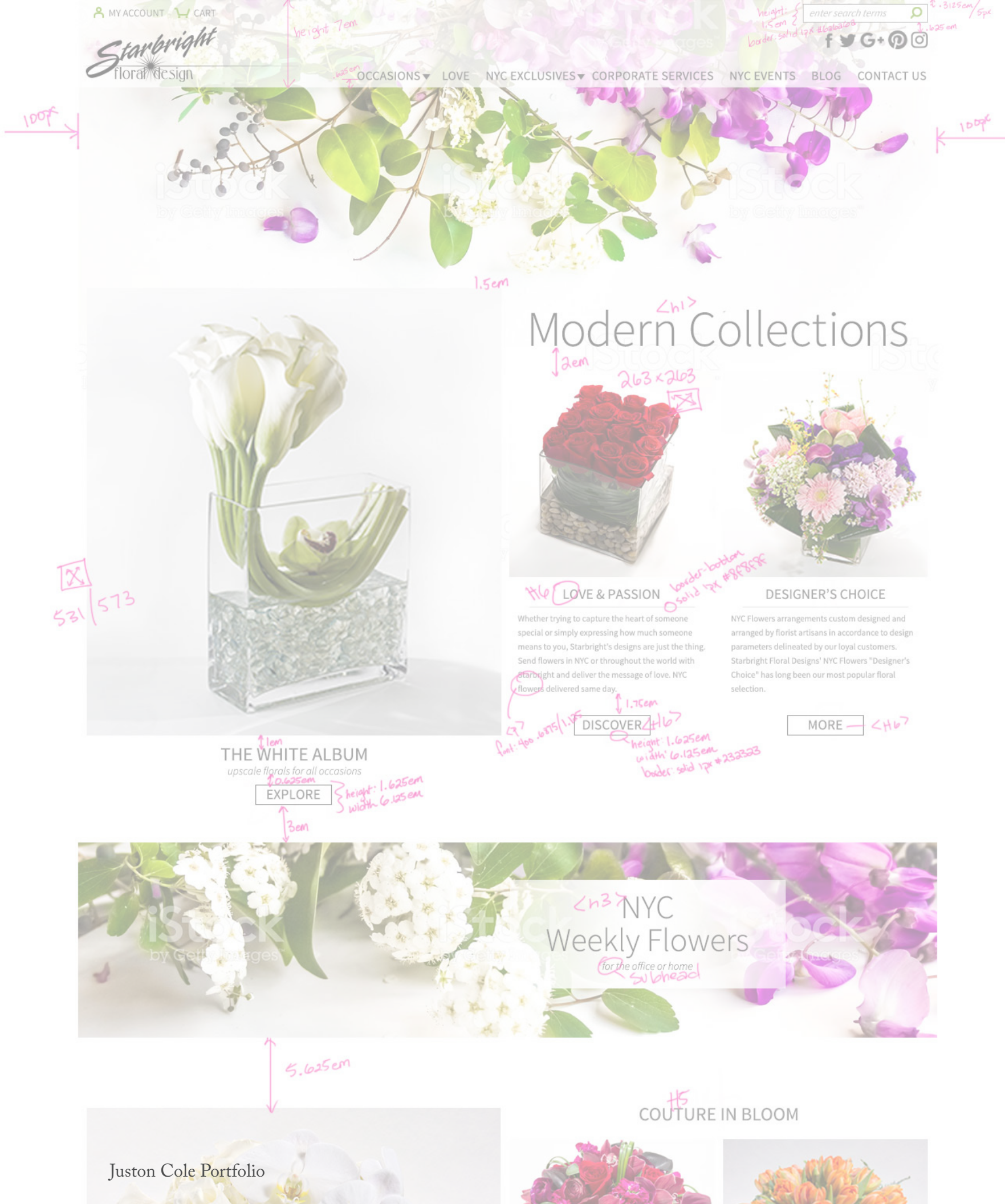




**Juston Cole**

Portfolio



Web Design

Starbright Floral Design

http://www.starbrightnyc.com

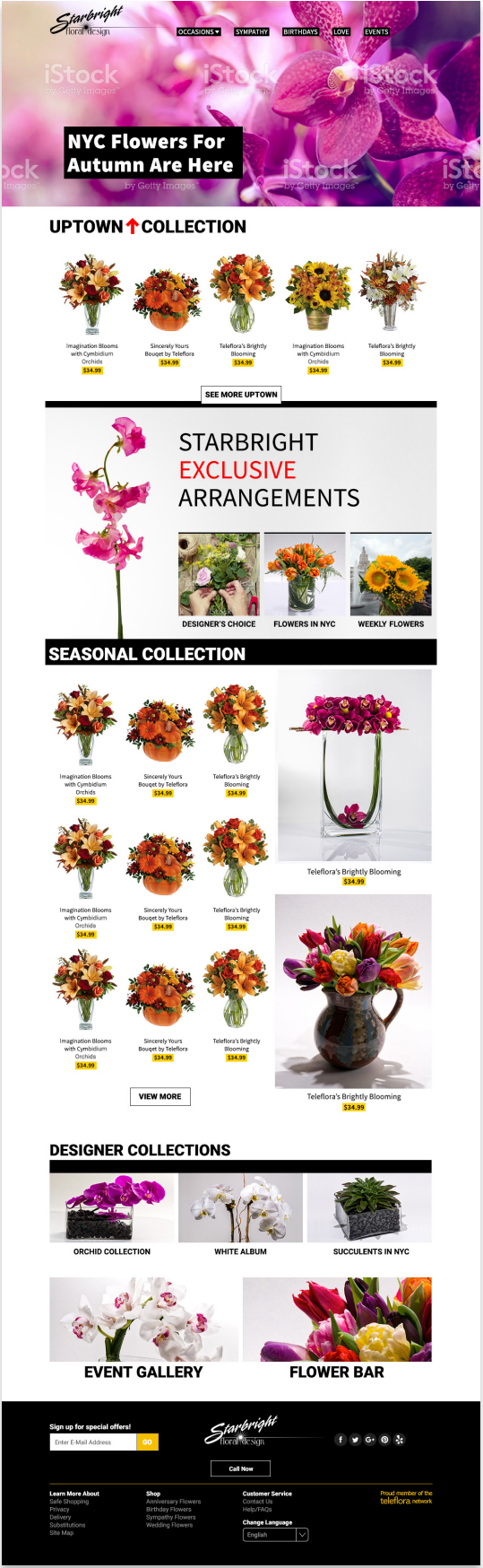
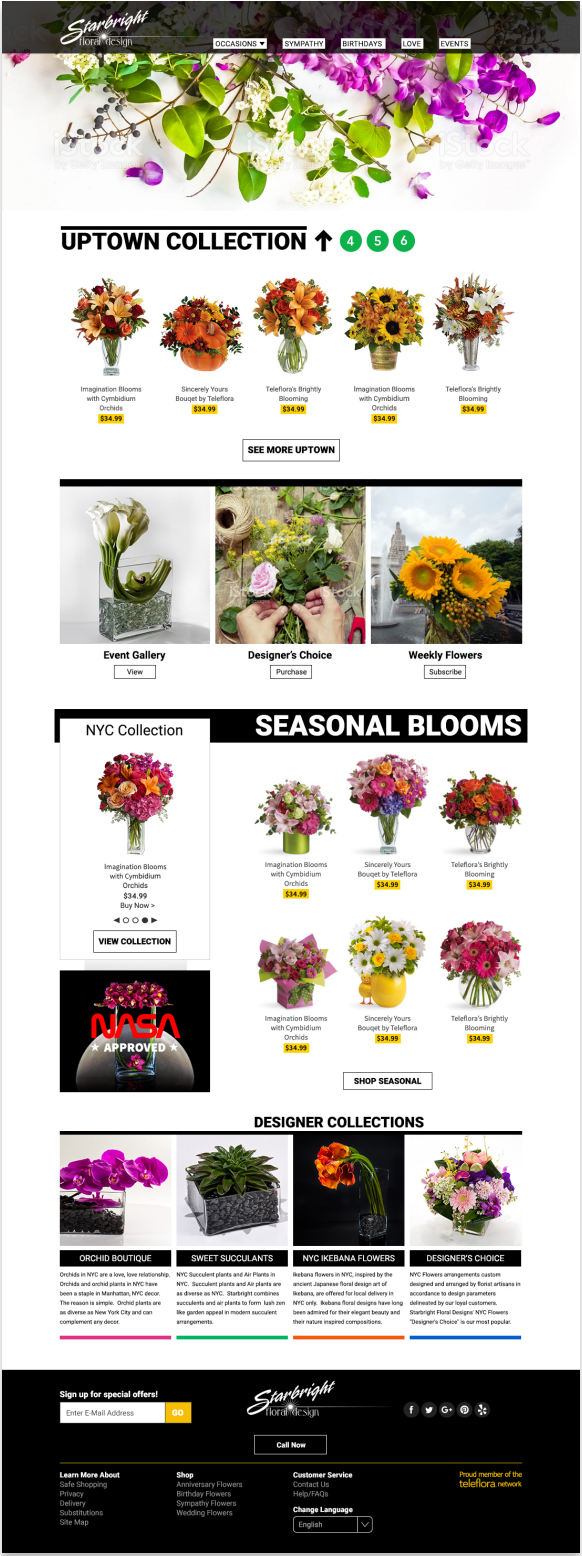
Synopsis:

Inspired by the works of Paula Scher and Massimo Vignelli, this design sought to incorporate the unapologetically vivacious nature of New York City’s visual vernacular into a cohesive commerce site.

Early mock-ups contained bold typography mixed with symbols appropriated from Vignelli’s 1972 design for the New York City Subway map; iconography that would be immediately recognizable to Starbright’s core market area.

The design was eventually toned down, in order to attract a more inclusive national market base. Custom aside pages filled out the design by providing service-specific informational pages and concierge exclusive portals.





## Proofs of Concept (1/2)

### Version 1

This version included a fixed header with large scale imagery at the top of the page. Bold typography provides the page with areas for the eye to rest, while maintaining a clear a hierarchal structure. The color palette is drawn from the various colored subway lines running through Manhattan.

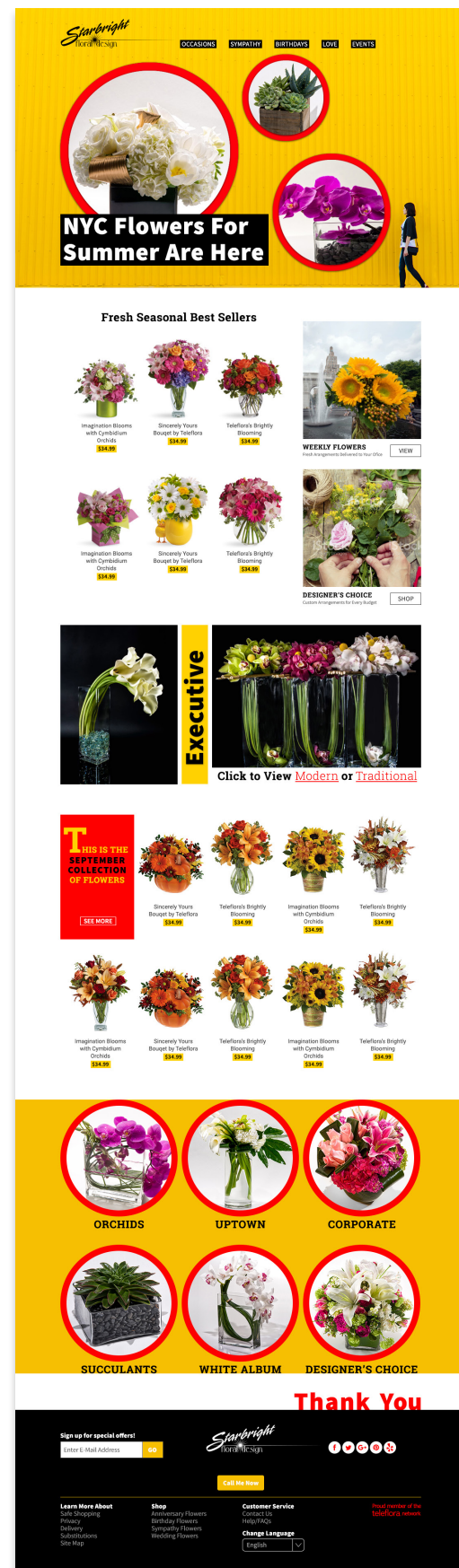
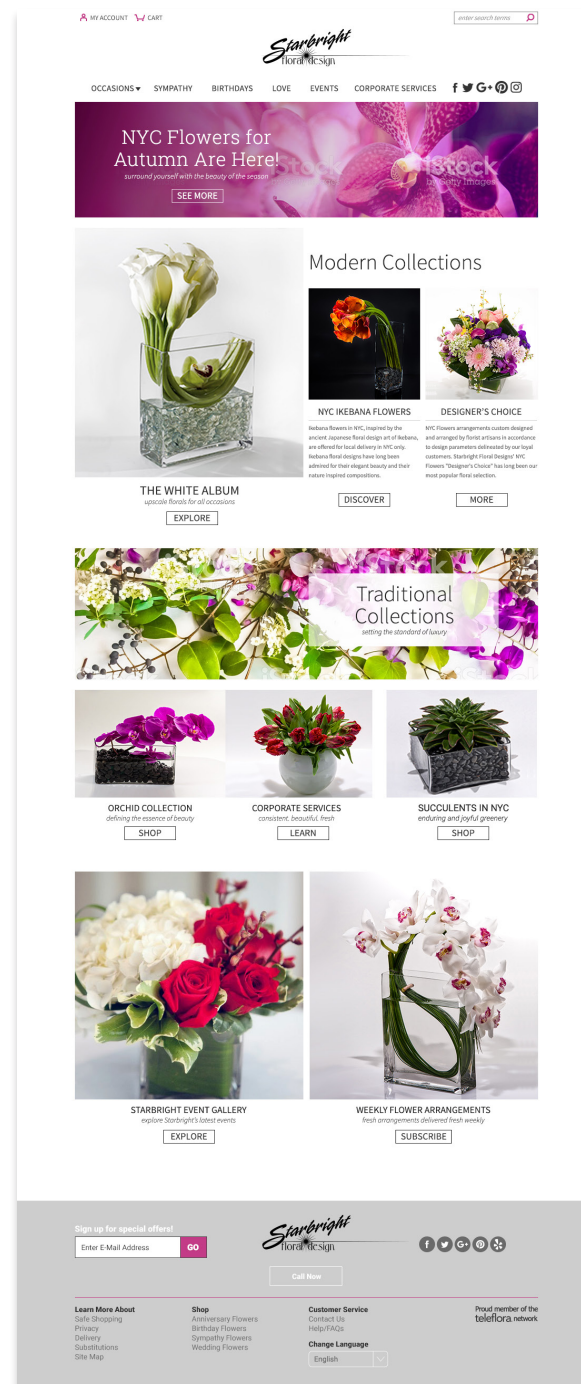
### Version 2

Large parallax background imagery near the top of the page plunges the viewer straight into a field of bright and vibrant flowers. Headers use background fills to insure contrast with background, while mimicking transit signage (see image below). This visual is echoed in the product calls to action, with black text over eye-catching yellow.



Inspiration: Street Signage - NYC, NY

Version 1 (above), Version 2 (right)



Version 3 (above), Version 4 (right)

## Proofs of Concept (2/2)

### Version 3

The most traditional and conservative of the 4 proofs, this layout stems from a rigid underlying grid system. Banners provide large customizable areas for shop promotions. Thin type adds delicate touches to the design, mirroring the organic shape of the flowers.

### Version 4

Version four was included as an aside. This layout is loud, and bright, and in your face. With bold red product category borders, and type large enough to be seen from space – it contained some interesting ideas. The layout provided an abundance of products on the homepage. It also provided a familiar ecommerce layout to users, creating a familiar and comfortable shopping experience.



MY ACCOUNT


Starbright  
Floral Design

OCASIONS • LOVE • NYC EXCLUSIVES • CORPORATE SERVICES • NYC EVENTS • BLOG • CONTACT US

SEARCH


NEW! Search items

Facebook Twitter Google Plus Instagram



THE WHITE ALBUM  
specialty florist for all occasions


EXPLORE



LOVE & PASSION

Whether trying to capture the heart of someone special or simply expressing how much someone means to you, Starbright's designs are just the thing. Send flowers in NYC or throughout the world with Starbright and deliver the message of love. NYC Flowers delivered with a fly.


DISCOVER




DESIGNER'S CHOICE

NYC flowers arrangements custom designed and arranged by floral artists in accordance to design parameters and reliability our loyal customers. Starbright Floral Design NYC Flowers "Designer's Choice" has long been our most popular floral selection.

MORE



Weekly Flowers  
for the office or home




STARBRIGHT SIGNATURE COLLECTIONS


Corporate Service  
For Him  
Flower Bar

Weekly Flowers  
Green Gems  
New Baby


SEASONAL ARRANGEMENTS




Hot Color Mix  
\$34.99



Orange Tulips  
\$34.99




Mixed Tulips Pitcher  
\$34.99




Mix with Raffia Ribbon  
\$34.99

SEE MORE




NASA APPROVED

NYC Flowers arrangements custom designed and arranged by floral artists in accordance to design parameters delivered by our loyal customers. Starbright Floral Design NYC Flowers "Designer's Choice" is our most popular.




ORCHID BOUTIQUE

Orchids in NYC are a love, love relationship. Orchids and orchid plants in NYC have been a staple in Manhattan, NYC decor. The reason is simple. Orchid plants are as diverse as New York City and can complement any decor.




NYC IKEBANA FLOWERS

Ikebana flowers in NYC, inspired by the ancient Japanese floral design art of Ikebana, are offered for local delivery in NYC only. Ikebana floral designs have long been admired for their elegant beauty and their nature inspired compositions.



SWEET SUCCULANTS

NYC Succulent plants and Air Plants in NYC. Succulent plants and Air plants are as diverse as NYC. Starbright combines succulents and air plants to bring lush new greenery appeal in modern succulent arrangements.




Official Florist of the City  
That Never Sleeps

About Us


Press Kit

Starbright Floral Design has served New York City for over 20 years, offering only the freshest and highest quality blooms. The father/son team of Nic and Stephen Fallos, are recognized nationally for their contribution to the floral industry, setting the standard of modern floral design in NYC and beyond. Starbright is founded on a culture of enthusiasm and passion for flowers, and is consistently recognized across the city for their amazing customer service. Over 200 of the city's best-known concierges recommend Starbright, earning it the moniker, "The Official Florist of the City that Never Sleeps."

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floral design

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Proud member of the  
teleflora network

Final Version

http://www.starbrightnyc.com

Juston Cole Portfolio

Page 4 of 11



Identity Creation/Branding

## Sedona Mountain High

**Goal:** Mountain High Flowers desired a logo, expressive of their integration with the energy and connectedness of the Sedona mountains and local landscape.

**Solution:** A sharp and geometric silhouette of iconic Bell Rock is coupled with the organic curves of the succulent, in this visually engaging arrangement. These two shapes are representative of Sedona's powerful landscape and energy, while communicating Sedona Mountain High's graceful mark on the local florist community. This mark is flexible enough to serve in a variety of applications, while maintaining strong fundamental design characteristics that will represent the company well into the future.



## Wordmark:

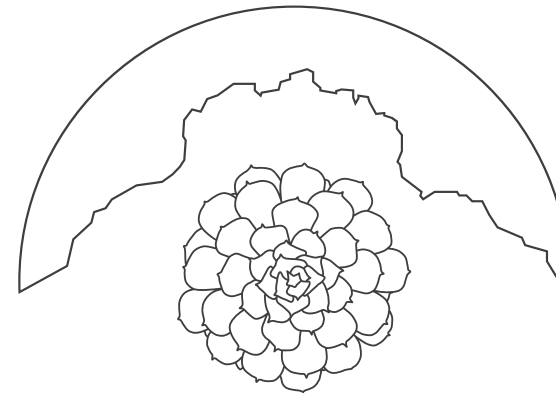
A distinctive combination of Roboto Slab and one of my personal favorites — Tobias Frere Jones’ geometric sans-serif Gotham. The combination provides a healthy wordmark, capable of standing on its own; while also working well in a supportive role with the logo.

# Mountain High Flowers

SEDONA

## Icon Variations:

To function properly in a variety of roles, variations of the logo were included in the final deliverables. This included versioning for both light/dark backgrounds and line-art for watermarking purposes.



**Line Art** – This version works subtly to reinforce additional branding elements. This will work well in wedding consultation services and as a watermark.



**Fill Version** – When additional visual weight is necessary, the added flexibility of this version is helpful.



**Color Version** – The color variation works well independently of the wordmark and provides a great digital and full color print solution.



*Mountain High Flowers were kind enough to send me a picture of them enjoying their new branding on a freshly printed banner.*



Great Books Foundation





## Goal

To establish the *Participation for All* campaign, comprised of existing services; *Talking Service*, *Reading Between the Lines*, and William Prescott Elementary case study conducted 2007-2010.



## Audience

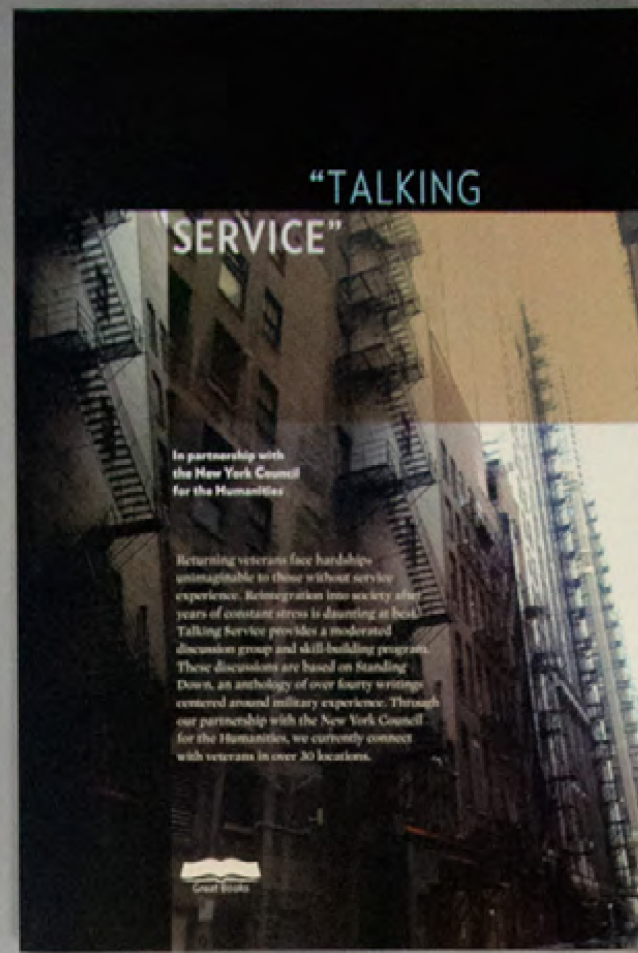
The intended audience for this campaign were potential donors and volunteers. Collateral needed to be created that could showcase and celebrate programs to current and new supporters.



## Message

With a proven record (68 years of service), the GBF brings experience and a committed partnership to their programs. As a donor, you help continue a worthy organization and help strengthen communities.





Print Design

## Great Books Foundation

### *Participation for All*

#### Project Analysis

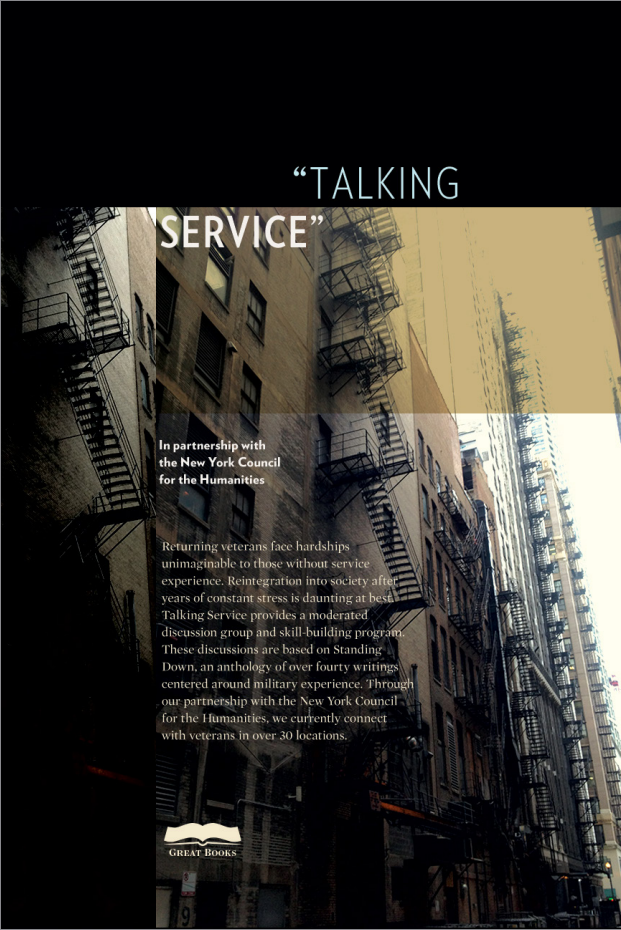
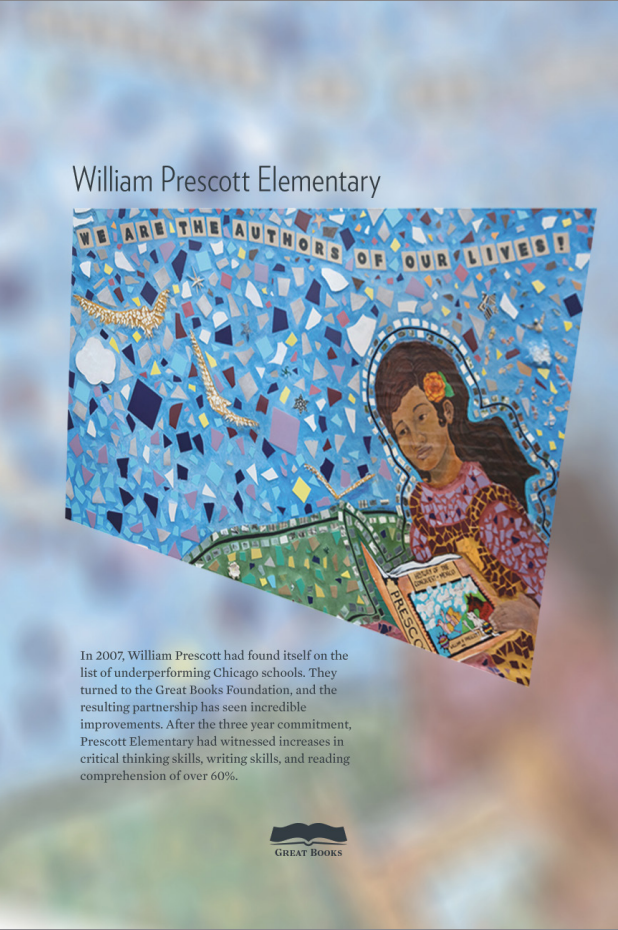
The design of the Great Books Foundation's *Participation for All* campaign was inspired by the work of German designer Jan Tschichold, who toyed with the idea that perfect rectangles within a layout would augment the awkward 1:4 ratio of international paper sizes. This concept incorporates square keystones that give rectangles more aesthetically pleasing proportions. This concept was later investigated by legendary designer Josef Müller-Brockmann and eventually incorporated into his design of the 1960 poster for Der Film.

Based upon Tschichold's concept, the *Participation for All* collateral was constructed with a strong sense of narrative through use of imagery meant to subtly encourage dialogue. The Great Books Foundation is widely recognized for the effectiveness of their discussion groups, and I wanted to illustrate this through design.

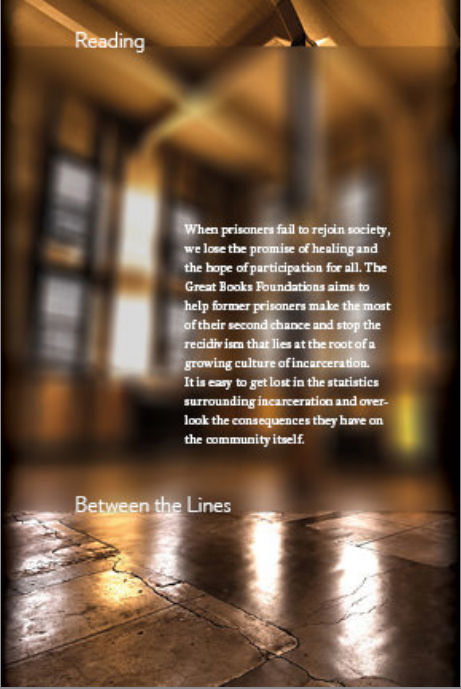


Photo of Der Film poster and composition

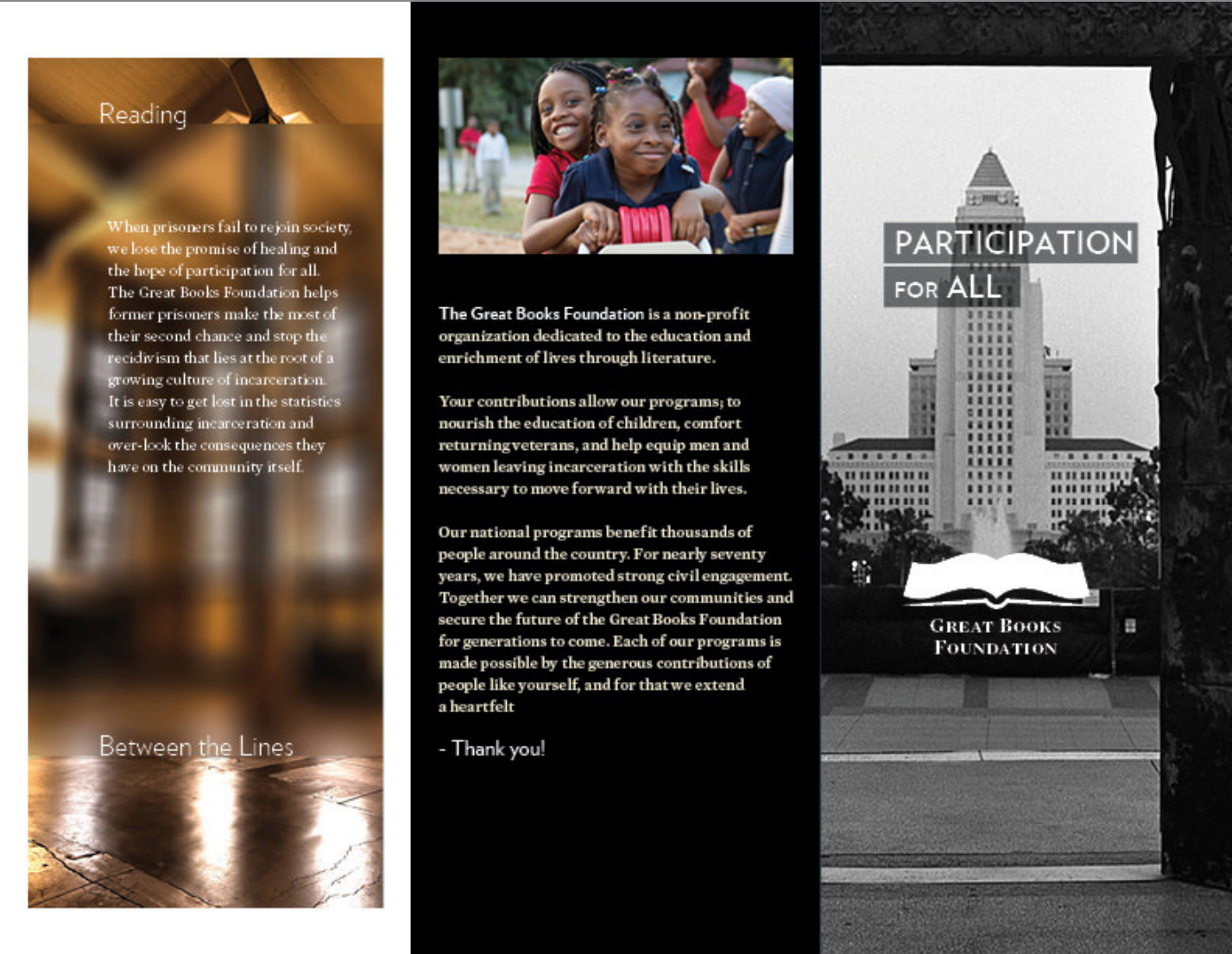




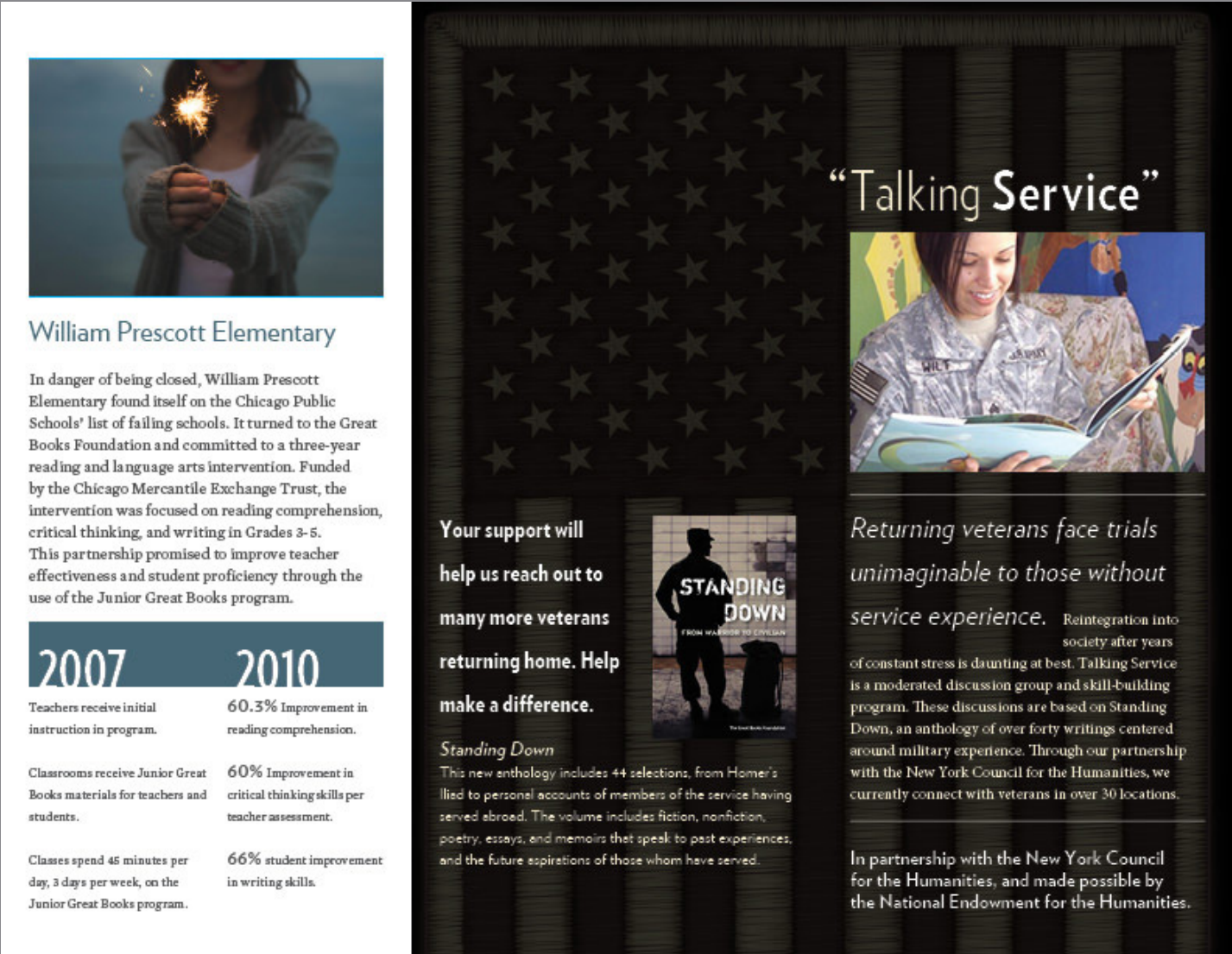
Poster Series (12"x18") above  
Postcards (4"x6") right







Brochure Design: exterior



Brochure Design: Interior





**Thank You,**  
for your time and consideration.