

*Posh Paint*

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Company - The name of the Company chosen is Posh Paint. By choosing this name it sets the branding scheme to be posh, or chic/stylish. The name needed to be something that was short, and memorable, but also led the audience to some knowledge of the product. By using alliteration, using the word posh instead of chic the P's were able to stand out, increasing the chance of memorabilia.

The purpose of this company is to offer increase awareness that young professionals need to remodel just as everyone else. By providing an age specific product, the company is targeting a younger audience who also would have a sophisticated style of decor. The perk to the company is that its a green environmentally friendly paint.

Who are you?

We are a corporate paint business dedicated in the process of making home decorating more environmentally friendly. We are based out of Falls Church, Va, and offer design advice focused towards a younger audience.

What do you do?

Produce paint products that are green, with a stylish flair. This includes rollers, brushes and of course paint. We provide customers with the essentials tips and home decorating ideas and products that will help keep their home fresh, hip and eco friendly.

Why does it matter?

We believe that people of all ages are interested in decorating their homes, this includes an audience in their mid 20's to late 30's. We are committed to offering eco friendly paint products at an affordable price.

Message- Slogan: For the Chic Side of You

Our belief is that everyone should be able to express their Chic side. By using Posh Paints to decorate your home, your not only committing to an environmentally friendly alternative, but styling your home with a quality style of paint.

To convey this image, we plan on implementing colorful images of rooms, painted in the colors we offer throughout the website, and marketing material. Our copy will feature a more youthful, playful tone to appeal to our younger demographic.

### WebSite-

Home- The home page will include our feature paint scheme that will correspond to the current seasonal trends.

Products- Our products page will have a listing of where our products will be sold. It will also have information about each of our products. There will be a listing of all our paint colors.

Design- This is where the higher technology will go. It will have a choice of rooms, that can include bedroom, living room, dining room, and bathroom. The user will be able to paint the rooms with a choice of our paint color options. There will also be design tips, painting tips, and a listing of our color options.

GoingGreen- Will feature an article on why using green paint is important to your home, health and the environment. Will also list how our products are green.

### Audience/User-

The demographic we are trying to achieve is the young professional home owners or first home buyers. With the age range of Mid 20's to late 30's.

### Persona

Alaina Alkire-Cussen is a Communications director at ABC networks. She has just purchased a new townhome. One of her hobbies includes interior decorating and the Posh Paint line has color schemes and the general appeal that attracts her attention. The use of colors and the design ideas on their website has really made her believe that they will understand her sense of style and she really wants to model her living room after their model.

Brochure - Front Panel: Providing eco-friendly solutions for the Chic Side of You With our new line of Green Paint products, being Chic Green has never been easier!



### Inside flap1 - Who Are We?

A corporate paint company, dedicated in the process of making home decorating more environmentally friendly. We are based out of Falls Church, Va, and offer design advice focused for the Chic side in every person.

### Why Us?

Our belief is that everyone should be able to express their Chic side. By using Posh Paints to decorate your home, your not only committing to an environmentally friendly alternative, but styling your home with a quality style of paint.

### Main inside - Posh Paint

#### For the Chic Side of You

Now you can choose from 40 bold, vivid, colors. With a range of our best, sky-influenced lights, mid-tones and dark hues all complement one another and allow you to select colors to portray the posh styling with in.

Don't forget to visit our website: [www.poshpaint.com](http://www.poshpaint.com). Log on to learn more about our company and our eco-friendly paints. Check out the Design Page, where there is an interactive room that can be painted. Also there are design tips and tricks as well as guides for those first time painters.

### Classic Green Paint

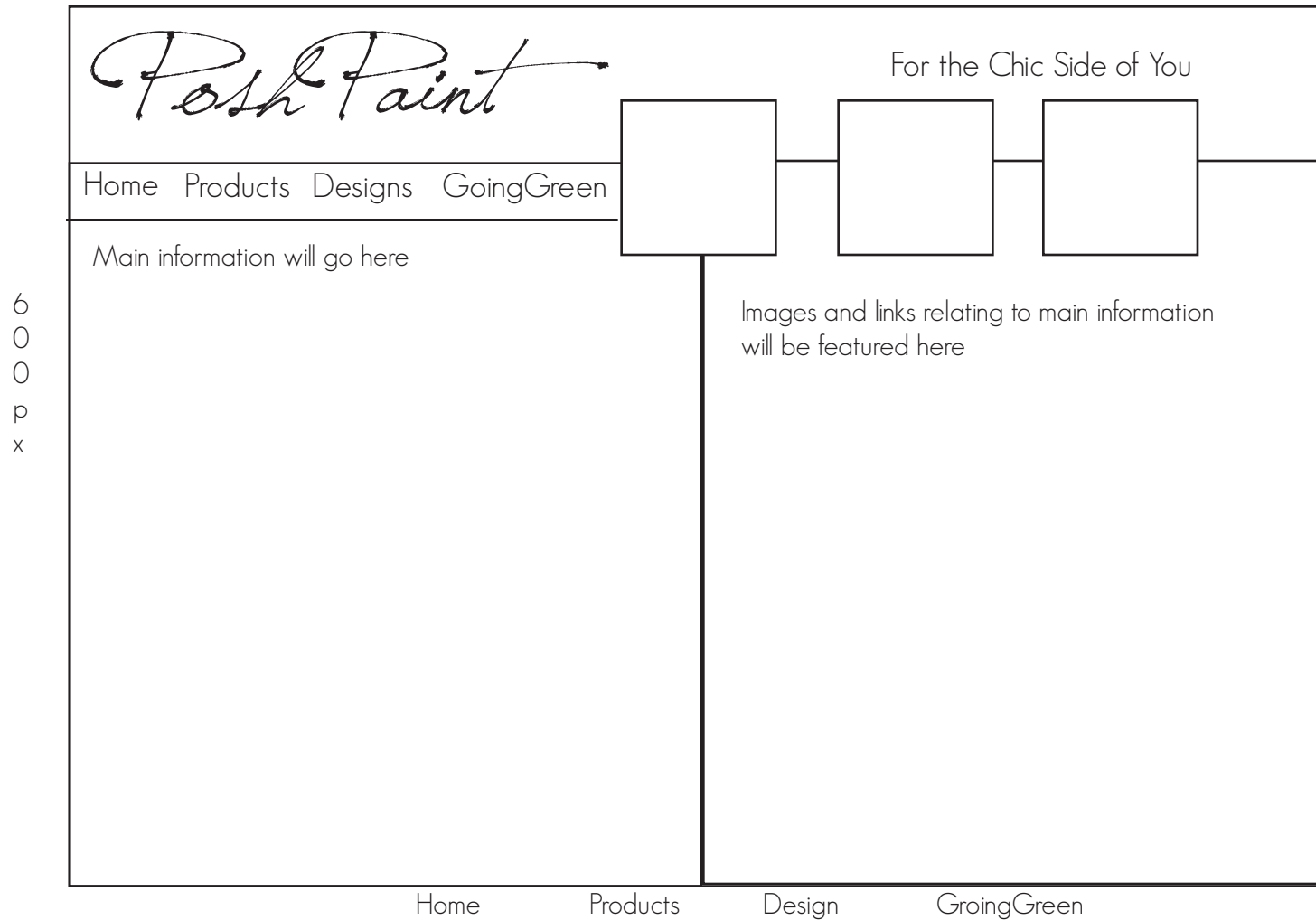
Our new line is part of an effort to create cleaner air for you and your household. Our paint is certified by the GREEN GUARD Environmental Institute (GEI), a well-respected non-profit organization that provides verification for low-emitting products.

Design Summary - The colors chosen to brand the Posh Paint line are, different shades of purple, and white for accent. With the audience being younger, we didn't want to feel too young, which we feel pink would have done, and that a mid 20's early 30's woman would respond better to shades of purple, coming from within the lavender family. The images are all images of rooms that have been professional decorated and each room has a sense of classic style meets chic young woman. We understand that appealing to the male audience is also equally important so when choosing the type font, the logo is done in a nice cursive that doesn't seem to feminine. and then the copy of the materials is done in a light font with a more masculine tone. The font chosen for the header is Queen Anne, while the font chosen for the copy is Geolight.

# Posh Paint

WireFrame

800px



### Website 1

The Resume Girl

<http://theresumegirl.com>

The trend this site is showcasing is the textured cut out feel of something that was done using printed items rather than on the typical web standard grid of design. There is still structure to the site but, where the look of texture can be applied it has been. There is a sticker in the corner of the site, peeling off making it feel more 3D, and to have almost a scrapbook feel. The menu has a torn edge look to it, and the background for the whole site looks like an old piece of paper. Some of the images look as if they were cut out and placed onto the pages, by using a catercorner affect as well as the Polaroid look of the photo, it again created the scrapbook appeal.

Message: I'll Save you time... Let me help you get the career of your dreams

### Website 2

Cad & the Dandy

[www.cadandthedandy.co.uk](http://www.cadandthedandy.co.uk)

This site uses the new trend of substituting content for imagery, where it can be done. The front page is loaded with images with just a plain white background and white space to offset the images. The menu itself looks like separate articles but really act as the menu for the different sections on the site. They each have the name of the section, a small description and a image to accompany it. Even when making your own suit, they use drawn images of the different pieces instead of just listing the links using words.

Message: London's most innovative tailor, bring you classic British tailoring, English fabrics, unparalleled choice and the ability to buy online.

Website 3

ABC  
[www.abc.com](http://www.abc.com)

ABC has recently redone its overall look for their website. Each show has its own page, full of interactive games and things to do pertaining to that particular show. Like several other sites, ABC has picked up the use of footers as not only a place to put other small links, but a place to showcase some important bit of information. In ABC's case they use the footer to showcase the cast or an image that is related to the show. This certainly gives users a new incentive to scroll all the way to the bottom of the page.

Message: Miss it on tv? don't worry, you can watch it online any time!

### Branding

Ideals for the Branding of Posh Paint is to create a very feminine environment by using hues of a lavender color, mixed with script text, and a very intricate mark. Images being used should provide the contrast for all marketing materials, between the lavender hue and the image itself.

### Technology

Technology used in the HTML Marketing media will consist of HTML, CSS, and Flash. The flash piece will allow potential buyers to take a plan sketch of a room, and paint it using our color schemes, and design advice.

### Colors

#000033



# 333366



# 666699



# 9999CC



# CCCCFF



# FFFFFFFF



### Fonts

Logo Font : Jellyka, Saint-Andrew's Queen

Copy Font : GeosansLight