

Collins - Department Store Chain

Making an iconic retailer more timeless to increase appeal and connect with a broader customer group

collins

BEFORE

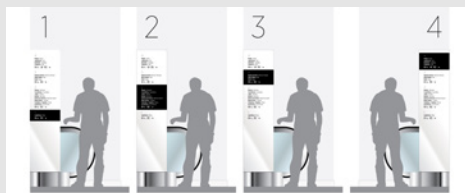
Collins



Background

Collins is an established department store with multiple locations strategically located in the heart of Panama City. Founded in 1995, Collins has grown broad customer appeal with a line-up of medium to high end international brands.

With three department stores fully equipped, Collins has combined over 100,000 square feet of merchandize for men, women, juniors, accessories, toys, home and cosmetics.



Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product & Packaging Design
- 7 Retail Space & Online Appearance Design

Challenge

In a time of expansion, Collins saw the need to rejuvenate its image and redesign its logo to generate a new high profile visual identity for the department store brand to excite its customer base and increase its recognition.

Collins wanted a renewed identity for their department stores that would encompass brand signs for retail, navigational signage, advertising, website, social media, staff uniforms, wrapping paper, carfleet graphics, marketing and other retail collateral.

“Cultéva helped Collins modernize the brand and ignite new interest from existing as well as new customers groups. The creative process was a valuable exercise that revealed a range of opportunities for logos fitting the new company-wide investment in expanding with new locations.”

-David Elkaslassy, Founder/CEO, Collins

Solution

Cultéva designed an all-new timeless logo for the Collins department store. The sans serif letterforms created a new, tall, upright, minimalist logotype with an elegant, modern and timeless aesthetic that went away from the retro styled, cursive logo.

The new Collins logo was deployed in a tonal fashion with a predominant black and white identity. This was done to get maximum contrast to create high visibility and recognition for its new logo throughout all marketing and also in-store amongst the abundance of colors, vibrant visuals and merchandise from the line-up of famous brands eager to attract attention.

Collins got a new look and a modern brand profile that was designed to be flexible and evolve easily with a constantly shifting retail environment and last long term.

Cultéva also developed a navigational signs system custom designed for the 3.5 level, 69,000 sq.ft. new Collins flagship department store in Soho City Center to ensure effective information and customer flow.