

# BRAND POSITIONING

PORTFOLIO



SIMON DAVID HARRINGTON



**the commons**

## BRIEF

Create a brand repositioning for The Commons bar and restaurant that captures its renewed focus on conscious food and reflects its refreshed interior design, built to bring people together.

To deliver:

- Brand story
- Brand pillars
- Visual direction
- High-level tone of voice

## CHALLENGES

With the brief came a series of challenges:

- A clear vision had never been created for the F&B brand
- Needed to apply to 12 European locations
- Short timeline and broad scope
- Elements of the existing brand needed to be preserved
- Stakeholders needed best-practice communication guidance

## OUTCOME

With a solid brand positioning in place, The Commons was able to revisit its menus and strengthen its customer experience. Outcomes included:

- Working with even more local suppliers
- Reinforcing brand messaging with a simple, conscious menu
- Designing future locations around the concept of 'connection'

**BRAND STORY**



# Brand Story



We've never been more connected, yet disconnected. We spend hours tapping on smartphones, trading finger swipes for empty likes, to the loss of meaningful interactions. And that's exactly why we created The Commons.

It's more than a restaurant and bar. It's a space for genuine human connection, where the open-minded from all walks of life come to create memorable moments; to meet and socialise over great food, quality drinks and incredible design.

That's why we keep things simple, unfussy and unrestrained. We provide the laidback setting, and you create the lifelong stories – as if sitting at your family kitchen table.

Whether it's friends catching up, parents sharing anecdotes or new neighbours getting acquainted, we're open to everyone and always serve you with a smile – forever relaxed, never formal.

We put ourselves at the heart of the neighbourhood, and keep the local community in our heart, working with incredible regional suppliers whenever we can, creating unfussy comfort food with a conscience and crafting quality, seasonal dishes with love.

Oh, and the bar? This is the beating heart of The Commons; where classic cocktails are crafted and impromptu parties kick-started. Will the evening end with a casual craft beer or an inspiring open mic night? Your guess is as good as ours.

# Food, drinks & things in common

# Brand Pillars



**Connection.**  
**Simplicity.**  
**Conscience.**



# Food & Drinks

Comfort food with a conscience

We keep all of our dishes simple & unfussy and believe that quality comfort food connects people.

Our menu is seasonal & fresh, and we create everything with love – working to source ingredients from the most conscious suppliers as part of our ongoing sustainability journey.





# Our Space

A space for genuine human connection

We're not only bold in our beliefs, but also in our design. That's why we show plenty of personality with a hint of the unexpected.

We care about connection & community, creating spaces that bring people together and make use of responsibly-sourced materials wherever possible.





# Our Identity

Encouraging meaningful interactions

Our identity is simple, bold & graphic.

All materials are approached with connection in mind, and each visual element speaks to one another to tell an impactful story on a human level.





# Our People

Forever relaxed, never formal

Just like the vibe in The Commons, our service is warm, relaxed & informal.

We're a friendly face and an open ear, ready to make you feel welcome and always excited to share our recommendations.







genuine human connection



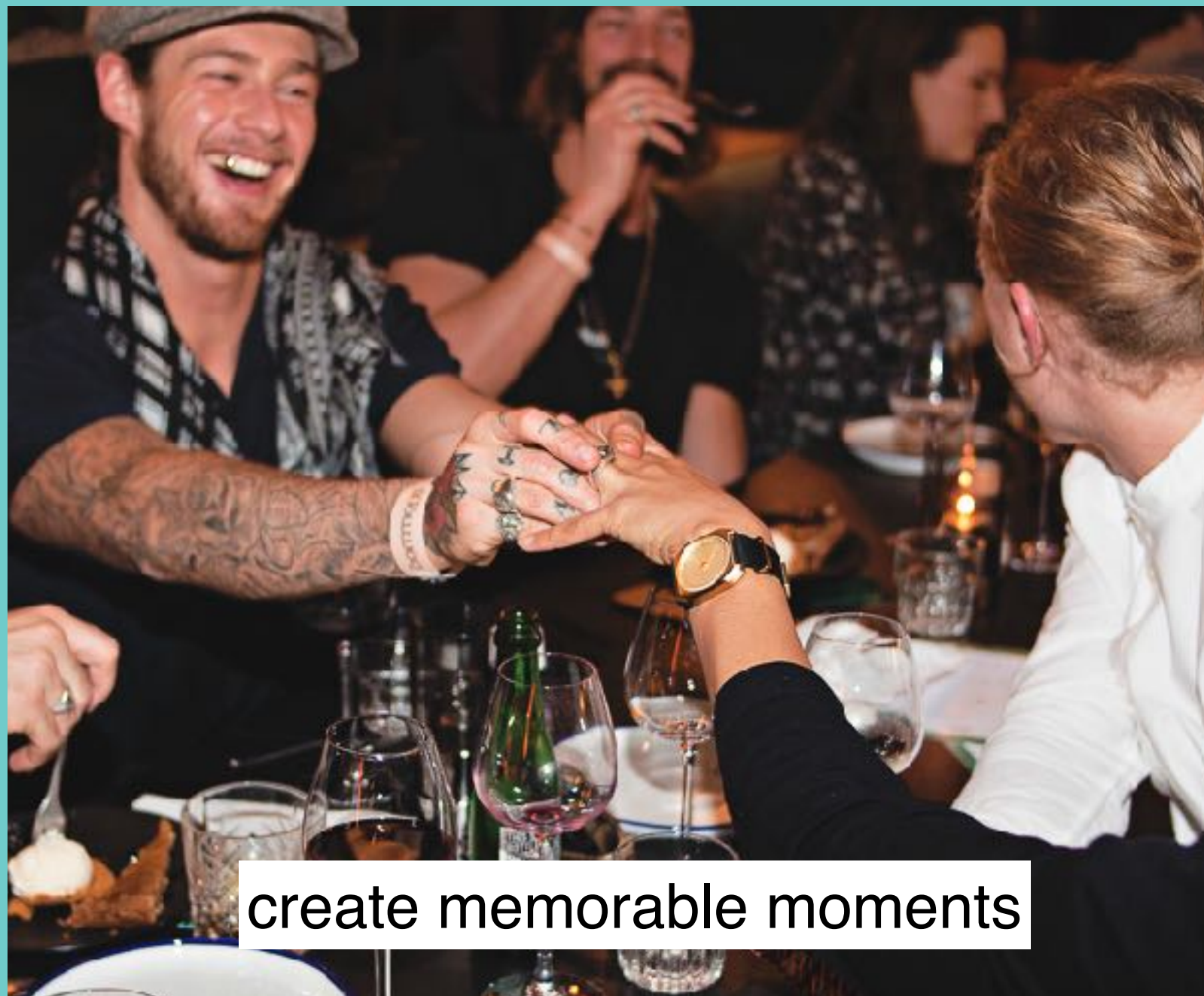
simple, unfussy and unrestrained



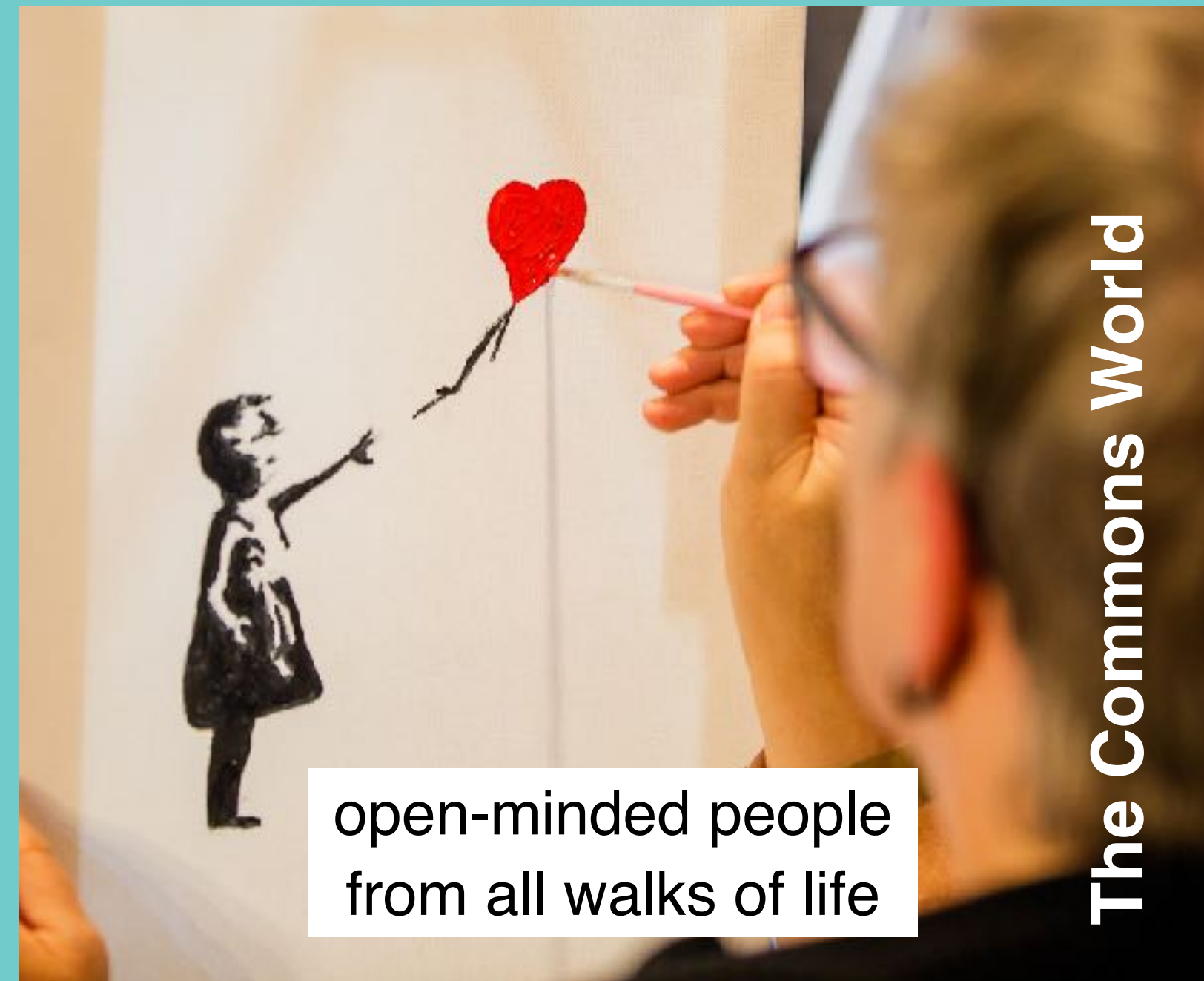
forever relaxed, never formal



comfort food with a conscience



create memorable moments



open-minded people  
from all walks of life



**#incommon**

**IDENTITY**

# The Commons Brand Identity



## Visual Identity



**Logo, colour,  
graphics, interiors**

## Tone of Voice



**The way we talk to/  
with our community**

## Photos & Videos



**Style of visual  
storytelling**

**Brand Structure**

# Storytelling



**In-line with our brand pillars, we tell stories that resonate.**

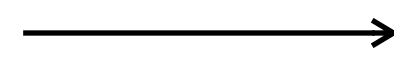
**Stories about us, our experiences and the things we truly believe in.**

# Our Stories



**THE  
STUDENT  
HOTEL**

Find your purpose  
and change the world



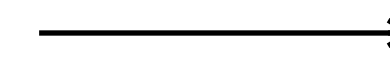
(stay curious)

**Connection**

**Simplicity**

**Conscience**

Encourage  
meaningful  
interactions



**The  
Commons  
Stories**

**Our Stories**



# Stories about connection

## Digital Downtime

Have meaningful interactions,  
without distractions

## 'Family' Dinner

Make new friends over dinner  
with strangers, inc. a special menu

## Charitable Coffee

Donate a coffee to someone local  
who can't quite afford it



# Stories about simplicity

## Supplier Supper

Have a group dinner with the local suppliers behind our menu

## Come As You Are

Stress-free dining where you can be who you are

## The Commons App

Book a table, invite friends, get updates through our app





# Stories about conscience



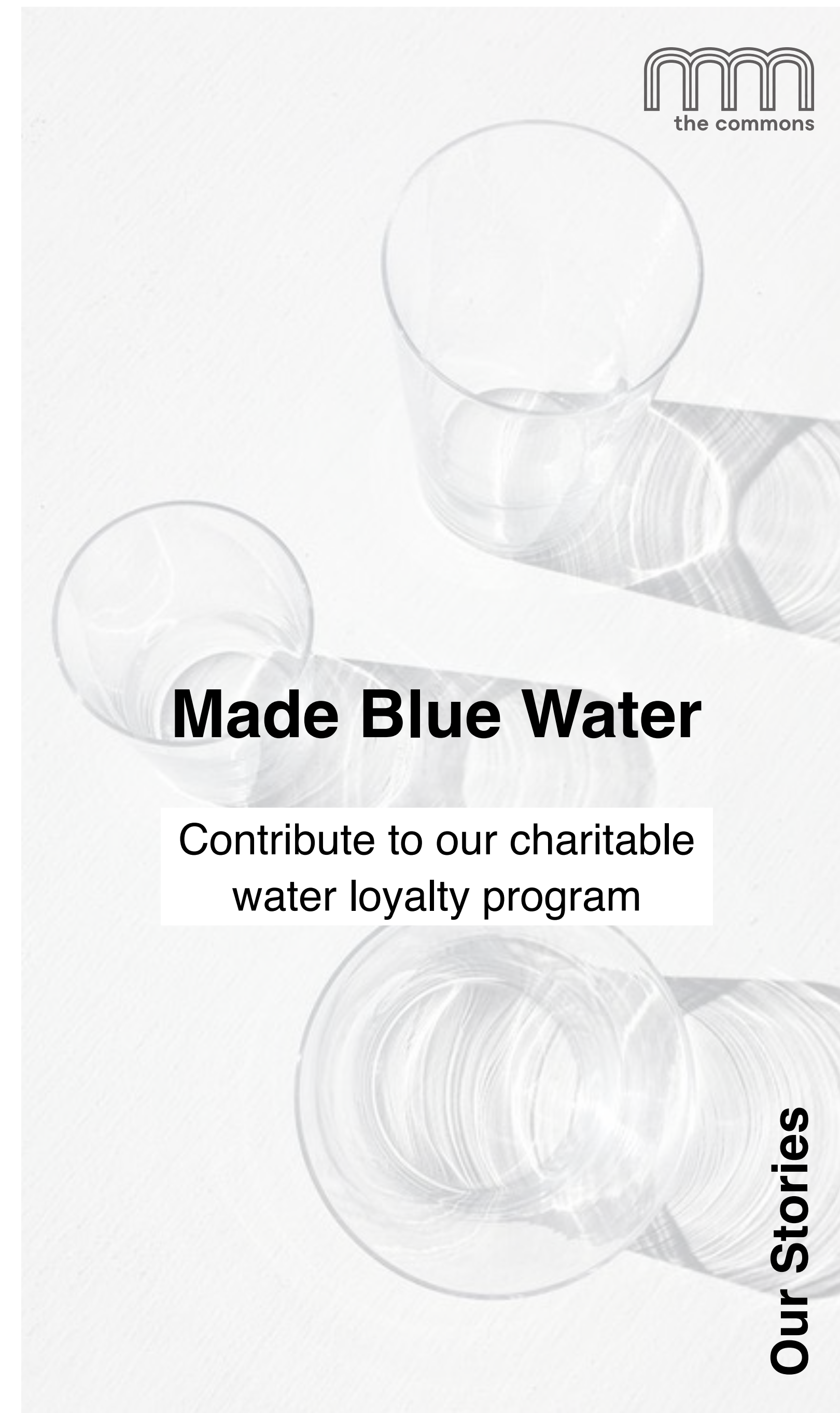
## Ditch The Sticks

No more honey and sugar sticks -  
less waste, better taste



## Meatless Mondays

Every Monday we serve up a  
meat- (and guilt-) free menu



## Made Blue Water

Contribute to our charitable  
water loyalty program

**Our Stories**

# Visual Identity





Big bold graphics...



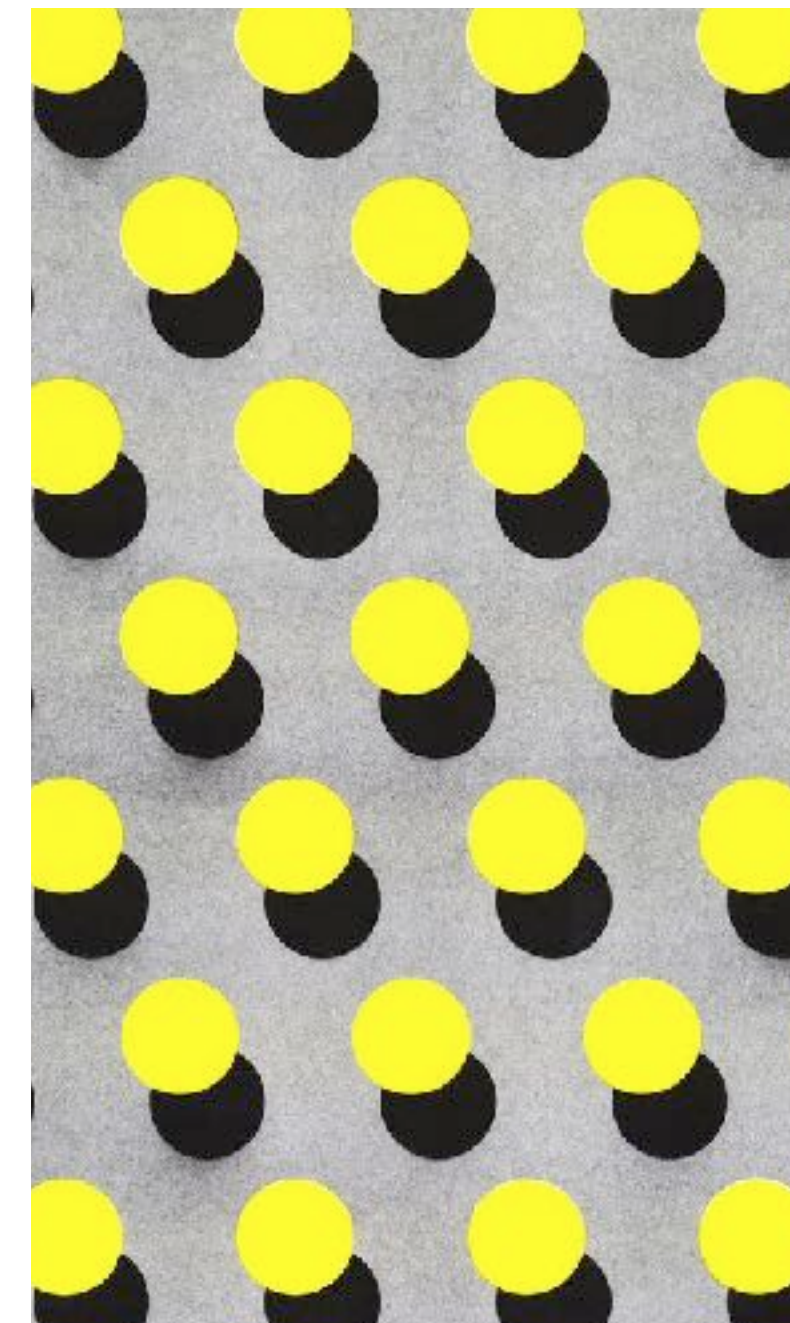
...with a story...



...made personal



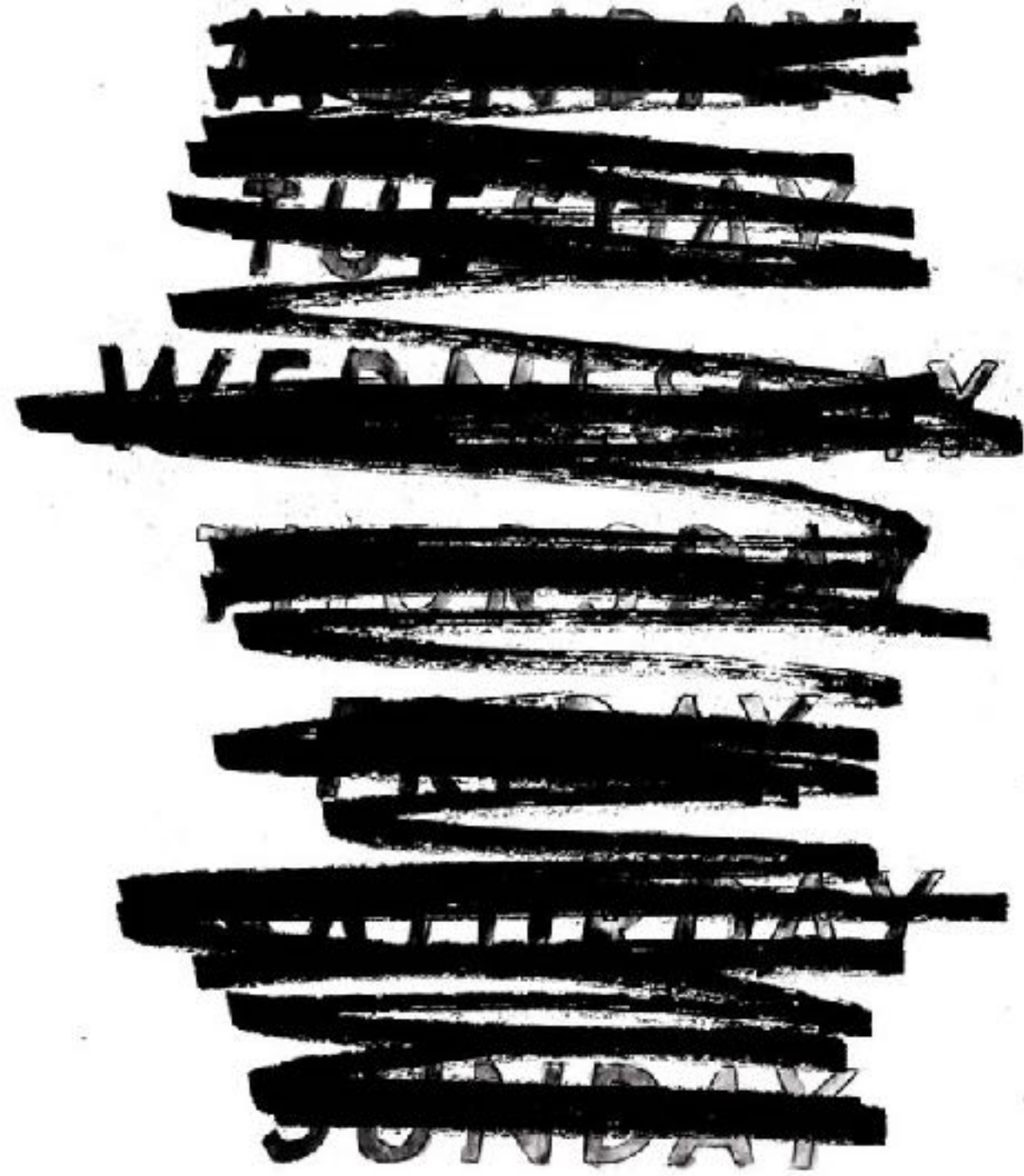
**Big, bold graphics...**



**Visual Identity**



...with a story...



**EVERYDAY**

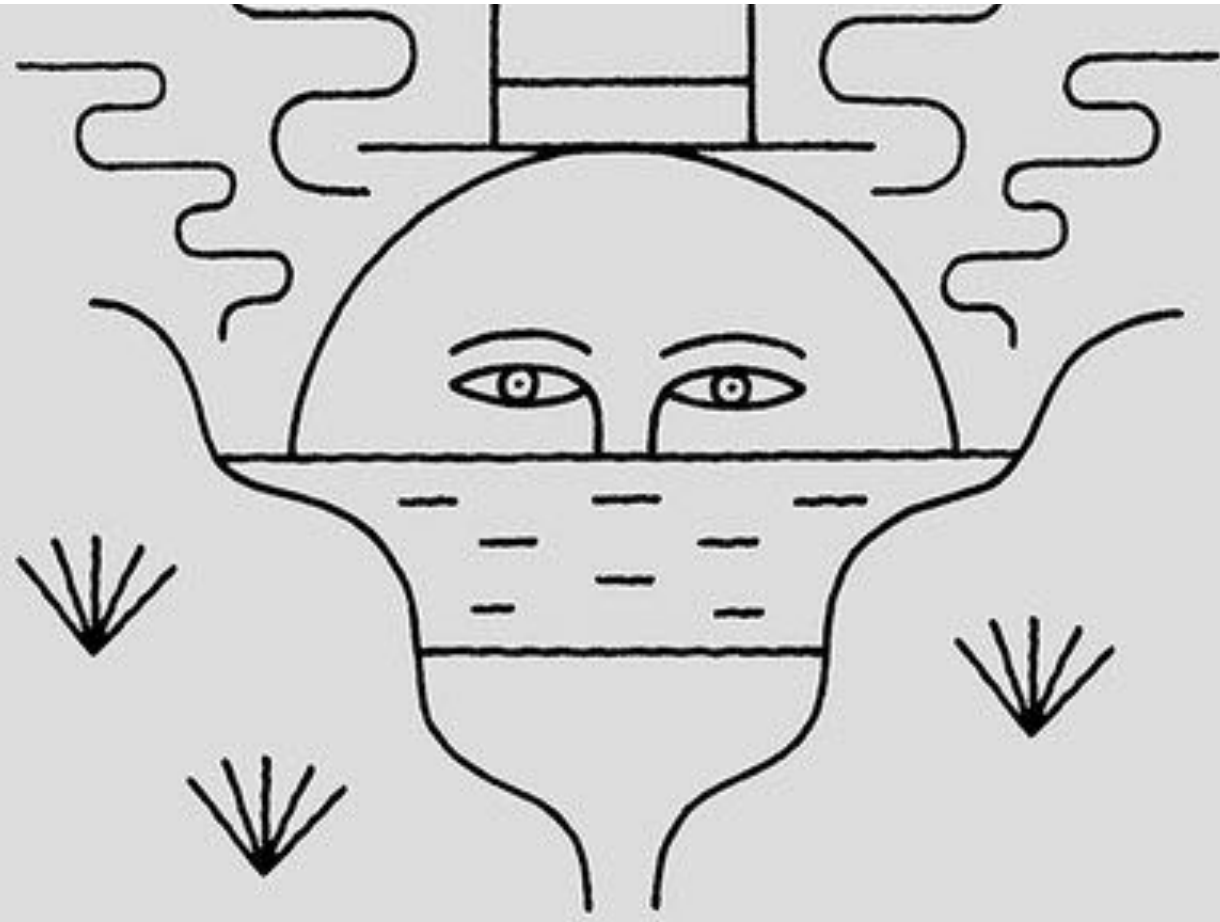
by GUSTAV JOHANSSON Producer ERIK TORELL Director of photography NILAS JOHANSSON, FSF Music OSKAR LINNROS With AMIE HENRIKSSON, DANIEL NILSSON M DE GARCIA & ALEXIS AUFFRAY Assistant director NICLAS LARSSON Editor GUSTAV JOHANSSON Colorist MIKE COSOLA, CINEPOST STUDIOS Graphic design ALBIN HOLMQUIST Assistant JOSEPHINE ONE Styling SOPHIA RINGERTZ, ART OFFICIAL AGENCY Animations SAGA MARIAM SANDBERG Sound CARL WACHTMEISTER Production company CAMP 07



Visual Identity



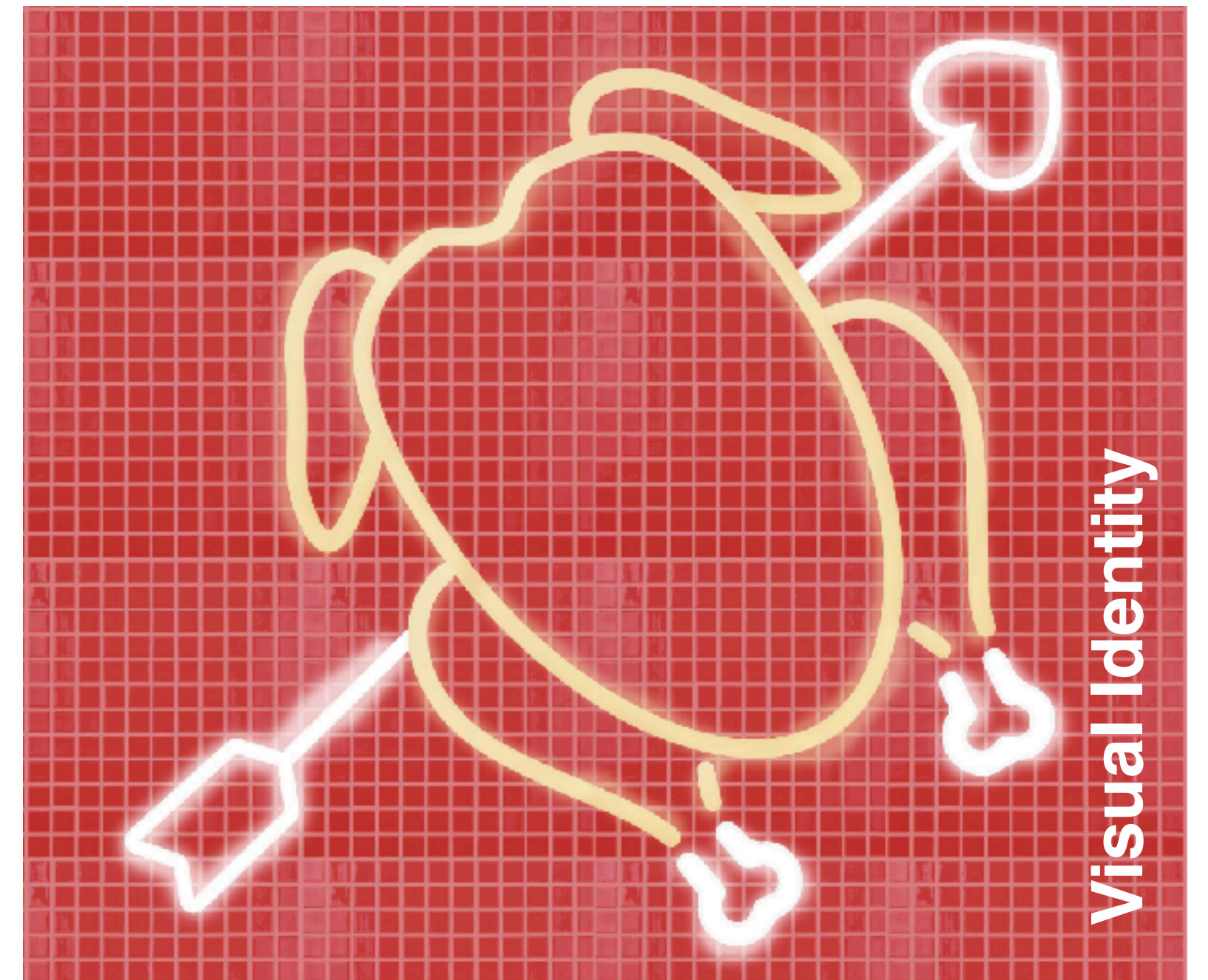
...made personal.



Komplizenschaft entsteht, wenn sich die Frage »is there such a thing as a consumer object, a fetish object, an art object, or is it our relation to it that concerns us?« [...] wie folgt beantworten lässt. It is our relation to it that concerns us. Es sind wir, jedoch nicht die KünstlerInnen, [...] wir werden von InterpretInnen und entscheiden über den Stellenwert des von Ats Maeda und Partner Geschaffenen, wir produzieren die affirmative oder manchmal auch kritisch Anrede seiner Objekte, Räume und Lebensweisen mit.

Give Love Becc, Ats Maeda und Partner  
Eine Ausstellung zur Frage, was angewandte Kunst heute sein kann. 13. September 2014 – 11. Januar 2015

museum angewandte kunst



Visual Identity



# Continue this direction



Discover your new favourite drink.  
€5 cocktails daily from 5PM till 7PM

5

co  
ho

**negroni**  
is ~~italian~~  
for *hello,*  
*gorgeous*

life begins at  
7AM daily

the commons  
drinks & food

1st Iteration Brand Identity

open for  
drinks &  
food and things in common

common  
grounds  
espresso bar

common  
grounds

with  
live  
music

Get 20% off  
our irresistible  
summer menu!

2nd Iteration Brand Identity

Visual Identity

# Continue this direction



3rd Iteration Brand Identity (WIP)



# Tone of voice

# VIENNA'S

**BEST**



# FREUD CHICKEN

The way we speak is relaxed, never formal. We're playful, with a message.

We encourage conversation, we're accessible and we stand behind what we say.



**the commons**