Urban Outfitters was founded in 1970 as an unique retail experience and community center for creative, college-age customers. Within a few short years, the first UO had grown into a small department store with an expanded product offering and additional elements, creating a greater community experience complete with restaurants, music and places to hang out. Nowadays, Urban Outfitters has over 200 stores in the US, Canada and Europe, offering experiential retail environments that combine a curated mix of women’s, men’s, accessories and home product with an eye toward creativity and cultural understanding.
VISION
Being a lifestyle retailer dedicated to inspire customers through a unique combination of product, creativity and cultural understanding.
MISSION
Sharing our customers’ interests and values, representing community at all times by offering inclusion in social media, events, community involvement, and entrepreneurial opportunities
BRAND GOAL
Building a strong emotional bond with the customer

VALUES

CENTRAL
Connected, inspirational, inventive

FUNCTIONAL
Authentic, modern, emphasis on creativity

EXPRESSIVE
Positive, unconventional, dynamic
COMMUNITY OF SOULMATES

WOMEN AND CHILDREN

STAND TOGETHER
THE METROPOLITAN HIPSTERS

- Between the age of 16-28
- In college or post-college
- Wide interests that lie in a creative area, like fashion, music, photography and film
- Friends have an important role in their lives
- Going out and visit festivals
- Great confidence and unique personas
- Extremely independent
- Involved in traveling and exploration
- Attachment to the local
- Highest level of social interaction
- Technology, media and fashion shape all their experiences
“THEY ARE THE ESSENCE OF AN EPHEMERAL NATURE OF YOUTH AND EXPERIMENTATION, ADVENTURE, OPTIMISM AND ENTHOUSIASM”

– Sue Otto, Executive Director of Urban Outfitters
TONET OF VOICE
Straight forward, personal, tongue-in-cheek

VISUAL IDENTITY
Factor of coolness, urban, young, diversity
LOGO

UO doesn’t have a particular corporate logo. At the outside of every brick-and-mortar store they use the same logo.

URBAN OUTFITTERS

Within the branding, such as signage in the store, packaging and bags, the logo changes continuously.

“WE WANT TO REPRESENT OUR CUSTOMERS SO THEY CAN HAVE THEIR OWN LOGO.”
UO tries to stay up-to-date of everything that’s changing in society and how that reflects on their target group. Therefore it is important that as a company, UO constantly evolves to reflect these changing needs. The brand message follows this evolution, as such as completely rebranding every six months (as a minimum).

Characteristic for their graphic design is the use of many different fonts. The fonts are adjusted to the context of the content.
No Urban Outfitters store is the same. Starting points for finding the perfect location is using what’s there and therefore searching for characteristic locations with a story. The store should become one with the building.

Experience is all that counts in Urban Outfitters stores. A lifestyle is what’s being sold. The visual merchandise in every store is adjusted to it’s building, environment and customers needs and desires.
Urban Outfitters mainly communicates with their target group through all social media canals. Alongside their website they also have a blog. You could say UO is literally everywhere online, where their target group is.

The offline communication of Urban Outfitters goes through their stores where they are selling a lifestyle. Occasionally they host local events in and outside their stores.
Urban Outfitters brandbook
by Sanne Huuskes