

Crystal Bead Bazaar

BRAND IDENTITY PROJECT

Crystal Bead Bazaar

“Nurturing your inner artisan”

Crystal Bead Bazaar is a bead store located in Lawrenceville, Pittsburgh, PA. The store opened in June 2003. “With a background in the restaurant industry, Joanne [previous owner] believes that great customer service is as important as fabulous inventory. Help is just a question away at Crystal Bead Bazaar.”

In addition to a wide variety of Swarovski crystal beads, Crystal Bead Bazaar has largest selection of high quaility Miyuki seed beads in the tri state area.

A lot of the inventory has eastern european and asian influences, though bead making as a craft has origins worldwide.

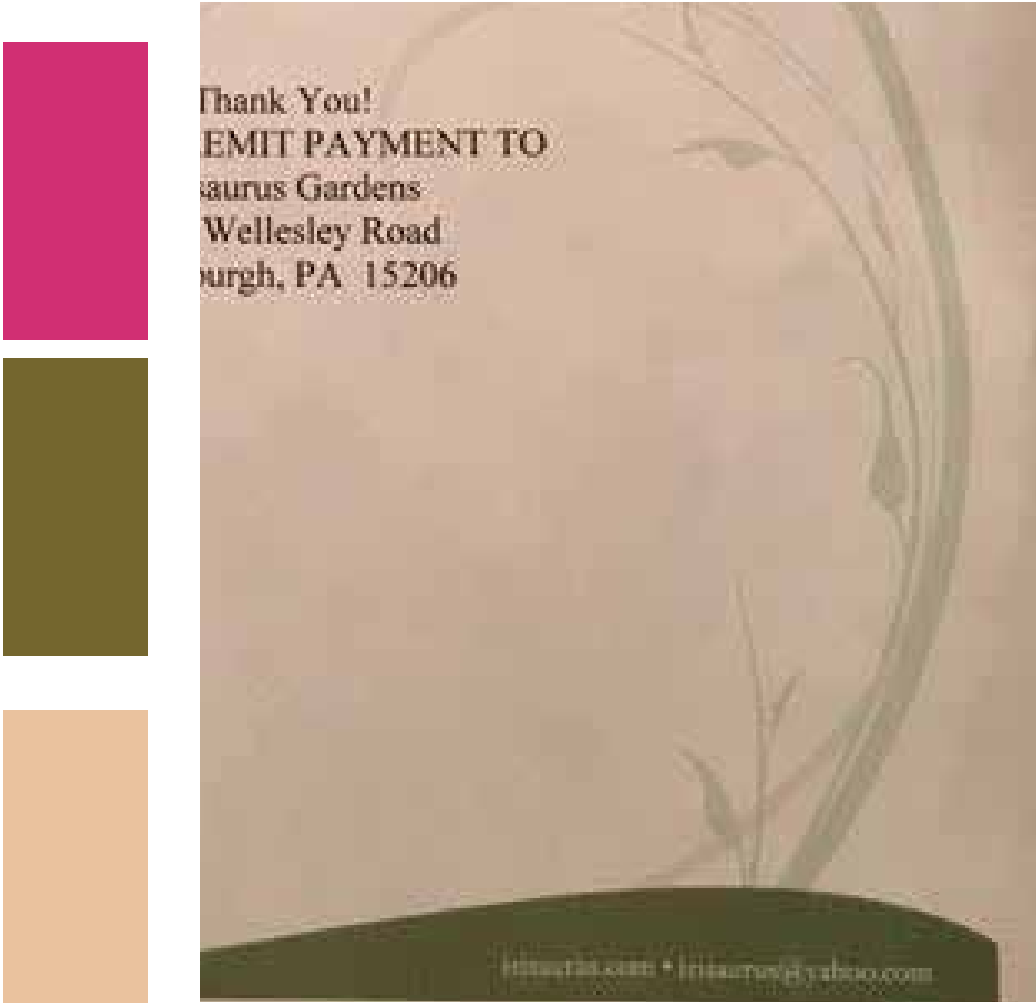
Key words

Artisan: a workier in a skilled trade, especially one that involves making things by hand.

Bazaar: a market in a middle-eastern country.

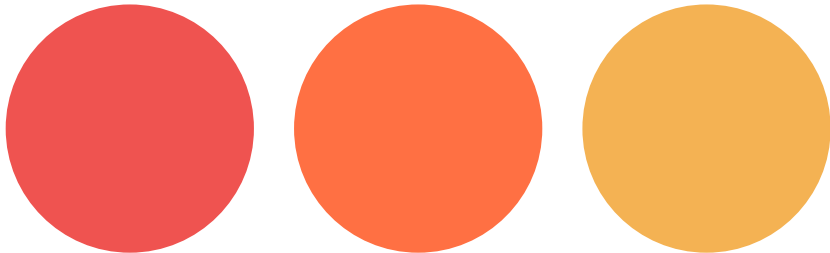
Nurture: care for and encourage the growth or development of.

INSPIRATION

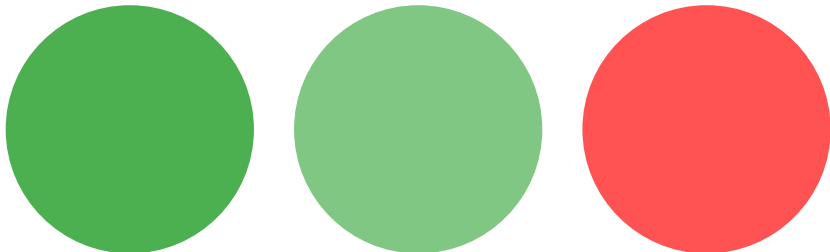


VARIOUS SKETCHES & COLOR PALETTES

WARM & YOUTHFUL



NATURE/FLORAL



COCKATOO



Crystal
BEAD BAZAAR

Crystal
BEAD BAZAAR





CONCEPT 1: CHRYSANTHEMUM

3-COLOR PRIMARY VERSION



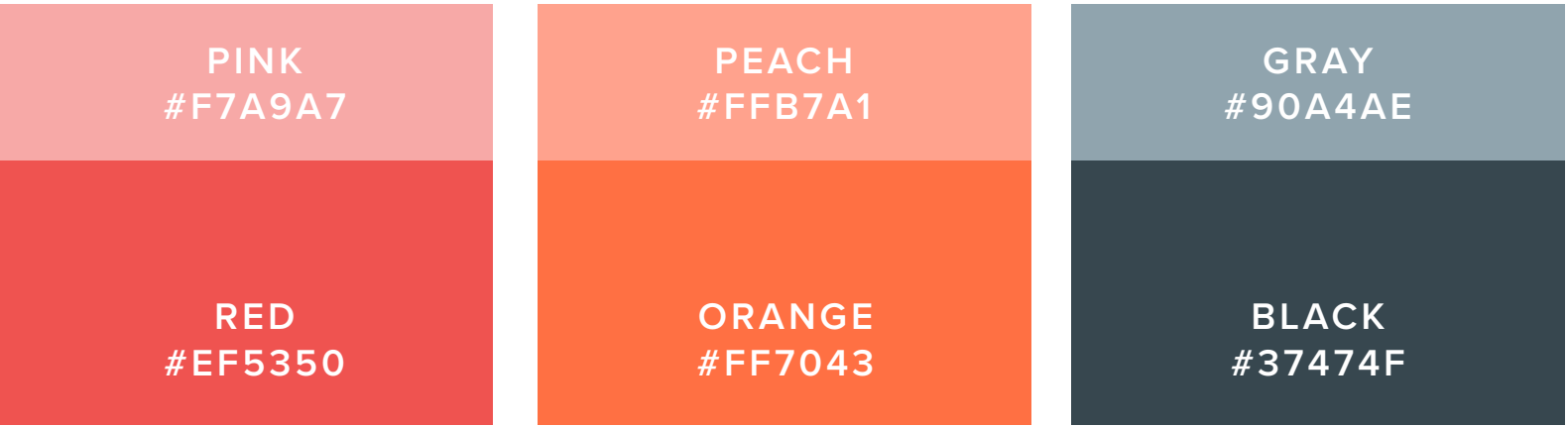
1-COLOR PRIMARY VERSION (RED)



BLACK & WHITE



PRIMARY COLOR PALETTE



SECONDARY



TT CHOCOLATES BOLD

CRYSTAL BEAD BAZAAR

TT CHOCOLATES LIGHT

Joanne Yalch opened Crystal Bead Bazaar in June of 2003 because of cones. Cones, you ask? Joanne says 'I was working on a project and needed cones for the ends. I visited every bead store in the area, and not a single cone was to be had'. That got her gears turning. There must be others running into the same frustrations. When her hubby suggested that she start her own business, Crystal Bead Bazaar was born!

CONCEPT 1: CHRYSANTHEMUM

The store is already going to have a lot of color from inventory and artwork, so a neutral color palette will bring out the colors of the store and merchandise.



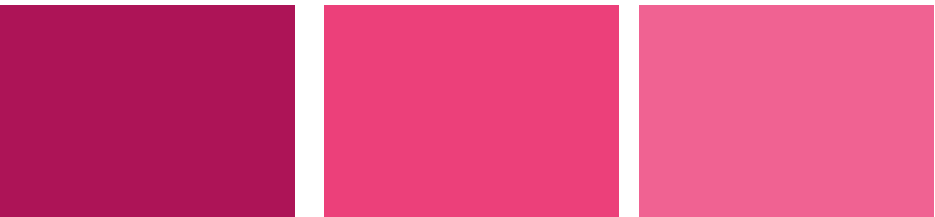
NEUTRALS – SILVER



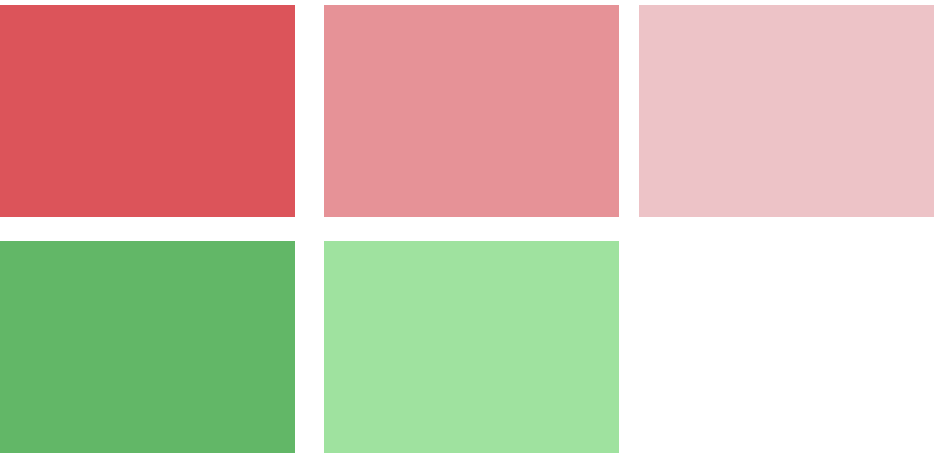
NEUTRALS – GREY



PINK



RED-GREEN





steve@steveorchosky.com • (330) 338-3645