

CONTAINER | STORE

brand guidelines



TABLE OF CONTENTS

where we are

Brand Context	04
Competitor Audit	05

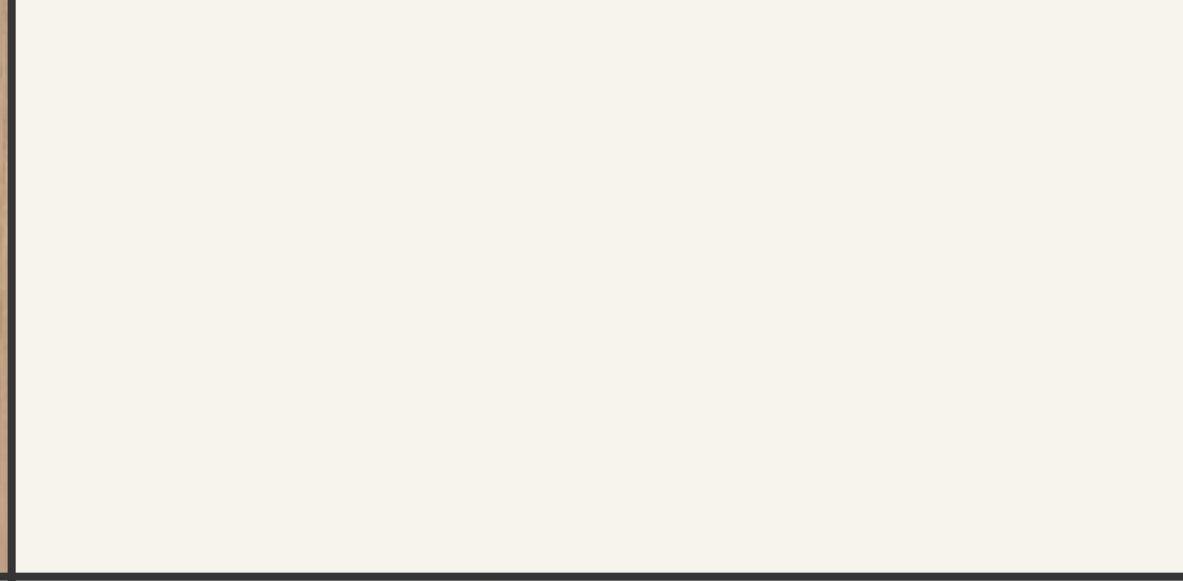
where we're going

Design Objective	07
Brand Attributes	08
Creative Exploration	09–19
<i>Logo, color, type, photography, grids</i>	

how it'll look

Retail	21–22
Digital	23–24
Print + OOH	25–26
Corporate Identity	27

where we are



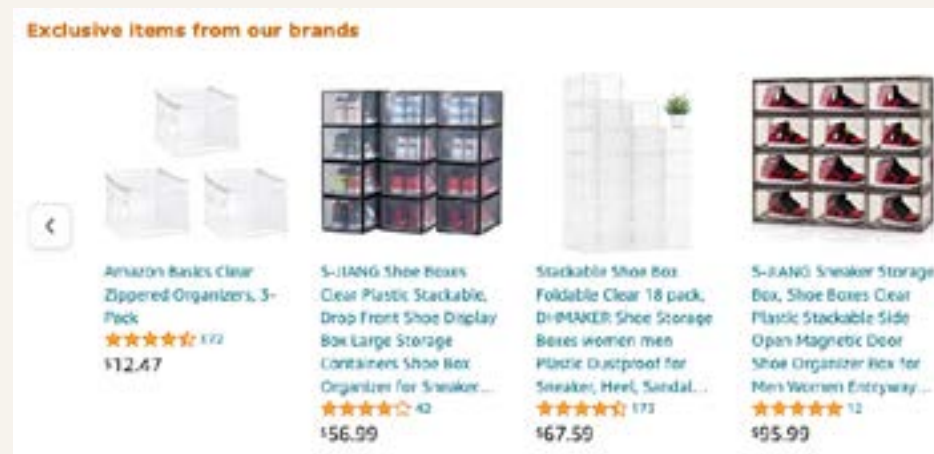
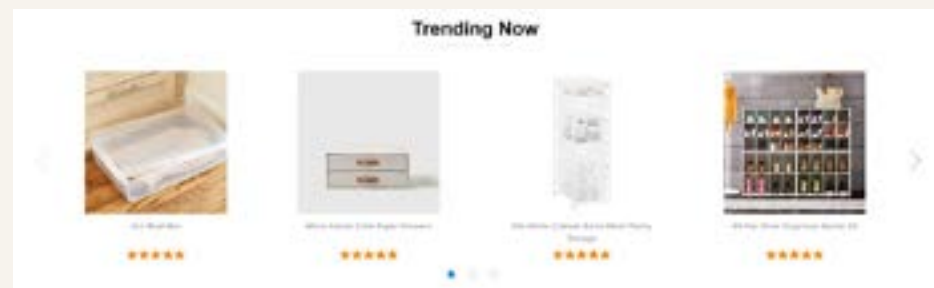
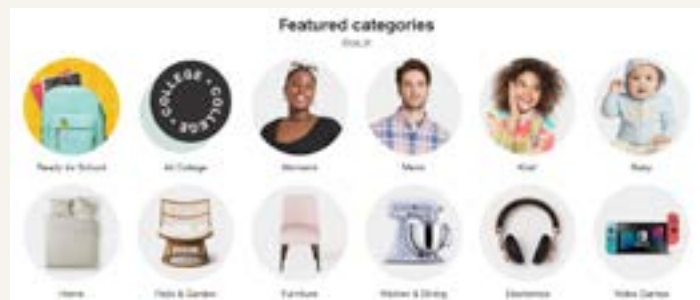
When The Container Store opened its first shop in 1978 in Dallas, Texas, it did so simply, offering a handful of products in a 1,600-square-foot storefront.

Since then, the brand has become a Fortune 100 company that created an entire industry around the concept of storage and organization. When you need to get your drawers, closets, fridge, pantry, *whatever*, together, you go to The Container Store.

The brand is on the precipice of a new era, thanks to partnerships with fellow industry innovators such as Marie Kondo and The Home Edit. It's necessary to build on this capital by establishing a more intentional aesthetic.

WHERE WE ARE // COMPETITOR AUDIT

Currently, the brand lacks any distinguishable design elements and often emulates the competition. Not even the primary brand color stands out in the great blue sea of same.



where we're going



Having it all together is the dream. Having it mostly together is a welcome reality. This rebrand is about balancing the aspirational with the actual. It's for the person who wants to organize their wine collection, but might spill merlot on their new rug. It's picture-perfect meets perfectly frank.

Through a thoughtful combination of visuals and voice, The Container Store will have a design personality where there previously wasn't one. It will (re)distinguish itself as a singular brand as opposed to a second-rate version of the competition.

Everything is refreshed, from the logo to the store layouts, the colors to the IG captions. It's a more curated brand that'll motivate folks to approach their day-to-day with excitement, with intention, with *us*.

WE ARE

WE ARE NOT

warm



sentimental

aspirational



luxury

curated



one-size-fits-all

relatable

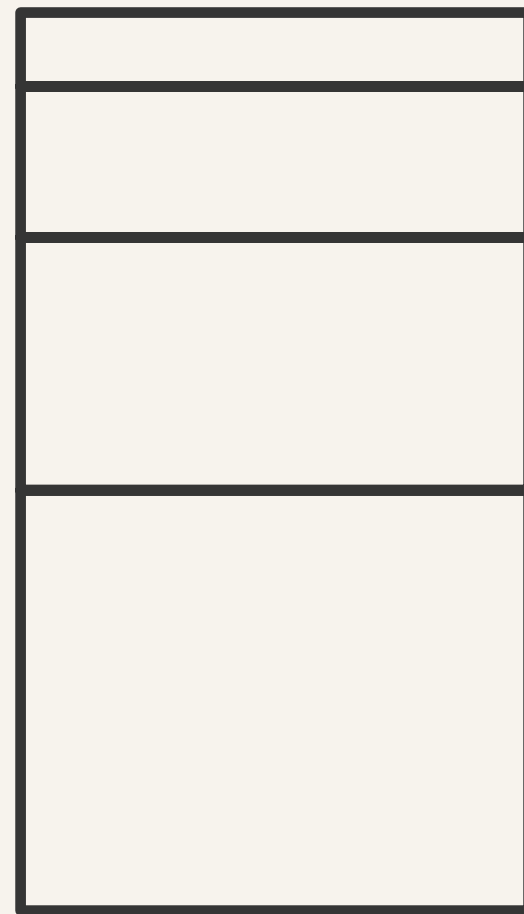
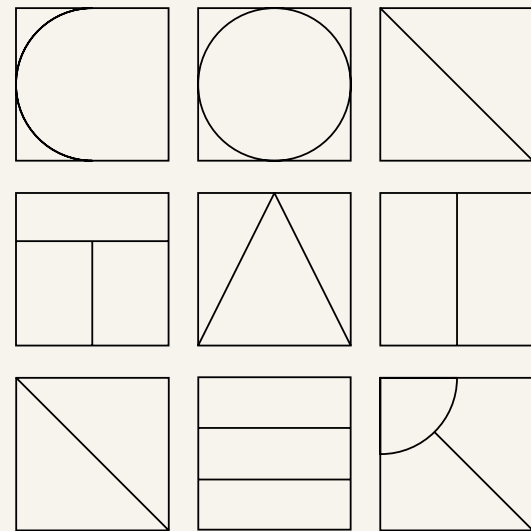


regular

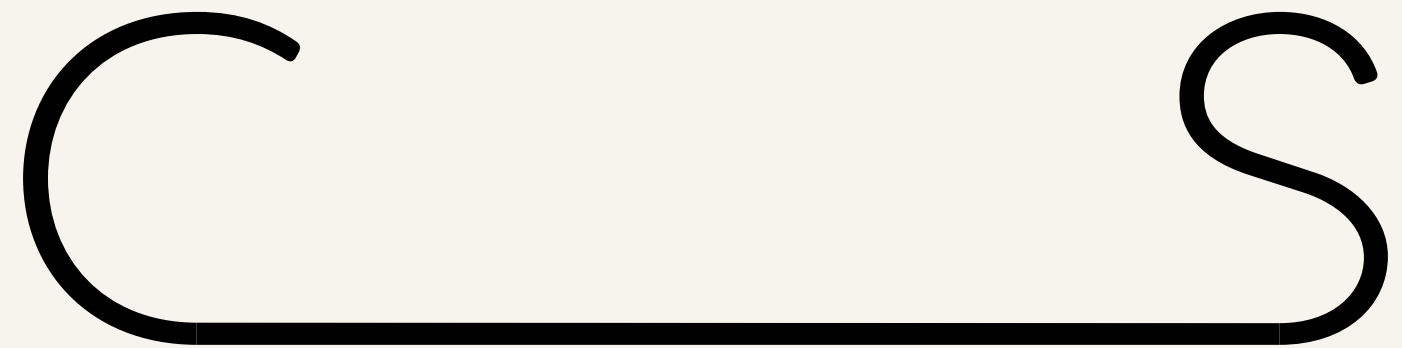
helpful



doting



CONTAINER STORE



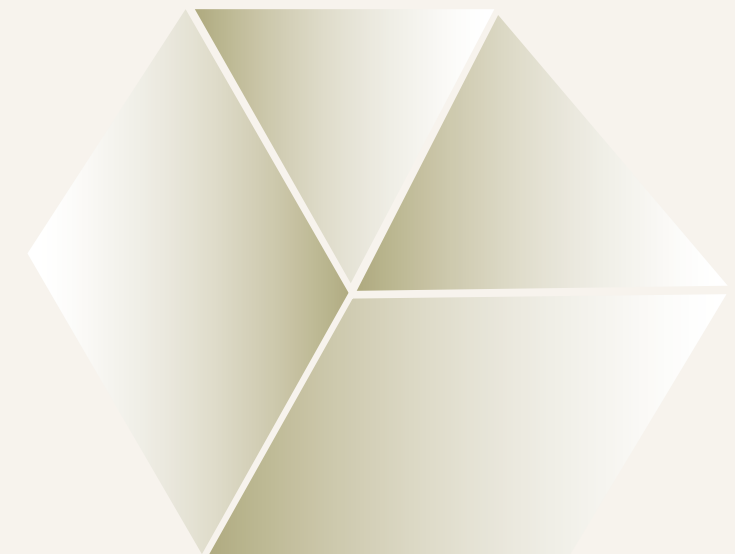
The

Container

Store



C O N T A I N E R
E H L S T O R E



CONTAINER
STORE

Container Store

LOGO OBJECTIVE

With The Container Store, organization becomes an art form that helps you move through your space—and your life—with style and ease.

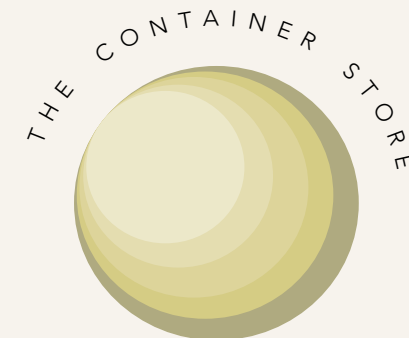
CONCEPT 1: EFFICIENT

By removing any excess or distraction (including the “The”), we help people streamline their lives.



CONCEPT 2: REFINED

There's an art to organization, and we'll make your home a masterpiece.



CONCEPT 3: SPACIOUS

We create space in people's lives, allowing them to be nimble and breathe easy.

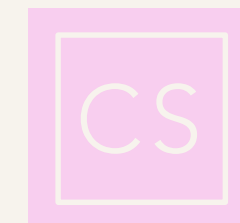


The updated logo exudes clean, modern efficiency. It's simple yet sophisticated, aspirational yet approachable.

And yes, the “The” is gone. Streamlining the name supports the overall design goals *and* refreshes the brand in the public eye.



icon



primary logo

The logo also allows for modularity across placements, which underscores our ability to give customers organizational solutions suited to their unique spaces and lifestyles.



Our logo should always be given plenty of room to breathe. At minimum, allow for clearance on all sides equal to the x-height of “C”. Additionally, do not reproduce the primary logo in any colors other than our brand black or off-white (see pages 15–16 for more details).



As previously mentioned, the current blue is too similar to many of our competitors. The areas of opportunity, along with their associated traits, are:

Pink: Love, romance, softness

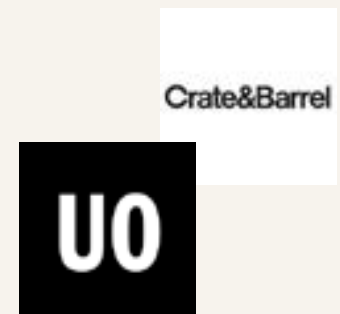
Yellow: Cheerful, optimistic, warm

Green: Calm, growing, healthy

Purple: Rational, creative, wise

Grey: Balanced, relaxed, restful

Brown: Strong, reliable, solid

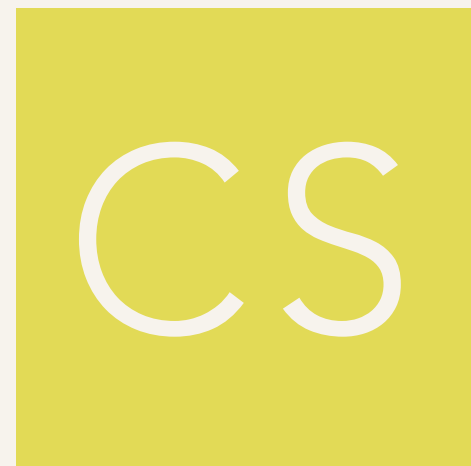


Our primary brand color is a bold yellow-green that invokes cheerful optimism and inspires change. More importantly, it's an extremely ownable hue in an industry dominated by reds, oranges, and blues.

The secondary palette includes teal, which will represent Design Center, and chestnut, which will represent Closet Systems.



While our primary logo should always be in brand black or off-white, our icon may be reproduced in yellow-green. The primary use cases for the yellow-green icon will be social media and the mobile app.



Our typeface, Granville, is a sans-serif that's clean but not generic. It lends the polish of a serif font without any of the stuffiness.

Granville Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Granville Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&()*

Granville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

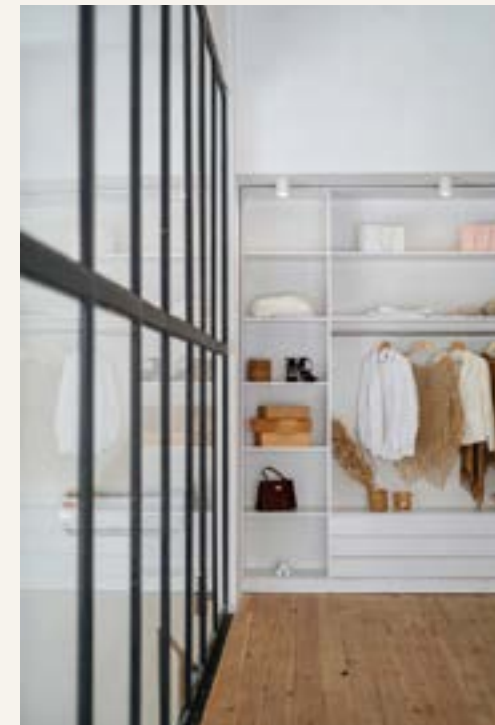
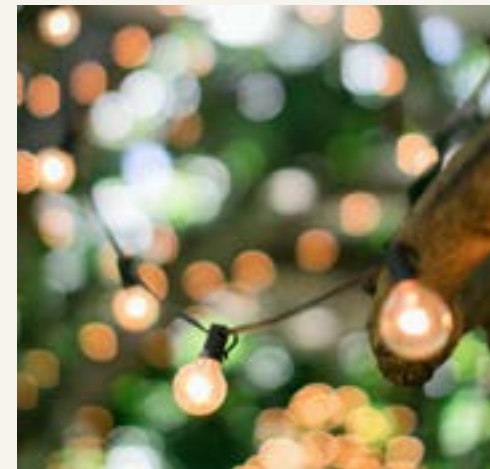
Granville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

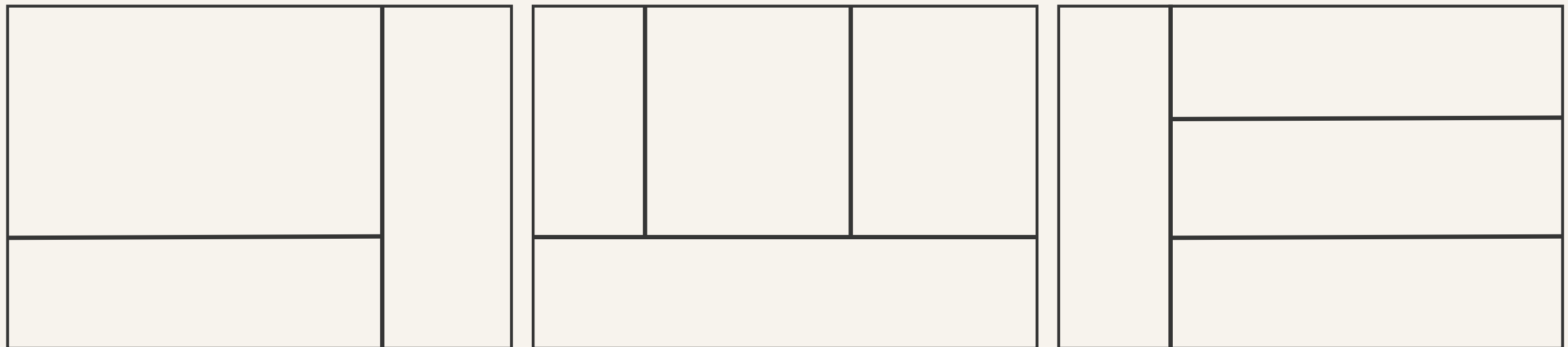
abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Our photography style is warm and lived-in, awash in natural light. When featured, talent will be captured candidly, never overly posed.



We will introduce a grid system as an ownable design element inspired by the primary logo. This is not only in support of the design objective, but also representative of our product offering and overall value proposition.



how it'll look

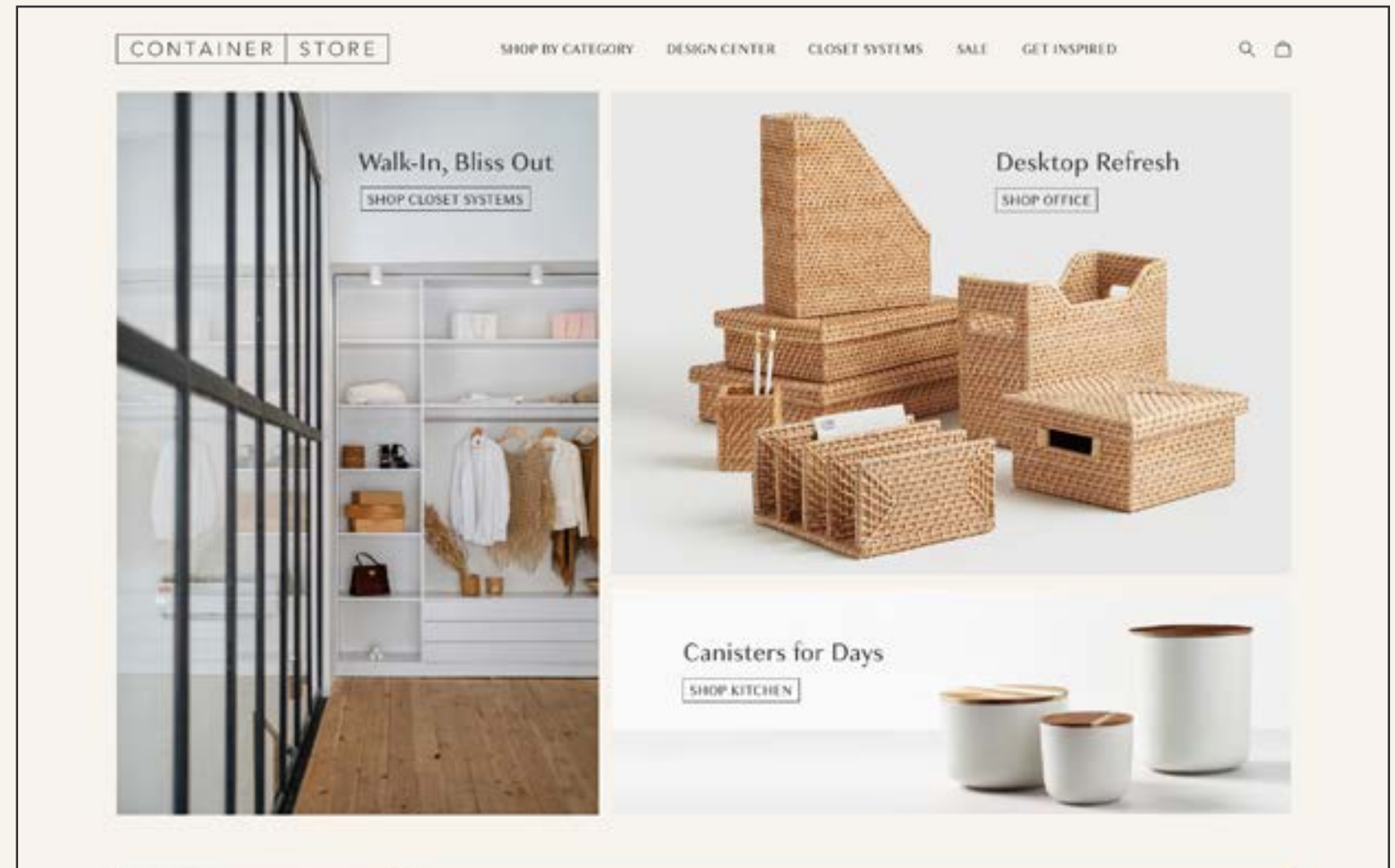
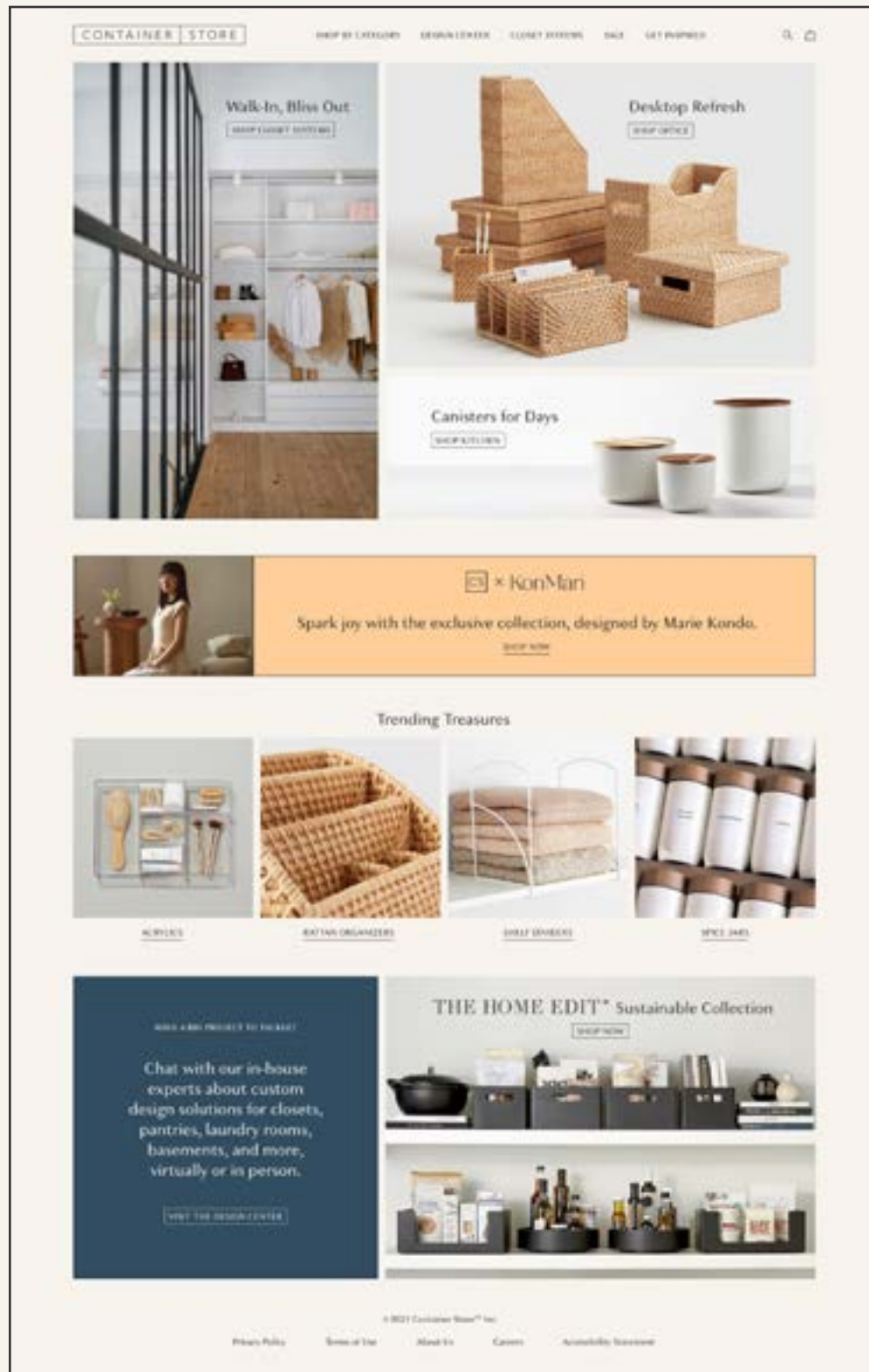


HOW IT'LL LOOK // RETAIL

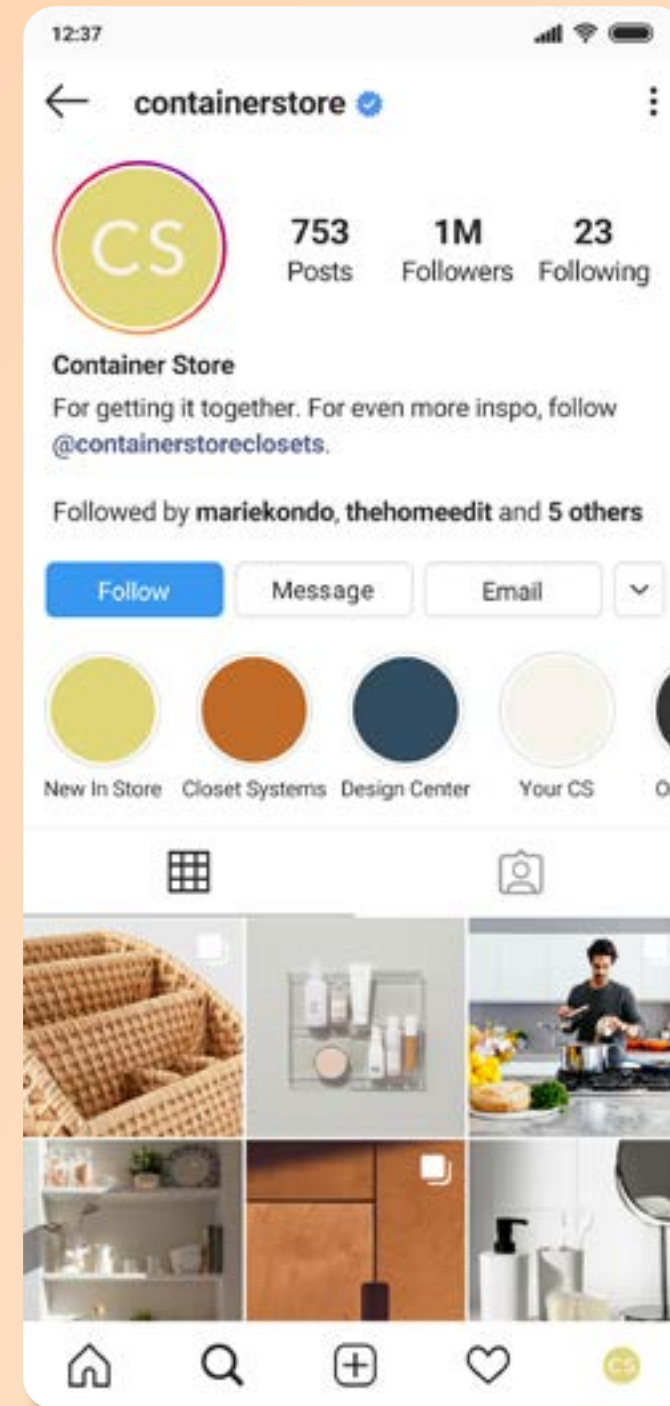




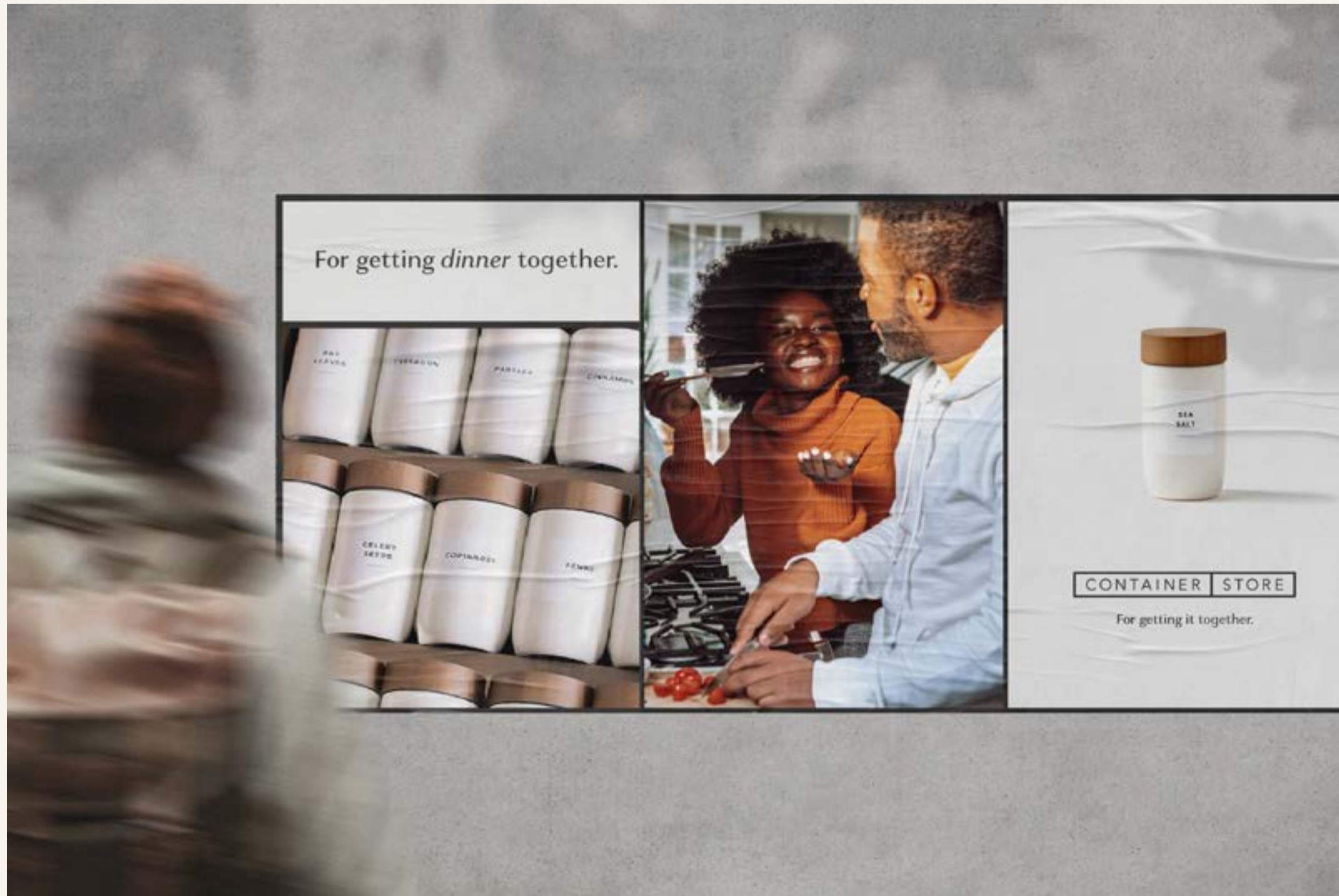
HOW IT'LL LOOK // DIGITAL



HOW IT'LL LOOK // DIGITAL



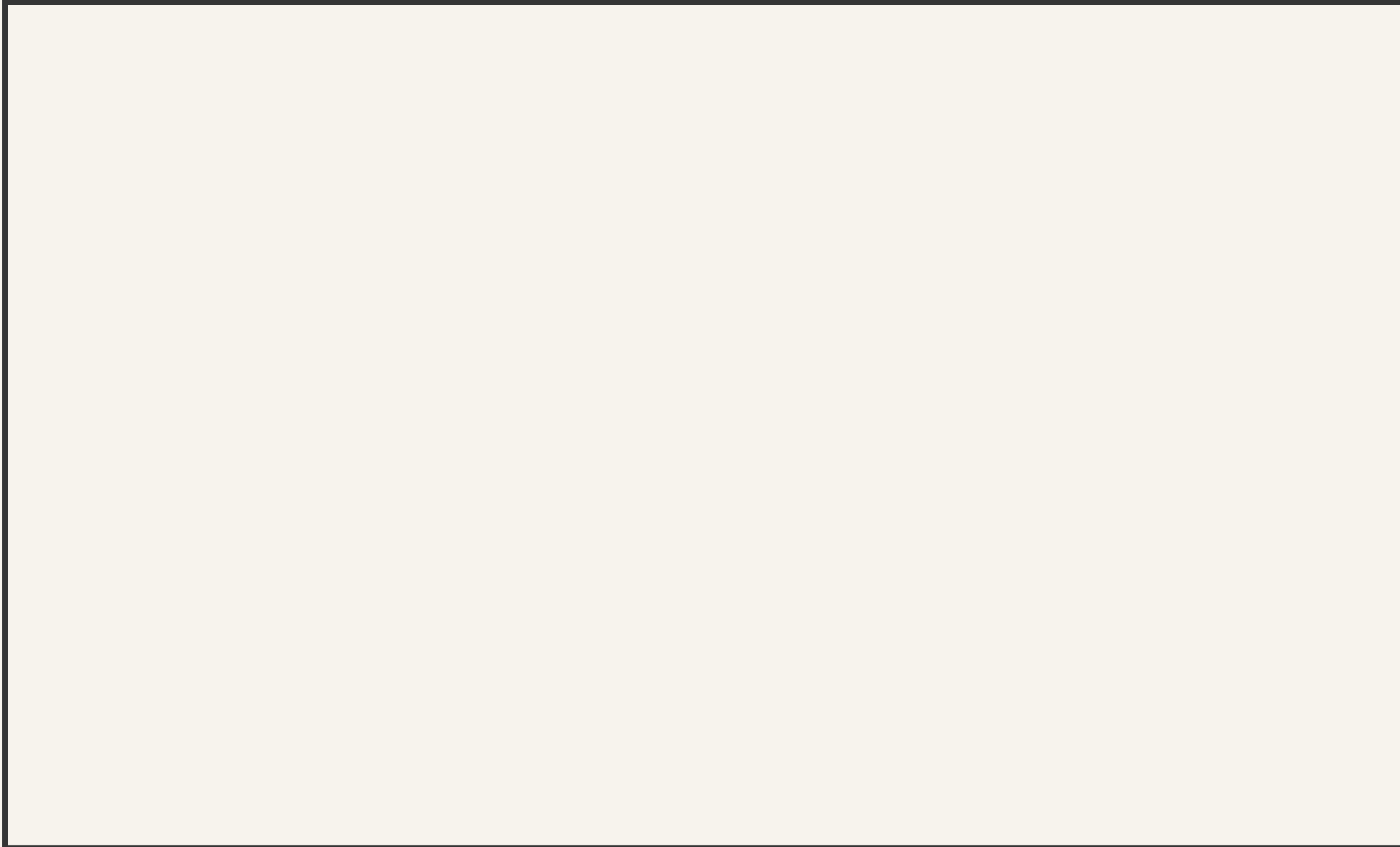
HOW IT'LL LOOK // PRINT + OOH





HOW IT'LL LOOK // CORPORATE





thank you!