





What is Spin?



SPIN Brand Promise:

To provide unique, stylish stemware, cookware and dinnerware handcrafted by local artists that can be easily integrated into any art lover's kitchen.

Brand Values:

Supporting Local Vendors, Uniqueness, Quality, Craft, Sophistication, Class, Supporting the Arts, Versatility

Brand Essence (in adjective form):

Bright, fun, sophisticated, unique, quirky, stylish/chic, fun, artistic, intriguing, natural/nature-inspired, charming






Spin's Products

Spin's stemware, dinnerware and cookware are as unique and sophisticated as the people who shop there. All of Spin's products are handcrafted and one of a kind. Spin provides a well-rounded products and lines of products. Rounded and vertical shapes will reinforce the brand essence through this image.

Spin's design is simple, and the brand's presence is subtle. Branding will be downplayed to convey elegance and sophistication, and to let the beauty of the works shine through. The brand logo and symbols will be in black and white with subtle use of Spin's accent colors.



Text for Spin products will be minimal. The language will be intelligent and cultured, positive and bright. Spin shoppers are passionate about art and their own individual tastes, which is why it is so important that Spin connects them with quality products that will meet their needs in unique ways. All textual elements will appear in Spin's font, creating unity across all marketing and packaging elements.

Packaging will be simple and versatile with subtle branding elements. This includes hanging tags, stickers and tissue paper.

Photos will be full-color shots featuring the unique, bright pieces, especially those in Spin's accent colors.

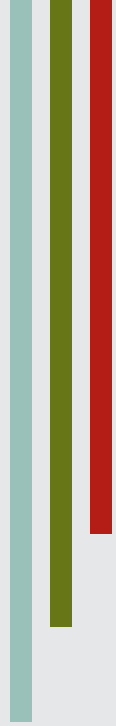
Additional **specialized packaging**, such as stemware carrying cases, will be provided to customers who purchase an entire set/collection.





The Spin Relationship





Spin acts as a liaison between artists and art seekers, building its brand on connecting the right people with the right products and services. Spin will keep shoppers informed and interested by immersing them in the Spin experience.

Spin will produce a mini-catalog (in print or digital format) in the style of a mini-zine with upcoming collections, artist profiles, information about the craft, dinner party ideas, special Spin events and upcoming dining trends. Content will come directly from Spin and Spin's artists, reinforcing the Spin's emphasis on relationships and staying connected in the local art community.



SPIN ARTISAN GALLERY

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Call 515.278.3888 or visit
SPINGallery.com to learn more.