





## Graphic Design 3

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12.21.2009





## Table of Contents

Introduction	1
Product design	5
Identity design	9
Application	18
Packaging	22
Promotional	28



## Description of Product

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"La Sens" is a portable fruit scanner that determines and measures firmness and saccharinity (sugar) of fruit by exposing it to a smell sensor. There are some differences between Le Sens and existing technology already out there.

La Sens has no negative side effects on fruits because the fruit is not touched by any light or physical instrument. An innovative technology applied sensor of La Sens captures the particular smells of a fruit and analyzes the basic information including firmness and saccharinity.

Le Sens is a portable device. Other machines are very large not easy to carry around. La Sens is an attachable sensor that can connect with any type of smart phone. Nowadays, many consumers have some sort of smart phone, which is considered a small computer. La Sens simply connects to the smart phone, and gives very accurate information to consumers.





## Historical Overview

Fruit is considered one of the healthiest foods and people love to eat them. Americans especially love to eat apples, consuming an average of 45 pounds a year in fresh fruit, juice, applesauce, pies, and salads. They choose fruits to give them strength for physical activities, such as sports. Fruit markets in America are increasing as consumer demand continues to grow. For centuries, farmers have used the technique of traditional plant breeding to obtain more desirable characteristics in fruit because consumers want to buy better looking fruit rather than ripe fruit. Consumers have to guess whether or not fruit has a high sugar content; primarily relying on their five senses to find ripe fruit. However this does not give accurate results, consumers are largely guessing to find the best fruit. In 1990, researchers created a device that determines the firmness and sweetness of fruit by exposing it to infrared light. Many packaging houses use digital cameras to judge the quality of fruit by observing its surface appearance. However, such scientific technology are only for manufactures and farmers. They are not available to consumers. Consumers still need to buy fruits based on the unreliable advice of the seller.





## Problems

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### Toxicchemicals

Consumers might think they are removing all the pesticide on the fruit when they wash it, but some harmful chemicals are bound to remain on the surface of the peel.

### Additional Information

Factors affecting the taste of a fruit include the timing of the harvest, the weather, and even which side of the tree the fruit was grown on. However, there are no way to find this information by traditional ways of buying fruits.

### Side effects

Some instrument measure the flavor of fruit based on how much light at particular wavelengths it absorbs. When they do this however they use infrared light, which might damage the fruit.



## Assessment of Market

The target audience is mainly young adults, both male and female. Advertisements will be focused on web banners and Youtube ads. The product will be sold at big electronic companies such as Best Buy, Sears, Brookstone, Target, The sharper Image and the Apple store.





## Product Design

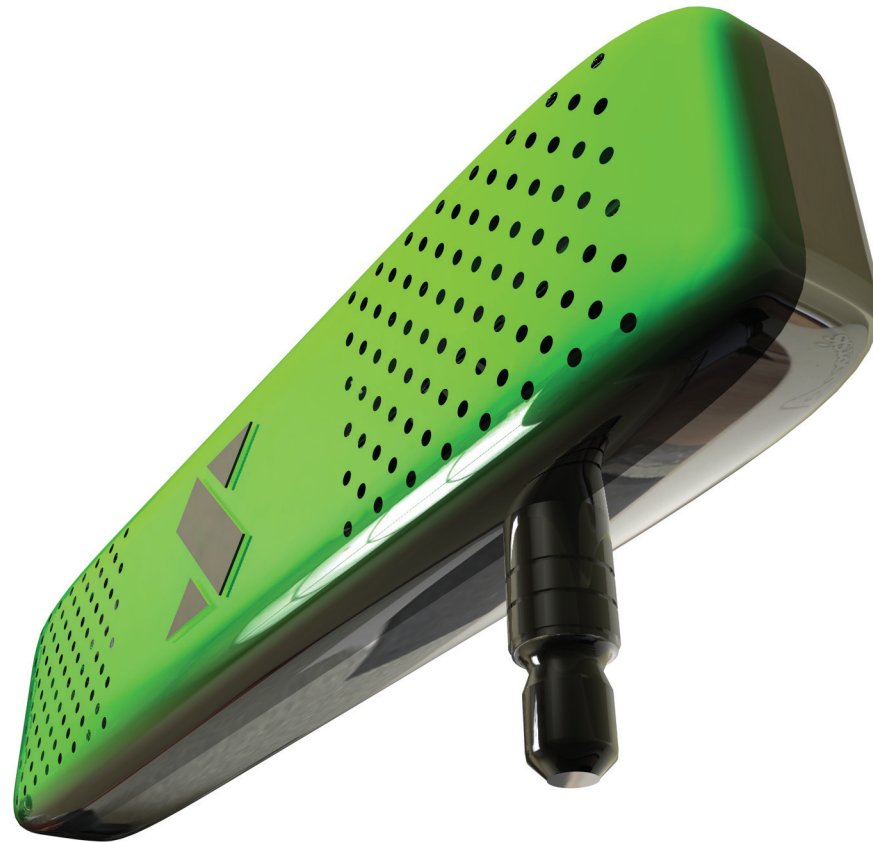
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## Product Renderings

3 Dimentional view





## Product Renderings

### 3 - dimensional view

#### 1. Front

- LCD Pannel

#### 2. Side

#### 3. Back

- Logo

- Sensors



1



2



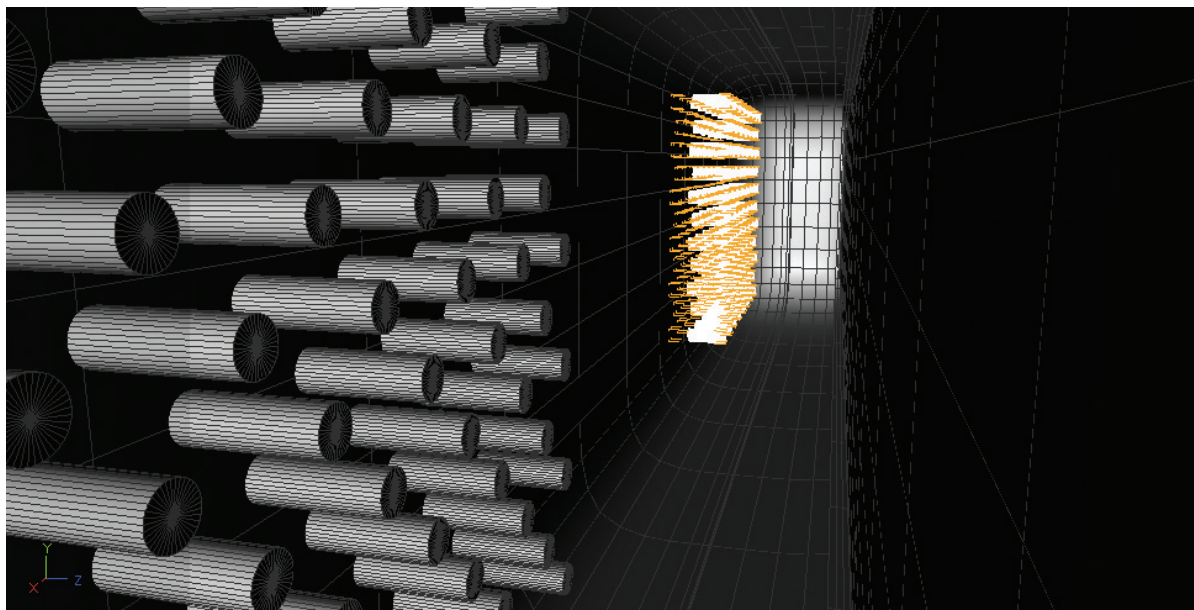
3



## Product Renderings

Inside view

High-tech sensor in the Le Sens







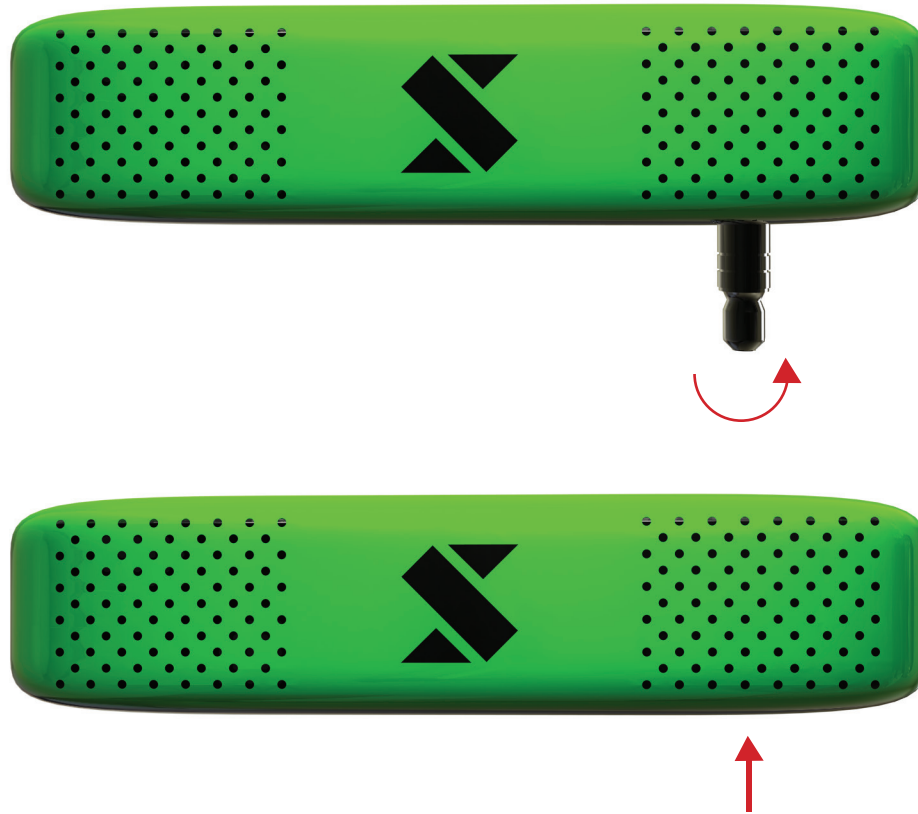
## Product Renderings

### Connection

Le Sens have regular a earphone connection. It is able to connect with any kinds of smart phone that has 3.5mm female connection.

### Direction

1. Push the bottom button
2. The connection will pop out.
3. Turn right, it goes back.







## Identity Design

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## Construction

**The Le Sens logo is made up of two components:**

The Le Sens unique symbol and full name. These two components are always placed in a fixed relationship and should never be altered, modified or reproduced in anyway.

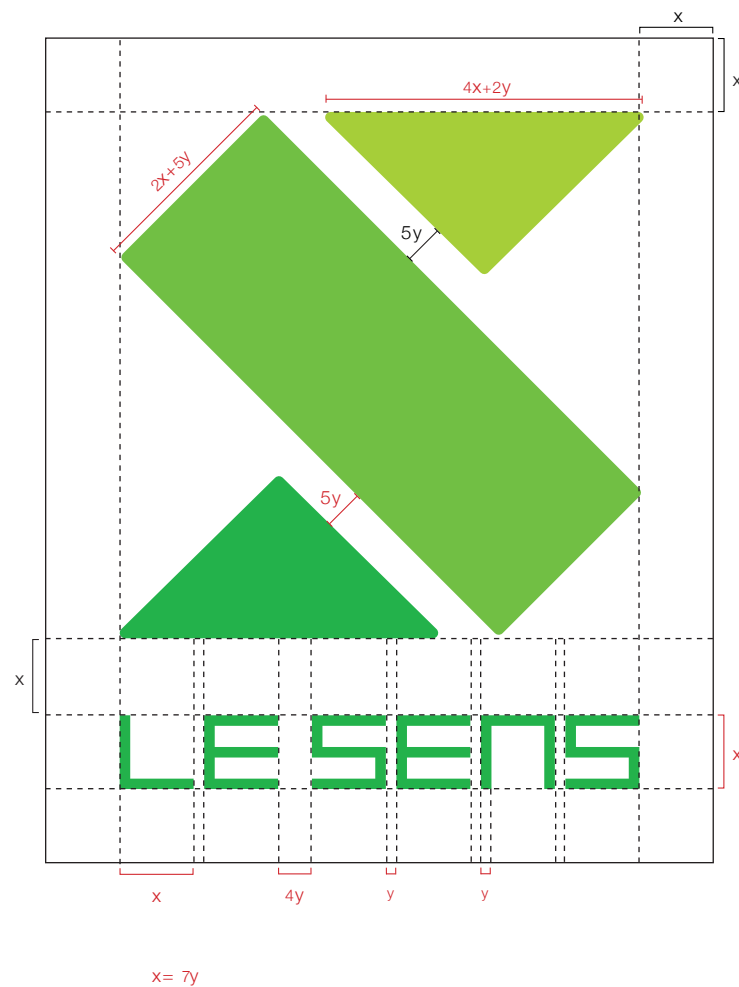
When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors.

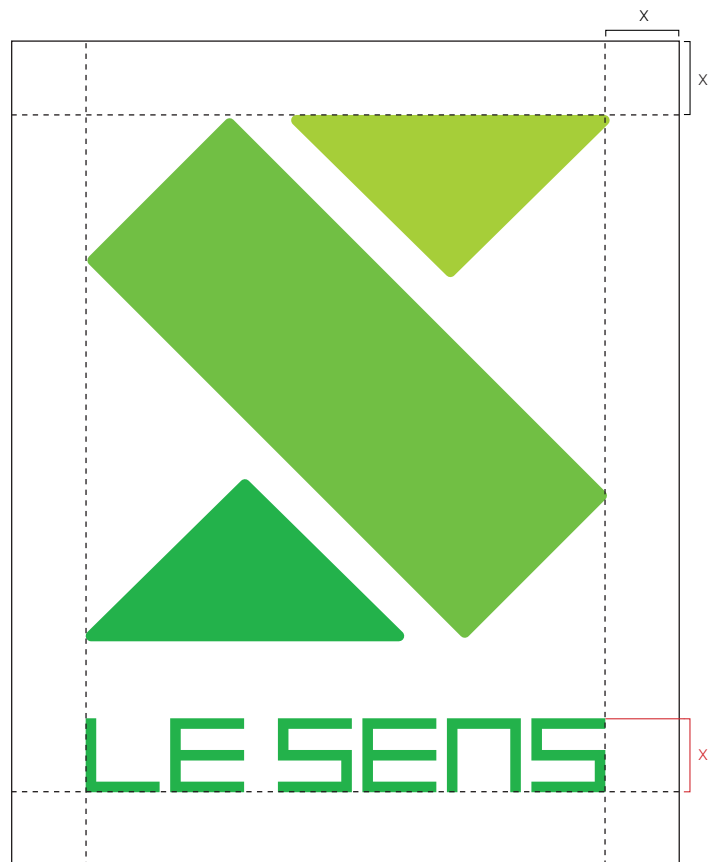
To ensure the consistency necessary to build a recognizable identity, it is critical that La Sens logo appears only in the colors approved in these guidelines.



## Lock-up

The Lock up system is based on X height of the logotype.





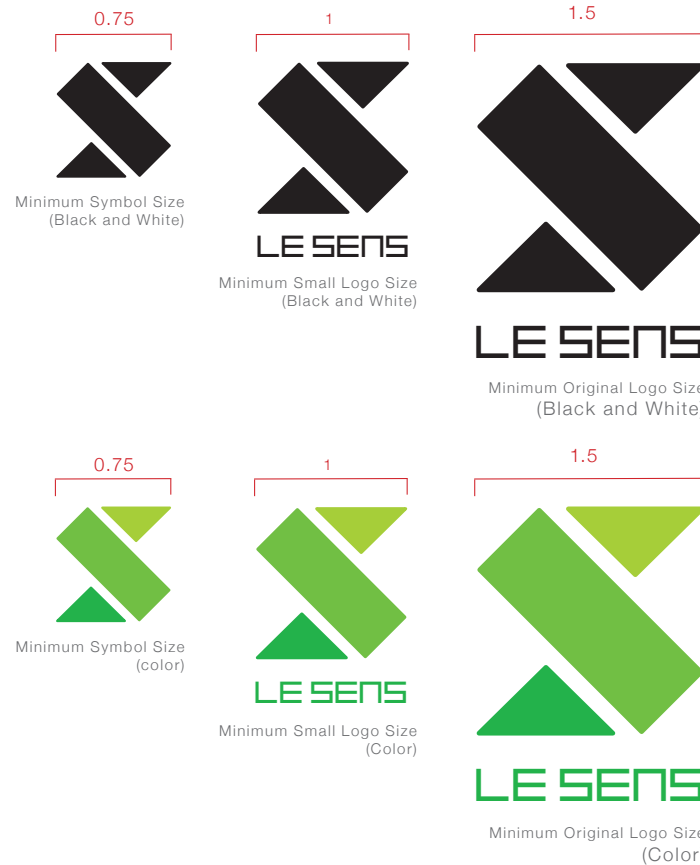
## Clearspace

To ensure its integrity and visibility, Le Sens logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace.

a space equal in size to X height of logotype, as shown at left.



## Minimum Size

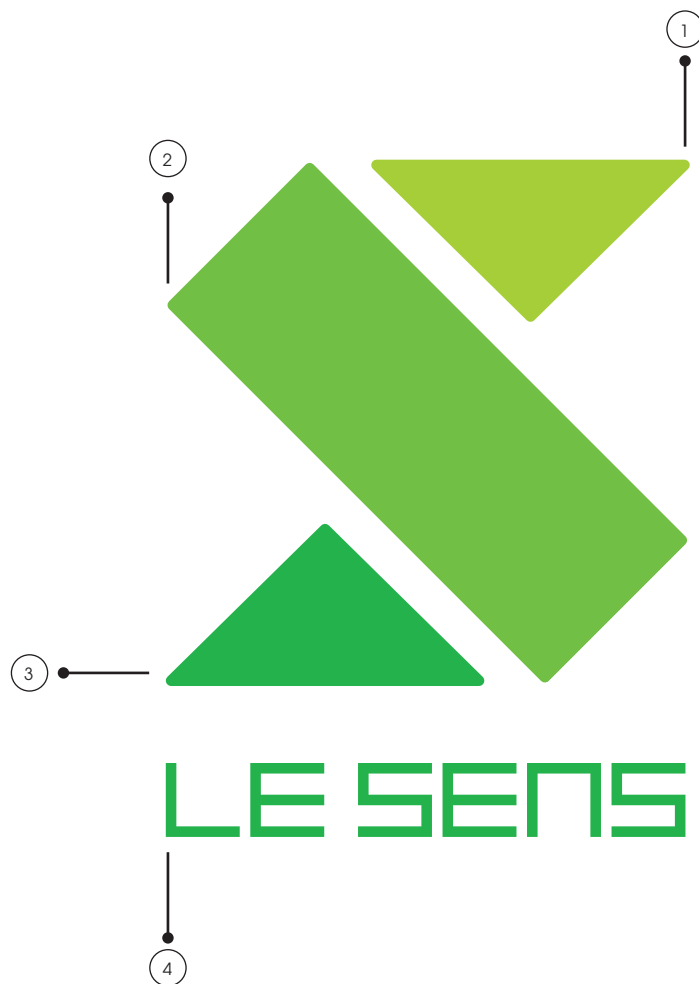


Le Sens logo has two size versions; an original version and a small version. The original logo version can be sized down to a minimum of 1.5". The small logo version can be sized down to 1".

If a size smaller than 1" is necessary, use the symbol without the full name. The mark can be sized down to a minimum of 1".

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors.

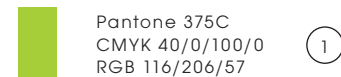
To ensure the consistency necessary to build a recognizable identity, it is critical that La Sens logo appears only in the colors approved in these guidelines.



## Color

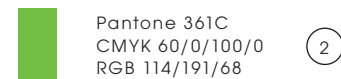
The Coloration of La Sens logo is an essential element in setting a recognizable tone and look for the identity. Consistent use of color enhances the strength of the identity.

The primary colors for La Sens logo are slightly different value of green base colors. Each symbol elements and full name have different value of green color.



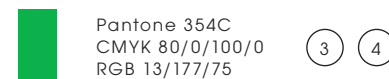
Pantone 375C  
CMYK 40/0/100/0  
RGB 116/206/57

1



Pantone 361C  
CMYK 60/0/100/0  
RGB 114/191/68

2



Pantone 354C  
CMYK 80/0/100/0  
RGB 13/177/75

3

4

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.



## Color

### Black and White

When the primary colors cannot be used, Le Sens Logos can be either all black or reversed to white.



1



2

### Black

Pantone Black 4C  
CMYK 40/0/100/0  
RGB 116/206/57

1

### White

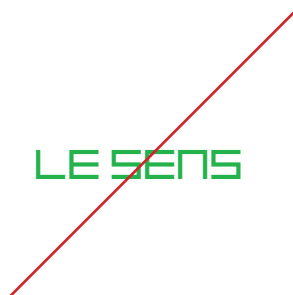
CMYK 0/0/0/0  
RGB 255/255/255

2

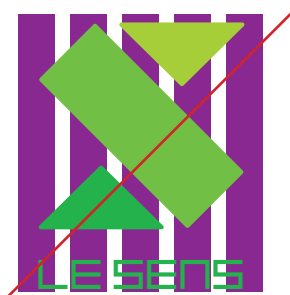


## Incorrect usage

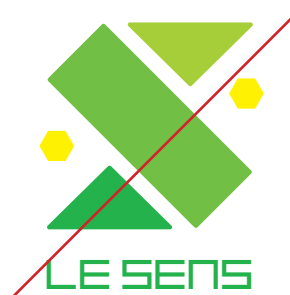
Le Sens logo should always be seen clearly and dramatically. When using the logo on imagery, always make sure that it is positioned away from any competing imagery and stands out from the background color.



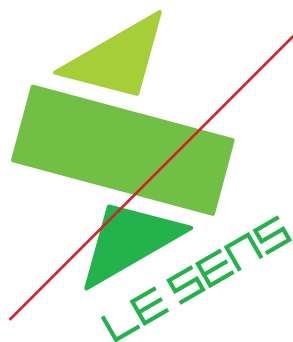
①



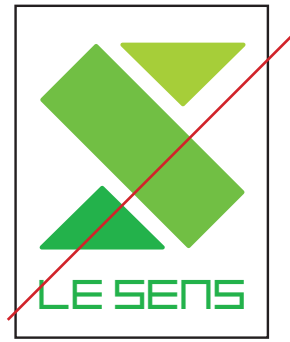
②



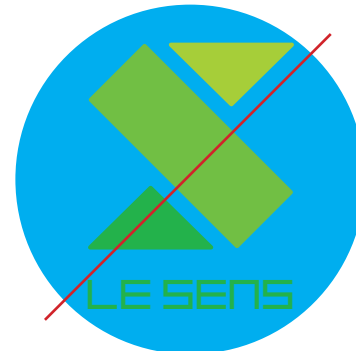
③



④



⑤



⑥

- ① Do not use logotype only.
- ② Do not place patterned background behind logo.
- ③ Do not place images in the specified clearspace.
- ④ Do not set the logo on any angle.
- ⑤ Do not place border around logo.
- ⑥ Do not place logo within a shape.





## Typography

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ITC Avant Garde Gothic BT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&(\$.,!?)

ITC Avant Garde Gothic BT light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&(\$.,!?)

AvantgarGotiticTBoo

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&(\$.,!?)

Le Sens typography consists of three typefaces:

ITC Avant Garde Gothic BT Medium, ITC Avant Garde Gothic BT light, and AvantgarGotiticTBoo. Those typefaces come in a variety of weights and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity.



## Applications

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Le Sens applications will come to life on the materials we use to communicate. These include stationery, signage, and other media. Correct and consistent use of the visual system will be the determining factor for a successful identity.





## Stationary Overview

### Letterhead

**Format**  
8.5" x 11"  
Shown at 30% of actual size.

**Return address**  
Typeface:  
ITC Avant Garde Gothic BT  
Light  
Size: 8.5/10.5 pt  
Color: Pantone® Process  
Black EC

**Template**  
Body Copy  
Times 11/13 pt

### Business Card

**Format**  
3.5" x 2"  
Shown at 30% of actual size.

### Front

**Le Sens logo**  
Contact information

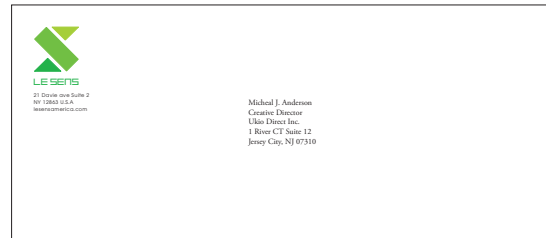
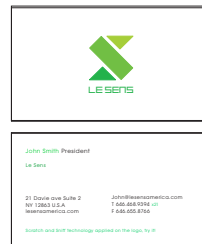
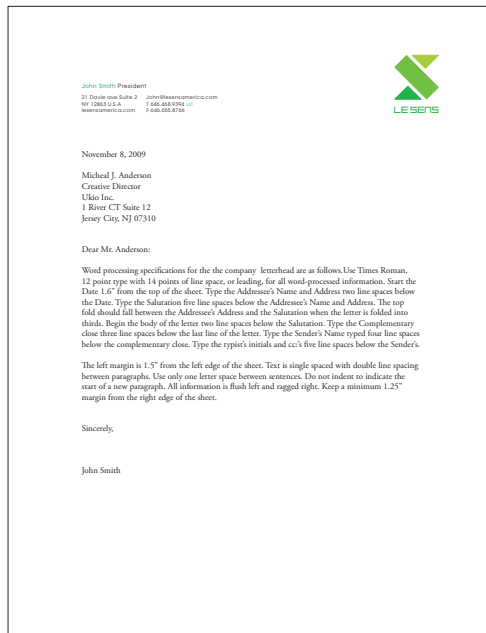
**Typeface**  
ITC Avant Garde Gothic BT  
Light

Size: 8.5/10.5 pt  
Color: Pantone® Process  
Black EC

### Envelope

**Format**  
Number 10  
Shown at 30% of actual size.

**Return address**  
Typeface:  
ITC Avant Garde Gothic BT  
Light  
Size: 8.5/10.5 pt  
Color: Pantone® Process  
Black EC





## Letterhead

### Format

8.5" x 11"

Shown at 80% of actual size.

### Le Sens logos

See page X for specifications.

### Return address

Typeface:

ITC Avant Garde Gothic BT Light

Size: 8.5/10.5 pt

Color: Pantone® Process Black EC

### Template

Body Copy

Adobe Garamond 11/13 pt

1.3 1 0.85 3

John Smith President  
21 Davie ave Suite 2 John@lesensamerica.com  
NY 12863 U.S.A T 646-668-9794  
lesensamerica.com F 646-655-8766

November 8, 2009

Michael J. Anderson  
Creative Director  
Ukio Inc.  
1 River CT Suite 12  
Jersey City, NJ 07310

Dear Mr. Anderson:

Word processing specifications for the the company letterhead are as follows. Use Times Roman, 12 point type with 14 points of line space, or leading, for all word-processed information. Start the Date 1.6" from the top of the sheet. Type the Addressee's Name and Address two line spaces below the Date. Type the Salutation five line spaces below the Addressee's Name and Address. The top fold should fall between the Addressee's Address and the Salutation when the letter is folded into thirds. Begin the body of the letter two line spaces below the Salutation. Type the Complementary close three line spaces below the last line of the letter. Type the Sender's Name typed four line spaces below the complementary close. Type the typist's initials and cc's five line spaces below the Sender's.

The left margin is 1.5" from the left edge of the sheet. Text is single spaced with double line spacing between paragraphs. Use only one letter space between sentences. Do not indent to indicate the start of a new paragraph. All information is flush left and ragged right. Keep a minimum 1.25" margin from the right edge of the sheet.

Sincerely,

John Smith



## Business Card

### Format

3.5" x 2"

Shown at 100% of actual size.

### Front

#### Le Sens logo

Scratch and Sniff  
technology applied

### Back

Contact information

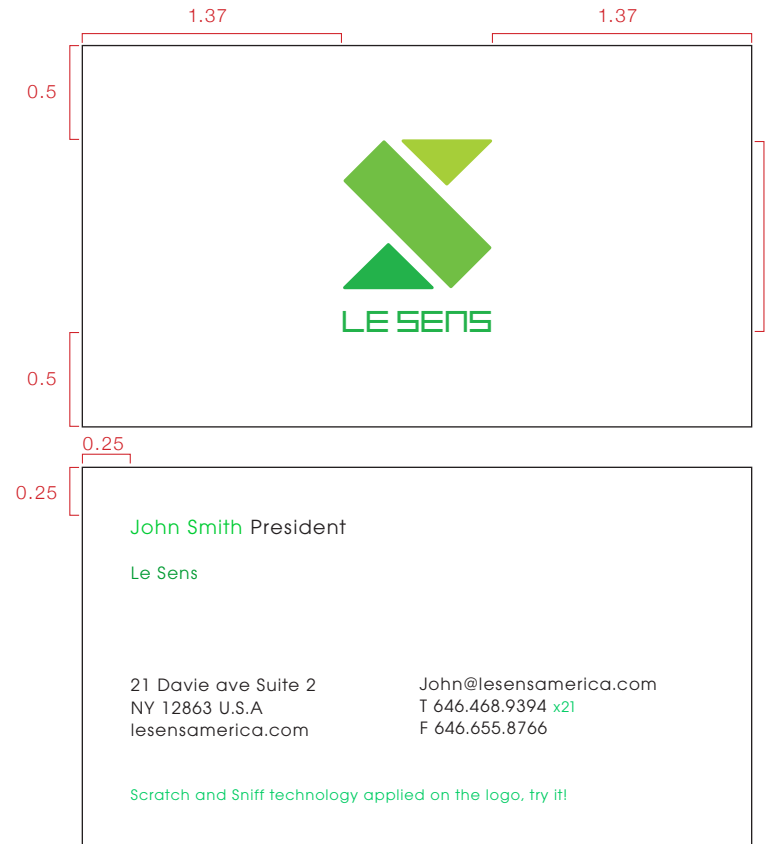
Scratch and Sniff description

#### Typeface

AvantGarGottItcBoo

Size: 8.5/10.5 pt

Color: Pantone® Process Black EC





## Envelope

### Format

Number 10

Shown at 70% of actual size.

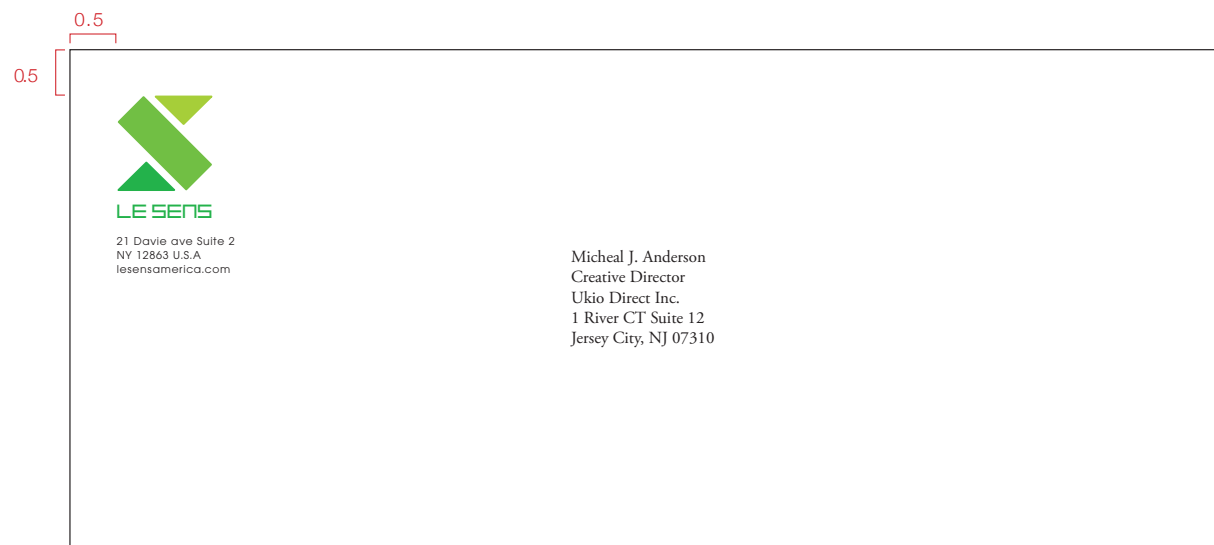
### Return address

Typeface:

ITC Avant Garde Gothic BT Light

Size: 8.5/10.5 pt

Color: Pantone® Process Black EC





Packaging

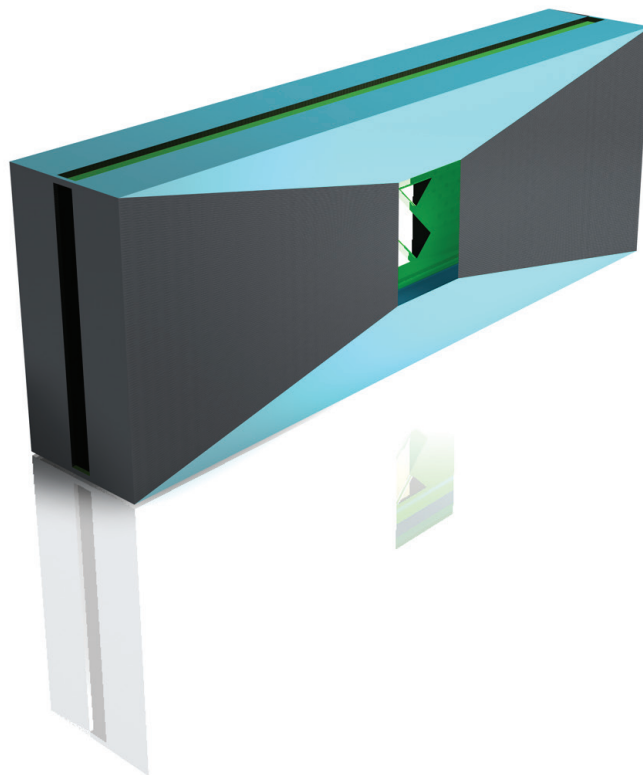
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## Packaging

3-Dimensional View

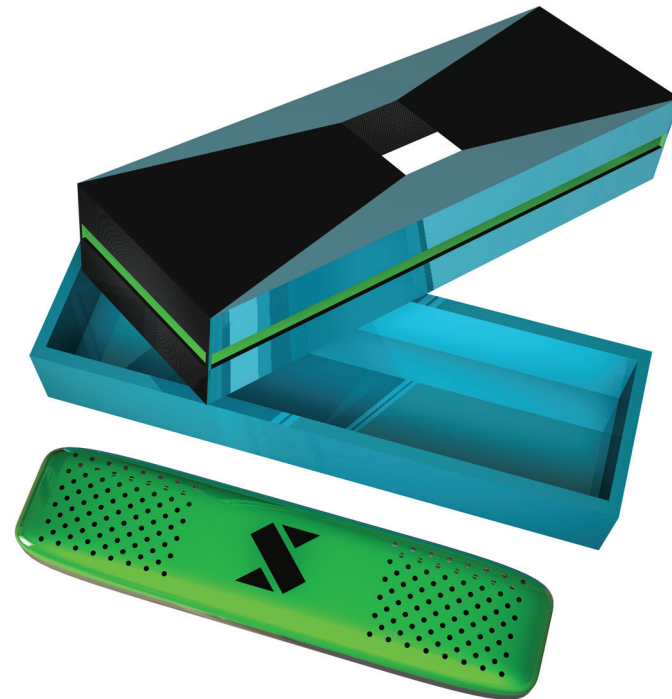






## Packaging

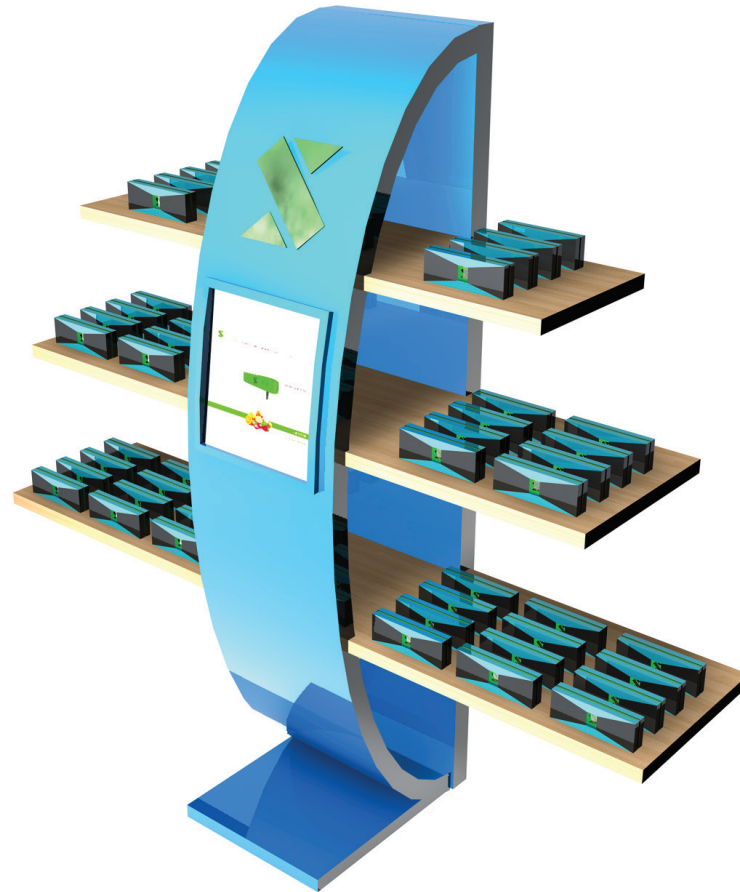
Opened box view

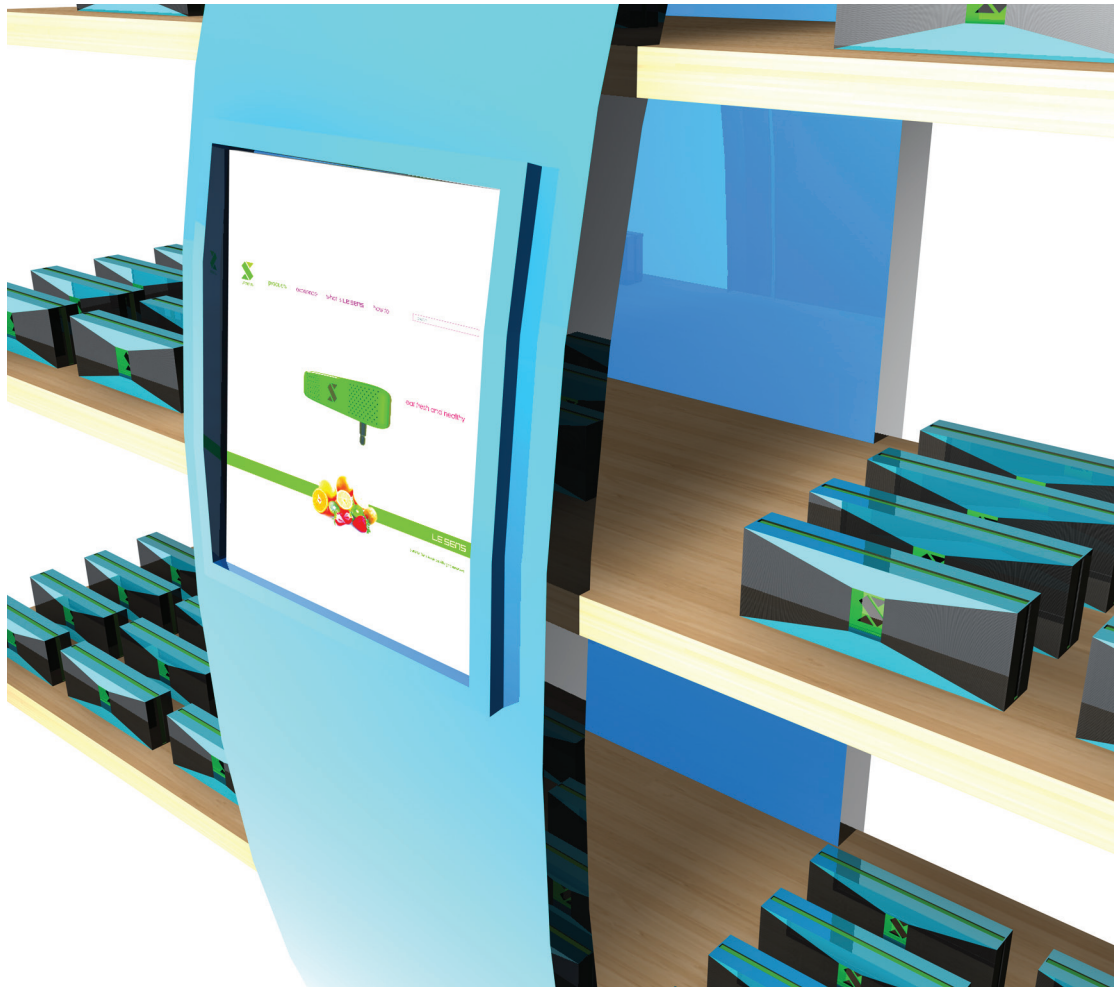




## Point of Purchase

Shelving display





## Point of Purchase

### Close up view

Tuch screen is installed on middle of shelf.  
Be able to explore Information before purchasing.



## Instruction



1.Go to [www.lesenamerica.com](http://www.lesenamerica.com) and download Le Sens application.

2.Install the application to your smart phone.

3.Connect Le Sens to your smart phone (use ear phone slot, do not put anywhere else), you should able to see LED panel.

4.If smart phone is turned on, Le Sens will be automatically turn on with a beep sound.

5.Open the Le Sens application and find a fruit that you would like to scan.

6.Put the Le Sens over (max: 4 inch away from fruits) the fruit that you want and start to scan it.

7.LED panel tells you by red light that how good the fruit is while you are scanning.

8.After finishing the scan, you will get general information about the fruit.

\*if you find a fruit that you do not recognize.

- Open the application, and click the color code section on the top of screen.

- Choose a color, there will be list of fruit picture that will help you identify the fruit.

- Start to scan it, and find out how ripe the fruit is.



Promotional Design

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## Advertising

Three ads same concept different representation







## Advertising

Application of ads in different media outlets

Billboards



Promotional

29

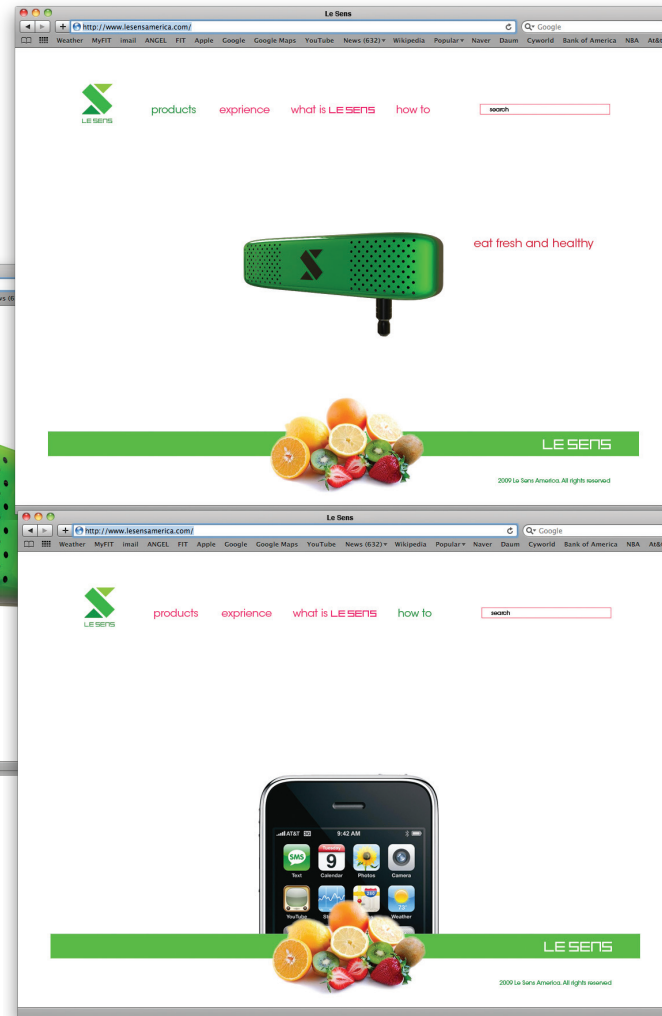




## Advertising

### Website

[www.lesensamerica.com](http://www.lesensamerica.com)



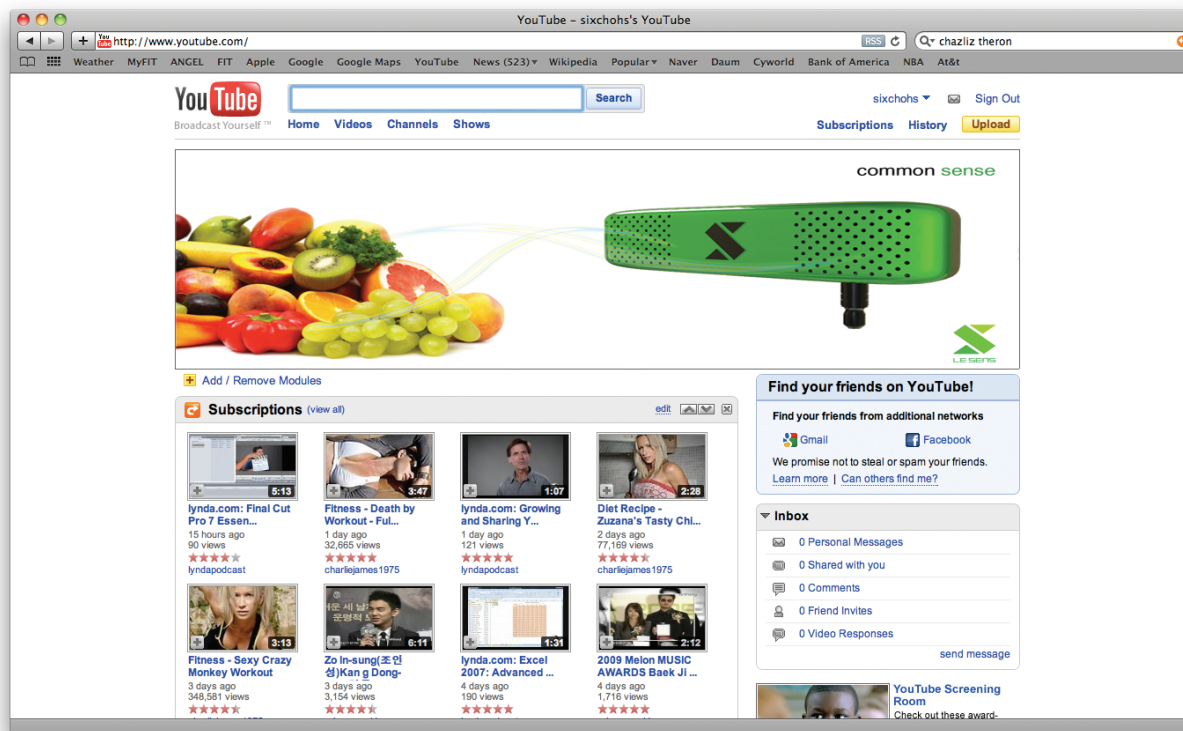
Promotional

30





## Advertising



## Interent Banner Ad

on Youtube



## Promotions - Giveaway



Paper air freshener

Portable freshener bottle

Mobile game

Fruits





## Advertising

### TV Spot (same as an instruction)

1. Go to [www.lesenamerica.com](http://www.lesenamerica.com) and download Le Sens application.
  2. Install the application to your smart phone.
  3. Connect Le Sens to your smart phone (use ear phone slot, do not put anywhere else), you should be able to see LED panel.
  4. If smart phone is turned on, Le Sens will be automatically turn on with a beep sound.
  5. Open the Le Sens application and find a fruit that you would like to scan.
  6. Put the Le Sens over (max: 4 inch away from fruits) the fruit that you want and start to scan it.
  7. LED panel tells you by red light that how good the fruit is while you are scanning.
  8. After finishing the scan, you will get general information about the fruit.
- \*If you find a fruit that you do not recognize.
- Open the application, and click the color code section on the top of screen.
  - Choose a color, there will be list of fruit picture that will help you identify the fruit.
  - Start to scan it, and find out how ripe the fruit is.





Space for Binding

