



MOLESKINE®

style guide



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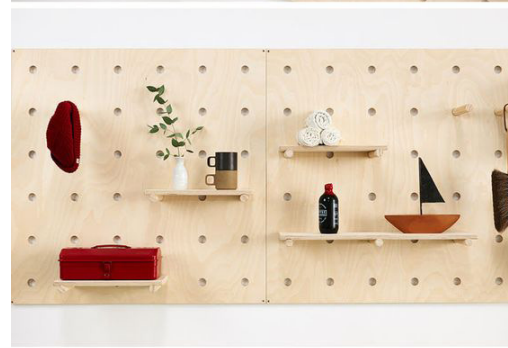
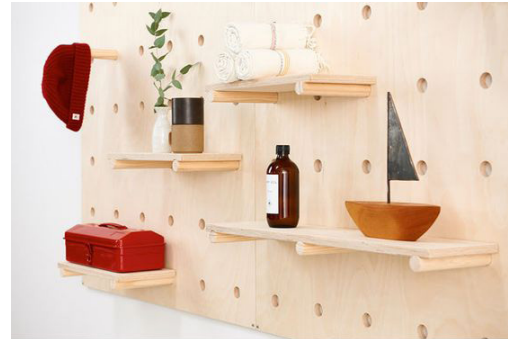
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PART 1
definition

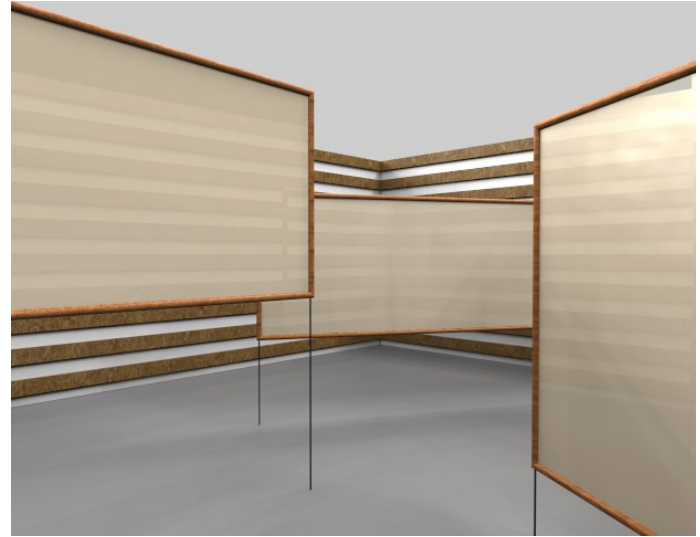
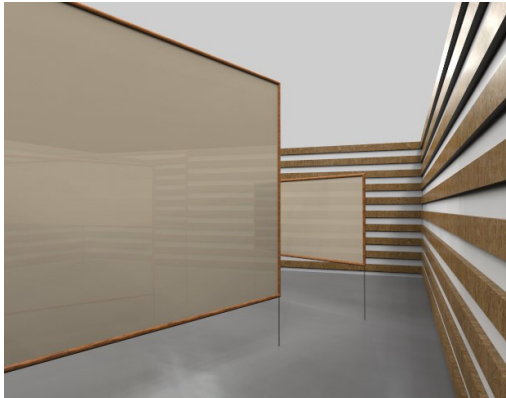
STATEMENT OF INTENT

The Moleskine brand was created in 1997 with the intent of producing tools for self-expression, creativity and ideas. It was inspired by the legendary notebooks used by artists and literatures in the past two centuries, from Vincent Van Gogh and Pablo Picasso to Ernest Hemingway and Bruce Chatwin. The little black notebook is the primary product and has inspired iconic design elements with the clean and simple aesthetics. Today, the brand cross-fertilises the analogue creation and digital technology bringing together the traditional and the contemporary. The essence of Moleskine is to capture journeys, for this reason, this project will be centred on the notion of sharing journeys. It will be a space for inspiration, activity and collaborations. The minimalistic white and black aesthetic will be kept with the addition of brown wood to epitomise the idea of the old and the new as complimentary. An exhibition of participating artists at the 2017 V&A London Design Festival campaigning 'design is here, there and everywhere' will be showcased. There will be a dedicated space for workshop and creation with the opportunity to interact with the digital or analogue Moleskine tools. This project will present a clear understanding of the brand promise as well as collaborating with loyal creatives.

MODULAR DESIGN RESEARCH



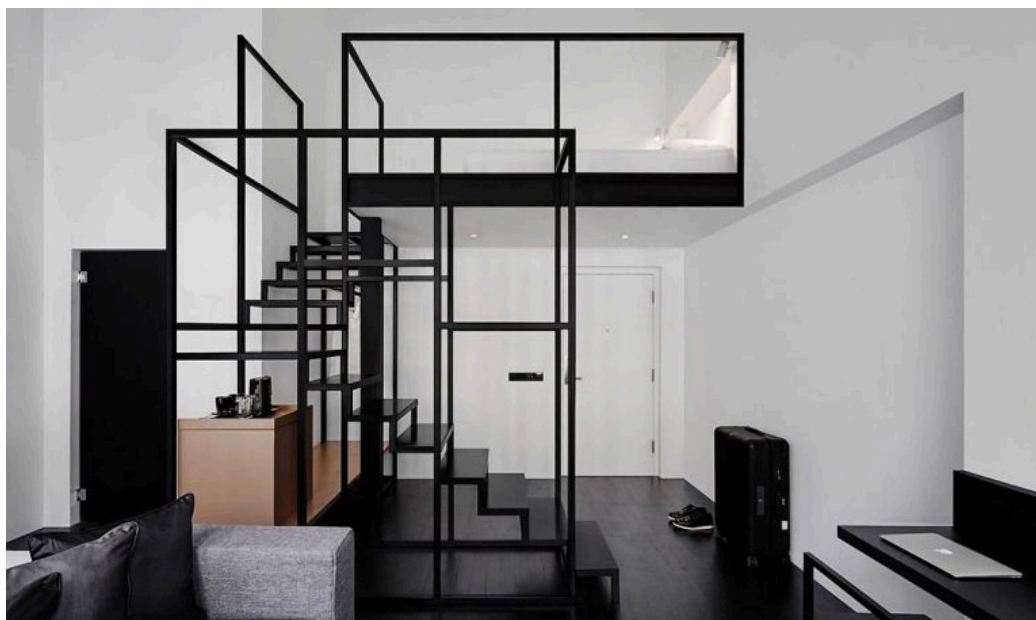
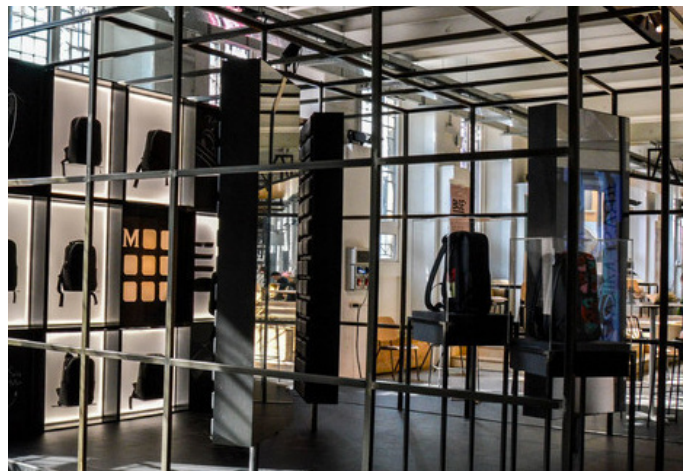
MODULAR SKETCHES



CONCEPT

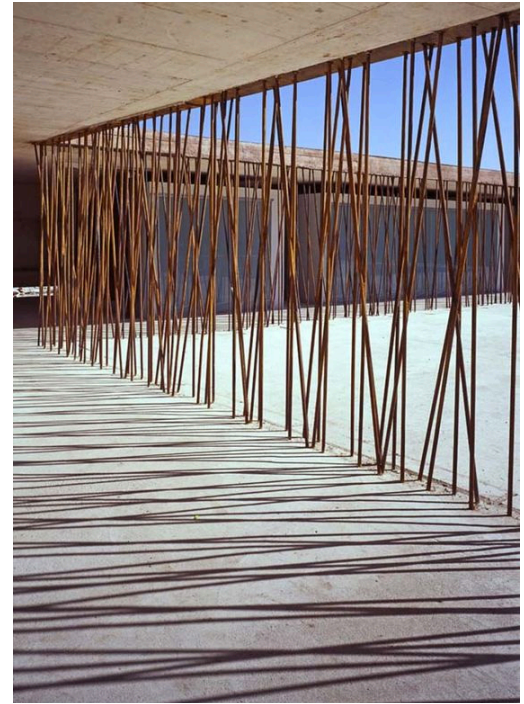
DIGITAL/ANALOG

The room is split between two ideas. The digital aspect will be clean and minimalistic, only using black and white. The use of minimalistic black lines to create outlines of cubes will give it a digital look. This is modular and can be stacked in accordance to the layout of the room. The analog side will have a wooden texture implemented to give the sense of being surrounded by the traditional way of working -with pencil and paper.



KEY THEMES

- minimalistic and traditional
- journeys
- collaborations
- drawing experience
- showcase



PART 2

classification

TYPOGRAPHY SET

In (1/10) scale

PRIMARY:

UNIVERS

(14pt)

55 Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!#£%&*():”<>?/\[];’\

65 Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!#£%&*():”<>?/\[];’**

75 Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz
123456789!#£%&*():”<>?/\[];’**

SECONDARY:

ROTIS SEMISERIF

(14pt)

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!#£%&*():”<>?/\[];’\

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
123456789!#£%&*():”<>?/\[];’**

FONT HIERARCHY

ANALOG

Rotis SemiSerif Std

Body Text

14 pt

Roman

Aa Bb Cc

Text/Subtitle

43 pt

Roman

Aa Bb Cc

Title heading

57 pt

Roman

Aa Bb

Large Heading

113 pt

75 Black

Aa

DIGITAL

Universe LT Std

Body Text

14 pt

55 Roman

Aa Bb Cc

Text/Subtitle

43 pt

55 Roman

Aa Bb

Title heading

57 pt

65 Bold

Aa Bb

Large heading

113 pt

75 Black

Aa

COLOUR PALLETE

DIGITAL
minimalistic



#000000
C = 0 M= 0 Y= 0 K= 100
0, 0, 0



#ffffff
C = 0 M= 0 Y= 0 K= 0
255, 255, 255

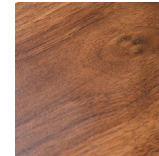
ANALOG
wood



OSB wood



Plywood



Brown Mahogany
varnish

ANIMATIONS

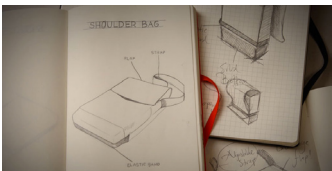
Only stop motion animation and behind the scenes footage may be displayed.
Some examples may include:

Rogier Wieland (artist):

A Year in Full Colour



Travel Collection



Mini Planners

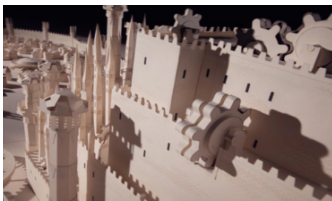


Alice in Wonderland



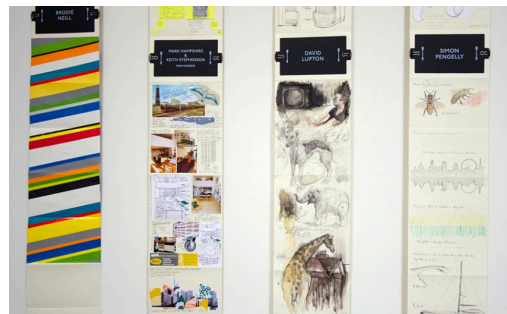
Dadomani Studio:

Game of thrones



ARTISTS

Any artist who participated in the Sketch Relay London Design Festival may be exhibited.



PART 3

organisation

MATERIALS



Plywood strips



Sheer material



Black bulldog clips



OSB wood



Plywood



Brown Mahogany
varnish



Black metal poles

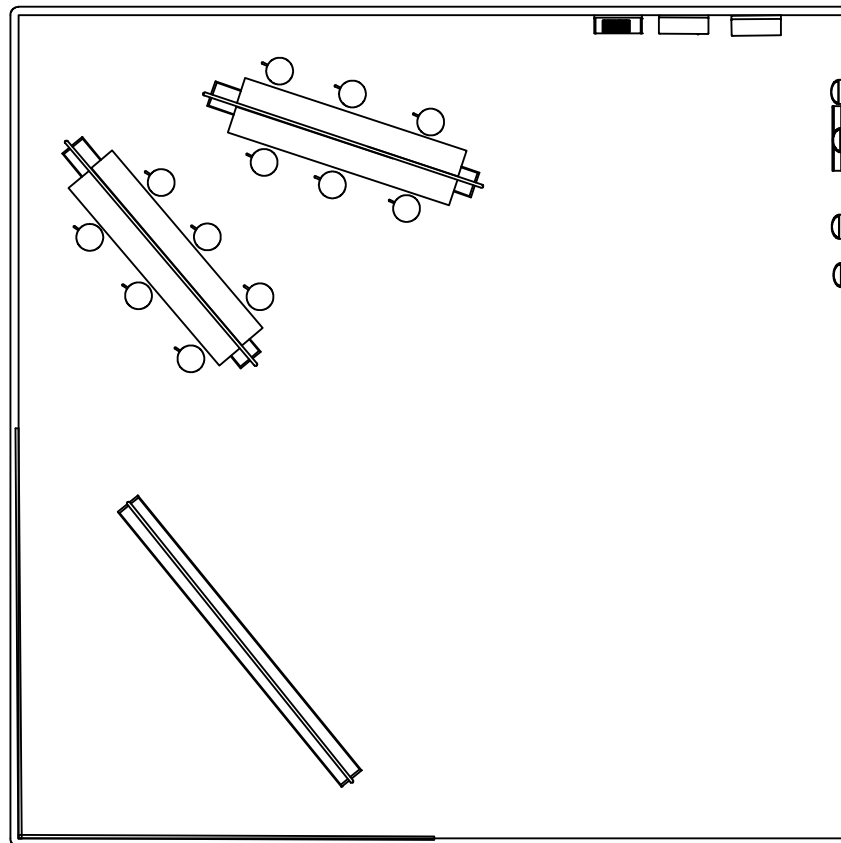


Black hexbolt screws

SET INVENTORY

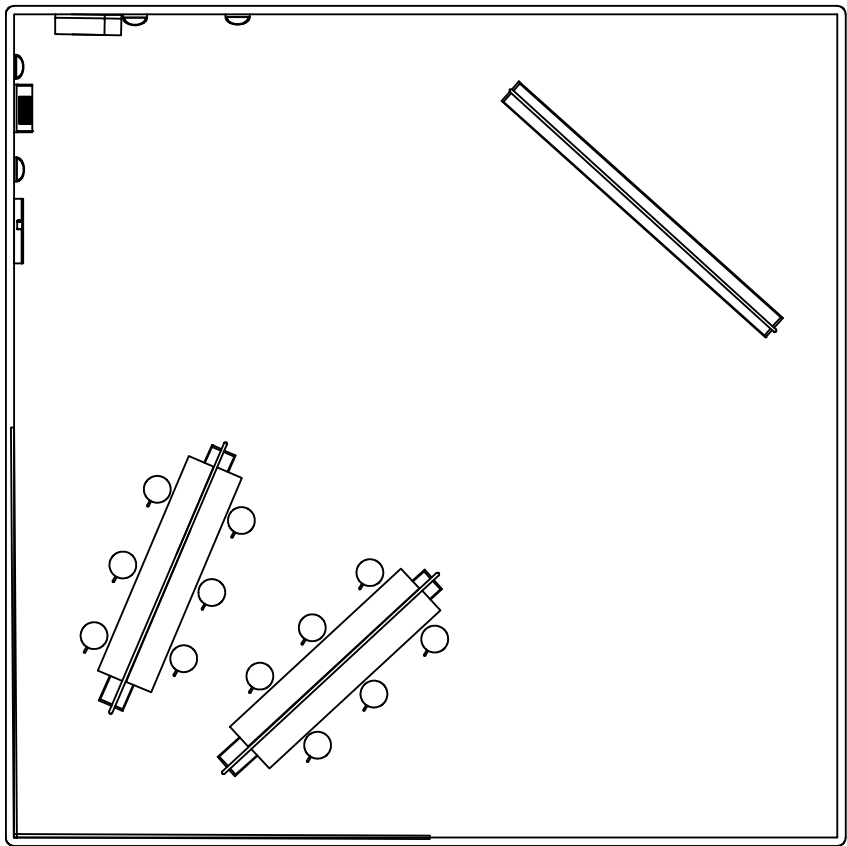
12 stools
2 drawing stands
4 modular tables
1 projection screen
6 shelves
2 plant pots
35 cubes
4 digital screens
4 pinning boards

STANDARD PLAN

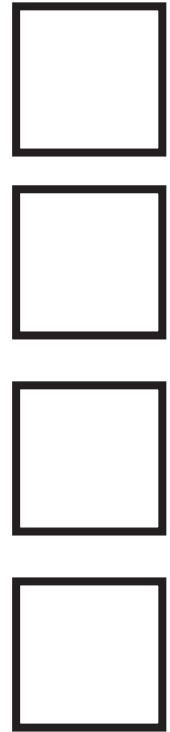
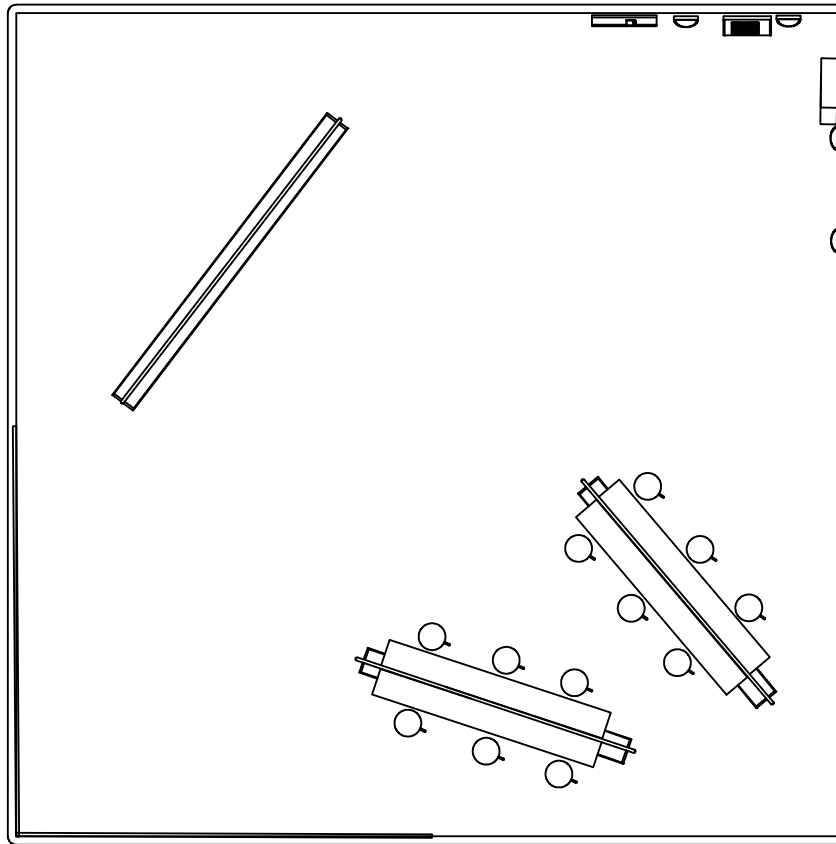


ALTERNATE PLANS

The room is divided between 4 corners: the history and famous names, the animation projection, the exhibition and the creative space. They are designed to be fitted according to the exhibition space layout and may be adjusted to preference.



Cubes must not be stacked more than 4 cubes high and 5 cubed wide. Molekine products may be arranged inside to be displayed. Be creative within the space.

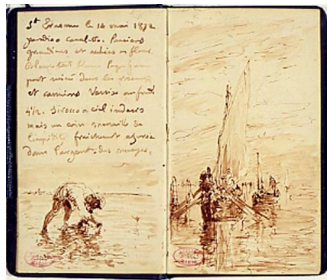


PART 4

Graphics

GRAPHIC ELEMENTS

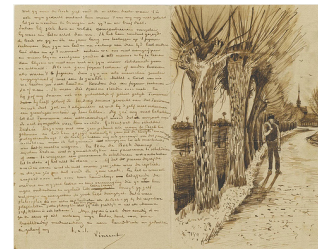
A small exhibition of famous historical artists who have used the little black sketch-book. Any with rounded edges are permitted. examples include:



Ernest Hemingway



Beatrix Potter



Vincent Van Gogh



Pablo Picasso



Toulouse Lautrec

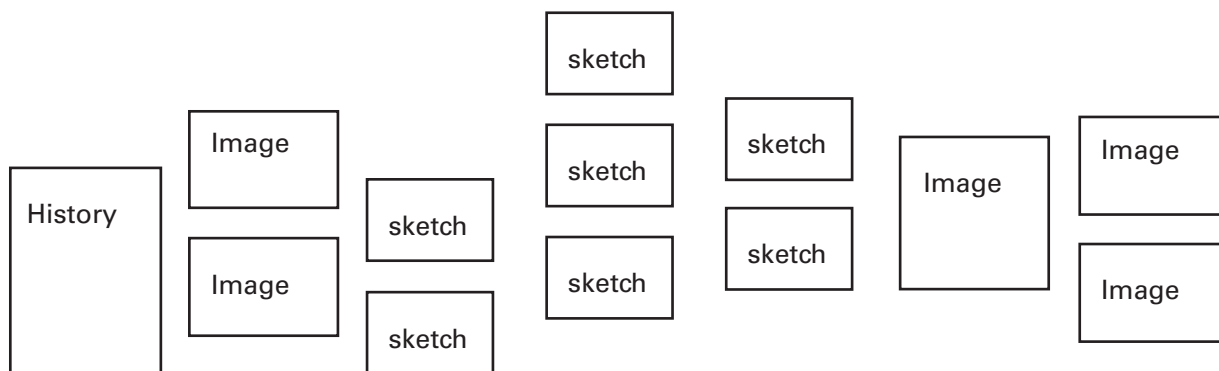
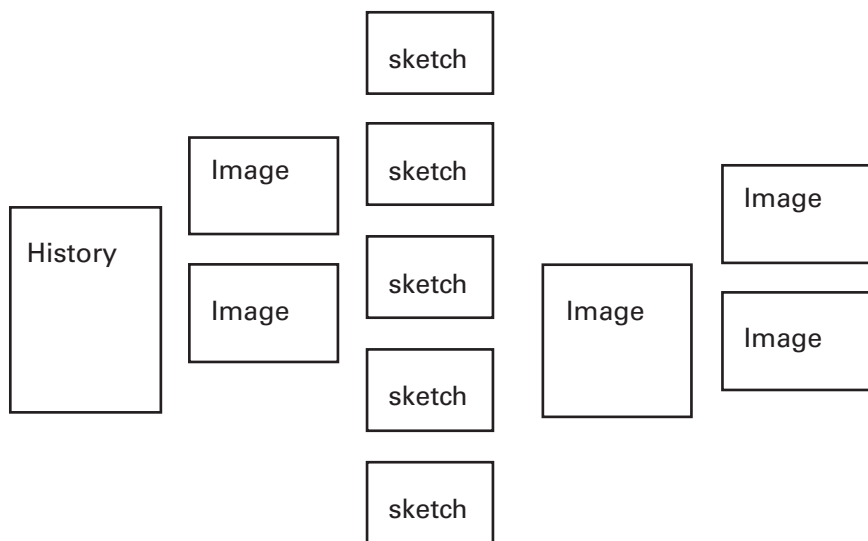


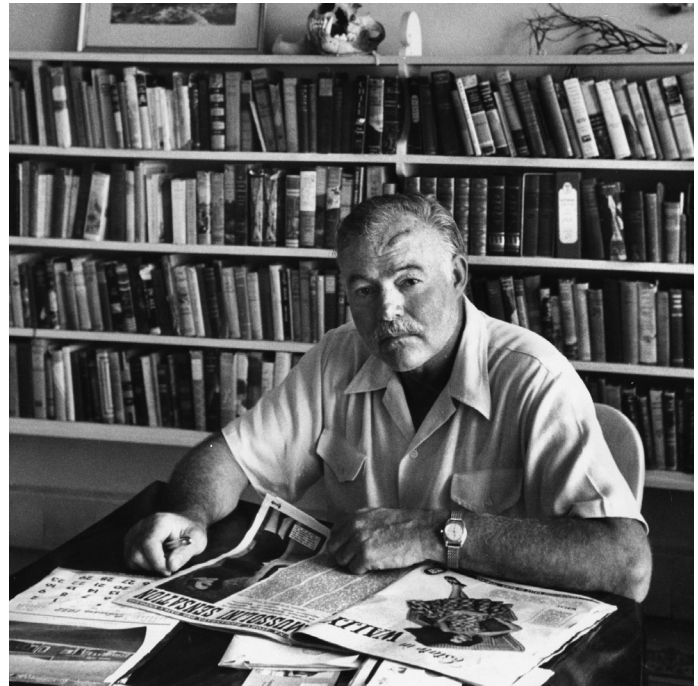
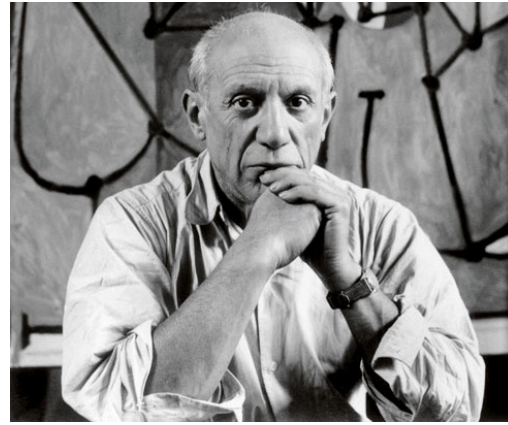
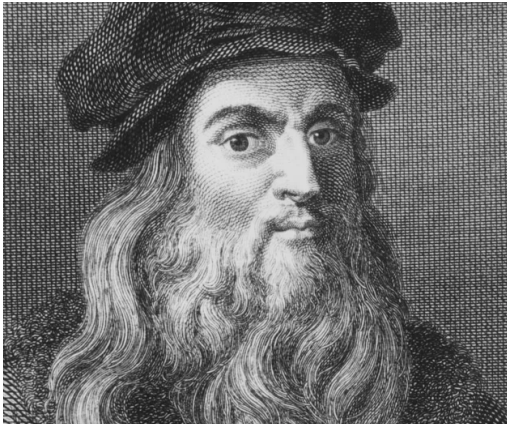
John Constable

GRAPHIC LAYOUT

The history must be layed out by the entrance wall. The images are allowed to be split apart but must follow a pattern. Extra images and sketchbooks can be included.

Examples:





Example images of famous names.



Designers: Tomer Tourgeman
Jorene Tavora

