

**DESIGNED MATERIALS - 2016 STREET OF DREAMS:
Stafford Homes & Land**

Stafford had two exquisite homes in the company-hosted show venue. So that I could create all marketing materials, PR, copy, graphics, printed items, web and digital assets; I began by creating a name, a logo and theme of design. With these a story could be told and promoted well. The first show home was a dramatic, modern masterpiece built using cutting edge steel, stone and wood construction techniques; all to meet stringent Earth Advantage criteria. There would be a fire place that reached from inside to the outside, and water features to frame the home, sourced from rainwater collection systems. The home embraced the four elements of Air, Earth, Fire and Water, becoming the fifth and highest element of "Quintessence". And so the name was chosen.

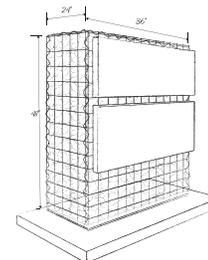


THE LOGO: **Quintessence**

THE ELEMENTS: As designed, each element required a simple graphic which were repurposed in marketing materials (stickers, web app, playing cards, print media)



< PHOTO: This photo shows some of the marketing materials produced for distribution during the event. Playing cards gave visitors insight on Stafford's other new home offerings. The wooden tokens and stickers kept kids busy. The 29-page booklet had companion PDF and web versions. More at <https://www.plummerdesign.com/branding.html>



THE SIGN: At first it seemed well to design a gabion bin with the address and story of Quintessence. However, steel carried the theme of design better. Final installed sign is a rust-patina sheet framed in an I-beam with brushed-relief street address and story inserts.



See more sign design at <https://www.plummerdesign.com/sign-graphics.html>



NOTE: This project sample sheet is provided for reference only. Artwork, logo, theme of design and layouts are owned by Stafford Homes & Land Inc. Plummer Design + Illustration | 503-806-4505 | mail@plummerdesign.com