



# CHIAPPETTA SHOES

*BRANDING GUIDE*



AINT NO BETTA

## CHIAPPETTA SHOES BRAND IMAGE & EXPERIENCE

Chiappetta Shoes is your **1st step to solving foot problems**. Those problems can range from pain in your foot/knees/back or not being able to figure out the best shoe for your lifestyle. Chiappetta Shoes is equipped with experienced sales staff within an old school sit-and-fit environment to give you the best opportunity to leave our shop with your expectations exceeded. Chiappetta Shoes push the boundaries to deliver a one-of-a-kind experience while visiting our brick and mortar location.

Chiappetta Shoes brick and mortar location in Kenosha, WI is a showcase of heritage, quality, luxury, intellect, and wellness. In the shop, you will encounter our family history, quality footwear, rich surroundings, helpful sales staff, the country's best pedorthists, and many solutions to solving foot pain.

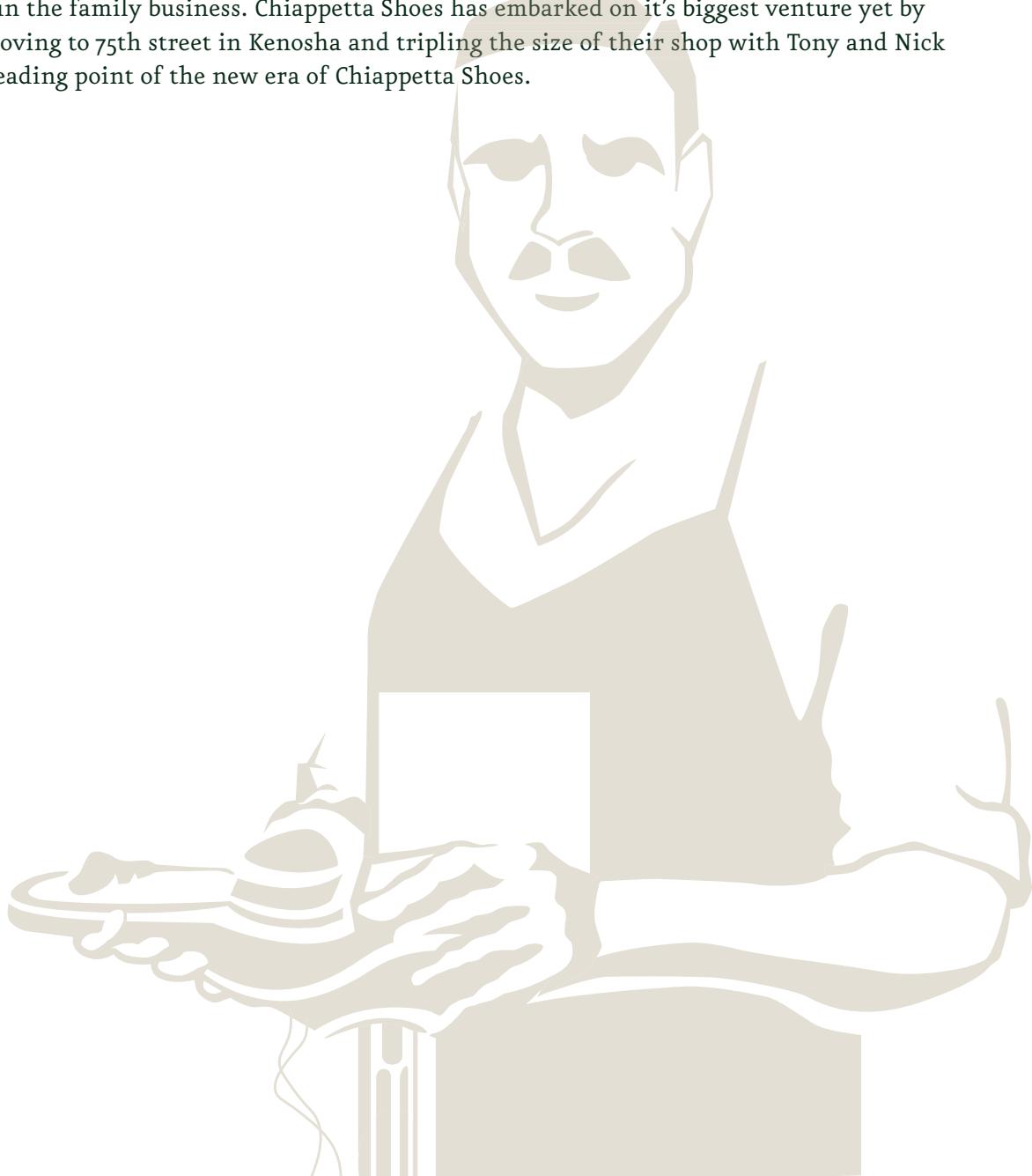
Chiappetta Shoes footwear selection process is meticulously thought of with you at the forefront of our mind. The quality of the shoe, the comfort of the shoe, and the style of the shoe are the three main point of emphasis when deciding if it's worthy to be offered from the Chiappetta brand. This process builds trust with their clients. When a client walks into Chiappetta Shoes, they are looking for quality, comfort, and stylish footwear.

Chiappetta Shoes refers to anyone that walks into their shop as a client, NOT a customer. Why? Because it denotes a much higher level of relationship, a much, much greater sense of intimacy, bonding, trust, and respect. Most people don't have authoritative respect in the selling environment. Chiappetta Shoes is not like other retailers. When someone shops in-store at Chiappetta Shoes, the likelihood of them returning is substantially higher because of the award-winning service offered from the sales staff. Chiappetta Shoes' clientelle relationship has enveloped a sense of trust with our sales staff that can be relied upon any time they are in need of solving a foot problem.



## CHIAPPETTA SHOES HISTORY

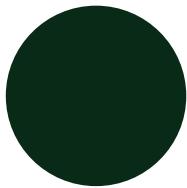
Chiappetta Shoes was founded in 1921 by Pasquale Chiappetta as a custom shoe maker for people with disabilities. Later on in the founding decade, Chiappetta Shoes began selling shoes for men at retail. In the 1940s, Frederick Orlando Chiappetta returned from the Pacific theater of WWII and took over the shoe store. It was then abruptly taken over by Helen Chiappetta due to the unexpected passing of Frederick Chiappetta, the first, in 1970. During Helen's tenure, Chiappetta Shoes diversified their inventory to mens and womens footwear. In 1980s, Frederick Chiappetta II joined the family business and helped take Chiappettas current philosophy in manufacturing, materials, and processes. When the 90's approached, Lori Chiappetta joined the family business and expanded the footwear selection to euro comfort products at higher prices. Moving into the new millennium, Chiappetta Shoes transferred their operation to 39th Ave in Kenosha, WI. During the shop's tenure on 39th Ave, they added onto the building to house more inventory and brought on 4th generation Chiappettas, Tony and Nick to run the family business. Chiappetta Shoes has embarked on it's biggest venture yet by moving to 75th street in Kenosha and tripling the size of their shop with Tony and Nick heading point of the new era of Chiappetta Shoes.



## CHIAPPETTA SHOES BRAND IMAGERY



# CHIAPPETTA SHOES BRAND COLOR MEANINGS

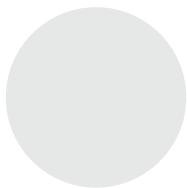


**HEX:** #0F2B1A

**CMYK:** C 82 M 53 Y 82 K 71

**RGB:** R 15 G 43 B 26

Chiappetta Shoes primary color represents the green in Italy's national flag, but in a darker tone to better represent the natural elements found in Italy, such as near the rivers and landscapes that surround the region. Going for more of a natural and elemental route immerses the natural products and materials used and offered within our store.

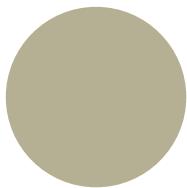


**HEX:** #E5E6E5

**CMYK:** C 9 M 6 Y 7 K 0

**RGB:** R 229 G 230 B 229

Chiappetta Shoes secondary color is a light gray represents the sophistication and education side of our business. One of the many differentiators that sets Chiappetta Shoes apart from other retail stores, is the educational background from our certified pedorthists. Clean and timeless is the design approach in how you will see Chiappetta Shoes brand through social media where the light gray and white will be predominantly seen. With over 100 years of business, representing the history of the shop is paramount.

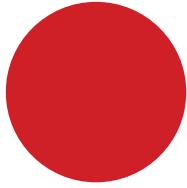


**HEX:** #B5AF94

**CMYK:** C 31 M 26 Y 44 K 0

**RGB:** R 229 G 230 B 229

Chiappetta Shoes third color to the brand pulls directly from the material that is most used in the custom orthotics, and that's cork. The color beige is neutral, calm, and relaxing. All of the attributes our custom orthotic buyers feel when walking in our product. Beige is a clean and modern look, popular in interior design, which is a tone seen within the walls in Italy.



**HEX:** #CF2027

**CMYK:** C 12 M 100 Y 100 K 3

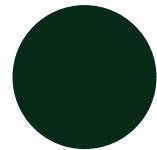
**RGB:** R 207 G 32 B 39

The final color is pulled directly from the red of the Italian flag. Heritage is everything for Chiappetta Shoes. The only color to be used subtly for the energy and emphasis it brings, is the Italian red. Also represented from our staff members eager to solve your foot problem. The Italian red is also a compliment to the Italian green, which ties to the origin of the Chiappetta Family.

# CHIAPPETTA SHOES PROPER COLOR USAGE

## COLORS

— — —



PRIMARY



SECONDARY



ACCENT



ACCENT 2



# CHIAPPETTA SHOES BRANDING INSPIRATION



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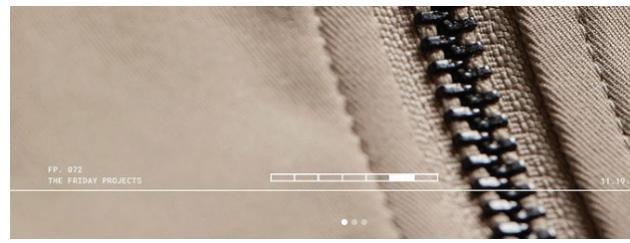
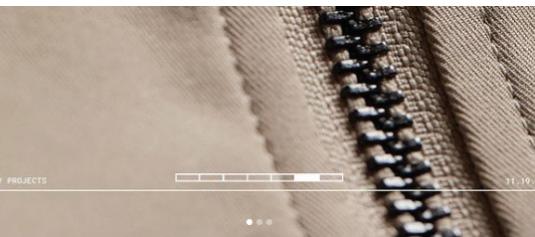
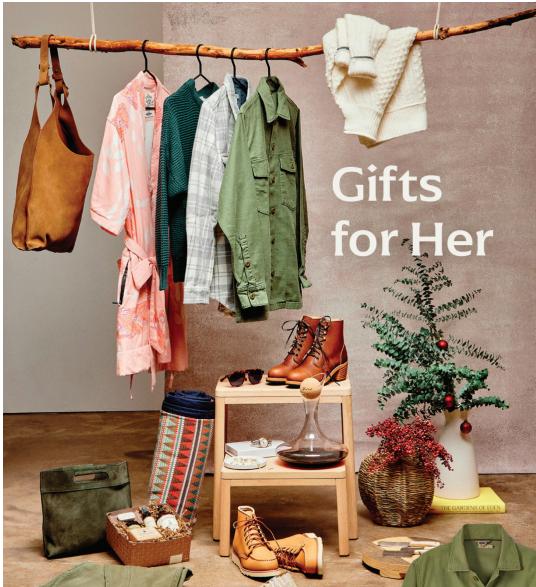
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# CHIAPPETTA SHOES BRANDING INSPIRATION



# CHIAPPETTA SHOES TYPOGRAPHY



Chiappetta Shoes updated font is to bring a retro and traditional newspaper-style feel to the brand. This decision is to tie in to the company's original form of advertising dating back to over 100 years ago. The serif font choice is also slightly modernized to bring more of a Roman presence to the font. It's more chiseled and unique to a typical serif font you would encounter. Chiappetta Shoes is embracing their history and their bright future with Eureka as the typography identity to their business.

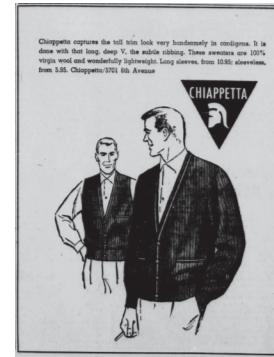
## FF Eureka Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z



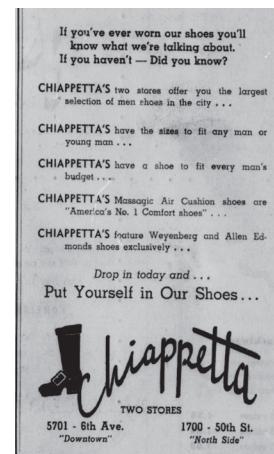
## FF Eureka Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z



## FF Eureka Italic

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z



## FF Eureka Medium

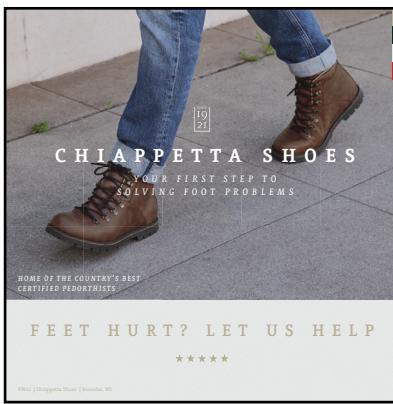
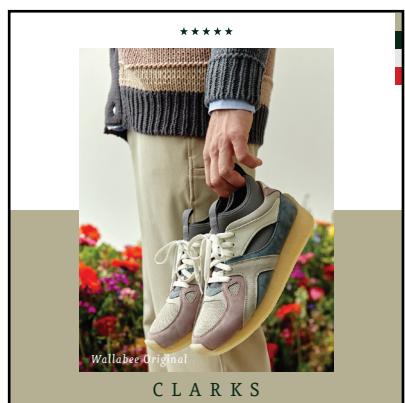
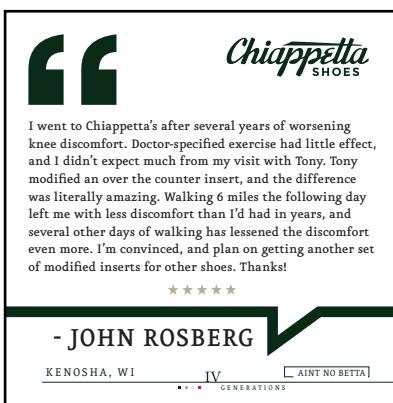
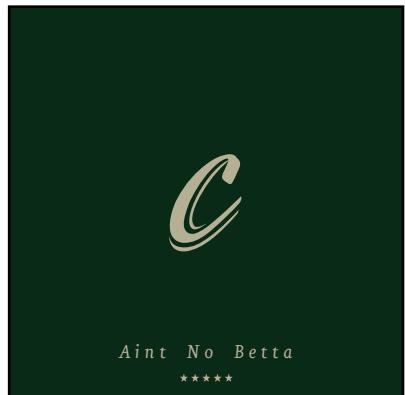
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

# CHIAPPETTA SHOES SOCIAL GRAPHICS

2022 | BRAND GUIDELINES

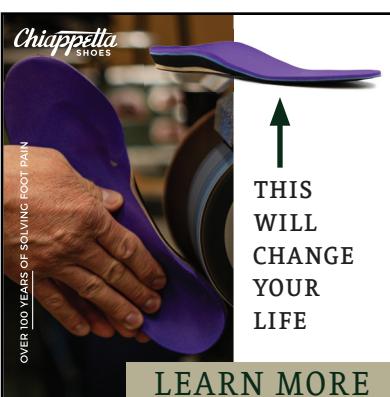
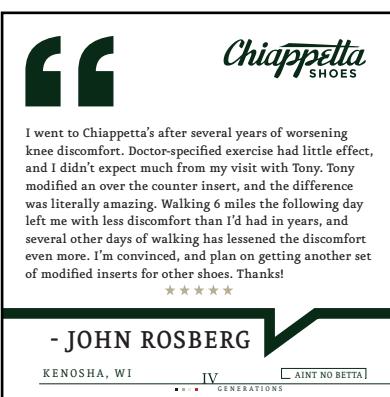
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#AINTNOBETTA



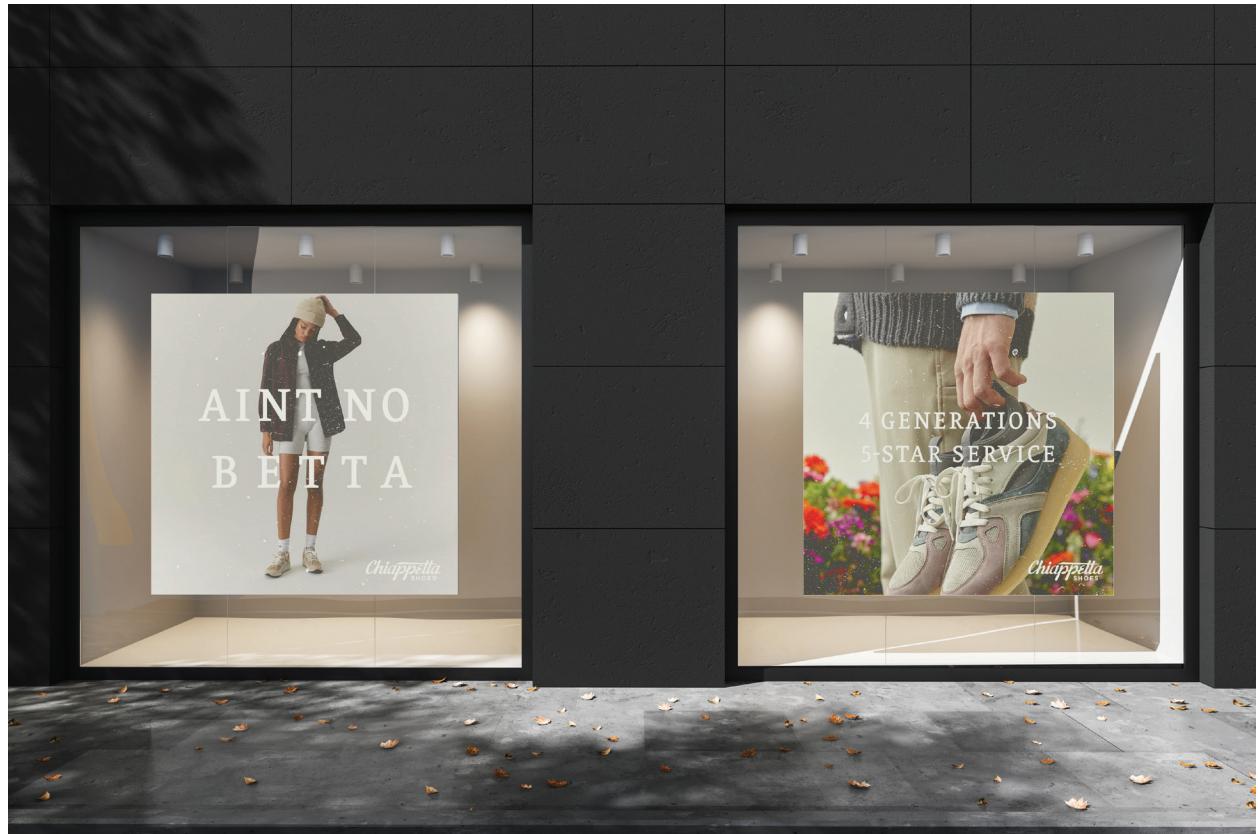
Chiappetta Shoes social graphics should always be presented in neutral tones with minimal pops of color. The goal is to present a clean, minimal, and mature approach to our social identity. The graphics are to show an elegance to it with the sign of quality and luxury brought to our footwear and accessories. The goal for a viewer's first impression of our store is to understand we are a stylish and high-end shop that cares about quality for your feet.

# CHIAPPETTA SHOES SOCIAL GRAPHICS



Chiappetta Shoes social graphics should always be presented in neutral tones with minimal pops of color. The goal is to present a clean, minimal, and trendy approach to our social identity. The graphics are to show an elegance to it with the sign of quality and luxury brought to our footwear and accessories. The goal for a viewer's first impression of our store is to understand we are stylish and high-end shop that cares about quality for your feet.

# CHIAPPETTA SHOES STORE VISUALS



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