

# Phase 2 Brand Brief

## Brand Coordinator Handoff Package

Prepared February 13, 2026 · Contact: Morgan · silkandstoneaz@gmail.com

### ✓ CONFIRMED BY MORGAN

Owner's decisions from the intake session. These inform design direction and are ready to work from.

### ■ NEEDED FROM STACEY

Assets and decisions still to come. The checklist on the final page tracks everything outstanding.

This document summarizes everything gathered from Morgan's intake session and identifies what's still needed from Stacey to complete the Silk & Stone website. Confirmed items are ready for the build. Anything flagged for Stacey represents the remaining path to a finished site.

### PROJECT SCOPE (PER AGREEMENT)

This project covers design and build of a brochure-style showcase website — no e-commerce, no booking systems, no social media management. Website files will be delivered suitable for hosting on a standard web host. Hosting, domain, and publishing are Morgan's responsibility. Total project fee: \$800 (50% on signing, 50% on final delivery).

## I Business Foundation

### ✓ CONFIRMED BY MORGAN

#### Business Name

Silk & Stone

### ■ NEEDED FROM STACEY

#### Tagline / Slogan

*Morgan hasn't settled on one yet. Brand voice is confident and approachable, so something short and punchy tends to land well for resale boutiques.*

### ✓ CONFIRMED BY MORGAN

#### Business Description

Reselling and buying new and preloved clothing, shoes, and accessories, with a passion for brands and designer purses.

### ✓ CONFIRMED BY MORGAN

#### Mission Statement

We are obsessed with resale and finding the next great piece. The community needs an outlet to make extra money. Selling brands at up to 70% off retail price.

✓ CONFIRMED BY MORGAN

#### Vision

Growing steadily with increased sales, staying on top of fashion trends.  
Not a franchise. A boutique that scales on its own terms.

✓ CONFIRMED BY MORGAN

#### Core Values

Knowledge of fashion · Superb customer service · Eye for detail ·  
Passion for clothing and resale

✓ CONFIRMED BY MORGAN

#### Unique Value Proposition

Better brands, more designer items. High-end pieces not at high-end prices.

## 2 Target Audience

✓ CONFIRMED BY MORGAN

#### Primary Demographics

Ages 15–45 (sweet spot 15–30) · All genders · Middle to upper income · Downtown Gilbert, AZ

✓ CONFIRMED BY MORGAN

#### Customer Profile

Trendy and active. Loves workout clothes and designer pieces. Fashion-forward but value-conscious. Sells to fund new finds. Social media native.

✓ CONFIRMED BY MORGAN

#### Pain Points Silk & Stone Solves

Needs cash quickly · Wants brands and designer pieces in one place · Frustrated by full retail prices for quality items

✓ CONFIRMED BY MORGAN

#### How Customers Find Silk & Stone

Word of mouth · Social media · Walk-in traffic · Search engines · Events

## 3 Competitive Landscape

✓ CONFIRMED BY MORGAN

#### Competitor: Uptown Cheapskate

Great selection, knowledgeable owner, decent prices.

✓ CONFIRMED BY MORGAN

#### Competitor: Plato's Closet

Lower-end items accessible for all budgets.

✓ CONFIRMED BY MORGAN

#### Visual Inspiration Brands

Lululemon · Vuori · Alo · Free People · Urban Outfitters · Anthropologie · Brandy Melville · Louis Vuitton · Gucci

## 4 Brand Personality

### Personality Traits — Selected by Morgan

✓ Professional

✓ Luxurious

✓ Approachable

✓ Friendly

✓ Sophisticated

✓ Edgy

✓ Energetic

✓ Modern

✓ Confident

#### ✓ CONFIRMED BY MORGAN

##### Brand Voice

Energetic, hip, fashion-obsessed. Speaks like a stylish friend. Enthusiastic and approachable with real personality. Knowledgeable about brands without being pretentious.

#### ✓ CONFIRMED BY MORGAN

##### Tone Guardrails

We are: Knowledgeable · Attentive · Passionate · Fun  
We are not: Lower-end · Associated with knockoffs

#### ✓ CONFIRMED BY MORGAN

##### How Customers Should Feel

Like this is their new go-to spot. Easy to sell, everything they're looking for under one roof.

## 5 Visual Preferences

#### ✓ CONFIRMED BY MORGAN

##### Color Direction

Dusty rose and taupe palette. Sophisticated, muted, modern. No neon colors or harsh primaries.

#### ■ NEEDED FROM STACEY

##### Final Color Palette (Hex Codes)

Happy to develop a palette from Morgan's direction and bring it to review. Starting point to discuss: Rose #C8968A · Taupe #A99B8E · Cream #FAF7F4.

#### ✓ CONFIRMED BY MORGAN

##### Typography Direction

Mixed pairing: serif display headlines + sans-serif body. Light to medium weight. Elegant boutique feel with modern readability.

#### ■ NEEDED FROM STACEY

##### Final Font Selections

Working from Morgan's direction. I can bring a couple of pairings to review. Suggested starting point: Cormorant Garamond + Jost.

### Overall Aesthetic — Selected by Morgan

✓ Luxurious

✓ Modern

✓ Editorial

#### ✓ CONFIRMED BY MORGAN

##### Imagery Style

Lifestyle · People-centric · Natural lighting. Feels like friends shopping together. Not hard product shots.

#### ■ NEEDED FROM STACEY

##### Photography & Imagery Assets

Hero image(s), interior/boutique shots, and any existing brand photography. Placeholder images will be used in the build until assets arrive. No blocker on starting.

## 6 Existing Brand Assets

✓ CONFIRMED BY MORGAN

### Logo Status

No logo provided yet. Logo development is a separate item outside the current website scope and can be discussed when ready.

■ NEEDED FROM STACEY

### Logo Files (When Available)

*When a logo is ready: SVG + PNG with transparent background, horizontal/stacked variations, and a favicon-size version. The site will use a typographic treatment until then.*

## 7 Deliverables & Scope

✓ CONFIRMED BY MORGAN

### Website Scope (Contract)

Brochure-style showcase site. No e-commerce. Sections to include: Home, About, How It Works (Buy/Sell), and Contact. Mobile responsive. Placeholder images and content used during the build; final content provided by Morgan. Website files delivered to Morgan for hosting, domain, and publishing. We can discuss how this works once we have an approved site design.

✓ CONFIRMED BY MORGAN

### Where Brand Will Be Used

Website · Social media · Storefront / Signage · Print materials · Packaging / Tags · Email marketing

## 8 Timeline & Next Steps

✓ CONFIRMED BY MORGAN

### Timeline

Target: 1–2 months from kickoff. No hard deadline. Sooner the better. Three (3) rounds of revisions included within 60 days of initial delivery.

## → Stacey's Phase 2 Checklist

Everything below is what's still needed to complete the full site. The Coming Soon page is ready to build right now with what Morgan has already provided. None of the items below are blockers for that first step.

#	WHAT'S NEEDED	NOTES
1	Tagline / Slogan	<i>A few options to review with Morgan. Short, confident, brand-voice aligned</i>
2	Final Color Palette (hex codes)	<i>Confirm rose + taupe + cream + text + accent values from the directional starting point</i>
3	Font Pairings	<i>Confirm display + body font selections for review with Morgan</i>
4	Hero Photography	<i>Lifestyle shot for homepage. Natural light, people-centric, on-brand</i>
5	Interior / Boutique Photography	<i>Store environment shots for About and supporting sections</i>
6	Logo Files	<i>SVG + PNG, all variations, favicon</i>
7	Additional Product / Rack Photography	<i>Supporting imagery for any in-store or featured items section</i>

### READY TO BUILD NOW

The Coming Soon landing page can be built and delivered immediately using Morgan's confirmed brand direction: dusty rose + taupe palette, serif/sans mixed typography, brand voice, business description, and location. No items from Stacey are needed to move on that first deliverable.