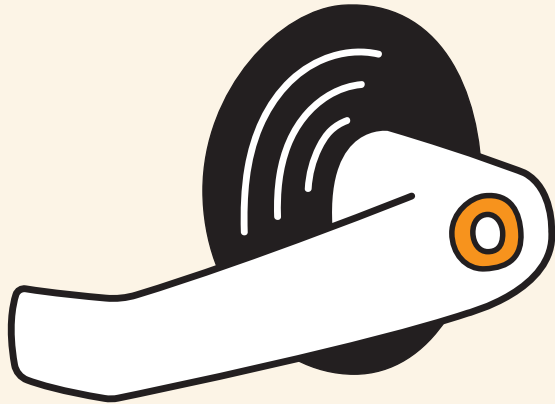




**BUSINESS DESIGN PORTFOLIO**

## Official Logo

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**BACKDOOR**

## Secondary Logos

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Symbol Logo

**BACKDOOR**

Text Logo



## LOGO DESIGNS

The Backdoor logo represents the business's welcoming and good-natured ideals. It can be both friendly and playful while also professional and trustworthy. An inclusion of orange in the name presents the store's color and marketing design. The composition of the logo allows for variation, such as the image-only and the text-only alternatives.



# BACKDOOR

## Business Identity

### ABOUT US

At Backdoor it is our mission to be your trusted friend when it comes to the widest selection of music and most helpful knowledge and service. We hope to provide you with your old favorites while helping you find your new ones.

### LOGO OPTIONS

1. Image Logo



2. Official Logo



3. Text Logo

# BACKDOOR

### TYPE STYLES

#### GADGET

Used for logo type, headers and bold text.

#### Century Gothic

Used for subheaders, captions, and secondary text.

#### Joanna Nova Thin

Used for small text, paragraphs, and information.

### COLOR PALETTE

Beige      R 252 G 241 B 228      C 1% M 4% Y 9% K 0%

Tan      R 242 G 197 B 143      C 4% M 24% Y 47% K 0v%

Orange      R 250 G 167 B 63      C 0% M 40% Y 85% K 0%



## BRAND GUIDELINES

Backdoor's business identity is a document that outlines the company's essential design elements. This includes a business mission statement, a presentation of the logo designs, a summary of the typefaces, and the statistical levels of the brand's color palette. This document focuses on an organized format that is fluent and clear to the viewer.



**SAMMADSON**

CEO / FOUNDER

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402-289-4799

[sam.madson@backdoor.com](mailto:sam.madson@backdoor.com)

6970 N Clifton Avenue  
Omaha, NE 68144

**BACKDOOR**

RECORD STORE

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402-214-7367

[www.backdoor.com](http://www.backdoor.com)

6970 N Clifton Avenue  
Omaha, NE 68144



## BUSINESS CARDS

Backdoor's stationary is all about convenience for the customer. The business cards only include necessary information. It also provides an ample amount of white space for the recipient to mark on. The design aspect is limited to two orange stripes running vertically down the card. This pattern works as a symbol of the business as it is used in a majority of its designs.



6970 N Clifton Avenue  
Omaha, NE 68144

402-214-7367

backdoor.com

January 21, 2020

## YOU'RE A DOORK!

Dear Alissa Neubauer,

We are excited to welcome you into Backdoor's Doork Club, a group for only the most passionate and dedicated music listeners and collectors. The Doork Club was established in 2012, and after 8 successful years the club has grown to more than 200 satisfied members. With your membership you have access to exclusive deals, events, and services. Being apart of the Doork Club grants you a subscription to our Backdoor Drop Off, a service that delivers physical music right to your home every week. You're membership also provides exclusive sales for in store purchases and access to new, limited or rare products. Doork Club members receive other unscheduled bonuses, that may include deals for local concerts or tickets to conventions. Backdoor wants to provide the best service and experience to our fellow music lovers, we hope you enjoy all the amazing benefits of being a member of the Doork Club.

If you choose to cancel your membership, you can do so online at [backdoorrecords.com](http://backdoorrecords.com) or our employees can help at our store location. You will be charged the monthly fee for the month you cancel in, after that payments will end. If you have any questions or concerns about your membership and the details of the club there is information on our website or contact us through our store's phone.

Sincerely,

**Sam Madson**

CEO / Founder

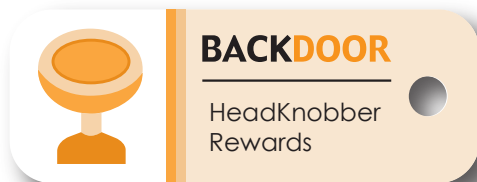


## LETTER HEAD

The second installment of the Backdoor stationary is the business letterhead. All company information is aligned at the top for viewer to easily access. Similar to the business cards, the letterhead focuses on content rather than design, opting for a top and bottom border of orange stripes. This letter is specifically for a subscriber to a company service, The Doork Club. To signify the letter's purpose there is a clever header to begin the document.

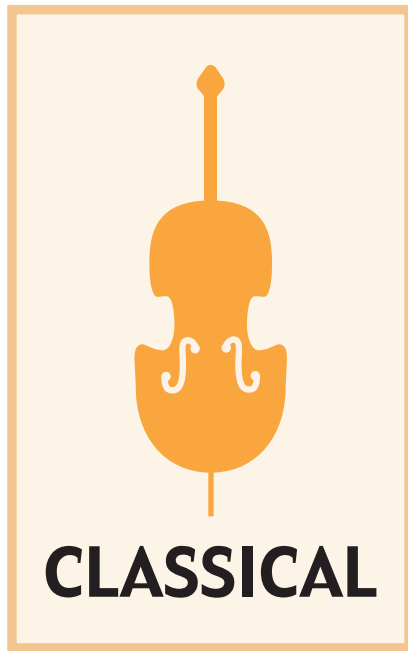
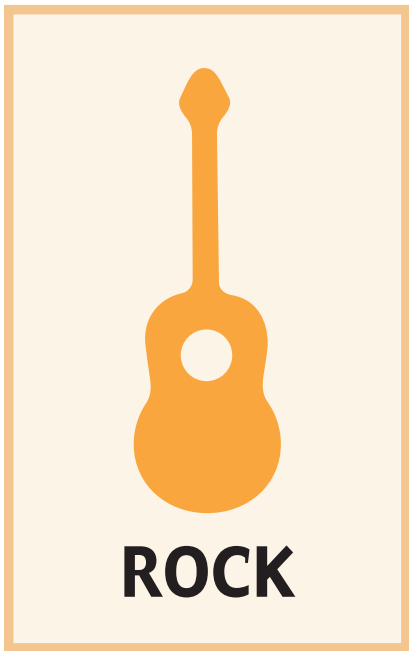
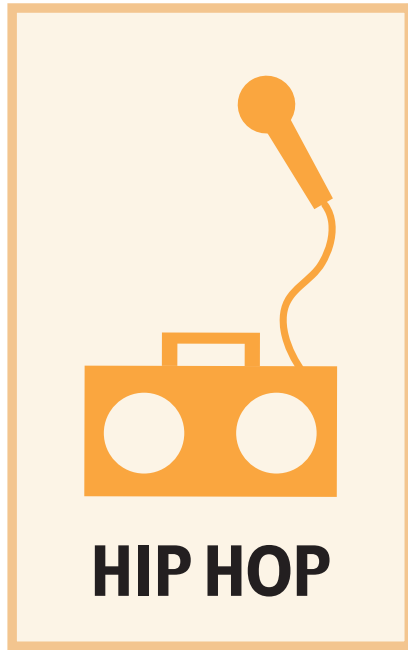
# If Your Head Isn't Nodding You Aren't Listening Right

Sign Up For Backdoor's  
Headknobbers Rewards



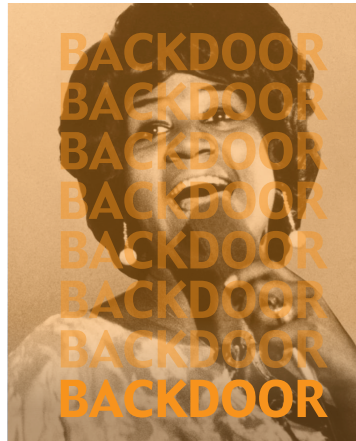
## REWARDS CARD

Backdoor's main mission is to provide the customer with the most convenient experience. The rewards program is a big part of that convenience. The store promotes their rewards program in a energetic and exciting way, introducing characters. The characters are figures with doorknobs as heads, the headknobbers. On advertisements such as the poster presented, they are shown to be dancing and celebrating, which is meant to intrigue the customer into signing up. The rewards cards also come in two sizes, for wallets and for key chains.



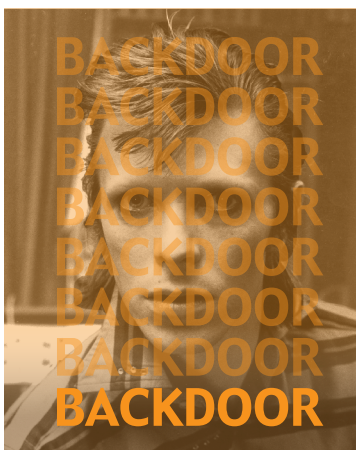
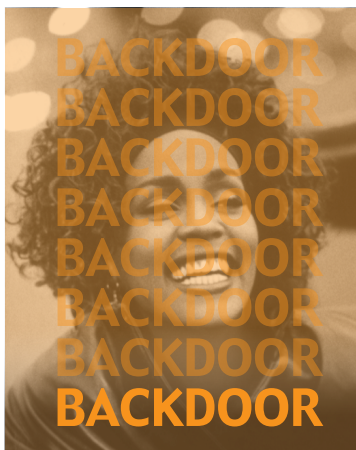
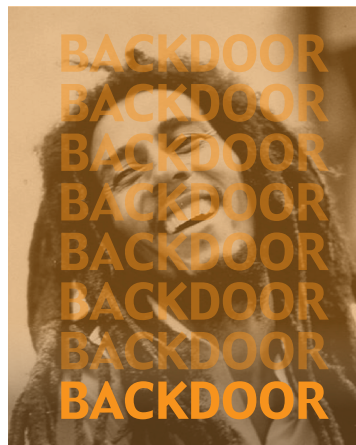
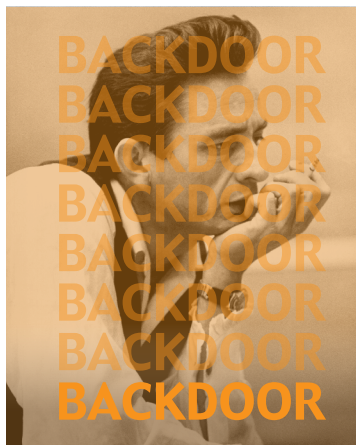
## GENRE SIGNS

The interior of the store includes many design components as well. To organize the products and aisles in the store, there are genre signs to indicate the type of music to be found in the different areas of the building. The signs must be clear and distinct from one another, to limit confusion and traffic from the customers. In order to do so, the genre title is boldly stated underneath a large image of an instrument that is related to the genre. The signs are straightforward.



## STORE DECORATIONS

Along with the genre signs, the interior of the store presents an array of posters. These posters have a dual purpose, to both promote Backdoor and be appealing to the customers. The posters are images of popular musicians, that have been tinted orange and layered over with the Backdoor brand name. The brand name is only slightly noticeable allowing customers to admire the photos without being overwhelmed by the promotional aspect. Another set of posters focuses on a more direct design with a pattern of orange doors on either side of a Backdoor inspired saying.








## FESTIVAL POSTER


Another service and event that Backdoor conducts for their customers is an annual music festival hosted at the store. The festival's promotional posters, must fit the festival's title of "Off the Hinges" while also maintaining the organized and clean aesthetic from its other designs. The solution was an intricate pattern that borders on both overwhelming and organized. At first observation, the poster seems to lack information about the festival. The names of performers are arranged within the pattern acting as a sort of puzzle for the viewer to find who the artists are.

BROCHURE  
BROCHURE  
BROCHURE  
BROCHURE  
BROCHURE



# OFF THE HINGES

JUNE 12th | 6970 N CLIFTON AVENUE OMAHA





## 1 NIGHT 6 PERFORMERS

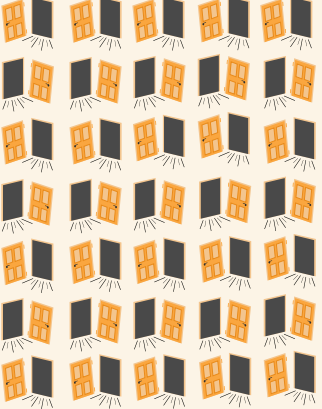
The tenth annual Off The Hinges Music Festival is Backdoor's biggest festival of all time. With six big name music acts there is no reason for you not to come!

Don't worry about unfamiliar venues, we are hosting the show right in our own store. Any ages are welcome. Food and drink is prohibited. Tickets are available for purchase at the Backdoor store location and online at:

[backdoor.com/offthehinges](http://backdoor.com/offthehinges)



**BACKDOOR**  
MUSIC FESTIVAL



## FESTIVAL BROCHURE

The "Off the Hinges" festival poster is accompanied by a more informative brochure. Its front and back covers include the same patterned design as the poster to consistently market the event. The inside flap is where all the event information is outlined. This includes, event details and restrictions and where to purchase tickets. On the back cover there is QR code to scan for online information about the festival, if the viewer doesn't want to keep the brochure.

# BROCHURE BROCHURE BROCHURE BROCHURE BROCHURE

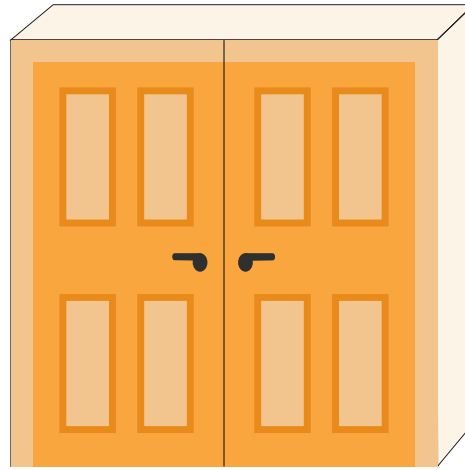
 <p><b>MAL BLUM</b> 6:00 - 7:00 pm</p>	 <p><b>CHRIS CRACK</b> 7:00 - 8:00 pm</p>	 <p><b>SOPHIE</b> 8:00 - 9:00 pm</p>
 <p>9:00-10:00 pm <b>100 GEES</b></p>	 <p>10:00- 11:00 pm <b>CAR SEAT HEADREST</b></p>	 <p>11:00-12:00 am <b>(SANDY) ALEX G</b></p>

## FESTIVAL BROCHURE

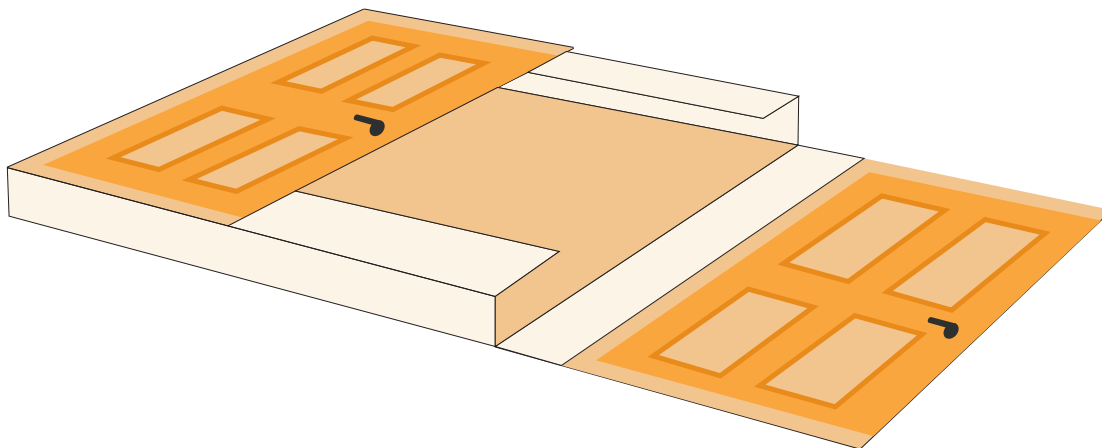
The inside three columns of the brochure are dedicated to the festival's performers. Each musician gets a half page for a photo of them as well as their stage name and when they will be performing. The labels are clearly connected to the pictures with the double orange stripes breaking the top from the bottom row. The layout of the musician's photos mimic the staggered pattern on the cover.



FRONT



BACK



## PACKAGING

Backdoor strives for their customers to be as excited as possible when receiving a package by mail. The packaging box is distinct and labeled clearly with the logo on the front. A printed image of double orange doors fills the back-side. The box can be opened down the middle giving the impression of the doors opening. It is a clever design that customers can find exciting and fun to receive and open.