



# PANTONE

Because the World Isn't Black & White

NELSON QUAN  
CASE STUDY  
SPRING 2014



## **Motion will consist of...**

- **30 seconds.**
- **Show the opposing sides.**



**FUN**

**CHEERFUL**

**CHESS**

**MANY**

**COLORFUL**

**STYLIZED**

**GAME**

**VERSUS**

**SIMPLE**

**EXCITING**

**WHIMSICAL**

**SWATCHES**

**VIBRANT**

**PATTERN**

**ASSORTED**

**PIECES**

**WORDLISTS**



HOME



ABOUT

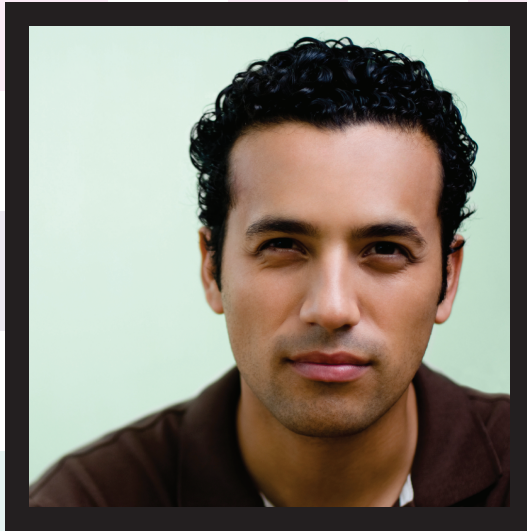


CHESS



SWATCHES

**USERFLOW**



## James Martinez

**Age:** 29

**Occupation:** Graphic Designer

**Education:** Bachelors in Fine Arts

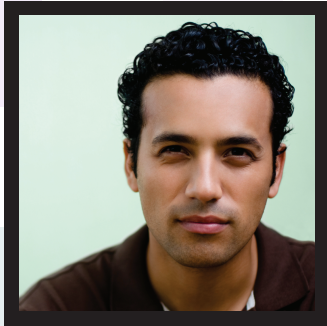
**Hobby:** Curling

### Who is he?

James is a designer who makes a living creating artwork for call-to-action campaigns.

### How can this help?

James can be reminded that there is a large color spectrum he can choose from. He can use the site and choose what colors he wants for this chess set deliverable. By doing this, he will keep his artist senses sharp.



HOME

ABOUT

CHESS

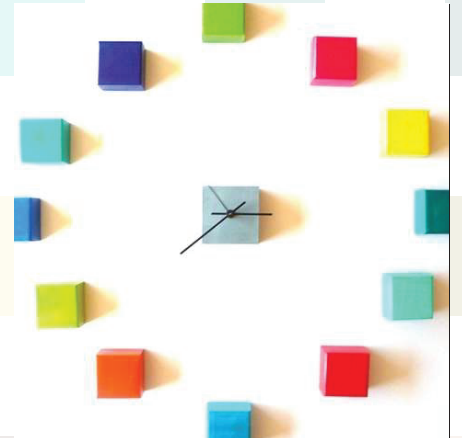
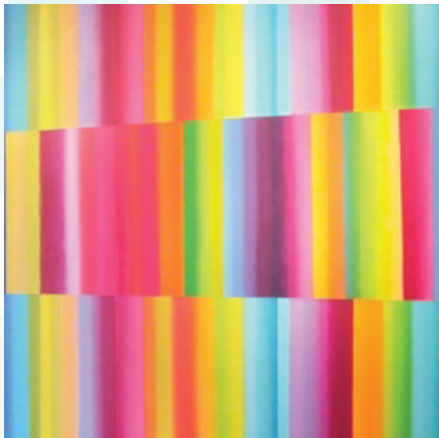
SWATCHES

Home

Swatches

Chess

PERSONA - USERFLOW



**MOODBOARD**



**355 C**



**155 C**



**354 C**



**2767 C**



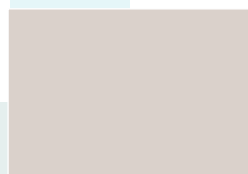
**BLUE 072 C**



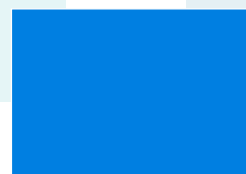
**3435 C**



**369 C**



**WARM GRAY 1 C**



**2727 C**



**2747 C**



**1815 C**



**1795 C**

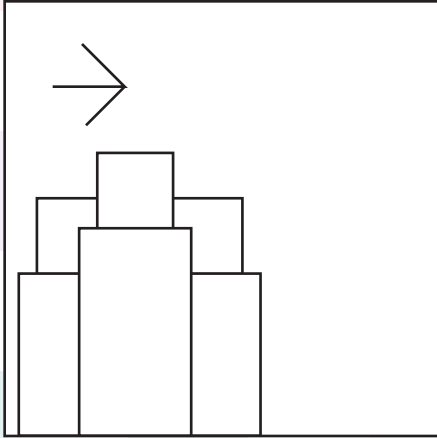


**158 C**

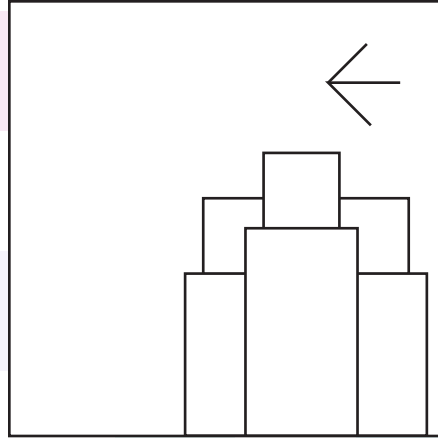


**166 C**

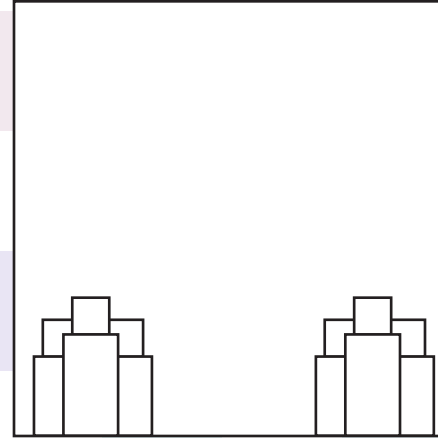
**COLORS**



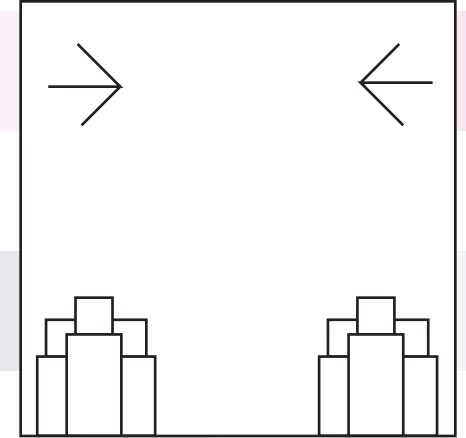
shows one side



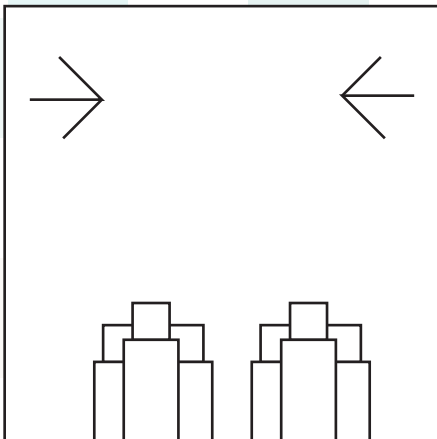
shows other side



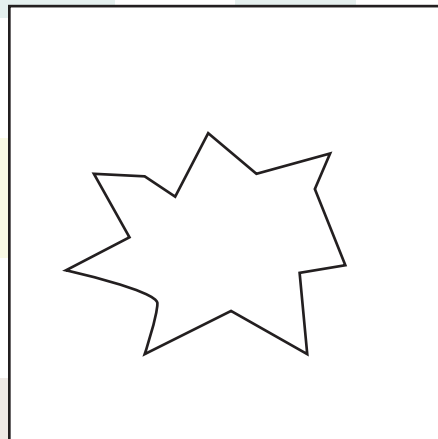
both sides staring at each other



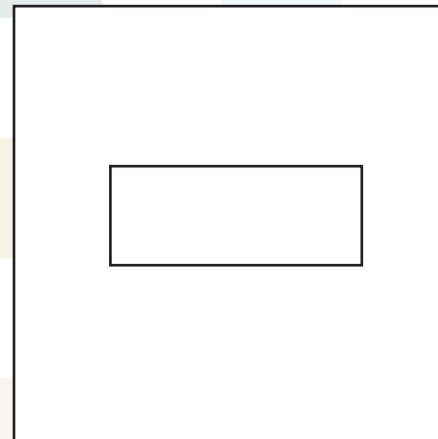
both sides start charging



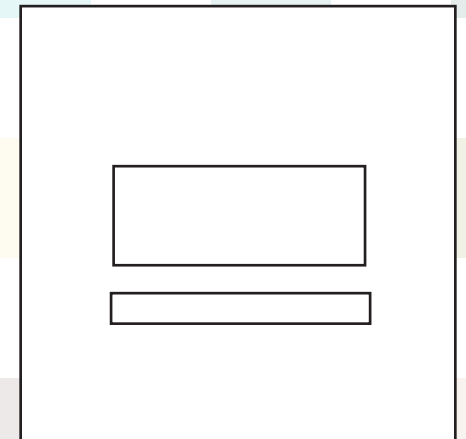
continue charging



explosion



logo



tagline

# MOTION



**Designers and graphic artists keep using neutral and dull colors when designing their products.**

**PROBLEM**





**BERTHOLD AKZIDENZ GROTESK**

**HELVETICA NEUE**

**TYPEFACE**



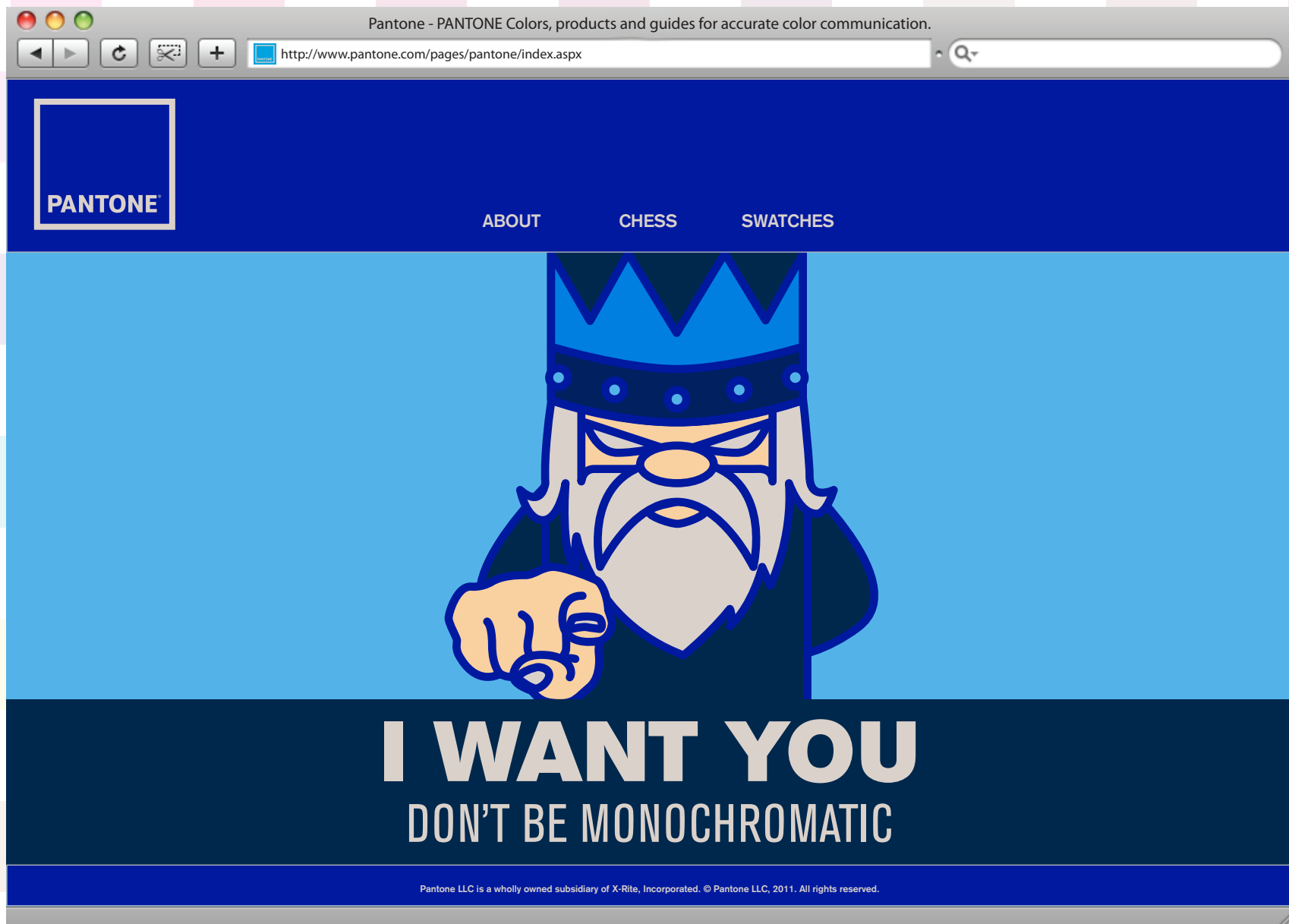
**POSTCARD EXAMPLE - COMES IN DIFFERENT COLORS**



## POSTER AND MAGAZINE ADS



**BOX EXAMPLE - COMES IN DIFFERENT COLORS**



WEBSITE



## POSTER STAGING



# I WANT YOU

PANTONE is the world-renowned authority on color. For more than 45 years, Pantone has been inspiring design professionals with products, services and leading technology for the colorful exploration and expression of creativity. At this moment however, the King of Pantone requires your assistance. The evil forces of MONOTONE have arisen to challenge the multi-color world. Today, the PANTONE Name is known worldwide as the standard language for accurate color communication, from designer to manufacturer to retailer to customer, across a variety of industries. Using the various Pantone color communication and inspirational tools, you are to combat the threat of monochrome color and prove that not everything has to be in black and white.



DON'T BE MONOCHROMATIC

www.pantone.com  
1-866-PANTONE

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ENTREPRENEUR

## TURNING MESS INTO SUCCESS



THE PET SUPPLIES MARKET IS VAST, BUT UNTIL RECENTLY THE ISSUE OF DEALING WITH DOG 'BUSINESS' IN CITY DWELLINGS HAD HARDLY BEEN ADDRESSED. REBECCA SPICER TALKS TO THE ENTREPRENEUR BEHIND AN INNOVATIVE SOLUTION THAT HAS MANY SCRATCHING THEIR HEADS ASKING, WHY DIDN'T I THINK OF THAT?

PUP-PEE SOLUTIONS IS JUST OVER 12 MONTHS OLD, BUT THE LITTLE business dealing with the issue of doggy-doo is already exporting to Pet Loo solution to seven countries, not to mention its 450 Australian stockists.

But the business didn't start out with commercial aspirations. About four years ago a couple in their mid-20s, Tobie Skovron and Simone Glicks, went in search of a solution to be able to keep a dog in their rented Melbourne apartment without the dog having accidents in the unit and without having to take it for walks on the nature strip at 3am. They couldn't find anything except puppy pads-type products, which Skovron says were an unnatural and expensive option.

A self-confessed go-getter, Skovron saw an opportunity and the idea for the Pet Loo started to take shape. "I felt if I could combat this situation, not from a commercial point of view, more from a personal point of view, I could buy 'Sim a dog'."

Glicks is the pet and people person in the duo, while Skovron is the business mind behind Pup-Pee. He has a background in dog training and personal training, while she's worked in pet shops and as a vet nurse while studying an animal-assisted therapy course at university. "I'm driven not from a financial standpoint, but from Sim's passion for animal companionship," explains Skovron. "When I'm not passionate about the dogs doing their wees and poos, I am passionate about people of all lifestyles being able to have a dog and keep that companionship going."

And while dog number one for the couple did come along while the Pet Loo was in production, dog number two came along as soon as the product was available. And the dogs are such a huge part of the business that they're either at the office or travelling interstate with Skovron, or they're with Glicks at the hospital, working as a therapy dog for the elderly.

The first of the Pup-Pee products, the Pet Loo, started with a soil and grass patch in a wooden box. But this posed too many issues with keeping the apartment clean, and the grass died every time a dog urinated on it, because of the acidity.

Through trial and error the product evolved, and took three years to go to market, the slow start-up was mainly due to financial barriers. The couple weren't in a position to throw everything they had at the potential business, in case it failed.

But with encouragement from people around them, they decided to borrow money to begin production, and because of the product's potential they didn't find it hard to secure finance. "I had a couple of key people I could approach, and because of the uniqueness of the product and what it could do, people just didn't hesitate," says Skovron. "They recognised the benefit, and they recognised the potential not only for the Australian market, but for a global market."

The final product is an 83cm square platform with synthetic grass (which dogs recognise as real grass) on top of a corrugated tray collection bucket, and even the messiest of dog poos are lifted easily off the grass, as it doesn't absorb moisture.

"We started with 12 samples. One went on my balcony, one went to [TV vet] Dr Harry for his impression, and 10 went to stores," says Skovron. "Once stores started ordering them, I sent an application to The New Inventors and they put us on the show on July 5, which was our official launch last year." Then he employed a PR agency to draw media attention to the ABC's show.

The response to their appearance on the TV show, as well as associated press coverage, was overwhelming and has rocketed Pup-Pee Solutions towards becoming a global business in less than

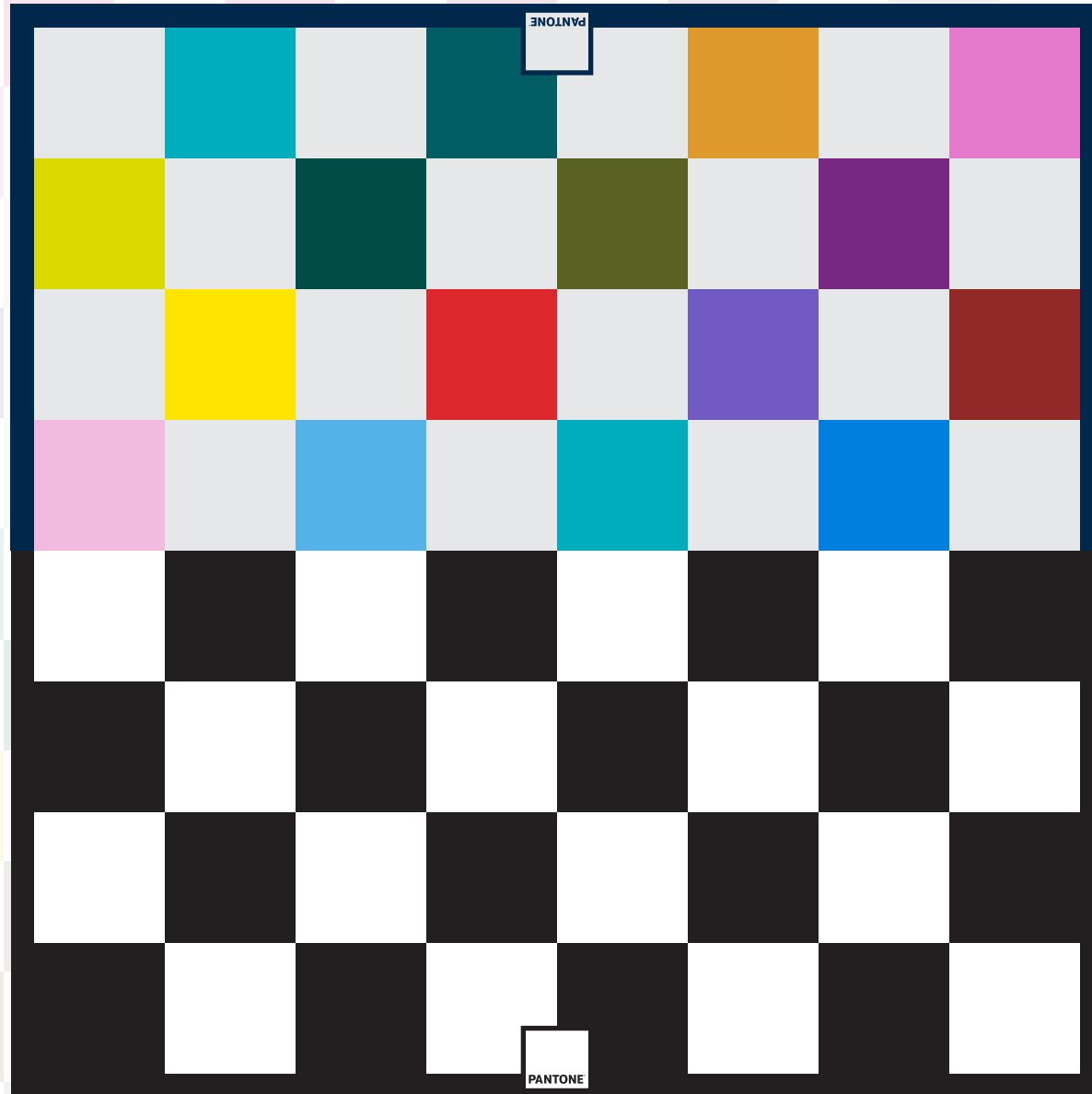
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ity: Where do you start? The  
of radio waves alone, which  
one end of the electromagnet-  
um, is a big and bustling place,  
der than the AM or FM dial.

73



**CHESSBOARD**



The background features a checkerboard pattern of squares in various colors including shades of pink, purple, teal, yellow, and grey. A solid green horizontal bar is positioned at the bottom of the image.

**THANK YOU!**



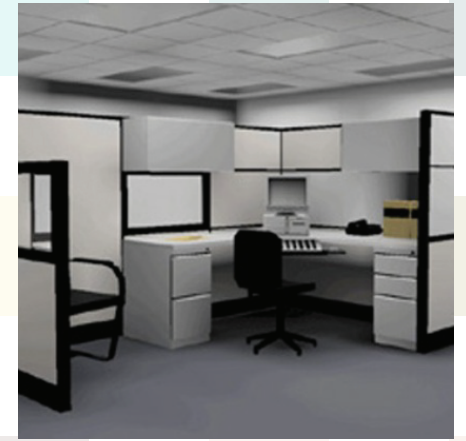
**Create a campaign which communicates the colorfulness  
of the world and the relationship of those colors to the  
Pantone color guides and formulas.**

**SOLUTION**

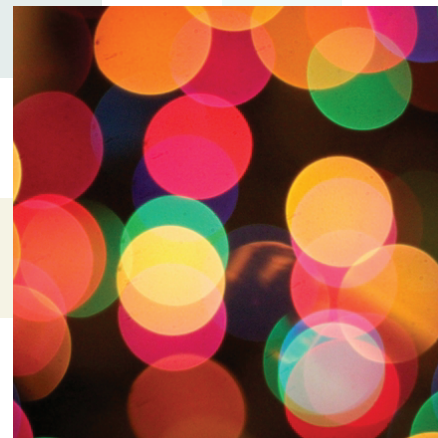
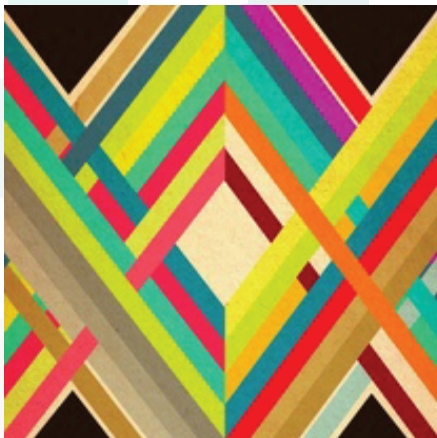
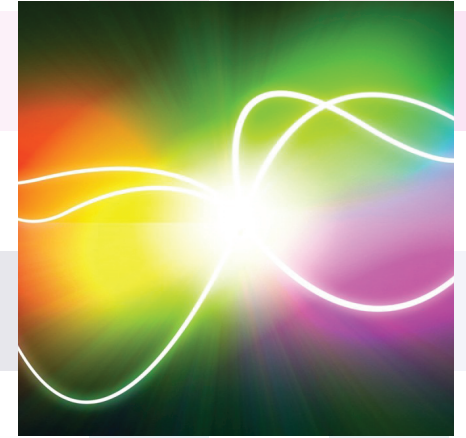
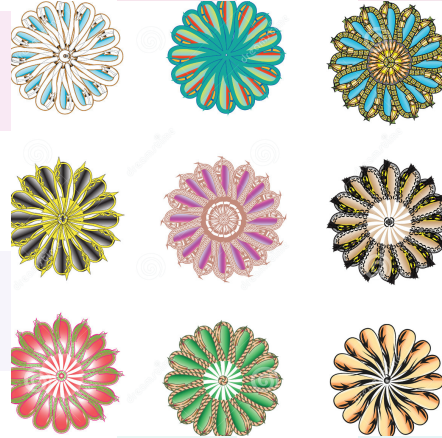
# **Campaign will consist of :**

- **Website**
- **Posters**
- **Deliverable chess set**
- **Motion spot**

**SOLUTION**



**RESEARCH - DESIGNS WITH DULL COLOR**



**RESEARCH - DESIGNS WITH VIBRANT COLOR**



## **Chess set will consist of...**

- **two sides, black & white vs. PANTONE.**
- **chess board and chess piece colors will be split down the middle.**
- **PANTONE side will consist of multiple PANTONE colors.**

## **Website will consist of...**

- **general information on PANTONE brand.**
- **information on chess deliverable.**
- **a way to pick your own swatch colors.**

## Posters will consist of...

- Chess piece characters.
- Will advertise the website.