

LUCKY BREAK CONSULTING

brand identity concepts

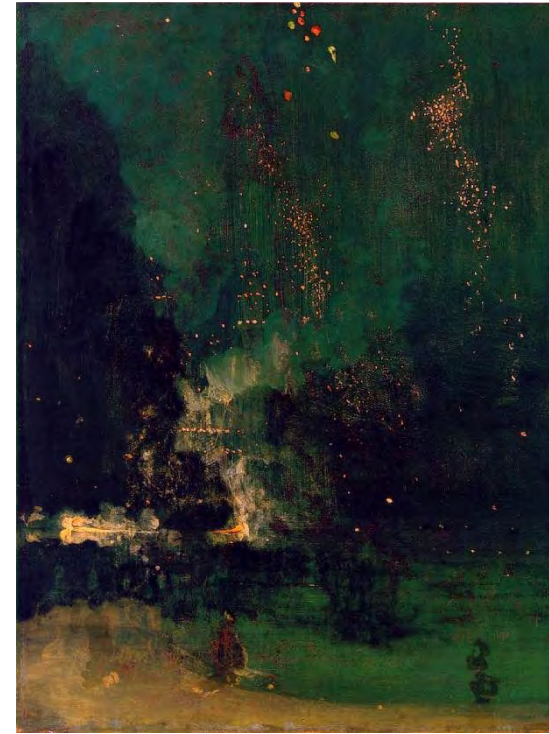
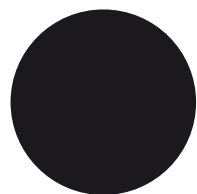
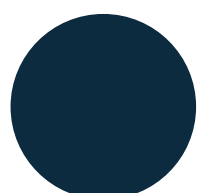
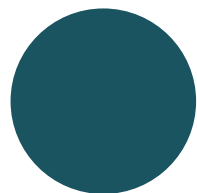
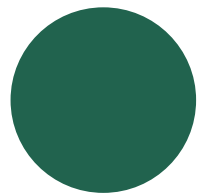
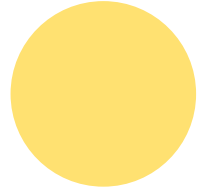
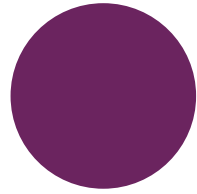
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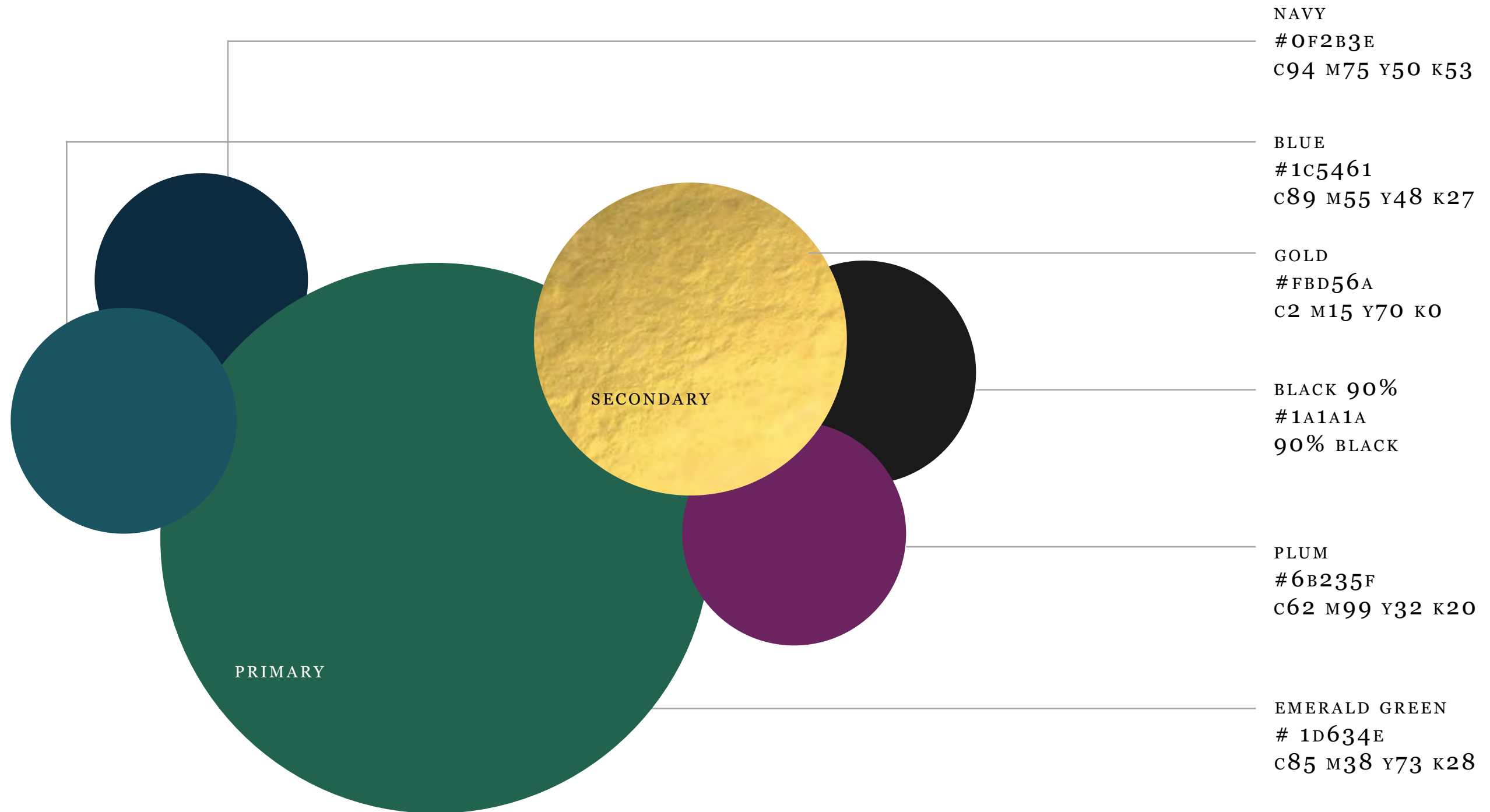
INK + MORTAR DESIGN CO.

graphic + web design

INSPIRATION BOARD // EMERALD CITY: DEEP HUES

This palette takes dark and elegant to a new level. Beautiful matte black and deep emeralds are the base for delicate gold detailing over top. It features stately typography and a clean design aesthetic with a geometric style. Bold scripts add the perfect feminine touch to the deep, passionate palette.





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Merel Light - 30pt, 30 tracking

ABCDEFGHIJKLMN OP

QRSTUVWXYZ

abcdefghijklmnopqrstuvwxy z

Merel Regular - 22pt, 0 tracking

ABCDEFGHIJKLMN OPQ

RSTUVWXYZ

abcdefghijklmnopqrstuvwxy z

MEREL BOLD - 16PT, 200 TRACKING, ALL CAPS

ABCDEFGHIJKLMN OPQRSTUVWXYZ

hummingbird script

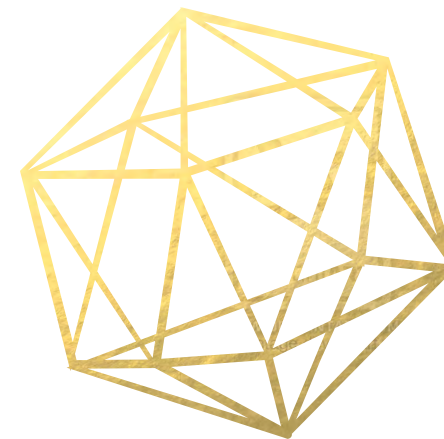
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WATERCOLOR



GEOMETRIC ICON



LINE

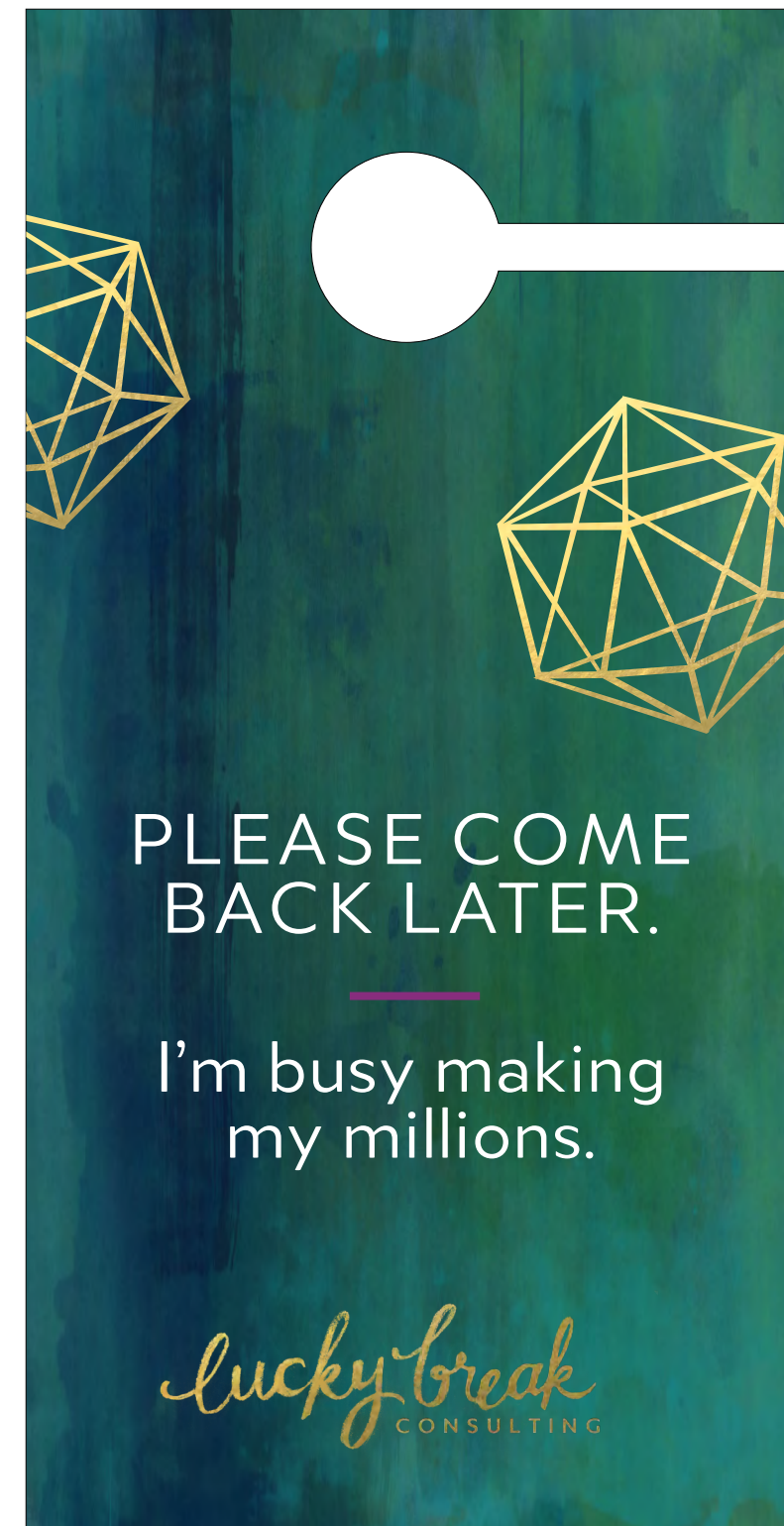
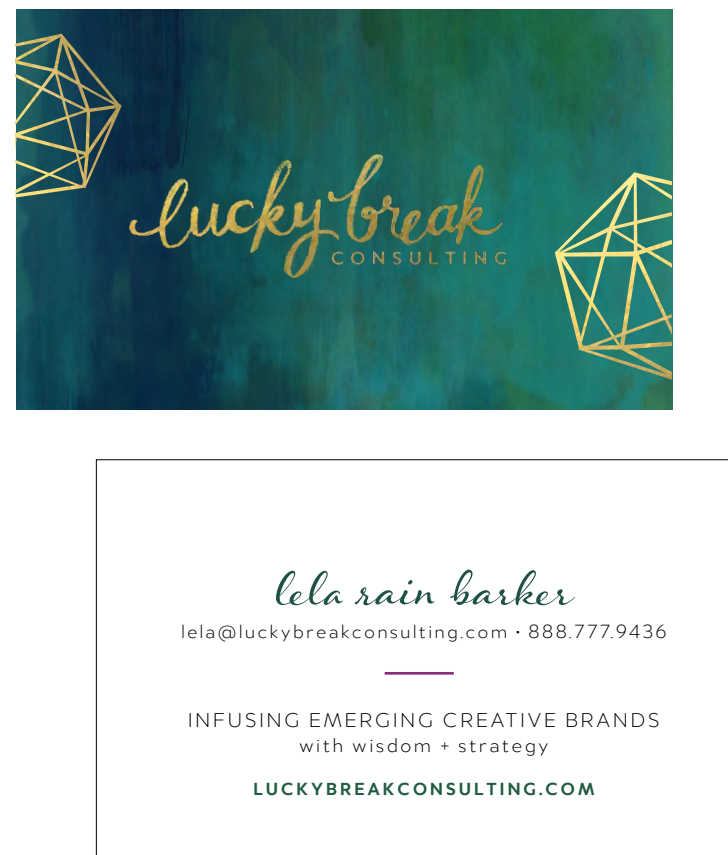


GEOMETRIC EDGE

GOLD FOIL CARDS



COLOR CARDS





HOW MANY PRODUCTS IS CONSIDERED “TOO MANY”?

There is no “magic” number!

You have “too many” products if:

- Your products begin to cannibalize each other.
- You’re struggling to keep products in stock.
- You’re stocking entirely too many components
- Buyers struggle to choose which products to bring into their stores.

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get your pencils ready!



The image shows a worksheet titled "Wholesale Readiness Checklist" from "LUCKY BREAK UNIVERSITY". The worksheet is for "Module 1: The Foundations" and includes a logo with "LBU" and the tagline "Secrets to Wholesale Success". The checklist contains the following items:

- Product Name: _____
- Does this product make sense as part of my larger product collection?
- How cohesively branded + packaged is this product within my collection? _____
- Can this product be consistently produced? YES NO
- Does this product have a retail footprint that would be appealing to wholesale buyers? YES NO
- Do I have clean, crisp, clear, well-lit photos of this product? (at least 1 simple + 1 editorial?) YES NO
- Does this product's pricing allow for a minimum of a 100% markup by wholesale buyers? YES NO
- Product Pricing: Product COGS Wholesale Price Retail Price
- I have the production capacity to fill order of this product in a timely manner. YES NO
- This product has been issued a UPC code. YES NO

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WORKSHEET: WHOLESALE READINESS CHECKLIST

Print one worksheet for each product that you plan to offer on the wholesale stage.

Walk through the prompts to identify which areas of your wholesale platform need attention.



THE END

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