
my

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Positioning Statement

What is fly tie?

To upper-middle class urban professionals fly tie is the place to be between fly fishing trips. fly tie offers top quality fly fishing equipment, but stands out with an expert staff that creates award winning, hand-crafted flies and shares their professional knowledge through in-store fly tying workshops. This allows all customers to create their own custom flies for their next fly fishing trip and enjoy catching their first fish on their own unique fly.

Inside Character

When you first step inside the shop, you notice its high ceiling – which really gives the shop a lot of breathing room. Lighting comes from the high ceiling and gives the store a slightly dark feel, additional lighting comes from the large window at the front of the shop in the fly tying area and the wall displays featuring some of the stores products which give off a warm earthy glow.

The front area of the store is dedicated to the fly tying area to provide it with good lighting, and to get peoples attention – since it's the unique part of the store, it's the key selling point. Products start to be displayed right after the main fly tying area.

A main winding path takes you through out the store starting at the front door, going by the fly tying area (directly to the right), heading towards the back of the store (flying fishing supplies start to appear according to their category), and looping around the registered (placed at the center of the store), until you arrive at the fly tying area again, or to the exit. The trail allows you to branch off into specific areas at any time, but also serves to give you a good, non-linear tour of the store, starting and ending at the front of the store in a somewhat circular shape, meandering on like a stream. The wood floors show some wear in high traffic areas, and really have a workshop type feel – the kind of floors you're not afraid to get dirty or ruin –as it just adds character.

The overall feel is a great place to kick back, relax, and enjoy fly fishing - but also has a clean/sophisticated/professional feel that the average urban business profession will feel very comfortable and welcome at – unlike your average 'mom and pop' tackle shop.

Speciality Shop Profile

Outside Character

The outside of the shop communicates an outdoor feel, even when stripped of its logo and other signage you know the store is something related to the outdoors.

The shop is an older brick building, with a weathered wood trim and accents. The weathered look adds sophistication and character to the building, but also communicates that they've been around, and know what they are doing. Also, the building uses a high use of glass for a modern/urban twist, and to contrast the 'natural' feel of the 'weather' brick and wood.

Included in the use of glass is a long rectangular window on the right side of the building. The window allows great working light for the fly tying work area, and lets the foot traffic stop and see what's going on inside the shop (hopefully to peak enough interest for them to come in, or tell a friend). The glass makes the building look more inviting and less intimidating to an urban business professional or anyone passing by that has a genuine interest, but little or no previous knowledge of fly fishing.

Overall the outside of the shop communicates a strong/ tested/weathered natural presence, but the window allows you to see the unique side of the shop and makes the otherwise intimidating building rather inviting.

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Word Mark & Tagline

flytie

flytie

I'm currently working my slogan, but I have narrowed it down to a few choice keywords. Below are some sample directions we talked about in class, I'll be developing these further as I continue the specialty shop process.

"Fly Fishing, Your Way"

"A Unique Fly Tying Experience"

"Your Kind of Fly"

Centennial
76 Bold Italic

fly tie

flytie

About the Font

Linotype Centennial was designed and released in 1986 for the celebration of Linotype's 100th anniversary.

Adrian Frutiger was influenced by Century, a type designed by Linn Boyd Benton and his son Morris F. Benton for the American Type Founders Company at the end of the nineteenth century.

Linotype Centennial is quite close in concept to Century, but it also has the characteristic Frutiger enhancements for contemporary elegance and legibility. It has a vertical stress, slightly condensed forms, a tall x-height, and fairly high contrast between thick and thin strokes.

Linotype Centennial is available in several weights and includes small caps, oldstyle figures, and Central European accents.

This sturdy, clean and tasteful font is an excellent choice for books, magazines, and newspapers.

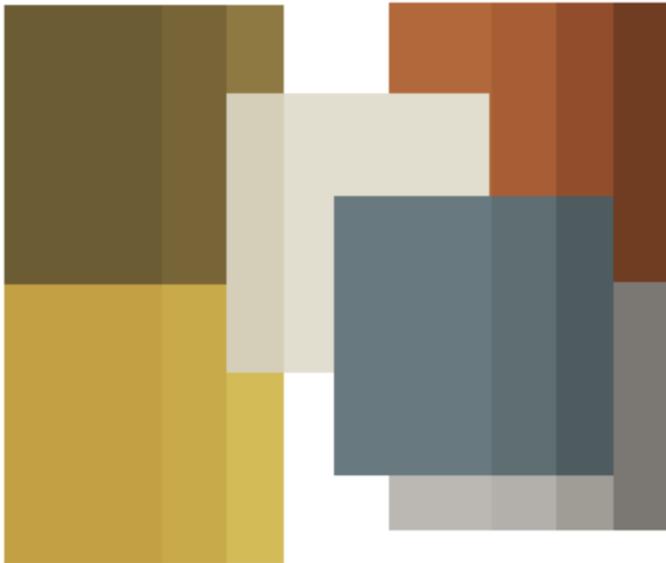
Type Strategy

Why this font?

I needed to make a “custom” font/word mark in order for my concept to work, but I based my initials characters off of Centennials 76 Bold Italic.

I didn't only choose this font based for its timeless, “stable” and sophisticated characteristics – but also to solve a few problems I ran into in my design process.

After choosing my final concept, I had a problem with legibility, mainly from the text being to “tight”; it also lacked a free flowing/organic feel to it because of this. Centennial solved this problem by having a very unique italic version with excellent thick/thin contrast. It has a very high x-height that helps aid in legibility in the application I used it in (tight and tracked very close together). It also had a nice form (free flowing, yet structured is the best I can describe it as) that I made a grid out of for making my new characters. After setting up my grid, I used similar font characteristics (large x-height and high thick/thin contrast) to stylize my grid and create the custom font.



Color Strategy

Why These Colors?

Current I'm still working on getting a palette of natural/outdoor colors, which have a certain level of sophistication that would appeal to my audience. As of now I'm thinking deep/rich blues (water) and brown (earth).

The swatches on the left were pulled from photos I took while visiting the fly fishing shop in Chicago. I still have many more photos to go through – and although I feel that I have narrowed it down into a general area/direction – I'm not 100% sure what exact colors I'll be using yet.