

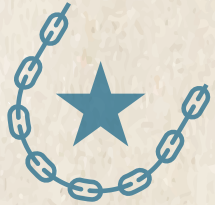


ADVENTURE

Fossil



Vintage



★ LAST

Fossil

QUALITY

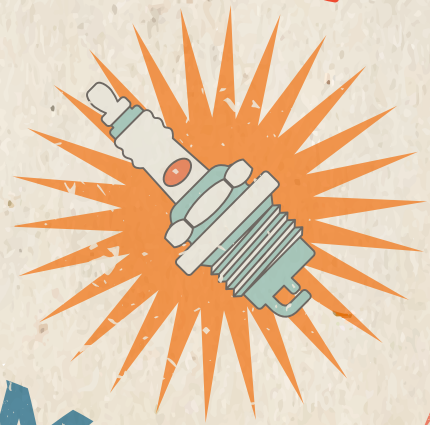
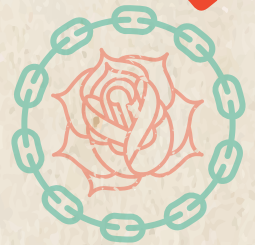


1984



The Greatest of all Time!

TRIED & TRUE



84

FOSSIL



MAKE TIME  
MAKE MOMENTS



# Contents

Project by: Roman Torres

FOSSIL MAKE TIME CAMPAIGN



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# The Brand

*Fossil*

04 |

**At Fossil, We believe in the power of the moments that shape us. Who we are today is informed by every past experience and dream of the future. That is why everything we create draws inspiration from both vintage American style and forward thinking design. Crafting pieces to not only stand the test of time. But define it.**

Fossil was inspired by American creativity and ingenuity. Bringing new life into the watch industry by making quality, fashionable watches that were both fun and accessible. Creativity was at the heart of everything we did.

Today, We continue to focus on what makes us, us: Our optimistic attitude, our dedication to authenticity and, of course our creative spirit. The things we make, from traditional watches to smart watches, bags to wallets, jewelry to gifts, complement every style and fit every lifestyle

-for all the moments that make you, you.

## **OPTIMISM**

We believe in the power to make our own path.

## **AUTHENTICITY**

We revel in being genuine and letting our true self shine.

## **CREATIVITY**

If we want something we find a way to make it happen

FOSSIL "Vintage" Logo



## Fossil's "Vintage" Logo is an Homage to American Culture and Design.

Fossil's "Vintage" logo is a reminder to never forget where you come from, combining traditional american inspired hand lettering with the Fossil's legendary reputation for reliability and craftsmanship

The Vintage logo represents Fossil's commitment to quality and American craftsmanship, We hope that this logo reminds people to stay in touch with their roots while boldly forging a path towards the future and inovation.



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**DIAMOND LOGO (PRIMARY)**

Generally this logo should be used on more complex layouts, where graphics and/ or copy are heavily used

*Used for: Print/ Catalog, Digital Media, Social Media, Product, Packaging*

**FOSSIL**

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**WORD MARK (SECONDARY)**

This is the default logo. Use on simple, Clean layouts and for primary recognition.

*Used for: Print/ Catalog, Website, In-Store Signage, Whole Sale, Email, Digital Media, Event Collateral*

**FOSSIL**

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**Light & Dark Backgrounds**

*The logos may be used in their primary color, or knocked out on a darker surface or background. Always ensure the logo is clearly legible, with sufficient contrast*

**FOSSIL**

---

**Light & Dark Backgrounds**

*The logos may be used in their primary color, or knocked out on a darker surface or background. Always ensure the logo is clearly legible, with sufficient contrast*



# DEMOGRAPHICS

# OUR FOOTPRINT



**18 - 45**  
CUSTOMER  
*age range*

*Gender*

**60%** | **40%**  
FEMALE | MALE



**5.2M+**  
SOCIAL  
*Footprint*



**255+**  
GLOBAL  
*Full-price Stores*



**40M+**  
GLOBAL  
*Unique Visitors*



**2.3M+**  
EMAIL  
*Database*



**5B+**  
PRESS  
*Impressions*

# CREATIVE BRIEF

*Fossil*

10 |

## **CLIENT INFORMATION**

**Fossil Group, Inc. is an American fashion designer and manufacturer founded in 1984 by Tom Kartsois and based in Richardson Texas. Their brands include, Fossil, Relic, BMW, Michele Watch, Skagen Denmark, Misfit, WSI and Zodiac Watches. Fossil also makes licensed accessories for brands such as Puma, Emporio Armani, Michael Kors, DKNY, Diesel, Kate Spade New York, Troy Burch, Chaps and Armani Exchange.**

## **BACKGROUND INFORMATION**

**Fossil Prides itself on drawing inspiration from vintage American style and forward-thinking design. Making everything from traditional watches to smart watches, bags to wallets, jewelry to gifts. Fossil is also famous for their packaging; their iconic watch tins are as much of their product as the watches themselves. Their customer age range is 18 - 45, 60% female, 40% male, and they have 255+ brick and mortar locations.**

# PROJECT INFO

## **PROJECT INFORMATION**

**This project will consist of creating a 30 second - 1:30 minute advertisement video to be used on Fossil's Social media platforms, website, and store displays; as well as creating 3 in store display advertisements/ images and a brand book.**

## **PROJECT OBJECTIVE**

- **Encourage 18 - 24-year-olds to make time with Fossil.**
- **Rejuvenate the perception of Fossil to make waves in press. Get people talking.**
- **Showcase that Fossil is a brand that suits you no matter your style, preferences or what you want to make time for.**
- **Showcase people and what they make time for, while creating an engaging and inclusive experience for people from diverse backgrounds.**
- **Market the Adventure of going to college/ growing up.**

## **TARGET AUDIENCE**

**18-to-24-year-olds across the globe who are currently attending university, or have plans to do so.**

# COMPETITIVE ANALYSIS

## CASIO (G-SHOCK)

- **Founded in April 1964, Tokyo, Japan**
- **Founder Tadao Kashio**
- **HQ: Shibuya city, Tokyo, Japan**
- **Current stock price: CSIOY (OTCMKTS) \$197.25 +0.50 (+0.25%) March 15, 4:00PM**
- **Multinational electronics manufacturer (not only watches)**
- **Most popular Watch line is their G-Shock series**
- **G-Shock Series was first conceptualized by Casio engineer Kikuo Ibe**
- **G-Shock boasts “Triple 10” resistance, 10-year battery life, 10 bar water resistance, and resistance against falls up to 10 meters.**
- **G-Shock line is marketed towards outdoor enthusiasts, Athletes, and military personnel.**
- **Target Audience: 21 - 25-year-olds**

## CITIZEN

- **Citizen was registered as a trademark by Schmid in 1918 for watches he sold in Japan.**
- **Development of the brand was supported in the 1920's by Count Goto Shinpei. Shinpei's hope was to manufacture affordable watches to the general public.**
- **Citizen's current headquarters is currently located in Nishitokyo, Tokyo, Japan**
- **Citizen's watches tend to have a more formal appearance.**
- **Target Audience: 25 - 35-year-olds with disposable income**

# SEIKO

- **Founder: Kintaro Hattori**
- **Founded 1881, Chuo City, Tokyo, Japan**
- **Current stock price: 8050 (TYO) ¥2,110 +37.00(+1.78%) March 17, 3:10 PM GMT+9**
- **HQ: Ginza, Chuo, Tokyo, Japan**
- **1969 Seiko releases the worlds first production quartz watch.**
- **Target Audience: Mid Income Men and Women, all ages**
- **Seiko has previously sponsored Olympic games**
- **Seiko also manufactures electronics, fashion accessories, and wall clocks.**
- **The Seiko brand name originates from Mr. Hattori's original shop name Seikosha (Seikōsha), meaning roughly, "House of Exquisite Workmanship".**
- **Seiko is a Japanese word with the character meaning "exquisite" (Seikō); it is homophonous with the word for "success" (Seikō).**

# PERSONAS



## REINA WATANABE

*Occupation: Student*

Reina is a Japanese American student who is a perspective University of Washington student. She is interested in studying childhood development psychology. Reina is ecstatic at the prospect of moving on campus at one of Washington's most prestigious schools, but she is also nervous about being on her own for the first time. She is very close to her family

“ I think we're all looking for a way to reinvent ourselves while staying connected to our families and traditions. I want to grow and develop as a person, while keeping my bonds to my family strong.”

### MOTIVATIONS :

- Wants to stay in Contact with her family while away at college
- Loves vintage accessories
- Wants to stay organized on the go

### FRUSTRATIONS :

- Wants a better way to stay in Contact with her family while away at college
- Often misses phone calls because of her busy schedule
- Wants to receive notifications but doesn't want to always be on her phone



## ELISEO GONZALEZ

*Occupation: Student / Intern*

Eliseo is a Current Eastern Washington University student who is majoring in environmental sciences. As a sophomore his schedule is packed with classes and of course, the obligatory study groups. Eliseo has considered buying a smart watch to help keep him organized but is put off by their generic designs. He wants something that is not only a stylish accessory

“ If it’s not in my calendar, it doesn’t get done. Being the busy guy I am I don’t have time to get bogged down in the details. So having something to keep me organized is a must.”

### MOTIVATIONS :

- Wants to stay organized and on track
- Likes to dress well and loves accessories
- Looks for both form and function in products

### FRUSTRATIONS :

- His busy schedule can be overwhelming at times
- Dislikes the bulky designs of traditional smart watches
- Dislikes missing notifications



## CHARLES SMITH

*Occupation: Student*

Charles, or “Charlie” as he is known to his friends is a freshman at the University of Washington. He loves nothing more than hanging around the campfire with his friends listening to good tunes. However Charlie’s laid back attitude often gets him in trouble, it’s not unheard of him being late to class or turning in assignments later than they should be. Charlie is aware

“ Normally I just go with the flow and things kind of just work out in the end. But everyone’s got to keep their word and I am trying to be better about that”

### MOTIVATIONS :

- Wants to stay organized
- Likes a casual lifestyle, but wants to be reminded of things he has to do
- Wants to start taking his commitments more seriously

### FRUSTRATIONS :

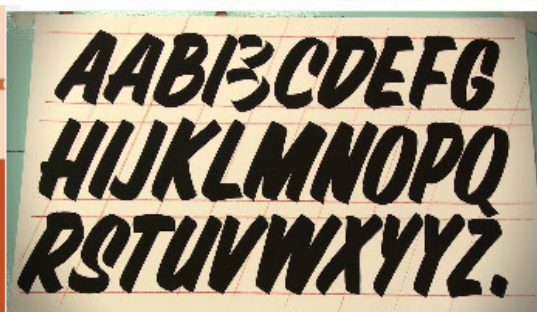
- Has a hard time staying on track
- Often forgets appointments
- Is known for not being punctual

# BRANDING MOOD BOARD

Fossil Fossil



Authentic ESTD 1944 Fossil & GENUINE



- Vintage
- Americana
- Industrial
- 1940's - 1960's
- Travel
- closing gap between old and new

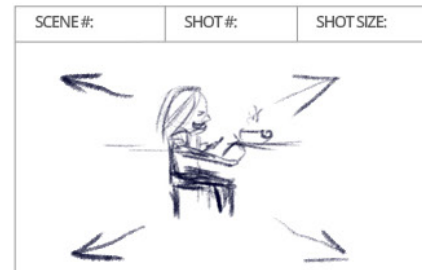
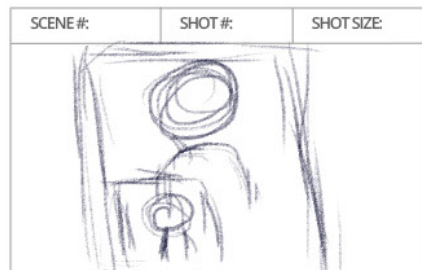
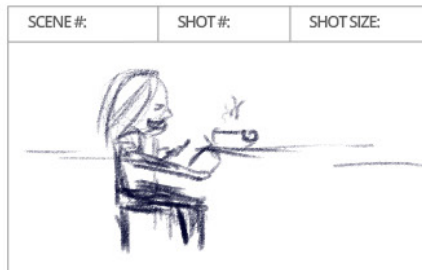
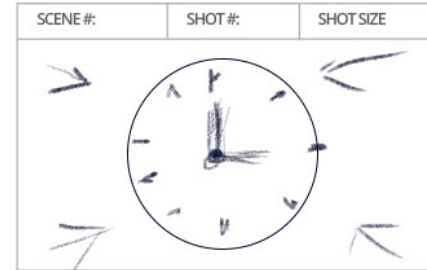
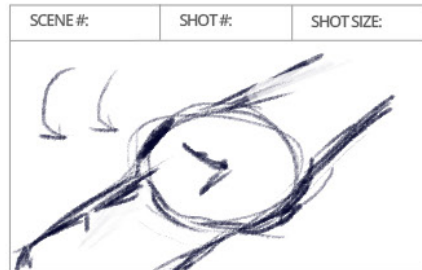
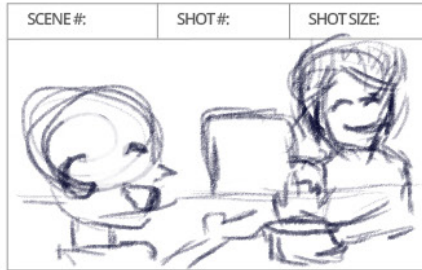
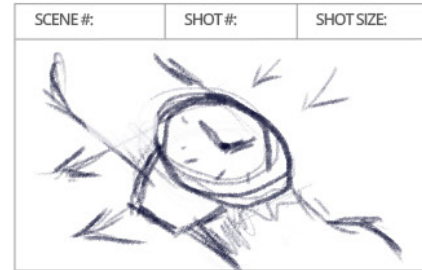
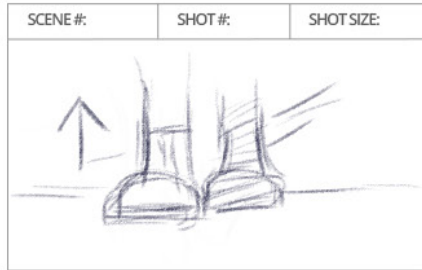


# PRODUCT MOOD BOARD



# STORYBOARD

# Fossil



# COLORS

## Colors inspired by heritage and tradition.

Heritage and tradition is at the heart of this collection, inspired by the vintage Americana style developed between the 1940s through the 1970s.

These colors represent Fossil's commitment to honoring the past while looking towards the future, passing down knowledge and traditions from one generation to the next. Never forget where you came from, and never forget where you are going.

Hot rod reds and rusty oranges are contrasted by seafoam greens and mustard yellows. Capturing the colors of a bygone era our parents and grandparents grew up with. Bridging the generational gap.



**Vintage Red**

PMS 166C  
C7 M80 Y100 K1  
R220 G77 B19  
#dc4c13

**Seafoam**

PMS 1787  
C0 M86 Y56 K0  
R232 G63 B84  
#5fbda4

**Dark grey**

PMS 440C  
C40 M40 Y40 K85  
R49 G44 B41  
#312c29

**Black**

PMS 6C  
C0 M0 Y0 K100  
R0 G0 B0  
#000000

**Mustard**

PMS 3514 C  
C86 M79 Y28 K15  
R64 G64 B111  
#fab600

**Forest**

PMS 363 C  
C64 M0 Y100 K24  
R76 G141 B43  
#e83f53

**Rust Orange**

PMS 17-1349  
C2 M69 Y100 K0  
R232 G63 B84  
#eb6900

**Parchment**

PMS 1787  
C0 M86 Y56 K0  
R232 G63 B84  
#e83f53

# TYPOGRAPHY

**Fonts inspired by vintage Americana typography.**

Color is not the only way we decided to pay homage to the past and our heritage. Fonts for this project were derived from vintage sign lettering, and advertising art from the 1940s, 1950s, and the 1960s.

**Heritage through colors, typography, and design.**

# HEADER

Headers will use the "Gin" font from the Heritage Type Co. Vintage font pack

Minimum size: 120 pt.  
Spacing: 1,5 x size

# Subtitles

Subtitles/ subheaders will use the "Fairwater Script" font from Adobe.

Size: 10 pt.  
Spacing: 14 pt.

# Body

Body copy will use the "Acumin Pro" font from Adobe. Font may be used at different weights.

Spacing: 14 pt.

# PHOTOGRAPHY

We pride ourselves on combining tradition with innovation, our in store displays as well as our other advertising materials exemplify this. Each piece is designed to be scalable, both logos and typography are vector based for easy editing and application.

# COMMUTER

*Hybrid smartwatch*



MAKE TIME  
MAKE  
MOMENTS



*Fossil*



*Fossil*

*Hybrid Smartwatch*  
**COMMUTER**

ISO 100  
90 mm  
f / 4.0  
1 / 60 sec

# VIDEO

Fossil prides it's self on creating engaging and heartfelt content no matter what the medium. This advertisement reminds our customers to make time for whats important to them.

<https://vimeo.com/527630797>



# SUMMARY

## **SUMMARY INFORMATION**

**After completing this project, I can easily say this has been one of the more challenging tasks I have taken on during my academic career. The Variety of techniques and mediums kept me on my toes throughout the entire project. Overall, I feel that I accomplished my objective of reaching my target audience and encouraging them to “Make time with Fossil”. The challenges I encountered during this project have shown me that although I am making steady improvement in my craft, I still have a lot to learn. Although I have been part of video productions before, it was a daunting task to step into the role of a producer for my own project. Having to deal with Equipment failures, last minute changes, ever encroaching deadlines, and of course bad luck, felt overwhelming at times. But close to the end when everything started to come together, well I can honestly say that nothing beats that feeling. The biggest lesson that I’ve learned from this project is that no matter the situations we must be flexible and willing to adapt to diverse situations.**

*Fossil*

*Project by: Roman Torres*