

— **stairage**
project deck
style guide

stairage



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gd411-602
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1**mission statement**

- 1.1 statement
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- 1.5 target audience

**1.1
statement**

When living in small places, it's difficult to keep a lot of things. Having a step stool that acts as a storage unit and a shelving unit at the same time allows for more open space and extra storage room in your apartment, studio, or house.

**1.2
design concept**

In order to solve the problem stated above, stairage will serve as a storage shelving unit, and a step stool all at once. The sides of the step stool will be hollow and have same-size cubical shelves for the user to either use it as shelves or to store items. Having that on the side will allow for the steps to be free of items, and allows the furniture to serve as a step stool.

**1.3
historical overview**

Mid-Century modern is a design form in architecture, interior and product design that generally describes mid-20th century developments in modern design from roughly 1933–1965. It was known for its use of organic forms combined with geometric shapes reflected in the International and Bauhaus movements that were more geometric. It was a style characterized by simplicity, democratic design and natural shapes.

**1.4
current marketplace**

There are staircases on the market that are hollow on the sides and serve as shelving or storage units. But those must be custom built with your house. There are also step stools that have storage inside, but only storage where the top of the step is lifted. This product is unique because it combines the two. What will distinguish it from the competition is a bold identity system: simple, minimal, creative, and affordable.

**1.5
target audience**

The target audience for the product will be similar to that of Crate & Barrel. The target audience are people interested in interior design, modernism, minimal design, and those who want to create a unique unit in their homes or apartments. The target age range is graduating students and young professionals, who are looking for a piece of modern furniture that can fit their budget. With this target audience in mind, the packaging will be bold and graphic, a design that appeals to the younger audience, as opposed to a more sophisticated modern furniture company whose target audience are middle-aged adults.

2 **logo construction**

- 2.1 logo
- 2.2 clearspace
- 2.3 minimum size

2.1 **logo**

The logo for stairage represents the characteristics of the product; simplicity and sleekness. The three squares are a visual representation of the shapes that make up the product.

stairage

2.2 clearspace

To ensure its integrity and visibility, the stairage logo should always be kept clear of competing text, images, and graphics. It must be surrounded on all four sides by the specified amount of clearspace.



2.3 minimum size

The minimum size of the stairage logo is a height measurement of .25 inches. To ensure the logo's legibility, the logo should never exceed the minimum size.

stairage | .25" height

3**typography**

3.1 typography

3.2 correspondence typography

3.1**typography**

For all stairage collateral such as posters and brochures, the typeface that will be used for headlines will be Helvetica Neue. The specific weight of Helvetica Neue to be used will be 75 Bold. Because of its neutrality, it prevents current and future customers from being intimidated. Helvetica Neue 45 Light will be used for all body text in collateral. Keeping in the same type family allows for a feeling and look of cohesiveness and solidity.

**helvetica neue
75 bold****ABCDEFGHIJKLNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&(\$.,!?)****helvetica neue
45 light**ABCDEFGHIJKLNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&(\$.,!?)

3.2 correspondence typography

For body text in stairage's letterhead, secondary letterhead sheet, #10 envelope, and business card, the typeface to be used will depend on the operating system that the user is running. On the Windows OS, Arial Regular will be used. Arial has a 97.88% chance of being installed on a user's computer, therefore reducing problems of missing fonts. For Mac OS users, the body text will be Helvetica 55 Roman, having an installed percentage of 96.39%.

windows os
arial regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
0123456789&(\$.,!?)

mac os
helvetica 55 roman

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
0123456789&(\$.,!?)

4 color

4.1 corporate colors

4.2 collateral colors

4.1 corporate colors

The stairage logo utilizes one color. The color breakdown for a rich black, is an ink mixture of solid 100% black over one or more of the other CMYK colors, resulting in a darker tone than black alone. The additional inks absorb more light, resulting in a closer approximation of true black.

rich black



cmyk	rgb	hex	pantone
c 50 m 50 y 50 k 100	r 0 g 0 b 0	#000000	black 6

4.2 collateral colors

Throughout stairage collateral such as posters, advertisements, and packaging, there will be three main colors. Each color will be associated with a particular size of the product.

blue



cmyk	rgb	hex	pantone
c 90 m 11 y 0 k 0	r 0 g 164 b 228	#1ba3dd	2995

red



cmyk	rgb	hex	pantone
c 0 m 90 y 86 k 0	r 239 g 65 b 53	#ef4135	032

yellow



cmyk	rgb	hex	pantone
c 2 m 4 y 98 k 0	r 255 g 229 b 19	#ffe513	108

5 stationery

- 5.1 stationery overview
- 5.2 letterhead
- 5.3 secondary sheet
- 5.4 business card
- 5.5 #10 envelope

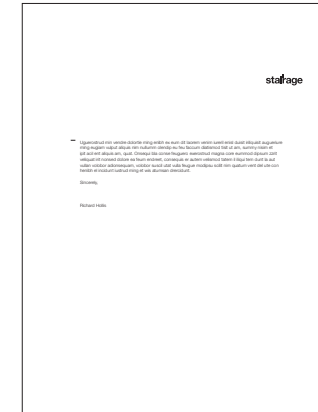
5.1 stationery overview

The stationery system includes:

- 01 letterhead
- 02 secondary sheet
- 03 business card
- 04 #10 envelope



01



02



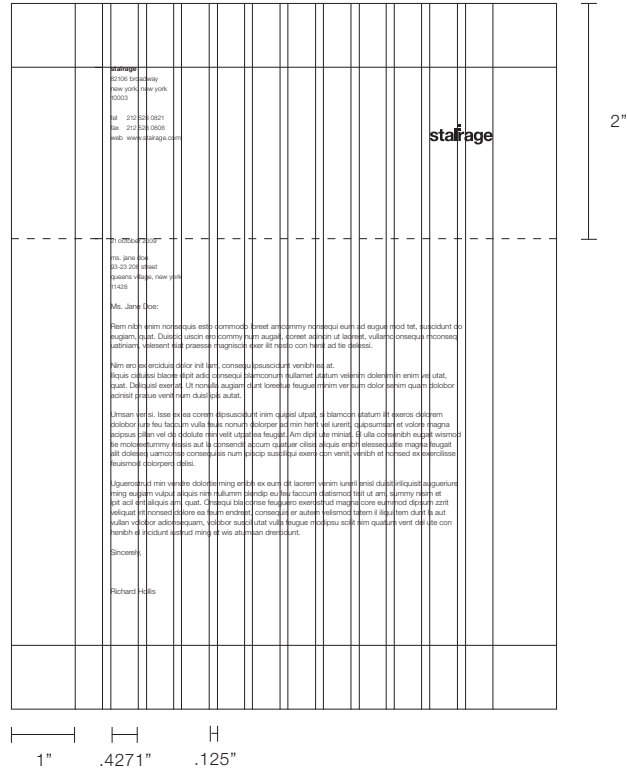
03



04

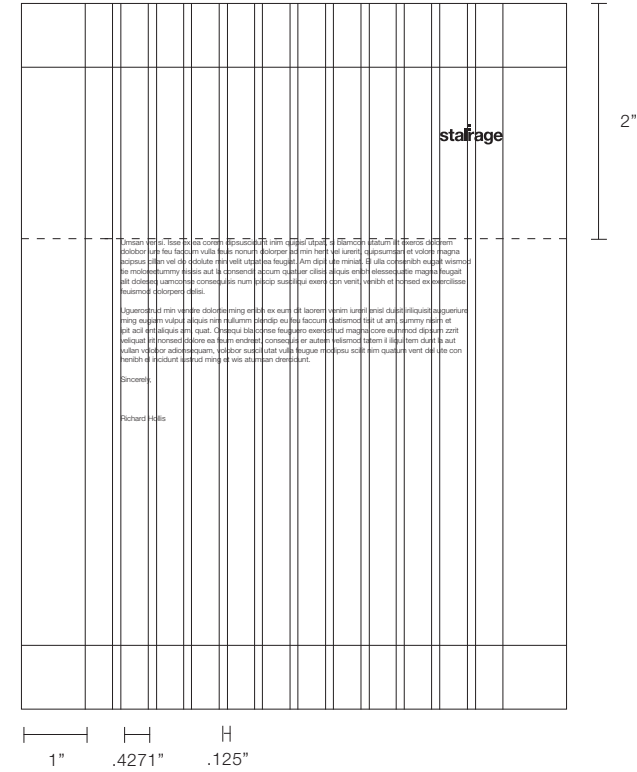
5.2 letterhead

Stairage's letterhead is based on a twelve-column grid. The second rule is where the user will start typing the letter, entering the date where the rule is. This rule serves as an indication of where the letter should be folded. This serves to create a feeling of calmness when the recipient takes the letterhead out of an envelope. It prevents a cluster of too much information from being viewed at one time.



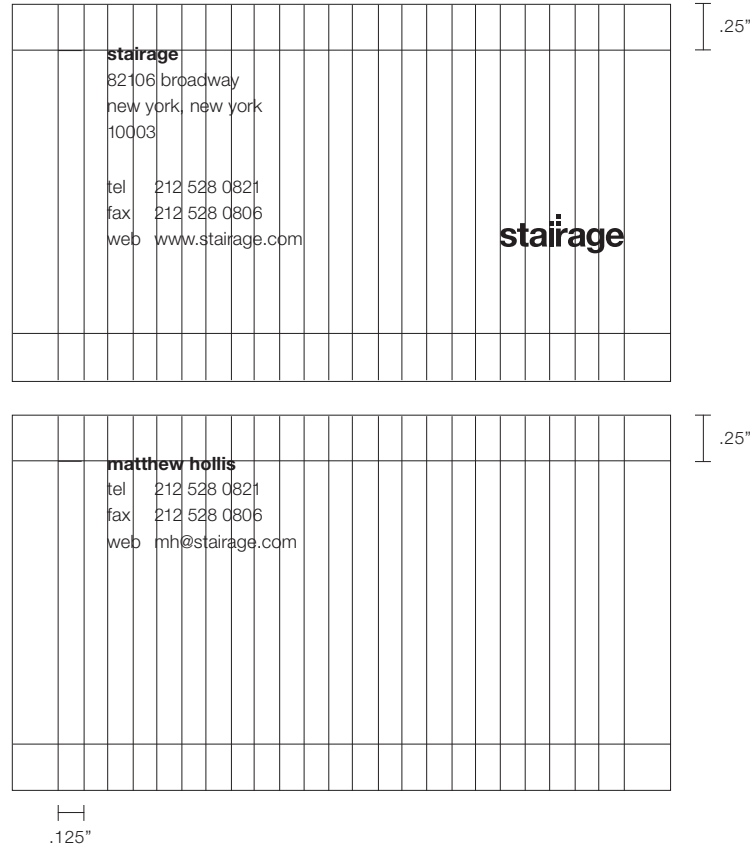
5.3 secondary letterhead

The secondary letterhead is based on the twelve-column grid used in the main letterhead. The secondary sheet retains the folding line of the main letterhead. Instead of the date, the continuation of the next will be placed at the rule. This allows for the viewer to still see a connection between the first and the second letterhead sheet.



5.4 business card

Stairage's business card is based on a twelve-column grid.



5.5 #10 envelope

The #10 envelope for stairage is based on a nine-column grid, has a margin of .5" and a gutter of .125" The logotype will always be placed at the baseline of the zip code. The address of the recipient will be placed on the

