



fourpoints

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www.fourpointswriting.com

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1: Introduction

Fourpoints mechanical pencil is a breakthrough invention. It is a mechanical pencil that can be changed when twisted to customise the different sizes of the lead. The mechanical pencil will house four different sizes ranging from 0.3 to 0.9 in .02 mm increments. This product is great for drawing, drafting and sketching. Generally, this product is for students, designers, fine artist, illustrators, architects and professionals. It would be sold in any art store and fine retailers such as muji, pear, dick blick, design partners etc. The MSRP is \$8.99.

Description of the Problem:

The current market for fine mechanical pencils has increased and continues to grow. Similar products exist, however there is nothing on the market that resembles this type on innovation. The problem with the current market for mechanical pencils is that the user has to keep switching to different sizes of lead to get a detailed drawing or sketch an idea. Switching pencils can be a very tedious process. Fourpoints has four choices to choose from in one single pencil with different lead sizes at their immediate disposal, thus making it an important tool for artists and/or designers.

Historical Overview:

The mechanical pencil came about in 1822 in Britain by the name of Sampson Mordan and Gabriel Riddle. Between 1822 to 1874, more than 160 patents were registered pertaining to a variety of improvements to mechanical pencils. The first spring-loaded mechanical pencil was patented in 1877 and a twist-feed mechanism was developed in 1895. The 0.9 mm lead was introduced in 1938, and later it was followed by 0.7, 0.5, 0.3. Even a 1.4 mm mechanism was available, and 0.4 and 0.2 versions are now produced. Three Different lead thicknesses are used, depending largely on users' preferences. Generally, the most used leads for mechanical pencils are 0.5mm and 0.7mm. By using such a width, most users will produce a distinct line, allowing sharp writing and drawing. However, due to 0.7mm being thicker than 0.5mm, many users prefer 0.5mm due to the sheer precision and fine trail it produces.

Mechanical pencils can be divided into two basic types, those that only hold the lead in position and those that hold and propel the lead. The first category are typically referred to as leadholders or clutch pencils. For those mechanical pencils that hold and propel the lead, there are a number of different mechanisms:

Ratchet-based pencils, in which the lead is advanced by a button on either the end or the side. The button pushes two or three small jaw pieces within the cap forward out of a ring that holds them together as one.

The pieces separate, allowing the lead to advance. A small rubber device in the mouth of the tip of the pencil, called a lead retainer, holds the lead in place as the jaws retract, preventing it from either falling free of the pencil or riding back up into the pencil, until the jaws close around the upper portion of the lead.

Another variation of the ratchet-based pencil requires shaking the pencil back and forth causing a weight inside the pencil to operate a mechanism in the cap. A button may be present. Another variation advances the lead automatically. In this design, the lead is advanced by a ratchet but only prevented from going back into the pencil by a small amount of friction. The nib is a spring-loaded collar that, when depressed as the lead is worn away, pulls out more when pressure is next released.

Current Industry:

Some of the more popular brands includes pilot, uni-ball and bic. These brands have been on the market for years and continue to grow. They all mass produce mechanical pencils in different styles, sizes, weight and even color. To keep up with the modern technology fourpoints products will also include different colored lead pencils to accommodate everyone's need. A lot of japanese mechanical pencils are very interesting. They come in all kinds of colors, shapes and sizes.

Current Marketplace:

As for the packaging, a cardboard stock and a plastic coating placed over the product to be hung on peg hooks. This ensures that the product is readily displayed. It is easy to stock up and can be grabbed by any consumer without hesitation. Fourpoints' main competition would be pilot because Pilot is an already established brand. They are also very popular and trusted throughout the world. In order for this product to sell, the fourpoints advertising campaign would rely heavily on the selling and the brand recognition.

Demographics:

The target audience is between the ages of 18-35 male or female. The focus is on artists and designers that use pencils to draw, sketch or to render realistic figures and still life drawings.

2

LOGO STUDIES

It is the mission of *fourpoints* to create a strong brand recognition. The logo *fourpoints* acts as a unifying mark for artists around the world.

3: Logo Concepts

3A



3B



3C



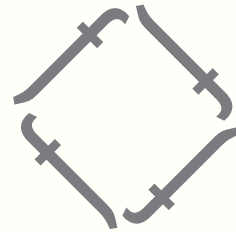
3D



3E



3F



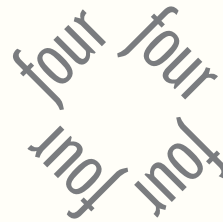
3G



3H



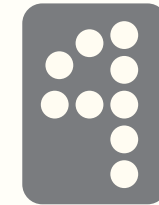
3I



3J



3K



3L



FOURPOINTS LOGO

A brand is created in the hearts and minds of the consumer. Brands are an emotional connection – way beyond rational reasoning and logic, product superiority, product attributes, or technical specifications alone.

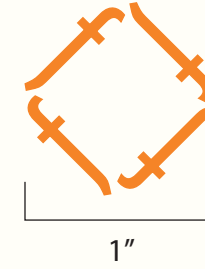
5: Corporate Image

The Logo

The logo is used in two design variations, either on white or on orange. Do not alter or change the design. Only use original data. When reducing the size from the original, make sure it is proportionally scaled down to the smallest size of 0.5 inch.



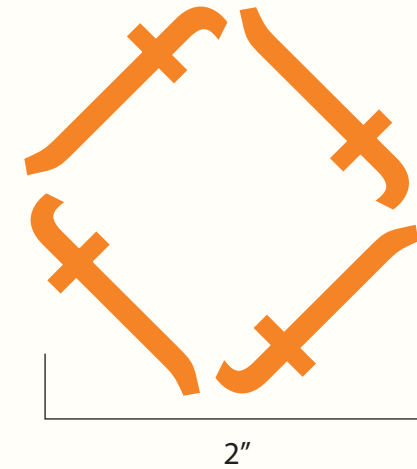
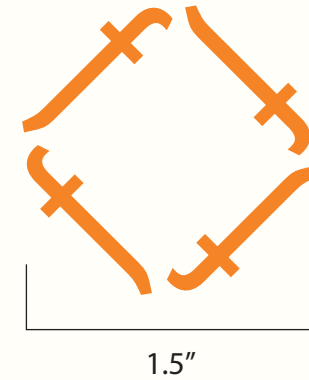
fourpoints



Exclusion Zone

Maintain a consistent exclusion zone around the logo, as shown here. This space represents the minimum distance between the logo and any other design element or text.

The minimum distance to be maintained around the logo measures 2 x around the logo whatever the size of the logo may be.



COLOR PALETTE

The *fourpoints* color system has been developed to provide a chromatic range for a recognizable brand. Consistent use of the color palette helps build and reinforce the brand.

7: Color Palette

Corporate Color

The corporate *fourpoints* orange is used for rendering of the corporate signature and corporate image on brand oriented communication pieces such as stationery and signage.

fourpoints orange PMS 165 C				
C	M	Y	K	
0	59	96	0	
R	G	B		
245	132	38		

fourpoints text BLACK				
C	M	Y	K	
65	62	64	55	
R	G	B		
59	55	52		

Type logo

TheLogo may be displayed in orange with black text on a white background or with a white border and white text on an orange background.

Financial Color

The financial purple is dominant as a masthead or color bar on advertising, collateral, white papers, case studies and other marketing tools aimed at the financial market.

It always appears on the first page and usually in a top position. It should be retained throughout the piece in a prominent way.

financial PMS 7442 C				
C	M	Y	K	
50	70	0	0	
R	G	B		
141	100	170		

retail PMS 5405 C				
C	M	Y	K	
58	17	0	46	
R	G	B		
59	110	143		

Retail Color

The retail blue is suggestive of growth and success. The blue family of hues is also the strongest of the organic earth-tones representing life, vitality and the regenerative nature of the retail marketplace.



TYPOGRAPHY

As an integral part of the *fourpoints*’ brand Fontana and Avenir fonts should be used. These fonts are *fourpoints*’ unique signature and add emphasis to the personality of this identity.

9: Typography

Avenir LT Std 35 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir LT Std 45 Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir LT Std 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir LT Std 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir LT Std 85 Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Fontana ND Ee OsF Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Fontana ND Ee OsF Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Fontana ND Ee OsF Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aeroportal Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aeroportal Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aeroportal Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

fourpoints

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STATIONERY

The identity *fourpoints* is the basis for the core communications. All stationery and communication material contain a URL.

11: Stationery

IDENTITY

The fourpoints logo creates a strong brand recognition. The fourpoints logo acts as a unifying mark for artists around the world.

PAPER

The smooth texture meshes perfectly with a simple, smooth logo, as does the bright white that brings out the clean, simple identity system. Rich but not too yellow, the paper brings the system a time-honored, industrial feel.

PRINTING AND FINISHES



- LETTERHEAD (8.5 X 11)
- Strathmore Script Smooth, Soft White, 24lb (90 gsm)
 - 2 Match Color



- #10 ROUNDED SQUARE FLAP ENVELOPE (9.5 X 4.125)
- Strathmore Script Smooth, 100% PC White, 24lb (90 gsm)
 - 2 Match Color



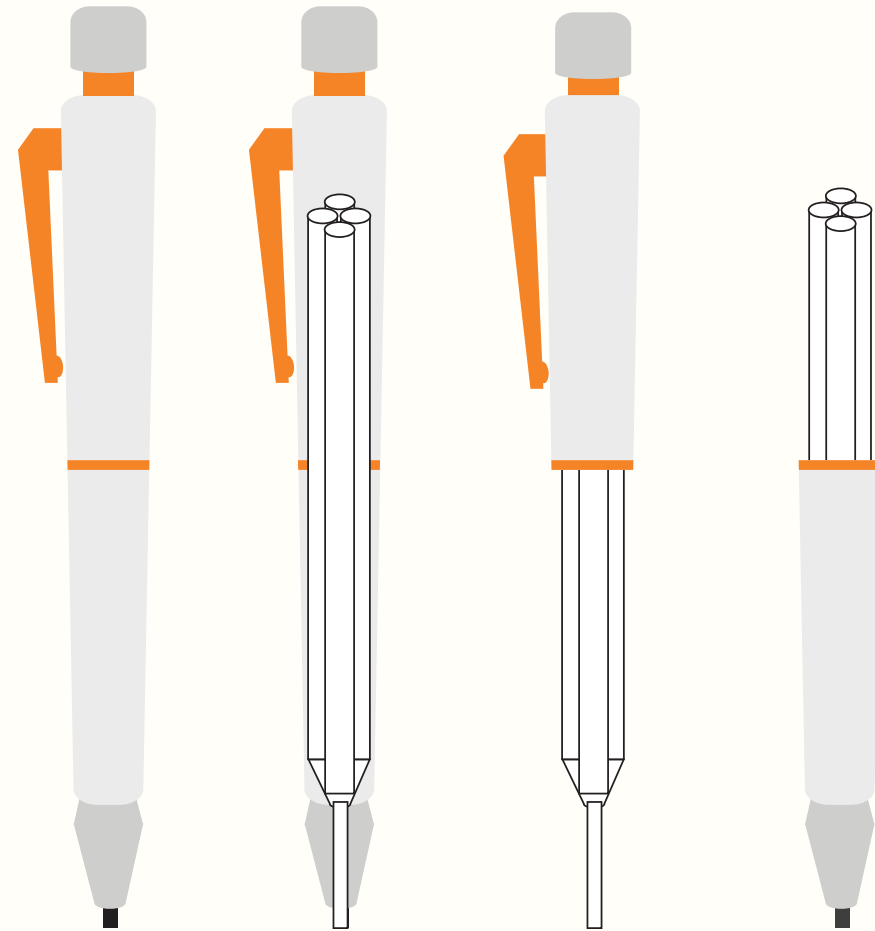
- BUSINESS CARD (3.5 X 2)
- Strathmore Script Smooth, Bright White, 130dtc (352 gsm)
 - 2 Match Color

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PRODUCT VIEWS

The *fourpoints* company is only as good as the product behind it. We strive to lead the industry in manufacturing creative tools. We also take pride in the product development process ensuring that the *fourpoints* pencil is truly unique.

13: Product Views



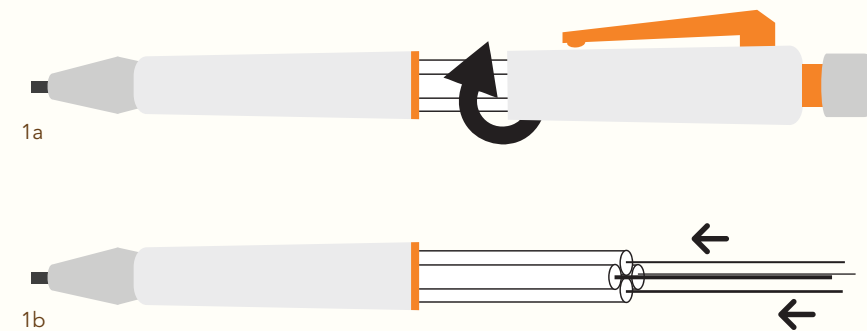
Disecting the mechanical pencil

The image to the left and at the bottom shows the views of the mechanical pencil and the parts that make it up. It shows a cross section of how this product works. To the left, the illustrations show the four lead holders and how it is placed in the center of the mechanical pencil. The illustrations also show the breakdown of the parts of the *fourpoints* pencil.

The image at the bottom shows how to change the lead inside the mechanical pencil.

1a. unscrew the middle part of the pencil

1b. replace the lead in the lead holder.



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PACKAGING

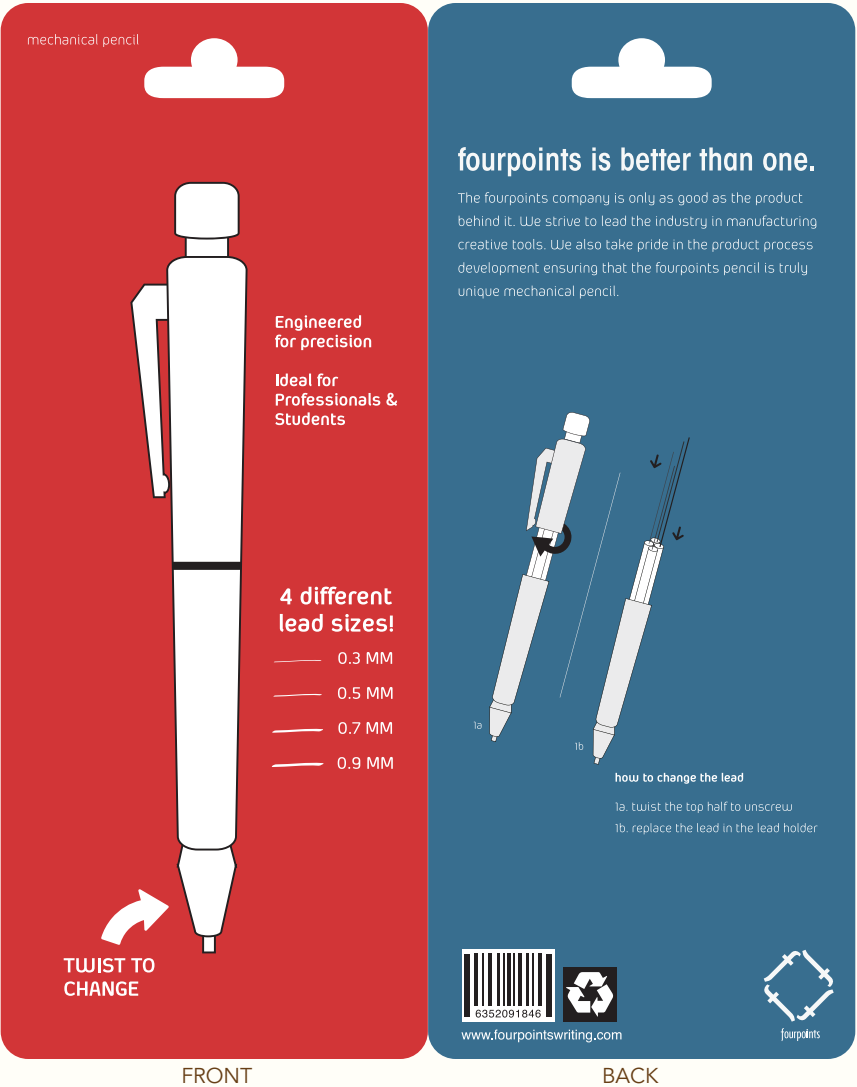
Packaging is one of the most important aspects of graphic design. Apart from displaying the product information, the packaging becomes an important sales tool. Packaging can boost the selling by allowing the product to stand out from competitors.

15: Package Design

Retail Color

The Retail blue is suggestive of growth and success. The blue family of hues is also the strongest of the organic earth-tones representing life, vitality and the regenerative nature of the retail marketplace.

retail PMS 5405 C			
C 58	M 17	Y 0	K 46
R 59	G 110	B 143	



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ADVERTISING AND MARKETING

Advertising is the segment of communication that attracts the most publicity and the largest audience. While the content, the message, and the products of the ads will vary, the look of all advertising material should be consistent.

17: Advertisements

Multiformat Ads

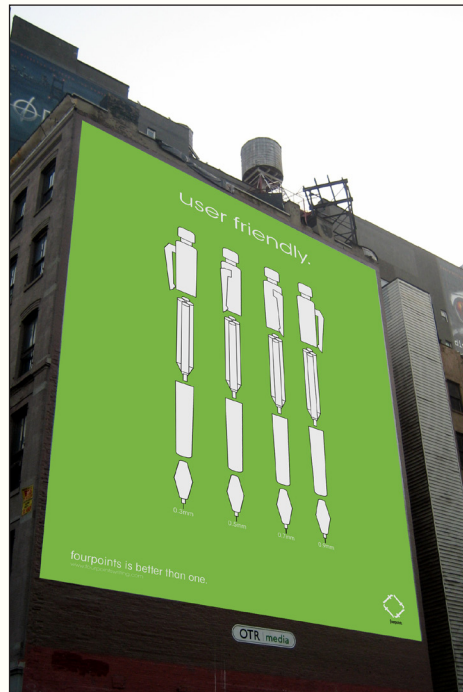
Advertisements can generate millions of dollars in revenue. The image below is part of a series of ads for the *fourpoints* branding image. This type of advertisement ensures that the general public is aware of the product.



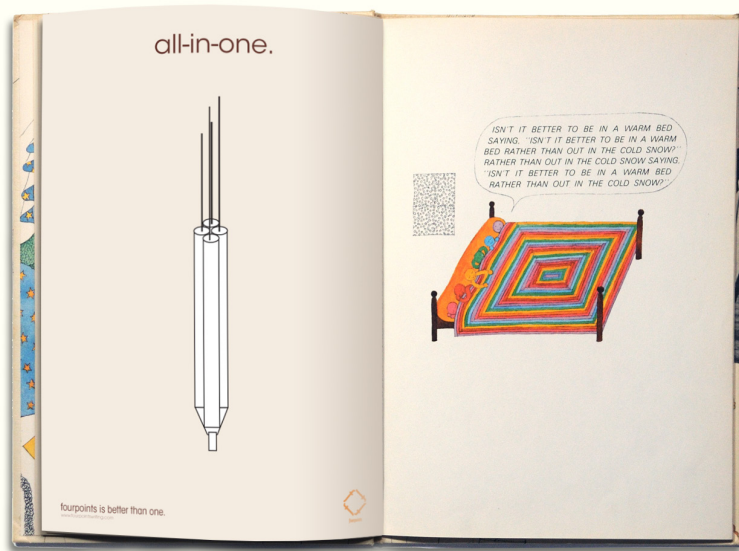
Bus Kiosk



Subway Ad



Billboard Ad



Magazine Advertisement for PRINT Magazine

Magazine advertisement is the best way to showcase a product. The image above is taken from a PRINT Magazine of November 2009 issue. Magazine advertisements generate about 35% of profit if it is a successful ad. This particular ad is part of *fourpoints'* campaign to increase the brand image.

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PROMOTIONAL PRODUCTS

Promotional products refers to merchandise that is used in marketing and communication programs. These items are carefully chosen and usually imprinted with a company's name and logo as part of their marketing campaigns.

19: Gift Items

1. Pencil case

Promotional item to hold the mechanical pencil. The pencil case ensures a guaranteed protection from loss, theft or accidental damage.

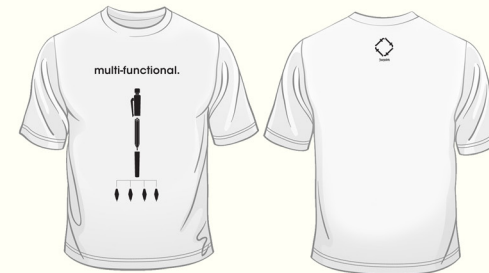


3. USB Flashdrive

Almost everyone uses some type of digital external media to store any data. The 4GB *fourpoints* USB flashdrive is the perfect promotional item for any occasion.

2. T-Shirt

Promotional t-shirts are great for giveaways. They increase brand position for the company. They are fun and an inexpensive solution for promotion



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COMPANY WEBSITE

The web is perhaps the most powerful tool for promoting products digitally. The corporate website contains information about the company as well as the products being sold on the market.

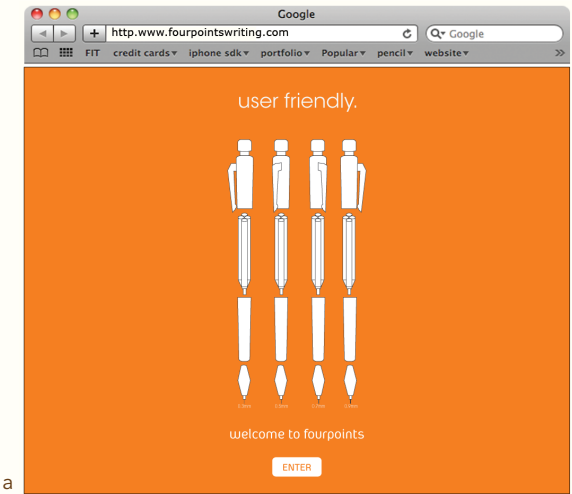
21: Corporate Website

www.fourpointswriting.com

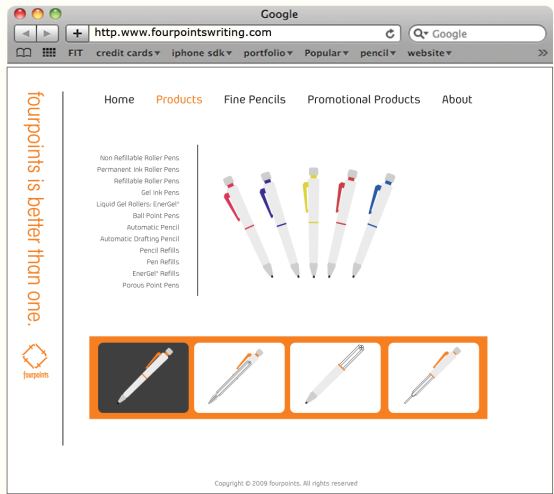
The company website reflects everything about the company itself. It displays every peice of information about the company, and the products. The orange color theme is carried throught out the branding of *fourpoints*.

Website screenshots

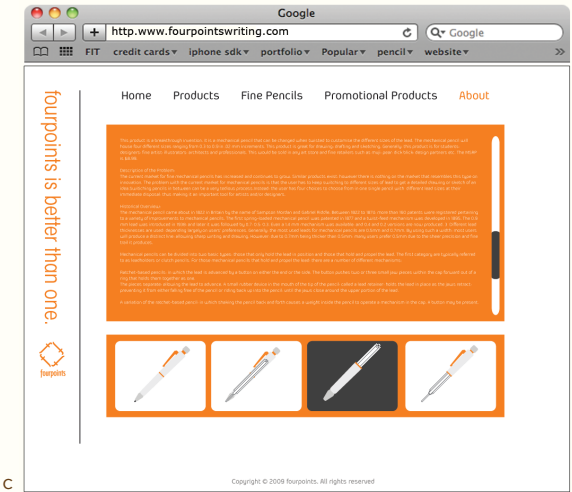
- a. splash page
- b. products page
- c. about page
- d. promotional page



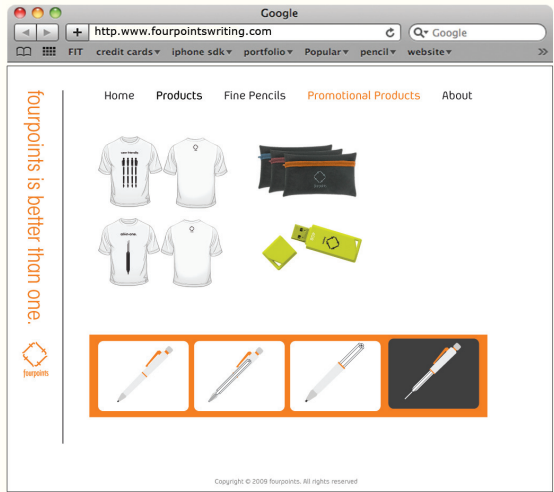
a



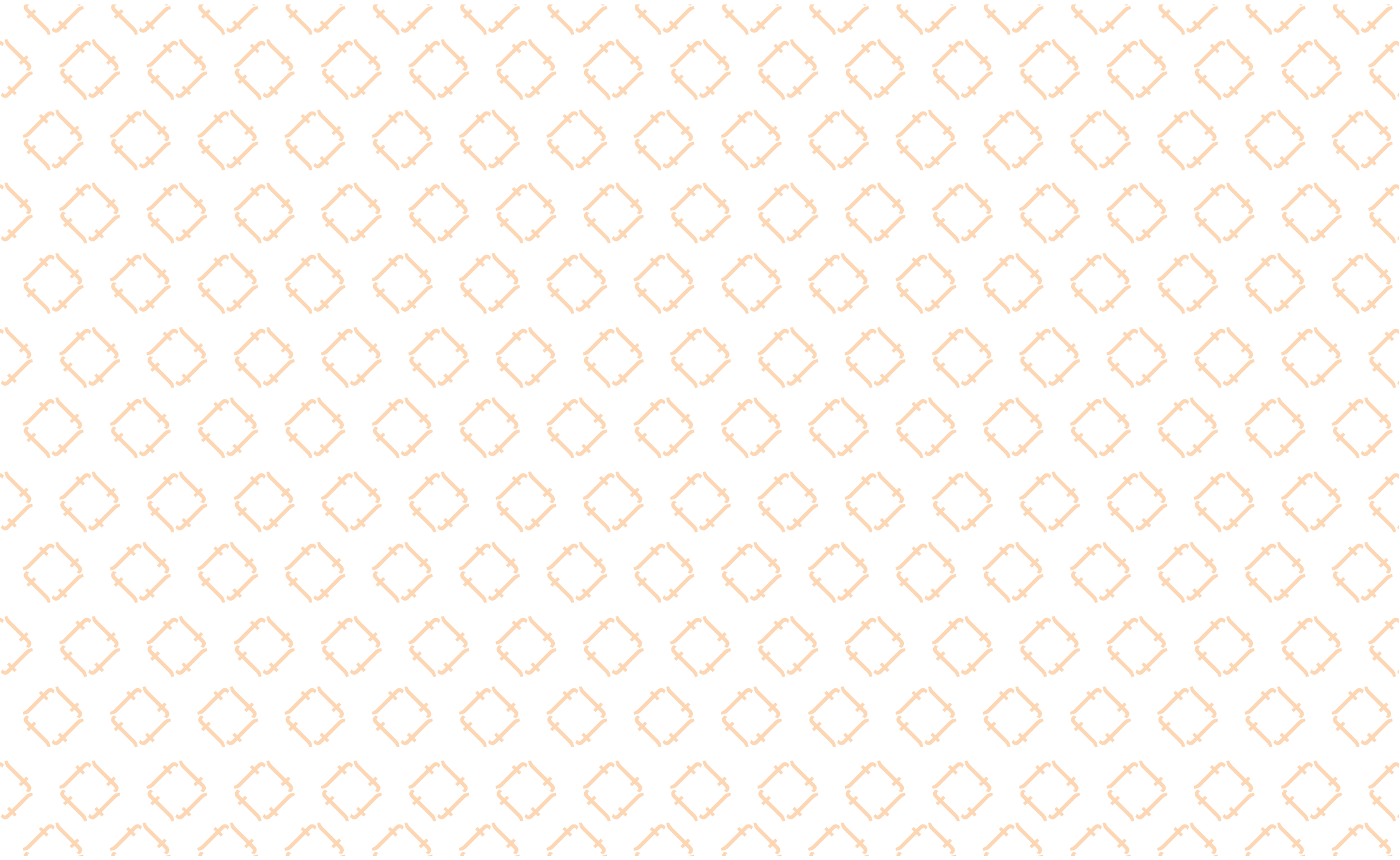
b



c



d





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