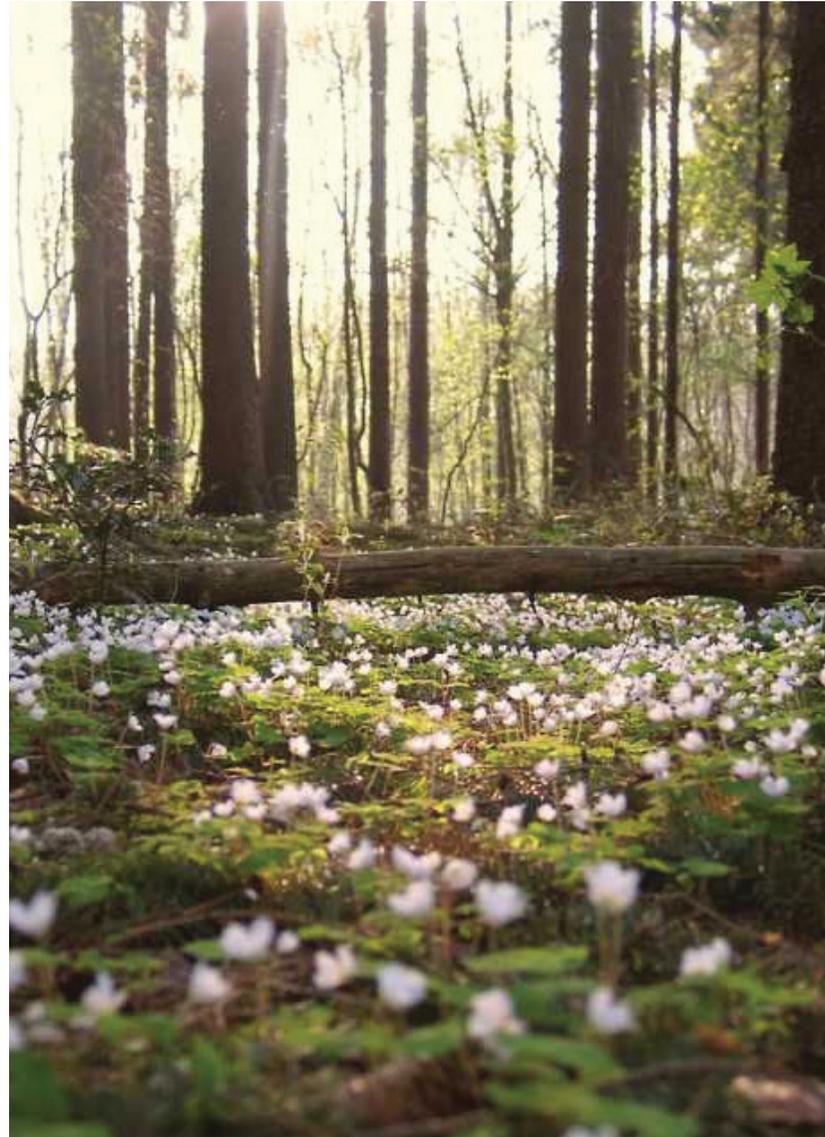


bear & birch

BRAND IDENTITY GUIDE





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our mission

Bear & Birch is committed to providing you with fantasy-inspired fashion at a price you can afford. We work hard to bring you luxurious fabrics, romantic silhouettes, and captivating details straight from the runway, all with our distinctive touch. Each of our collections is inspired by a fairytale, folktale, myth, or fantastical story. We believe fashion should tell a story, and we can't wait to help you tell yours.





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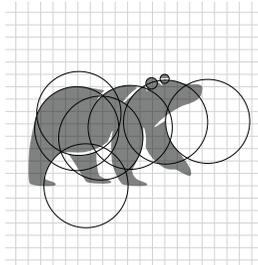
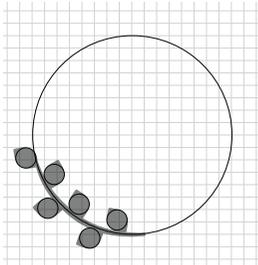
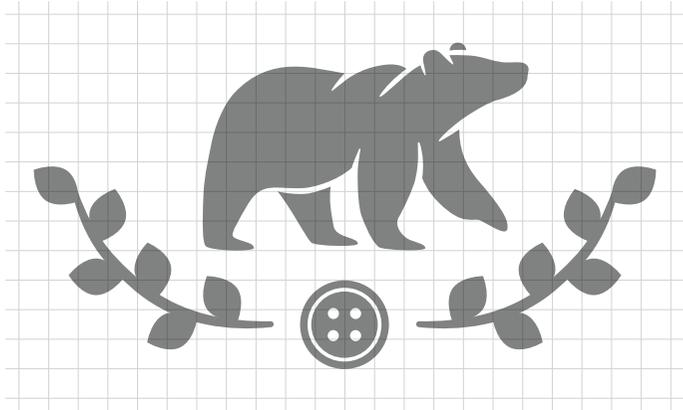
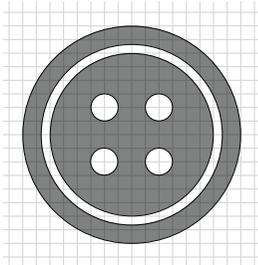
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mark

The Bear & Birch brandmark is composed of three elements: a bear, two birch branches, and a button.



All three components harmonize through the use of circles. Here, each piece is shown both separately and combined to form the brandmark.

The Bear & Birch brandmark is most often shown in our warm copper tone. This metal is evocative of both quality and nature.



signature

The Bear & Birch brandmark may be paired with a typographic lockup to create these vertical and horizontal brand signatures that can be found throughout our brand.

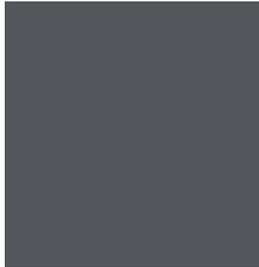


colors

Since our secondary color palette changes each season to reflect our latest collection, our primary color palette is comprised of a few versatile colors.



Copper
Pantone 874
C 25, M 68, Y 26, K 11



Charcoal
Pantone Cool Gray 11
C 44, M 34, Y 22, K 77



Burgundy
Pantone 7642
C 0, M 84, Y 2, K 70

typography

Bear & Birch uses two complimentary fonts: Mrs. Eaves and Mr. Eaves. We use the classic and quirky Mrs. Eaves serif for our brand name, headings, and important information. The Mr. Eaves sans-serif, which we use for body text, balances and modernizes our brand.

Aa
mrs. eaves

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam pellentesque aliquet rhoncus. Suspendisse lobortis ligula mi, non ornare diam hendrerit non. Nulla fermentum, tellus in fringilla tincidunt, velit ipsum facilisis magna, non viverra arcu leo id eros.

Aa
mr. eaves

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam pellentesque aliquet rhoncus. Suspendisse lobortis ligula mi, non ornare diam hendrerit non. Nulla fermentum, tellus in fringilla tincidunt, velit ipsum facilisis magna, non viverra arcu leo id eros.

photography

Photography is extremely important in the fashion industry, and Bear & Birch is no exception. We use images that convey the richness, elegance, and quality of our clothes. We believe that fashion is for everyone, and we strive to include people from all walks of life.





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stationery



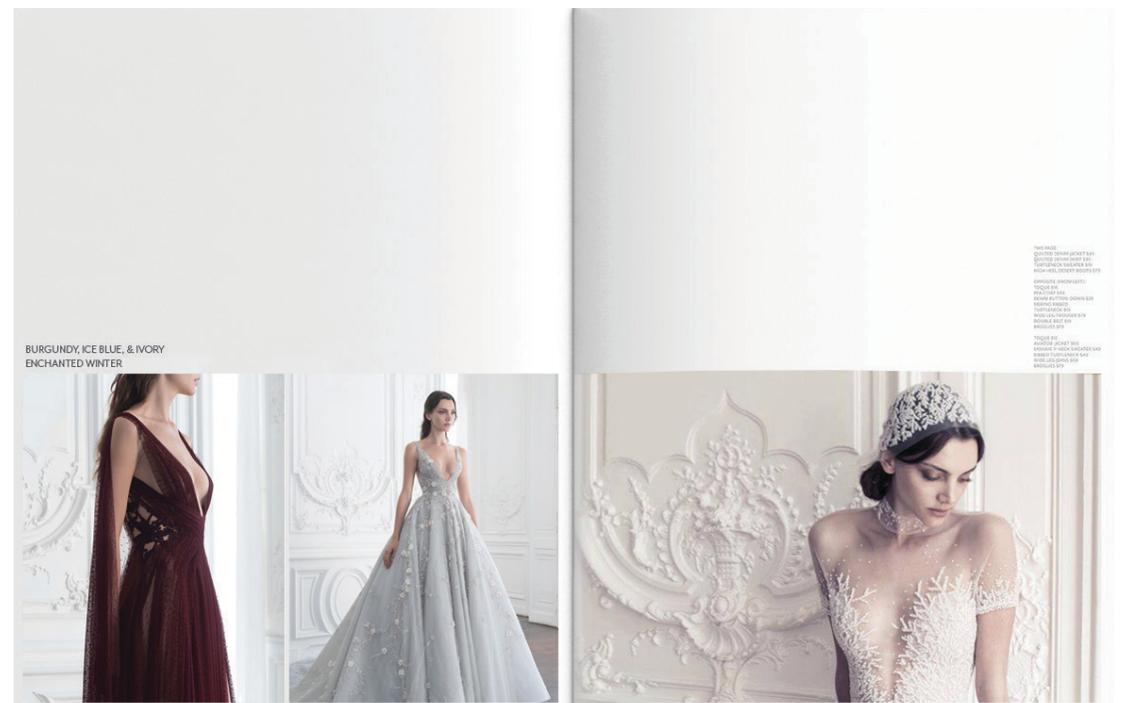
The Bear & Birch stationery set, which contains a letterhead, business card, envelope, and mailing label, tells our customers who we are and what we value before they set foot in our store or open our website.



Touches of copper foil across the stationery set speak to our commitment to detail and elegance.

publication

Twice a year, Bear & Birch releases a lookbook of that season's trends and pieces. We take pride in bringing our customers beautiful and unexpected fashions, and that pride is evident in our lookbook.





digital applications

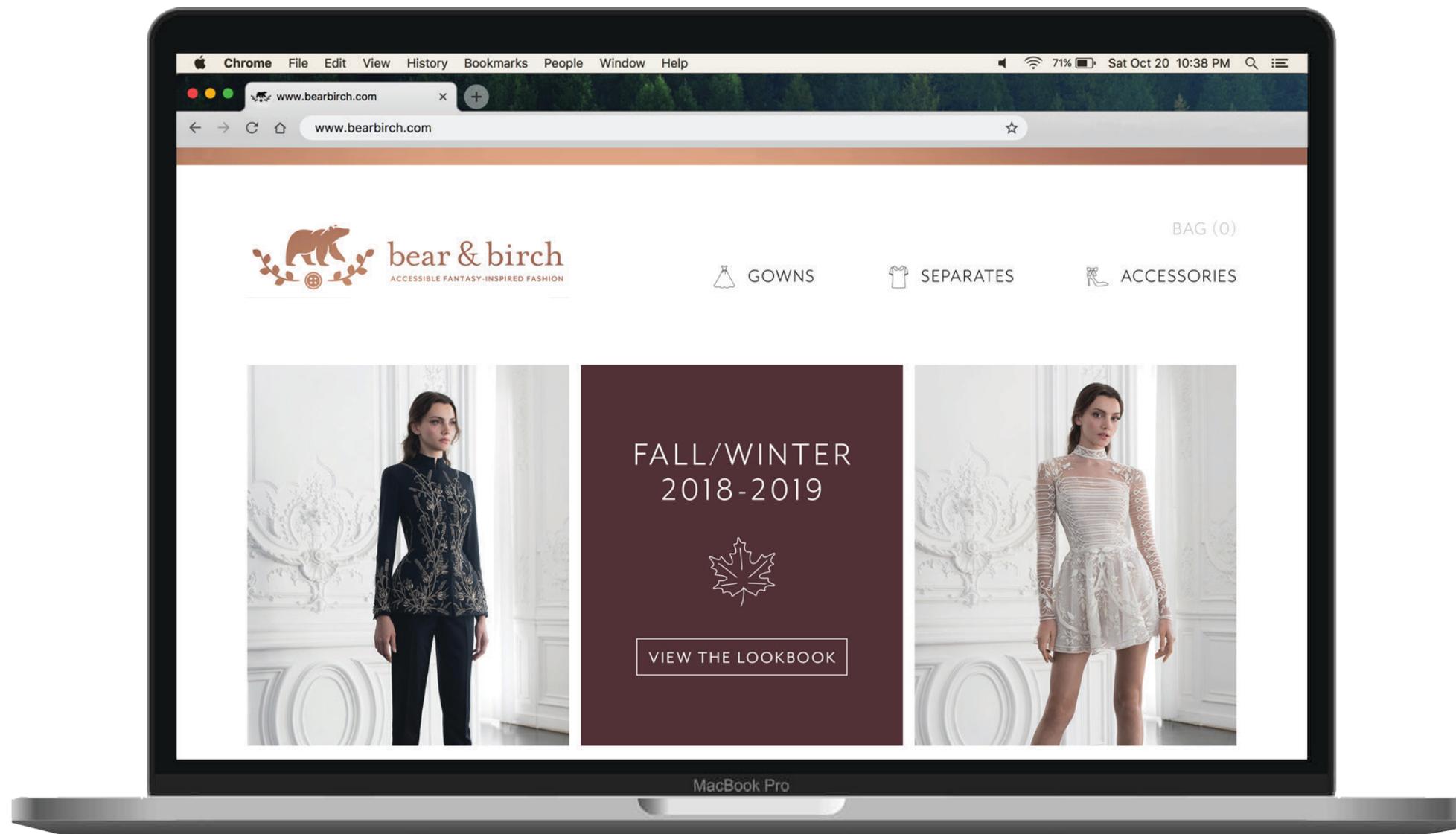
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website

We know that not everyone can make it to our brick-and-mortar location. That's why we provide online shopping through our website. All the items and sales that we offer in-store are also offered on our website.



icons



Gowns

At Bear & Birch, we're famous for our gowns. We design and sell a wide variety of lengths, cuts, styles, and sizes. Whether you're shopping for a date-night dress or an evening gown, you'll find something you love.



Separates

We don't stop at gowns, though. Bear & Birch also offers a separates section where you'll find blouses, jackets, vests, trousers, capes, and more. Our separates can be mixed and matched with each other or with our gowns.



Accessories

Complete your look with our accessories. We carefully curate our shoes, bags, scarves, and jewelry to effortlessly harmonize with our gowns and separates, but they can also be the finishing touch to an outfit from any store.



Spring/Summer Collection

Every year, we unveil our Spring/Summer collection in February and release it in March. You can keep track of trends and styles within our Spring/Summer collections by looking for the Spring/Summer icon.

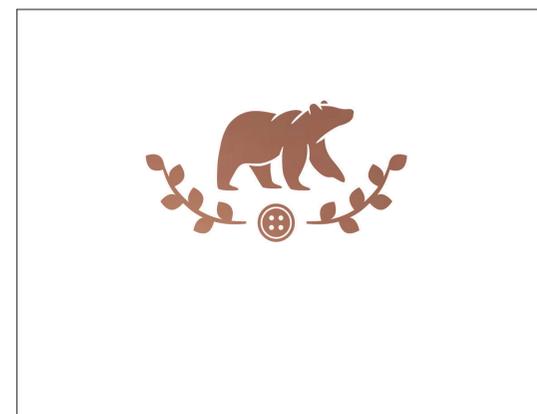
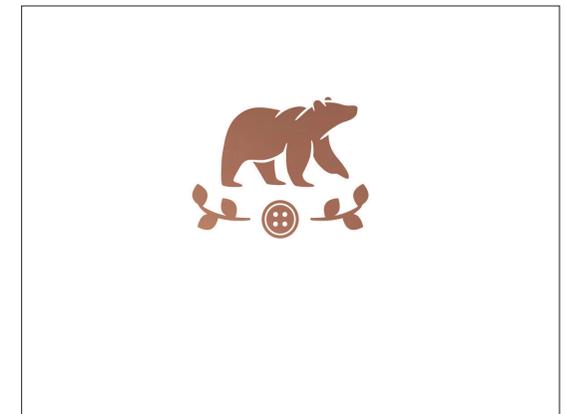
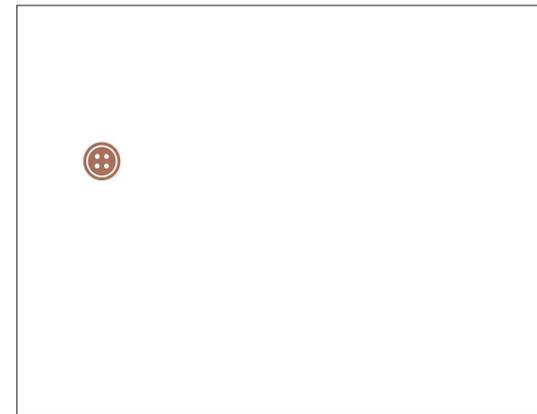


Fall/Winter Collection

Our Fall/Winter collection is unveiled in August and released in September. Just like with our Spring/Summer collections, you can look for our Fall/Winter icon to find items from those collections.

animation

We brought the energy and magic of our brand to life. Our advertisements end with this playful bear chasing a button while birch branches grow around them.





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packaging



When you leave the Bear & Birch store, we carefully wrap your purchases in our custom, foil-stamped brown bags.

Small, delicate items like jewelry are placed in our hard-sided boxes.



labels & tags



We believe that elegance should be comfortable and quality should be affordable. That's why our clothing labels are soft and discreet, and our price tags will never disappoint.

signage & vehicle



Outside, our store boasts a hammered copper sign. Inside, copper wall decals to help you navigate. Our Bear & Birch bike reminds us that we work towards accessible and sustainable fashion for all.



learn more

For years, we have prided ourselves on our ability to offer beautiful and accessible fantasy fashion to all. We love working with our customers to make sure you have a wonderful experience and walk away with the kind of clothes you've dreamed about. To learn more about our vision, or to buy your first (or next) Bear & Birch piece, visit our website or our store.





bear & birch
ACCESSIBLE FANTASY-INSPIRED FASHION

