

JOE'S BARBERSHOP™

just a little off the top™

JOE'S BARBERSHOP
1 OF 14

MY VERY CLOSE FRIEND, JOE GALLAGHER, DECIDED TO GO TO BARBER SCHOOL AND OPEN HIS OWN BARBERSHOP. I, LUCKILY, GOT TO HELP HIM OUT FROM THE VERY BEGINNING - STARTING WITH BRANDING HIM AS "JOE THE BARBER". SINCE THEN, HE HAS OPENED HIS OWN SHOP IN THE CASTRO DISTRICT OF SAN FRANCISCO AND HAS FOUND IMMEDIATE SUCCESS. JOE ALWAYS SAYS TO HIS MANY LOYAL CUSTOMERS THAT HE IS "THE BEST BRANDED BARBER IN THE WORLD."

**JOE'S
BARBERSHOP**
just a little off the top

trimmed version

**JOE'S
BARBERSHOP**
just a little off the top

bleed version

**JOE'S
BARBERSHOP**
just a little off the top

editable type version

P
top

Distance from baseline of
"BARBERSHOP" to top of
"t" in "top" is 66% of cap height
of "BARBERSHOP".

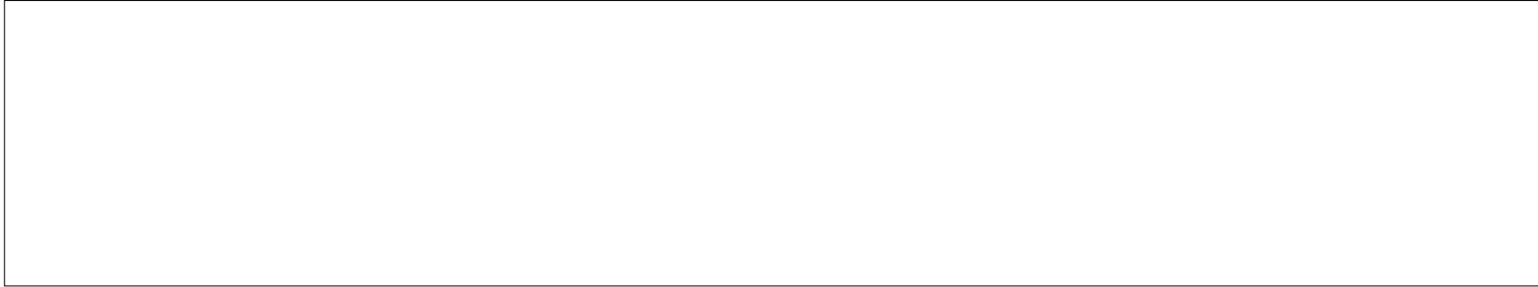
trademark placement

JOE'S BARBERSHOP
just a little off the top

horizontal version

JOE'S BARBERSHOP
SAN FRANCISCO WEST HOLLYWOOD FT. LAUDERDALE CHICAGO BERLIN
just a little off the top

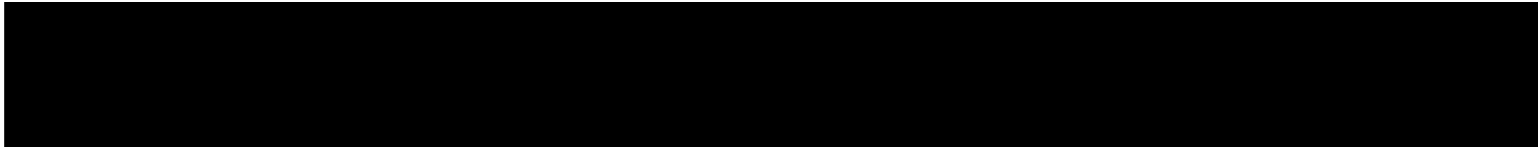
cities version



White. C0 M0 Y0 K0. HEX FFFFFFFF. The primary color for JOE'S BARBERSHOP. Clean & Modern.



Red. Pantone® 186. C11 M100 Y86 K2. HEX CC3333. The secondary color for JOE'S BARBERSHOP. Classic & Bold.



Black. C0 M0 Y0 K100. HEX 000000. The tertiary color for JOE'S BARBERSHOP. Essential.



Blue. Pantone® 293. C100 M75 Y4 K1. HEX 0033CC. A barbershop needs a blue.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Interstate - Black

Used in the logotype for JOE'S BARBERSHOP. It can also be used in ads, websites, and any other instance where you need to make an impact. Do not use for lots of copy. Do not clip off the tops of the letterforms for anything other than the JOE'S BARBERSHOP logo.

a b c d e f g h i j k l m n o p q r s t u v w x y z

Dorchester Script - Regular

Used for the tagline "just a little off the top". It should not be used for any other reason.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Trade Gothic - Medium

This is the primary text face for JOE'S BARBERSHOP. It is used for type on business cards, in ads, on the website and any other instance where you need to set more than a little copy. All caps should be used to call attention, or differentiate information from the rest of the copy block. Use Trade Gothic - Bold No. 2 if you need a slightly bolder typeface.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z *a b c d e f g h i j k l m n o p q r s t u v w x y z*

Sign Painter - House Casual

Use this typeface when you want to add a little wink, informal-ness, retro-quality or just to take a bit of the edge off. Use sparingly.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Sign Painter - House Brush

Use this typeface as an alternative to Sign Painter - House Casual. Use sparingly.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Sign Painter - House Script

Use this typeface as an alternative to Sign Painter - House Casual. Use sparingly.

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4102 19th St., SF, CA, 94114
www.JOESBARBERSHOP.com

JOE GALLAGHER, Owner
4102 19th St., SF, CA, 94114
Mobile: 415-378-3656
JOE@JOESBARBERSHOP.com
www.JOESBARBERSHOP.com

JOE'S BARBERSHOPTM

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JOE'S BARBERSHOPTM

*just a little off the top*TM

SHERRY VAN DYKE, Barber
4102 19th St., SF, CA, 94114
Mobile: 415-756-9158
SHERRY@JOESBARBERSHOP.com
www.JOESBARBERSHOP.com

JOE'S BARBERSHOPTM

*just a little off the top*TM

JEFF CILIONE, Barber
4102 19th St., SF, CA, 94114
Mobile: 415-596-6235
JEFF@JOESBARBERSHOP.com
www.JOESBARBERSHOP.com

Your next appointment is:

05.10.06
@
10:00



JOE'S BARBERSHOP - SHOP DESIGN
6 OF 14

THE DESIGN OF JOE'S BARBERSHOP WAS THE MOST IMPORTANT COMMUNICATOR OF THE BRAND. INTERIOR DESIGNER, WADE HINE, WORKED WITH JOE AND MYSELF TO DEVELOP THE SPACE AND MAKE THE EXPERIENCE OF VISITING JOE'S BARBERSHOP ONE THAT WAS A BLEND OF CLASSIC AND MODERN, COMFORTABLE, FUNCTIONAL, MASCULINE AND FRIENDLY.



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4102 19th St. 415-255-9096 JOESBARBERSHOP.com

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4102 19th St. 415-255-9096 JOESBARBERSHOP.com

JOE'S BARBERSHOP

4102 19th St. (just off Castro) JOESBARBERSHOP.com

Call 

JOE
Hours: Tue-Fri 11-8, Sat 9-6
Mobile: 415-378-3656
JOE@JOESBARBERSHOP.com

© 2006 JOE THE BARBER, Inc.

JOE'S BARBERSHOP

4102 19th St. (just off Castro) JOESBARBERSHOP.com

Call 

JEFF CILIONE
Mobile: 415-596-6235
JEFF@JOESBARBERSHOP.com

© 2006 JOE THE BARBER, Inc.

JOE'S BARBERSHOP

4102 19th St. (just off Castro) JOESBARBERSHOP.com

CALL! 

DANNY VENDRELL
Hours: Tue-Fri 11-8, Sat 9-6
Mobile: 415-225-3092
DANNY@JOESBARBERSHOP.com

© 2006 JOE THE BARBER, Inc.

JOE'S BARBERSHOP

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NOW! 

STARTING MARCH 1ST -
EVERETT STONE
Mobile: 415-420-0826
estone2002@earthlink.net

© 2006 JOE THE BARBER, Inc.

JOE'S BARBERSHOP™

just a little off the top™



4102 19th St., just off Castro St.
Shop: 415-255-9096
Hours: Tue-Fri 11-8, Sat 10-7
www.JOESBARBERSHOP.com

© 2004 JOE THE BARBER, Inc.

JOE'S BARBERSHOP™

just a little off the top™

comb in! (not over)

STOP IN FOR YOUR ~~FREE~~ UNBREAKABLE COMB

4102 19th St., SF, CA, 94114
Shop: 415-255-9096
www.JOESBARBERSHOP.com

© 2005 JOE THE BARBER, Inc.

JOE'S BARBERSHOP™

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Call
TO MAKE AN APPT.

JOE GALLAGHER, Barber
Mobile: 415-378-3656
4102 19th St. (just off Castro)
Shop: 415-255-9096
www.JOESBARBERSHOP.com



JOE'S BARBERSHOP™

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BOOTBLACK ON DUTY!

RICHIE CHAMEROY
Int'l Mr. Bootblack '03
Fridays & Saturdays
4102 19th St. (just off Castro)
Shop: 415-255-9096
www.JOESBARBERSHOP.com



JOE'S BARBERSHOP™

just a little off the top™

NOW!

JEFF CILIONE
Barber
4102 19th St., SF, CA, 94114
Mobile: 415-596-6235
JEFF@JOESBARBERSHOP.com
www.JOESBARBERSHOP.com



JOE'S BARBERSHOP™

just a little off the top™

\$5 off 1st cut
(mention this ad)

SHERRY VAN DYKE
formerly of Glama-Rama
Mobile: 415-756-9158
4102 19th St. (just off Castro)
Shop: 415-255-9096
www.JOESBARBERSHOP.com



JOE'S BARBERSHOP™

just a little off the top™

\$5 off 1st cut
(mention this ad)

DANNY VENDRELL
4102 19th St. (just off Castro)
Hours: Tue-Fri 11-8, Sat 9-6
Mobile: 415-225-3092
DANNY@JOESBARBERSHOP.com



JOE'S BARBERSHOP™
just a little off the top™


- HOME
- STAFF
- JOE CAM
- LINKS
- PRODUCT
- PHOTOS
- HISTORY
- LOCATION



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SF, CA, 94114
Shop: 415-255-9096
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THOSE BOOTS WERE MADE FOR WALKING, AND SPIT SHINING, AND POLISHING, AND DYEING, AND CLEANING, AND EDGE DRESSING, AND WAXING, AND LICKING, AND WORSHIPPING, AND... AND... AND... AND FOR SOMEONE TO JUST PAY ATTENTION TO.

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JEFF



IS AT JOE'S BARBERSHOP AND READY TO CUT YOUR HAIR, SHAVE YOUR HEAD, OR TRIM YOUR BEARD. JUST DON'T ASK HIM TO FROST YOUR TIPS. HE'S AVAILABLE TUE-FRI 11-8, & SAT 10-7. CALL HIM. JEFF CILIONE. 415-596-6235.

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JOE GALLAGHER, Owner
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Hours: Tue-Fri 11-8, Sat 10-7
JOE@JOESBARBERSHOP.com



SHERRY VAN DYKE
Barber
Mobile: 415-756-9158
Hours:



JEFF CILIONE
Barber
Mobile: 415-596-6235
Hours: Tue-Fri 11-8, Sat 10-7
JEFF@JOESBARBERSHOP.com



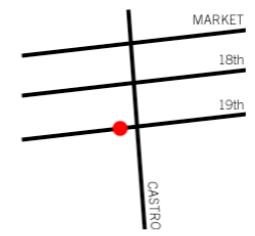
MICHELE CRANG
Barber
Shop: 415-255-9096
Hours: Wed-Fri 10-5

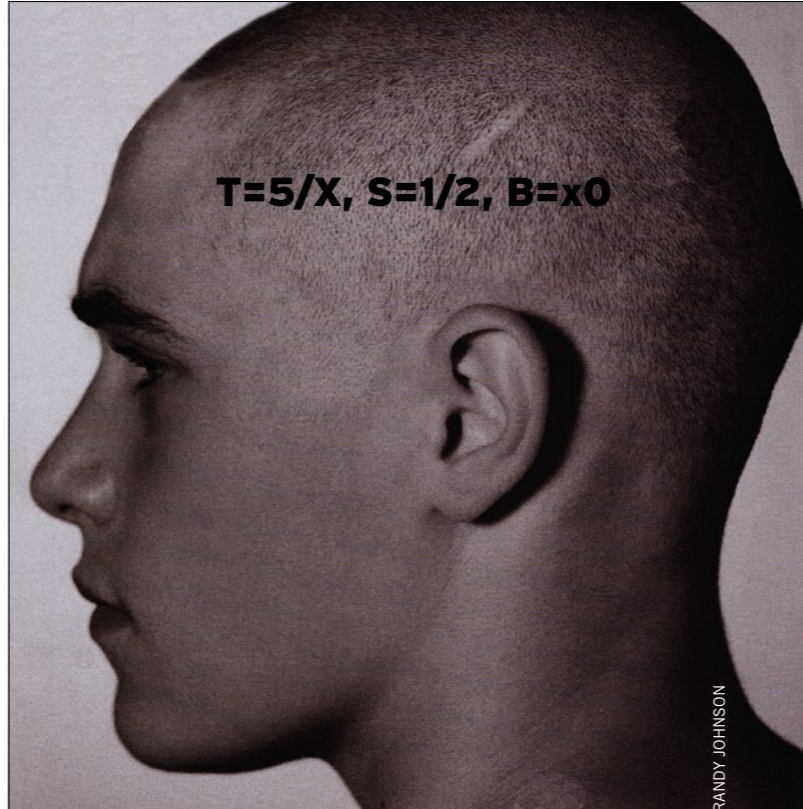


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Hours: Tue-Fri 11-8, Sat 10-7
JOE@JOESBARBERSHOP.com





JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
					CUT	
9 <small>Joe's Birthday</small>	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
		CUT				
30	31					

CUP 'O JOE
 Take a little coffee break while I finish up,
 compliments of JOE'S BARBERSHOP.
 This card good for one 12oz. coffee from Spike's Coffee.

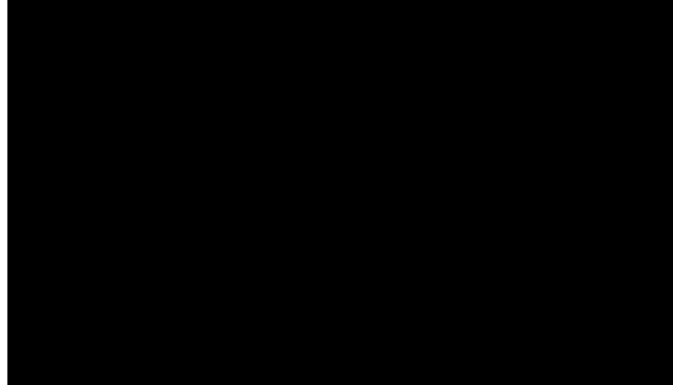






JOE'S BARBERSHOP - HOLIDAY GIFT
14 OF 14

FOR THE HOLIDAYS, I CREATED THIS GIFT "TOOL-BOX" FILLED WITH A VARIETY OF SHARPS PRODUCTS, A "GET A HAIRCUT!" GIFT CERTIFICATE GOOD FOR ONE FREE HAIRCUT, A UNBREAKABLE "WWW.JOESBARBERSHOP.COM" COMB, AND A TIGHT CUT T-SHIRT. ALL THE GIFTS CAME IN A SIMPLE RED ACE HARDWARE TOOLBOX WITH A GIFT CARD THAT WAS STENCILED "TOOLS MAKE THE MAN", ATTACHED WITH A BALL CHAIN.



STOA@JONSTOA.COM