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I

The story

How a nickname went over the door.

It began with a nickname.

Growing up in the South, her parents always called her Sister. It is a common Southern nickname, and it stayed, even though she never had a sister.

just a brother!

She opened her boutique in August 2024, two months after graduating high school. She wanted a name that felt personal and connected to her roots, so the family nickname went over the door.

the whole story

Sister’s

SISTER’S STORE, DOWNTOWN

The apostrophe is intentional. It tells you, before anything else, that this shop belongs to a person.

ALWAYS

Sister’s Downtown

NEVER

Sisters Downtown

Two years, one street.

A women’s clothing and accessories boutique in the heart of downtown
Atmore, Alabama. Trendy everyday pieces beside classic staples, with shoes,
handbags and jewelry.

•
Summer 2024

Graduates from high school.

•
August 2024

Opens the boutique, at eighteen.

•
Every Friday

New arrivals, each one picked by her.

•
Next

An online store for the whole country.

II

The strategy

Where she stands, and what she stands for.

THE IDEA

A polished boutique
with a personal heart

She is 25.
She is 65.

Sister’s Downtown serves women from 25 to 65, with plenty on either side. That range is a strength: the brand has to feel fresh to the youngest of them and never silly to the oldest.

What she wants

Quality, style and pieces that feel special without being overly expensive.

What she finds

Trendy everyday pieces beside classic staples, from a \$15 scarf to a \$325 necklace.

How she shops

In person downtown, and more and more online, from anywhere in the country.

Three things we hold to.

Personal

She picks every piece herself. Customers are people she knows, never order numbers.

Considered

Fewer words, quieter design, nothing that shouts. The feeling of a well established boutique.

Fresh

New arrivals every Friday, so there is always a reason to come back.

How she talks.

The way she talks across the counter. Short sentences, real names, no shouting.

Warm, not cute.

Hey Sister!

Polished, not stiff.

Fresh finds are waiting.

Personal, not casual.

I saved this one for you.

Excited, not loud.

New in this Friday.

On every bag, note and email.

See you downtown.

III

The identity

The marks, the colors and the type.



Four parts,
one story.



The bird

A songbird for home and welcome. Calm, head held high, proud of where she comes from.

The leaves

A softer green, reaching up and out: a small town boutique, growing step by step.

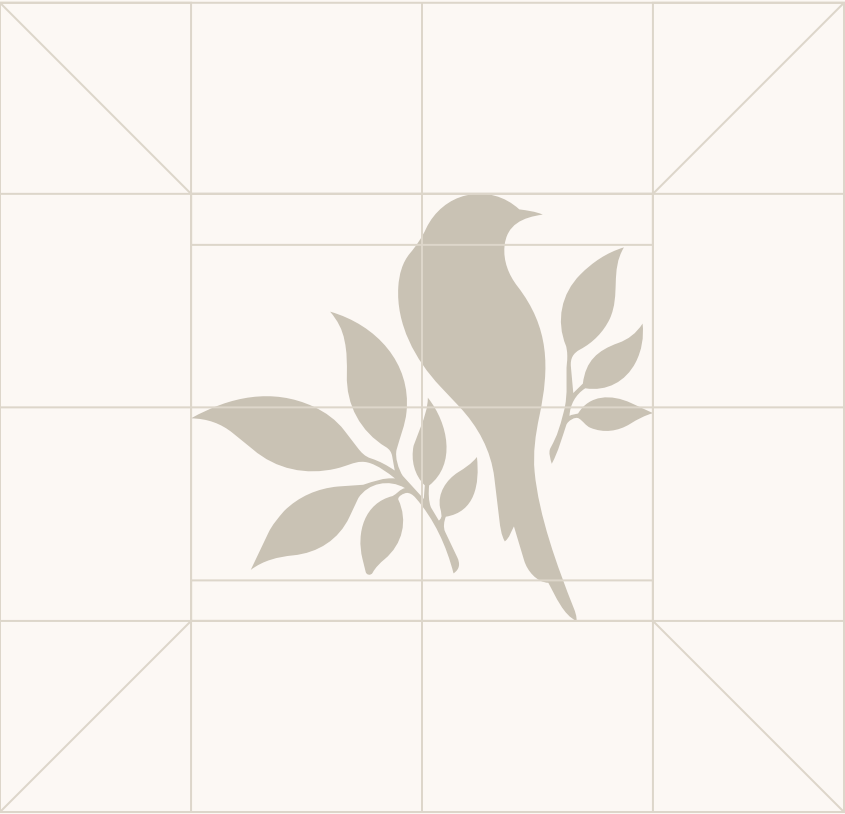
The name

A strong classic serif. The apostrophe stays clear, because it is the heart of it.

The handwriting

A personal note, as if Sister wrote it herself. A real person picks every piece.

Drawn on
a grid.



THE BIRD



THE NAME

The logo is drawn on its own construction grid, so the bird and the name hold their proportions at any size.

PRIMARY



HORIZONTAL



NAME



BIRD



EMBLEM



PROFILE IMAGE





THE EMBLEM, IN MODULES

One module, two equal rings.

DIAMETER	150 modules
BOTH RINGS	1 module stroke, the same weight
INNER RING	108 modules across
TEXT BAND	21 modules, the words centered in it
CAPITALS	7 modules tall, Bethany Elingston
WORDS	Same size, each filling a 124 degree arc
BIRD	61 modules tall, centered on both axes



ON PORCH CREAM



ON MAGNOLIA



ON SAGE LEAF



ON PORCH CREAM



ON MAGNOLIA



ON SAGE LEAF



ON SISTER'S INK

Give it room.



CLEAR SPACE

Keep clear space of x all around. x is three quarters of the height of the S in the name.

The smallest each version may go, shown actual size.

PRIMARY, 120 PX



HORIZONTAL, 172 PX



NAME, 96 PX



EMBLEM, 72 PX



Four things
to leave alone.



DROP THE APOSTROPHE



CHANGE THE COLORS



STRETCH OR SQUEEZE



RETYPE "DOWNTOWN"

Magnolia

HEX	#2F4A3C
RGB	47 74 60
CMYK	84 48 81 57

Sister’s Ink

HEX	#527C99
RGB	82 124 153
CMYK	76 47 28 4

Sage Leaf

HEX	#A9B8A1
RGB	169 184 161
CMYK	36 19 41 0

Porch Cream

HEX	#FCF8F4
RGB	252 248 244
CMYK	12 3 0

Mostly cream.
A lot of air.

Green does the talking. Sage does the softening.
Blue is the pen, so it only ever writes.



PORCH CREAM	MAGNOLIA	SAGE LEAF	INK
Mostly	Some	A little	A touch

Aa

Magnolia on Porch Cream
All text. The default.

9.2:1

Aa

Porch Cream on Magnolia
All text. Bags and footers.

9.2:1

Aa

Magnolia on Sage Leaf
Text at 18 px and up.

4.6:1

Aa

Sister’s Ink on Porch Cream
Handwriting and large type.

4.2:1

Aa

Sage Leaf on Porch Cream
Leaves and shapes. Never words.

2.0:1

Aa

Sister’s Ink on Magnolia
Never. The pen turns sage here.

2.2:1

THE NAME

Bethany Elingston

Names and headlines.
Set it small and let it breathe.

Sister’s Downtown

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

THE CONVERSATION

Albra

Everything she would say out loud. Albra Sans for
menus, prices and sizes.

She picks every piece herself, and you can tell.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

THE NOTE

Bradley Hand Bold

One short line at a time, always in Sister’s Ink.

Hey Sister, I saved this one for you.

abcdefghijklmnopqrstuvwxyz

DETAILS

Albra capitals
13, tracked 170

DISPLAY

Bethany Elingston
52 on 58

TEXT

Albra Regular
18 on 27

NOTE

Bradley Hand Bold
32

TYPE IN USE

NEW IN

ATMORE, ALABAMA

FALL

Fresh finds
are waiting.



Every piece in the shop was picked
by Sister. If you cannot make it in
on Friday, it is online too.

I saved this one for you.

SISTER’S
downtown

The lining.

A small repeat from the logo's own leaves, printed tone on tone. It is a quiet surprise, found where something gets opened: tissue paper, a box lid, the inside of a bag.



TISSUE, PORCH CREAM



BOX LINING, MAGNOLIA

IV

The world

Where the brand meets her customers.

Old china, new chains.

New chains on old plates, and a little bird that got there first.
The brand already has this eye. Keep it.



Warm light, real rooms,
fabric up close.



FABRIC Close enough to feel the weave.



THE SHOP A real room, with space around the clothes.



DETAILS On linen and old china, never on white.

On people.

Her own photos already do this well: the shop floor, daylight, a real smile, head to knee in a 3:4 frame. Keep doing it, with one calm framing and a little more room.



KRISTA TOP, JOH.



KENDALL DRESS, DOLCE CABO

A close-up photograph of a white lace-trimmed garment, likely a collar or cuff, laid flat on a light-colored, textured fabric surface. The lace features a delicate floral pattern with small, circular cutouts. A rectangular, light-colored fabric label is sewn into the center of the garment. The label has the brand name 'SISTER'S' in a large, dark, serif font, with the word 'downtown' in a smaller, dark, sans-serif font directly below it. The lighting is soft and even, highlighting the intricate details of the lace and the texture of the underlying fabric.

SISTER'S
downtown

Picked by Sister.

The first thing she reads. A small logo on uncoated cream card, tied on with waxed twine.







SHOPPING BAG

Magnolia paper, cream cord.



TOTE

Natural cotton, one color, printed small.

A note in every order.

The online store should still feel like she packed it herself.
Every order ships with a handwritten note on her own paper.



See you downtown.

Sealed
in green.

Cream outside, Magnolia under the flap. The
logo stays small, down in the corner.



ENVELOPE



SISTER'S
downtown



THE WORLD

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INSTAGRAM

See you downtown.