



# Yarnivore

Brand Concept Presentation



While a carnivore gets energy out of eating meat, a Yarnivore is a person that gets energy out of playing with yarn. Yarnivore is a fun and welcoming store that offers a variety of yarn supplies. Knitters, weavers, spinners and crocheters from every corner of South Texas frequently visit to get their quality yarn fix.

Yarnivore is the only yarn company in San Antonio to cater to fiber fans of all kind—crocheters, knitters, spinners and weavers.

In addition to all kinds of yarn and fiber, they sell books, patterns, accessories, tools, and larger equipment like looms and spinning wheels. They also carry mass market, boutique, and local independent dyed yarns.

Providing a comfy atmosphere, they encourage customers to bring in their current work-in-progress and hang out.

## **Purpose**

We pride ourselves in inspiring others to pick up fiber and tool and using their imagination to create a one of a kind project.

## **Value**

We are creative, respectful, knowledgeable, passionate, welcoming, optimistic and have integrity.

## **Difference**

We offer the largest variety of fiber, tools and accessories as well as providing classes—both public and private—for those wanting to create projects or learn how to create projects

## **Execution**

We ensure a positive customer experience through consistency with the brand and customer engagement.



Yarnivore | Competition



Yarnivore | Tagline



**your world on a string**

**Primary**



**Chestnut**

Pantone 478  
CMYK: 0/61/49/60  
RGB: 142/66/42  
HEX: #8e422a



**Dandelion**

Pantone 136  
CMYK: 0/0/65/1  
RGB: 254/190/61  
HEX: #febe3d

**Secondary**



**Autumn**

Pantone 167  
CMYK: 0/48/96/21  
RGB: 205/76/48  
HEX: #cd4c30



**Cream**

Pantone 2005  
CMYK: 0/19/49/0  
RGB: 255/206/130  
HEX: #ffce82



**PLUME AD**

**your world on a string**

PLUME BOLD

**your world on a string**

PLUME REGULAR

your world on a string

Yarnivore | Morphological Strategy





Yarnivore