

Brand analysis - Cath Kidston

Cath Kidston®

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Merry Christmas

Merry Christmas

Merry Christmas

By Ellaina Brazier

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Introduction



In this report you will learn about the branding guidelines of Cath Kidston including the typeface, colour schemes and packaging, starting off with the history of the brand finding out how the brand started and how it has grown into the successful company it is today. To begin the report some research had to be done to gain background knowledge of the company and what it is about. A visit to a store in York was done to get primary research of packaging and products, as well as ordering online to get more examples of packaging. The brand itself is recently established within the last 20 years and has become a successful seller expanding across the UK.

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About Cath Kidston



In 1993, Cath Kidston opened a small shop in Holland Park, London, Cath Kidston Ltd was founded. Taking her inspiration from her childhood, she started to sell vintage fabrics, junk furniture and wallpaper using the style of old english country house. She spotted the trend for vintage when many people still thought of it as old tat. Cath started to create her own quirky, distinctive floral designs for prints and products, her first was an ironing board cover. Her designs have become a symbol for the Cath Kidston look. Since then the products have expanded to include home ware, clothing and accessories. Cath Kidston has worked with many companies including Millets, Roberts, Nokia Mobiles and Marie Curie Cancer Care to create bags for Tesco. Since opening, the brand has become global expanding to Ireland, Japan and Kuwait,

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Advertising



Advert one isn't a typical advert for a company because it just shows the brand name and an image however there are adverts out there with similar styles. The brand name is done in the Cath Kidston script typeface but doesn't use the same colours as in the logo, this will be because the main focus of the advert is the image and that is where all the colour is, adding the logo with its own colours will probably of made the advert look too much. The image uses products of Cath Kidston, the floral background the fabric with her prints and in the foreground are candles.



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Advertising



Cath Kidston has previously worked with information technology company, Hewlett-Packard. The advert has the look of both companies merged in to one. The typography is typical of Cath Kidston. The colour scheme isn't usual of the brand with it usually being dark pink and blue however it still has similar colours as used in her patterns and products as shown with the laptop cover. The name of the brand is underneath the image in a handwritten typeface, this is probably the signature of Cath herself giving the impression of quality and she's approving of the product and putting her name on it.

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Logo



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When talking about her products, Cath Kidston says she likes simplicity and being symmetrical. She likes things being bold and doesn't like things being too fussy especially with floral patterns. These preferences are shown throughout the brand including the logo which is designed by Cath Kidston herself. It is all in line but still keeping it personal looking as the brand is and the colours are bold including on shop fonts and interior allowing it to stand out on the high street. The logo is placed carefully on the packaging, not to make itself stand out from the product and other typography on the packaging but to make it known the product is by Cath Kidston. The typeface of the logo is sans serif, the style is script with it being slightly italic as well. The capital letters of the logo are slightly bold but the over all look of the logo remains simple. The handwritten look gives the brand a personal feel and not something you see everyday on the high street. Having this type of logo on the products makes the buyer feel like they are valued and that they are not just any customer purchasing a product.



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Design Strategy



The logo is also positioned on the return stickers as well and the typeface used for the writing is the same sans serif as used in the magazine. As well as buying online you can also buy in store. Within the store there is a place where you can take the products you have purchased and have them gift wrapped for free and the care that goes in to wrapping a single item shows the personal touch the brand wants to get across to its customers. When buying online you are not given the option to have it gift wrapped but on receiving the package it is wrapped in a similar style packaging to that of gift wrapping which shows the brand puts thought into everything and doesn't miss out details. The online store itself has a lot of thought put into it to show off what the brand is about incorporating the small details of the brand and using the patterns as part of the layouts. The website itself is created by Paul Lewis and uses the colour schemes of the brand as well as the same typeface used throughout the literature of the brand.

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Development of design



The Cath Kidston brand hasn't changed much within the past 17 years it's been established. The patterns are still the main feature and the products still have the same vintage feel to them. The brand has grown with vintage becoming a sort after style and many people choosing to decorate and furnish their homes as well as dress this way. The brand still has it's personal feel as it did back when it opened, probably due to the owner who created the brand still designing the products. The colour scheme of the brand is still the same, pink, blue and white, this being used within the logo and in shops. On products the logo is always positioned so it is noticed but not taking focus away from the product. On letters such as invoices the logo is positioned to the right and in pink with a white background to match the paper, giving the simplicity Cath Kidston wants for her brand.



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Summary



Overall the Cath Kidston brand is one which hasn't changed much in the short amount of time it has been open and has remained consistent with the quality of its products and growing popular with the demand for vintage products. Its values of giving you a personal touch and being individual has come across in its products as well as in the style of its shops both on the high street and online. The logo is well known by its colours and the patterns designed by Cath Kidston are recognizable. The brand has become successful in what it does and will continue to grow in future years. It will probably update its look to keep up with modern times but won't make itself modern because it will lose the vintage look to the brand which could be the reason behind the brand not changing itself much in previous years.

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