

CasaCollins - Homeware Store

CULTÉVA

An iconic department store retailer expands into lovable home furniture, decor and accessories



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

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

Challenge

In a time of strategic shift, the established Collins department store sought a new identity for a brand extension into homeware for their new flagship store CasaCollins. The new entity shall have a familiar appearance and be recognizable as part of Collins and ignite excitement with its customer base and increase its appeal. Collins needed the new identity to solve all needs for branding on their new retail store facade indoor mall entrance and delivery truck/vehicle fleet.

“Cultéva helped Collins modernize the brand and ignite new interest from existing as well as new customer 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's new brand extension CasaCollins. The sans serif letterforms shaped a longer name with a visual rhythm and aesthetic flow with visible tall, upright, minimalist shapes. A subliminal detail can be discovered in the open void between the 's' and the 'a' that forms a heart like shape in Casa.

The new CasaCollins logotype was planned as a tonal fashionable application with a predominant tonal - black and white - identity. The tonal approach was intentional to allow all the different colorful products and various homeware brands to stand out throughout all marketing and also in-store amongst the abundance of styles and product collections and simplify merchandising plans.

CasaCollins is a familiar look and a modern brand profile designed to have a clear visual link with the department store brand Collins.