

URBANOUTFITTERS

UO

BRANDBOOK

WELCOME
TO



CALIFORNIA



- Our Story ₀₃ • Who We Are and What We believe in? ₀₆ •
- Our Vision ₀₉ • Brand Guidelines ₁₆ • Colour ₂₁ • Typeface ₂₂ •
- Photography Methodology ₂₃ • Tone Of Voice ₂₉ • Communication ₃₀ •
- Our Consumer ₃₃ • Our Store ₃₇ •

OUR STORY

In your hands is a guide to the non-conformist Urban life. Welcome to the Urban Outfitters family.

We began our journey in 1970, pitching up our first store in California USA - original home of the hipster. We have now grown to operate in more the 130 stores across the US, Canada and Europe.

Are you ready to get lost in the world of an urbanite?





WHO WE ARE AND WHAT WE BELIEVE IN

Our Promise

As a brand we promise to satisfy our creative hungry consumers with edgy fashion and quirky lifestyle products at an affordable price.

Our Values

We are a brand with a voice, a brand with an individualistic approach to life, a brand that flourishes in the beauty of diversity,

Our Mission

...is to be the only destination for 18-30 year-olds to find hip, counter-culture, indie style.

Our goal is to offer a product assortment and retail environment so compelling and distinctive that the consumer feels an emotional tie to the brand.

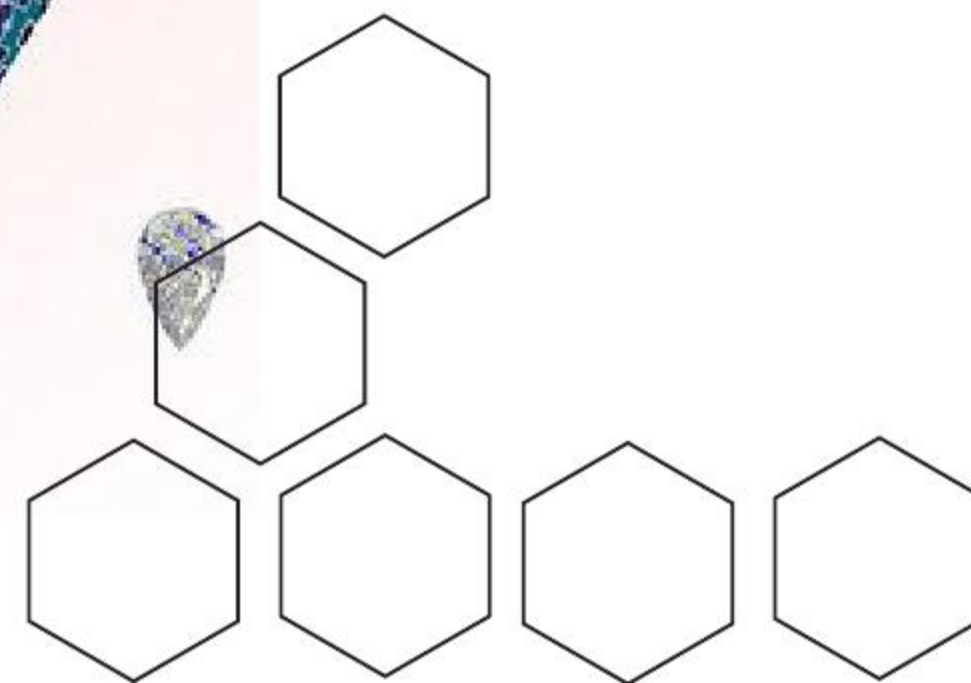
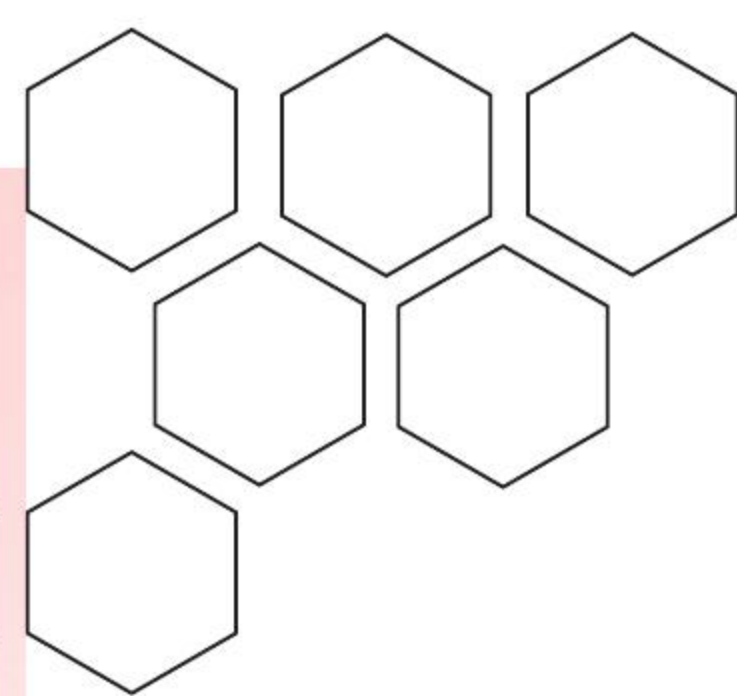
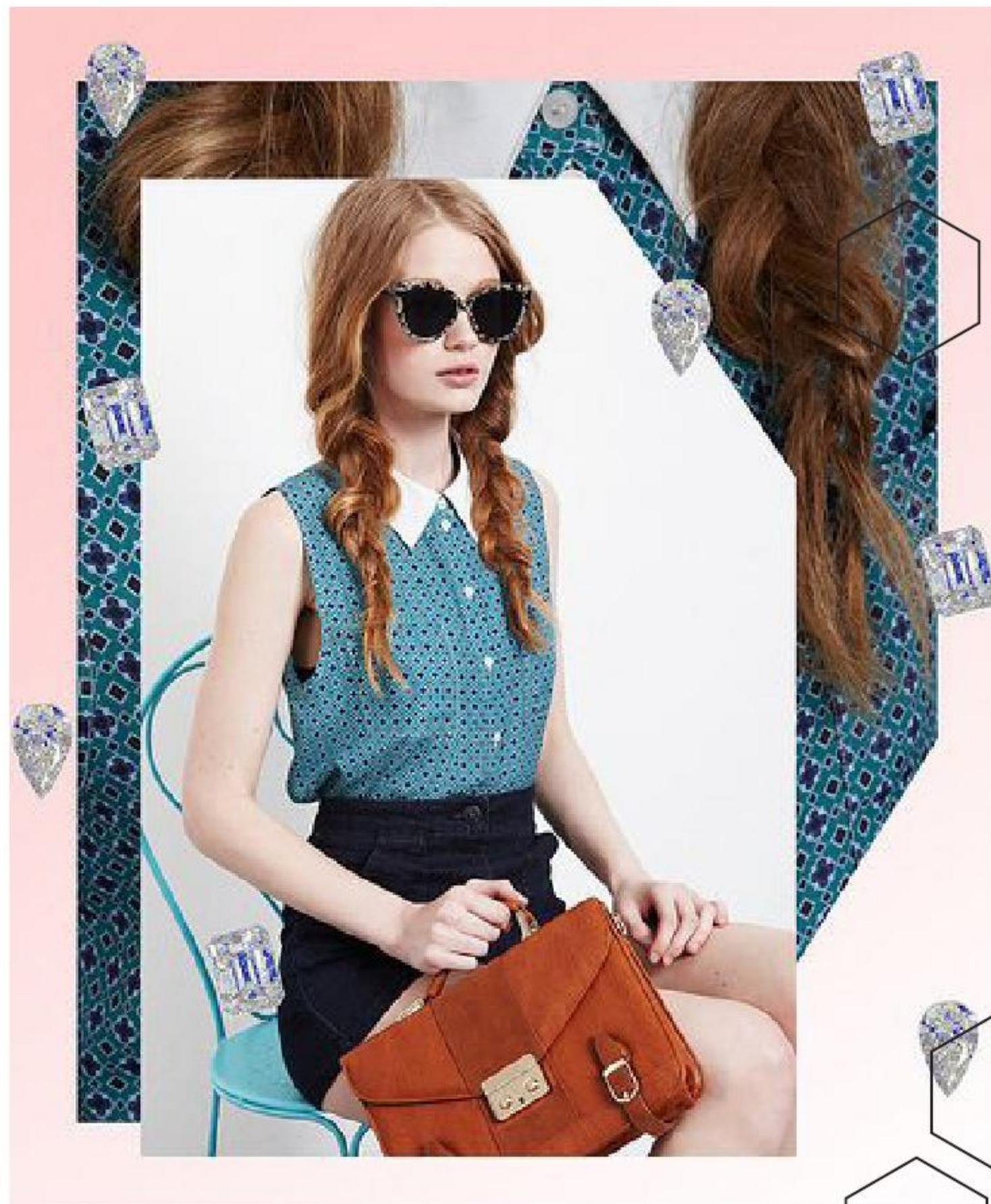
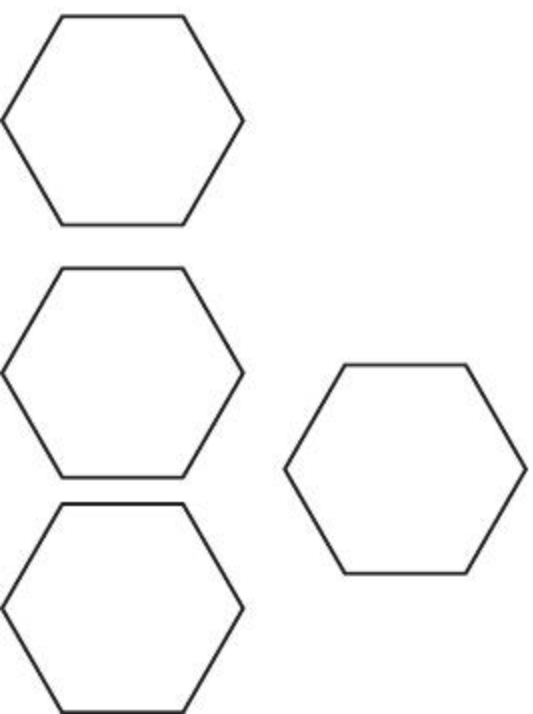
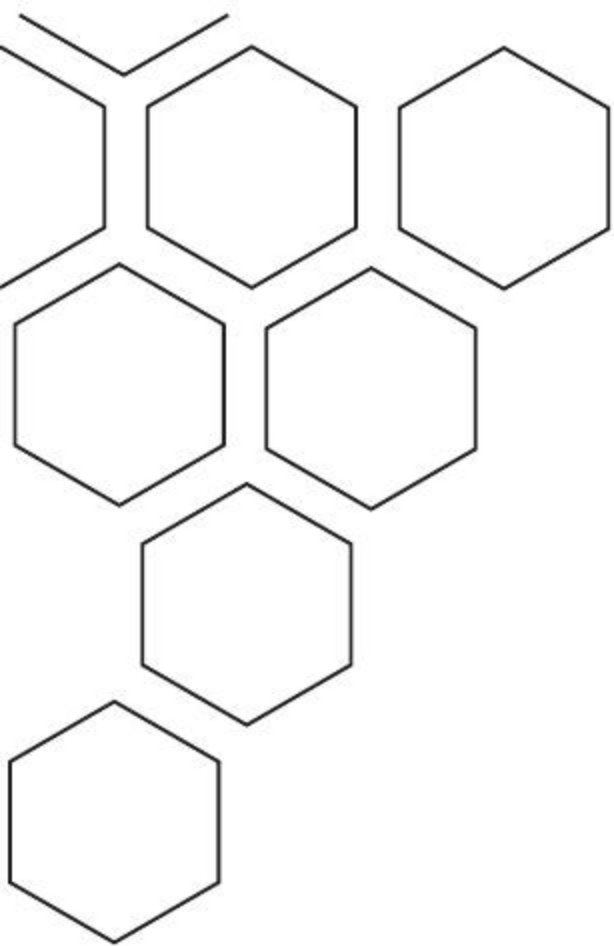




O u r v i s i o n . . .

We are continuing to invest in the growth of our multi-channel offer. We aim expand our brand across the globe making our hipster haven available to the world.





URBAN HIPSTER CONFIDENT REBL
FUL CHEEKY UNCONVENTIONAL F
TRADICTORY GRUNGEY MAXIMAL
DERSTATED COOL CONTROVERS
ER URBAN HIPSTER CONFIDENT
PLAYFUL CHEEKY UNCONVENTION
CONTRADICTORY GRUNGEY MA
GEOUS UNDERSTATED COOL CON
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URBAN
OUTFITTERS

www.urbanoutfitters.co.uk
OPEN 24/7

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Brand Guidelines

We will be forever identified by our free, fun, urban appearance. Brands are recognised by their trademark image. However at UO we like to shake things up. The logo and brand face is continuously changing and adapting to current trends and modifications. These continuous changes reflect our ability to adapt and develop. It celebrates our passion for innovation.



Here are a few of the UO logos that have graced the face of our brand over the years. Although they are not all used today, each and everyone still represents our brand in its own way. As a company, we celebrate art in all its forms. We have worked with many prospering and established artists over the years and will continue to do so. We have a great in house graphic design team who are the brains behind our always-fresh image.

Dont worry yourselves too much as there are characteristics to our brand image that will always stay the same.

urban outfitters

urban outfitters

**URBAN
OUTFITTERS**

The Logo

URBAN OUTFITTERS

Brand name in full always features block capitals and is positioned in landscape orientation.

Links must be underline with a single line that matches both colour and font of text.

Font layered ontop of an image must either be in black/white or a colour that is found in the image.

Block capitals are used for all Headers and Titles.



When white text is used without an image behind it it must be surrounded by a black text box.

Text is always aligned in the centre of a text box.

The words Urban and Outfit or Outfitters must always stay on the same line.

URBAN OUTFITTERS.COM

25%
OFF
BUGS
With code BUGS25

Frames surrounding text boxes will be no thicker than 6pt.

When a frame is used with text alone it must match the colour of the text it surrounds.

When text is not aligned to the centre of the page it will always be aligned to the right-hand side.

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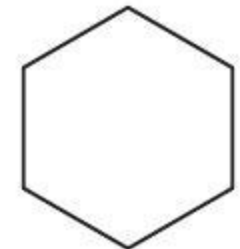
 **Urban Outfitters**

Do
not put the
logo in upper and
lower case, always
block capitals. Don't
break the title up into
more than three
rows.

Don't
put the logo
in a text box other
than black or white.
Frames surrounding
promo text should not
differ in colour.

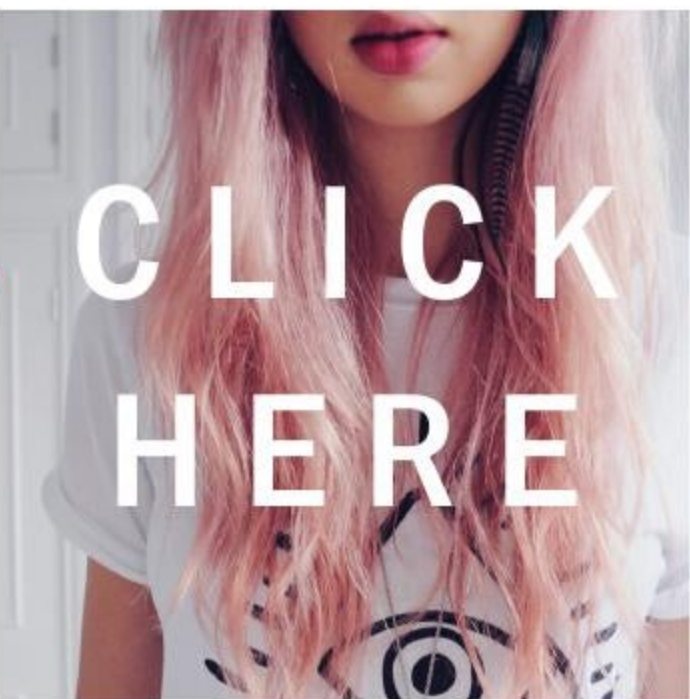
Do
not leave
links without un-
derline. Logo aligned
to the right should be
positioned horizontally
not vertically.

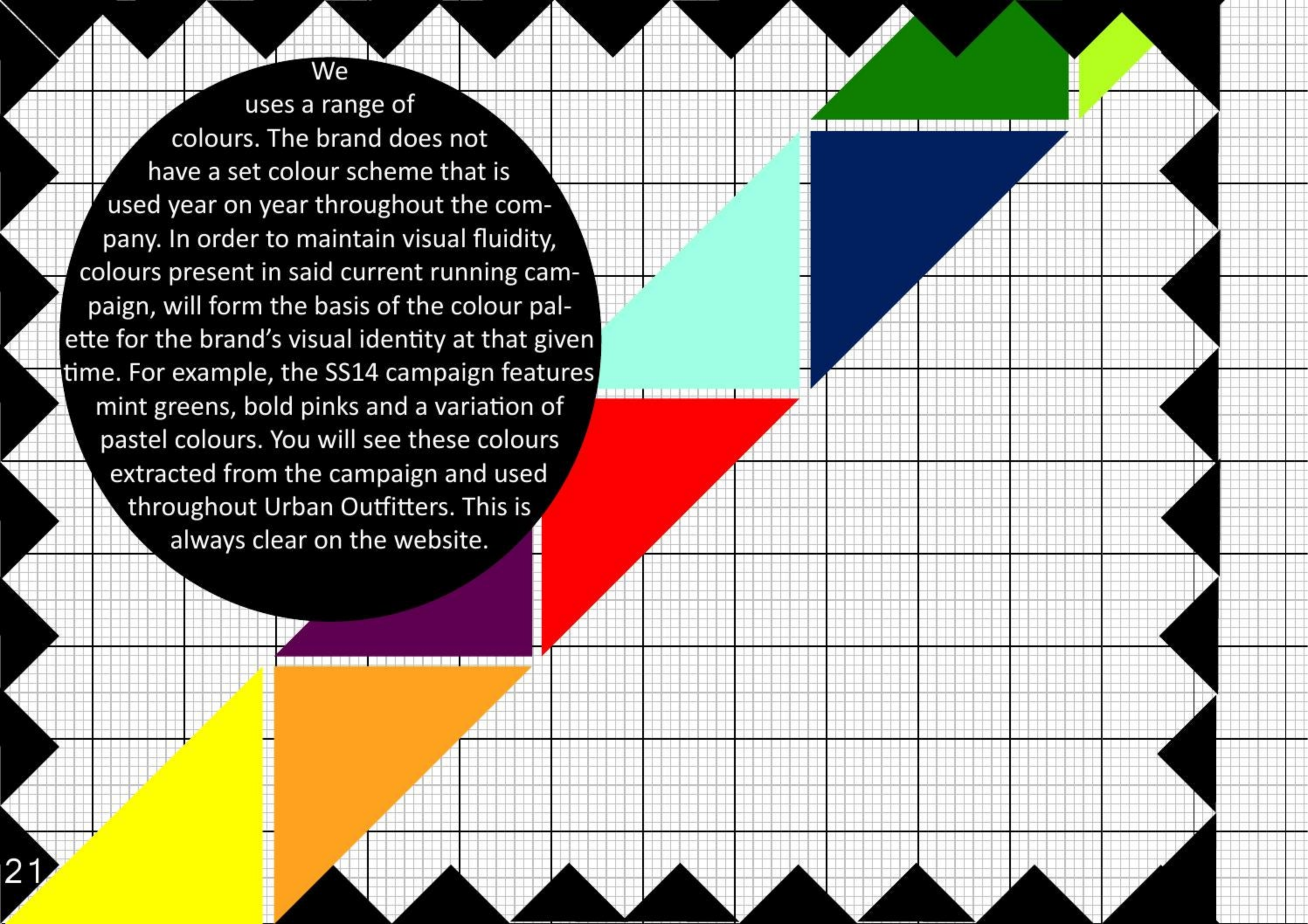
 **Urban Outfitters**





URBAN OUTFITTERS





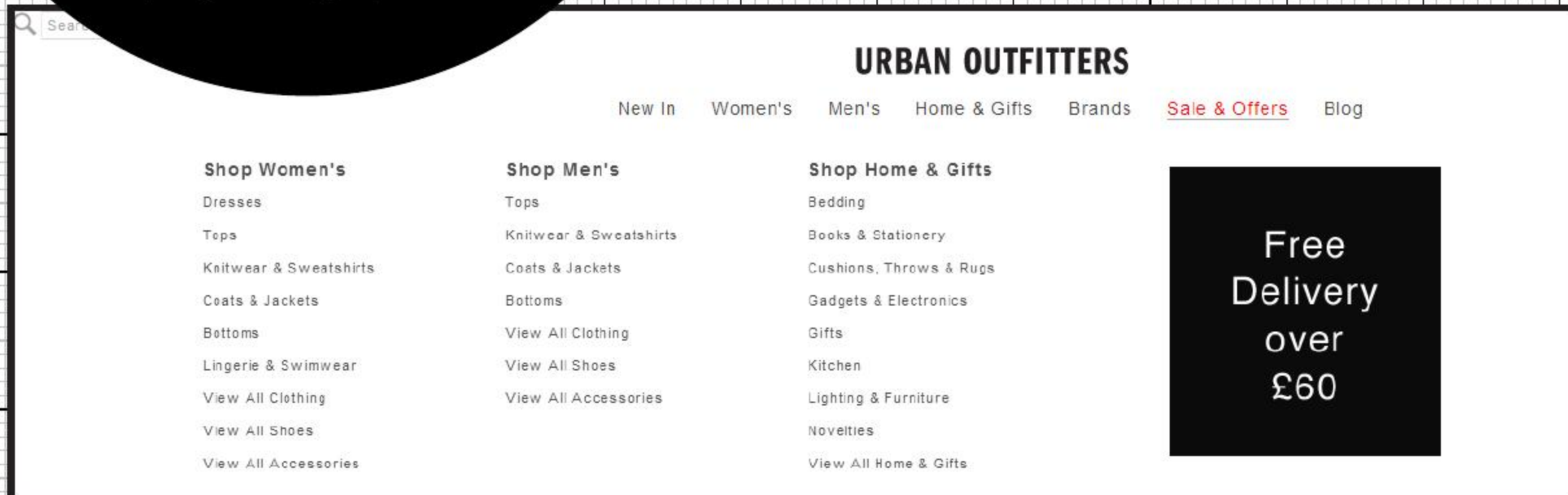
We uses a range of colours. The brand does not have a set colour scheme that is used year on year throughout the company. In order to maintain visual fluidity, colours present in said current running campaign, will form the basis of the colour palette for the brand's visual identity at that given time. For example, the SS14 campaign features mint greens, bold pinks and a variation of pastel colours. You will see these colours extracted from the campaign and used throughout Urban Outfitters. This is always clear on the website.

Web-site general type-face: Frutiger (sans – serif font) / simple, clean, easy-read / size 8.5pt/regular/black/red for Sales & Offers tab

Tab Headers and Promotional Links: Frutiger (sans – serif font) / simple, clean, easy-read/ size 10pt / Bold / Never smaller than 8.5pt

Navigation ads typeface: (decorative, sans-serif font)

This varies based on current campaign and graphics.




PHOTOGRAPHY

The imagery we use is not merely advertising and looks books. We use imagery as a portal into the urban outfitters world. Our consumers build an emotional connection with the images we use, they live the life of an Urban Outfitters Girl or Guy based on the images we deliver them. It is an important factor in the relationship between brand and consumer. We hope to encapsulate a sense of community and friendship in our images. They show the cultural diversity of the brand. Our campaign shoots are rarely studio shot. The locations of our shoots are in your everyday urban environments, another factor that helps the consumer relate and connect to our brand.

METHODOLOGY

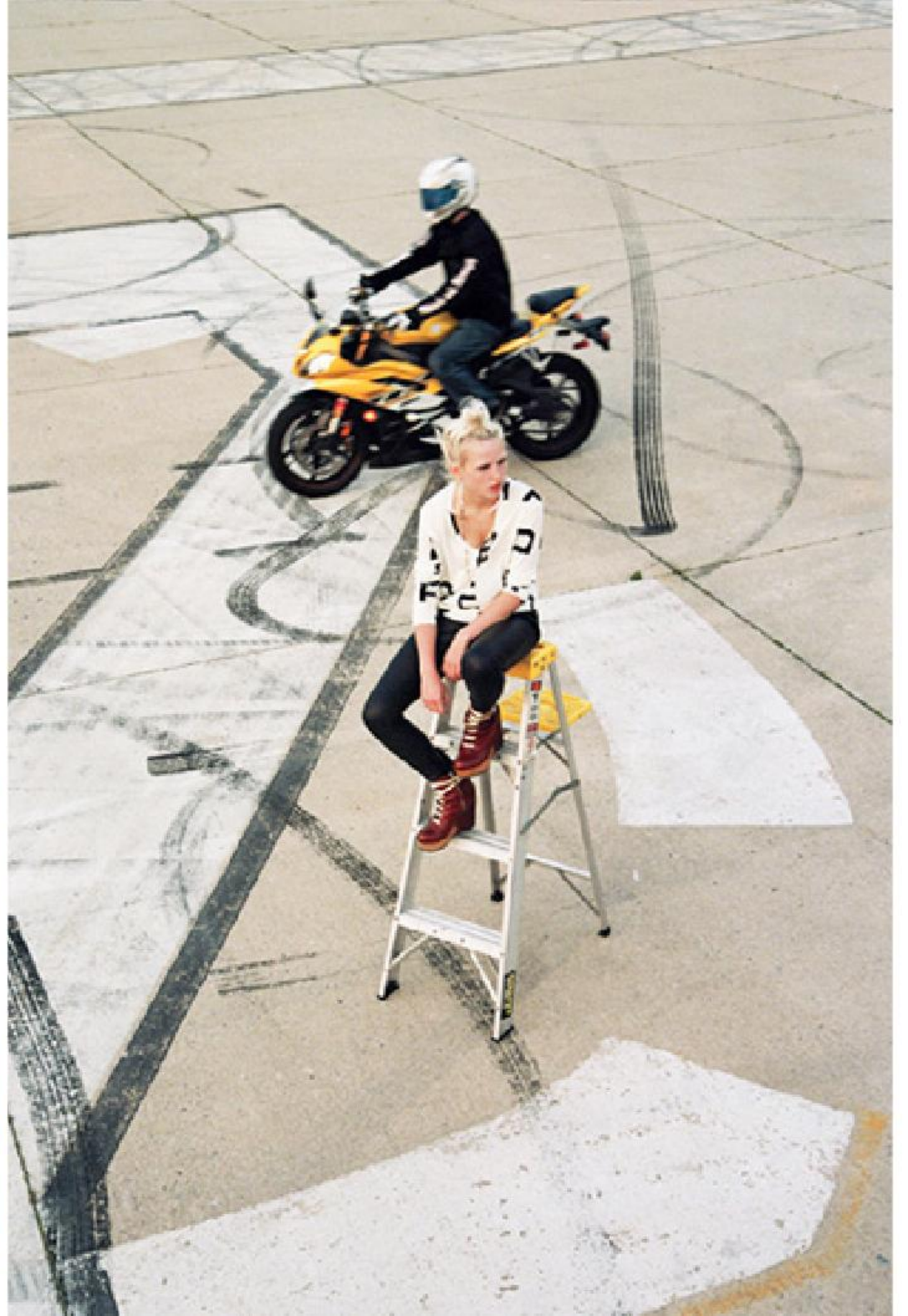


Retro

A first-person perspective shot looking down at a pair of feet standing in clear, turquoise water. The water is shallow, and the sandy bottom is visible through the ripples. The feet are positioned centrally, with the toes pointing slightly outwards. The skin is fair and appears wet, with some water droplets visible. The toenails are painted a vibrant red. The overall mood is serene and refreshing.

Fun





Everyday



FREE SPIRITED

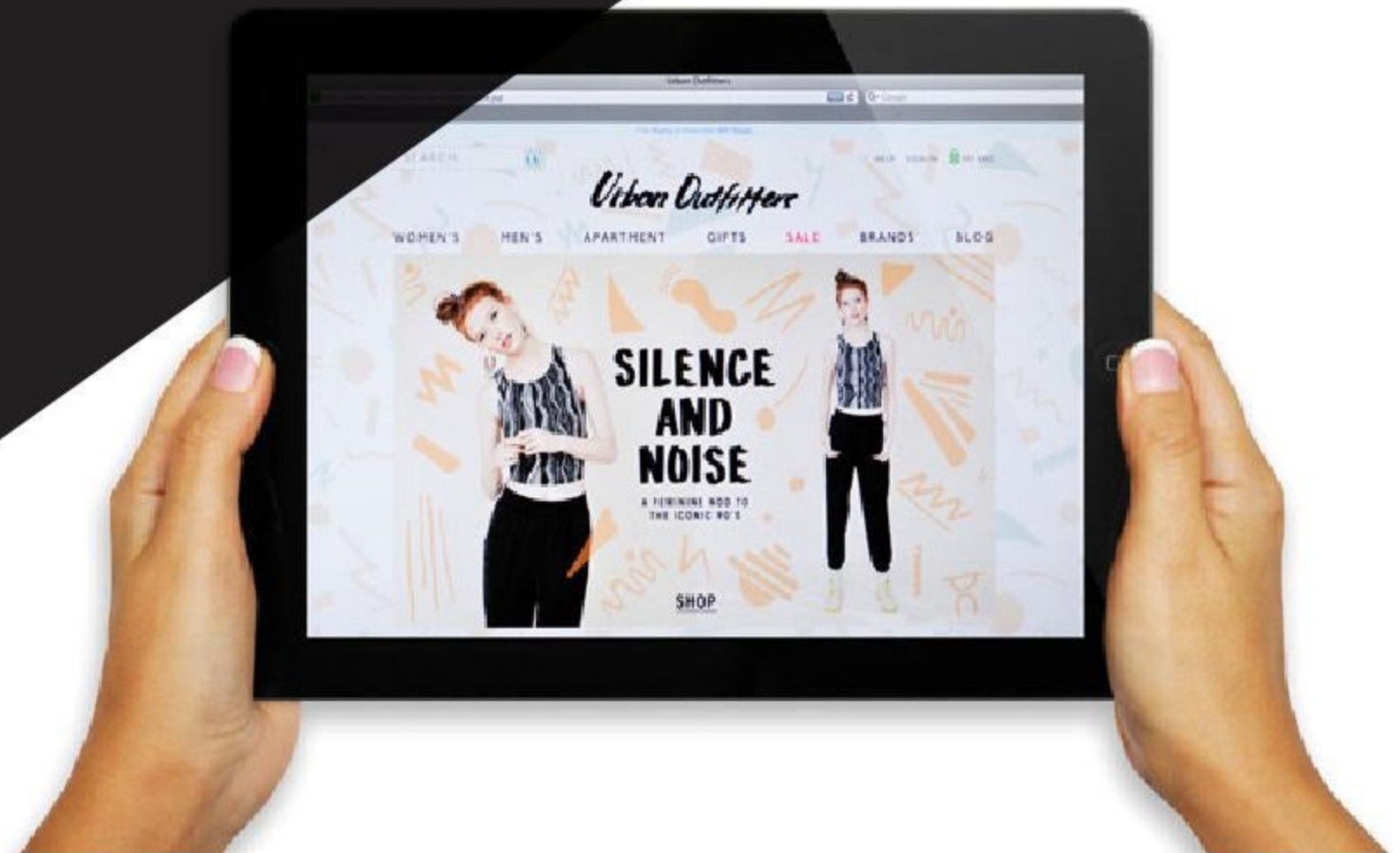
HONEST

DIRECT

CHEEKY

YOUTHFUL

COMMUNICATION



Our voice is our consumer's voice. We believe in communicating on the same level as those whom we are talking to. Our brand consumer relationship has grown stronger thanks to our online channels of communication.



Urban Outfitters Europe

Home Videos Playlists Channels Discussion



Uploads



adidas x The Farm Com

4 minutes ago · 1 view
In honour of the adidas x The Farm Urban Outfitters, adidas threw



Collective: The UO Journal

1 day ago · 35 views
Collective: The UO Journal - N



Vagabond x UO

3 weeks ago · 1,694 views
If Vagabond weren't already of models Billy Huxley and Clara

Urban Outfitters EU
@uoeurope
Official Twitter for Urban Outfitters Europe. Come and talk to us!
London, UK
uoeur.pe/UrbanOutfitter...
Joined March 2009
1,152 Photos and videos

TWEETS 8,504 PHOTOS/VIDEOS 1,152

RETWEETED BY URBAN
The Debrief @TheD
Today's craving is the
ow.ly/wERLy

Urban Outfitters EU
[#UOSONE]
@Mariapizze
Walé collect

Urban Outfitters EU
[#UOXFESTS] Win VI
bag flights, courtesy

Urban Outfitters EU
[#UOSONE]
Holland and
a good look

URBAN OUTFITTERS - H

Tunes we're digging at UO HQ. Boom.

Current chart position: 2

Nature Trips
Eyedress

Everything We Touch (Audio)
Say Lou Lou

Days In The East [CDQ]
Drake

facebook



Urban Outfitters

1,271,252 likes · 17,247 talking about this · 123,331 verified

Clothing
Visit us at www.urbanoutfitters.com. Always open, always awesome.

About



Photos



Instagram

Highlights



Urban Outfitters

12 hours ago · 1

On the UO blog! Tips and tricks on how to get that easy breezy mermaid hair when you can't make it to the beach: <http://urbout.co/1chZVW>



Like · Comment · Share

Shana G JuaDec, Roy Wachanapachai, Angeline Ngo and 981 others like this.

Maria Jose Castro Maria Cavallas · 1 · 10 hours ago

Martina Zmes Zubillaga Colon Zubillaga wow la voy a lavar · 1 · 11 hours ago

View 7 more comments



Urban Outfitters

10 hours ago · 1

Españoles in every color, please. <http://urbout.co/1sp9a3L>



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uoeurope -

Urban Outfitters Europe The official Instagram
<http://www.urbanoutfitters.com>

May 2014



Pinterest

Urban Outfitters Europe

The official Pinterest page for Urban Outfitters long...

London, UK · www.urbanoutfitters.com · Twitter

Follow all

UO Store Style

Urban Outfitters Europe



140 Pins

78 Pins



Follow

UO Instagram

Urban Outfitters Europe




121 Pins

148 Pins



Follow

The background image is a high-angle, wide shot of a vast, flat, light-brown landscape. The ground is covered with faint, hand-drawn geometric lines in black and white, including rectangles, circles, and intersecting lines. A person with blonde hair, wearing a white long-sleeved shirt with black polka dots, black pants, and brown shoes, is sitting on a white, torn-paper-like path that winds through the landscape. The path is made of several white, irregular shapes that look like pieces of paper or fabric laid out on the ground. The person is looking down at their hands, which are resting on their knees. The overall atmosphere is surreal and artistic.

Our consumers are
the driving force behind
our brand so it is key that
you get to know them
too.

Our Hipster

Hunnies



Name: Rose • Age: 19 • Occupation: Art student • Personality in 3 words: Hippy Quirky Bubbly
Your perfect day: Hmm it would have to be a chilled one in Camden sat by lock with a few drinks and my friends.
Oh and definitely in summer

Name: Lucas • Occupation: Retail assistant (only because skating doesn't pay enough) • Personality in 3 words: Chilled Street Cheeky • Describe your perfect day: Bank holiday skating along the beach front with the boys and a good BBQ to follow

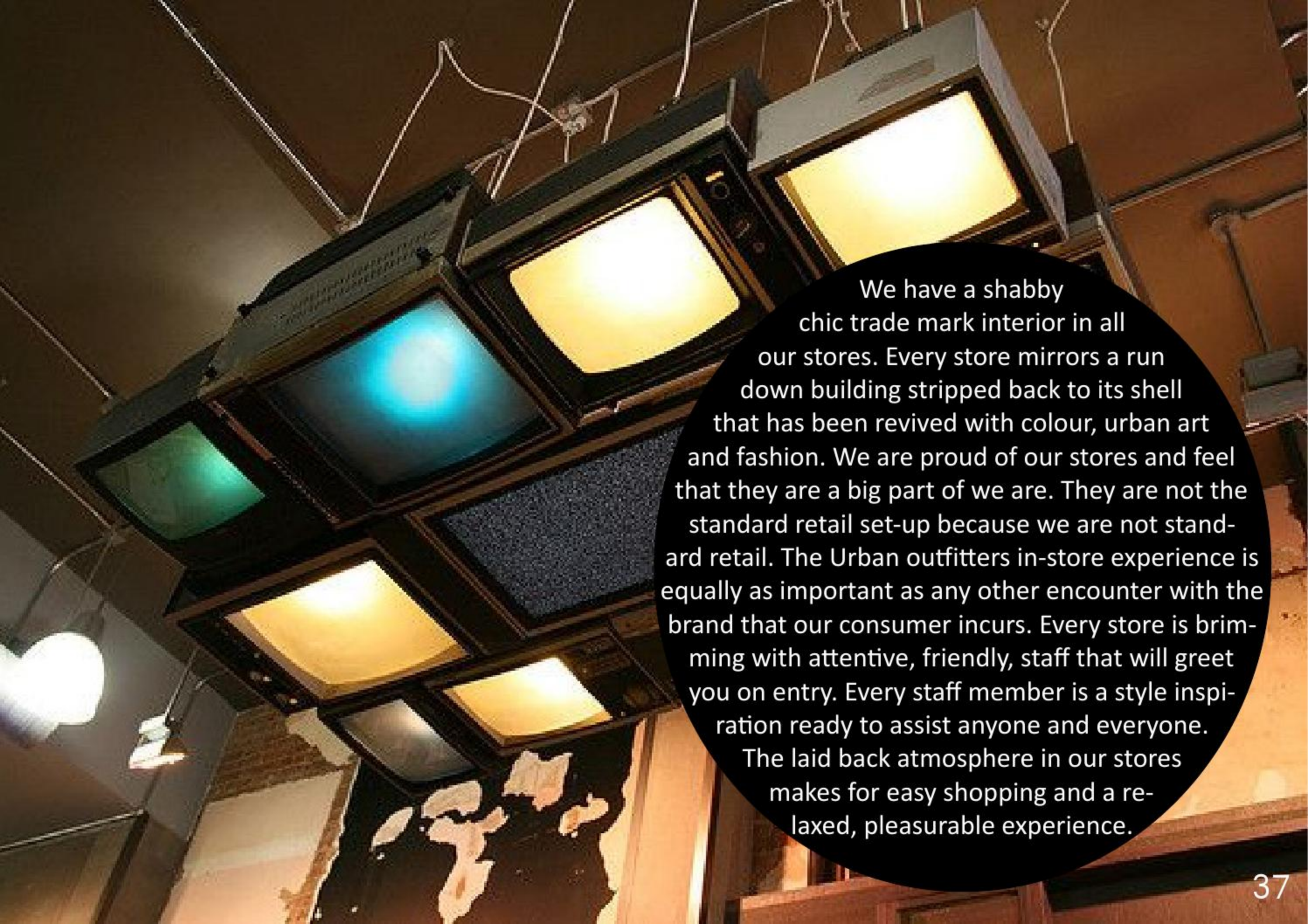


and

Skater Boys







We have a shabby chic trade mark interior in all our stores. Every store mirrors a run down building stripped back to its shell that has been revived with colour, urban art and fashion. We are proud of our stores and feel that they are a big part of who we are. They are not the standard retail set-up because we are not standard retail. The Urban outfitters in-store experience is equally as important as any other encounter with the brand that our consumer incurs. Every store is brimming with attentive, friendly, staff that will greet you on entry. Every staff member is a style inspiration ready to assist anyone and everyone. The laid back atmosphere in our stores makes for easy shopping and a relaxed, pleasurable experience.



For FAQ's and contact information head on to our
website at www.urbanoutfitters.com

