

DOLCE

design

Corporate Identity: What's Involved?

A corporate identity is far more than just a logo. It is a system of elements designed to work together in flexible ways to deliver a consistent, cohesive message. These elements can be visual (colors, fonts, supporting graphics), aural (music, sound effects), oral (cheer squads, political slogans), olfactory (fragrance, gourmet coffee, freshly baked cookies), or somatic (texture, temperature, comfort). When combined, the sum of these parts is greater than any single element, and far more powerful. Over time, the individual elements accumulate the power of the overall message, and can be used alone for instant recognition (e.g. the Nike swoosh, the Apple smooth white plastic casing, Obama's "Yes we can!")

At Dolce, we concentrate on creating the overall brand concept, and designing the visual aspects of the identity system. With these as your solid foundation, you can expand confidently into the realms of the more subtle senses.

So, what can you expect from us? A collaborative process that may include any/all of the following:

RESEARCH

- several meetings where we listen to where you've been, where you are now, and where you want to go
- a thorough inventory of your current corporate identity: website, brochures, stationery, signage – anything that carries your company message
- a review of your marketing efforts thus far, and the results garnered, along with feedback from customers
- a review of your target market's demographics, socioeconomic profile, habits, etc
- collaborative creation of a design brief to guide the process

DEVELOPMENT

- we create a series of black and white pencil sketches of ideas and logo concepts. These progress in rounds of 3 to simplify decision-making on your end.
- we select an edited group of fonts from our library of 4000. We then narrow the choices down to arrive at the perfect one(s) for your company and tweak it to customize it further.
- colors are selected for a palette
- an illustration style is chosen and a professional artist commissioned to execute the concept

PRODUCTION

- pencil sketches are transformed into polished, digital versions in black & white
- once the final black & white design has been chosen, colored versions are submitted
- refinement of illustration and graphic elements
- final revisions

DELIVERY

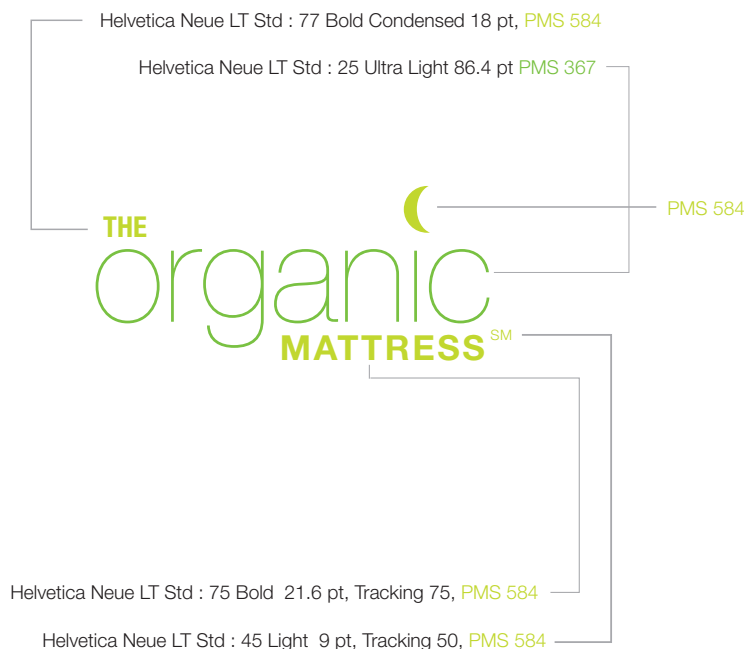
- an edited color palette listing colors, volume, and placement (e.g. dominant colors versus accents, font colors versus background colors)
- a custom pattern or motif that coordinates with the logo and can be used independently of the logo in situations where a lighter, less-commercial touch is required. (e.g. the spine of a book, event signage, name tags, T-shirts/caps, etc)
- a style sheet listing fonts, weights, sizes and colors
- a large-format logo with color call-outs and precise font specs
- a CD containing copies of all the identity elements, logo included) in a variety of digital formats for print, web and alternative substrate use (metal, wood, fabric, etc). Aside from providing back-up insurance and a guide for other vendors, this allows for extensive in-house use with programs like Word and Power Point, with less chance of brand dilution over time.

Because a brand identity must function in the real world (as well as look great), it is imperative that it be demonstrated in context (e.g. business cards, website page layout, etc). While the cost of integration into the medium of your choice is separate from the brand identity, the integration process usually moves quickly, since by that stage all the hard work is done: all else flows from the core identity elements.

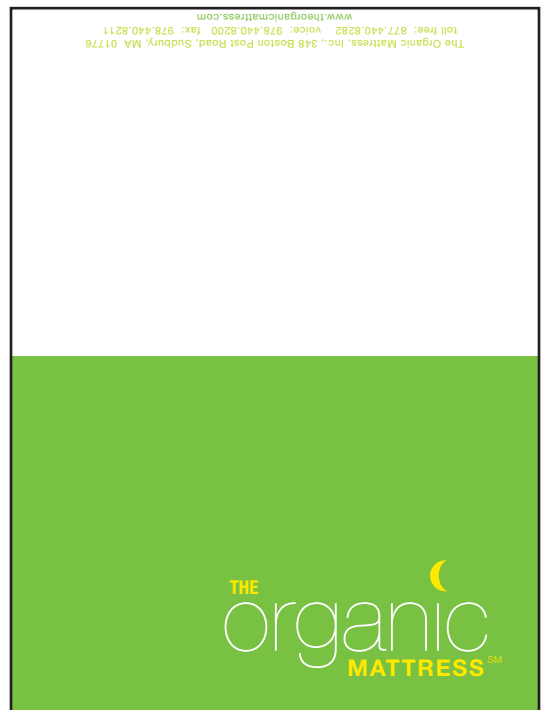
Example 1: Simple corporate identity

A new retailer in the Boston area, The Organic Mattress (www.theorganicmattress.org) needed a clean, green image.

1) logo with call-outs



2) extended stationery set plus price tags



3) t-shirt designs



4) print ad for regional magazine



5) web page layouts



You spend a third of your life in bed.

So why not make it as healthy and comfy as you can? We're here to help you create a cozy sanctuary and eliminate exposure to unhealthy synthetic chemicals found in conventional mattresses and bedding. Having **thoroughly researched** the options for organic mattresses and bedding, we've narrowed down the selection to offer you only the best of the best:

- mattresses (and foundations)
- pillows
- linens (comforters and baby linens)
- extras (mattress pads, toppers, and dust mite barriers)

Rest easy, knowing these mattresses are of the highest quality, certified by **GREENGUARD** and handmade in America. Your bedding will be made from the very best Mother Nature has to offer: certified organic cotton, cruelty-free Eco-Wool and 100% natural rubber latex.

In our search for the purest products available, we've also gathered a lot of information on **organic matters** which we hope will save you some time.

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Returns & Exchanges.

Unfortunately, some things in life are simply non-returnable. We know first hand how comfy our mattresses are, so we offer them with absolute confidence. However, comfort is extremely subjective, so we encourage you to visit our showroom to test a variety of mattresses in different firmnesses before your purchase.

Q. What is your mattress warranty?
A. OMI mattresses are made from the finest natural and certified organic materials and as such, they have a 20 year warranty.

Q. Can I return a mattress?
A. Sorry, no, all mattresses are custom-made to order and are not returnable, but we're pleased to offer a one time comfort exchange on one or more layers of our Utopia mattress (please contact us for details).

Q. Can I return bedding (not a mattress)?
A. All bedding that is unused, unopened and in its original packaging may be returned for a full refund within 30 days, excluding shipping & handling charges.

If you are concerned about having an allergic or other reaction to your new mattress or bedding, we are happy to send samples of mattress or bedding materials for you to sleep with, as we do not warrant against reactions.

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Sailboats Nursery Set.

It's smooth sailing from here with sailboats, whales and seaside stripes. The fabric patterns are made from tan and green color-grown certified organic cotton, no dyes! The bumpers are certified organic cotton batting, covered in a soft certified organic cotton sateen fabric with ties at the top and bottom. (The bumper's reverse side has the same tan gingham-check pattern as the skirt.) The bumpers and skirt fit a standard crib size mattress: 28" x 52". Hand or machine wash gentle (except panels and stacker). Handmade in a US Eco-Factory. Also available in the Stars design.

Crib Size only	Dimensions in inches	Price
Bumpers (set of 4)	10 x 28, 10 x 51	\$187
Crib Skirt	12L	\$103
Diaper Stacker	2L x 13.5W x 8D	\$61
Organizer	11 x 19	\$49
Complete Sailboats set	-	\$360

The Sailboats Certified Organic Cotton Nursery Set, free of dyes, fire retardants and other harmful chemicals.

Pure organic bedding for baby:

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Shipping Rates & Information.

MATTRESSES
 Once ordered, your mattress will be custom made within 10-14 days, and then shipped to you. Please call us for mattress shipping costs as two options are available: in store pick up or home delivery.

ALL OTHER PRODUCTS
 All other items will be shipped by an insured ground carrier within 10-14 days (often sooner). Shipping cost within the continental US is below.

Order Total	Shipping & Handling
\$1 to \$25	\$6.95
\$25.01 - \$50	\$8.95
\$50.01 - \$75	\$9.95
\$75.01 - \$100	\$11.95
\$100.01 - \$150	\$13.95
\$150.01 - \$200	\$16.95
\$200.01 - \$300	\$19.95
\$300.01+	add 7%

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All the health they can get.

Children absorb chemicals and toxins at a higher rate than adults, and they are more susceptible to them because their physiological systems are still developing. (PBS.org has a **great article** on this.) Give them the foundation they need today for a lifetime of radiant health. Pure organic bedding in crib, twin and full mattress sizes:

- Bias:** single layer of 100% natural rubber latex... [more info](#)
- Tranquility:** interspersing with organic materials... [more info](#)
- Dust Mite Barrier Cover** for crib, twin, and full... [more info](#)
- Mattress Pad:** certified cotton flannel or Eco-Wool... [more info](#)

Pillows and comforters are also an easy first step to a healthy, happy bedroom. This year, give the gift of health.

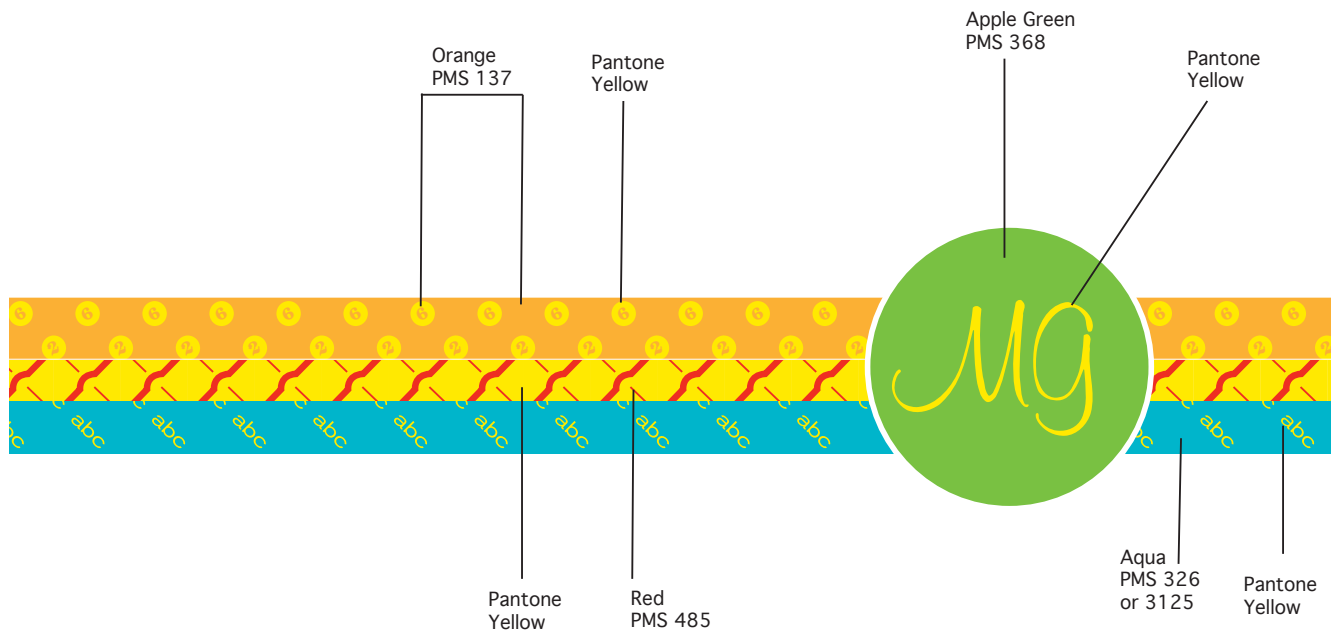
Example 2: Multi-division Brand Identity

Mother Goose Programs (www.mothergooseprograms.org) needed an identity system that would incorporate 3 very different divisions, plus an overarching “umbrella” logo to be used on all materials. All elements had to be strong enough to stand on their own, while also blending together harmoniously when used in concert with each other. The overall look had to appeal to the inner child within adults, as well as to children.



Pencil sketch of concept

We decided to keep the umbrella logo and patterns simple and graphic, so that they would blend with a variety of illustrations and photos over time. Each band represents a different division (Math & Science, Literacy, and Collaboration), and can be used alone or in concert with the others.



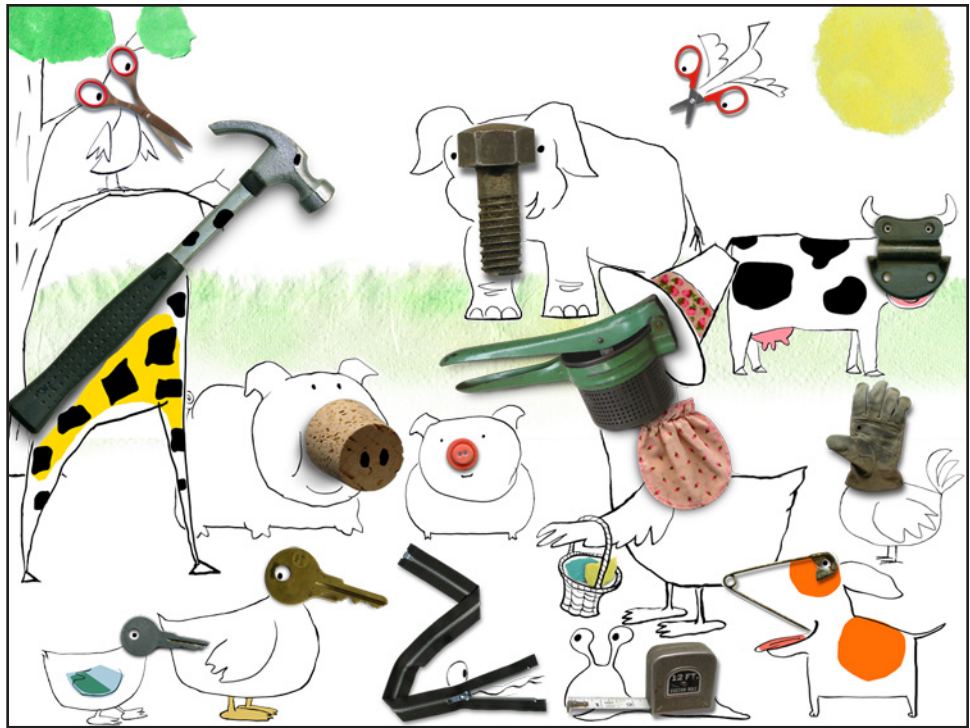
We hired illustrators in London and Los Angeles to create a set of animal characters to lend some warmth and soul to the identity, and to give it a fresh and original look.

As with the logo, these characters went through a series of revisions before the final color versions were produced. The process took approximately 2 weeks.

They were then sprinkled across the website and printed materials.



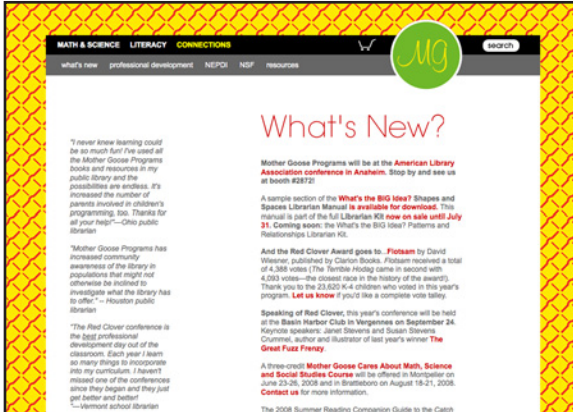
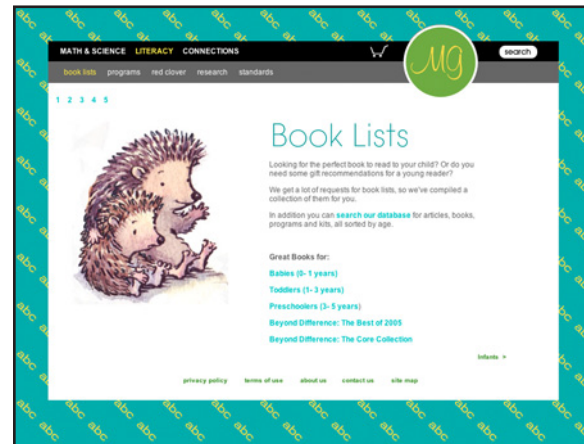
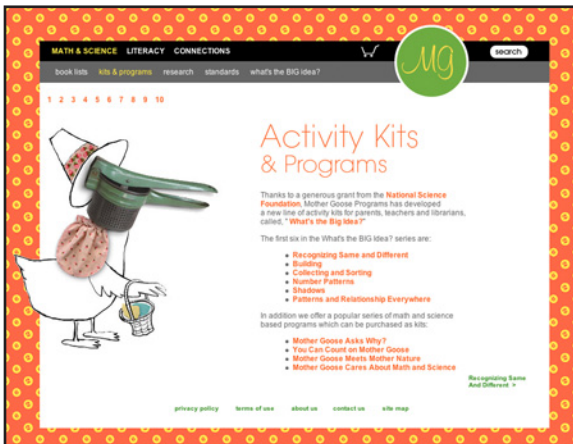
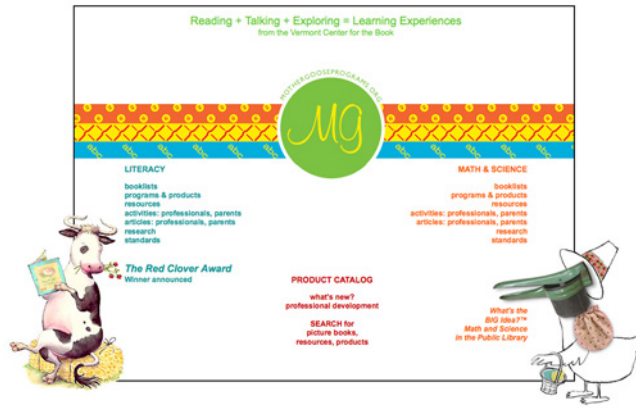
This scene was rearranged several times for various layouts (stickers, packaging) and each character was also used separately across printed materials and the website.



Suitcase kits created for the Math & Science division. These contained books, mini manuals and age-appropriate tools for experiments. These are distributed via public libraries, and also sold directly to consumers via the website.



Website pages make use of the multiple patterns to indicate to visitors which section of the site they are in. In addition, each section has its own set of characters illustrated in a specific style, to further identify and establish the separate divisions.



A tradeshow banner for the Math & Science division.