

AM•PELL BARBERSHOP

BRAND DNA

**THIS IS AN INTERNAL FACING DOCUMENT INTENDED
TO ESTABLISH A CONSENSUS BRAND DNA THAT WILL
GUIDE, SHAPE, AND HELP DETERMINE THE BRAND
DIRECTION OF AM•PELL BARBERSHOP.**

AM•PELL OFFERS CLASSIC HAIRCUTS AND DECENT CONVERSATION. AM•PELL IS FOCUSED ON AN INVITING EXPERIENCE FOR THEIR CUSTOMERS, BUT ALSO THEIR EMPLOYEES, BY CREATING AN INCLUSIVE ATMOSPHERE FOR EVERYONE. ONE THAT IS HIGH-END AND FAIRLY PRICED.

POSITIONING THE COMPETITION

MEN'S ROOM BARBER

- Very similar to shear ego but they only employ woman to do the haircuts.
- They do a decent job of utilizing social media / branding that Men's Club.
- Good space
- Haircuts lack consistent quality.

MEN'S CLUB AT SHEAR EGO

- Promoting the "high end" barber experience.
- Customer retention.
- Getting people to pay \$40+ for a haircut.
- Paint the picture of the best men's grooming experience.
- Social media / branding is bad.
- Haircuts are hit or miss.
- Online booking system is hard to use.

THE GENTLEMEN'S BARBER

- Attracting clients, client experience.
- Good atmosphere for relaxing barber experience.
- Losing barbers. This is consistent with not creating a good experience for all customers as well as employees.

GUIDING PRINCIPLES

INDUSTRIOUS

TIMELESS

LOCALLY MINDED

CONSISTENT

PROFESSIONAL

INVITING

INCLUSIVE

INDUSTRIOUS





TIMELESS



CONSISTENT



INVITING



PROFESSIONAL



EXISTING BRAND

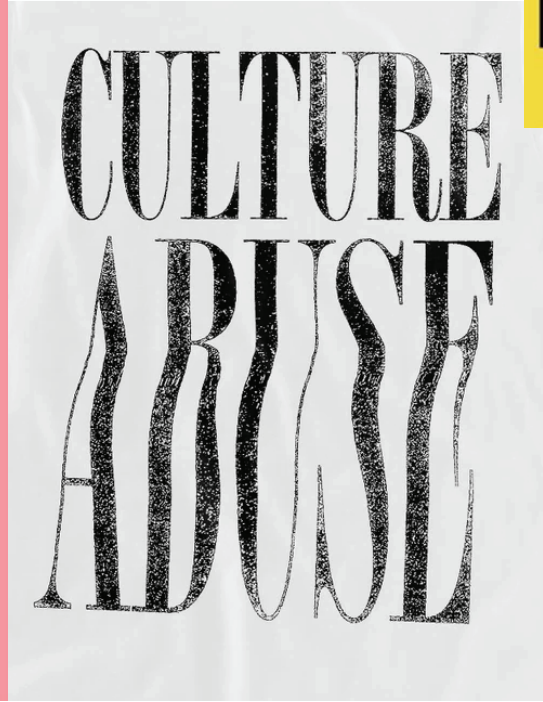


NEW BRAND INSPIRATION





snack money





No. 5098

BLEACHER Est. Price \$1.00 Tax Paid 10c **\$1.10**

WRIGLEY FIELD
1932
WORLD'S CHAMPIONSHIP GAMES
NATIONAL LEAGUE vs AMERICAN LEAGUE

RAIN CHECK GAME

RETAIN THIS CHECK
If legal game is not played it will be good whenever this game is played.
NOT GOOD IF DETACHED

THE ARCUS TICKET CO. CHICAGO

INSPIRED BY LEGENDS. WORN BY YOU. **PEOPLES GARMENT COMPANY** TRADE MARK REG. U.S. PAT. OFF.

PEOPLES GARMENT COMPANY
INSPIRED BY LEGENDS. WORN BY YOU.

PEOPLES GARMENT CO.

PEOPLES GARMENT
INSPIRED BY LEGENDS. WORN BY YOU.

18 **FINK'S & CO.** 97

FINELY *Crafted* GOODS

COORS BEER \$1.74 SIX PACK

TO-DAY'S PRICE 2.50 PER LB.

AGED 300 PARM \$3.99

TO-DAY'S PRICE 3.99

TO-DAY'S PRICE 3.99

FRESH MOZZ 5.00 EA

BACON \$1.99 PER LB.

TO-DAY 75¢

DR PEPPER 75¢ TWO LTR.

TODAY 1/2 OFF

PARMANS 76¢ PER LB.

ONLY TO-DAY 99¢

ONLY TO-DAY 99¢

OLIVE OIL \$3.50

BLACK OLIVES 2.45 PER LB.

COORS BEER \$1.74 SIX PACK

London Brighton & South Coast Railway

TO **LONDON ROAD**

EGGS WITH CARE

URGENT

TO PAY

London & North Eastern Railway

LIVE STOCK **EGGS** WITH CARE

DELIVERY NOT INCLUDED

DON'T CRUSH.

FRAGILE

ENTER AT GATE **C**

GENERAL ADMISSION GRAND-STAND UNRESERVED

Number 6155 Price \$3.00 Tax .30 Total \$3.30

YANKEE 1927 STADIUM
WORLD'S CHAMPIONSHIP GAMES
American League vs National League

RAIN CHECK GAME

RETAIN THIS COUPON
READ the notice printed on reverse side of attached coupon.

Jacob Ruppert President

M. B. Brown Ptg. & Bdg. Co. N. Y.

Important Game
Read notice and warning on reverse side of this ticket.

DO NOT DETACH this coupon from **RAIN CHECK**
SEE NOTICE ON REVERSE SIDE

Jacob Ruppert President

GRAYSON HOME

GRAYSON HOME
QUALITY GOODS FOR EVERYDAY LIVING

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