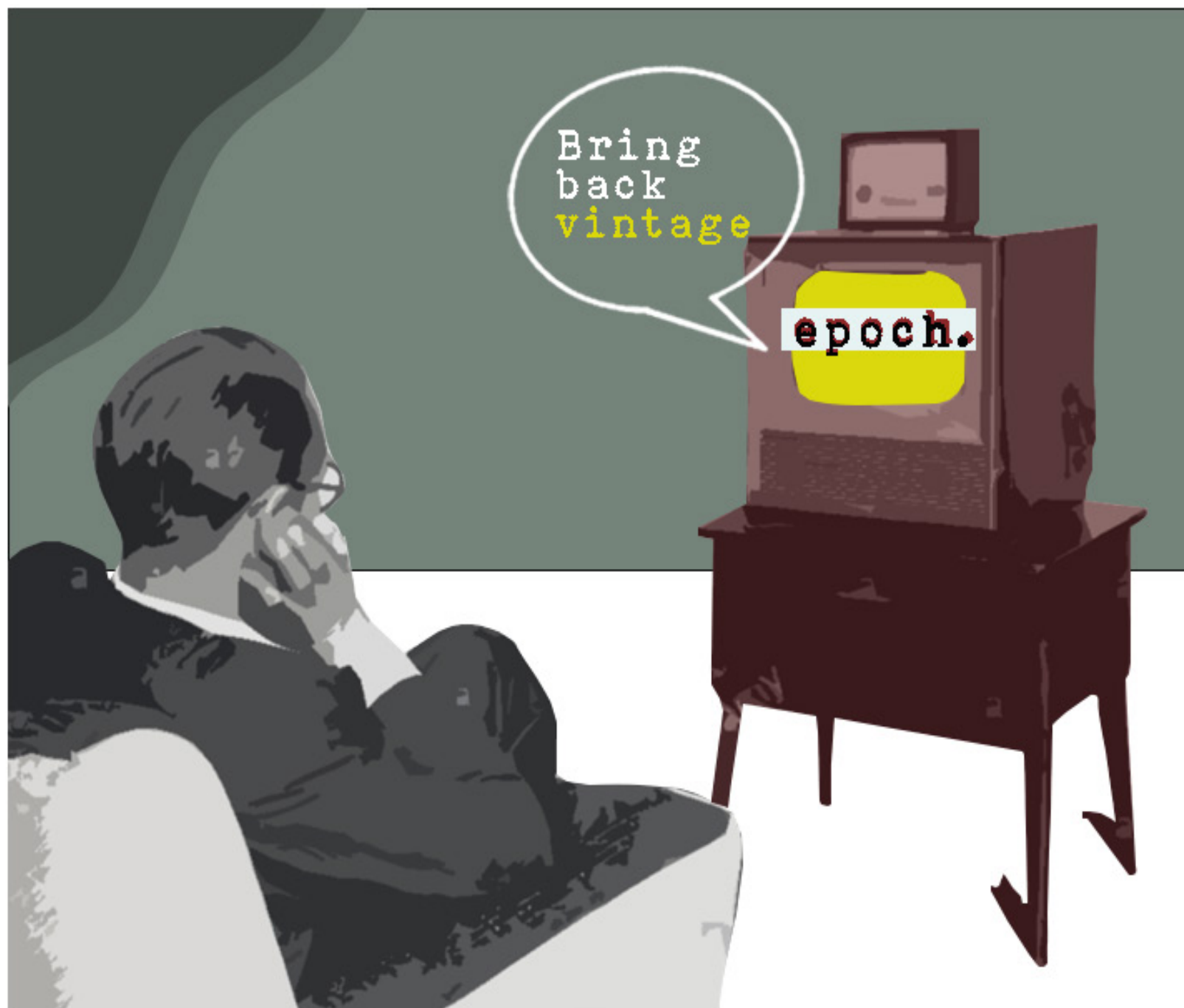




epoch.

Contents.

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epoch.

Welcome to Epoch, this brand book will guide you through our story and showcase what we are all about.

Our initial product launch features a selection of retro record players that are designed to reflect iconic products and technologies relating to music that were popularised and produced during their respective eras.

The branding for each product is individual but the illustrations and imagery are designed to correspond with the life-style and design of the era.

OUR STORY

Epoch was born after a family clear out lead to the discovery of vintage products passed down through generations that then inspired the need to bring back a love for vintage.

Trends are swings and roundabouts and much the same styles are recycled year on year, we think this year it's vintage's turn to shine.

OUR MISSION

At Epoch, our mission is to breathe life back into much loved vintage classics and to connect generations through our time capsule of retro products.

We want mature consumers to relive the happy memories of their youth and for current generations to appreciate the experiences their families would have grown up with

epoch. Mantra

Here at epoch we favour the weird, the different, the quirky.

Times are changing but we can still appreciate how far technology and society have come and the iconic designs that have emerged from the timeline of our past.

We tend to think if it ain't broke don't fix it, but why not give it a new lease of life?

Epoch is here to breathe life back into vintage and bring your much loved classics into the 21st century.

So we say, LET'S DO THE TIME WARP



Logo.

Epoch was decided for the brand name because it can define a particular period of time in history or a person's life.

The logo imagery is inspired from vintage reel to reel tape recorders. I chose them because they are symbolic of human esque features that resemble a face. The reels 'eyes' have been modified to look like records in order to link with epoch's current product range and brand identity.



Type.

I have used Mechonat Ktiva for the brand typeface. The imprint of this type recreated a similar effect to documents written with a typewriter. I feel it appropriately fitted the vintage theme of the brand.

The Century Gothic font was used for the sub headers for impact and to juxtapose a font from the past with a font from the present bringing the branding style into the 21st century.

TAGLINE

The slogan 'let's do the timewarp' directly engages with consumers in order to make them feel as though they are being directly spoken to and are part of the brand.

The tagline, which is featured on all Epoch media, is symbolic of the explored timeline of eras relating to each product within our range

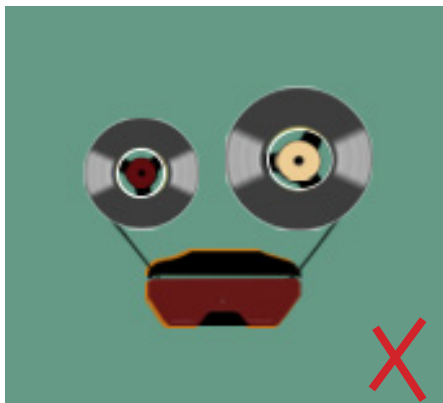
LET'S DO THE TIME
WARP



LOGO DO'S

Approved logos that explore different shapes and colours appropriate to the colour palette of the promotional advertising and displayed product range





Do not misplace the logo



Do not distort the size of the logo



Do not apply a pattern to the logo

LOGO DONT'S

These are unapproved logos as they lose clarity of the brand image

epoch. 

Do not use coloured font for the logo

epoch. 

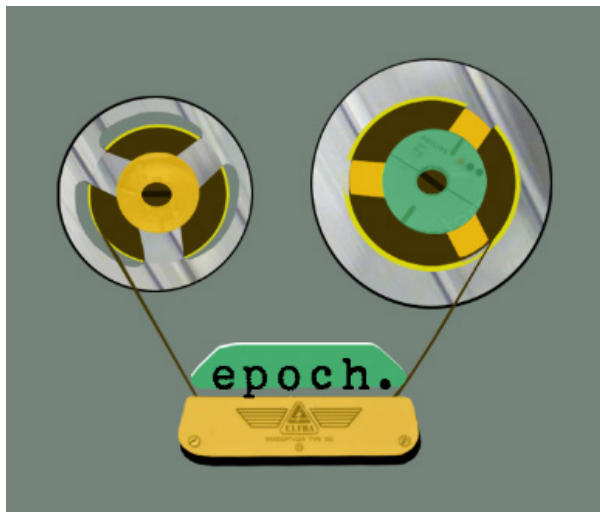
Do not change the logo font or remove the full stop



Do not alter the positioning of the logo text

epoch. 

Do not rotate the logo



LOGO VARIATIONS

These Epoch logos have been developed to expand Epoch's branding style. They will be used to categorise new product ranges and be dropped onto social media as promotional templates for new product reveals.

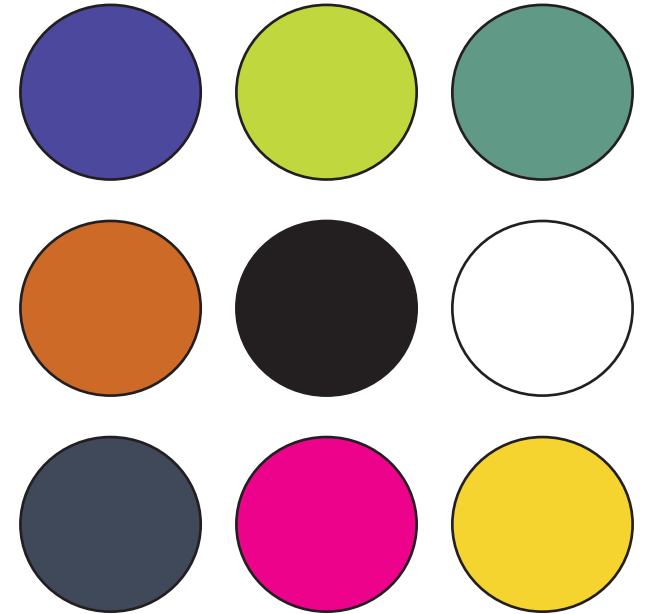


Colour.

There is no set colour scheme for Epoch, is it as fluid as its branding style and its constantly morphing artstyle differs from era to era.

The current colour palette of tonal colours from bluey-greens, mustards and Chartreuse to hot pinks and oranges in order to carefully link a modern identity with the past

From these, I have chosen colours that harmonise with the theme to create a cohesively presented brand book.



Tone of voice.

INFORMAL

UPBEAT

INFLUENTIAL

YOUTHFUL

Product Range.



True to Epoch, our products are designed to replicate iconic technologies from the past.

Our latest range features retro stereos that showcase different music products from the 50s, 60s and 80s.

Here at Epoch, we can transfer your favourite tracks new and old onto custom vinyls to re-play and remix your favourite eras.

TARGET MARKET

Epoch's target market are mature consumers with disposable income and anyone who is a collector and has an appreciation for vintage relating to favourite eras from their life.

Epoch also aims to appeal to younger consumers who have alternative tastes in fashion and design that favour quirky furniture and traditional technologies as a form of self expression.

50s.

60s.

80s.

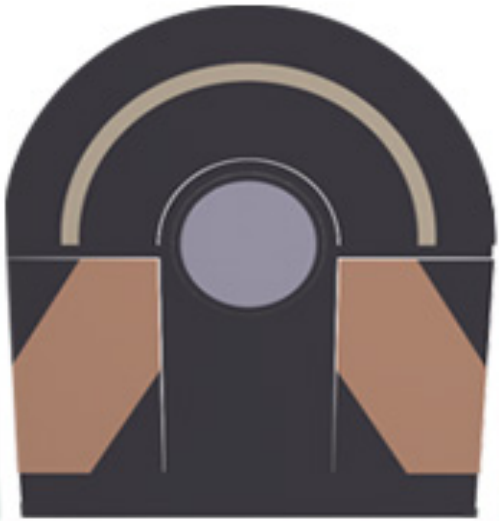




50s. 'made in the shade'

Named after a slang expression of the 50s, this record player design is inspired by the era that first introduced the mechanised turntable, popularised by teenagers who were obsessed with the rise of rock and roll.

This free standing sleek record player in bottle green has a dark herringbone base finish and tapered legs. It includes an interchangeable decorative backplate, styled to look like a vinyl, to suit your space.





60s. 'lay it on me'

Capitalising on another popular phrase from the 60s, it plays to the idea of laying your vinyl down.

This record player design doubles up as a table with its cassette inspired lid. Compact cassettes were introduced in the early 60s to replace expensive and inefficient reel to reel records.

Styled in a cool mint green with white detailing, the herringbone body and tapered legs bring elegance to your living space.





80s. 'acceptable in the 80s'

A tongue in cheek reference to Calvin Harris' hit song 'it was acceptable in the 80s' really sets the scene for this era's design. This record player is inspired by 80s classic, the boom box.

The boom box became popular in the late 80s and became the funky new way to listen to music on the go.

The boom box table lid is in shiny herringbone with mustard and white trims. It has faux speakers and a cassette holder. The record player base can also hold up to 6 vinyl records when in use, this is a feature of both the 60s and 80s model.

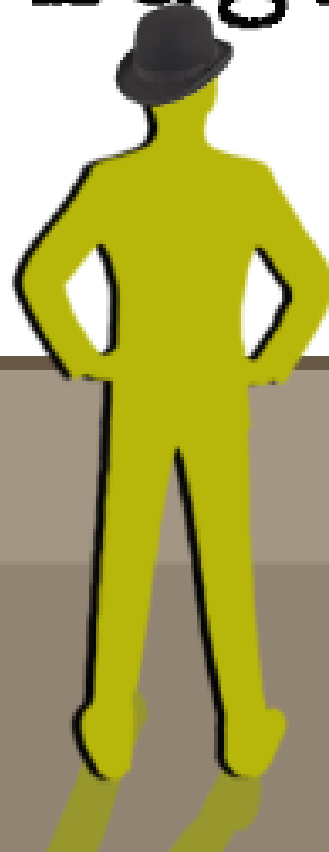


Marketing.

These are simplified promotional information sheets which summarise the product range. These could be used for a larger display to promote products at a show.



Packaging.



Epoch is committed to using eco-friendly materials.

Our products are wrapped in bubblewrap and packaged in cardboard for safe transport and all packaging imagery is printed using food or milk based inks

Posters will be printed on bamboo paper, magazine articles in stone paper and business cards produced in a range of colours on different print textures.



Space.



Shop.

The shop front will feature a circular vintage window with the iconic Epoch egg chair on display. The right side of the shop front will feature four abstract display models dressed in vintage clothing. Above the door will hang a neon sign with the epoch logo.

Inside the shop, industrial edison style lighting is featured above the displays and windows of the shop to give it an inviting and homely glow.

Current product ranges are displayed on podiums with vintage graphics and models shown on display boards behind to build the retro theme of the store

There is a chill zone where customers can browse our range of available vinyls for their record players, soak up the shop's atmosphere and admire the refurbished decor sourced from vintage antique stores. Epoch's quirky art will feature throughout the store.

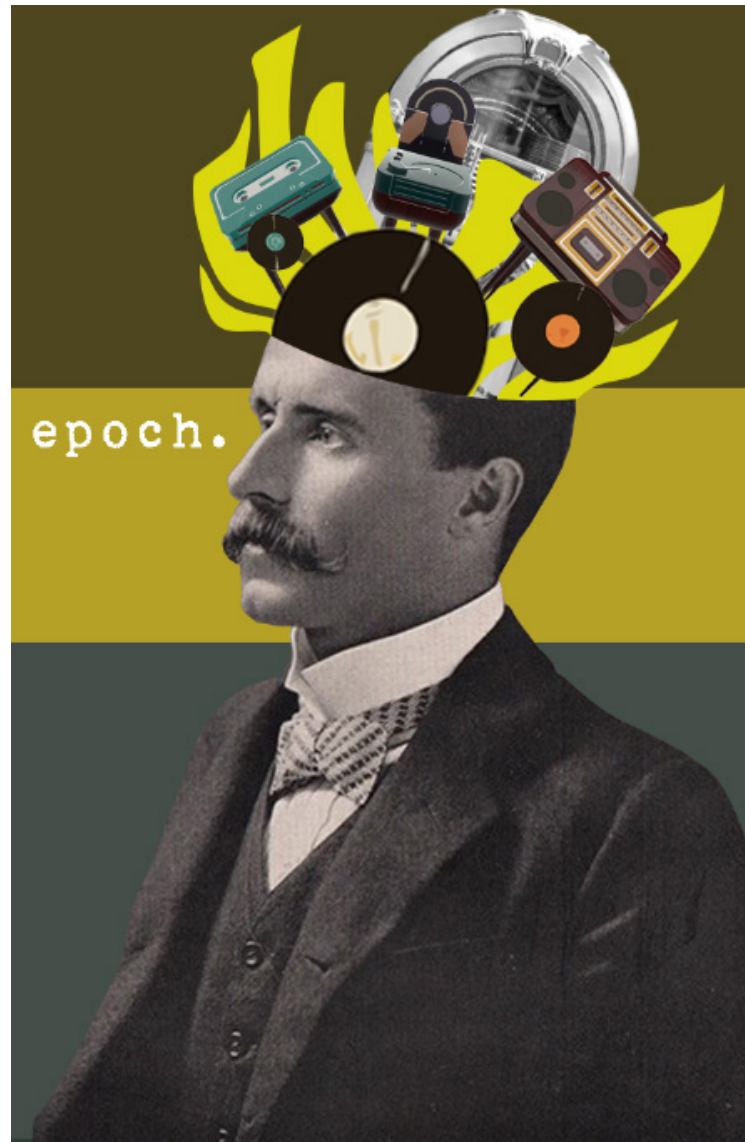


Advertising.



Posters.

The branding for Epoch is intended to be quirky, abstract and memorable to consumers. This allows for an infinite variety of design styles to be adapted for the branding. Visually stimulating images allow the word Epoch to take a subtle but no less memorable role as the 'inner voice' talking to the consumer's subconscious. In a digital commercial, the Epoch 'voice' could be emphasised vocally to make the message conscious.

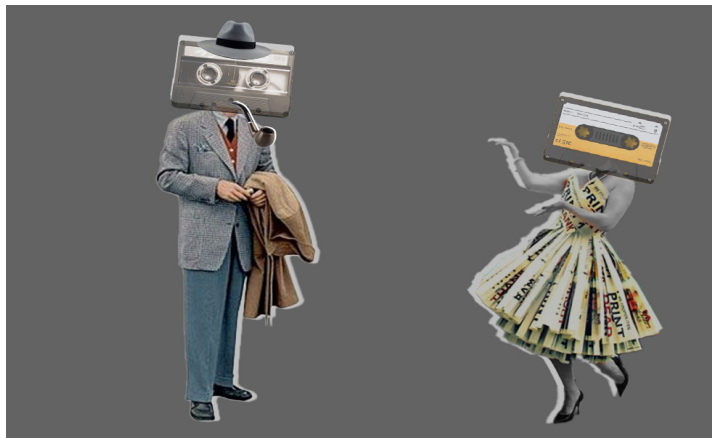


Business cards.

'Dog n Duck'

Front of card.

Makes use of eye catching images to make consumers want to pick up the cards and keep them



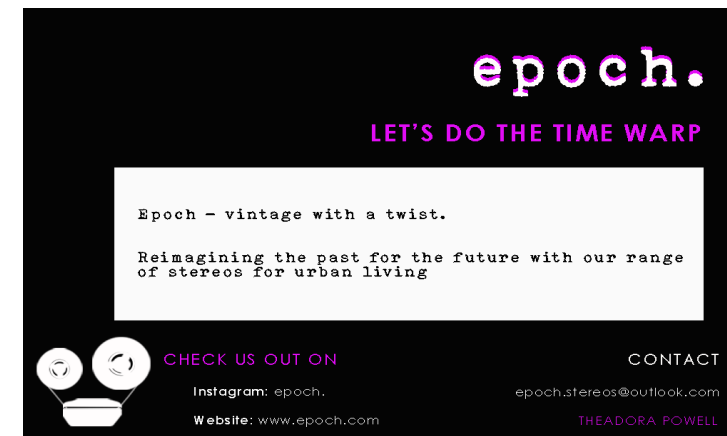
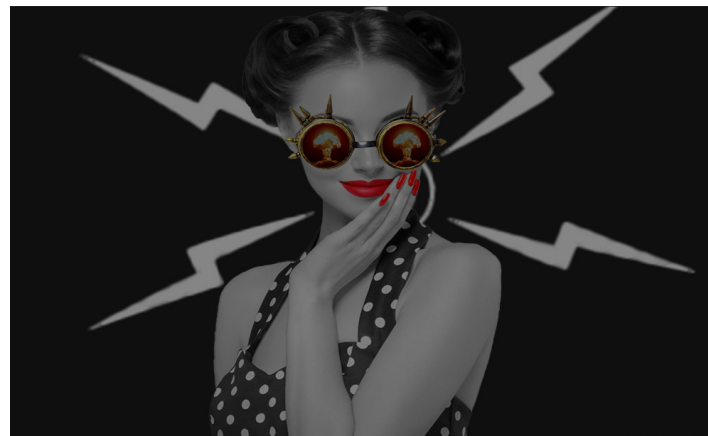
'Husband and Wife'

standard business card format based on a sub-set of wider marketing materials to point potential customers to the product range

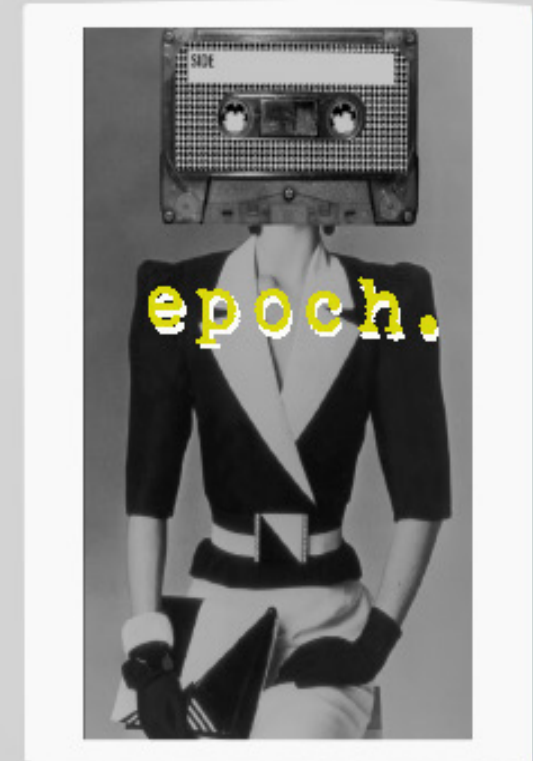
'Atomic Lust'

Back of the card.

Contains the brand message, contact information, website and social media links

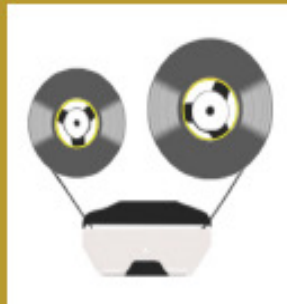


Print.



Epoch branding to feature in home and lifestyle, technology and music magazines to reach a wider demographic

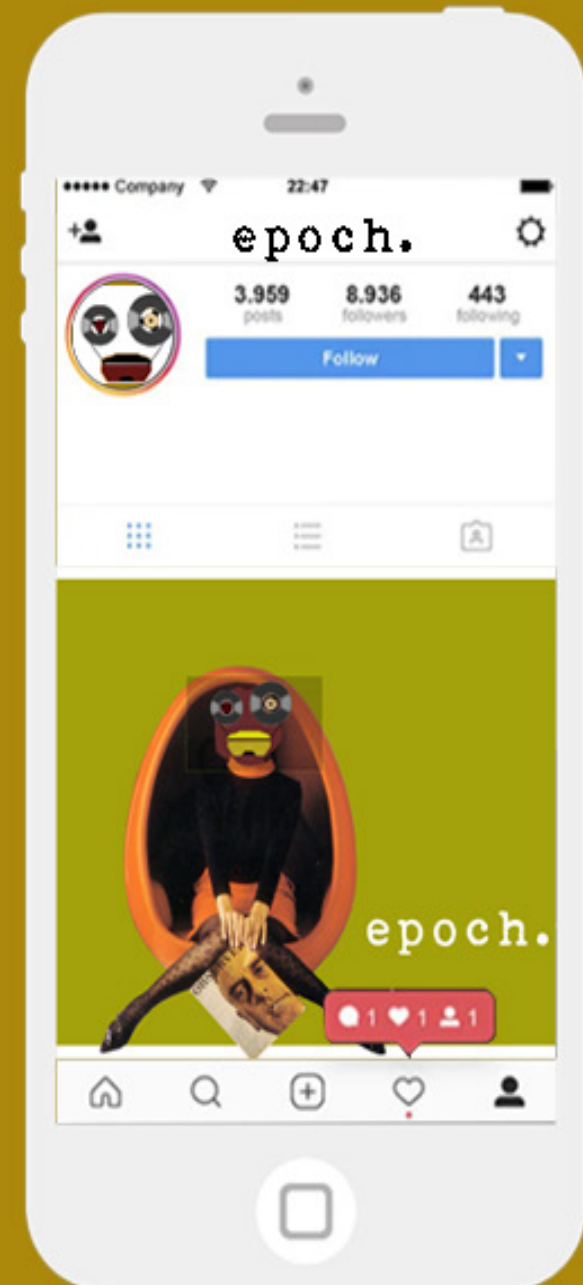
Social Media.



Social media will be updated weekly and used as a feedback loop to gauge consumer responses to new product releases.



The platform will encourage people to send in photos of their products displayed in their own space to further promote the brand and allow Epoch to get closer to our clientel. Competitions or rewards could be offered from time to time to maintain consumer interst in visiting the site

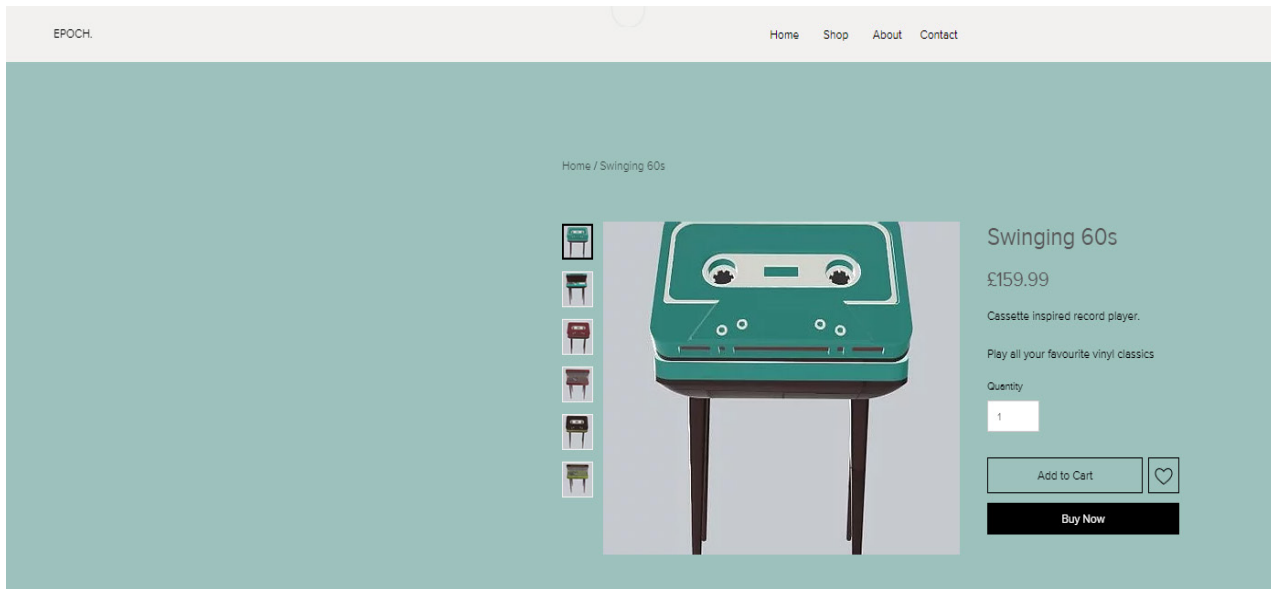


Website.

The full range of Epoch's products to view and buy will be available on our website to provide order handling for those who cannot visit the Epoch stores or wish to order internationally.

Products will come in a range of colours and finishes with the option of applying bespoke decals if requested by the consumer.

There will be a range of payment options ranging from Paypal to direct debit or via an installment scheme like Klarna



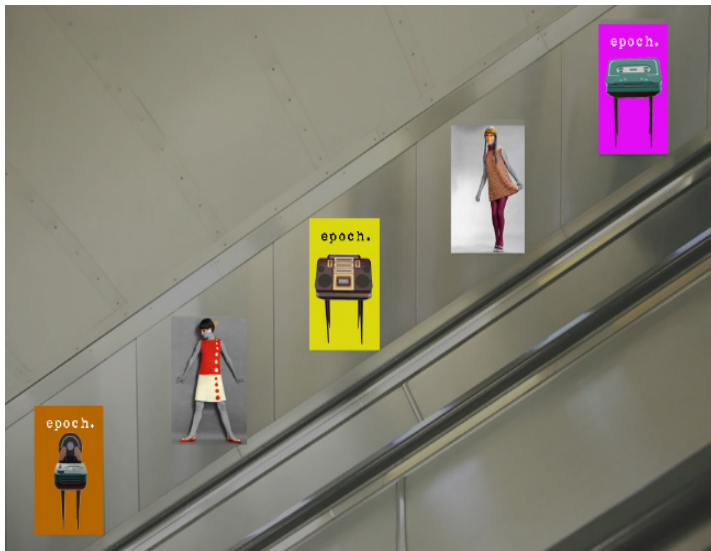
All products are guaranteed to comply with consumer standards and legislation.

As well as running an Epoch blog, the website will also have links to our social media presence on platforms like Instagram, Etsy, Made.com and Pinterest

Locations.

Epoch branding will feature across a number of print and digital billboard locations in cities across the UK as well as coveted locations like Piccadilly circus.

In London, branding will be featured across the transport network where thousands of people, local and international, pass through daily



Geurrilla Advertising.



Shopping malls across the UK will lend themselves to an Epoch installation featuring the iconic retro egg chairs, to allow consumers to pose behind a suspended Epoch screen to emulate the Epoch gentleman and lady. This campaign is to encourage people to share their photos over social media and trend the hashtag #let'sdothetimewarp to raise awareness of the brand.



epoch.