

BAR & SHIELD
RAISE HELL WEAR IT WELL

— BY HARLEY-DAVIDSON —

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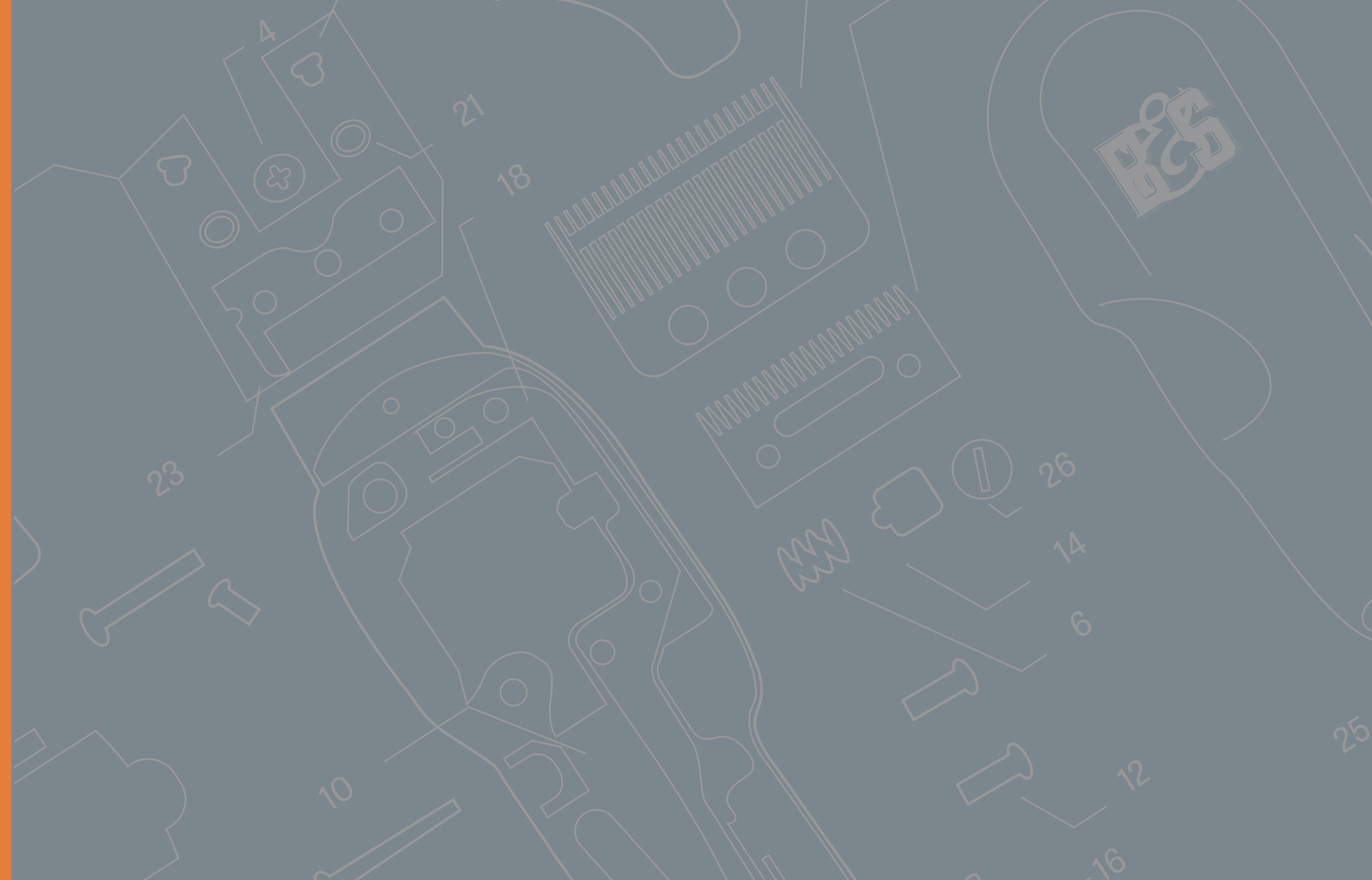
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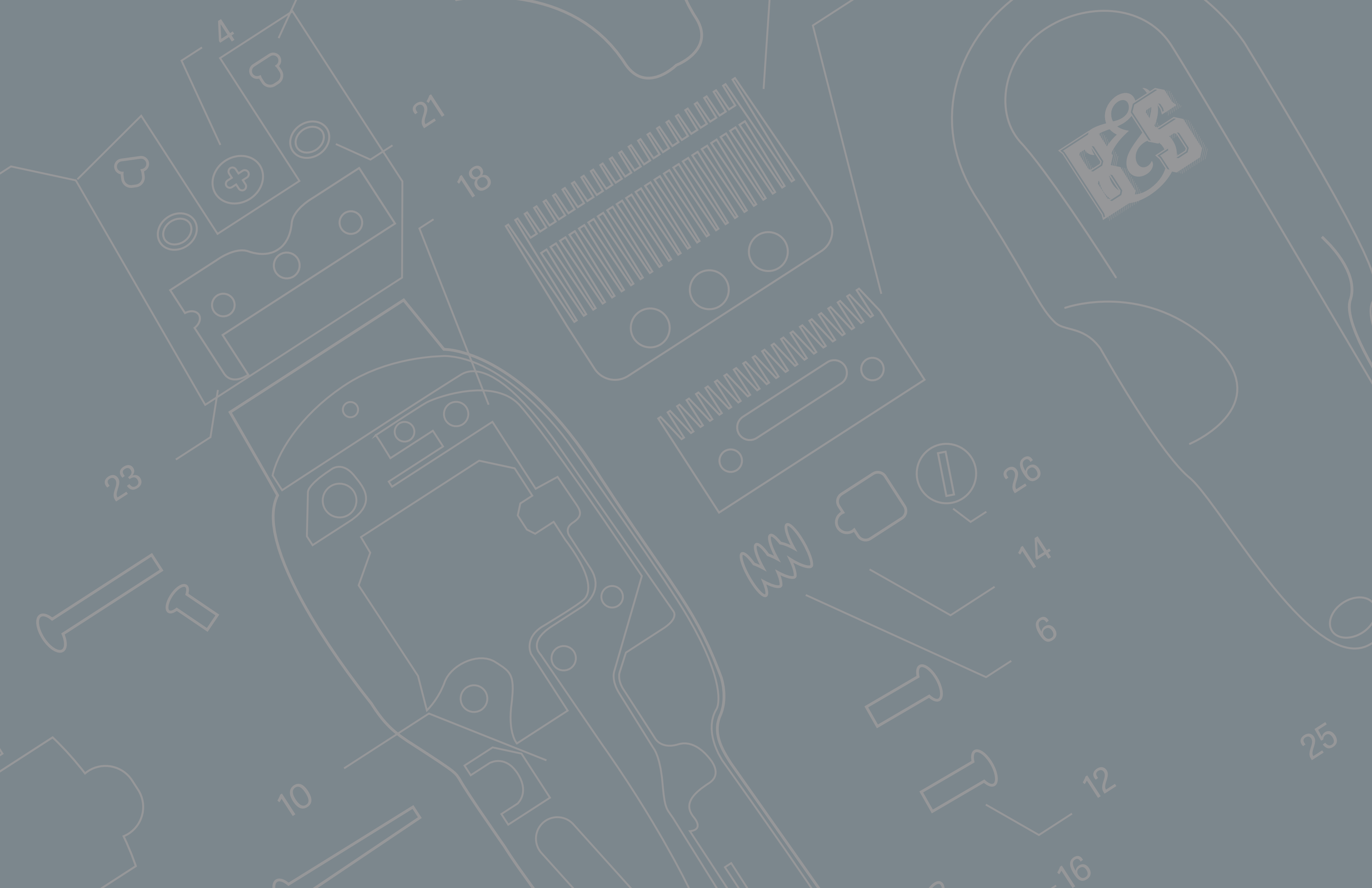
Mobile

COMPANY OVERVIEW

Company History
Market Position
Customer Profile
Manifesto

**“STYLE IS KNOWING WHO YOU ARE, WHAT YOU WANT
TO SAY, AND NOT GIVING A DAMN” —ORSON WELLS**





COMPANY HISTORY

Harley-Davidson is an all-American motorcycle manufacturer founded in the year 1903. Brothers William A. Davidson, Walter Davidson, Sr. and Arthur Davidson, along with lifelong friend William Harley, found that their power-cycles were unable to make it up the hills around their Milwaukee home without a little assistance. They decided to give it a lot of assistance: the iconic V-Twin engines.

Fast forward to 115 years later. Joshua, then a senior manager in the marketing department, was out of beard oil. Typically his fiancée Kristin did most of the shopping, but Joshua had gotten off work early that day. As he scanned the meager display of men's grooming products at the store, he realized that there were a lot of guys out there who could use just a little bit of help in touching up their look. He pitched a line of men's grooming products to his boss Steve, and from there, the story is still being written.



MARKET POSITION

Our concept is for the mid-30s man who is looking to polish his look. Bar & Shield is a line of quality men's beard grooming products at a mid-level price point. The product will promote a put-together – but not trendy – lifestyle.



CUSTOMER PROFILE

The Bar & Shield man is a guy in his mid-30s who follows fashions, but not trends. His overall look requires maintenance – he's probably got an undercut and a beard he shaves every couple of days – but not fussiness. He cares more about his appearance than the guy that goes to Supercuts. But he also cares a lot less than the guy that goes to a boutique barber. He's probably going to be buying his grooming products online, or otherwise from one of the nicer displays at Target.

If you were to make a pie chart of his aesthetic, it'd come out looking 75% yuppie and 25% hipster. On a stylish day, he dresses a bit like Conor McGregor. (On an average day, he's probably wearing that one J. Crew gingham shirt that every account manager in the world owns.) He works out – in his younger days, for the gains, but these days it's to keep the beer gut at bay.



MANIFESTO

HERE'S TO THE MAN WHO CARES —

BUT NOT TOO MUCH.

THE SORT OF MAN THAT'LL IRON HIS SHIRT,

BUT THAT'LL GET HIS HANDS DIRTY.

A ROUND FOR THE MAN WHO CHASES THE
FEELING OF WIND IN HIS HAIR.

BUT ALSO THE FEELING OF SOLID GROUND BENEATH HIS FEET.

TO THE MAN WHO ALWAYS
THINKS OF OTHERS,

BUT HAS BETTER THINGS TO WORRY ABOUT THAN WHAT THEY THINK OF HIM.

LET'S GIVE IT UP FOR THE BAR & SHIELD MAN.

THE BRAND

Brand Promise
Tagline
Brand Voice



**“LOOKING GOOD ISN’T SELF-IMPORTANCE;
IT’S SELF-RESPECT.” – CHARLES HIX**



BRAND PROMISE

**TO HELP EVERY MAN
ELEVATE HIS LOOK.**

TAGLINE

RAISE HELL. WEAR IT WELL.



BRAND VOICE

Bar & Shield is talking to a guy that cares about his appearance, but is maybe ever-so-slightly self-conscious about how much he cares. This guy appreciates a conversation that is straightforward, but with just enough gentle ribbing to put him at ease. Bro talk – but grown up a little bit.





IDENTITY

Logo
Logo Variations
Logo Standards
Color Palette
Typefaces



**“REMIND YOURSELF, NOBODY IS BUILT LIKE YOU.
YOU DESIGN YOURSELF” –JAY-Z**



LOGO



The Bar & Shield logotype is clean and classic like our customers. Strong, angled letterforms with slight serifs, bevels and lined dropshadows evoke the modern man with a hint of a classic touch. The type is influenced by alcohol labels from the 1930s, an era of slick men's style and tight grooming. The ampersand stands juxtaposed to the type with its varied weights and sweeping flourishes. As the Bar & Shield man is one of contrast, so is our logotype. The curves and overall shape of the ampersand are also reminiscent of a man with a large beard and styled hair. Our tagline, "Raise Hell. Wear it Well." always appears with the logotype, stating our philosophy boldly and proudly.

LOGO VARIATIONS

The vertical version of the logotype is to be used in cases where the primary logo would be scaled below the minimum size in order to fit a certain space. The vertical logotype also includes "By Harley-Davidson" at the bottom. This logotype may be used in cases where it is more aesthetically pleasing than the primary mark, such as on the cylindrical product containers.



The tertiary mark contains only the brand initials and the signature ampersand. This mark is only to be used in instances where neither the primary horizontal or secondary vertical marks will fit the space required at or above their respective minimum size requirements.

Dark Background



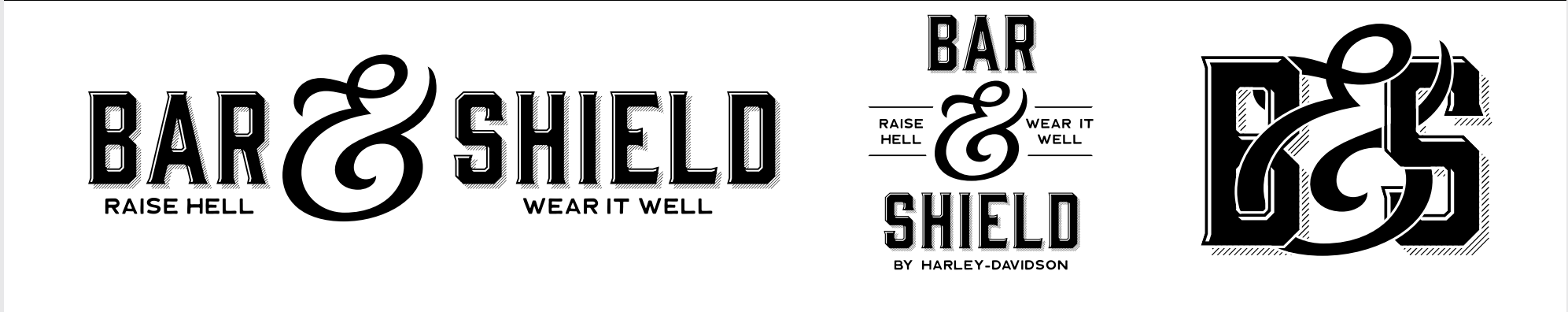
Light Background



Single-color logo dark background

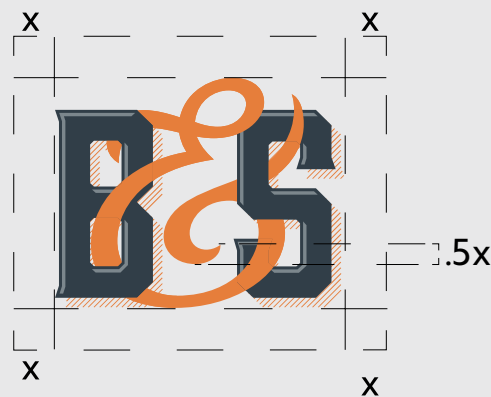
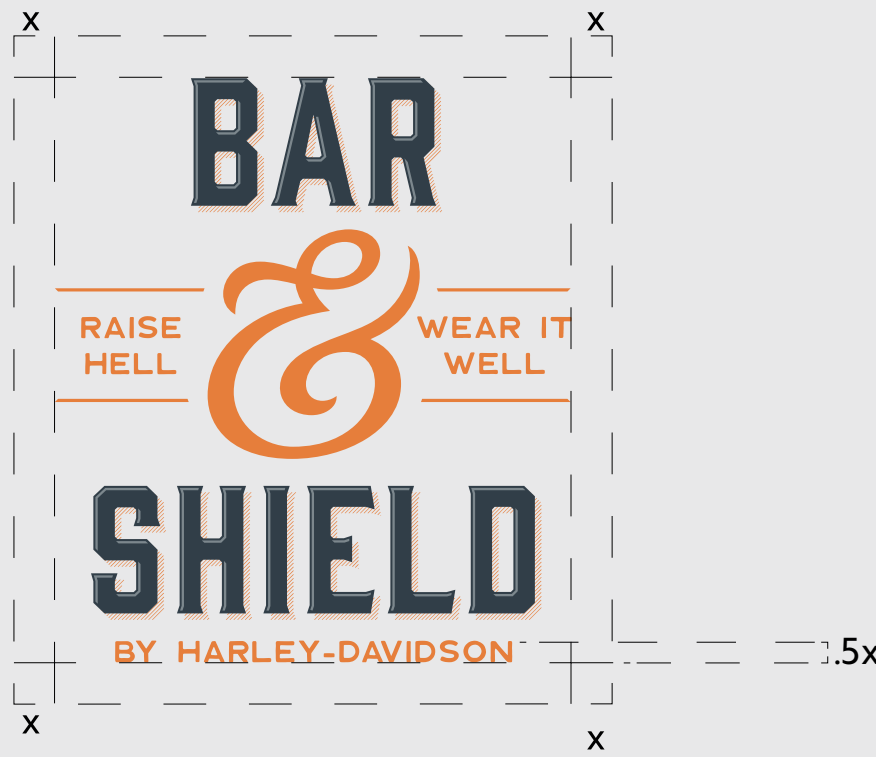


Single-color logo light background



LOGO STANDARDS

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.



Do not distort, stretch, or scale the height or width of the logo disproportionately.



Do not alter the color of the logo or any element within the logo.



Do not turn, rotate, or twist the logo.



Do not add any effect to the logo.



Do not modify the size or position relationship of any element within the logo.



Do not enclose the logo in a shape or combine it with other design elements, words, or images.



Do not separate or remove any element within the logo.



Do not place the logo on an incorrect color background.



COLOR PALETTE

Bar & Shield's primary colors are white, orange, and dark gray. Orange provides the palette with energy and enthusiasm. The hue is softer than that used for the Harley-Davidson main brand (Pantone 165C) with lower percentages of magenta and yellow in four-color process. The softer hue represents more subtly and sophistication while still being tied to the Harley-Davidson brand. Dark gray in the palette also represents a softer and more sophisticated hue to the black used by the Harley-Davidson parent brand. Medium gray is used only in the bevel on the text in the logotype.

Products in the Bar & Shield line are in aluminum containers. The aluminum was inspired by the chrome of Harley engines and the flat metal of mechanic's tools. Like the orange and dark gray, the aluminum is refined and clean, like our customer and our products.

The mint, citrus, and sandalwood scents of the beard oils and waxes each have a color-coded ring on the packaging to help clarify which scent it is. Mint is denoted by a green ring, citrus by yellow, and sandalwood by dark tan.

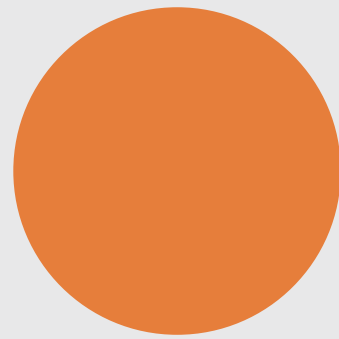
Green
Pantone 568C
RGB:0/106/91
CMYK: 94/35/68/22
HEX: 006A5B

Yellow
Pantone 7406C
RGB:243/195/0
CMYK: 6/22/100/0
HEX: F3C300

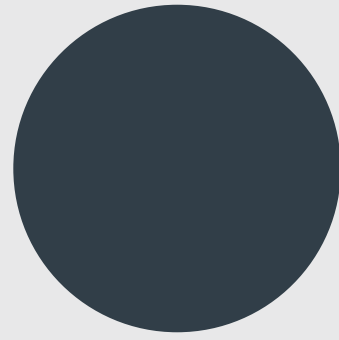
Dark Tan
Pantone 7531C
RGB:123/103/86
CMYK: 47/52/64/21
HEX: 7B6756



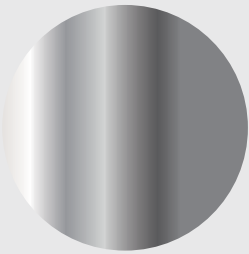
White
RGB: 255/255/255
CMYK: 0/0/0/0
HEX: FFFFFFFF



Orange
Pantone 7577C
RGB: 228/126/61
CMYK: 7/61/87/0
HEX: E47E3D



Dark Gray
Pantone 432C
RGB: 50/62/72
CMYK: 79/64/52/44
HEX: 323E48



Aluminum



Medium Gray
Pantone 430C
RGB:123/134/140
CMYK: 55/41/38/5
HEX: 7B868C

TYPEFACES

Bar & Shield uses two type faces: Gin Regular for headlines and Tablet Gothic Regular for subheadlines and body copy. Gin Regular is the type face that the logos are based on. Subheadlines are written in all caps and are heavily tracked to provide a smooth transition between the all caps of the headlines and the type setting of the body copy. The tracking provides a hint of sophistication.

HEADLINE--GIN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

SUBHEADLINE--TABLET GOTHIC REGULAR (ALL CAPS, HEAVY TRACKING)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Body Copy--Tablet Gothic Regular (Mixed Case, Normal Tracking)
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
01234567890





PRODUCTS

- Beard Oil
- Beard Wax
- Beard Shampoo
- Beard Conditioner
- Pomade
- Defining Paste
- Forming Cream
- Electric Trimmer





**“BEHIND THE PERFECTION OF A MAN’S STYLE MUST
LIE THE PASSION OF A MAN’S SOUL.” –OSCAR WILDE**



BEARD OIL



It's never too early to bust out the smooth moves. Like taking a drop of this beard oil in your hand and rubbing it all over your face. Letting the special blend of essential oils nourish your beard, removing all traces of itchiness or dryness. And facing the rest of your day looking every bit as fresh as you feel.

BEARD WAX



Wax on. And on. And on. Because this beard wax will keep your style in place all day long. And it'll feel as light and fresh as your face looks.

BEARD SHAMPOO & CONDITIONER

Everyone makes youthful mistakes. Such as using their regular shampoo on their beard. Which probably left it dry, and frizzy, and kind of gross. But with age comes wisdom. The wisdom to use the nice shampoo designed specifically to go on your face. And leave your beard as soft as it is clean.



POMADE

You shine brightest when you hold true to who you are. Also, when your hair holds exactly where you wanted it to go. So use a pomade that'll hold all day, all while feeling light on your head. And shine on.



DEFINING PASTE



Only you can define the sort of man you're going to be. But Bar & Shield can help you define your hair day. This lightweight, matte finish paste offers the little bit of help you need to ensure it'll be a good one.

FORMING CREAM



Middle of the road is a compliment. Because being in the middle of the road means that you own that road. Just like this cream will leave you in control of your hair – all while offering a finish that's neither too matte or or too shiny.

ELECTRIC TRIMMER

Not every man is an artist. But every man is a sculptor. And when the clay you're working with is your face, it's important to use only the best tools. The ones that offer you the most precision. The most variety. And the most ease of use. Because you want the image you have in your head to be the one the world sees every day. And that's where Bar & Shield has you covered. Or uncovered. Or just trimmed up a little bit on the sides.

ELECTRIC TRIMMER

BAR & SHIELD
RAISE HELL WEAR IT WELL

BY HARLEY-DAVIDSON



MARKETING

Photographic Style
Promotional Booklet
Launch Event
Ad Campaign
Social



“THE BEARD SIGNIFIES THE COURAGEOUS” –ST. AUGUSTINE





PHOTOGRAPHIC STYLE

The Bar & Shield man is a guy in his mid-30s who follows fashions, but not trends. His overall look requires maintenance – he's probably got an undercut and a beard he shaves every couple of days – but not fussiness. He cares more about his appearance than the guy that goes to Supercuts. But he also cares a lot less than the guy that goes to a boutique barber. He's probably going to be buying his grooming products online, or otherwise from one of the nicer displays at Target.

If you were to make a pie chart of his aesthetic, it'd come out looking 75% yuppie and 25% hipster. On a stylish day, he dresses a bit like Conor McGregor. (On an average day, he's probably wearing that one J. Crew gingham shirt that every account manager in the world owns.) He works out – in his younger days, for the gains, but these days it's to keep the beer gut at bay.

PROMOTIONAL BOOKLET

Bar & Shield will create a booklet guide illustrating how to use its products in order to maintain specific beard styles. The marketing collateral will primarily live as a mailer, but will also be potentially placed next to point-of-sale locations.



LAUNCH EVENT

Bar & Shield will host a show during Harley's 115th anniversary celebration. The models - who'll be social media influencers instead of professional models - will ride down the runway once, helmets on, on the (newer, slicker) HD motorcycles. Then, they'll walk down the runway, dramatically removing their helmets as they enter, to reveal that their hair is still perfect.



HARLEY-DAVIDSON INTRODUCES

BAR & SHIELD
RAISE HELL WEAR IT WELL

PARTY
LIKE ITS OUR
BIRTHDAY

FREE
SAMPLES
SHAVES
SHOWS
FACTORY TOURS
LOCAL RIDES
HOG PARADE
HILLCLIMB

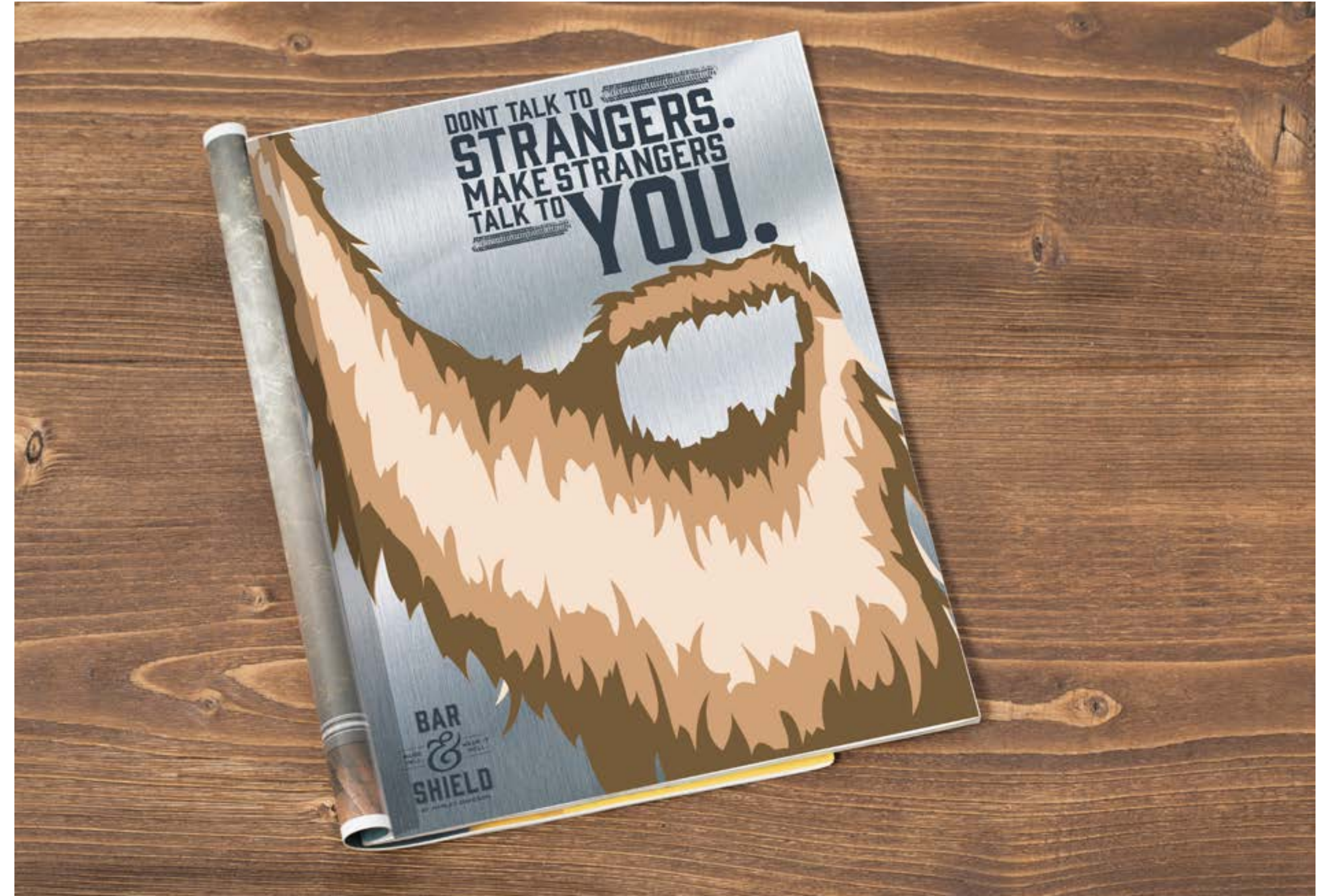
VETERAN'S
PARK
MILWAUKEE
WISCONSIN
AUGUST 28
-
SEPTEMBER 2
2018

TO CELEBRATE OUR 115TH BIRTHDAY,
WE ARE PROUD TO INTRODUCE OUR
OWN LINE OF PREMIUM MENS GROOMING
PRODUCTS. COME CELEBRATE WITH US
IN THE BIRTHPLACE OF OUR BIKES,
MILWAUKEE, WISCONSIN.

AD CAMPAIGN

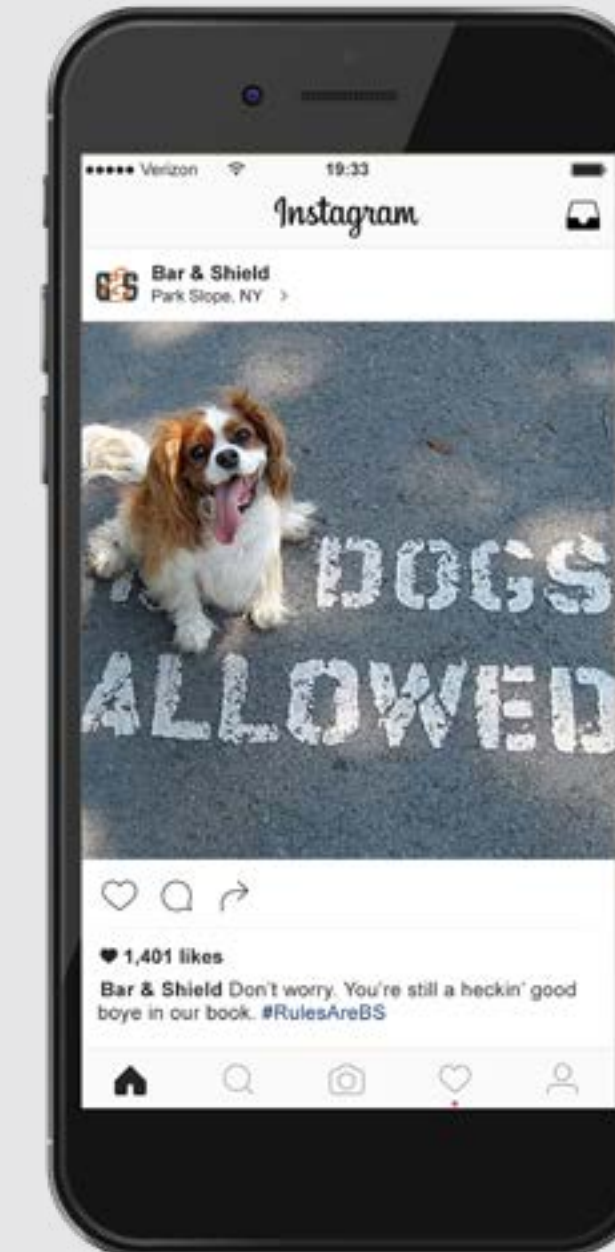
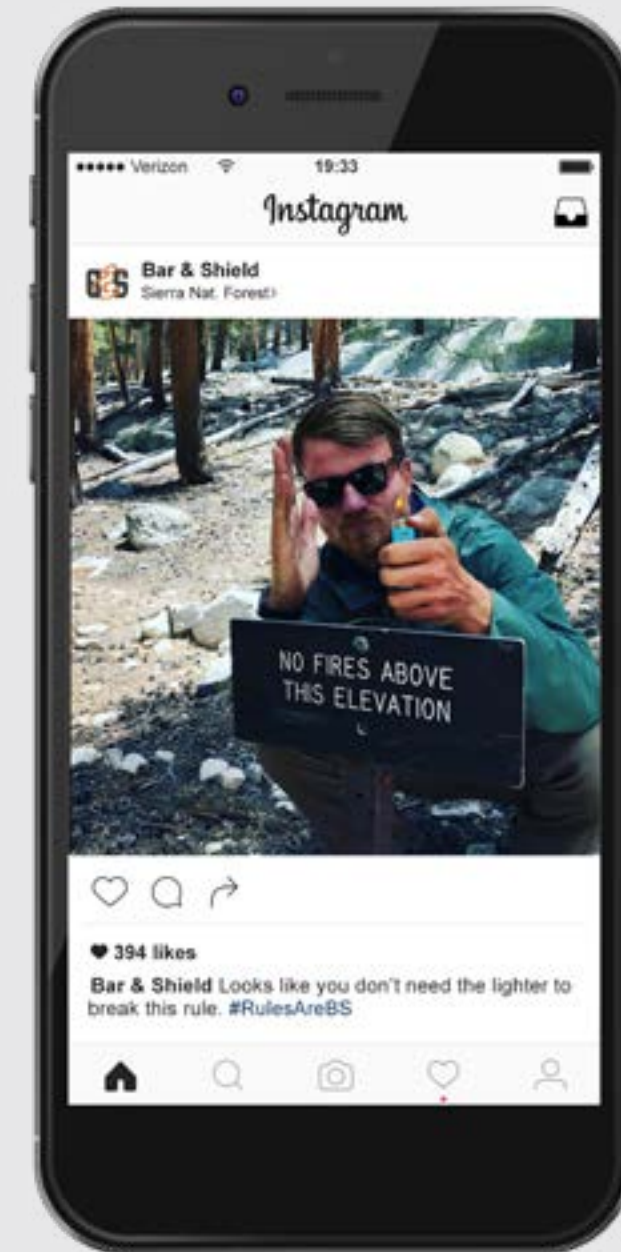
Bar & Shield's inaugural print campaign will speak to the little acts of rebellions that everyone does. Potential customers will be invited to identify with these – and the idea that it only takes a small amount of effort to tap into that Harley spirit.





SOCIAL

Bar & Shield will encourage its followers to live up to “Raise Hell & Wear It Well” with the hashtag campaign #RulesAreBS. Social media users can tag their small acts of rebellion, and Bar & Shield will feature the best ones on its official channels.



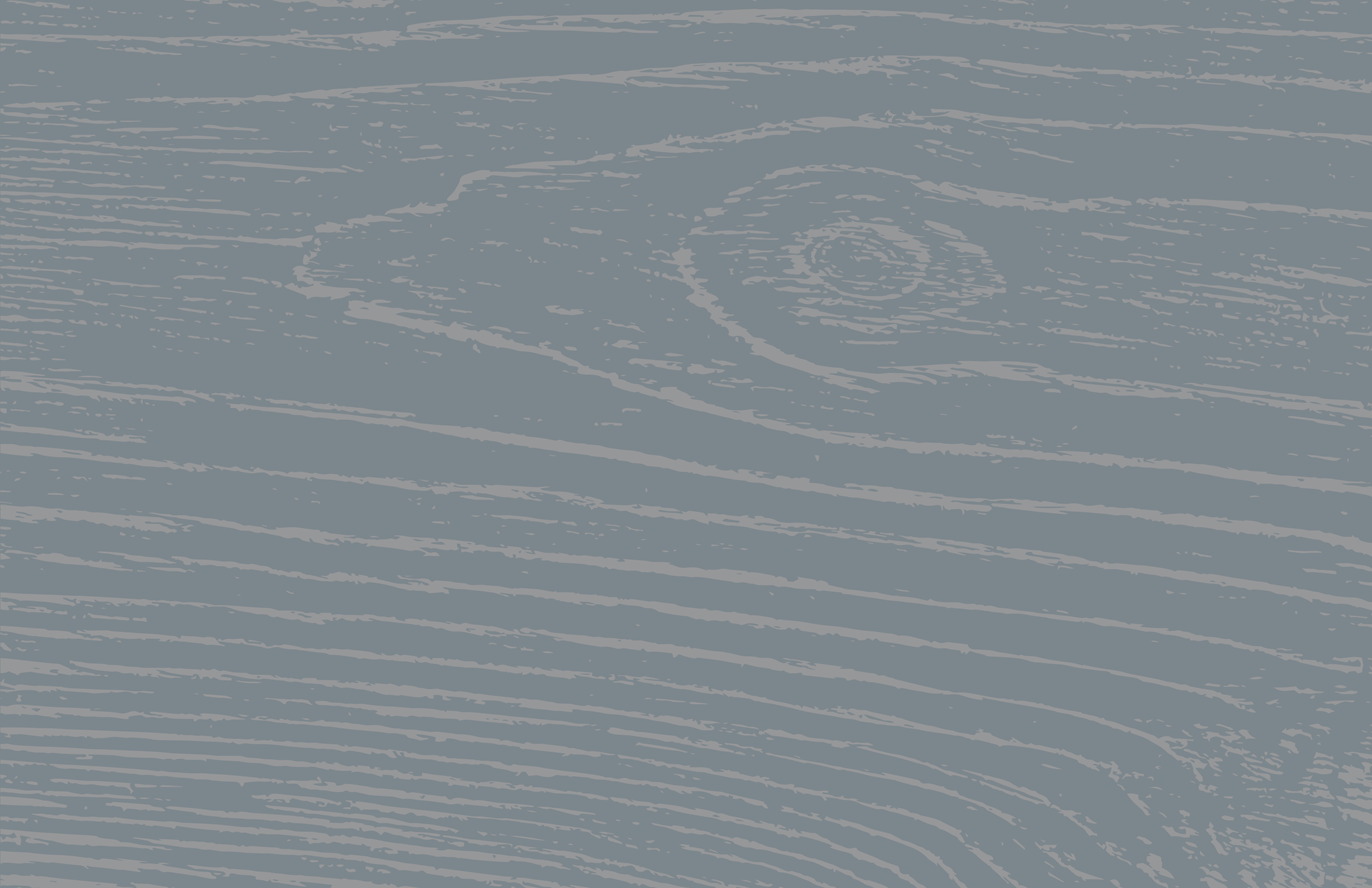


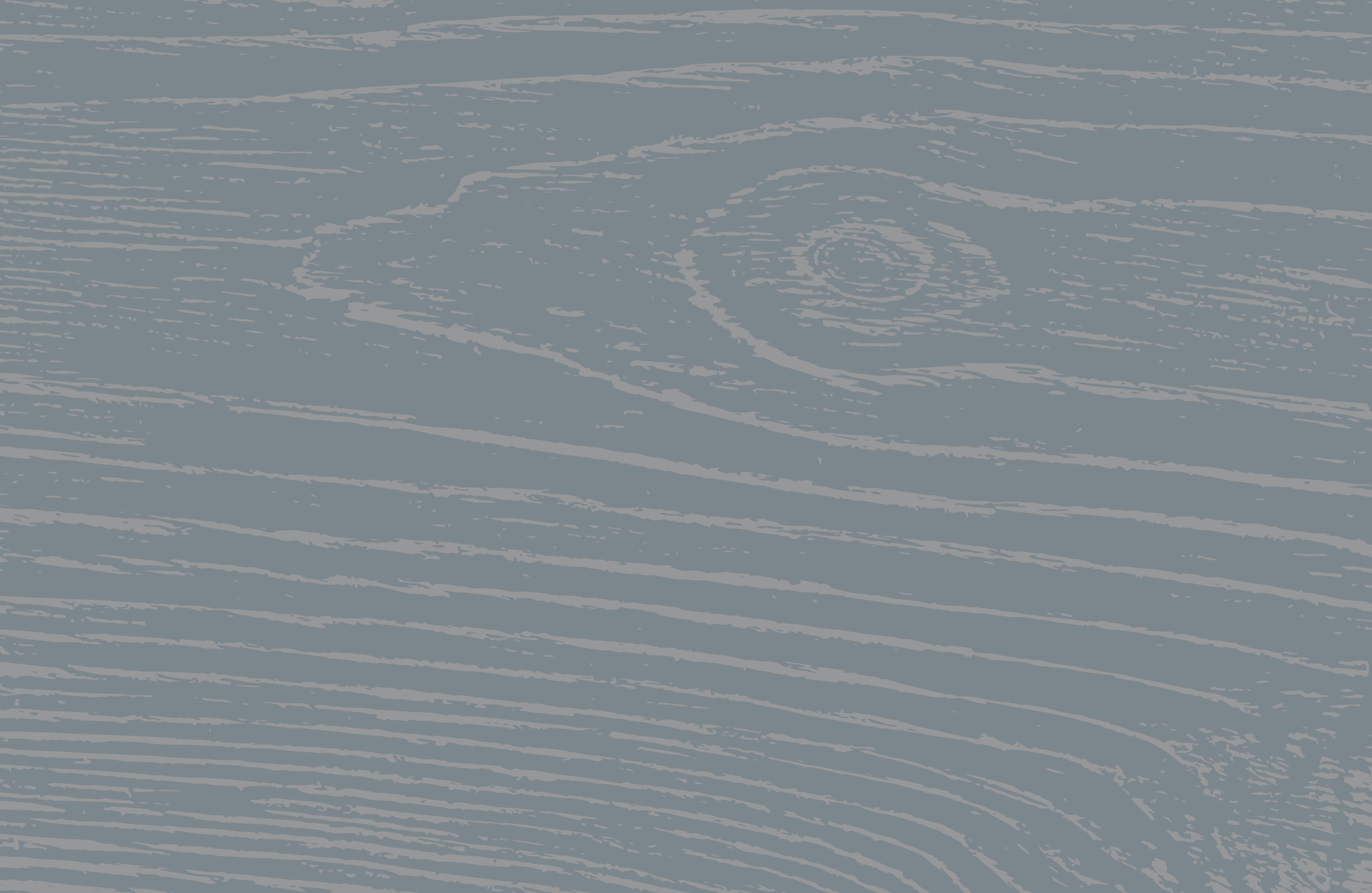
WEBSITE

Desktop
Mobile



**“HAIR IS THE FIRST THING...A MAN’S GOT
THAT, HE’S GOT IT ALL.” —JAMES BROWN**



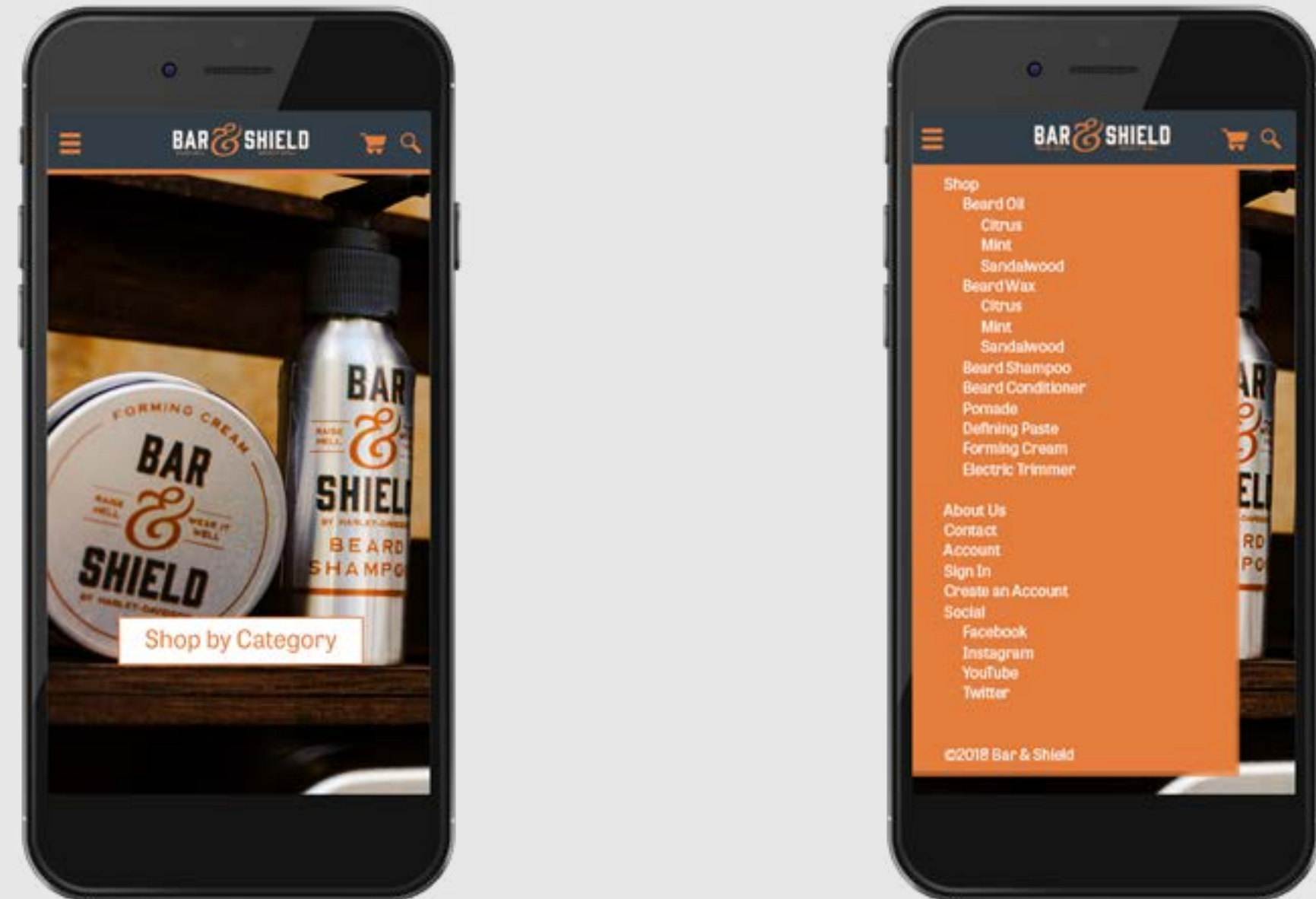


DESKTOP

Bar & Shield's website is directed at creating an easy buying experience. The page is non-scrolling with clear links to all the products. There are also links to learn more about the brand, contact us, and create an account to make re-ordering quick and easy.



MOBILE



The mobile site has the same easy-to-use interface as the desktop version, but with one added step. In order to prevent a page from being overwhelming with the amount of information, the product descriptions have been moved to a second page once users click on "Learn More".

