

**NAMM**<sup>®</sup> | **U**



Grow Your Business

Offbeat Store Design  
HIGH IMPACT ON A DIME

*Mark Maxwell*

mark@maxwellshouseofmusic.com  
maxwellshouseofmusic.com

The logo is set against a dark blue, distressed background with a white double-line border. The text is white. The word 'Maxwell's' is in a large, bold, sans-serif font. Below it, 'HOUSE of MUSIC' is in a smaller, all-caps, sans-serif font. A white outline of a guitar body is positioned behind the text, with its lower curve following the bottom edge of the 'HOUSE of MUSIC' text. At the bottom, the tagline 'we create musicians' is written in a white, cursive script font.

Maxwell's  
HOUSE of MUSIC

*we create musicians*



Where do you  
play music?

campsite

Check out the  
FIRE



The uke  
tree!





basement

Wayne's World!  
Wayne's World!

Look!  
Dana Carvey on TV!





kid's bedroom

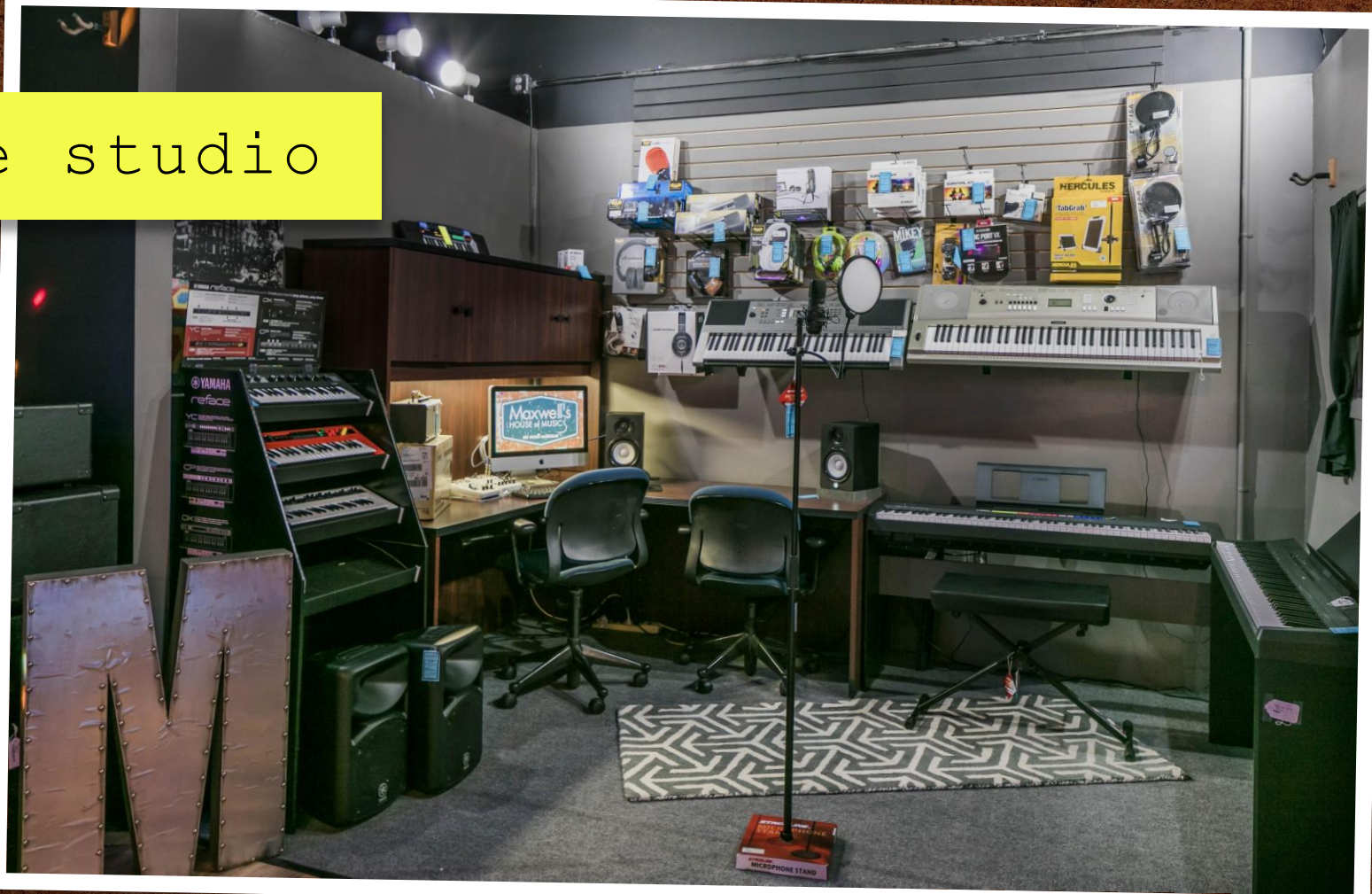


the bass  
bathroom

Jammin' Johns full of Tootsie Rolls



home studio





stage



That's a real garage door

garage

church



MARV  
'N BEV'S  
*coffee bar*



**CAD** Live™  
AUDIO



living room



People hang out here



Free wifi!

If it's fun, they come.  
If it's comfortable,  
they stay.





If it's fun, they come.  
If it's comfortable,  
they stay.





album  
floor





Maxwell's  
HOUSE OF MUSIC

performance stage



private lesson  
studio



lesson  
waiting room



recording  
studio



outdoor stage

# Harmony Green



# Harmony Green



# Harmony Green



# Harmony Green





permanent outdoor instruments

Everything is  
built around  
fun!



# Mark Maxwell Servant

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Store Hours  
Mon-Fri Noon - 9pm  
Sat. 10am - 5pm  
Sunday Closed

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# Mike McAfee Tone Guru & Chief Instigator

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