

# Noir

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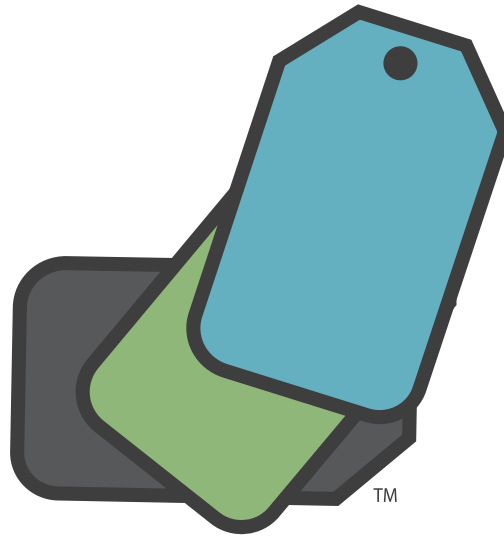
Smart. Shopping. Affordable.  
**Save more.**

S T Y L E   G U I D E

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# Noir

**Smart. Shopping. Affordable.**

**Save more.**

Ayana Crosby  
Published by : Noir



# Table of contents

## Section 1

Meet our CEO **8p.**

Company story **9p.**

Core interview questions **10,11p.**

Mood board /branding **12p.**

## Section 2

Brand identity /logo /signature/trademark  
**16,17,18,19 ,20,21,22p.**

favicon /apps**24,25p.**

Big Idea **26p.**

Tagline usage **27p.**

Naming usage **28p.**

## Section 3

Stationery **31p.**

Letterhead **32p.**

Envelope **33p.**

Business card **34p.**

4x6 mailing label **34p.**

Logo digram **36,37p.**

Clear space **38p.**

Primary/Secondary **42p.**

Correct and incorrect  
usage **43p.**

## Section 4

Typography **44p.**

patterns **45p.**

Color swatches **46,47p.**

Captions **49p.**

Photography **50,51p.**

## Section 5

Technical drawings **54,55,56,57p.**

Pictogram digram **58p.**

Pictogram **59p.**

Branding Design **60,61,62,63,64,65,66,67  
68,69p.**

Wayfinding **71,72,73,74p.**

Environmental drawings  
**75,76,77,78,79,80,81p.**

## Section 6

Glossary **83p.**

Index Page **85p.**

Colophons **86p.**



# Section 1



# About us

- Meet our CEO
- Company story
- *Core interview questions*
- *Mood broad /branding*





photogragpy by Mike Von  
@thevoncomplex

## Meet The CEO

Hello My name is Kirah J i am the fonder of the brand Noir. The company was found in 2018 through a non profit organization Clean living .Noir is a environmental friendly store that is contact less using vending and touch screen kiosk tables to make it easy accessible to people. This company was created to change the modern way of buying food and merchandise Online and in stores to make it easy to enjoy shopping again without hating it. The company's objective is to elevate the old way of shopping and provide a faster way of shopping and more accessible. Built around four equally strong commitments to customers and communities, employees, shareholders and the environment, The vision brings together what we believe are the essential maintaining the long-term health and growth of our company.

We cannot achieve success if we choose to pursue these goals independently. Rather, success requires that we consistently work to achieve our goals through integrated initiatives that place a high priority on moving us forward simultaneously on multiple fronts and managing our total impact as an enterprise. This balance and integration is the core of our sustainability commitment—and it is indispensable to realizing the aspirations reflected in our company vision.

Kirah J

*Kirah J*



## Company story

Growing up in west side of Dayton Ohio there was not too many health supermarkets in the neighborhood expect for small corner stores that sold unhealthy food and product. the problems that people are facing is the lack of opportunities in urban neighborhoods . I made my mission to provide supermarkets in urban and suburban ares where all kinds of people can feel good about what they are eating and great quality products that are affordable and Eco friendly.

PASSION LED US HERE





## Core interview questions

### What businesses are you in?

General Merchandise store

### What is your mission? What are your three important goals?

The mission is to improve the quality in the products that we use every day .The three goals are 1. Provide excited customer services for the public in person and Online 2. Provide easy shopping experiences where customers can come in and look for food and merchandise with just a one click 3.making sure that the customers continue to shop the stores.

### Why is this company created?

This company was created to change the modern way of buying food and merchandise Online and in stores to make it easy to enjoy shopping again without hating it.

### Describe your products and services ?

General Merchandise store is a two story building that sells food (down stairs) and retail items (up stairs ) the store is going to have a coffee cafe inside the first floor and food court.

### Who is your target market?

The target market is working Middle to upper class families making between \$48,500 to \$145,500 a year. People that have big or small families looking to shop at a store where they can buy good quality products while saving some money. Prioritize your stakeholders in orders of importance .

### how do you want to be perceived by each audience?

General Merchandise stores are a comparative market. My company is all about building trust and providing accessible resources where it's affordable for the public. The public can save more money with coupons and rewards. The company's objective is to elevate the old way of shopping .

### What is your competitive advantage? Why do you customers choose your products or services ?What do you do better than anyone else ?

The company's objective is to elevate the old way of shopping and provide a faster way of shopping and more accessible.

### Why is this company created?

This company was created to change the modern way of buying food and merchandise Online and in stores to make it easy to enjoy shopping again without hating it.

### Describe your products and services ?

General Merchandise store is a two story building that sells food (down stairs) and retail items (up stairs ) the store is going to have a coffee cafe inside the first floor and food court.

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## Core interview questions

### Who is your competition? Is there a competitor that you admire the most? If so Why?

My competition would have to be amazon because it is very competitive unlike Walmart . The three companies I admire the most are IKEA, Target and Amazon because ikea and Target have a relatable static and a familiar approach for the people who enjoy shopping.

### How do you market your products or services?

I can market my products by using Television advertisements ,mail flyer's and also social media because people are always using their phones for everything so it is easy to market towards people.

### How do you want to be perceived by each audience?

General Merchandise stores are a comparative market. My company is all about building trust and providing Accessible resources where it's affordable for the public. The public can save more money with coupons and rewards and enjoy the healthy organic food products . The company's objective is to elevate the old way of shopping into a new way were people .

### What are the major trends and changes that will affect your industry?

Digital checkouts , Online shopping , shop and pick up /delivery

### Where do you see yourself in five years? in ten years?

I see myself surpassing Amazon ,Target and Walmart because they are so trendy .People mostly identify with the name and brand which make people feel comfortable shopping at the store.

### How do you measure success ?

I believe that success is measured by your integrity and being a giver and not a taker because at the end of the day the business is going to continue to make profit. I don't see the need of being greedy.

### What Value and belief unify your employees and drive their performance ?

It's best to inspire Motivation and positivity within the work environment where the employees don't feel stress or burn out every time working. I think it's important to be able to connect with your employees and understand their situation and ensure that they are being paid good wages and having enough hours each week.

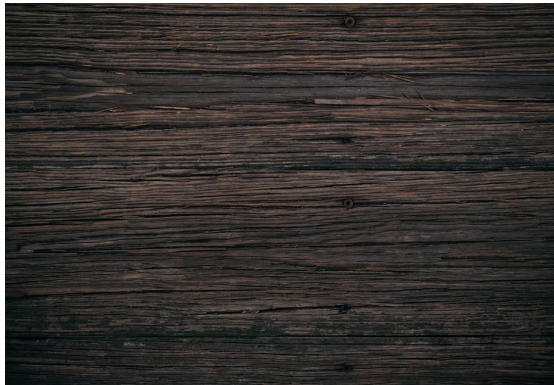
What are the potential barriers to the success of your products or services

The cost/ budget keeps the service running but most importantly copyright everything because other competitors such as Amazon are well known for stealing other companies ideas as their own and repackaging for the Amazon industry.

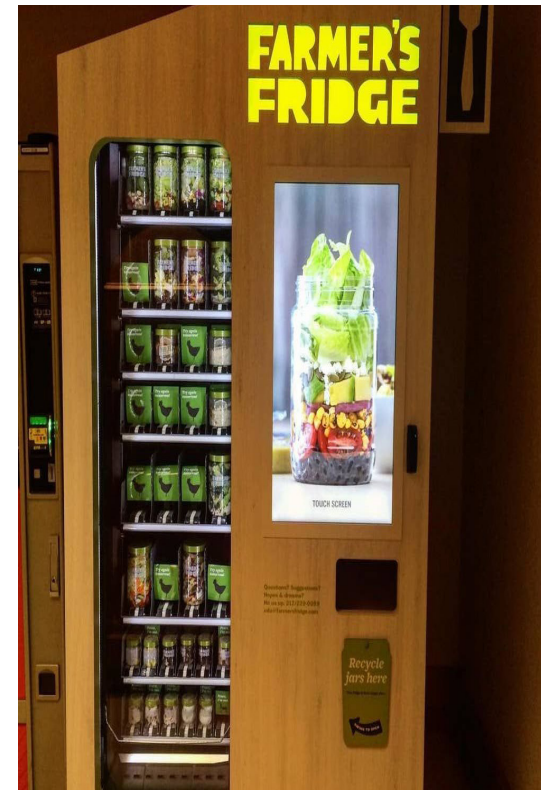
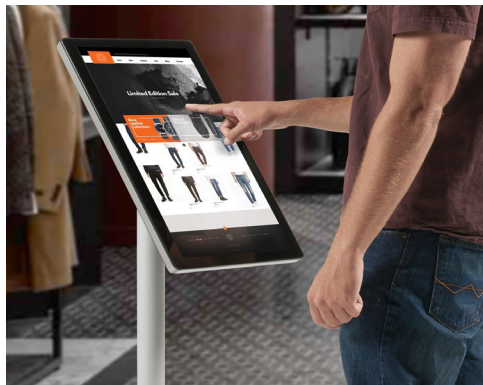


## Mood Broad /Branding

*Affordable | Trendy | Assessable |  
Lively | Enjoyable*







## Section 2



# *Creative* development

- *Trademark*
- *Identity System*
- *favicon /Apps*
- *Big idea*
- *Taglines*
- *Naming*

## Letter Marks

The symbol can now be used on its own, separated from the company name. This shows the different usage of the letter N in the company name

1.)



2.)



3.)



4.)



5.)



6.)



7.)



8.)



9.)



10.)



11.)



12.)



13.)



14.)



15.)



16.)



17.)



18.)



19.)



20.)



21.)



22.)



23.)



24.)



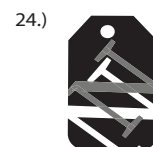
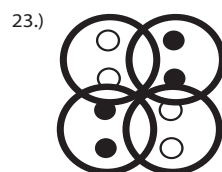
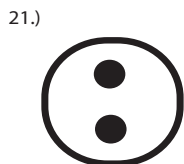
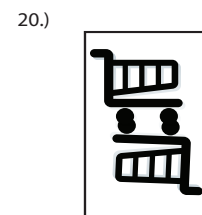
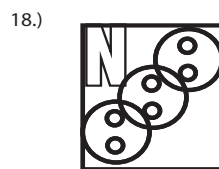
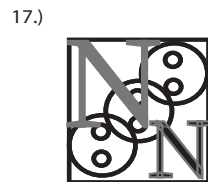
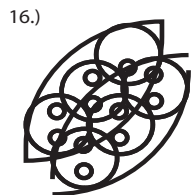
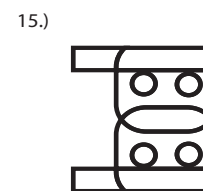
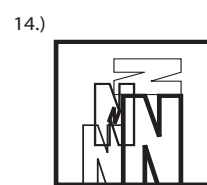
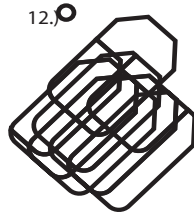
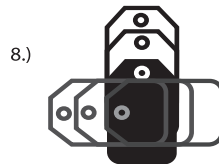
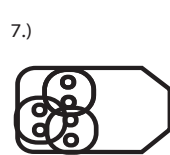
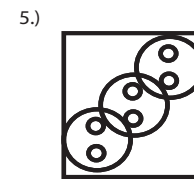
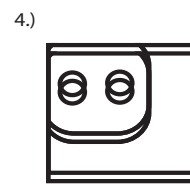
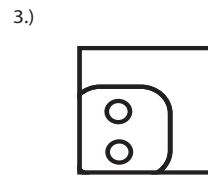
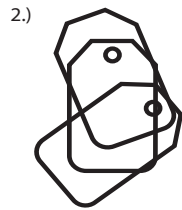
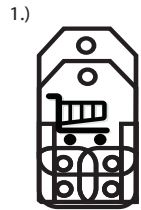
25.)





## Abstract

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image like an apple or a bird it's an abstract geometric form that represents your business. Like all logo symbols, abstract marks work really well because they condense your brand into a single image.



## Signature marks

1.)



Smart. Shopping . Affordable .Save more

2.)



Smart. Shopping . Affordable .Save more

3.)



Smart. Shopping . Affordable .  
Save more

4.)



Noir

Smart. Shopping . Affordable .  
Save more

5.)



Noir

Smart. Shopping . Affordable .  
Save more

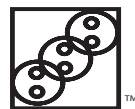
6.)



Noir

Smart. Shopping . Affordable .  
Save more

7.)



Noir

Smart. Shopping . Affordable .  
Save more

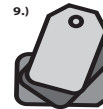
8.)



Noir

Smart. Shopping . Affordable .  
Save more

9.)



Noir

Smart. Shopping . Affordable .  
Save more

10.)



Smart. Shopping . Affordable .Save more

11.)



Smart. Shopping . Affordable .Save more

12.)



Smart. Shopping . Affordable .Save more

13.)



Noir

Smart. Shopping . Affordable .Save more

14.)



Noir

Smart. Shopping . Affordable .Save more

15.)



Noir

Smart. Shopping . Affordable .Save more

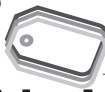
16.)



Noir

Smart. Shopping . Affordable .Save more

17.)



Noir

Smart. Shopping . Affordable .Save more

18.)



Noir

Smart. Shopping . Affordable .Save more

Black /white gray scaled  
signature marks . this  
shows different variations  
of company's logo design



## Signature marks

full color signature marks



## Signature marks

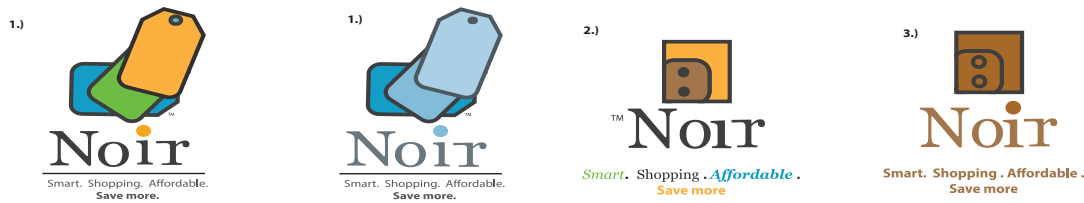
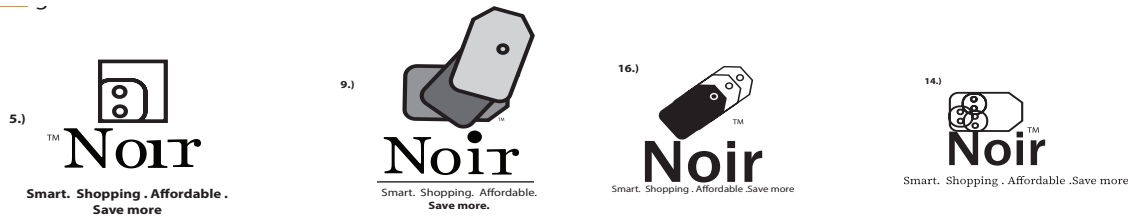
A signature, in regards to identity design, is a structured relationship between a logotype, brand mark, and tag line. These all become part of the brand elements, which are laid out with rules in a style guide for in-house designers and corporate employees to follow.



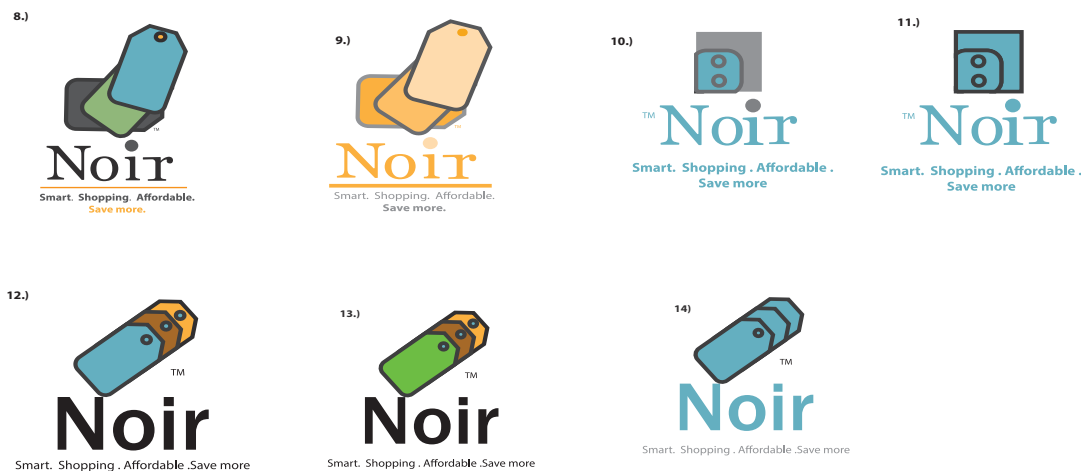
This is a three color logo and a full color

## Signature marks

Black and white

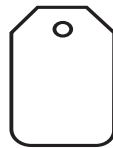
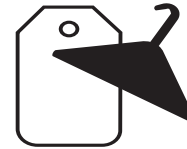
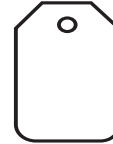



This show the company Logo in different version



## Dynamic Mark

A dynamic logo is an adaptable logo one that changes depending on the context in which it's placed. Dynamic Identity is defined as a self construct that can be frequently changed, but has a single basic element that always remains the same. these are three dynamic marks that the company have crated to show movement and expression

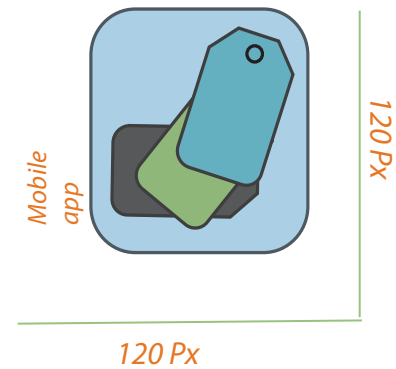


A woman with dark hair tied back, wearing a dark t-shirt, is in a grocery store aisle. She is looking directly at the camera while reaching up to a shelf on the right. The shelves are filled with various products, and the background is blurred with warm, bokeh-style lighting.

**“Transform the way of living with  
Adding smart interactive technology”**



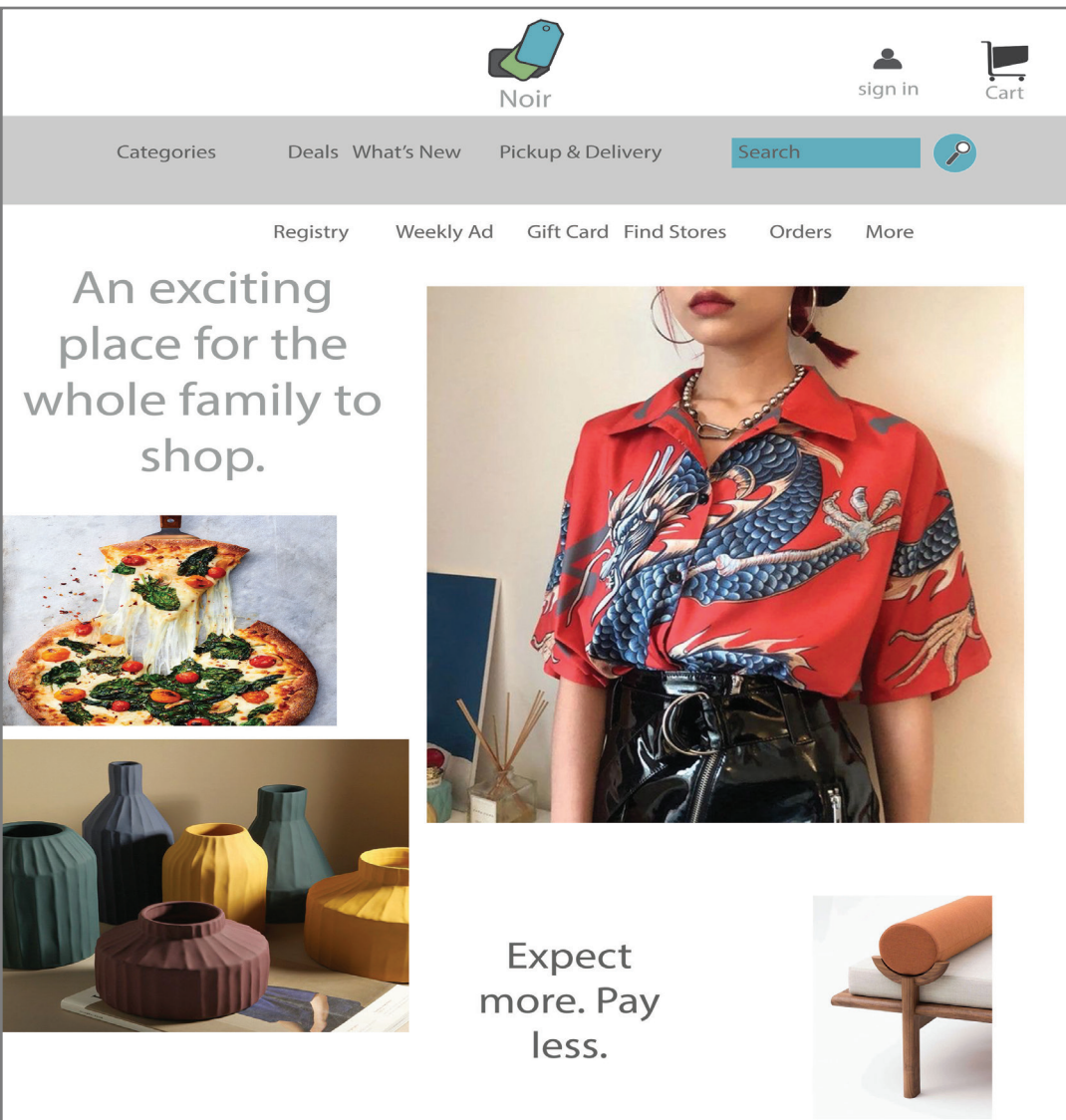
*This is a display mock up of what the app would look like on a mobile device for any users to use while on the go. People can shop while using the app by the click of one bottom.*



*Mobile app display*

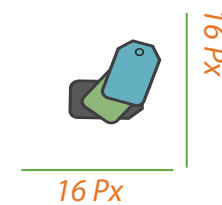


*This is a display mock up of the web icon would look like on a website to show usability and clean space.*



*This is a display mockup of the web browser of the website.*

favicon web browser



Website browser

# Big Idea

## **Key shake vendors**

**Vendors**- named brands and farmers

**Clients** - Small and Big companies that are Eco friendly.

**Customers-general public.**

## **Mission**

Transform the way of living with adding smart interactive **Technology** to improve shopping at stores and make items

Accessible for people in store or Online.

## **Personality**

The brand is all about making things **enjoyable** while Shopping without the hassle of finding the items a person needs.

## **Composition**

Make improvements in today's market

Where people can have the best of fresh foods. Plus make products more **sustainable** for the earth while adding in smart interactive technology when shopping.

## **Culture**

Bring communities together where we help build stores for people to go to and buy what they need at the same time have fun **Interacting** with smart touch screens technology.

## **Target Market**

Middle class to upper class families that has Interest of spending less and **saving** more money.

## **Key service**

Providing great quality products that are **Affordable** for everyone and sustainable Eco friendly for the Environment.

## **Purpose**

Making sure the public have **goods and services** as needed, and Provide affordable products While people can spend less and save more.

## **Positioning**

Connecting people with clean products and Technology to **enhance** the look of customer Services and replacing old way of shopping with trendy market.



# Taglines

## ***Imperative***

Enhance the way of life through shopping.  
 Better way of living is right and affordable .  
*Smart. Shopping . affordable .save more.*  
 Technology for Innovators shopping.  
 Changes for the Better.

## ***Descriptive***

The Tech Shopping Spirit.  
 Smart Shopping Has More Fun.  
 Because I'm Worth Smart Shopping.  
 Connect With Technology.  
*Affordable New And Improved.*

## ***Superlative***

Serving technology better.  
*Building the Future with Tech shopping.*  
 Tech shopping is the way.  
 Tech shopping is modern.  
 Change the way of shopping .

## ***Provocative***

How can Tech shopping help your daily life ?  
 How Fast can a person shop?  
 Is Innovative tech design better?  
 Can New and interactive shopping change the future?  
*Are you Feeling innovative and alive?*

## ***Specific***

Technology is life meaning.  
 Innovator in Electronics.  
 Fast Performance .  
 Pushing Limits.  
*Empowered by Innovation.*

# Naming

## Metaphor

1. Black amber
2. Ivory tags
3. Black
4. Dark.apparel
5. Noir label
6. North cart
7. Cart
8. Fig
9. Clean
10. Slip Tag

## Founder

1. MG Perkins
2. Nude brand co
3. Urbane & styles
4. fresh shop
5. Joy kate
6. Fresh urbane
7. kate Bloomdale
8. tasha green co.
9. bobby market
10. Laura harrier

## Magic spell

1. Syles
2. Aplarel
3. Freshh
4. Blaklab
5. Kart
6. Tagalog
7. Shopcan
8. Savalot
9. Nork
10. Urabior

## Descriptive

1. The Good store
2. The Cart in
3. The Clean tag
4. Tags n totes
5. Upscaled
6. Shop n stop
7. Smart Brand
8. Noir import
9. Near one cart
10. Noir

## Acronym

1. (OAM) Ohio Apparel Market.
2. (STE) Smart Technology Energy.
3. (MS )Market Source.
4. (OTAI) Ohio Technology & Imports.
5. (CEM) Clean Energy &Market.
6. (OFFA) Ohio's Freash Food & Apparel.
7. (GEM) Green Energy Market.
8. (FFA) Food & Apparel goods co.
9. (OCB) Ohio's Clean Brand.
10. (GBM) good brand market.

## Fabricated

1. Abundance Honey
2. Style n eats
3. Bee bonnet
4. Tech trade market
5. Freshtechio
6. modern brand
7. latest international
8. Techify
9. Freim
10. Central fresh

*“When I shop, the world gets better, and the world is better, but then it’s not, and I need to do it again.  
(Confessions of a Shopaholic-the movie)”*

**Sophie Kinsella**



## Section 3





# Stationery Layout

- Stationery
- Letterhead
- Envelope
- Business card
- 4x6 mailing label
- Correct and incorrect usage
- Clear space

Letterhead: US standard  
8.5×11 in.

Tasha Green  
*Executive Marketing*  
26 Wyandot St, Dayton, OH  
45402



November 2, 2020

Jane Patt

134 Brown street

Dayton ,OH 3439

Dear, Ms. Jane Pats,

I would like to take this opportunity to welcome you as our customer at Acme. We are committed to providing you the highest possible standard of service in Noir general merchandise store and we appreciate you placing your trust in us. The brand is all about making things enjoyable while shopping without the hassle of finding the items a person needs.

This company was created to change the modern way of buying food and merchandise online and in stores to make it easy to enjoy shopping again without hating it. The company's objective is to elevate the old way of shopping and provide a faster way of shopping and more accessible

I am Tasha Green and I will serve as your TashaGreen@Noir.email.com while you use our products/services. My job is to make sure you get full value out of your purchase and realize your business goals of being able to enjoy the products and goods.

To contact me with any questions or issues, you can:

✉ TashaGreen@Noir.email.com

📞 (937) 387-3890

Best regards,  
Tasha Green

*Executive Marketing*

*Tasha Green*

Front

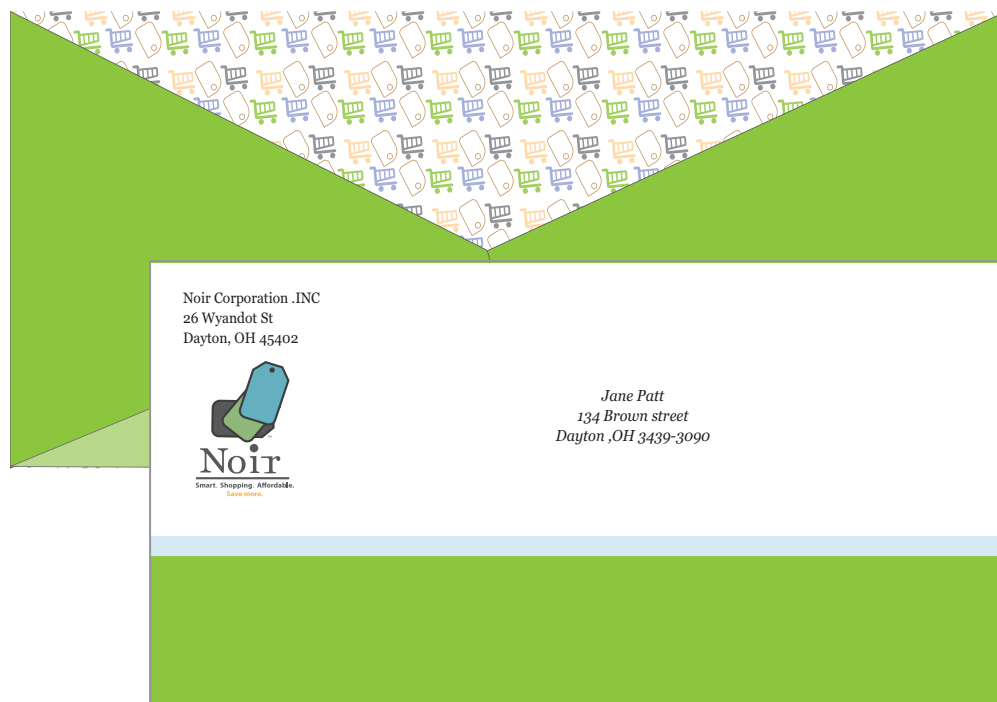


Back

This is a Stationery layout of the company's Business Card, Letterhead, Stationery design usually consists of paper, office supplies, Letterheads, writing equipment, business cards, cases, and other similar items. The entire goal is to have beautiful branding throughout the company. Every business owner understands that personalized communication emphasizes your professionalism.



Business Card: 3.5x2in



Envelope: No.10, 9.5x4.125in.

Noir Corporation .INC  
26 Wyandot St  
Dayton, OH 45402



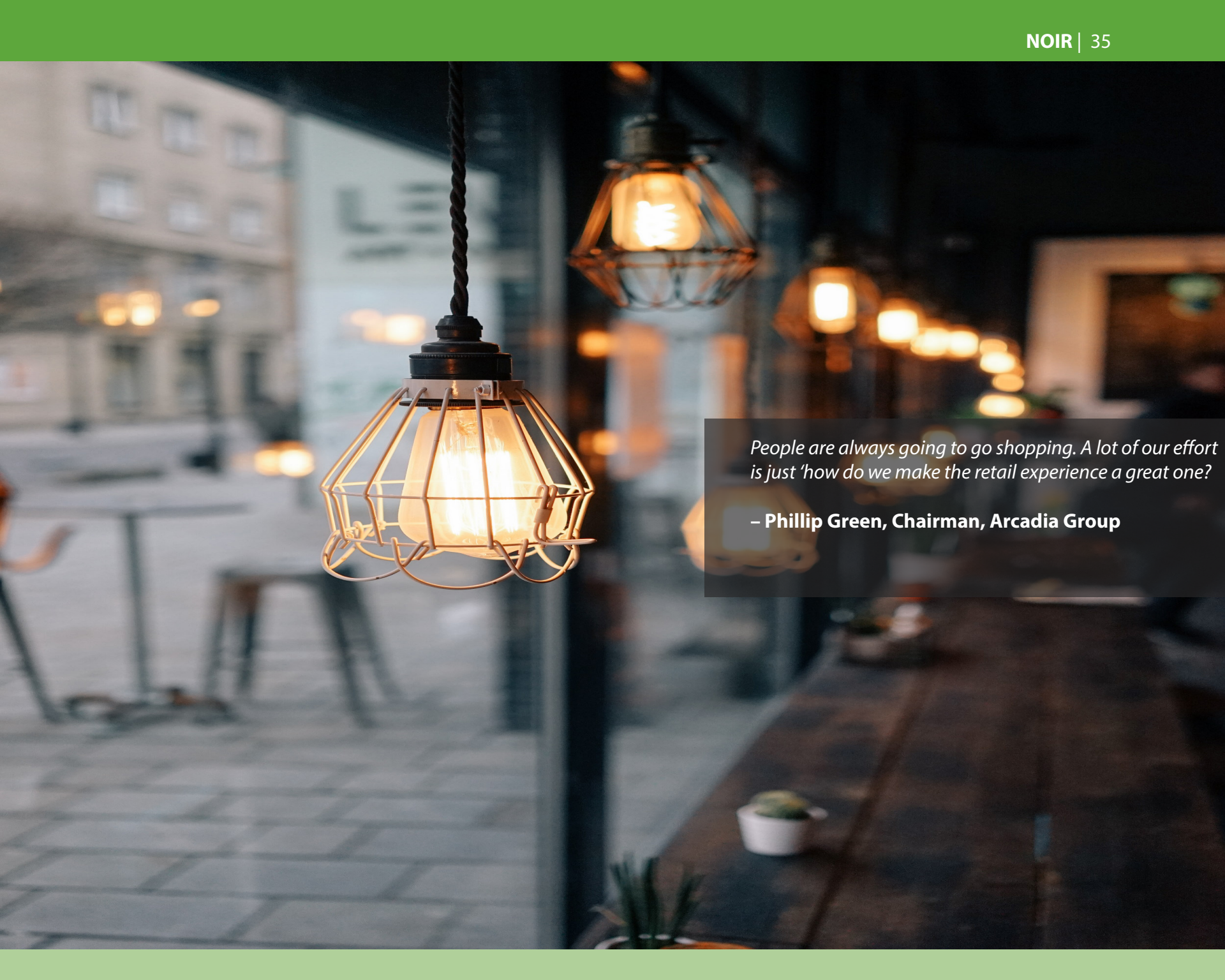
Jane Patt  
134 Brown street  
Dayton, OH 3439

Mailing Label: 4x6in.

*Smart .Shopping . Affordable. Save  
more*







*People are always going to go shopping. A lot of our effort is just 'how do we make the retail experience a great one?*

**– Phillip Green, Chairman, Arcadia Group**

## Anatomy of a Trademark



A trademark or service mark includes any word, name, symbol, device, or any combination, used or intended to be used to identify and distinguish the goods/services the company's trademark is broken down by the tagline, brand mark and signature

Noir — **Display text**  
Minion Pro(4)  
Regular  
9pt

Smart. Shopping. Affordable. — **Tagline**  
Arial  
Bold  
9pt  
Save more.

# Noir

## Headline

Georgia  
Regular  
9pt

## Company summary

## Subhead

*bold Italic*  
Minion Pro (4)  
9pt

The brand is all about making things enjoyable while shopping without the hassle of finding the items a person needs. This company was created to change the modern way of buying food and merchandise Online and in stores to make it easy to enjoy shopping again without hating it. The company's objective is to elevate the old way of shopping and provide a faster way of shopping and more accessible.

### Connecting people with clean products and technology to enhance the look

of customer services and replacing old ways of shopping with trendy market. Bring communities together where we help build stores for people to go to and buy what they need at the same time have fun interacting with smart touch screens technology.

## Body Copy

*bold Italic*  
Minion Pro (4)  
9pt

## Call Outs

*Regular*  
Minio Pro(4)  
9pt

## Space after

*Leanding*  
10.8p  
12p

**"Transform the way of living with  
Adding smart interactive technology"**

## Pull Quote

*Regular*  
Minio  
Pro(4)  
9pt

## Clear space





A close-up photograph of several ears of grilled corn on the cob. The corn is golden yellow with distinct black char marks on the kernels. It is garnished with finely chopped green herbs and small white and pink salt flakes. The corn is resting on a rustic wooden cutting board, with a sprig of fresh basil and more salt flakes in the foreground. The background is dark and out of focus.

*"To eat is a necessity, but to eat intelligently is an art."*  
**François de la Rochefoucauld**



## Section 4



# The Main Idea

- Visual Language
- Graphic Elements
- Typography
- Patterns
- Color swatches
- Logo digram
- Photography usages

## Primary Logo



## Secondary Logo

PMS| 179-15 U



PMS| 132-16 U



Correct usages



incorrect usages



No stretching the logo on the side.



No sizing the logo too small



No cropping the logo



No stretching the logo on the top.



## Typography



**Headline** / Georgia / Regular 9pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ.

abcdefghijklmnopqrstuvwxyz.

0 1 2 3 4 5 6 7 8 9 10 !@#\$%^&\*()

**subhead** / bold Italic / Minion Pro (4) 9pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ.

abcdefghijklmnopqrstuvwxyz.

0 1 2 3 4 5 6 7 8 9 10 !@#\$%^&\*()



**Bodycopy** / bold Italic / Minion Pro (4) 9pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ.

abcdefghijklmnopqrstuvwxyz.

0 1 2 3 4 5 6 7 8 9 10 !@#\$%^&\*()

**Call Outs** / bold Italic / Minion Pro (4) 9pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ.

abcdefghijklmnopqrstuvwxyz.

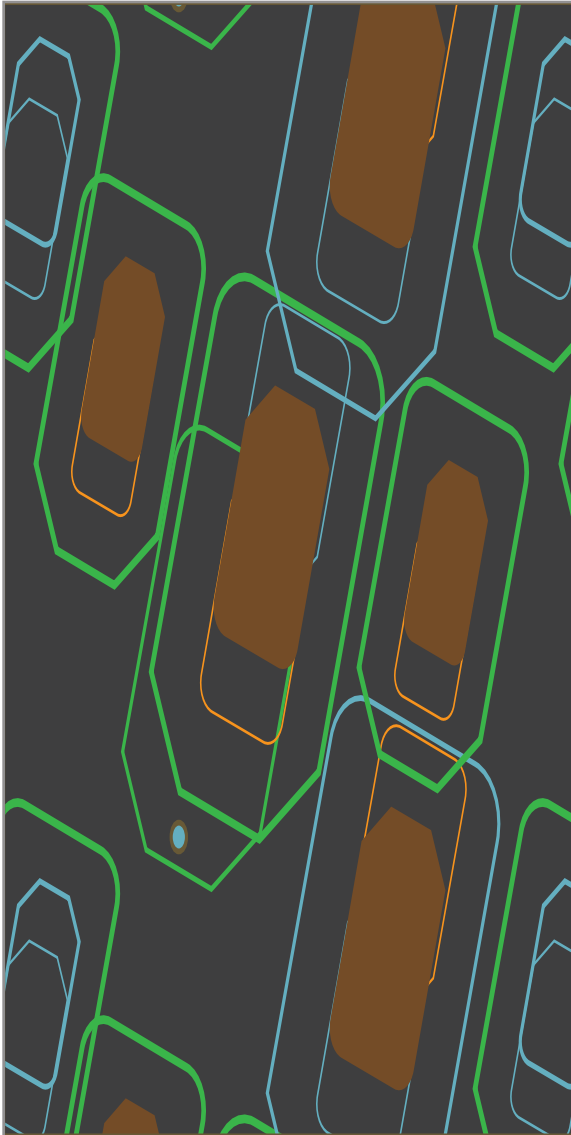
0 1 2 3 4 5 6 7 8 9 10 !@#\$%^&\*()



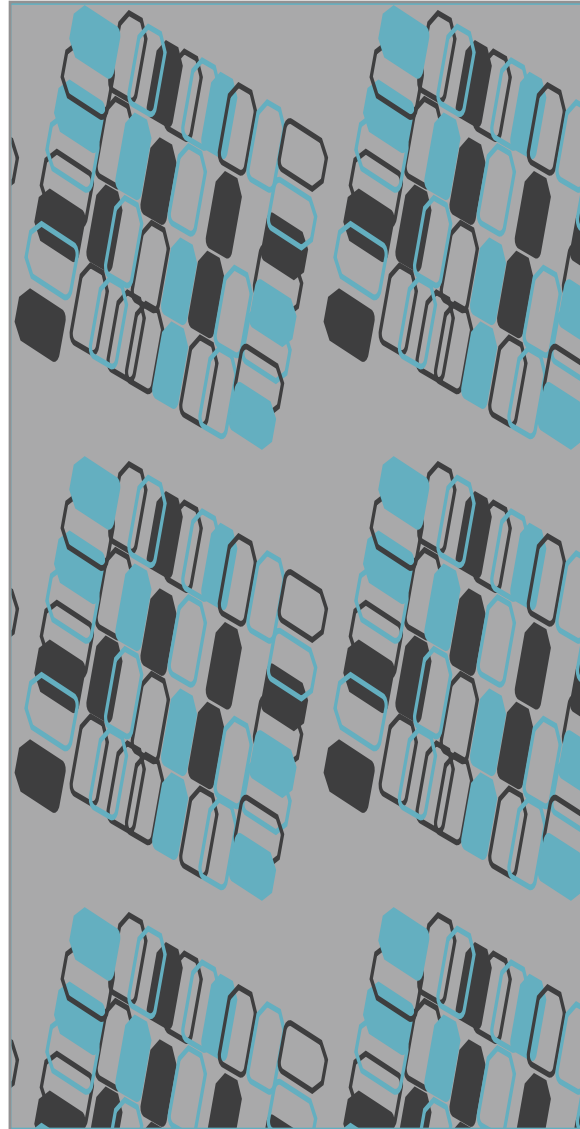


## Patterns

*Dominant*



*Subordinate*

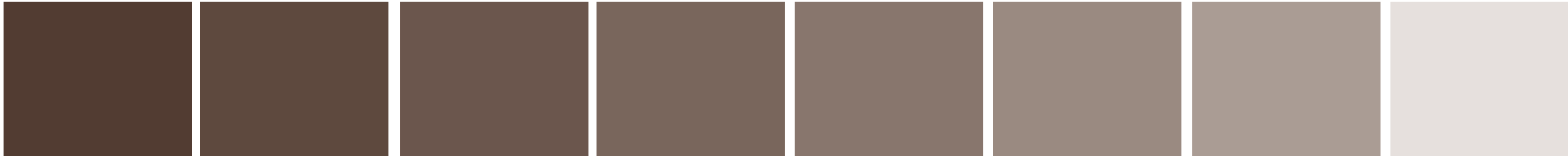


*Accent*



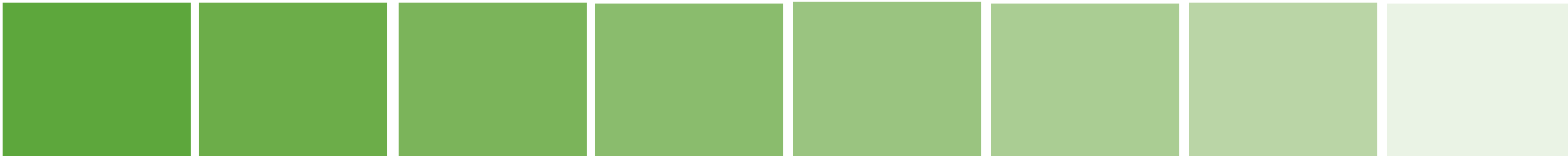
## Color Swatches

PMS|36-6 U Oakwood brown Accent 2



Brown is a natural color that evokes a sense of strength and reliability. It's often seen as solid, much like the earth, and it's a color often associated with resilience, dependability, security, and safety. Brown can also create feelings of loneliness, sadness, and isolation.

PMS| 132-16 U Apple Dominant 1



Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. because of its strong associations with nature, green is often thought to represent tranquility, good luck, health, and jealousy. Researchers have also found that green can improve reading ability.

PMS| 179-15 U Gray lake Dominant 1



Grey represents neutrality and balance. Its color meaning likely comes from being the shade between white and black. However, gray does carry some negative connotations, particularly when it comes to depression and loss. Its absence of color makes it dull.

PMS |17-16U Melon Eve Subordinate



Orange represents enthusiasm, fascination, happiness, creativity, Determination, attraction, success, encouragement, and stimulation. In heraldry, orange is symbolic of strength and endurance.

PMS| 132-16 U Sky blue Ascent 2



Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. ... In heraldry, blue is used to symbolize piety and sincerity.

*"Women usually love what they buy, yet hate two-thirds of what is in their closets."*

**Mignon McLaughlin**





*"Fresh food all day long at Noir store"*

**Captions**

Minion Pro (4)  
Regular  
9pt

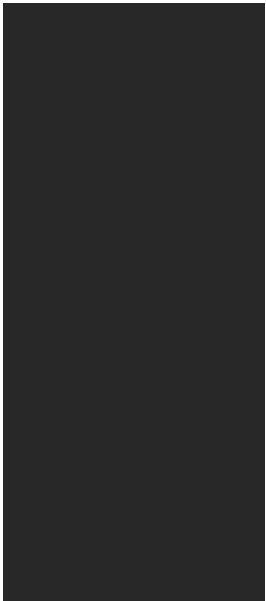


*"Noir can Providing great quality products for customers to enjoy"*

Noir provides a great shopping experience while being safe with less contact with products to prevent spreading germs. Shopping experience certainly worthwhile, with thoughtful design that gave me a favorable impression of the brand and led me to buy more. It's sort of like hunting for the product by searching for it than buy it on the spot without the waiting in the lines.

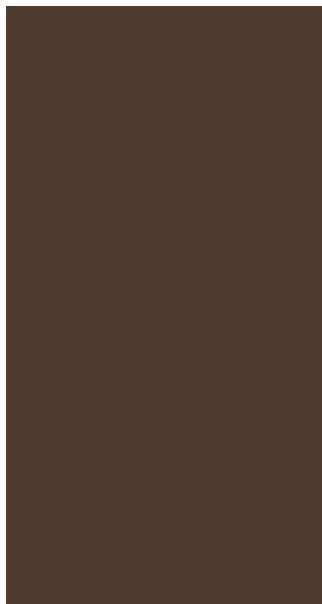


## Correct Photography usages



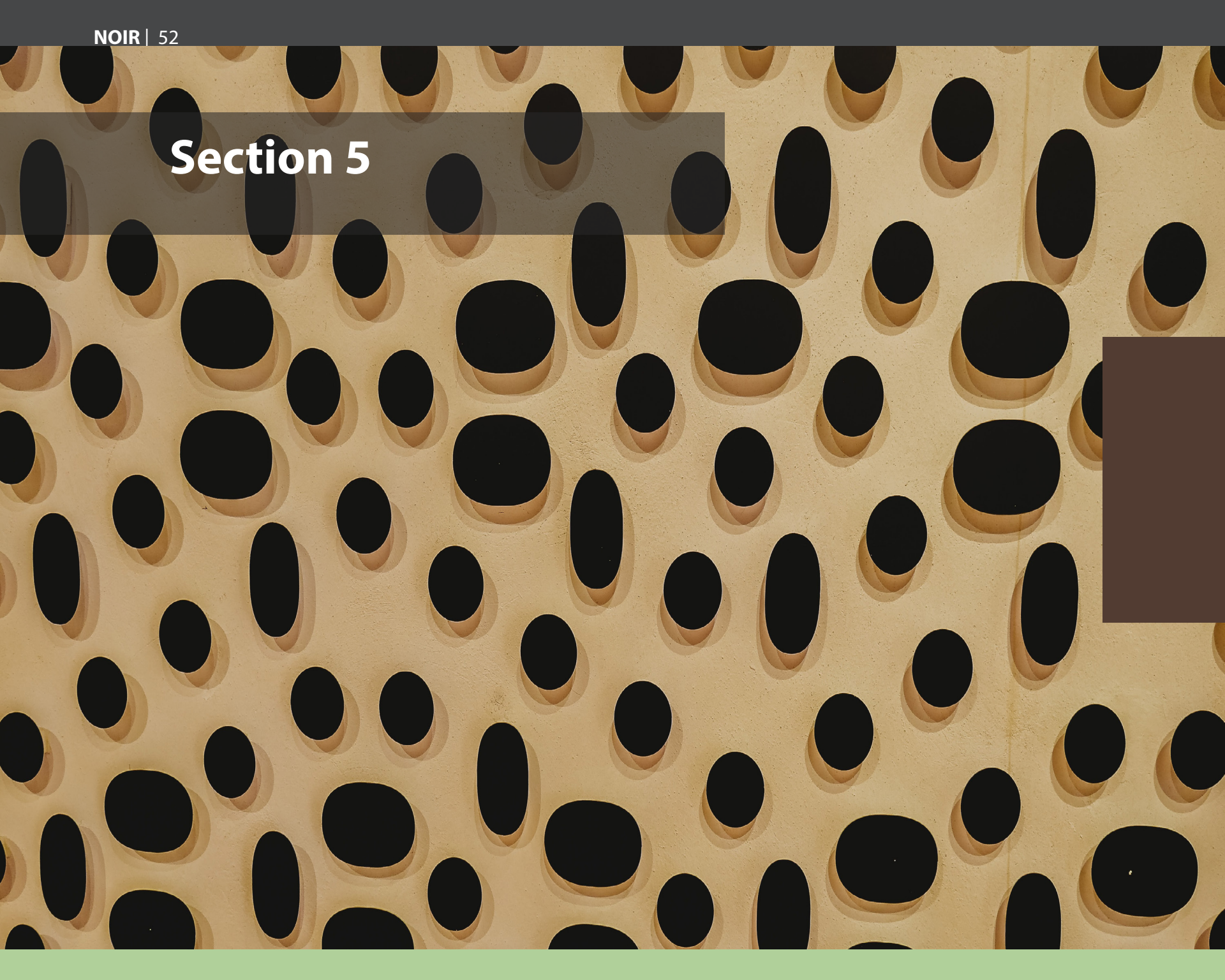


## Incorrect Photography usages





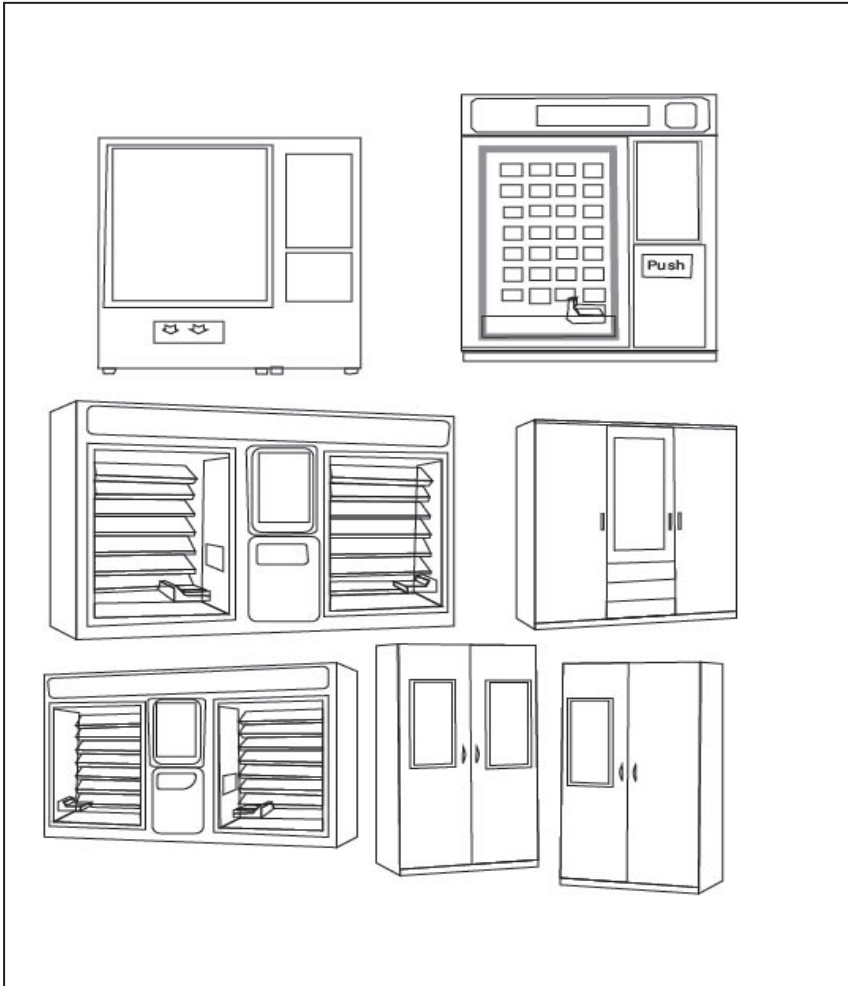
## Section 5





# Graphic Elements

- Technical drawings
- Pictorial grams
- Environmental drawings
- Wayfinding



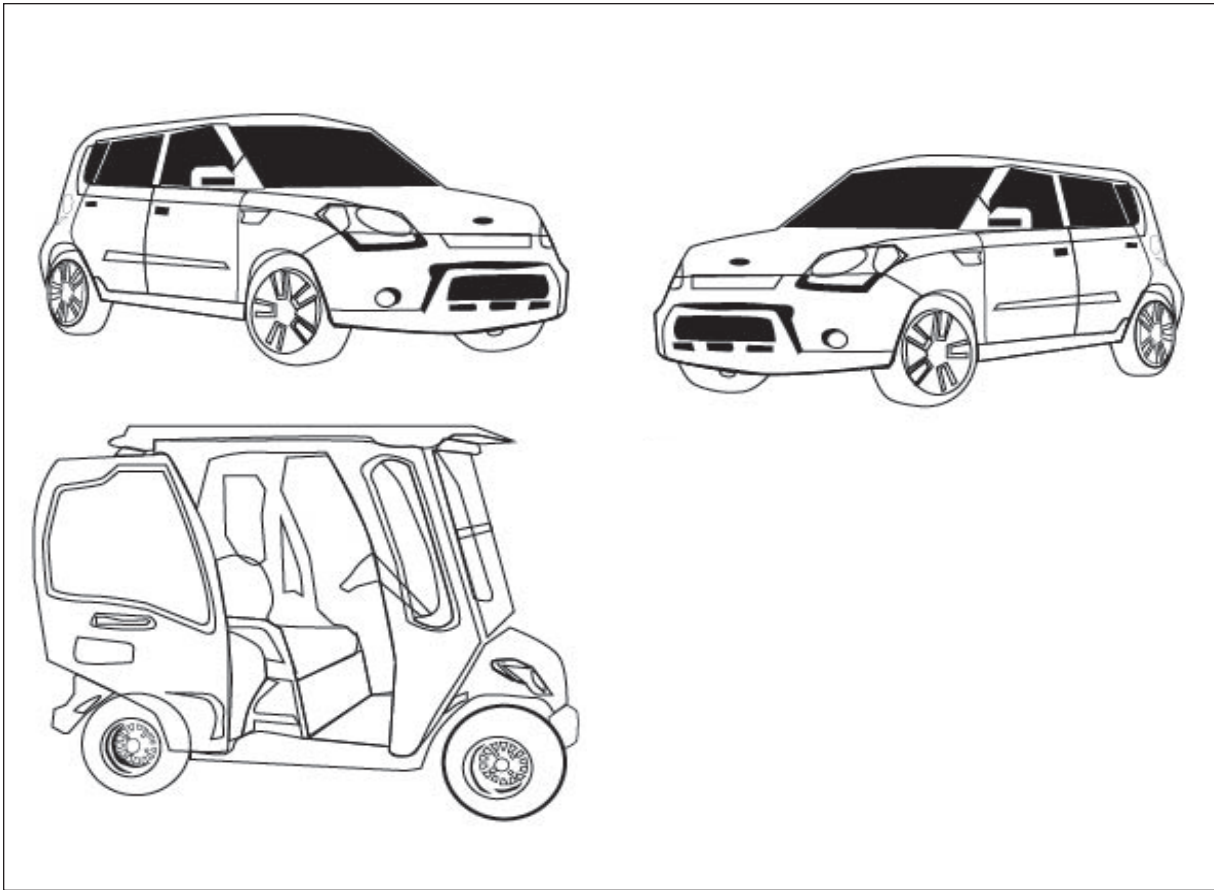
Technology impacts spending habits and changes the way customers make their shopping decisions. Analyzing customers behavior, Technology helps them make quicker purchasing decisions and create a easier check out experience. Food vending machine is new way of graping food instead of touching on produces and spreading germs it prevents person to contact.

## Kiosks

Informational Kiosks for customers can browse and find the items and order products inside the store. A customer can self select items from electronic shelves at the same time view the product in 3D on the touch screen.

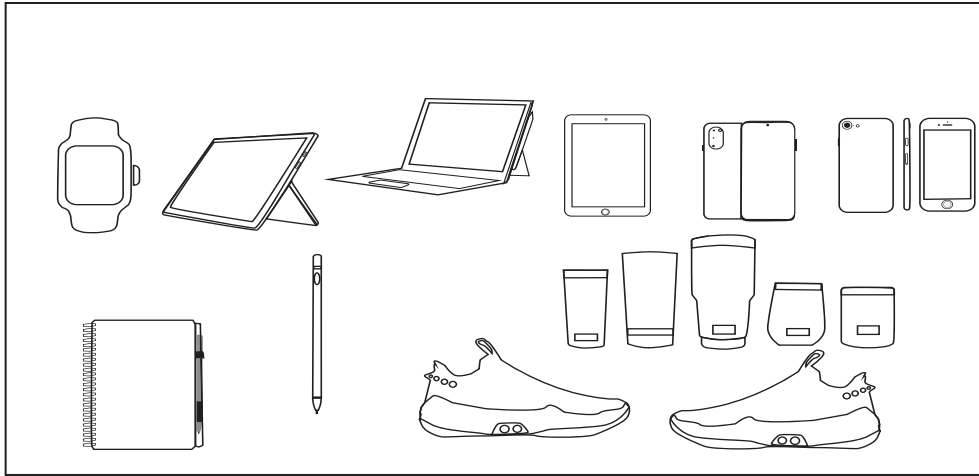
Touch pat shelf are convenient without person to person contact .A customers can self serve select a item and Preview the screen tow see the product in 3D.



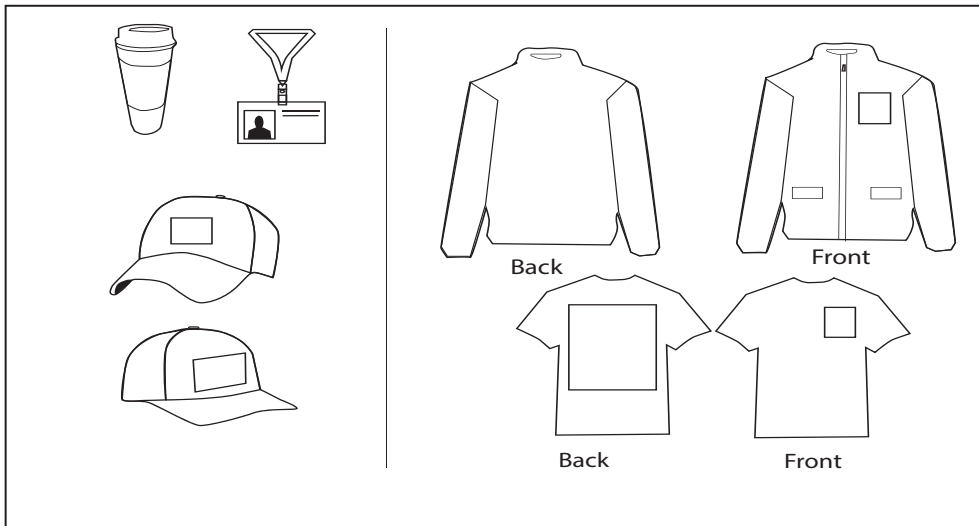


The company vehicles promotes eco-friendly vehicle or environmentally friendly vehicle that produces less harmful impacts to the environment than comparable conventional internal combustion engine vehicles running on gasoline or diesel, or one that uses certain alternative fuels.

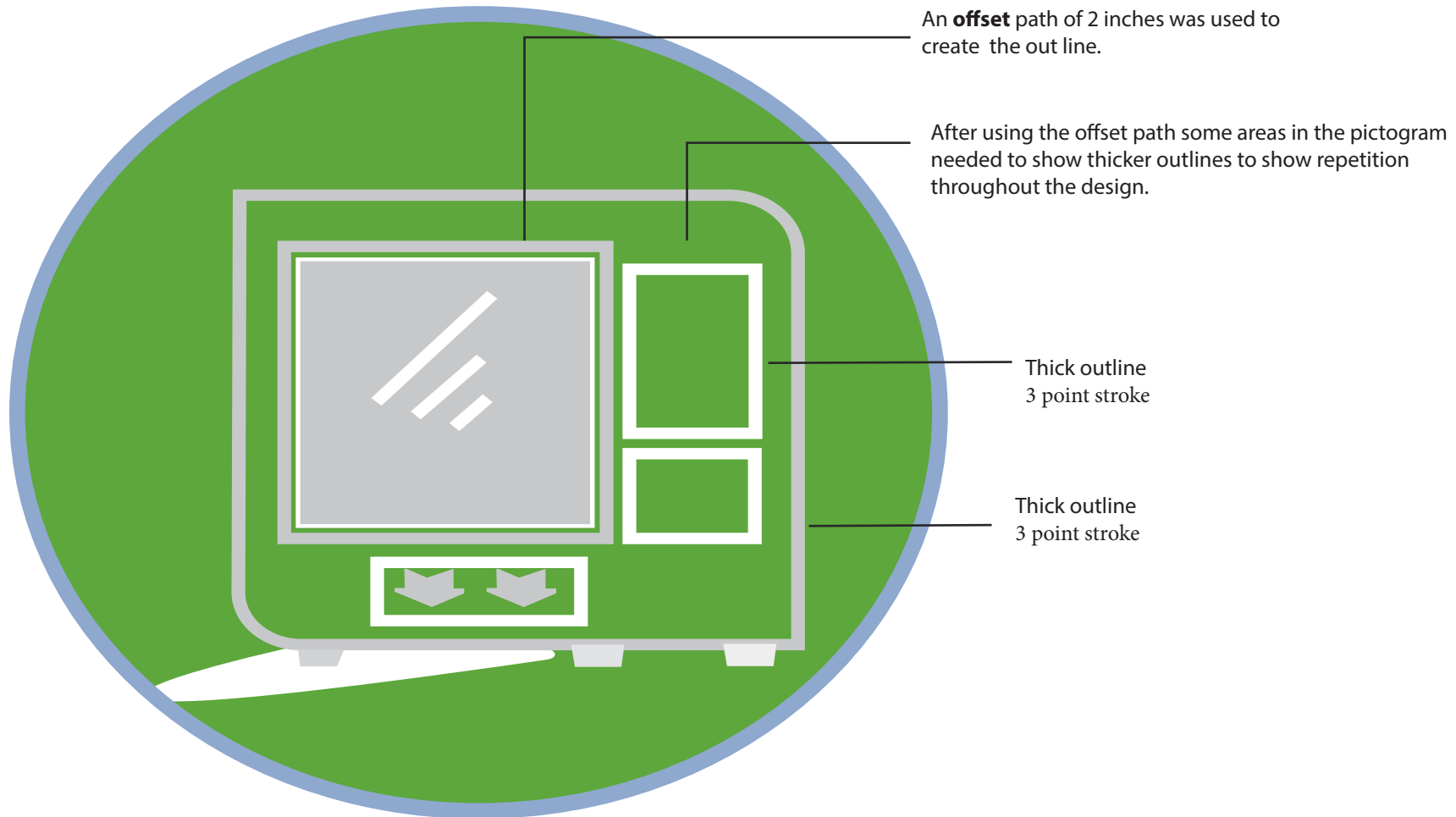




The proposed of these products is about offering an identity for the company. It's gives the company a platform to introduce merchandise is also known as a promotional product for employees to wear throughout the store.



## Pictogram Diagram



(Food vendors Machine)

## Pictogram Diagram



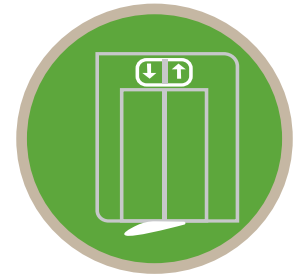
Drinking Fountain



Coffee Shop



Toilets



Elevator



Touch screen kiosk



Stairs up



Grocery delivery



Food courts



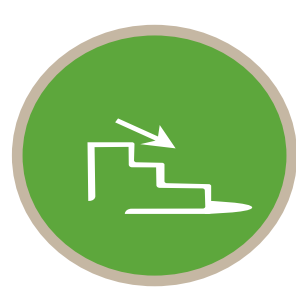
Online order



Cashier

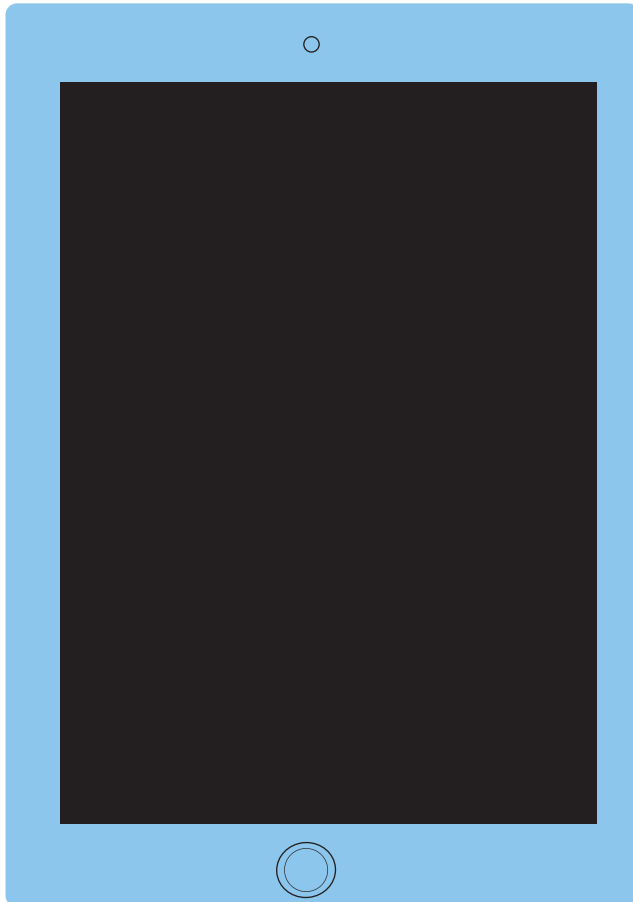


Food vendors Machine



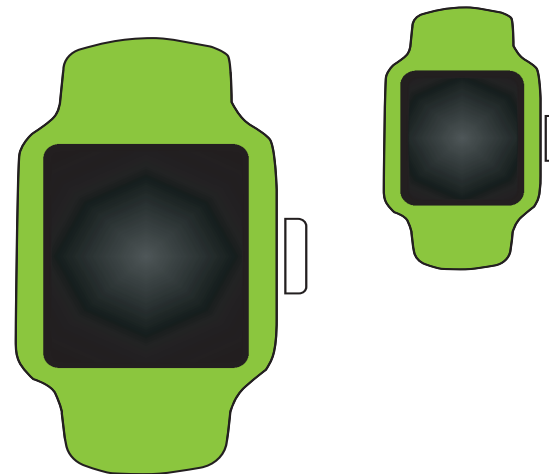
Stairs down

## Company Devices



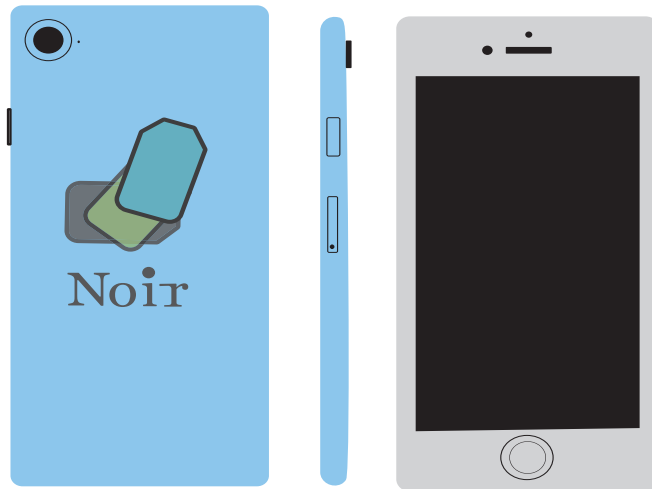
Company devices for scanning coupons codes and searching for items with in the store. Helps the employees to work faster without having to work harder with the hassles. it's also the i pad is good for receiving Online orders and grocery pick within the store.

The iPhone watch keeps track of the person steps around the sales floor while also sends Notification of when they are schedule for a brake for lunch and when it's time to go home.





## Company Devices



Cell phone device help the Noir employees for scanning coupons for customers around the store and provide assistant for people with keeping track on assignments on the job. The cell phone can be use for messaging other employees and keeping track of your time on the sales floor . the phone will send notifications when a vending machines need to be filled on the sells floor. This phone can be helpful for disabled people that have hard time of talking.

## Company Wear

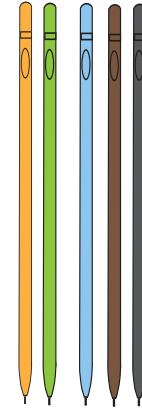
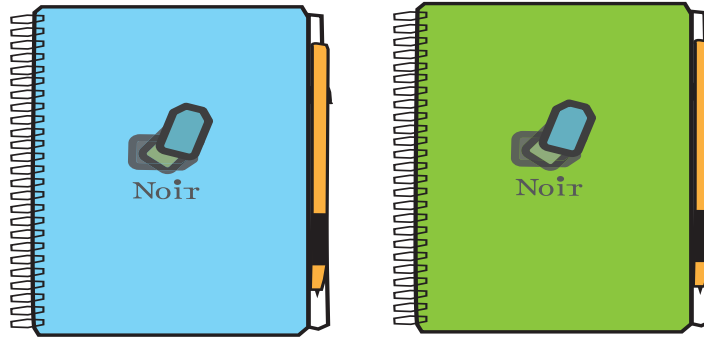
### Company Hats



Branding merchandise is any product that contains a logo or a brand on it. Company promotional products for employees

## Company Products

### Company Note books



### Company pens

Company products for employees and corporate to used in the office or store. the merchandise can be sold at the retail stores as a promotion .



### Company mugs/cups

## Company Wear

### Company shirt



Back



Front

Company's uniform graphic tee shirt with the company's logo and dramatic mark on the back. The tee shirt come with three colors blue, green and gray.

### Company jacket



Back



Front

Company jacket that provides great warm for people that working in cold ares such as the food department or outside during the seasonal changes. the Jackets come in three colors blue, green and gray.



## Company Products

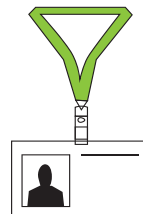


the company mission is promote green energy so the store provides tote bags as a subsute for ragular plastic bags this way it keep the environment clean and safe amongst animals.

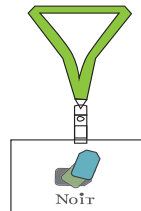
The company promotes Eco friendly coffee cups for employees during morning. the coffee cups are made out of recycle cardboard to keep keep the environment clean and safe amongst animals.



**Tote bag**



**Front**



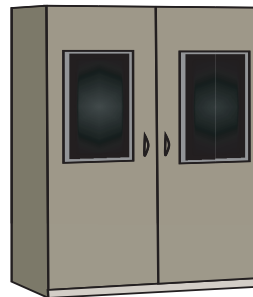
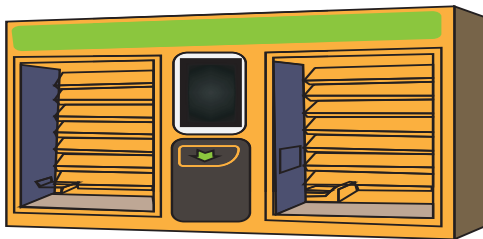
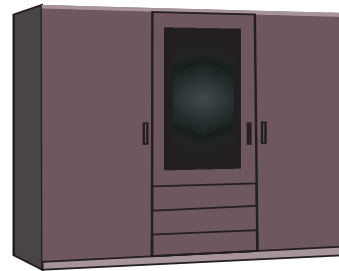
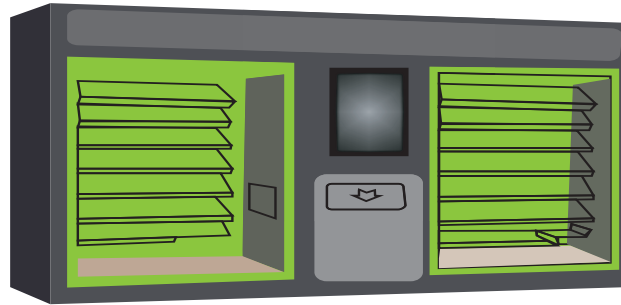
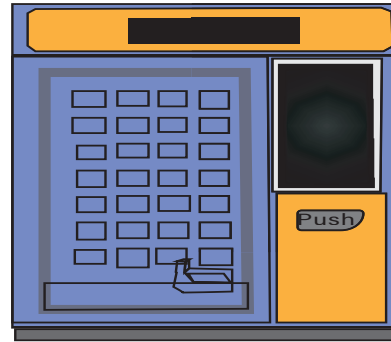
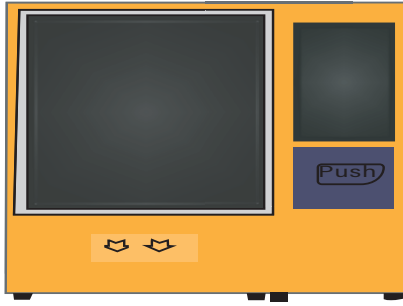
**Back**

**Name ID**



**Coffee cups**

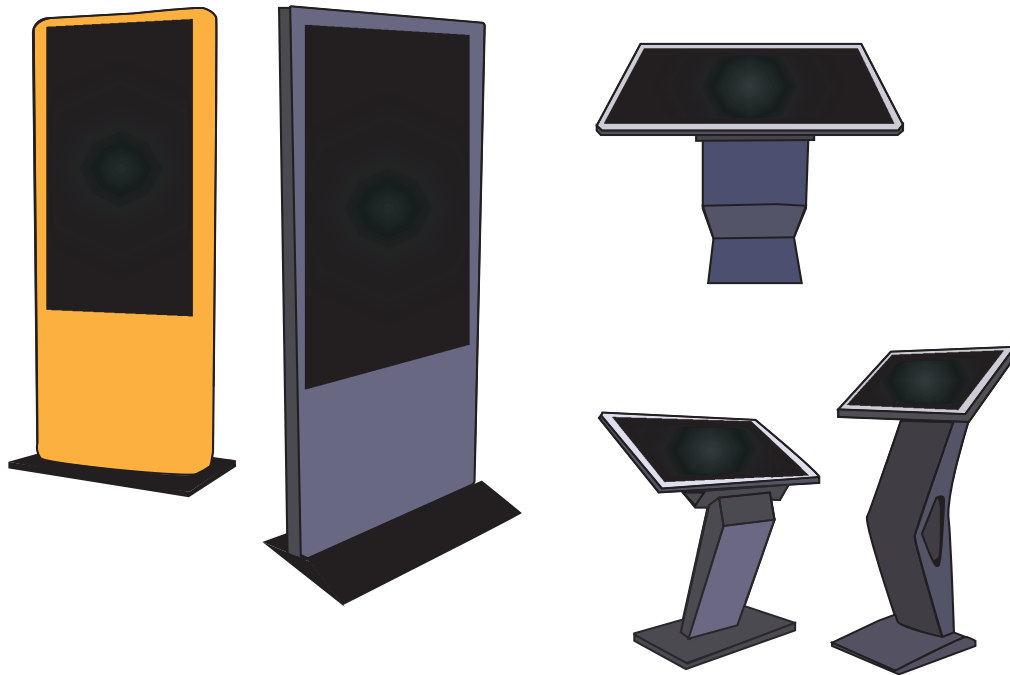
## Vending Machines



Vending machines dispense various food and nonfood products, such as cigarettes, bulk items, food and water. Press the button that goes with your beverage of choice. Most snack machines have Letters and/or numbers that correspond to each snack. Look at the snack you want, and type the letters and numbers Connected with that snack into the keypad on the front of the vending machine.

The design was to make it easy and safe for the public the to buy fresh products assessable to the people. The company promotes safety amongst the costumers the purpose Vending machine is to take away the contact with out touching the products and spreading germs.

## Kiosk



Self-service kiosk is essentially a screen device at a fixed point, but unlike a standard tablet kiosk, a self service tablet kiosk is one that someone uses themselves. The company main focus is for the consumers to feel independent and self sufficient without the hassle of being bothered. Kiosk are good for informational usages for consumers to look up a product or scan a item for a price .

## Vehicles



Side view



Smart car KIA 2021 soul will be used to deliver groceries to people's home who don't have a car to get to the store.



**Bird eye view**



## Vehicles

## Vehicles



Grocery store pickup offers convenience and time-saving benefits for shoppers. Instead of pushing a cart through the aisles (possibly with kids in tow), consumers can create a grocery order Online, park in a designated parking spot and have their groceries loaded into their car by a store employee.



## Wayfinding

### Hanging Signage



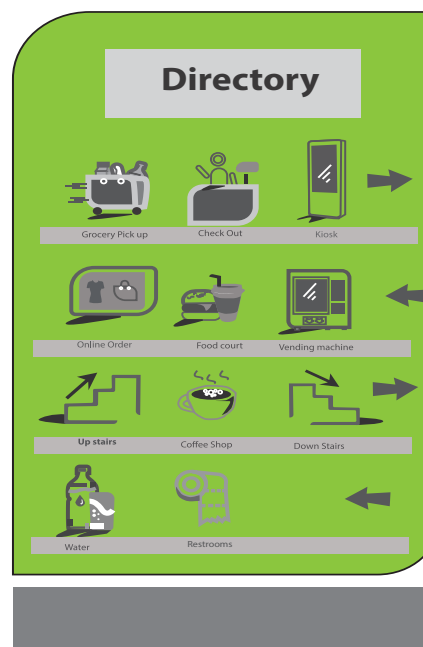
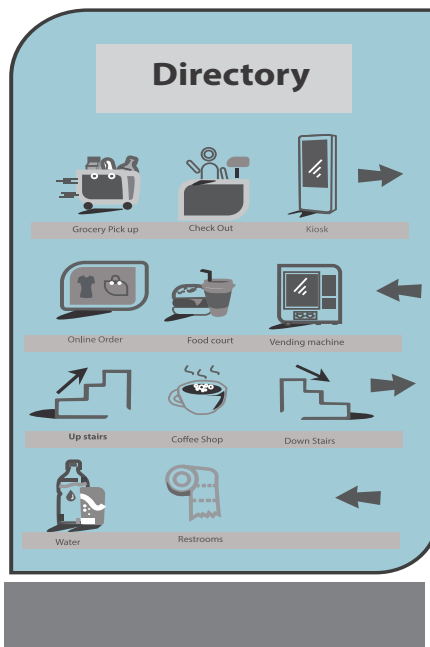
### Permanent signage



Sign that gives direction help a Customer find their way without lengthy explanations or complicated maps. With signs to guide customers along the way, they should be able to find their destination with ease.

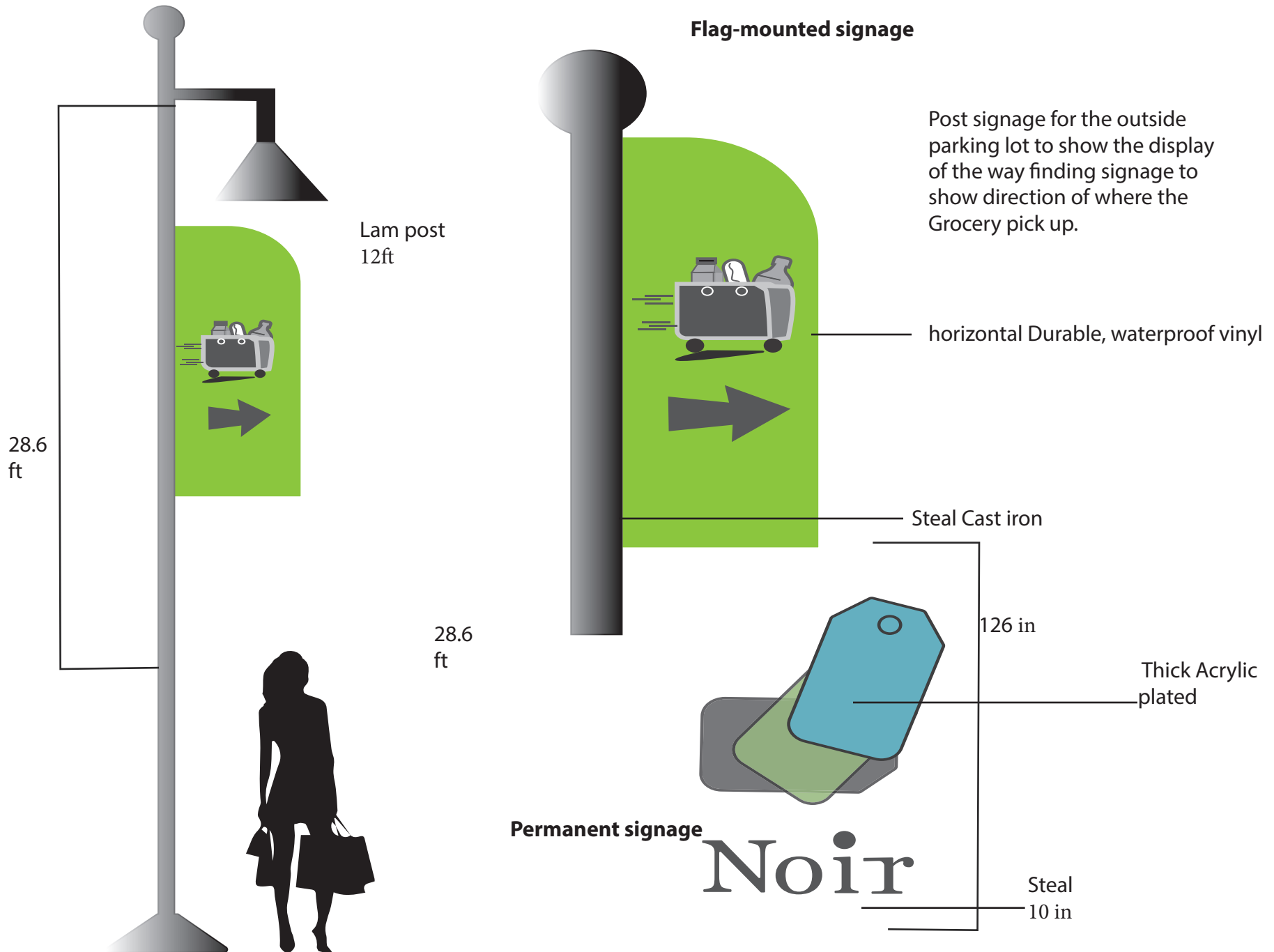
Thick Acrylic  
plated  
with spacers

### Freestanding signage



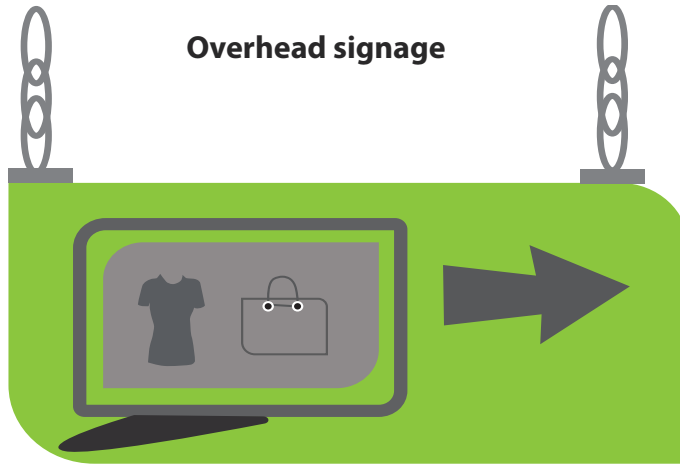
## Exterior Signage

The informatinal signs some in three colors blue, green and gray.





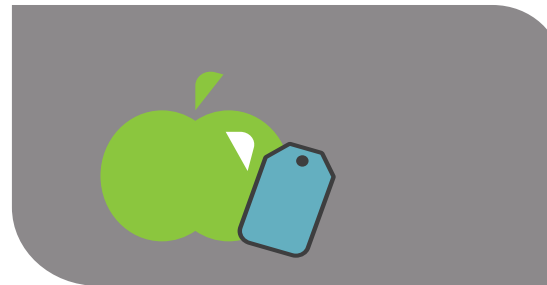
Overhead signage



## Wayfinding

## Interior Signage

Permanent signage



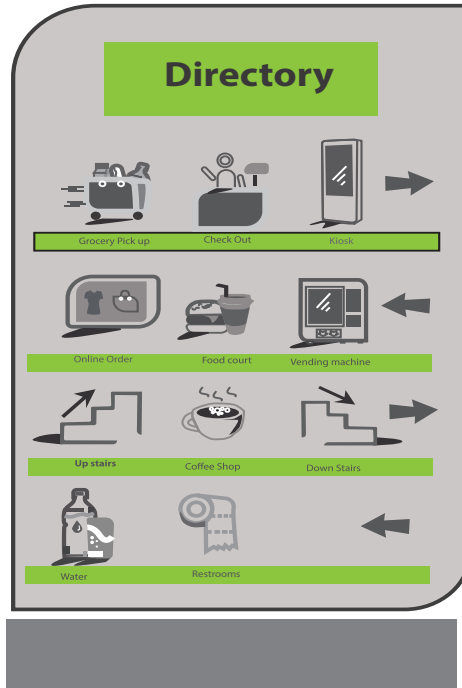
Floor sign directs costumers to which floor they are in.

## Flag-mounted signage

Horizontal Durable, waterproof vinyl

Post signage for the outside parking lot to show the display of the company logo. the signage come with three colors blue ,green and gray.

28.6  
ft



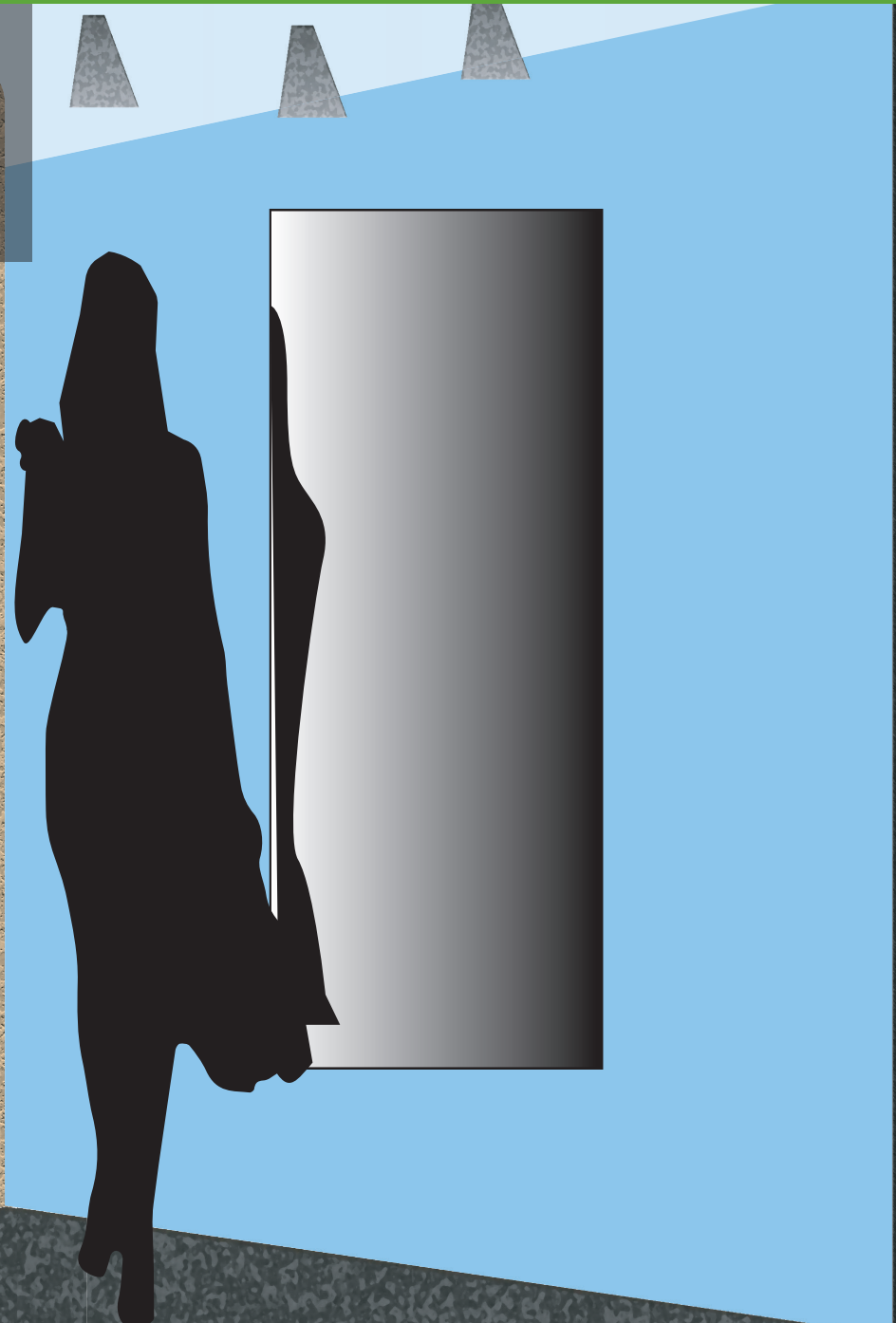
## outside signage

Powder coated metal with Die-cut



Steel Base

This is the Inside of the Bathrooms . The company design genderless Bathrooms the compact behind this Idea was to not create a speration bewteend the two genders but create a space were people could use the bathroom without the feeling uncomfortable.





## The Noir Store

Environmental drawings





## The Noir Store Exterior Drawing



## The Noir Store Interior Drawing



## The Noir Store Interior Drawing 2



## The Noir Store Interior Drawing 3





*"Once a culture becomes entirely advertising friendly, it ceases to be a culture at all."*

**Mark Crispin Miller**



## Section 6





## Glossary

**App:** an application used on a mobile device or computer.

**Big Idea:** an concept version of a company's mission/vision statement.

**Brand Board :** a collage containing a variety of images, text, and other objects that define your brand and communicate your brand identity.

**Color palette:** A palette is a range of colors

**Crop:** is the removal of unwanted outer areas from a photographic or illustrated image.

**Contrast:** the difference in the color and brightness of the Object and other objects within the same field of view

**Clear space:** is defined as the space that no other element explicit or implicit shall cross in relation to the University Logo. Often referred to as 'runaround,' type, image and/or document edge should not be placed closer than the x-height surrounding university marks.

**Distort:** the act of twisting or altering something out of its true, natural, or original state : the act of distorting a distortion of the facts.

**Environmental drawings:** Environmental design is the process of addressing surrounding environmental parameters when devising plans, programs, policies, buildings, or products. It seeks to create spaces that will enhance the natural, social, cultural and physical environment of particular areas.

**Favicon:** known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons, associated with a particular website or web page.

**Font:** font was a particular size, weight and style of a typeface.

**Leading:** leading is the space between adjacent lines of type; the exact definition varies.

**Logo:** A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition.

**Pantone Matching system (PMS):** a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system printer and other equipment manufacturers can match colors without having to contact one another.

**Pictogram:** is a graphic symbol that conveys its meaning through its pictorial resemblance to a physical object.

**Taglines:** a tagline is a short text which serves to clarify a thought for, or is designed with a form of, dramatic effect. Many tagline slogans are reiterated phrases associated with an individual, social group, or product.

**Trademark:** is a type of intellectual property consisting of a Recognizable sign, design, or expression which identifies products or services of a particular source from those of others, although Trademarks used to identify services are usually called service marks.

**Typography** is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

**Way finding** :refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space. Way finding is particularly important in complex built environments such as urban centers,healthcare and educational campuses,and transportation facilities.

# Index Page





Meet our CEO 8  
 Company story 9  
 Core interview questions 10,11  
 Mood board /branding 12  
 Brand identity /logo  
 Signature/trademark elements 16,17,18,19,20,21  
 Identity System 22  
 favicon /apps 24,25  
 Big Idea 26  
 Tagline usage 27  
 Naming usage 28  
 Stationery 32  
 Letterhead 33  
 Envelope 34  
 Business card 32  
 4x6 mailing label 34  
 Trademark 36  
 Typography anatomy 37  
 Clear space 38  
 Correct and incorrect usage 43

Visual Language 42  
 Typography /patterns 44,45  
 Color swatches 46,47  
 Logo diagram 36  
 Photograph 50,51  
 Technical drawings 54,55,56,57  
 Pictorial grammar diagram 58  
 Pictorial grammar 59  
 Branding 60,61,62,63,64,65,66,67  
 Environmental drawings 74,75,78,  
 wayfinding 71,72,73

## Colophone

**Manual Design** | Ayana Crosby

**Program used** | Adobe InDesign Adobe Illustrator and Adobe Photoshop

**Computer information** | the book was design using Hp laptop

**Photography** | All photo were used from unsplash.com

**Typeface use** | Myriad Pro

**Purpose of the brand book** | Purpose of the brand book is to give designers a guide lines on how to correctly use signature marks ,color. And typography to crate a great design. When using this guidelines for the designers should know how to create a good look to represent the Noir brand.

## Contact

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**E** | SamWhite@Noir.email.com

**26 Wyandot St, Dayton, OH 45402**

