



PAYLESS

Brand Booklet

THE OLD

Payless ShoeSource used to be a discounted shoe store that could be found in malls or shopping centers. Payless mainly sold discount shoes that weren't well known, and the brands provided were usually of cheaper quality. Payless also wasn't able to keep items stocked, which lead to customers not being able to buy products because of the low inventory.

Payless ShoeSource also did not have a good enough website to go against online competitors, which caused Payless to struggle against online competition. Payless also didn't have enough diversity in location to keep them current. Many of their stores were located in shopping malls that were being less frequented over the years. The stores were also situated next to more popular competitors that quickly took over Payless's customers. With all the struggles that Payless was going through, it needed to have a re-brand and become something new.

Payless kept this information in mind when creating a new look and brand to stay on top of the game.



THE NEW

Payless is now a unique personalized shopping app that will revolve around the same concept of having discounted shoes. Though it has a few extra components, this is by having Payless become an app. The app consists of a shopping tool in which someone will pick up the footwear you want and deliver it to you when you place your order. Since this app wants to let customers pay less for shoes will be at a discounted price.

Payless also wants to create more customer relationships through this new unique personalized app experience that values efficiency, wants to be trusted, wants to be diverse. We also appreciate the passion of our customers and our employees. Our values will help us stay on top of competitors and create valuable relationships along the way.

By following Payless brand guidelines, we can create a consistent brand that is unique and efficient. In this booklet, you will understand more about the logos, color palette, typography, the tone of voice, digital elements, digital presence, ad campaigns, promotions, brand stretch, and the MOT experience.

PAYLESS LOGO

Payless primary logo will be modern and bold; that way, it stands out against other fashion brands. We want to showcase a logo that goes with our message of helping people carve paths to their style, which is why we went with a negative space logo. The primary logo will be used for brand advertising and branded items. These items could be a delivery bag or packaging, web advertisement, and more.

Logo Mark



PAYLESS

Word Mark



PAYLESS ICON

The Payless icon logo will use the icon mark from the primary logo. This logo variation will be used on any social media accounts that Payless will have. For example, a profile picture for Instagram or Facebook will have the icon mark, so it will make it easier to read.

REVERSED LOGO

The reversed out logo will mainly be in use if the background color will make it difficult to showcase the Payless orange color. Instances, where the reversed out logo will be used, is when advertising for Payless and the image will make it hard to see the primary Payless logo.





HORIZONTAL LOGO

The horizontal logo will be used when the primary logo doesn't work with what we are branding. Instances, where this might happen, is when branding the website or the app.

COLOR PALETTE

The Payless color palette will bring back a sense of nostalgia and not stray too far from the old color palette. We accomplished this by choosing an orange that will be seen as fancy and trendy to customers. This primary orange color will be new but will not be far from the orange Payless previously was using.

With the secondary colors, we wanted to include a blue color that will look nice when paired with the primary orange. We also wanted to add a yellow to the Payless color palette to help bring more color to the brand. The black will be mainly for backgrounds; that way, it helps the other colors stand out even more.

HEX:
#F9603A

R = 249
G = 96
B = 58

PANTONE 171

HEX:
#009EA0

R = 0
G = 158
B = 160

PANTONE 320

HEX:
#FCBF49

R = 252
G = 191
B = 73

PANTONE 136

HEX:
#111114

R = 17
G = 17
B = 20

PANTONE Black 3 2X

BRAND FONT

Payless brand font is Altivo Bold; this font will be used on brand items and digital platforms. The brand items include print ads, web ads, and will also be used as the main headlines for the Payless app. Headlines will be in all caps, so it's bold and stands out against the body copy and other style elements.

Aa - BOLD HEADLINE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Example:

LOW COST NEVER LOOKED BETTER

ALTIVO

WEB FONT

Payless will also use the Forma DJR Deck medium for sub-headers on the app and website. This font choice will help draw the consumer down the page of the site or to different areas in the app. For body copy, Payless will use Forma DJR Deck Regular, so it is easy to read on the website and app.

Aa - Medium Sub-Headline

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Example:
Welcome to Payless

Aa - Regular Copy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Example:
We at Payless want to offer pride in personalization at a low cost.

FORMA DJR DECK

BRAND VOICE

Payless wants to have a brand voice that follows their hero, archetype. With the hero archetype, Payless wants to help our customers feel proud and empowered when dealing with the brand. With the brand voice, we want to drive customers to our app so we can help them find the shoes for them. We want to do this by referencing low cost, discounts, personalization, and style when branding for Payless.

We want our brand's voice to shine, and we did that by picking phrases or words like "Low Cost Never Looked Better," "Pride in Personalization," "Personal Shopper," and "Your Unique Style." With these phrases and words, we hope to gain new customers and expand Payless's audience.

LOW COST NEVER LOOKED BETTER

PRIDE IN PERSONALIZATION

PERSONAL SHOPPER

YOUR UNIQUE STYLE

DO NOT USE WORDS LIKE:

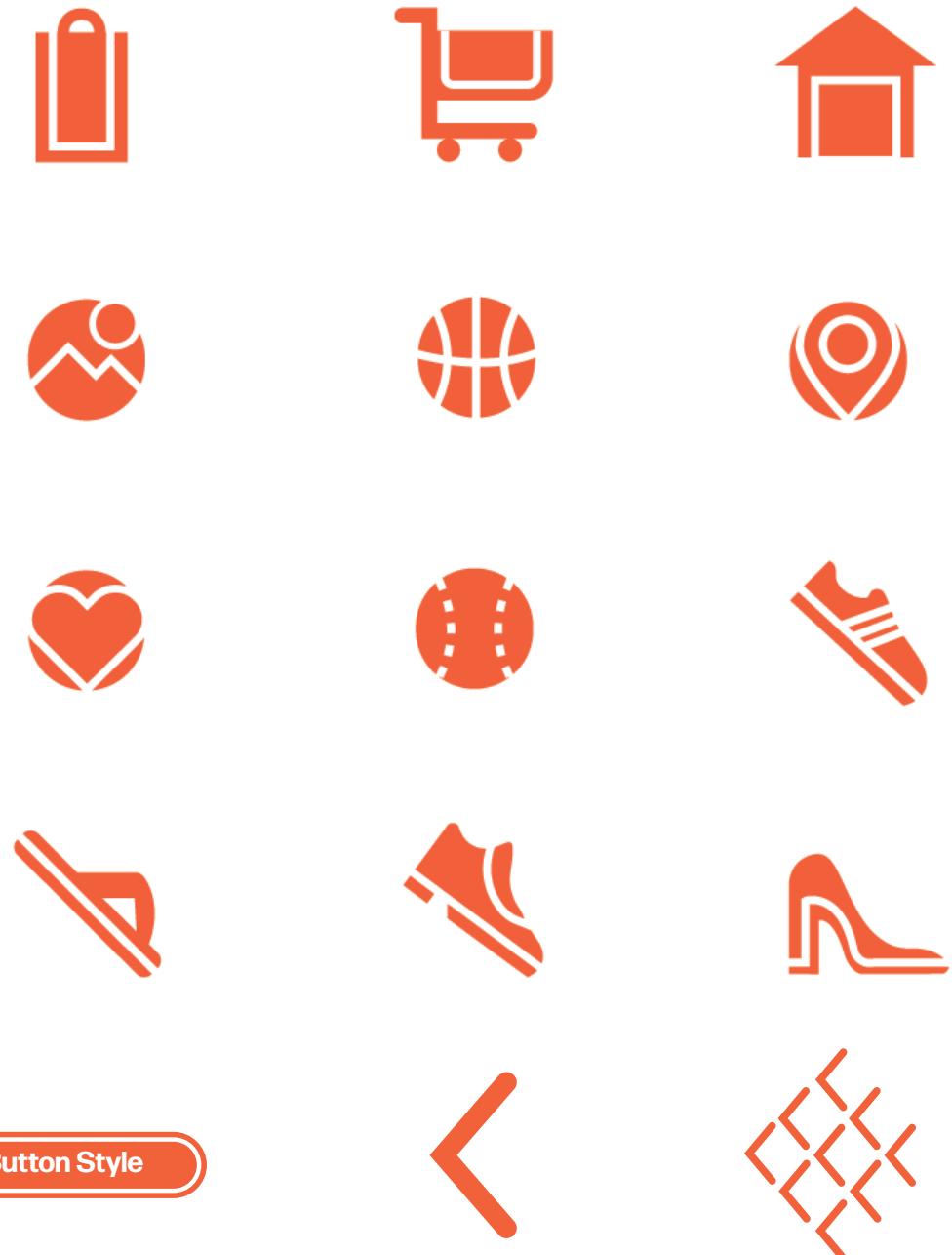
IMPERSONAL EXCLUSIVE

HIGH-PRICED CHEAP

WEB ELEMENTS

Icons for Payless will be shown primarily on the app since that is Payless main form in which people buy products. Icons should be made on a 32x32 pixel grid, so they stay consistent in size. They should always include negative space, which should be a stroke size of 1.5; that way, it is compatible with each icon. Button styles should be similar to icons and follow the same use of negative space within the button.

For patterns, we wanted to create one based around the less-than symbol. This pattern will be used on images and on the app to help gain a more dynamic look in the design. For shapes that will be incorporated on the app, Payless wanted to use a less-than a symbol that way it relates to the brand because of how the brand wants to help people get a discounted price.



LIFESTYLE PHOTOGRAPHY

Payless photography style for portrait and lifestyle will showcase the consumers of the app and will showcase different fashion styles. In highlighting different fashion styles, it will help the brand be seen as more relatable. Being seen as relatable can help the viewer feel connected to the people that have similar looks or fashion styles to themselves.

With lifestyle photography, we want to showcase our models out in the world. That could be by doing everyday things or looking like they are in the location for a reason. It not only references the real world but also how the app will interact with daily life. The models will also show a wide variety of looks that way shoppers know that way; Payless is seen as a brand that supports their looks.

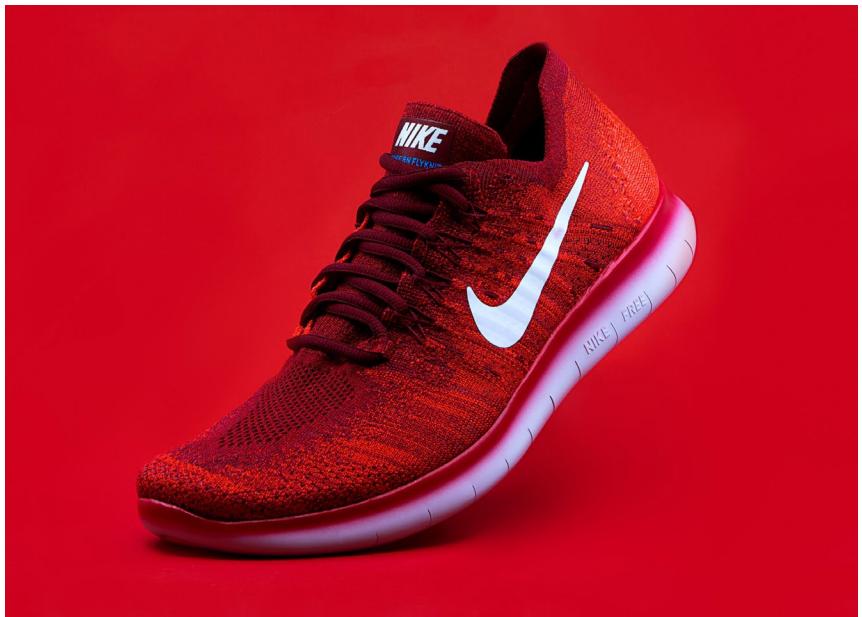


PRODUCT PHOTOGRAPHY

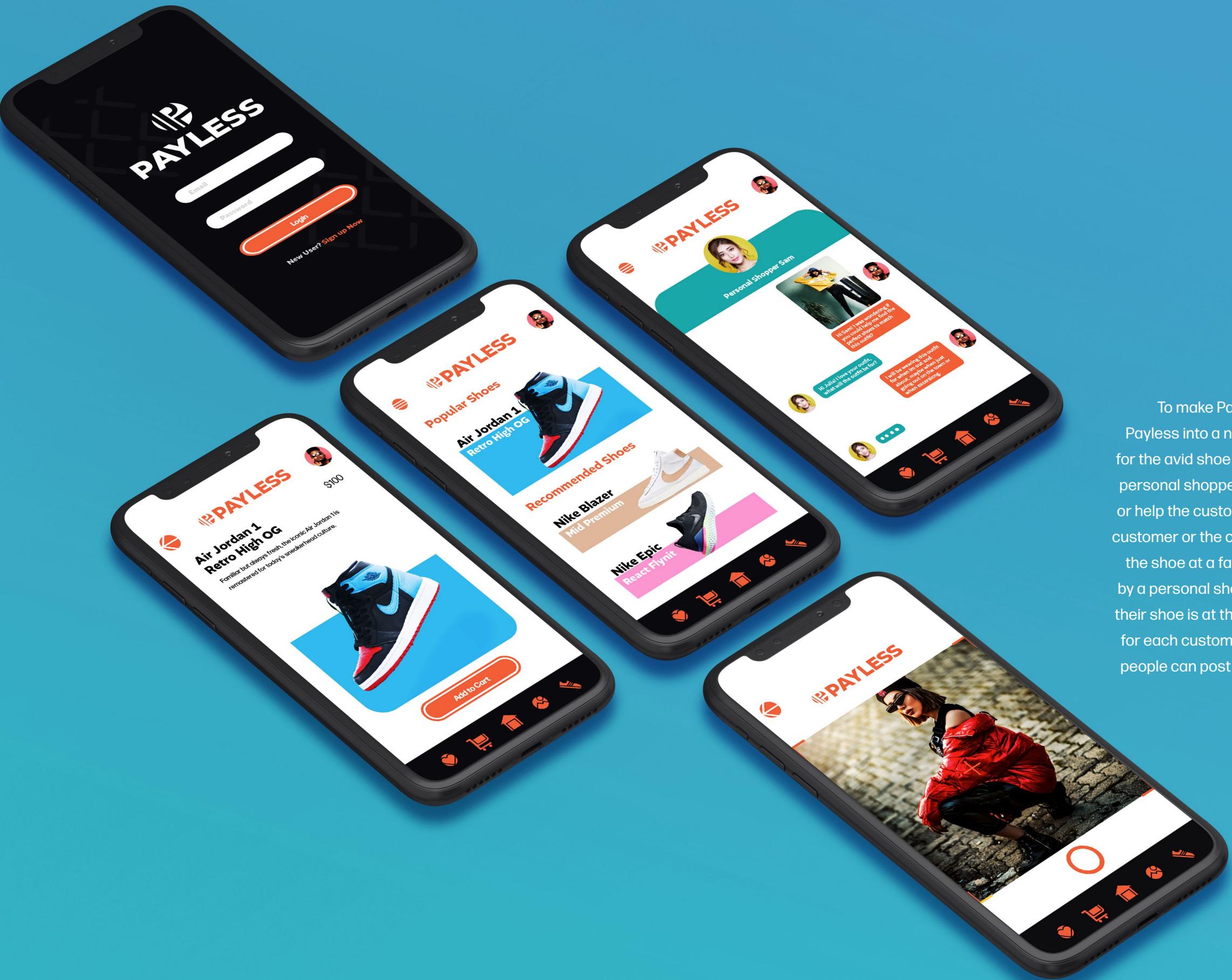
With the Payless product photography, we want to keep it simple yet have a flair of color that relates to the products. By showcasing textures, patterns, colors, and even designs in the background, it can make the product look more attractive to the viewer.

The shoes should always be photographed from an angle; that way, the viewers can see the full look of the products. To do this, we will take photos from multiple perspectives. These photos will help both consumers and personal shoppers find the right fit for them at a faster rate.

Payless product photography will be seen mainly on both the app and website. Some products may be seen in print ads or web advertising if we ever partner with other brands.



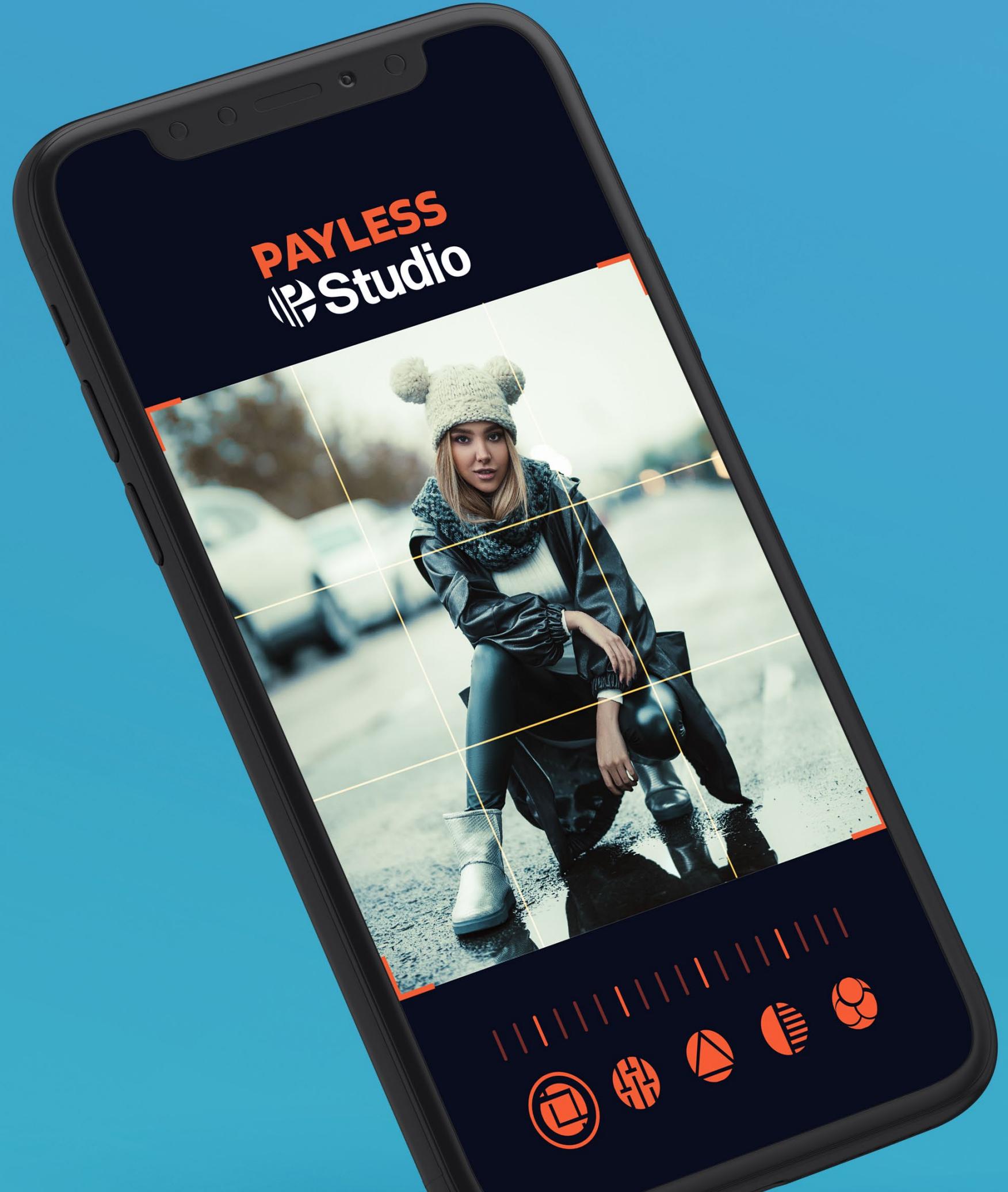
THE APP



To make Payless into something new and innovative, we wanted to bring Payless into a new era of marketing. Payless will become a personalized app for the avid shoe wearer, that wants to pay less for shoes. The app will bring in personal shoppers that will help the consumer find the perfect shoe for them or help the customer whenever they need it at no extra cost. After we help the customer or the customer find the footwear for them, Payless wants to deliver the shoe at a fast rate at low discounted prices. The shoe will be dropped off by a personal shopper at any time or any place. The consumer will know when their shoe is at the location by a text or a phone call. The app includes a profile for each customer, which will create a diverse, inclusive environment in which people can post their new swag and kicks for all to see, maybe even gain new friends along the way.

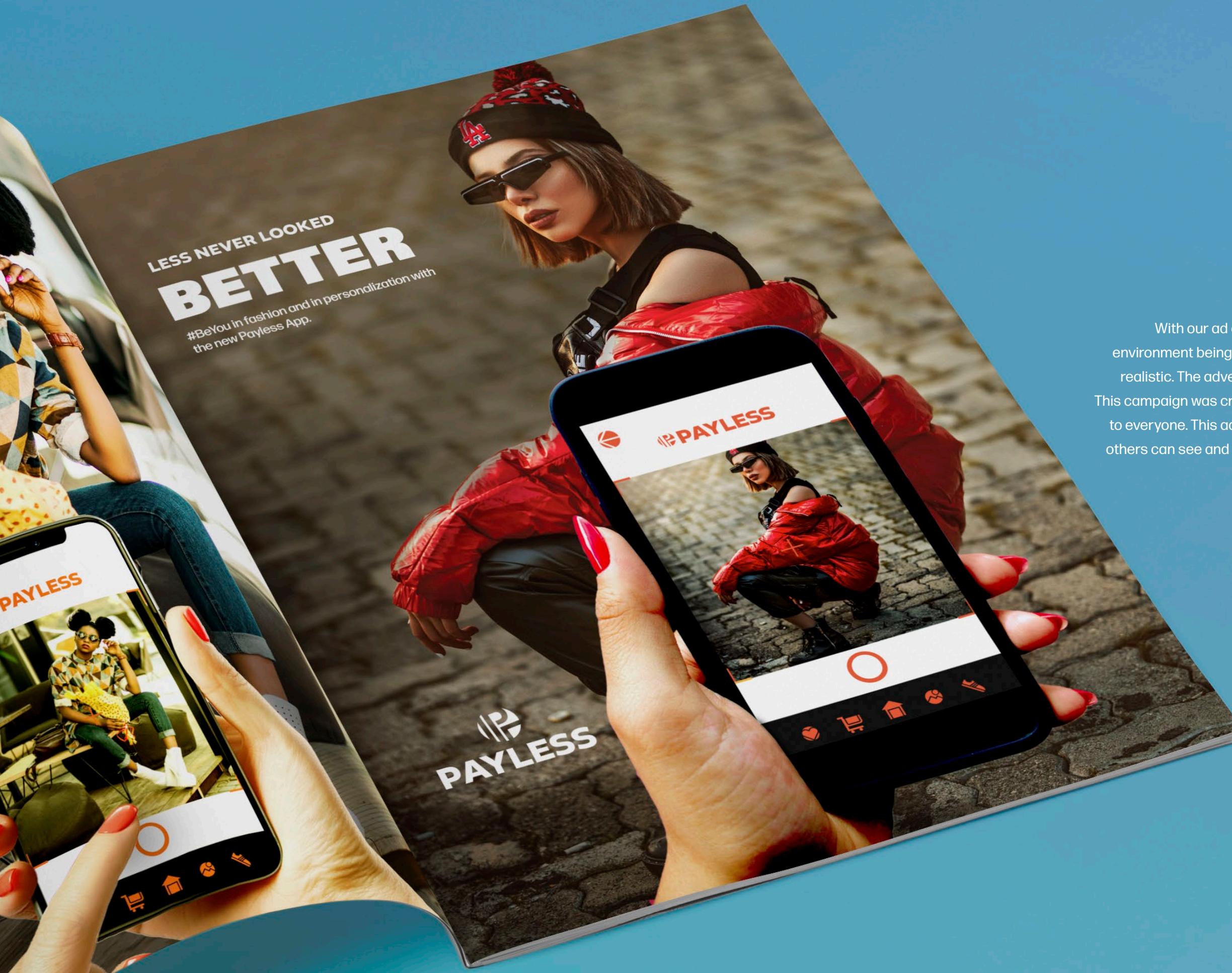
BRAND STRETCH

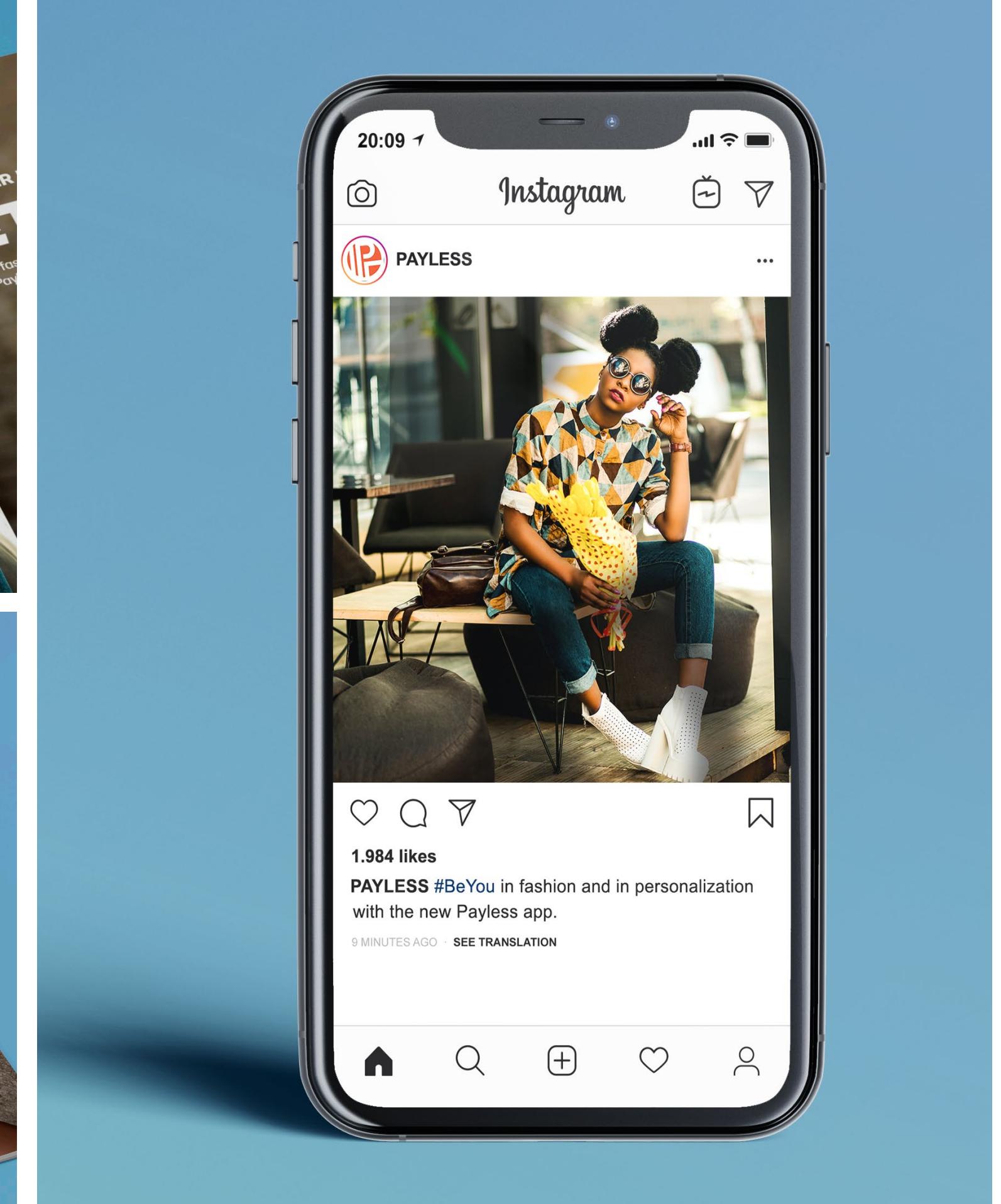
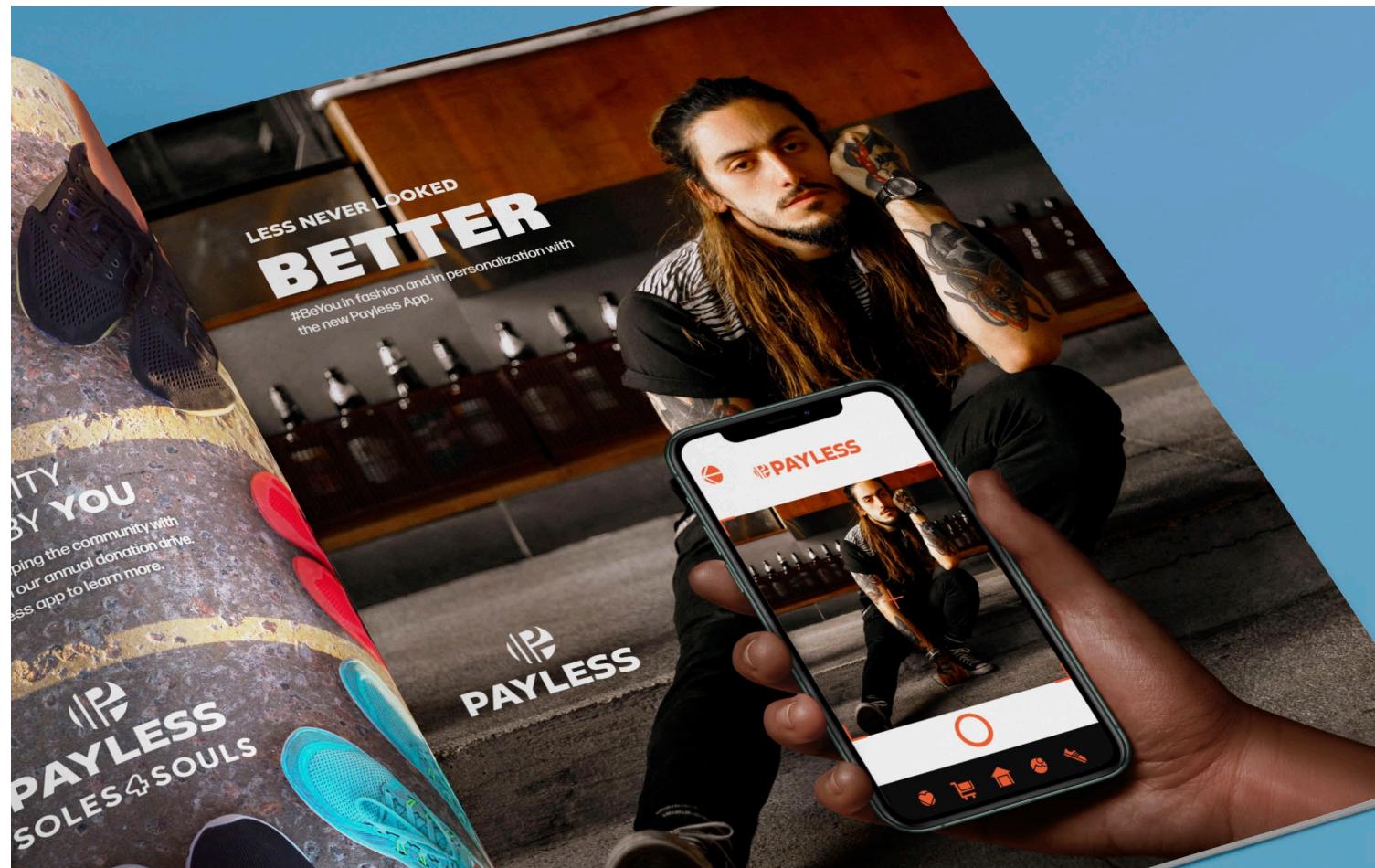
Payless not only has an app where you can buy shoes, but they also have the app Payless Studio. An app that can help you take the perfect picture to add to your profile on the Payless app or social media. This app allows you to edit your photos and make them stand out amongst the crowd. With the multiple features available and free editing classes, we can help you showcase your looks in new ways.



AD CAMPAIGN

With our ad campaigns, we want to showcase our models in a natural environment being themselves, not only that, but we want to make it fun and realistic. The advertisements being shown are from the #BeYou campaign. This campaign was created to showcase Payless as a brand that is welcoming to everyone. This ad encourages people to use the app to post their looks so others can see and appreciate their style. The #BeYou campaign should also bring new customers to the Payless app.

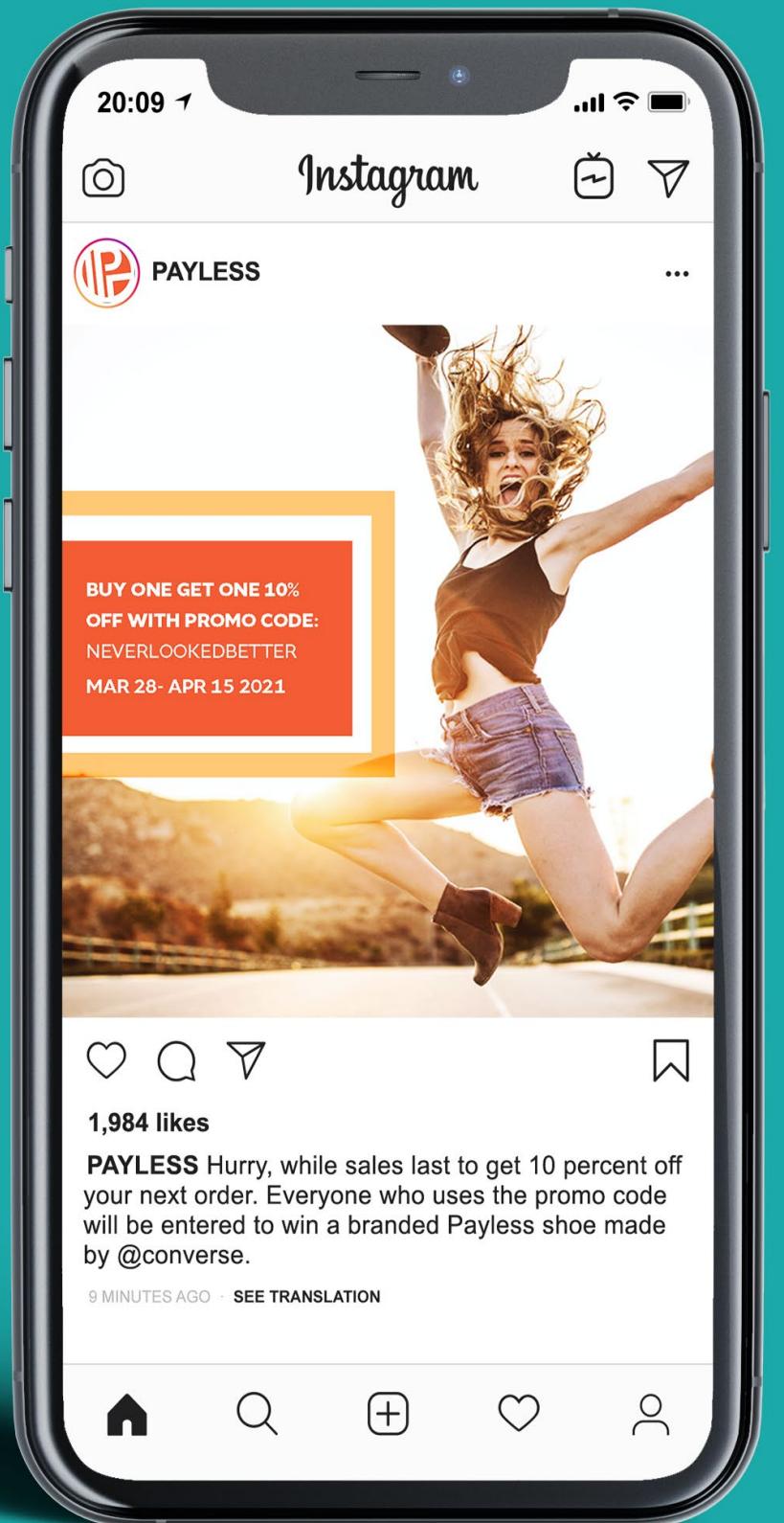




SOCIAL ACT

Payless wants to create an annual event that everyone can take part in to give back. This event will be based around giving back to the community by giving away the old shoes that you don't use anymore. Not only that, but Payless will be partnering with Soles 4 Soles to make this happen. Soles 4 Soles is a charity that helps deliver shoes to the community and around the world. This advertisement showcases that we at Payless want to help the community and support it in any way possible.





BRAND PROMO

Payless brand promo will be a promo code for a buy one get one discount. This discount will be shown on each social media page and will include a promotional code for a limited time. The promo code will be utilized on the app, which will then put the user who used the code into a drawing to win a one of a kind branded Payless Shoe made by Converse. This partnership should bring more people to the Payless app and bring more awareness to both Payless and Converse.



MOT

When talking about the MOT experience at Payless, we believe that less than zero moments of truth is someone that wants to fit in with the crowd but wants to pay less for shoes. The zero moments of truth is having the customer see others posting about their new kicks on social media and getting interested in buying new shoes. The first moment of truth is customers interacting with personal shoppers to help find the footwear for them, or even just scrolling through the app. The second moment of truth will be the delivery of the shoes to the customers. The ultimate moment of truth will be seeing if this customer continues to shop at Payless.

