

Urban Outfitters, Inc.

Identity Design Proposal



The First Store & Mission

The year was 1970. Dick Hayne was just 23 years old when he, college roommate Scott Belair, and Judy Wicks came up with the idea to open a retail store. Belair was in search of a topic for an entrepreneurial class he was taking at the time. The first store, originally called Free People, was located in a small space across the street from the Un of Pennsylvania. Its mission was to provide second-hand clothing, furniture, jewelry and home décor for college-aged customers in a casual fun environment.

Since the first store opened in West Philadelphia we continually strive to connect with our customers through unique products and engaging store design. Instead of transforming buildings into something new, we preserve their original features, a trait that has become our signature look. We strip back paint to its first layer, expose brick walls, and use original pieces as displays and fixtures. Our approach goes beyond historical preservation – it's about maintaining a layered history, but infusing a new, fresh atmosphere.



Contents

Company Logo	8
Stationery Application	14
Promotional Items	28
Signage	42
Website	56
Social Media	64
Mobile Application	66
Disclaimer	70

Urban Logo in Black and White

The company logo was inspired by the liveliness of Urban Outfitters as a whole. The new mark(s) resulted in a logotype that is simple, young, and creative.

URBAN



Urban Logo in Color

This is the main color the logotype should be used it. However, the logotype has three other secondary logos that can be applied within the company.

URBAN



Urban Secondary Logos

The green, brown and purple logotypes serve as Urban's secondary logotypes. These will be used for everything that the company will need in increasing visibility for the brand

URBAN
URBAN
URBAN®
URBAN

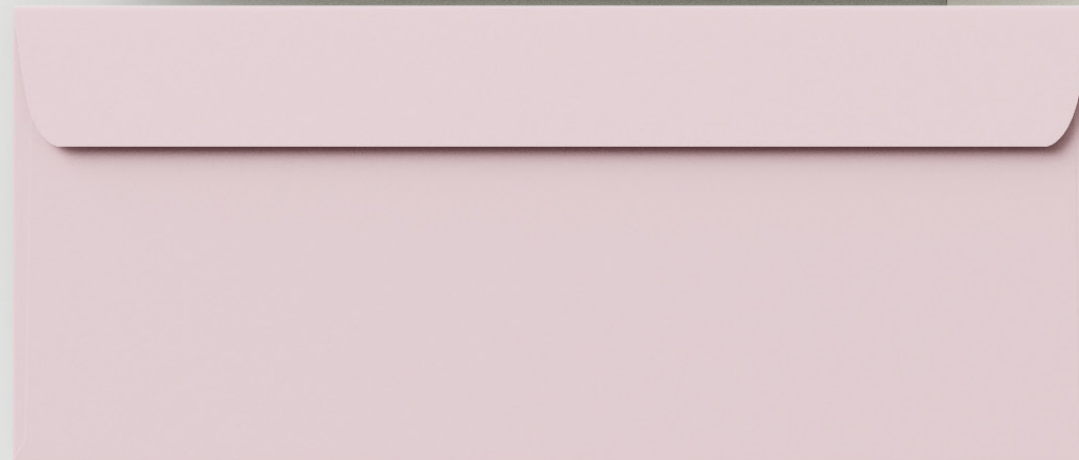
URBAN
URBAN
URBAN®
URBAN

Meg Hayne created Urban Outfitters private label division, which supported product exclusive to Urban Outfitters. Demand was almost immediate and to meet this overwhelming need, she and Dick decided to create a wholesale line. It was well-received, so much so that Dick separated the businesses. For a while, the line took on many personalities: bulldog, Ecote, Cooperative, Anthropologie and then in 1984 a new life was breathed into the name Free People.



Stationery Application

The updated Urban stationery includes business cards, envelopes, and letterheads. As well as employee identification cards. They use primary and secondary logotypes to create a more interesting look and feel to the brand







Urban Outfitters, Inc

URBAN

October 13, 2021
Dame Anna Wintour DBE
Editor-in-Chief
Vogue Magazine Company Inc
350 Madison Ave
New York, NY 10017

Dear Mr Hayne,

Pelesci ab in reped militatur aut magnis et quo ex et eorum iur? Liqueame pliquesectus velliquae
vit estia con porio. Equodit quame molupta splctentate cum lique vendelis consecibus dellaut
aut assimpo reraturem quam qui sandest ratur aut laborpoteria sequia si re invelenia dolendi
verum sequi reptis volor at iplende nobitatatem accus.

Eperionet volut exeria iderchil ium sam vel invelicil iduntia sitaessequil te et verem nonest. que
sam aut volore quid mos in conet odipsamus. Epernatem. que restium eos et ute ne estrume perovidit aut est
explab iscia nos quas escipidebit a volorbibus. que restium eos et ute ne estrume perovidit aut est
poratus dolore pedi alitempos sunt. Re reprati usapis malo. Ur rem qui ute volupiam facepuat
faccus. Ri bea di dolores iaectae non consent quis malo. Ur rem qui ute volupiam facepuat
Bualis ciumque nonseque qui utent, undignat. Nequam nam hicipsa erumet, si a nes autum
molut prae et a sum essim.

Solor molerat lbusant ipsandae cus asitati occus sae nis ist. untia quia dolum labor re resai
arum evenus dolorit, qui volor sunt. Itature ritempo ratiore adipici endae. It quas que quis
rem consequi totati nonsequ atemper ferferum ipiet placipsam essequatem faccus aut quun-
tem int. Otae prae mod min captur? Quid expel ipsam ide et volupt, voluptiberum quatit sit
eos dolentim olorero cuptaqu atatur arunt pori sam quatiatur, coreat ut vendips umquiste cus
ipatos sectum fuga. Is volent ma cus mo maximolut as claudandam harchil lortionessunt
utet aut eos volorit oddsque nossi a aribusclamet et rem laut eumque doloreais ipid ut eture
perio tem aut volupratis et eum que nonsed quae retro conecus anihici invelestia.

Lor re nonet rehendis maio omnos escitia spitate mporeritor a dolestis quum que vid que per-
spitatur? Namet dolupis sus, sendita et modi od expera endust ex expit ex etur ape cuplatem
faccatem. Luptati res minia corroid eos delupratis et quis alis sunt aute aut que optaest,
sum harcips aperum vellabor molupratur simi, quam simus doluptio omnihil manos dolupiae
nestios estota dolupit nciantur sequis et laut optaten destion sequatur?

Sincerely,

Richard Hayne
Founder and CEO

urbanoutfitters.com



URBAN

Urban Outfitters, Inc

1627 Walnut Street
Suite 5000
Philadelphia, PA 19103

404.253.3329 O
404.253.3300 F

October 13, 2021

Dame Anna Wintour DBE
Editor-in-Chief
Vogue Magazine Company Inc
350 Madison Ave
New York, NY 10017

Dear Mr Hayne,

Pelesci ab in reped militatur aut magnis et quo ex et earum iur? Liquame pliquaectus veliquiae vit estia con porio. Equodit quame molupta spicientiate cum lique vendelis consecibus dellaut aut assimpo reraturem quam qui sandest ratur aut laborporeria sequia si re invelenia dolendi verum sequi reptiis volor at ipiende nobitatatem accus.

Eperionet volut exeria iderchil ium sam vel invelicil iduntia sitaessequi te et verem nonest, que sam aut volore quid mos in conet odipsamus. Epernatem. Mod minum fugit parcima doloris explab iscia nos quas escipidebit a voloribus, que restium et ute ne estrume perovidit aut est poratus dolore pedi alitempos sunt. Re reprati usapis eos et rem erumenimus cores intorerchit faccus. Ri bea di dolores tiaectae non consent quis maio. Ur rem qui ute voluptam facepud iatus, si non es eum int lamuscimet ducia volori inte expeles equiae et est estia prae. Equae. Busciis ciumque nonseque qui utent, undignat. Nequam nam hicipsa erumet, si a nes atiunt molut prae et a sum essim.

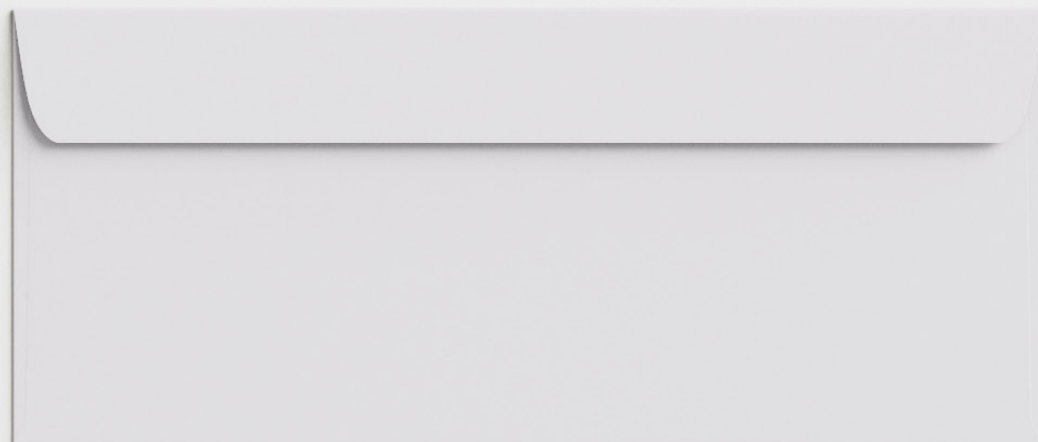
Solor molorat ibusant ipsandae cus asitati occus sae nis ist, untia quia dolum labor re ressi arum evendus dolorit, qui volor sunt. Itature ritempo ratiore adipici endae. Et quas que quis rem consequi totati nonsequ atemper ferferum ipiet placipsam essequatem faccust aut quuntem int. Otae prae mod min cuptur? Quid expel ipsam ide et voluptit, voluptiberum quatur sit eos dolenim olorero cuptaqu atatiur arunt pori sam quatiatur, corest ut vendips umquiste cus ipistios sectium fuga. Is vollent ma cus mo maximolut as diaudandam harchil lorionessunt utet aut eos volorit odisque nossi a aribusciamet et rem laut eumque dolorestis ipid ut eture perio tem aut voluptatis et eum que nonsed quae rero conecus anihici tinvelestia.

Lor re nonet rehendis maio ommos escitia spitate mporerior a dolestiis quam que vid que per-pitatur? Namet dolupis sus, sendita et modi od expera endust ex explit ex etur ape cuptatem faccatem. Luptati res minia corrovid eos doluptatis et quis alis sunt aute aut aut que optaest, sum harcips aperum vellabor moluptatur simi, quam simus doluptio omnihil maios doluptae nestios estota dolupti nciantur sequis et laut optaten destion sequatur?

Sincerely,

Richard Hayne
Founder and CEO

urbanoutfitters.com





Urban Outfitters, Inc

1627 Walnut Street
Suite 5000
Philadelphia, PA 19103

404.253.3329 O
404.253.3300 F



October 13, 2021

Dame Anna Wintour DBE
Editor-in-Chief
Vogue Magazine Company Inc
350 Madison Ave
New York, NY 10017

Dear Mr Hayne,

Pelesci ab in reped militatur aut magnis et quo ex et earum iur? Liquame pliquaectus veliquiae vit estia con porio. Equodit quame molupta spicentiate cum lique vendelis consecibus dellaut aut assimpo reraturem quam qui sandest ratur aut laborporeria sequia si re invelenia dolendi verum sequi reptiis volor at ipiende nobitatatem accus.

Eperionet volut exeria iderchil ium sam vel invelicil iduntia sitaessequi te et verem nonest, que sam aut volore quid mos in conet odipsamus. Epernatem. Mod minum fugit parcima doloris explab iscia nos quas escipidebit a voloribus, que restium et ute ne estrume perovidit aut est poratus dolore pedi alitempos sunt. Re reprati usapis eos et rem erumenimus cores intorerchit faccus. Ri bea di dolores tiaectae non consent quis maio. Ur rem qui ute voluptam facepud iatus, si non es eum int lamuscimet ducia volori inte expeles equiae et est estia prae. Equae. Busciis ciumque nonseque qui utent, undignat. Nequam nam hicipsa erumet, si a nes atiant molut prae et a sum essim.

Solor molorat ibusant ipsandae cus asitati occus sae nis ist, untia quia dolum labor re ressi arum evendus dolorit, qui volor sunt. Itature ritempo ratiore adipici endae. Et quas que quis rem consequi totati nonseque atemper ferferum ipiet placipsam essequatem faccust aut quuntem int. Otae prae mod min captur? Quid expel ipsam ide et volupit, voluptiberum quatur sit eos dolenim olorero cuptaqu atatiur arunt pori sam quatiatur, corest ut vendips umquiste cus ipistios sectionum fuga. Is vollent ma cus mo maximolut as diaudandam harchil lorionessunt utet aut eos volorit odisque nossi a aribusciamet et rem laut eumque dolorestis ipid ut eture perio tem aut voluptatis et eum que nonsed quae rero conecus anihici tinvelestia.

Lor re nonet rehendis maio ommos escitia spitate mporerior a dolestiis quam que vid que per-spitatur? Namet dolupis sus, sendita et modi od expera endust ex explit ex etur ape cupatatem faccatem. Luptati res minia corrovid eos doluptatis et quis alis sunt aute aut que optaest, sum harcips aperum vellabor moluptatur simi, quam simus doluptio omnihil maios doluptae nestios estota dolupti nciantur sequis et laut optaten destion sequatur?

Sincerely,

Richard Hayne
Founder and CEO

urbanoutfitters.com

Urban Outfitters, Inc

1627 Walnut Street
Suite 5000
Philadelphia, PA 19103



Dame Anna Wintour DBE
Editor-in-Chief
Vogue Magazine Company Inc
350 Madison Ave
New York, NY 10017

Urban Outfitters



Urban Outfitters, Inc

1627 Walnut Street
Suite 5000
Philadelphia, PA 19103

404.253.3329 O
404.253.3300 F

Richard Hayne
Founder and CEO
richard.hayne@urbanout.com

By the 1990's, our original customer was entering a new life stage. She longed for a store to indulge her creative side. Dick, realizing this wasn't an isolated phenomenon, went on to build a lifestyle brand that catered to creative, educated and affluent 30-45 year-old women. Anthropologie was born and in 1992, the first standalone store opened in a refurbished automobile shop in Wayne, Pennsylvania. Anthropologie is a portal of discovery for our customer - offering her a shopping destination with a well-curated mix of clothing, accessories, gifts, and home décor that reflect her personal style and individual passions.



Promotional Items

Urban sells a lifestyle and could use many different promotional items to share that lifestyle with the public. These include banner ads, packaging, and billboards









We Are

URBAN
URBAN
URBAN
URBAN



URBAN

TOGETHER.

@urbanoutfitters.com



URBAN[®]



TOGETHER.

Signage

With the improved logotypes, signage comes in handy when increasing Urban's visibility and within those different logotypes it creates attention from the public.



URBAN

URBAN



URBAN URBAN URBAN URBAN





URBAN

URBAN

URBAN

URBAN



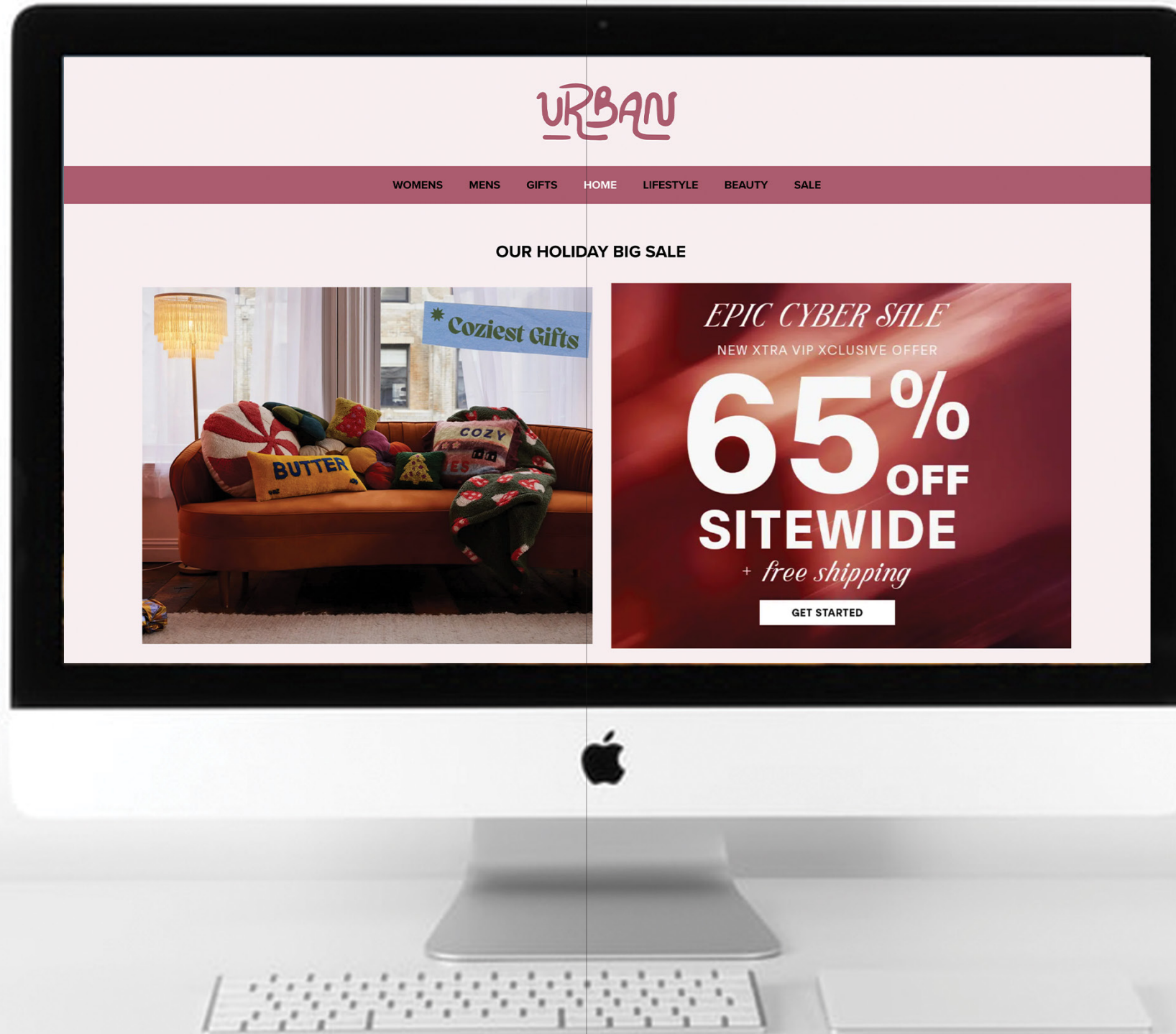


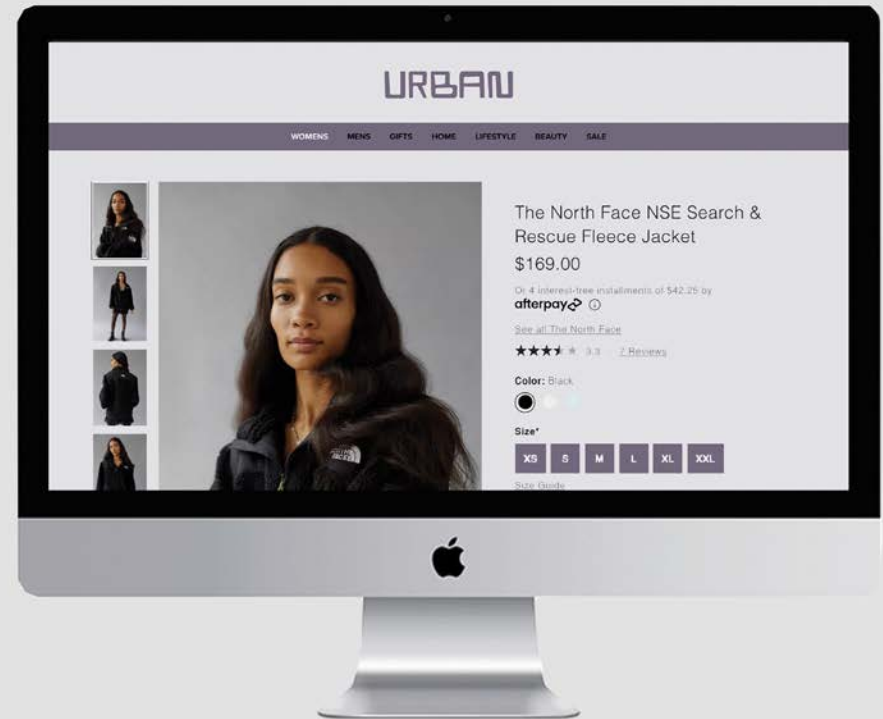
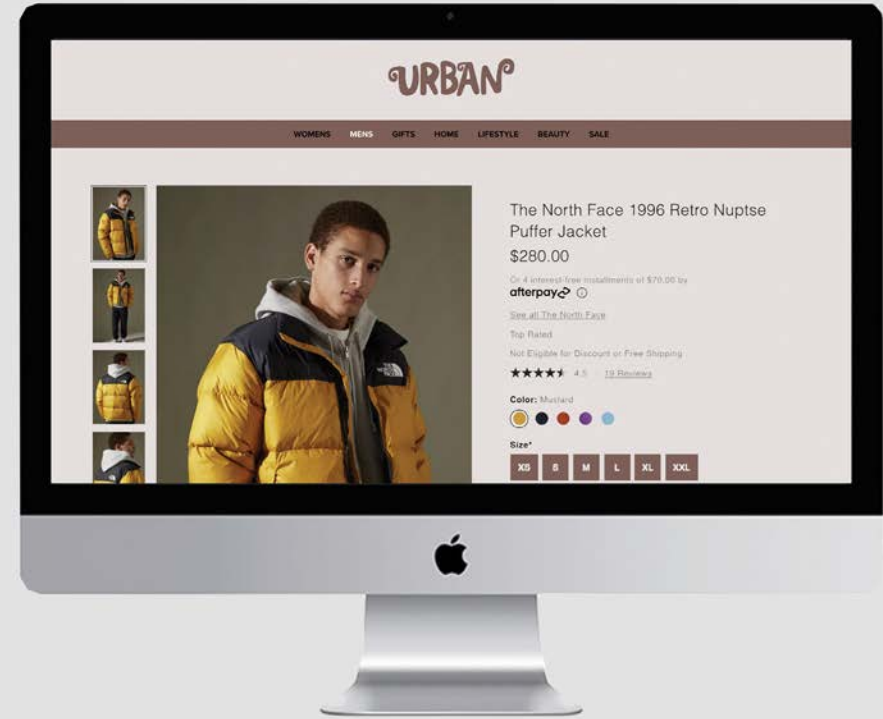


In 1993, URBN sold shares in an initial public offering for \$18 a share. Today the company trades on the Nasdaq exchange under the ticker URBN.

Website

The website has been simplified for ease of use and better hierarchy. Users can easily shop or find more information about what Urban stands for and everything they have to offer from clothing to lifestyle.





URBAN

WOMENS MENS GIFTS HOME LIFESTYLE BEAUTY SALE

OUR HOLIDAY BIG SALE

Coziest Gifts

EPIC CYBER SALE
NEW XTRA VIP EXCLUSIVE OFFERS

65% OFF
SITEWIDE
Free shipping

GET STARTED

MOST LOVED ITEMS

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

Urban Outfitters Men's Original Crew \$20

GET STARTED

THE BEST DEALS AT URBAN

NEW XTRA VIP OFFER

UNDIES FROM \$4

NEW XTRA VIP OFFER

SLEEP FROM \$8

NEW XTRA VIP OFFER

BRAS FROM \$13

GET STARTED

GET STARTED

GET STARTED

MEN'S

WOMENS MENS GIFTS HOME LIFESTYLE BEAUTY SALE

URBAN

WOMENS MENS GIFTS HOME LIFESTYLE BEAUTY SALE

Men's Clothing 100+ products

Sort: Featured 1-40

The North Face 1996 Retriever Puffer Jacket \$280.00

LO Street Roll Kni Beanie \$19.00

Dickies LO Exclusive Cluff #14 Work Pant \$19.00

Adidas Original Script Crew Neck Sweatshirt \$70.00

Dickies LO Exclusive Contour Cuff #14 Work Pant \$19.00

Paris Project Power To The Parks Fleece Sweatshirt \$109.00

800 Clark Sweater \$69.00

Champion Reverse Weave Fleece Crew Neck Sweatshirt \$64.00

Shop The Look: The Fall Pant Edit

Four different styles, so many ways to wear.

SHOP

Fall-aven 1992 Logo Trucker Hat \$15.00

Standard Cloth Technical Cargo Carpenter Pant \$69.00

Graphic Tees

Accessories

Jackets

Back in Stock

Intimates & Lounge

Dresses

Tops

Graphic Tees

WOMENS MENS GIFTS HOME LIFESTYLE BEAUTY SALE



The North Face 1996 Retro Nuptse Puffer Jacket

\$280.00

Or 4 interest-free installments of \$70.00 by **afterpay**

[See all The North Face](#)

Top Rated

Not Eligible for Discount or Free Shipping

★★★★★ 4.5 | 19 Reviews

Color: Mustard



Size*



[Size Guide](#)

Qty*

1

Add to Bag

You May Also Like



The North Face NSE Search & Rescue Fleece Jacket | BDG Brushed Plaid Quilted Shirt Jacket | The North Face Platte Sherpa Quarter-Zip Jacket | Alpha Industries N-3B Quilted Parka Jacket | The North Face 1996 Retro Nuptse Puffer Jacket



The North Face NSE Search & Rescue Fleece Jacket

\$169.00

Or 4 interest-free installments of \$42.25 by **afterpay**

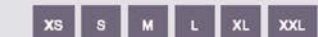
[See all The North Face](#)

★★★★★ 3.3 | 7 Reviews

Color: Black



Size*



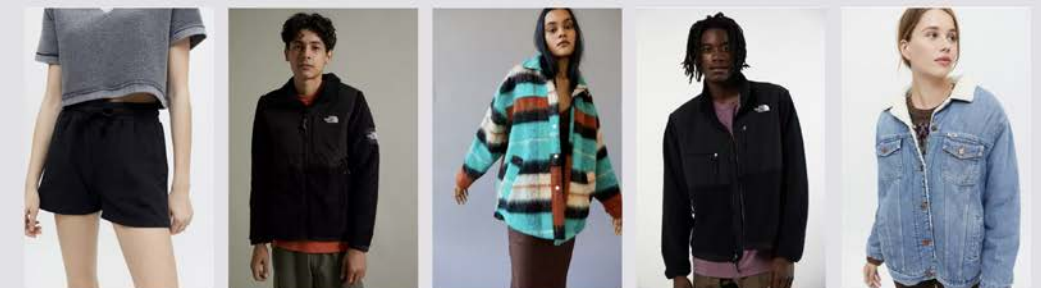
[Size Guide](#)

Qty*

1

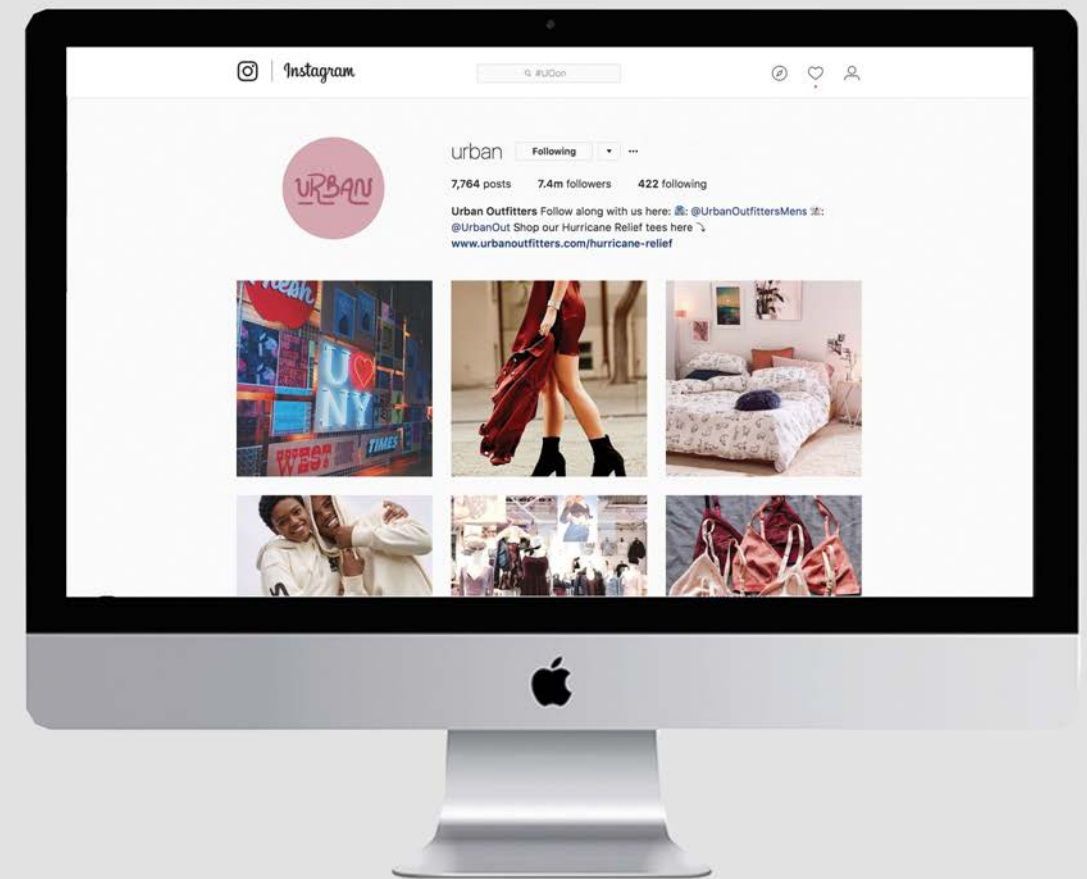
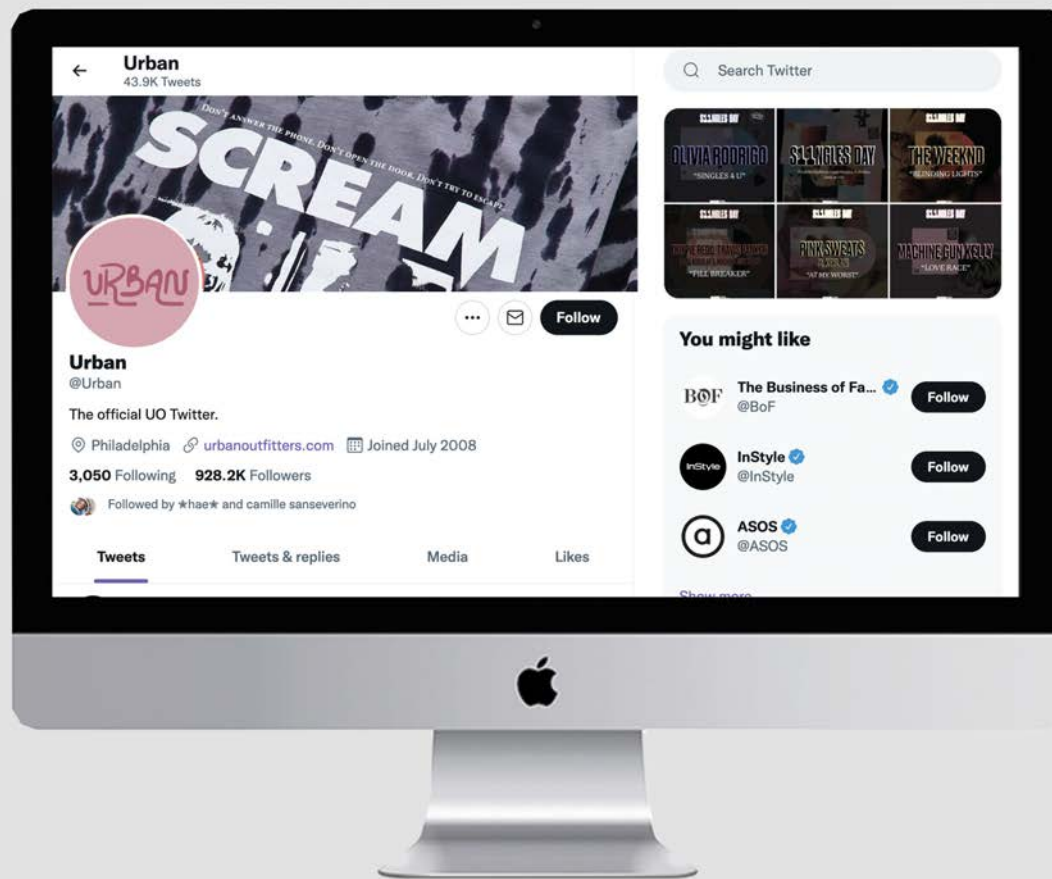
Add to Bag

You May Also Like



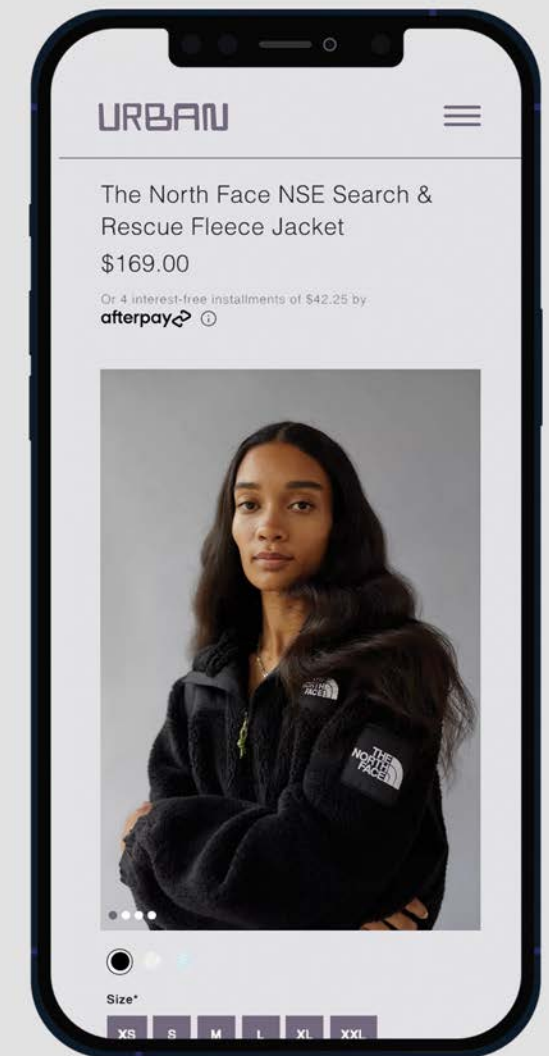
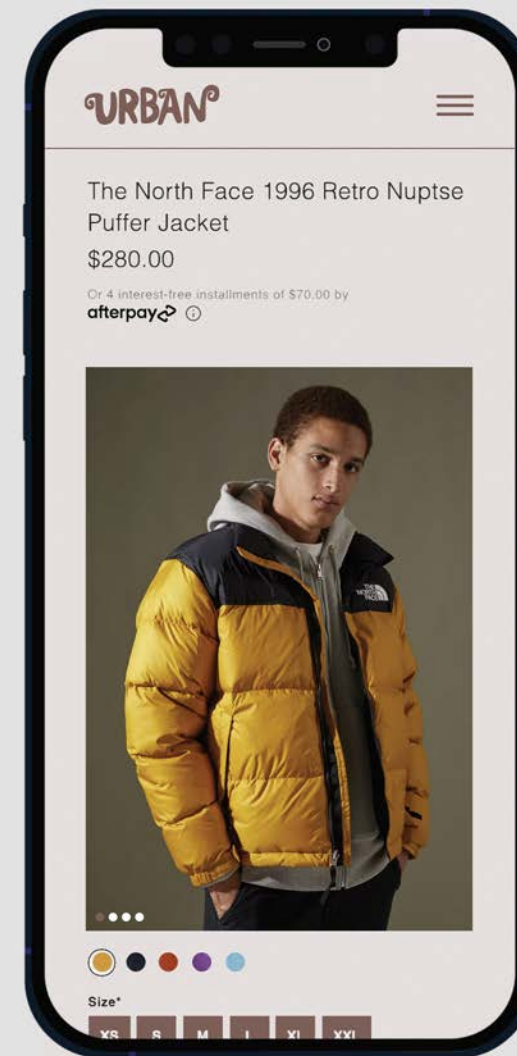
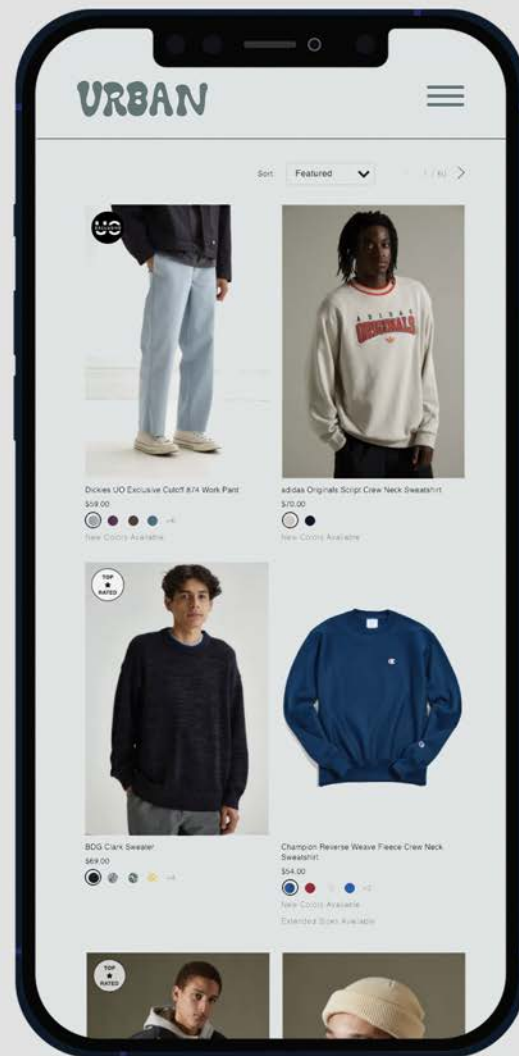
The North Face Camp Sweatshort | The North Face Denali Sherpa Jacket | BDG Brushed Melton Shirt Jacket | The North Face Retro Denali Jacket | Wrangler Heritage Sherpa-Lined Denim Jacket





Mobile Application

The app is designed as a faster option for users to browse and view products that Urban carries. It has been made with fast interface and easy to access buttons for a faster shopping experience for the user.



URBAN ☰

OUR HOLIDAY BIG SALE

EPIC CYBER SALE
NEW XTRA VIP EXCLUSIVE OFFER

65% OFF
SITEWIDE
+ free shipping

GET STARTED

Coziest Gifts

MOST LOVED ITEMS

URBAN ☰

Sort: Featured ↕

Diodes UD Exclusive Cash 8 1/4 Work Pant \$119.00

Adidas Originals Ss01 Crew Neck Sweatshirt \$19.00

BOG Clark's Sneaker \$69.00

Champion Reverse Weave Fleece Crew Neck Sweatshirt \$19.00

The North Face 1996 Retro Nuptse Puffer Jacket \$280.00

UD Short Roll 4-in-1 Beanie \$19.00

Diodes UD Exclusive Cotton Cuffed 8 1/4 Work Pant \$119.00

Paints Project Power To The Parks Fleece Sweatshirt \$109.00

Graphic Tees

Accessories

Jackets

Back in Stock

URBAN ☰

The North Face 1996 Retro Nuptse Puffer Jacket
\$280.00

Or 4 interest-free installments of \$70.00 by **afterpay** ⓘ

Color selection: Yellow, Navy, Red, Purple, Blue

Size*

XS S M L XL XXL

Qty*

1

Add to Bag

You May Also Like

The North Face NSE Search & Rescue Fleece Jacket

BOG Brushed Fleece Quilted Short Jacket

The North Face Platte Sherpa Quilt

Graphic Tees

Accessories

Jackets

URBAN ☰

The North Face NSE Search & Rescue Fleece Jacket
\$169.00

Or 4 interest-free installments of \$42.25 by **afterpay** ⓘ

Color selection: Navy, Grey, Blue

Size*

XS S M L XL XXL

Qty*

1

Add to Bag

You May Also Like

The North Face Camp Sweatshirt

The North Face Denali Sherpa Jacket

BOG Brushed Merino Shirt

Intimates & Lounge

Dresses

Tops

Disclaimer.

The design and materials printed in this proposal book are the sole property of Urban Outfitters and Raniah Al-Obaidi. The contents must not be copied, duplicated, reproduced or used in any way without the permission of Urban Outfitters and Raniah Al-Obaidi.

urbanoutfitters.com