



*The*  
**NATURALIST**  
*Domus Publicus*



The natural world is the great equalizer. We all see the same sun during the day and the same stars at night, and in the shadow of the great natural wonders of the world, we have nothing to be prideful about.

The Naturalist is a bar and meeting space where visitors congregate over food and drink, rediscover their roots, and reconnect to the things that matter.



# The NATURALIST

Successful brands know how to do two things: engage immediately and excite continually. You'll need to think about keeping your brand wide (accessible to new visitors) as well as deep (engaging and provoking for regulars). The balance of these two ideas is where your brand will succeed or fail. You want your regulars to feel a sense of inclusive belonging, while making sure to keep new visitors feeling comfortable.

We suggest approaching these challenges with three possible guiding frameworks: *Science*, *Philosophy*, and *Humor*.

- *Science* will add structure to your brand (wide - accessible). Old textbook fonts, woodcut images of species and other scientific oddities will give your new visitors a bit of nostalgia to cling to, a story to immediately set you apart from competitors and make customers feel at home. Old scientific publishings will also give structure to your brand visuals, making it easy to make design decisions as your brand grows.

- *Philosophy* will deepen your brand. Quotes from transcendentalist thinkers on the importance of nature to the human soul, on the ways in which human interaction can benefit our souls, etc. will cause your customers to think about your brand in a deeper way.

- *Humor* will keep your customers coming back and asking for more (inclusive engagement). Clever witticisms or ironic twists on standard philosophy / science ideas will have them always searching your brand for something new and exciting - something that will make them laugh and drop their barriers in a shared moment with their friends.

THOREAU ENJOYMENT

*Fig. 2*



**Audience:**

- 21-35
- Upper / Middle income
- College-educated
- Male and female appeal

**Needs:** Our audience is looking for a space that feels like their own.

**Key Messages:**

- We believe that the beauty of the natural world has the power to change our perspective, to change the way we see ourselves and each other.
- The Naturalist exists as a place to escape the distractions and chaos of the modern world and rediscover the roots of the natural world, rediscovering ourselves and each other in the process.
- At the end of the day - humility is the main message we are pushing. In light of the qawesome natural world around us, we are all on the same level. No one cares about your differences when you sit around a campfire and have a beer. At the end of the day, we are all made from the same carbon, and beer goes great with carbon.

**Tone:**

- Outwardly / Immediately classic and vintage
- On a deeper level, The Naturalist will take a humorous approach so as not to alienate customers looking for a comfortable space.
- Copy will be witty / clever.
- Styles and tropes will be used throughout the space, but be tweaked slightly to show a new perspective and outlook on typically pretentious ideas.

**Key words and phrases:** comfortable in your skin, natural environment, observe and cavort

**Key inspirations and leaders of thought:***Philosophy:*

Henry David Thoreau  
Ralph Waldo Emerson (this essay in particular seems very quotable for your space)

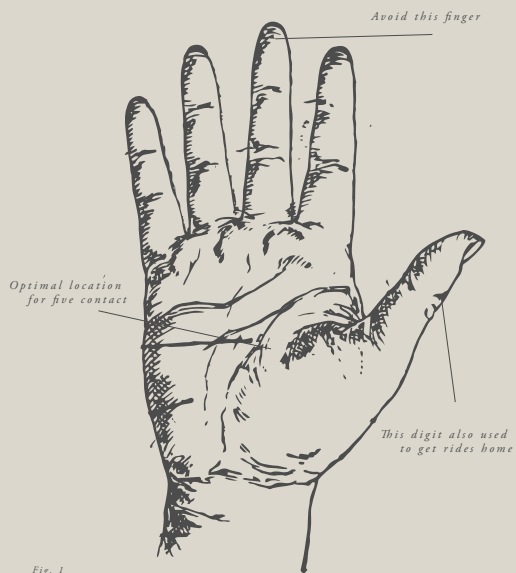
*Science:*

Darwin  
Jane Goodall  
Jacques Cousteau  
John Muir

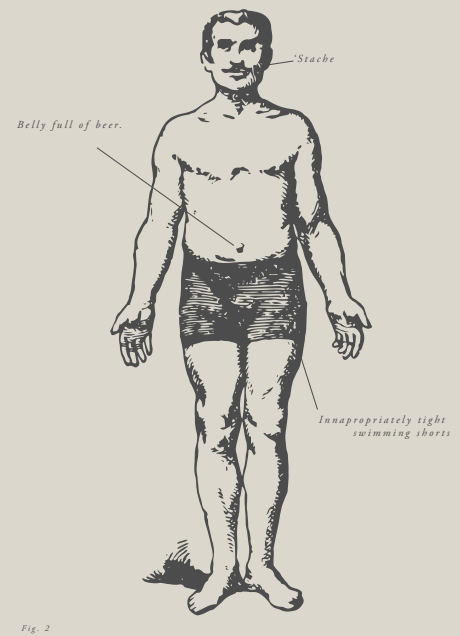
## Key Design ideas:

- Beakers as water Pitchers
- Bunson Burners
- Antique Maps
- Antique Scientific Diagram posters.
- Menus can be written in Garamond to keep that scientific, refined feel.
- Label everything -
- Give Latin names to common items throughout the space.

*ANATOMY OF A HIGH-FIVE*



*ANATOMY OF A HAPPY CAMPER*



## Messaging Ideas:

- “About Us” can be called “Natural History”
- “You must be carbon-based to drink here.”
- “We don’t carbon-date, but we do card.”
- “Please don’t feed the trees alcohol, they are relatively under-age.”
- On bathrooms: “Beer: full of vitamin P”.
- Trees come up from urinals: “Water our trees with Vitamin P”
- Anatomy of a Happy Camper - Scientific Figure
- Anatomy of a Beer Can - Scientific Figure
- Exit sign: “Take a hike.”
- “God made dirt and dirt don’t hurt.”

*OFFICIAL SEAL OF  
THE NATURALISTS OF AMERICA*

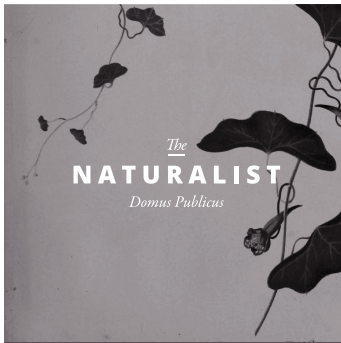


*Fig. 2*

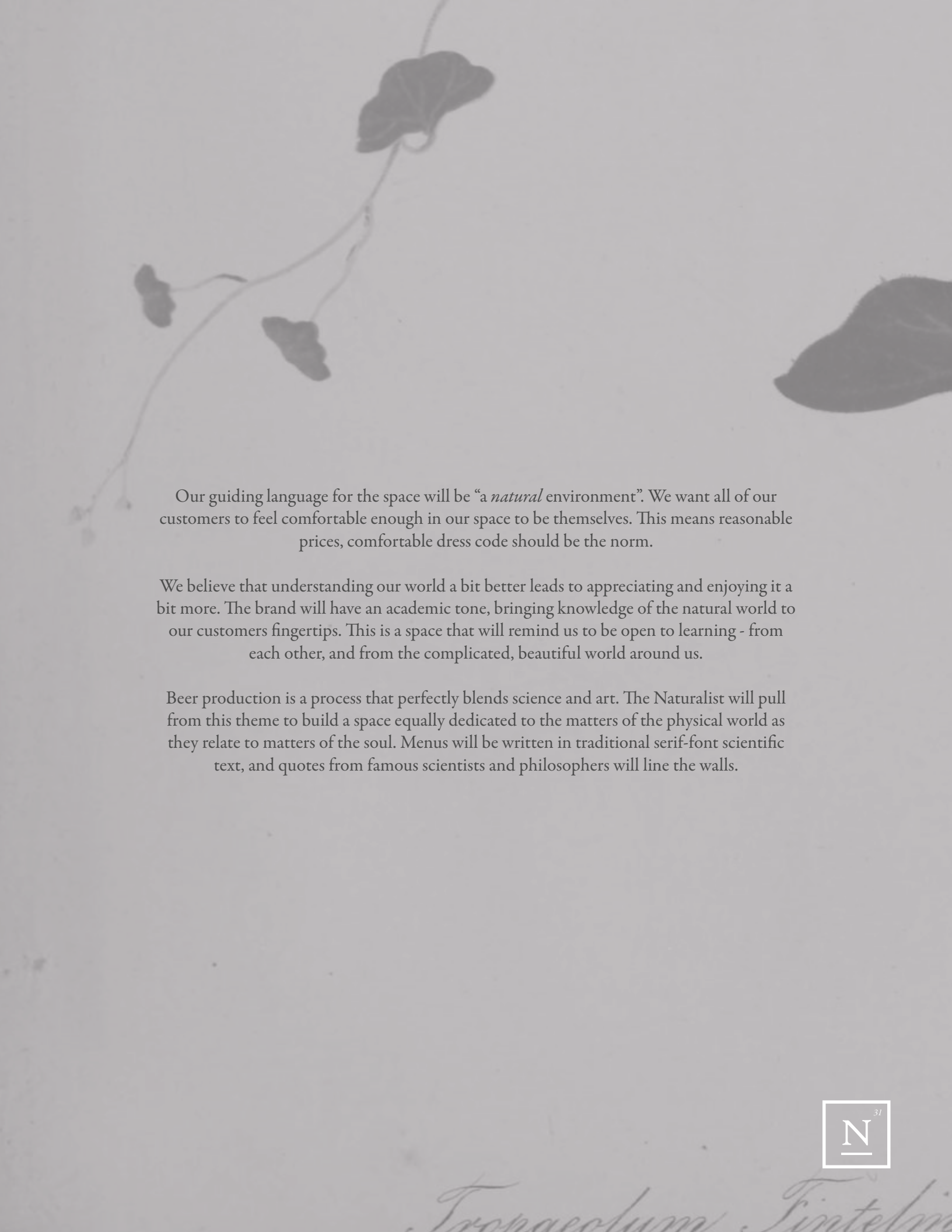
*PLEASE DO NOT FIGHT*



*Fig. 2*







Our guiding language for the space will be “a *natural* environment”. We want all of our customers to feel comfortable enough in our space to be themselves. This means reasonable prices, comfortable dress code should be the norm.

We believe that understanding our world a bit better leads to appreciating and enjoying it a bit more. The brand will have an academic tone, bringing knowledge of the natural world to our customers fingertips. This is a space that will remind us to be open to learning - from each other, and from the complicated, beautiful world around us.

Beer production is a process that perfectly blends science and art. The Naturalist will pull from this theme to build a space equally dedicated to the matters of the physical world as they relate to matters of the soul. Menus will be written in traditional serif-font scientific text, and quotes from famous scientists and philosophers will line the walls.