Branding for the "Modern Gentleman"
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Directed Studies - INDS 580
Spring 2015

I am extremely fascinated with *branding* and how consumers percieve/ interact with the numerous touchpoints of an organization. The goal of this project was to explore my passion for the subject and develop a brand for a timepiece.

Phase 1. Research

To begin this project I need to gain a better understanding of
branding, why it is done and how it is done.

What is a brand?

A brand is a **story with a promise**, endorsed and fueled by the consumers.

The process of branding is like **writing a story**, always keeping your audience (customer) in mind.

Why?

- Differentiation (separate you from competitors)
- Narrative (tell an emotional story)
- Reinforce a good reputation
- Encourage loyalty
- Assure quality
- Target specific market

Brand

How?

A logo is NOT a brand

- Logo
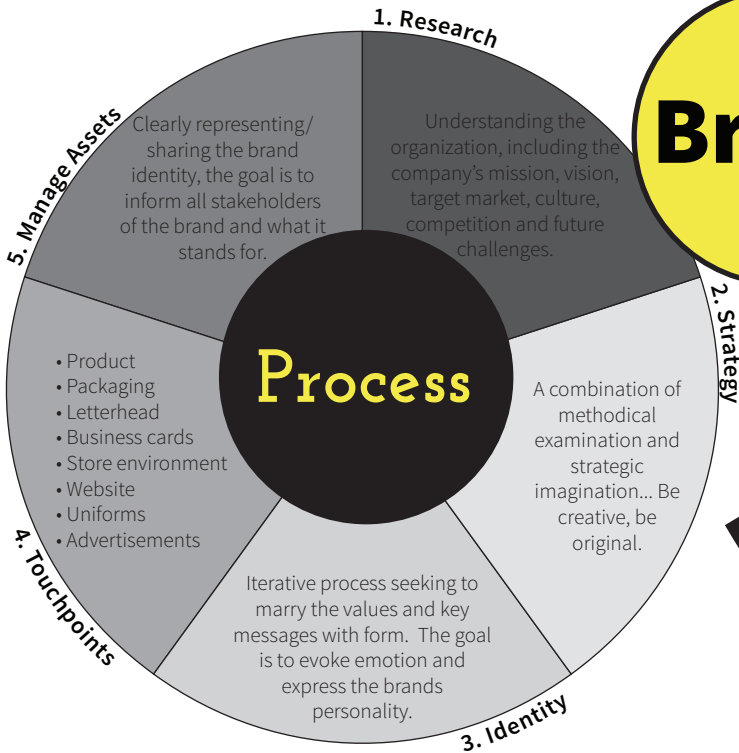- Look/ feel
- Targeted messages
- Core messages
- Knowing/ understanding who we are

Authenticity starts here

"Authenticity is doing what you promise, not 'being who you are'."
- Seth Godin

"Branding is not about getting your target audience to choose you over the competition, but it is about getting your prospects to see you as the ONLY one that provides a SOLUTION to their PROBLEM."
- Laura Lake, Marketing Expert

Process

1. Research
Understanding the organization, including the company's mission, vision, target market, culture, competition and future challenges.

2. Strategy
A combination of methodical examination and strategic imagination... Be creative, be original.

3. Identity
Iterative process seeking to marry the values and key messages with form. The goal is to evoke emotion and express the brands personality.

4. Touchpoints
- Product
- Packaging
- Letterhead
- Business cards
- Store environment
- Website
- Uniforms
- Advertisements

5. Manage Assets
Clearly representing/ sharing the brand identity, the goal is to inform all stakeholders of the brand and what it stands for.

Inspiration

The Pertempo brand is inspired by the unpretentious personality of Napoleon- Philip John DeNardo, a proper gentlemen with an understated elegance.

Philip takes a genuine interest in helping those in need. He was the captain of a volunteer EMT team and served in the military for a number of years. It was times like these that were most rewarding to him. In short, Phil has dedicated the majority of his life to helping others and putting those in need before himself; he's a selfless guy who leads a life of perfect example.

Phil doesn't just represent himself, but he epitomizes an overarching generation of traditional, pragmatic people that has been lost in today's culture. It's time to bring that back. It's time for the modern gentlemen. It's *time* for Pertempo.

Phase 2. Brand Development

Once I understood branding I created a potential user persona as a starting point.

Target market/ Persona

Jack

- Aesthetic driven
- Traditional ways
- Practical
- Adventurous

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"god is gracious"

nino

Nino

nino

Nino was My grandfathers nickname as a child and although it means "God is gracious" in italian it also means "little boy" in spanish. So I changed it to just "Pertempo," which is a made up word combining "per" and "tempo" meaning "for the time."

Nino

nino
pertempo

PERTEMPO

Watch Company

A classic, contemporary company, that provides lasting timepieces. We craft clean elegant watches to assist the modern gentleman... and we have fun doing it!

Logo

PERTEMPO
— Watch Company —

Stacked
Pertempo's official logo. "Watch Company" should always be highlighted in the opposite color from "Pertempo," whether it be black or white.

PERTEMPO

Simple Solo
This logo should always be used on the face of the watch or in any occasion when "Watch Company" is reduced to small for legibility.

Colors

Novello Yellow
PMS 101 c
CMYK: 0/ 0/ 81/ 0
RGB: 247/ 234/ 72
HEX: F7EA48

Proper Black
PMS black
CMYK: 41/ 29/ 0/ 93
RGB: 10/ 12/ 17
HEX: 0A0C11
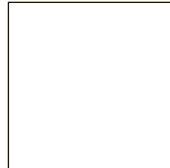
Sharp White
PMS white
CMYK: 0/ 0/ 0/ 0
RGB: 255/ 255/ 255
HEX: FFFFFF

Pertempo colors should only be used according to the parameters outlined on this page, including exact CMYK/ RGB color codes, no tints or shades should deviate from what is provided in this guideline.

Typefaces

There are two primary typefaces in Pertempo's identity system: Josefin Slab and Source Sans Pro. Josefin Slab should be used for header text while Source Sans Pro should be left for body text. Both were chosen to fit the brands fun, classy, yet honest personality, complementing one another on the page.

Josefin Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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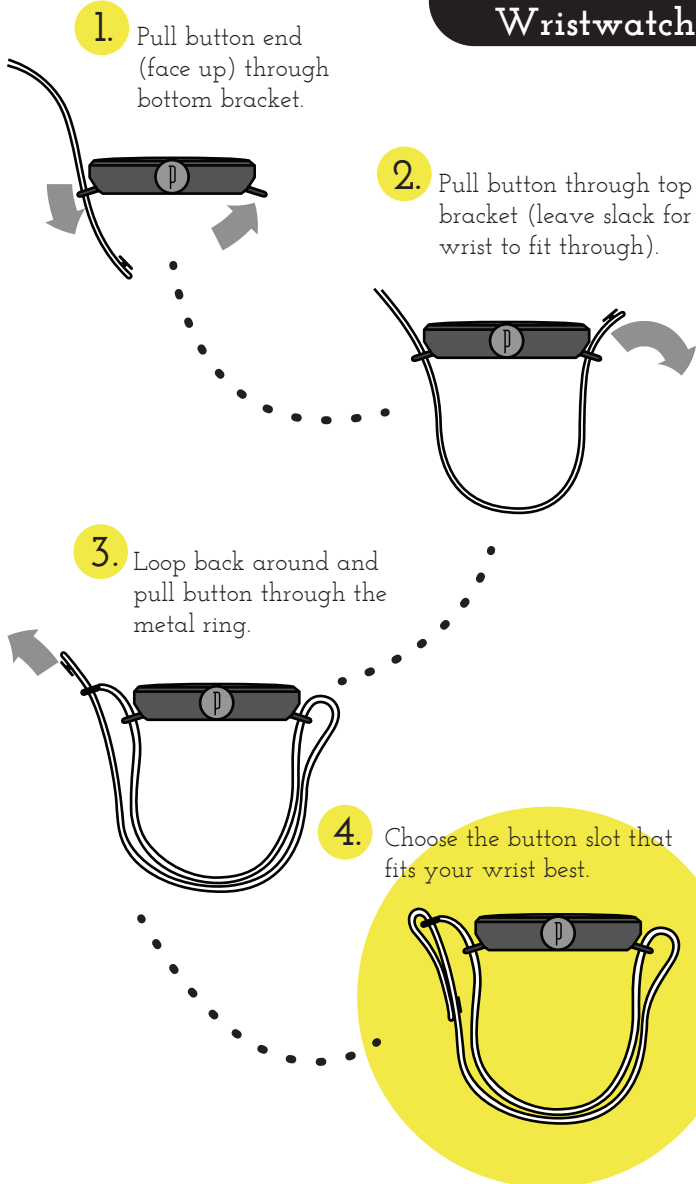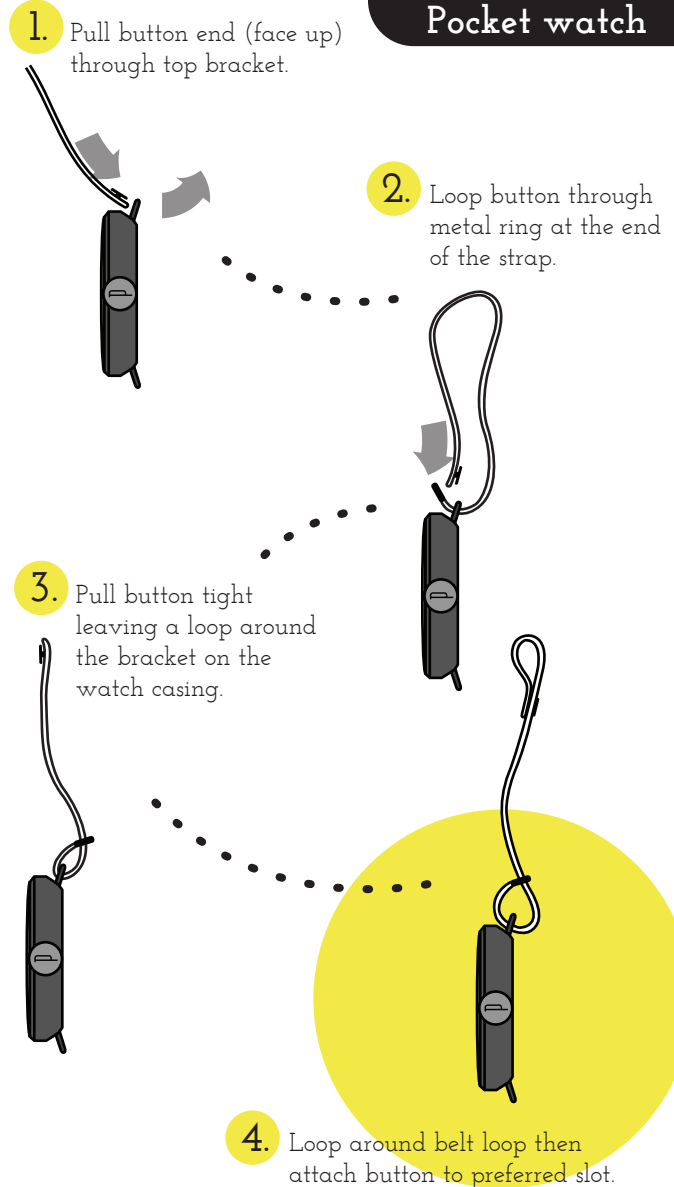
Phase 3: Product Development

WATCH FORMS

NINO

3 ← PUSH

NINO

NINO

BEADED STRAP

TWEED WOVEN

METAL LINKS

LEATHER

28

12

NINO

NINO

12

SIMPLE WATCH
WITH ELEGANT
DETAILS

SLIM CASING

Wristwatch/ pocket watch combo

1. Pull button end (face up) through bottom bracket.

2. Pull button through top bracket (leave slack for wrist to fit through).

3. Loop back around and pull button through the metal ring.

4. Choose the button slot that fits your wrist best.

1. Pull button end (face up) through top bracket.

2. Loop button through metal ring at the end of the strap.

3. Pull button tight leaving a loop around the bracket on the watch casing.

4. Loop around belt loop then attach button to preferred slot.

Phase 4: Fabricating the Model

Sketch models

Face with movement

FRONT

BACK

WRIST WATCH

POCKET WATCH

3"

17mm

2"

HOW TO.

PLACED ON TOP?

STRAP

25mm

WATCH

CHIP BOARD

PERTEMPO

WACH COMPANY

CENTER

BOTTOM RIGHT INSIDE CORNER

JUST THE 'P'?

P ?

... TIME FOR YOU
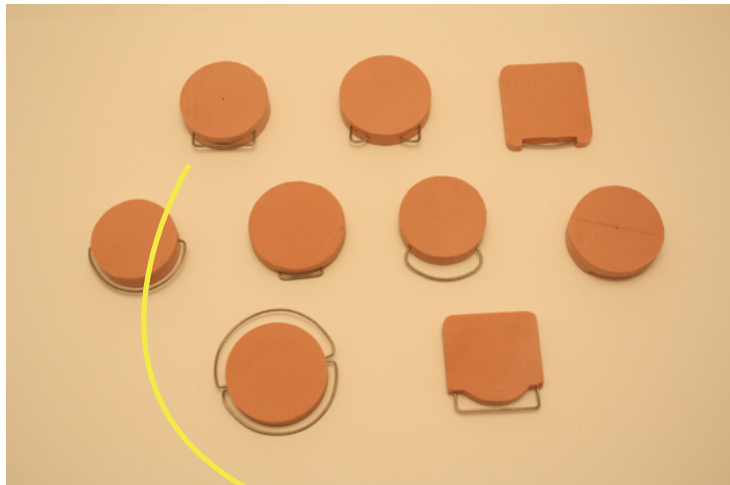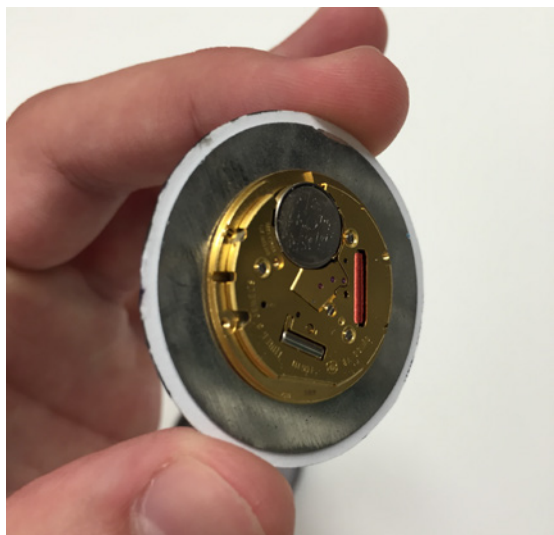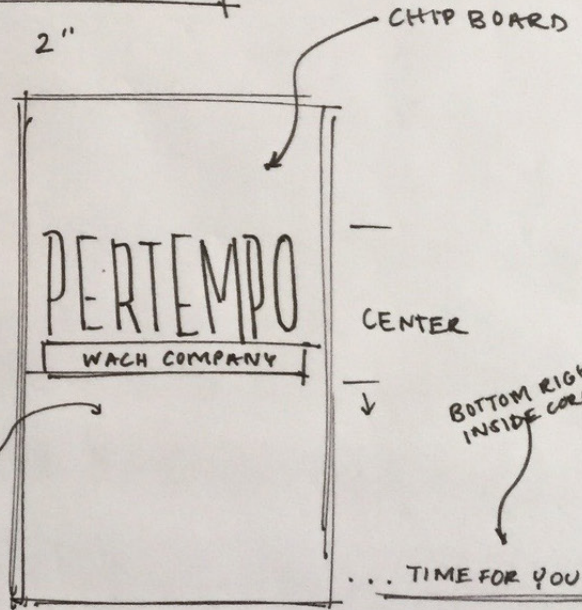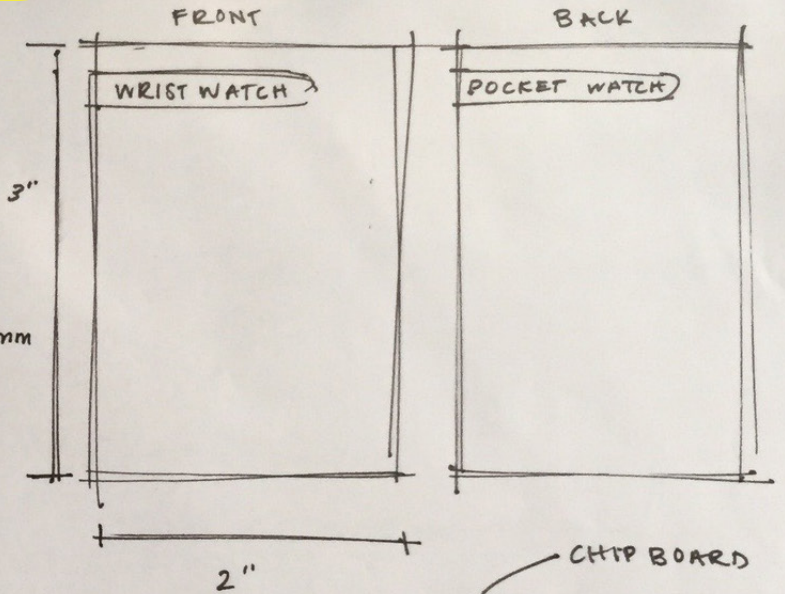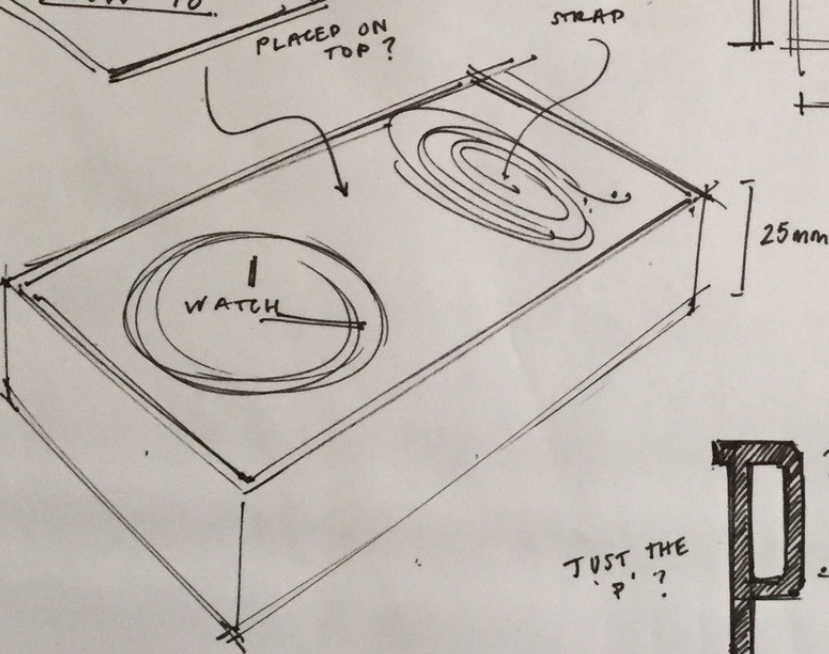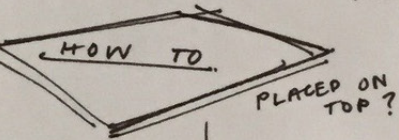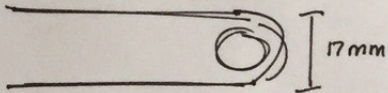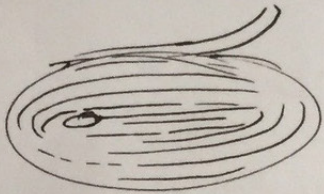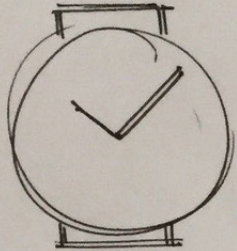
Final packaging

A simple box made from a non-invasive material that can be easily disposed of after purchase. The box carries the watch casing, the watch strap and a wallet size ID card explaining how to use the strap in the two ways it was designed for.
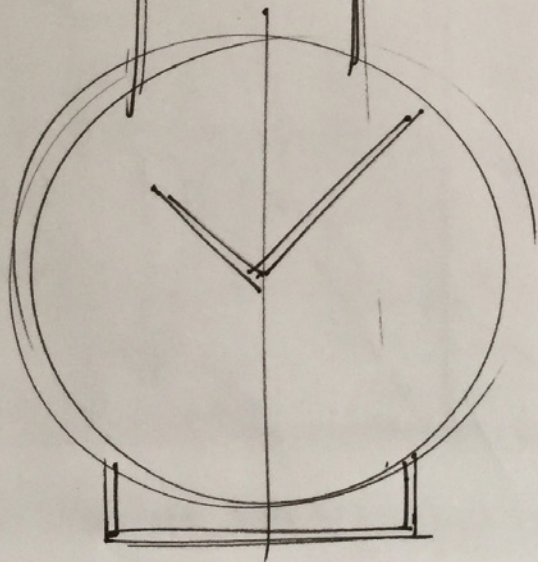
Final model

Phase 5: Advertisement

PER TEMPO

TIME FOR YOU

Final Advertisement

I wanted my thesis to essentially feel like the launch of a company so I designed an advertisement you might see in a magazine or a billboard. By using the white face on the black background I accentuated the watch so it dominates the page. I decided to add a little interest with a subtle "in context" photograph of the *modern gentleman* engaging with the product. Overall keeping it simple and to the point, focusing on the product and what sets it aside from every other timepiece was my primary concern.

PER TEMPO

...time for you

PERTEMPO

"Time for Two"
Pertempo's first collection pairs timeless styling with a modern twist. Offered in a dark steel casing with the choice of a black or white face, both sporting a contemporary yellow second hand. The timepiece features a versatile strap that works as both a wristwatch and a pocket watch with just a simple adjustment. Join Pertempo and be part of a new generation of class.

PERTEMPO
Watch Company