



MATRIARCH & CO.
VISUAL IDENTITY GUIDELINE
NOVEMBER '24
COURTENAY AHUJA
GDVX 502 NOI
NICOLE ROBERTS

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FEELING
SEEN.

20  20
Matriarch & Co.
VINTAGE. THRIFT AND GIFT

WHO ARE WE AND WHERE ARE WE GOING?

formerly known as The Mother Thrifter...



CHALLENGE:

Positioning ourselves for growth, we need a mother brand that houses The Mother Thrifter and keeps her thrift alive while also adding additional categories, expanding our e-commerce offerings and social presence. Immersive and interactive experiences in-store will ease the current pressure on our Matriarch and leveraging technology will allow her voice to be in more places at the same time while also creating the phygital experience that we know our Gen Z audience expects.

GOAL:

Successfully re-brand The Mother Thrifter with an identity that is more in line with the future of her business. Attracting Gen Z customers begins with a consistent and engaging presence on social media, a website upgrade optimized for mobile use, sustainable options such as picking up your purchase in store, loyalty rewards and more. Seasonal in-store installations and displays will also be key in creating the escape from reality that current and new customers crave.

mission, vision and values

OUR CORE VALUES ARE ACCESSIBILITY, COMMUNITY CONNECTION, SUSTAINABILITY AND PERSONAL TOUCH.

OUR MISSION is to create a safe and nurturing environment where our clients can shop our curated, quality secondhand clothing and experience personalized styling. We recognize that every individual's journey to achieve their own unique style begins with being seen and cared for.

“I love **MAKING PEOPLE FEEL WORTHY** and connected to beautiful things and I like to help people see themselves as deserving of beauty as a baseline before they even wake up. I help women let go of what doesn't serve them to make space for what will.” -Bethany Lutz

message & voice

PRIMARY MESSAGING:

Bethany's voice and personality are still the primary message of Matriarch & Co. This voice empowers women while encouraging them to take care. It encourages women to explore their personal style and uses keywords like: take care, fit, style, deserve and comfortable. Her tagline, "I help women let go of what doesn't serve them to make space for what will." This voice is one of **resilience, activism, self care** and **fun**; and will continue to be the guiding light of this family of brands.

SECONDARY MESSAGING:

This messaging will cater more to our Gen Z's love of **nostalgia, sustainability, affordability** and **unique/rare product offerings**. Speaking to our "**Modern Day Thrifters**," it will still have the notes of resilience and empowerment, but will be much more playful and incorporate the latest trends in fashion, design and language for social media campaigns, digital marketing, in-store experiences and special promotions. It is also more gender neutral.

TAGLINES:

LETTING GO OF WHAT DOESN'T SERVE
US, TO MAKE SPACE FOR WHAT DOES.

BY QUEENS. FOR QUEENS.

IT'S GIVING, FINDERS KEEPERS.

THRIFTING AND THRIVING.

FEELING SEEN.

key audience insights

“To win with Gen Z, brands should embrace their mindset, values, and aspirations that are driving the thrifting craze. Delivering affordability, individuality, sustainability, and simplicity can help build authentic relationships with this influential and socially conscious demographic.”
-Current Forward Newsletter/Linkedin

“With 28% of US Gen Z aged 18 to 25 unable to save money and 32% spending 50% of their monthly income on rent, recommerce is emerging as a more affordable option for this cohort and is also more sustainable, aligning with the group’s core values.” -WGSN Insider

“Gen Z is driven by a feeling of nostalgia. It’s not about age, but mindset. Young consumers are nostalgic for a time they haven’t lived through, as a means to escape today’s harsh realities.” **-WGSN Insider**

“As consumers, Gen Z also places greater value than other generations on individuality. If standing out is paramount, then personalized shopping experiences are a must. The good news is that this digitally native generation is also the most willing to share their data with brands and retailers, according to findings” -G2

“At BigCommerce, where I’m the Director of Brand and Content Marketing, we’ve run Global Consumer Reports of the current and future shopping trends and have found various insights regarding how Gen Z shops and how brands can use these shopping tactics to their advantage. When you strip this concept down to its core, it’s all about creating connections on two levels: the technological level and the human level – and when these two areas converge, that’s when Gen Z converts.” **-G2**

“TikTok reported that over 60% of its users are Gen Z, and that they are 1.4x more likely to learn about new brands and products than any other demographic on the video platform. Notably, US Gen Z shoppers prefer to shop in-store almost as much as they like to shop online (48% vs. 52%), but only with the high expectation that these experiences are entirely consistent, blending physical and digital elements.” -G2

visual strategy



Evergreen themes emerge from our visual strategy mood board and include Main Street America and The Classic General Store with a modern flair rooted in inclusivity, activism and an appreciation for secondhand and local makers and artisans.



primary logo



LOCK UP

Notes:

Primary Logo parts should not be separated. Also, this logo should be used in one colorway at a time.

This is approved for use in all primary colorways, but not approved in secondary palettes. More details are shared in the color section.

primary logo

Matriarch & Co.
VINTAGE, THRIFT AND GIFT

WORDMARK WITH TAGLINE

Notes:

Logo parts should not be separated. Also, this logo should be used in one colorway at a time.

This is approved for use in all primary colorways, but not approved in secondary palettes. More details are shared in the color section.

primary logo

Matriarch & Co.

WORDMARK

Notes:

Logo parts should not be separated. Also, this logo should be used in one colorway at a time.

This is approved for use in all primary colorways, but not approved in secondary palettes. More details are shared in the color section.

logo placements



logo usage

APPROVED COLORWAYS



Notes: These notes apply to all primary and secondary logos and iconography. More freedom is granted to the seasonal icons.

Chalk color should be used mostly in vinyl/the built environment and on darker/colored backgrounds.

Black and White versions shown here and are approved for:

- Internal Use
- When Seasonal Creative color scheme supports usage
- If budget/timing does not allow for color printing

logo usage

NOT APPROVED USAGE

Accent or Non-Palette colorways.



Cropped mark.



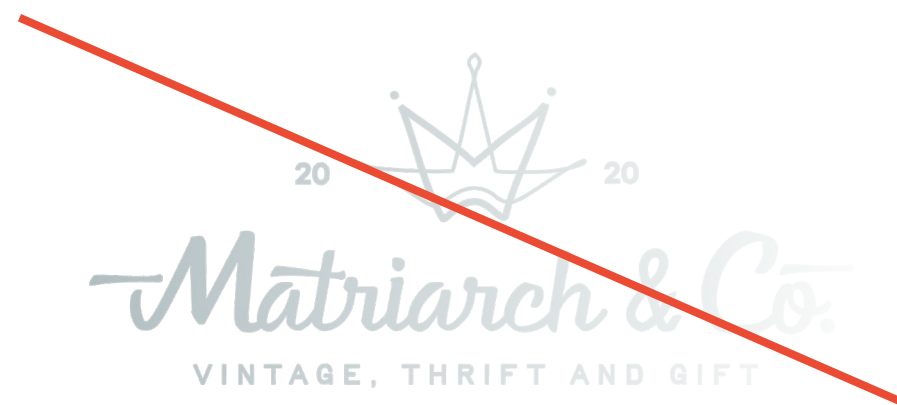
Unapproved color combinations.



Angled positioning.



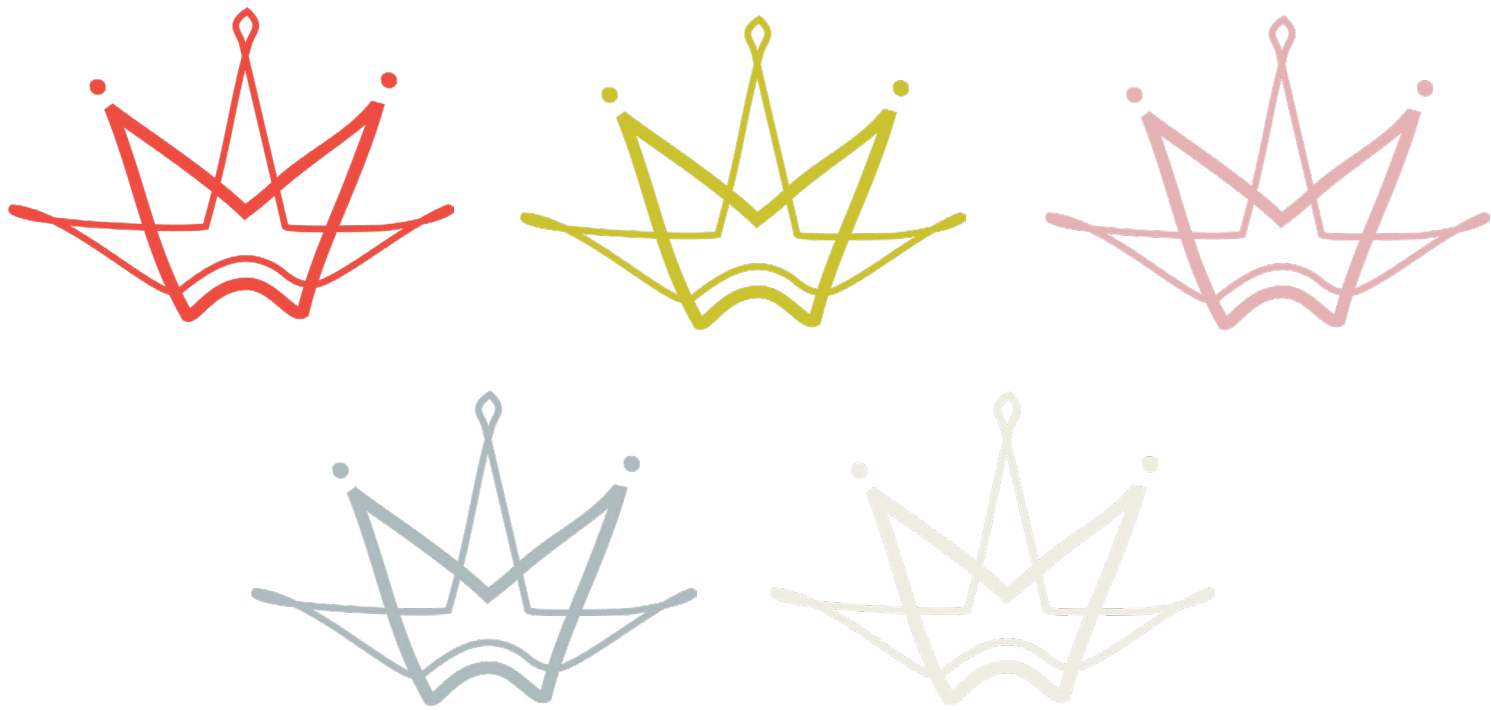
No shadows, gradients or other effects should be added.



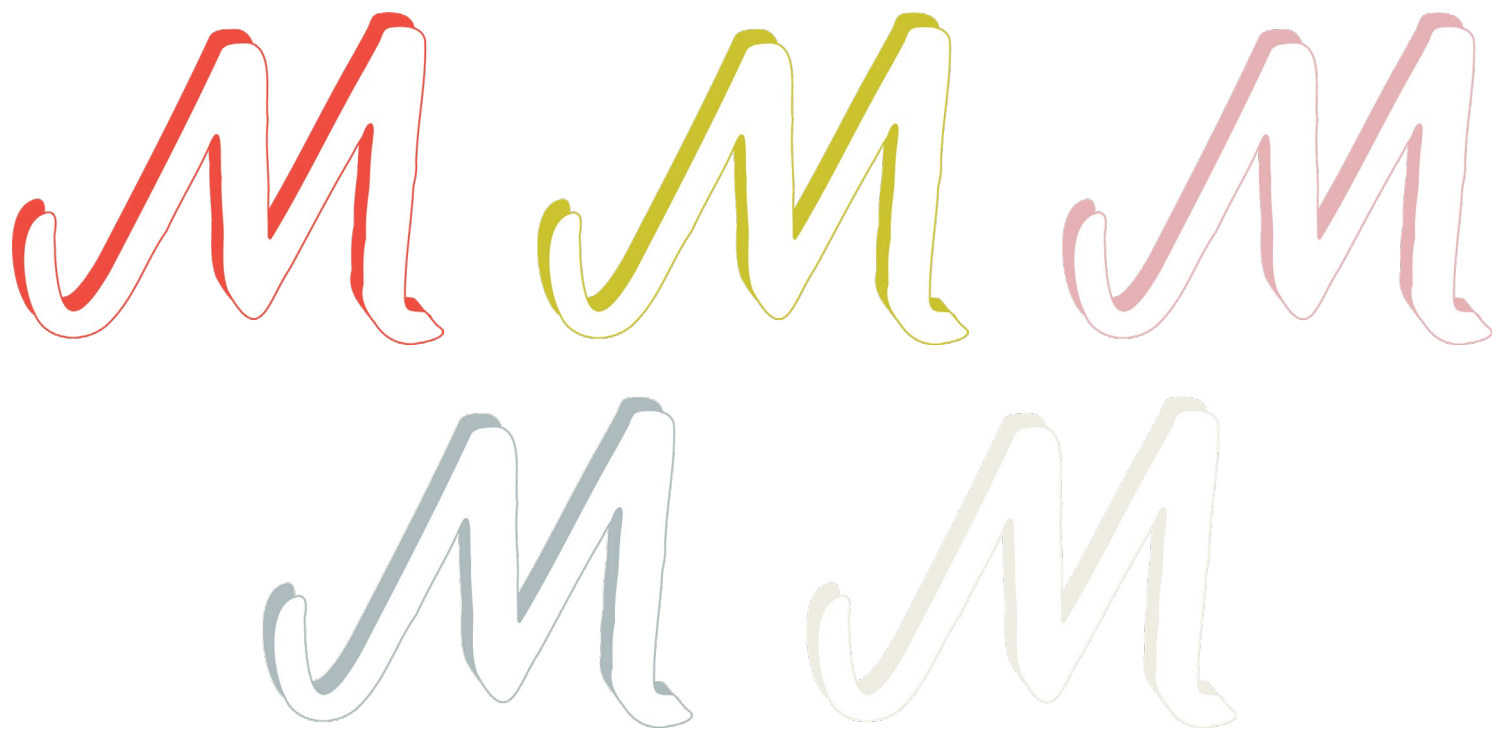
Notes: These notes apply to all primary and secondary logos and iconography. More freedom is granted to the seasonal icons.

primary iconography

2024 CROWN



FELTRO M



EVERGREEN
ICONS

Notes: All primary and secondary logo rules apply to primary iconography. These icons may be used instead of a logo mark, but never with a logo mark or with each other.

PRIMARY

ROSIE



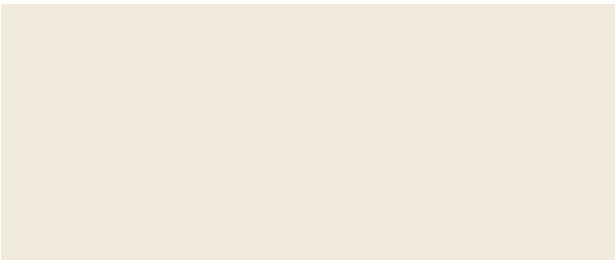
HEX: #EFBBBE
RBG: 239 187 190
CMYK:
PANTONE: 13-2009 TCX

MANDARIN



HEX: #E74A33
RBG: 231 74 51
CMYK:
PANTONE: 17-1562 TCX

CHALK



HEX: #F0EADA
RBG: 240 234 218
CMYK:
PANTONE: 11-0104 TCX

ACCENT OR BACKGROUND

DUST



HEX: #B69573
RBG: 182 149 115
CMYK:
PANTONE: 15-1040 TPG

PEAR



HEX: #D1CE21
RBG: 209 206 33
CMYK:
PANTONE: 20-0046 TPM

NIGHTFALL



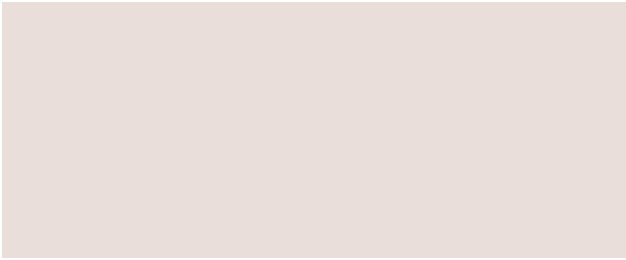
HEX: #252B36
RBG: 37 43 54
CMYK:
PANTONE: 19-4103 TCX

MIST



HEX: #ACB9BF
RBG: 172 185 191
CMYK:
PANTONE: 14-4206 TPG

PEARL



HEX: #EADED8
RBG: 234 222 219
CMYK:
PANTONE: 12-2103 TPG

PALETTES

Notes: Primary palette are main colorways that will be used for Matriarch & Co. The following combinations are not approved:
Pear & Mandarin
Pear & Dust
Rosie & Mist

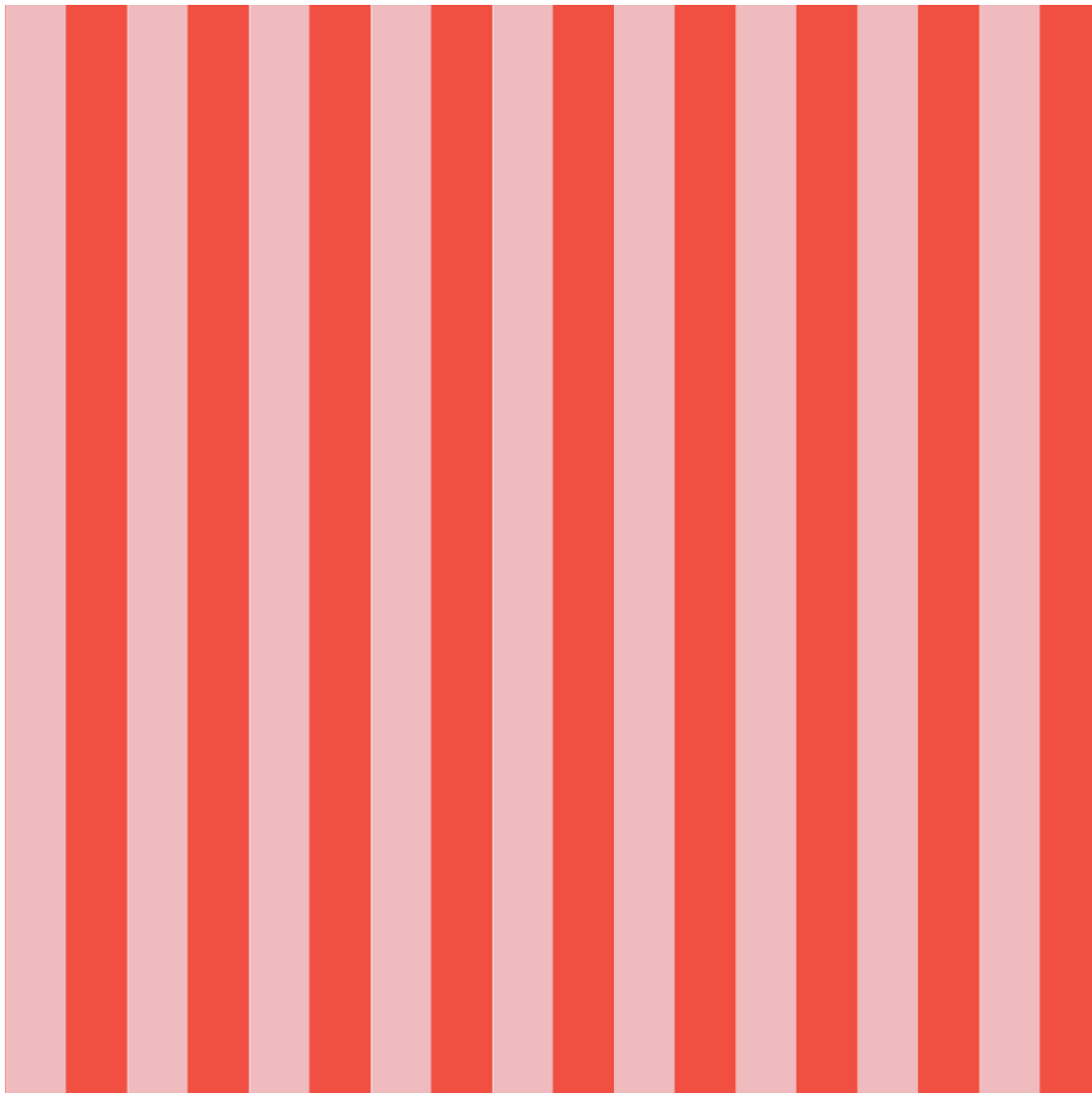
Accent and background palette colors are meant to be used as supporting accents and should not be used for logos or wordmark of Matriarch & Co. They can be used as a background behind a primary logo or icon.

EVERGREEN

NIGHTFALL STRIPE



MANDARIN STRIPE



SEASONAL

FEM REPEAT



PALETTES

Notes: Evergreen patterns will remain in presentation year around.

Seasonal pattern will change along with our seasonal creative campaigns. Fem Repeat (shown) will be implemented for the Fall '25 creative campaign. See Brand Applications section for more details.

Patterns shown are scaled for reference only. Do you not use directly. Use released artwork for live patterns.

photography



EXISTING ASSETS

Notes: Photography from The Mother Thrifter may be used, as long as old logos are not visible.

Any additional photography added to the asset library should focus on new retail product offerings, new location, Matriarch branding and seasonal creative. Style should remain in the same as current photography, or replace the current photography all together.

Existing photography can live on with The Mother Thrifter in whatever capacity that brand continues on.

typography

Headings

Feltro (Normal)

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

1 2 3 4 5 6 7 8 9 0

. , ; : { } [] ! @ # \$ % | ~

Body

TT Commons Pro (regular)

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
1 2 3 4 5 6 7 8 9 0
. , ; : { } [] ! @ # \$ % | ~

SUBHEADINGS

BIRDIE

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

1 2 3 4 5 6 7 8 9 0

. , ; : !

FONT KIT

Notes: Feltro (normal) is used for Titles and Headings when full Logomark is not being used.

If Logomark is being used, please use BIRDIE for your Title or Heading font. BIRDIE can also be used for sub-headings and any messaging/taglines used online, in social media or internally.

TT Commons Pro (normal) should be used for all body copy. When not available, DM Sans can be used as a substitute.

The Mōther Thrifter branding

WORDMARK

The Mother Thrifter

ICONOGRAPHY: HORIZONTAL



ICONOGRAPHY: VERTICAL



APPROVED TYPOGRAPHY

TT Commons Pro (regular)
TT Commons Pro (demibold)
TT Commons Pro (extrabold)
TT Commons Pro (black)

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
1 2 3 4 5 6 7 8 9 0
. , ; : { } [] ! @ # \$ % | ~

TMT LOGOS

Notes: The Mother Thrifter icons are only to be used in-store within the designated TMT area and only on thrifted merchandise.

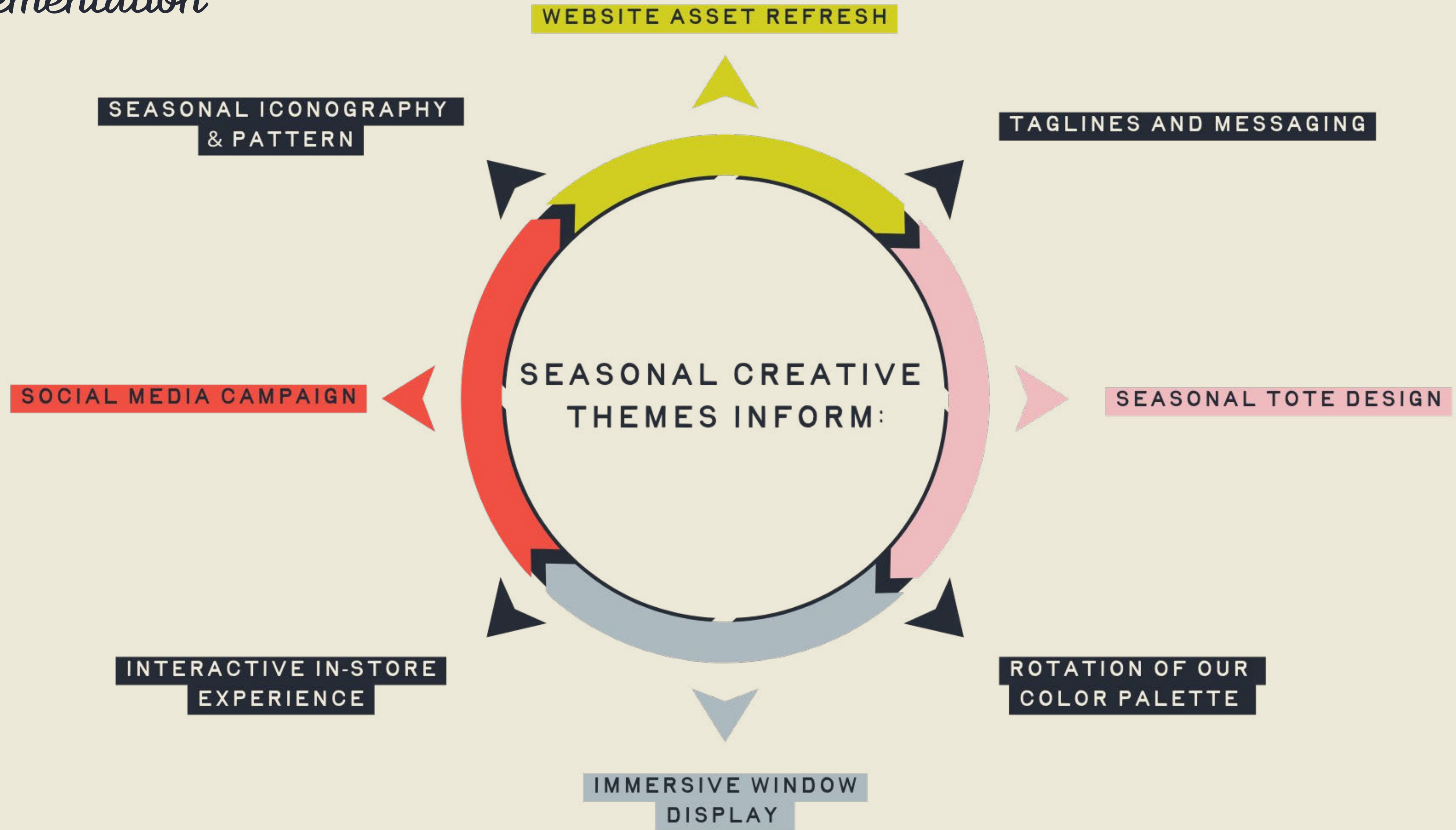
These icons should remain one color only and are approved, as shown, in the neutral palette colors: Chalk, Dust and Pearl.

Also, TT Commons Pro is our preferred font choice for the brand, with DM Sans being our backup when needed.

brand experience map

	AWARENESS	CONSIDERATION	ENGAGEMENT	PURCHASE	ADVOCACY
touchpoint	• tik tok, instagram and snapchat • Online press features • Exterior store signage • Meeting Bethany in town	• Website and social media community pages • Google Reviews • E-commerce offerings • E-mail/Newsletter Subscription • Window Displays	• Seasonal virtual creative • Seasonal in-store creative • In-store product offering • Fitting room experience • Clothing tags and product packaging • Customer service and styling services • In-store layout • Sales promotions • Customer service interactions • Ecommerce offering	• E-mail marketing • Online promotional campaigns • Discount codes • Positive online or in-store checkout experience	• Social network sharing • Referrals • Customer feedback survey • Google review or rating • Loyalty points • Additional marketing communication for cross-selling and upselling • Birthday promotions
action	• follows, likes and shares • clicking links	• Messaging or shopping on social media • Introduce Matriarch & Co. on The Mother Thrifter website • Browse and research brand offerings and subscribe to communications • Peer approval	• Visiting the store • Sharing in-store creative and virtual creative on social media • Scanning qr codes on interactive packaging and creative	• Visiting the store • Sharing in-store creative and virtual creative on social media • Scanning qr codes on interactive packaging and creative	• Writing a review online • Word of mouth to peers • Filling out a customer survey
emotion	• Interested • Amused	• Curious • Optimistic • Questioning	• Welcome • Light, Unburdened • Enchanted	• Excited • Enthusiastic • Uplifted	• Confident • Charmed • Zealous
opportunities	• Introduce Matriarch & Co. on TMT social accounts • Influencer take over campaign for Matriarch & Co. to gain exposure	• Seamless online experience with integrated website and social accounts and online purchasing options • Captivating window displays	• Immersive in-store creative • Interactive tagging and packaging with style notes,etc. • Store layout and product map incorporating The Mother Thrifter into The Matriarch & Co. space.	• Multiple ways to checkout and pay • In-store pickup options for online customers	• Community hashtag campaign for customers • Customer Survey • Promotional e-mail templates • Loyalty points communication • Mailer or thank you note

implementation





Matriarch & Co.
VINTAGE, THRIFT AND GIFT



BRAND APPLICATIONS

seasonal creative campaigns



FALL Y'ALL

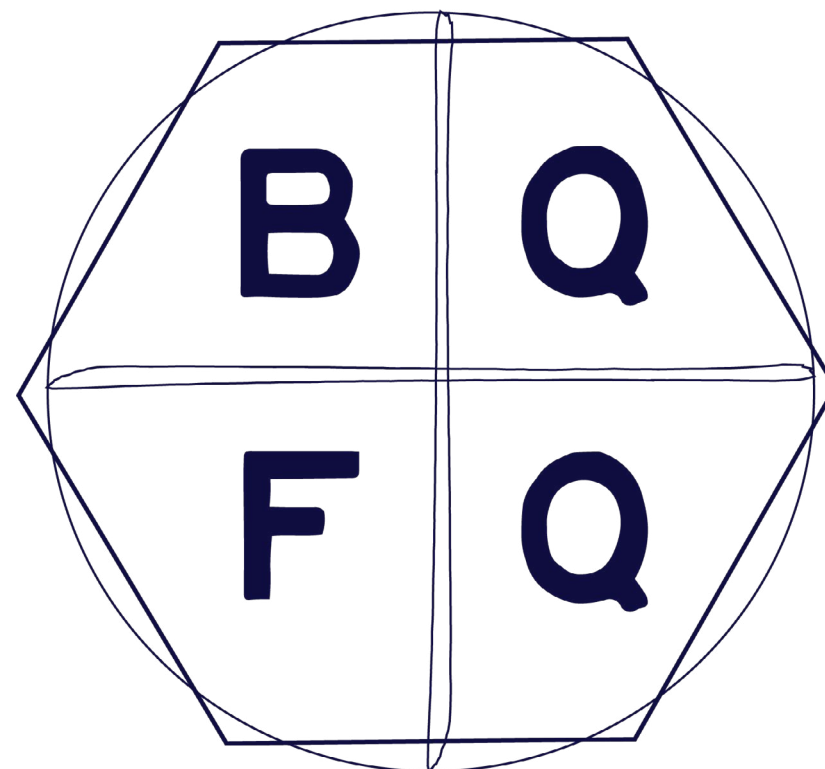
Notes: *Fall Y'all* is our first seasonal theme to be implemented in fall '25. It plays on our evergreen themes of Main Street but also incorporates seasonally appropriate elements like vintage varsity jackets, a back-to-school denim drive and hints of holiday gifting in our general store.

seasonal iconography

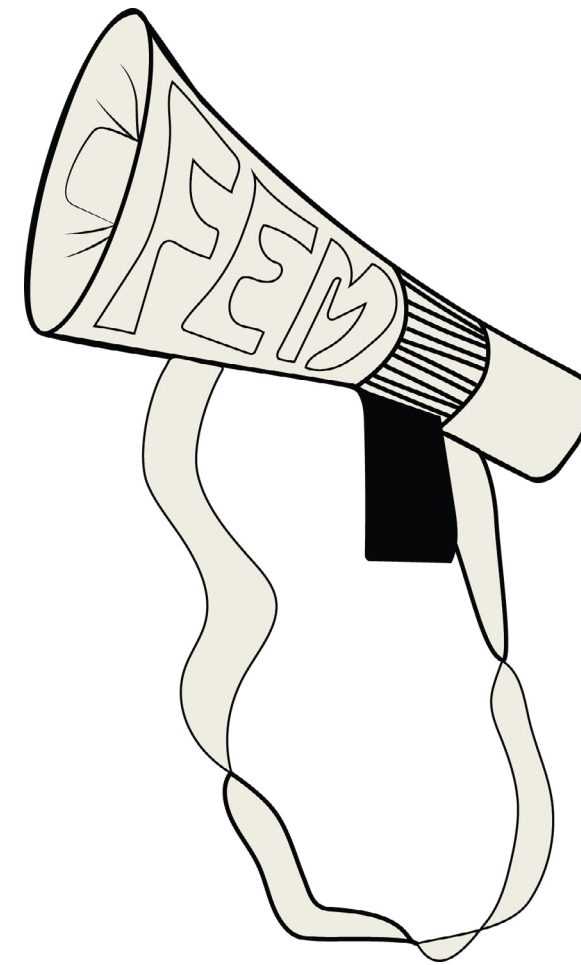
VINTAGE VARSITY



BY QUEENS



FEM



ROADTRIP



SEASONAL ICONS

Notes: Any colors from the palette can be used for these icons. They may be used in combination with each other and in combination with primary and secondary logos and icons.

Based on the seasonal creative, these can be used as patches, stickers or patterns and incorporate current messaging and taglines. The intent is that they will be updated quarterly with the seasonal creative updates.

seasonal experiences

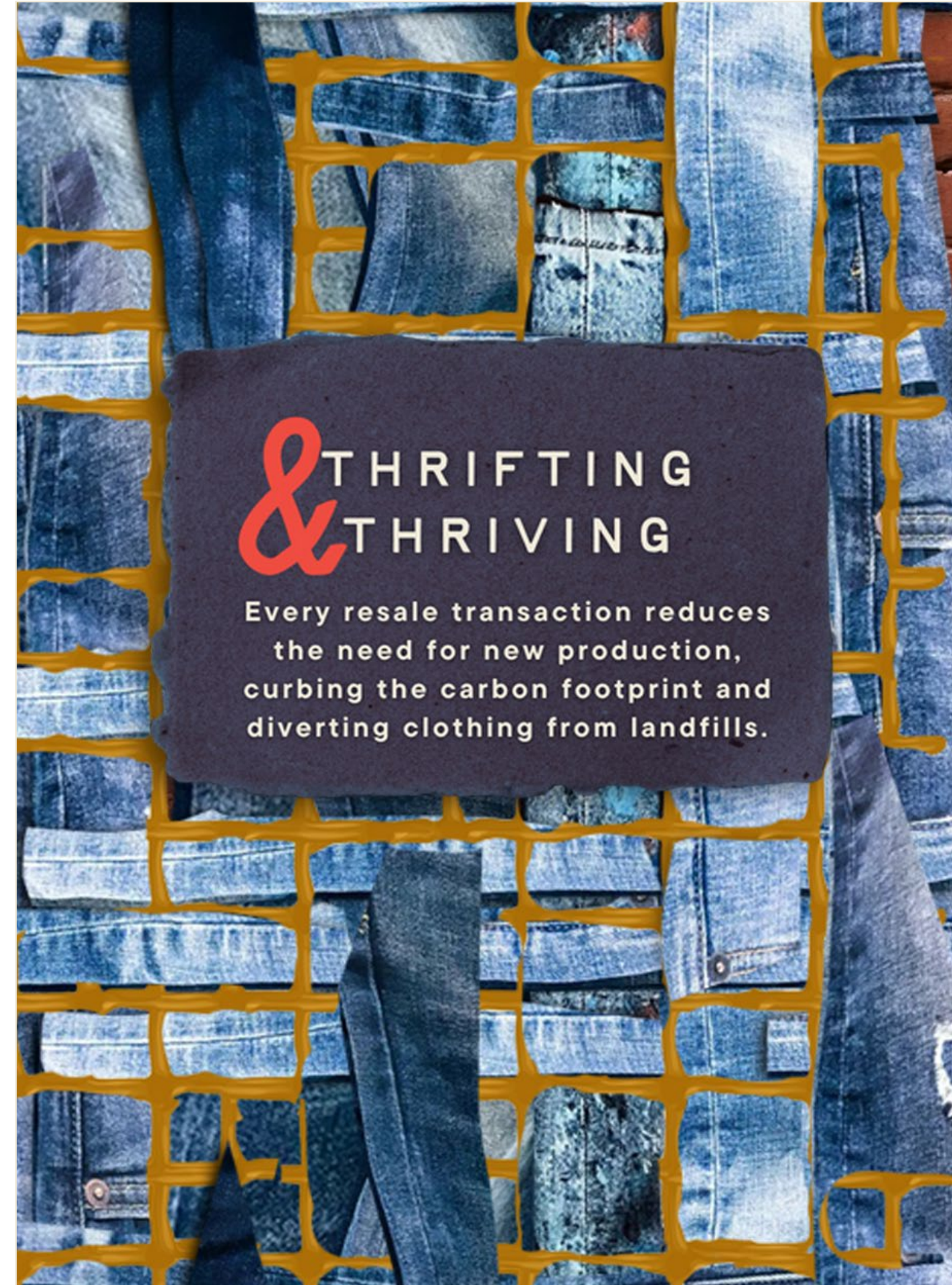
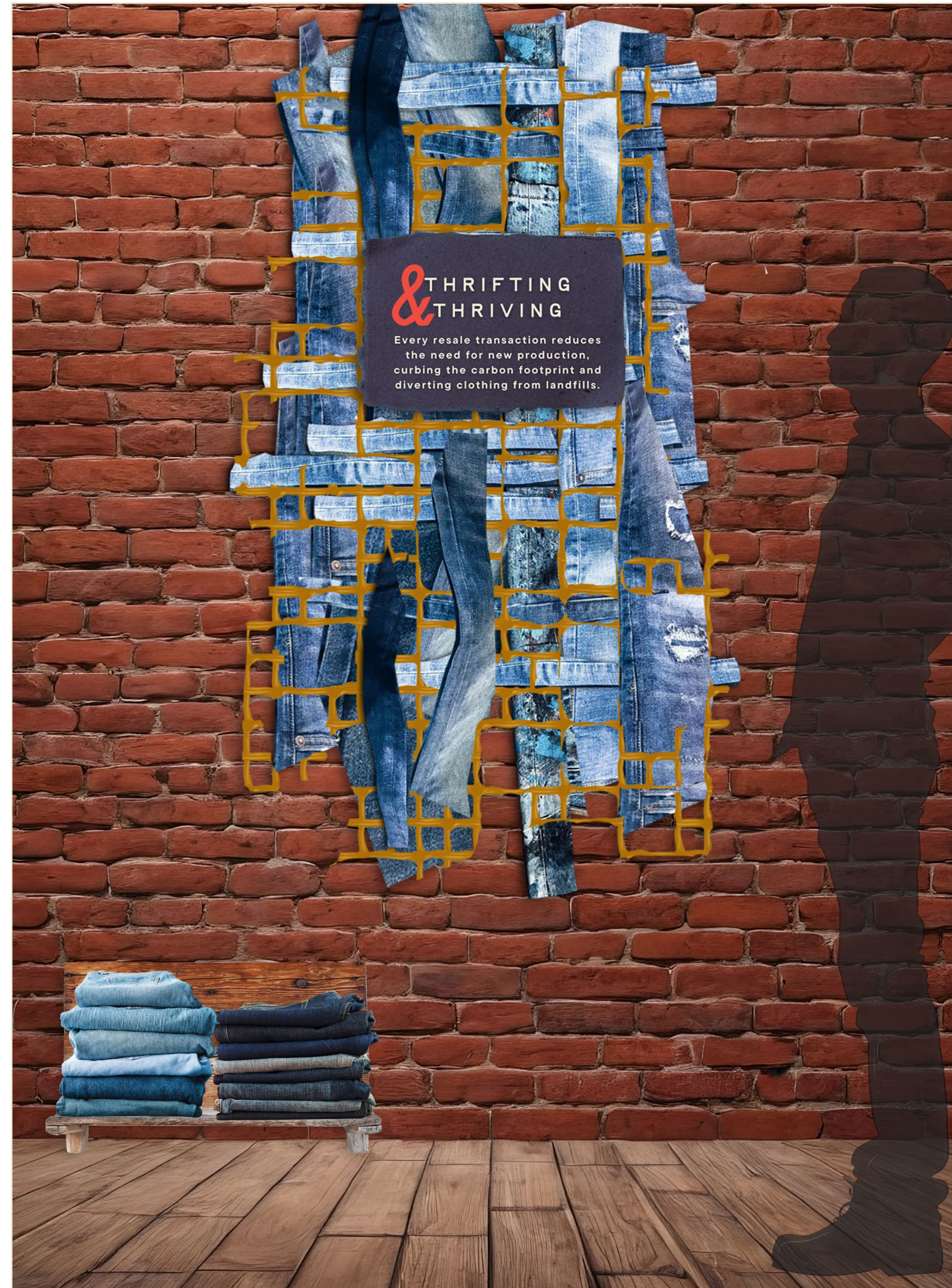


WINDOW DISPLAY

Notes: Exterior Window and In-store installations will change together, quarterly and tie into current seasonal theme.

When possible, sustainable materials will be priority and local artists and students will have the ability to help create install themes, designs and execution.

seasonal experiences



IN STORE CREATIVE

Notes: This season's interactive instore experience is a collaborative denim weaving project. Clients are invited to bring their unwanted denim that is stained, ripped or damaged to make something beautiful and keep it out of our landfills.

This ties in with our back-to-school denim drive, in which we are collecting denim in excellent used condition for an incentive and encouraging our audience to shop secondhand for their back-to-school denim this year.

interactive packaging



REUSABLE SHOPPING BAGS

Notes: Evergreen totes are available all year around.

A smaller batch of shopping bags in both small and large sizes will be produced with each seasonal creative installation. They are collectible and only made in limited quantities.

interactive packaging

EVERGREEN



SEASONAL



REUSABLE SHOPPING BAGS

Notes: Evergreen totes are available all year around.

A smaller batch of shopping bags will be produced with each seasonal creative installation. They are collectible and only made in limited quantities.

interactive packaging



HANG TAGS

Notes: Hang tag styles are shown here for Matriarch & Co. They are oversized (3.5" x 9") and are contain styling notes for different styles. Flared denim is used for this example. QR codes should link to *Matriarch Styling Notes* page of website.

Seasonal Creative may be included as an additional hangtag. *Vintage Varsity* shape shown here.

These tags are for reference only. Please utilize included artwork for edits and printing.

interactive packaging



HANG TAGS

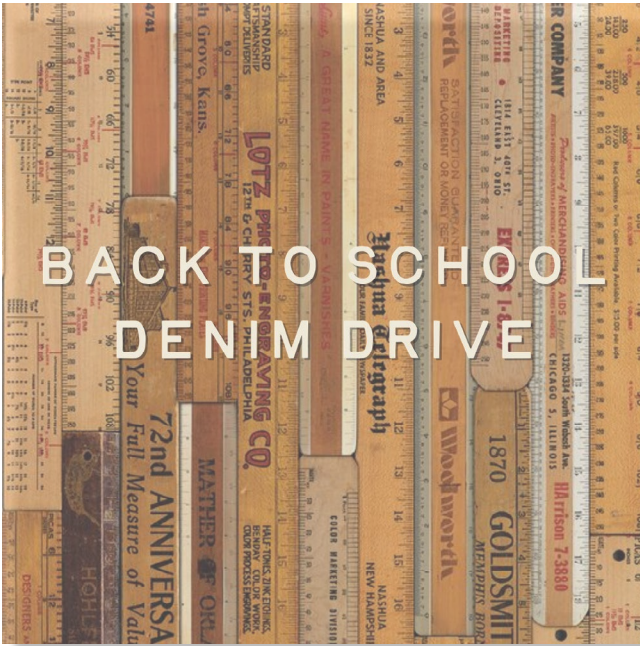
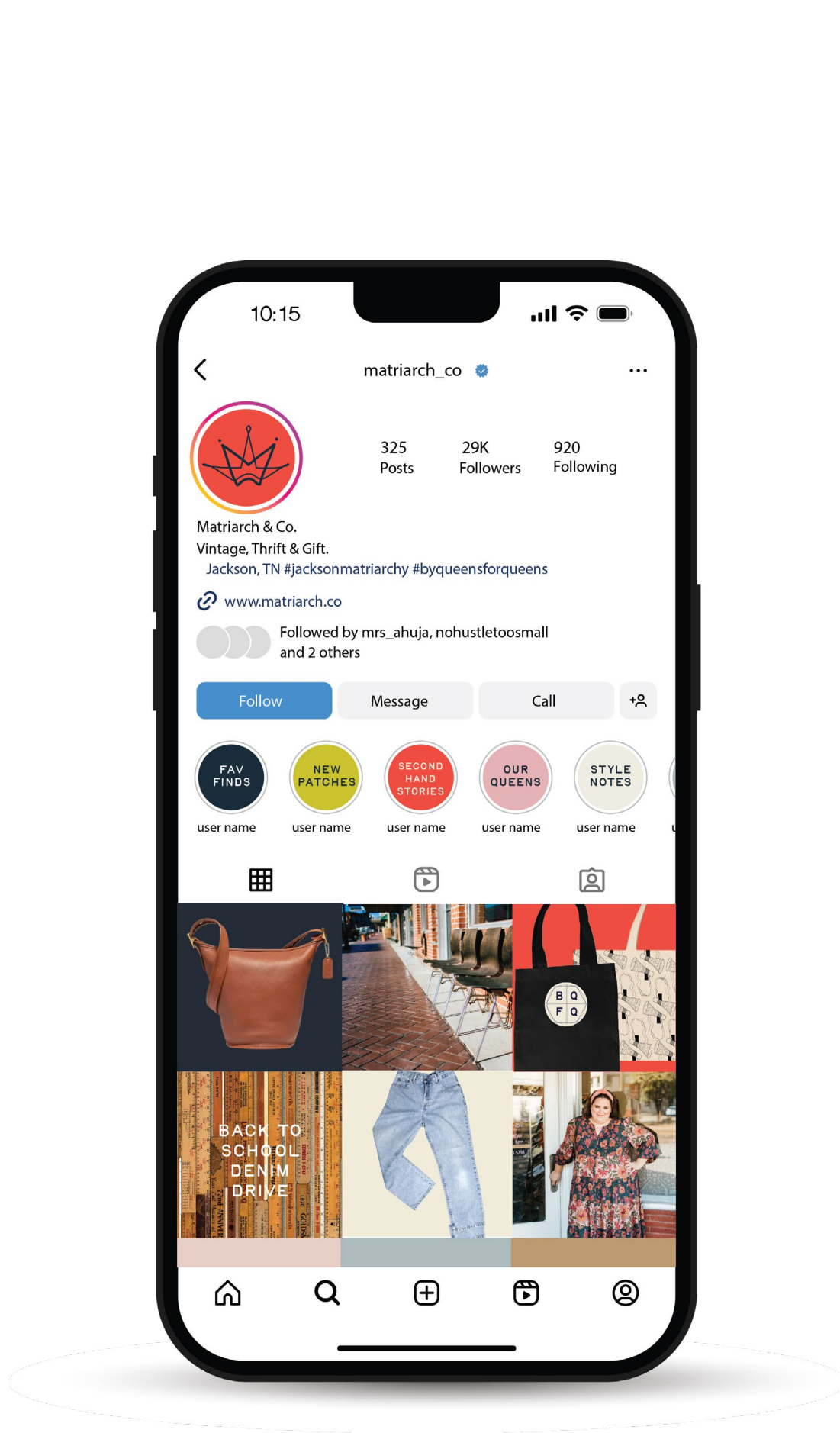
Notes: The Mother Thrifter hang tags are a standard sized tag with black ribbon attaching them to the clothing.

Seasonal Creative may be included as an additional hangtag. *It's Giving Finders Keepers* is used here which helps to connect TMT to Matriarch & Co.

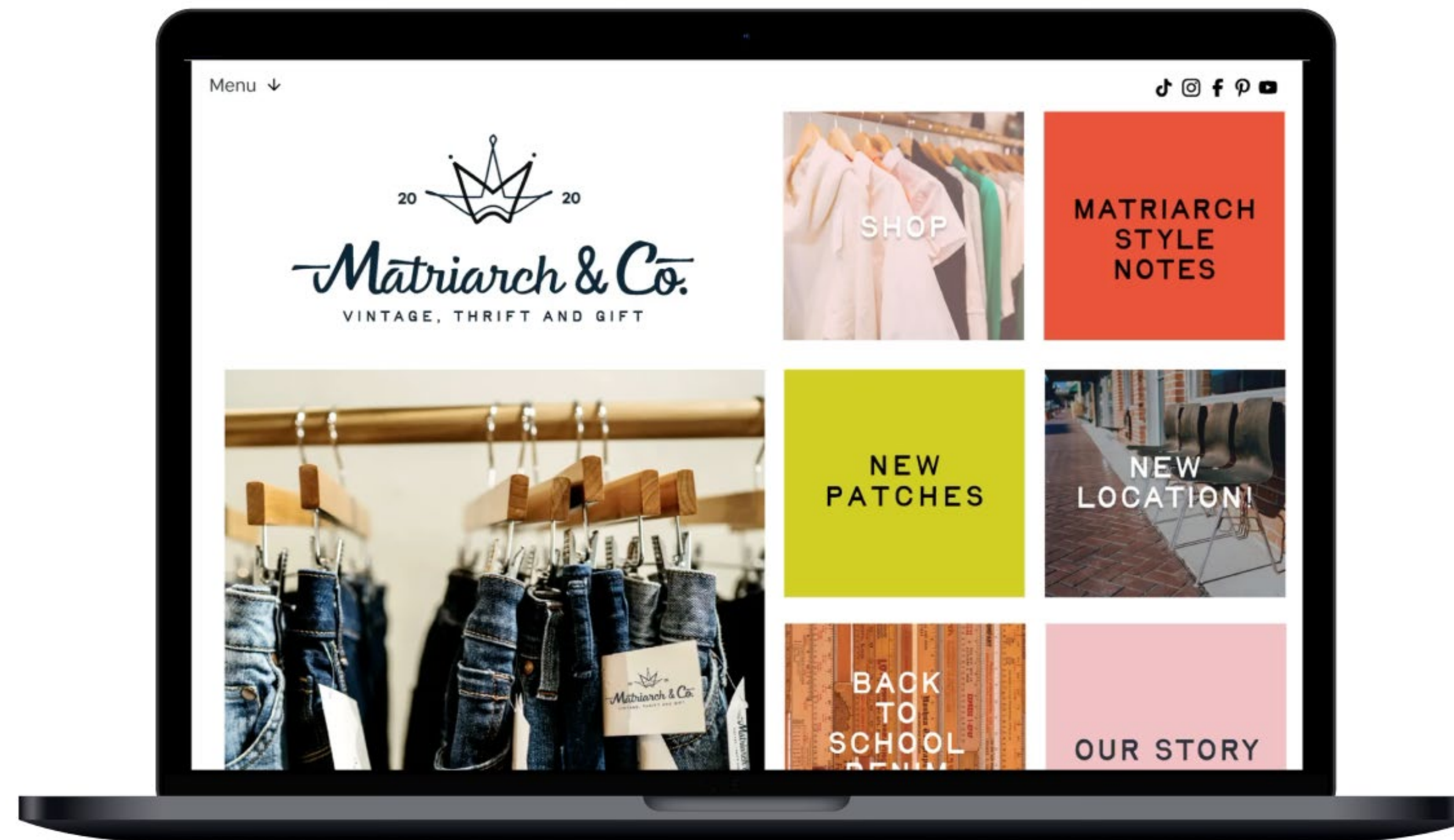
QR codes on these tags should link to Matriarch Style Notes and Secondhand Stories pages on the website.

These tags are for reference only. Please utilize included artwork for edits and printing.

social media launch



website update



WEBSITE REFRESH

Notes: Matriarch & Co. now has it's own website with new brand identity. Brand Assets should be applied as shown and seasonal creative/product updates should remain current to the instore experience.

[Link to prototype.](#)

CONTACTS

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THE FINE PRINT

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REFERENCES

WGSN. “40% of Gen Z turn to resale to find the styles they’re looking for.”
WGSN Insider. 2024.

Linkedin. “Secondhand Style: Why Gen Z is all about Thrifting.” Current
Forward Newsletter. 2023

G2. “Reaching Gen Z: Modern Commerce and the Singular Brand
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