



SPURS  
BOOTS

# SPURS BOOTS

Fort Worth ★ Texas

Brand Standards 2026



TEXAS

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Born in the Red River corridor and the midnight glow of festival fields, Spurs Boots blends Old Texas heritage with a rebellious new attitude. We design fashion-forward gear for musicians, not mannequins, built for the long haul from the truck to the stage. Whether you were born into this style or earned it, our boots are meant to be worn until they tell your unique story. Here, perfection is overrated—every scuff is a badge.

01 INTRODUCTION

# Built for Dusty Nights.





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We are redefining cowboy boots for a new generation by blending deep Texas heritage with modern music and nightlife culture. Based in the heart of Austin, TX, Spurs Boots creates authentic statement pieces designed specifically for the stage and the unapologetic individual.

02 BRAND ESSENCE & NARRATIVE

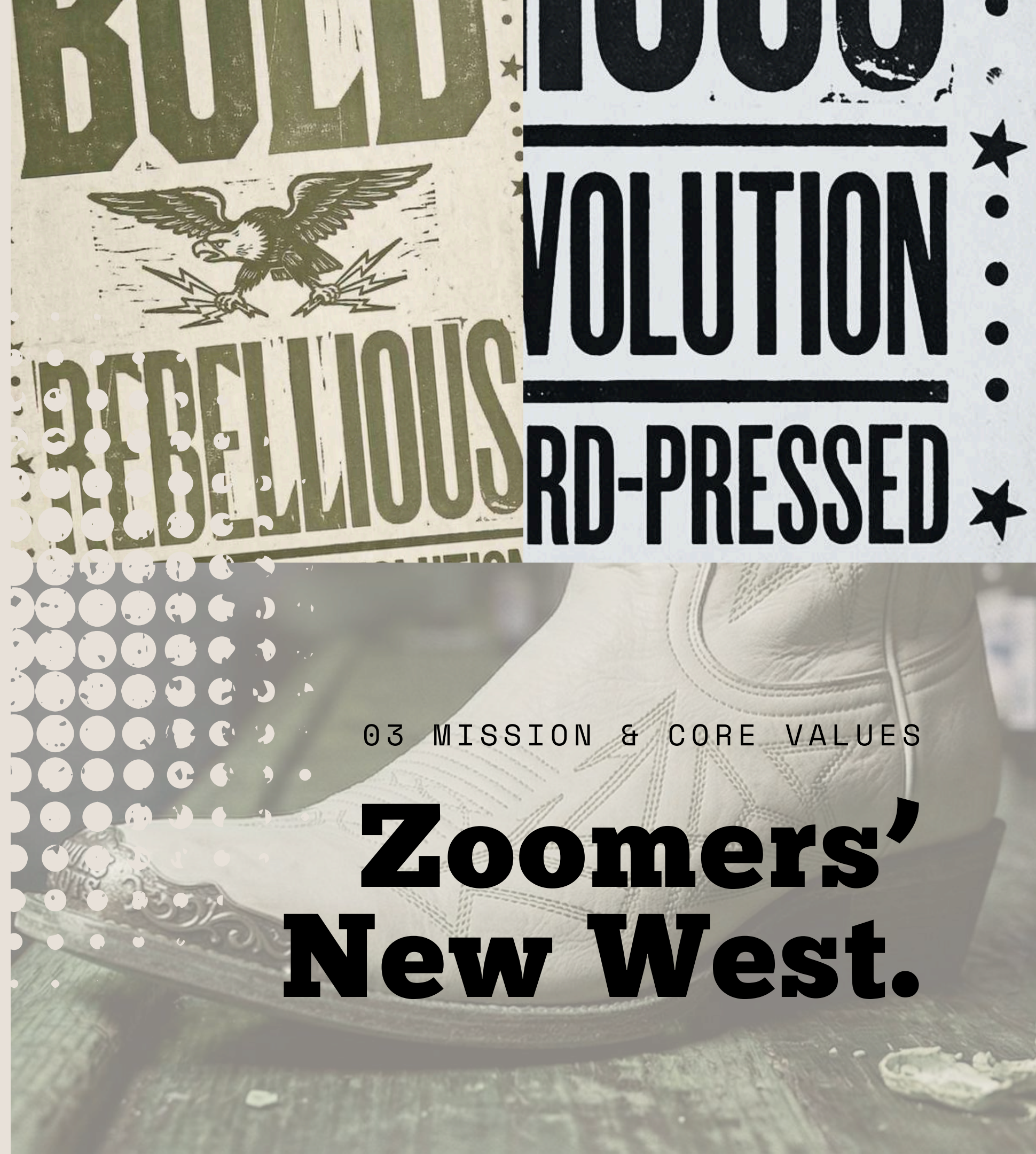
**Old Texas.  
New Attitude.**





Our mission is to redefine cowboy boots for a new generation—rooted in Texas heritage but designed for modern culture: music, nightlife, and unapologetic individuality.

- **Bold:** Sharp, edgy designs that stand out in any crowd.
- **Rebellious:** A fashion-forward attitude redefining Texas heritage with a new attitude.
- **Stylish:** Modern aesthetics built for everything from the creek bed to the concert stage.
- **Authentic:** Authentic statement pieces that serve as a declaration of belonging, never a costume.



03 MISSION & CORE VALUES

# Zoomers' New West.



04 TARGET AUDIENCE

# The Modern Texan.

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Spurs Boots targets consumers that frequent events like SXSW and ACL, seeking authentic statement pieces that serve as a declaration of belonging rather than a costume. They value the brand's rebellious "New Attitude" and need versatile boots that transition seamlessly from a creek bed to a concert stage.

**AGE**  
20 - 40

**INCOME**  
\$45K-\$150K

**AREA**  
East Austin, Bouldin



# Punk Soul. Country Heart.

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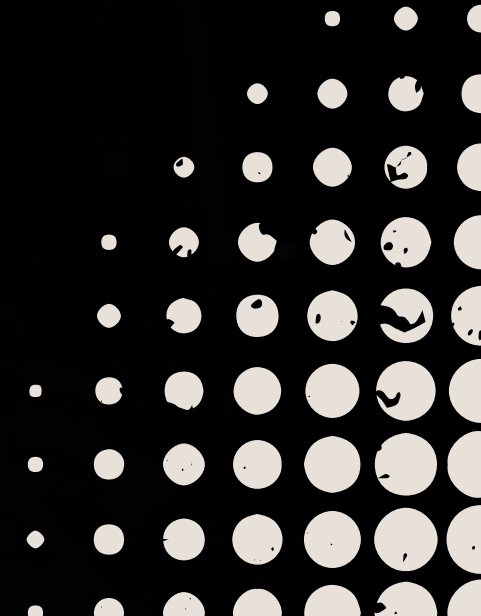
Spurs Boots is the musician at an East Austin dive bar who wears boots every day, blends country with punk, and never explains their influences. Our personality is bold, rebellious, and unapologetically stylish—a declaration of belonging for the music scene. We speak with edgy confidence, ensuring our message remains an authentic statement that is never ironic and never a costume.

## **Do**

Sound edgy, confident, and direct.  
Use taglines like "Not your granddad's boots".

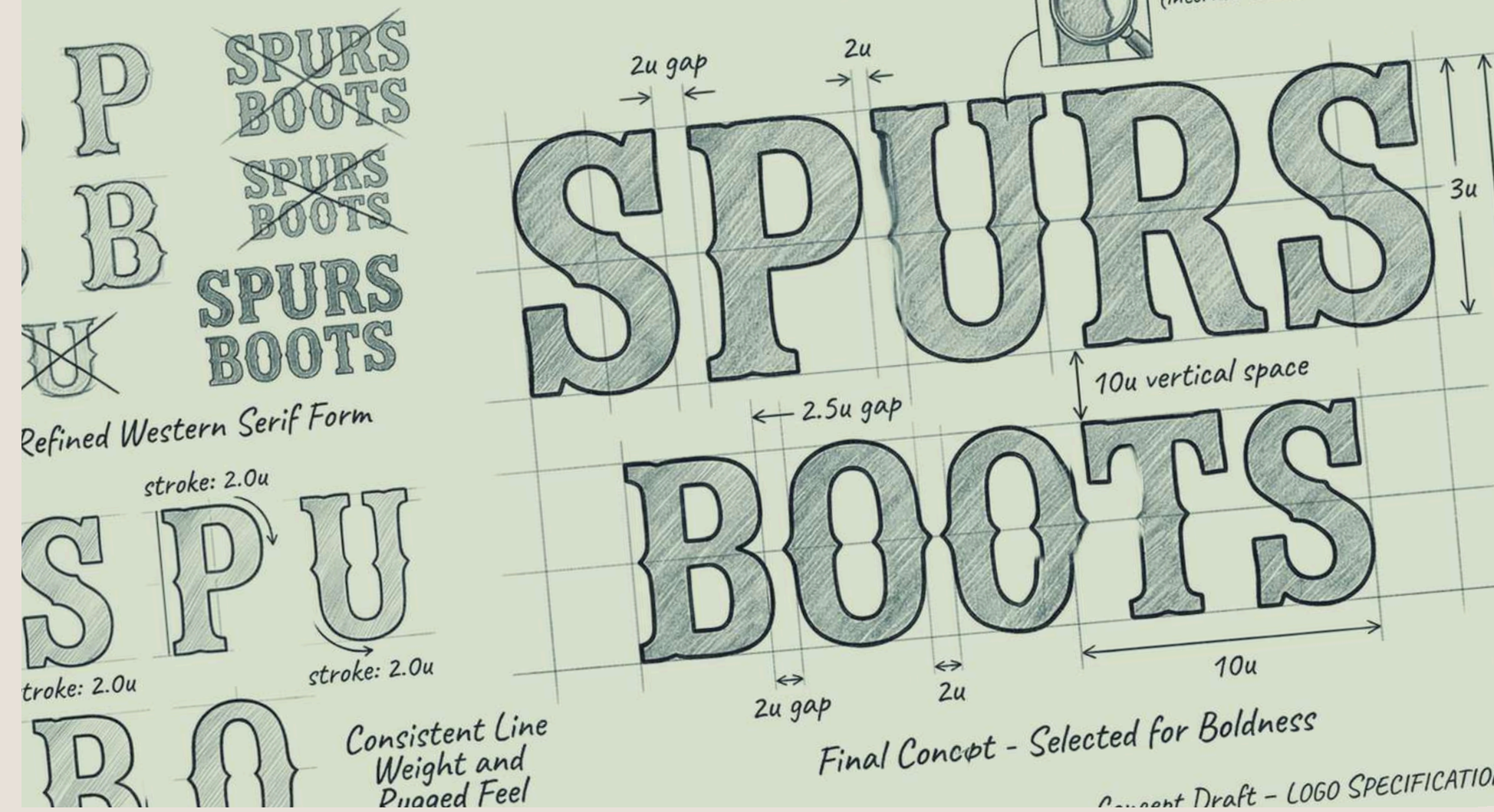
## **Don't**

Ever use an ironic or sarcastic tone.  
Refer to western wear as a "costume".





The Spurs Boots logo is a bold, sharp-edged Western identity where the brand name itself functions as the primary mark. Inspired by the iconic woodblock aesthetic of Hatch Show Print concert posters, the letterforms are precise and entirely devoid of ornament.



06 PRIMARY LOGO SYSTEM

**The Name is  
the Mark.**

# SPURS BOOTS



Our typography bridges the gap between Old Texas grit and a New Attitude. Chunk Five serves as our bold Western display face for headlines, while Helvetica provides a clean, modern sans-serif for body copy. For technical labels and construction details, we utilize a Space Mono to reflect the precision and craft behind every boot.

# SPURS BOOTS

Built for Dusty Nights

07 TYPOGRAPHY

**Chunk Five**  
Heading

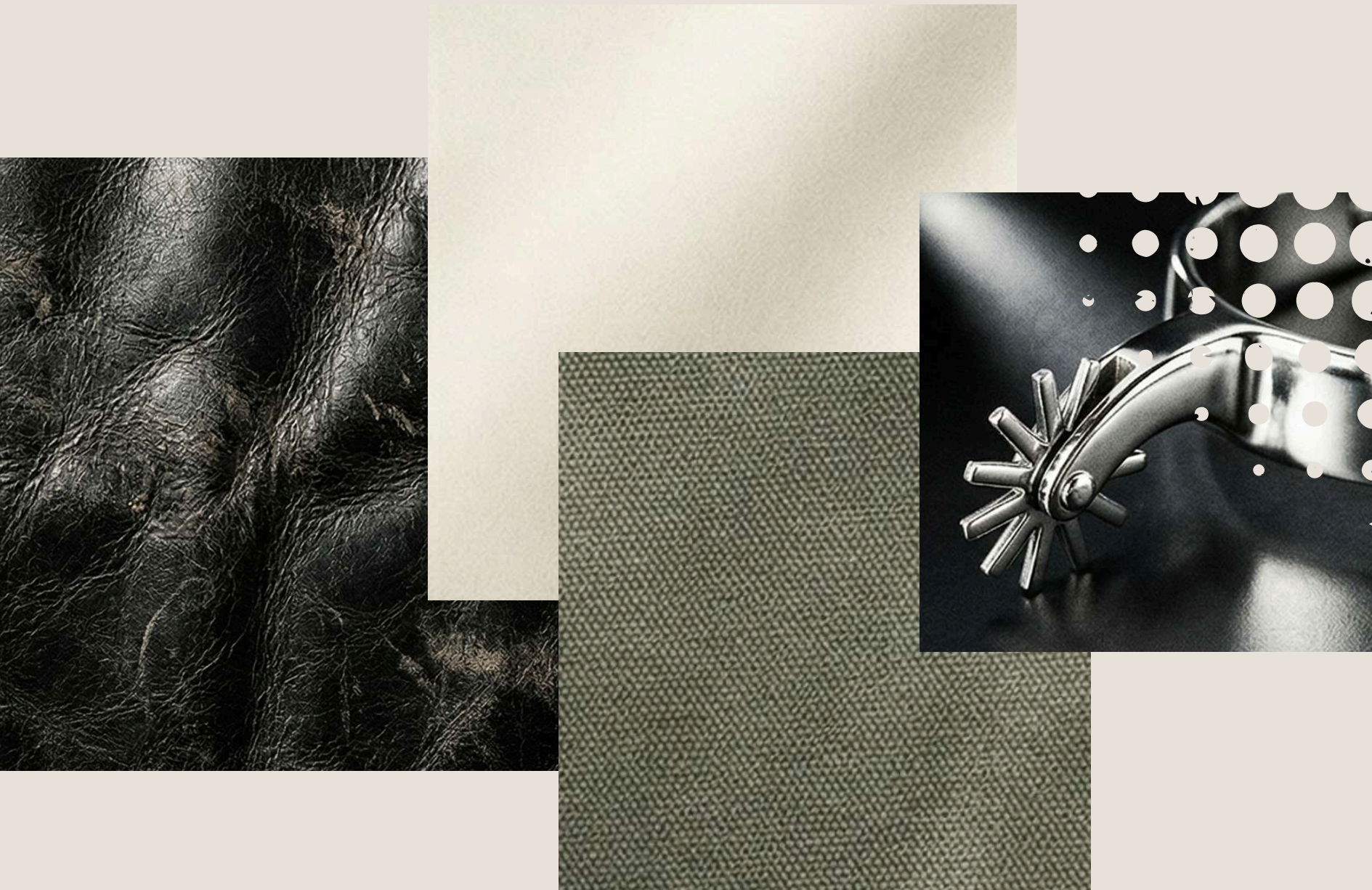
Helvetica  
Body

Space Mono  
Accent

# The Scripts of the Scene.



# The Hues of Nightlife.



The Spurs Boots color palette is a visual declaration of belonging to the night. Jet Black anchors the brand in the Austin music scene, while Bone honors a deep Texas heritage. Gray Green evokes the creek beds our boots were built to traverse, and Silver provides a sharp, metallic edge.





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09 DIGITAL SPACE

# The Brand in the Wild Web.





10 PACKAGING & UNBOXING

# The Dramatic Reveal.

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Spurs Boots packaging is a deliberate high-fashion statement, featuring a matte black box with a tactile snakeskin texture emboss exterior. Inside, the reveal begins with premium Gray Green tissue and sharp Bone-type branding, reinforcing our philosophy that unboxing is a dramatic event, never a mere transaction. Each pair is finalized with an authentic, stamped tooled leather hang tag, ensuring the first touch reflects our rebellious Austin roots.



11 BRANDED MERCHANDISE

# Beyond the Boot.



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From vintage-washed graphic t-shirts to custom-forged silver belt buckles, each item serves as a declaration of belonging to the Austin music scene. Our merchandise utilizes the brand's sharp-edged Western typography and anchored palette—featuring Jet Black, Bone, and Gray Green—to ensure every piece feels like an authentic artifact of the night.





### Legacy vs. The Night.

Spurs Boots occupies a space no other brand can claim: the intersection of raw Austin music culture and high-fashion western wear.

While competitors like Tecovas prioritize mass accessibility and Lucchese leans on historic legacy, Spurs owns the night. We are the only brand built for the distance between the truck and the show, designed for musicians rather than mannequins.



Legacy vs. The Night.



12 COMPETITIVE POSITIONING

# Own the Night.

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This document is not a rulebook—it is a shared responsibility to protect the unique soul of Spurs Boots. From designers to retail staff, every team member is a guardian of our "Old Texas. New Attitude." identity. Consistency across our digital, physical, and packaging touchpoints is the only way to ensure the brand remains an authentic declaration of belonging rather than a costume.

13 STEWARDSHIP

**Thank  
You.**

