

Creating a Brand Book for
Canada's Leading
Lifestyle Brand



Brand
Lifestyle Guide

our most valuable asset
success of the company.
the great care to

ROOTS

Defining the Branding of a Leading Canadian Company

Iconic Canadian company Roots has evolved from producing footwear to all kinds of leather goods. The brand is now associated with a casual, athletic and hip lifestyle and thus needed a consolidated brand guide to ensure communications are delivered in a consistent manner.

Business Strategy

Brand Strategy

Art Direction

Design and Touchpoints

Brand Guide

Writing & Translation

Brand Book Design

Production Management

Digital & Social Media

Roots Marketing Communications

Ensuring Consistent Branding across All Touchpoints



Base Creative developed a brand book outlining the brand strategy and key brand elements, with illustrations depicting the outdoor lifestyle with which the brand is associated.

Scope of Work Business Strategy

Brand Strategy
Art Direction

Design and Touchpoints
Brand Guide
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Brand Book Design
Production Management

Digital & Social Media