We've been around over 100 years - and we'll be here in the future when you need us again.***

**BRAND AUDIT** WHAT MAKES GUIRY'S DIFFERENT?

*History*

*Family-Owned*

*Expert Knowledge*

*Professional Products*

*Personalized Customer Experience*

## **BRAND AUDIT** WHAT MAKES GUIRY'S DIFFERENT?

Guiry's is a trusted source for quality products because of its long standing history. Many customers shopping at Guiry's have for years and their parents and grand parents may have even shopped there. This instills a brand loyalty and trust in this brand because they have always been the go to source for paint, decor or art supplies.

***You can't buy authentic values  
—you can only create them from  
what the brand does and what  
its history is.***

Cheryl Swanson  
*Brand Thinking* by Debbie Millman

### ***History***

*Family-Owned*

*Expert Knowledge*

*Professional Products*

*Personalized Customer Experience*

## **BRAND AUDIT** WHAT MAKES GUIRY'S DIFFERENT?

Guiry's is still family-owned, which many people trust as well. They don't picture Guiry's as a huge faceless corporation, they picture a friendly, transparent and comfortable environment with personalized experiences.

*History*

***Family-Owned***

*Expert Knowledge*

*Professional Products*

*Personalized Customer Experience*

## **BRAND AUDIT** WHAT MAKES GUIRY'S DIFFERENT?

Guiry's is a resource to its customers. People come in with a wide variety of questions and the expert staff will do whatever it takes to either answer the question or direct the customer in the direction of the right answer. Even if it means suggesting another store, Guiry's is the trusted resource that painters, DIYers, contractors, artists, and homeowners come to for the expert help and advice they need for their projects.

*History*

*Family-Owned*

***Expert Knowledge***

*Professional Products*

*Personalized Customer Experience*

## **BRAND AUDIT** WHAT MAKES GUIRY'S DIFFERENT?

Guiry's carries the most professional and quality products on the market. From professional grade art supplies to high quality and zero VOC house paint, Guiry's carries quality at a low price.

*History*

*Family-Owned*

*Expert Knowledge*

***Professional Products***

*Personalized Customer Experience*



## **BRAND AUDIT** WHAT MAKES GUIRY'S DIFFERENT?

Guiry's expert staff are attentive and accomodating to any customers needs. From choosing the right color for your living room to deciding which art medium to try out, your experience at Guiry's is tailored to your questions and needs.

*History*  
*Family-Owned*  
*Expert Knowledge*  
*Professional Products*  
***Personalized Customer Experience***

***I feel like I'm not alone making my decision.***

Statement from a recent Guiry's customer

# BRAND AUDIT CURRENT GUIRY'S BRANDING

## CURRENT LOGO

The current branding of Guiry's has been in use for quite some time. The current logo features Copperplate Type, with a colored drop shadow, the arch and intricate frills along the sides. The tagline is **Color Source Inc.** and the positioning statement is **Where Color Comes From.**



## LOGO VARIATIONS

The logo has pictorial additions onto the emblem, representing two of the different departments that Guiry's has, Art and Paint. They are not used consistently, the primary logo is used in most cases.



## COLOR USE

The color burgundy with black is used the most throughout their branding, as well as a midtone grey and a deep navy.



PMS  
RGB  
CMYK



PMS  
RGB  
CMYK



PMS  
RGB  
CMYK

# BRAND AUDIT CURRENT GUIRY'S BRANDING

## CURRENT BRANDING & MARKETING

All three departments have their own sales, each with sale tags, signs, ads and sometimes flyers. However, the current Guiry's branding does not do an effective job unifying the three entities together in a cohesive whole.



## **BRAND AUDIT** CURRENT PROBLEMS

*Clearer Mission & Message*  
*Logo Modernized*  
*System for Departments*  
*Branding & Marketing Consistency*  
*Differentiation from Competition*

## **BRAND AUDIT** CURRENT PROBLEMS

Guiry's mission needs to be clearer and interwoven into the company. The Color Source Inc. and Where Color Comes from isn't clear throughout their brand story.

***Clearer Mission & Message***

*Logo Modernized*

*System for Departments*

*Branding & Marketing Consistency*

*Differentiation from Competition*

## **BRAND AUDIT CLEARER MISSION**

### **MISSION**

Guiry's is Colorado's source for the beautiful expression of color in the home and art. Friendly and instructive experts are always there to help find the right professional quality products for your projects.

### **VISION**

Provide expert and personalized knowledge and services.  
Sell quality products at the best price.

### **OBJECTIVES**

Happy and loyal customers.  
Expert and friendly staff.  
Growing business by attracting a wider range of customers.

## BRAND AUDIT CURRENT PROBLEMS

Guiry's logo needs to be modernized if the company wants to expand and reach more customers, while still retaining the history and integrity of the current brand.

***Go back to a brands roots and uncover the story that you can believe in and steward forward. You steward the story forward. But steward it in a way that presents it in a modern context.***

Cheryl Swanson  
*Brand Thinking* by Debbie Millman

*Clearer Mission & Message*  
***Logo Modernized***  
*System for Departments*  
*Branding & Marketing Consistency*  
*Differentiation from Competition*

BRAND AUDIT PROPOSED LOGO

**Guiry's**  
SINCE 1899



**Guiry's**  
SINCE 1899

Guiry's  
SINCE 1899



## BRAND AUDIT PROPOSED LOGO

### WORDMARK

The typography is Adelle, which is a friendly and strong, transitional slab serif that references the old style typography present in the early 20th Century. The mark is clean and feels historical, but in a modern context.

Some adjustments were, adding a 2.5 stroke to Adelle, adjusting the length and angle of the serifs, redesigning the apostrophe, the y and removing an edge of serif on the G.



Guiry's

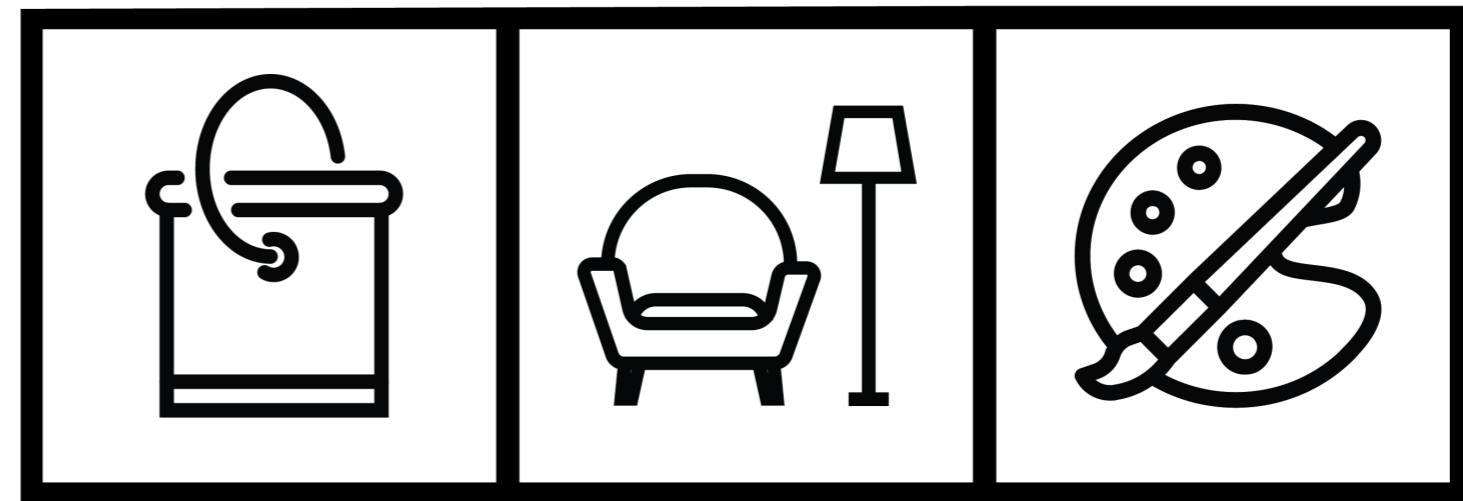
Guiry's

## BRAND AUDIT PROPOSED LOGO

### EMBLEM

The second variation is the emblem, which accommodates the various departments Guiry's has. The emblem is three perfect squares, with one removed for the edited tagline of *your source for color*.

The shape of the emblem is a reference to paint chips, color swatches or a paint stick dipped in paint. The three icons represent the different departments.



## BEFORE & AFTER LOGO

BEFORE



AFTER



## **BRAND AUDIT** CURRENT PROBLEMS

Guiry's instore experience needs to allow customers to find what they need quickly, yet also draw them in to discover all that Guiry's has at each store. The departments need to be integrated better to provide the most natural experience. The focus should be on how the customers experience each location.

***User-centered design is about creating systems that are intuitive, inevitable, and quite natural.***

David Butler, Vice President of Design  
Coca-Cola Company  
*Brand Thinking* by Debbie Millman

*Clearer Mission & Message*  
*Logo Modernized*  
***System for Departments***  
*Branding & Marketing Consistency*  
*Differentiation from Competition*

# BRAND AUDIT SYSTEM FOR DEPARTMENTS

## DEPARTMENT SYSTEM

The emblem allows for variations of each department. This color and icon will be used as identifiers between departments. Advertising, marketing and branding will use these throughout the identity.

## COLOR



PMS 5777 C	PMS 7427 C	PMS 7698 C
R138 G162 B111	R144 G26 B35	R45 G117 B136
C50 M23 Y68 K2	C27 M100 Y92 K28	C86 M49 Y42 K0

Adding a lighter blue and a natural green works well with the current burgundy in use.



## BRAND AUDIT DEPARTMENT SHIRTS

### EMPLOYEE SHIRTS

Each employee wears a company shirt with the wordmark on the front and the type of “expert” that employee is on the back. The shirt is the color of the department the employee is in. Neutral positions like cashier, stocker or color would be in the company red.

This type of easy identification makes the customer experience in store much easier. Customers will understand both the color and type cues as to what information each employee might have, reducing the need to talk to an employee that doesn't know the answer to be directed to the right person.

The shirts would be screenprinted with a white ink on the short sleeve pigment dyed shirts Guiry's has previously sold.



## **BRAND AUDIT** CURRENT PROBLEMS

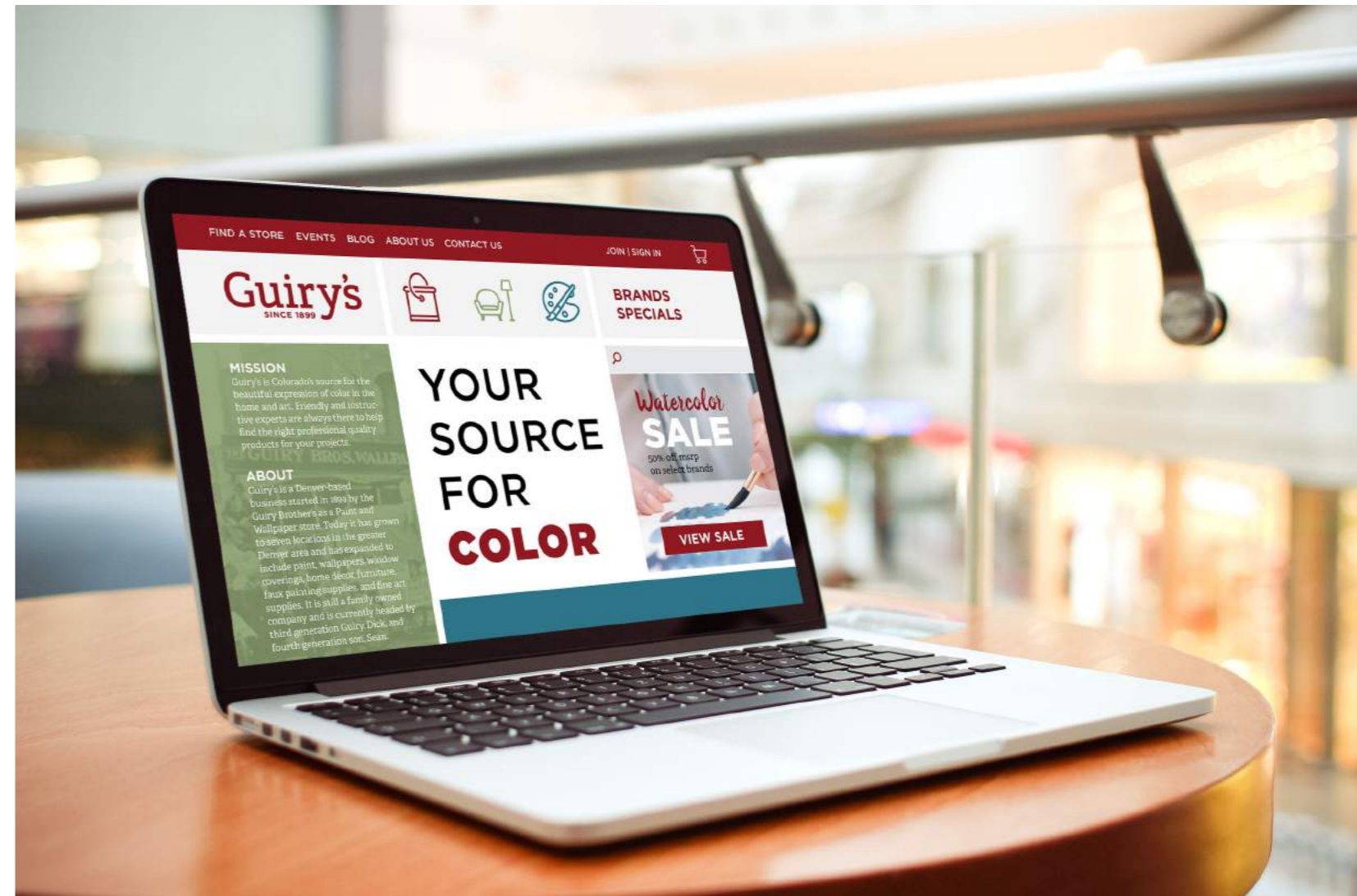
Guiry's branding needs to be consistent, yet still have a distinct system highlighting each department. This will ensure that customers will know all of what Guiry's has to offer.

***I've been coming here for years  
and I had no idea you carried  
art supplies!***

A common comment from customers


*Clearer Mission & Message*  
*Logo Modernized*  
*System for Departments*  
***Branding & Marketing Consistency***  
*Differentiation from Competition*

# BRAND AUDIT BRANDING CONSISTENCY





# BRAND AUDIT BRANDING CONSISTENCY



**Guiry's**  
SINCE 1899

**YOUR SOURCE FOR ART**

*Watercolor*  
**SALE** 50% off msrp on select brands

**FREE** Holbein Quinacridone Gold 5ml Watercolor  
Offer expires 4/30/16  
Not valid with any other offers. Limit one coupon per customer. Valid at any location with art supplies.

**50% OFF MSRP** Daniel Smith Watercolors  
Offer expires 4/30/16  
Not valid with any other offers. Limit one coupon per customer. Valid at any location with art supplies.

**GUIRYS.COM**

**DENVER SOUTH**  
2121 South Colorado Blvd  
Denver, CO 80202

**BOULDER**  
2404 Pearl Street  
Boulder, CO 80302

**CHERRY CREEK**  
5475 Leetsdale Dr  
Denver, CO 80246

**CENTENNIAL**  
8262 South University Blvd  
Centennial, CO 80122

**DENVER LODI**  
2245 Market Street  
Denver, CO 80205

**LAKWOOD**  
8980 W Colfax Ave  
Lakewood, CO 80215

**LITTLETON**  
9046 West Bowles Avenue  
Littleton, CO 80123

**PARKER**  
10534 Keystone Blvd  
Parker, CO 80134

**ARVADA**  
7270 W. 88th Avenue  
Arvada, CO 80021



**Guiry's**  
SINCE 1899

**YOUR SOURCE FOR DECOR**

**ANNUAL SALE**

**30% OFF MSRP** Hunter Douglas Blinds  
Offer expires 4/30/16  
Not valid with any other offers. Limit one coupon per customer. Valid at any location with art supplies.

**50% OFF MSRP** Decorative Mirror  
Offer expires 4/30/16  
Not valid with any other offers. Limit one coupon per customer. Valid at any location with art supplies.

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Arvada, CO 80021



**Guiry's**  
SINCE 1899

**YOUR SOURCE FOR PAINT**

**ANNUAL SALE**

**30% OFF MSRP** Sikkens Stain  
Offer expires 4/30/16  
Not valid with any other offers. Limit one coupon per customer. Valid at any location with art supplies.

**50% OFF MSRP** Gallon of Coronado Paint  
Offer expires 4/30/16  
Not valid with any other offers. Limit one coupon per customer. Valid at any location with art supplies.

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Denver, CO 80202

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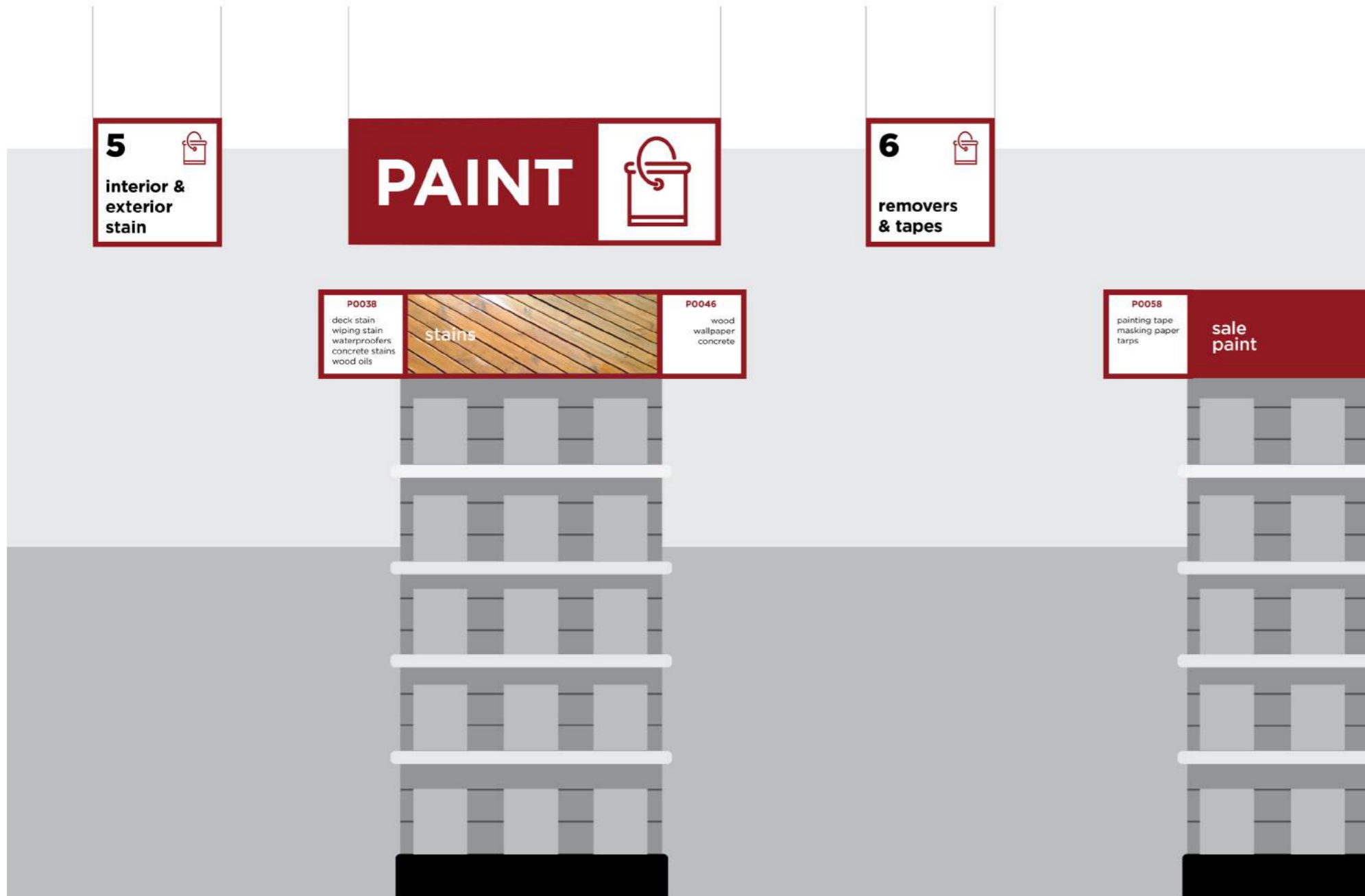
# BRAND AUDIT BRANDING CONSISTENCY



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## EMPLOYEE CARDS



## STORE CARDS



## **BRAND AUDIT** CURRENT PROBLEMS

Guiry's needs to stand apart from the competition and convey its key differentiators through its branding.

*Clearer Mission & Message*  
*Logo Modernized*  
*System for Departments*  
*Branding & Marketing Consistency*  
***Differentiation from Competition***

## BRAND AUDIT COMPETITION



### GUIRY'S STANDS APART FROM THE COMPETITION

Guiry's is a unique business, and it requires a distinct mark. The color scheme is similar to the direct competition with use of red and blue, but the use of the bright green modernize the brand.

## **BRAND AUDIT CONCLUSION**

### **CONCLUSION**

Guiry's should consider rebranding their company to communicate Guiry's story to a wider audience. A consistent, clean, unique and modern look will differentiate Guiry's from the competition. A more unified department system is more user-friendly, which positively impacts your customers experience with the brand, thus creating a more loyal following.



**THANK YOU!**

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# CREDITS

## Icons:

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## Photos:

guirys.com

Unsplash

Public Domain

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## PSD Mockups:

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