

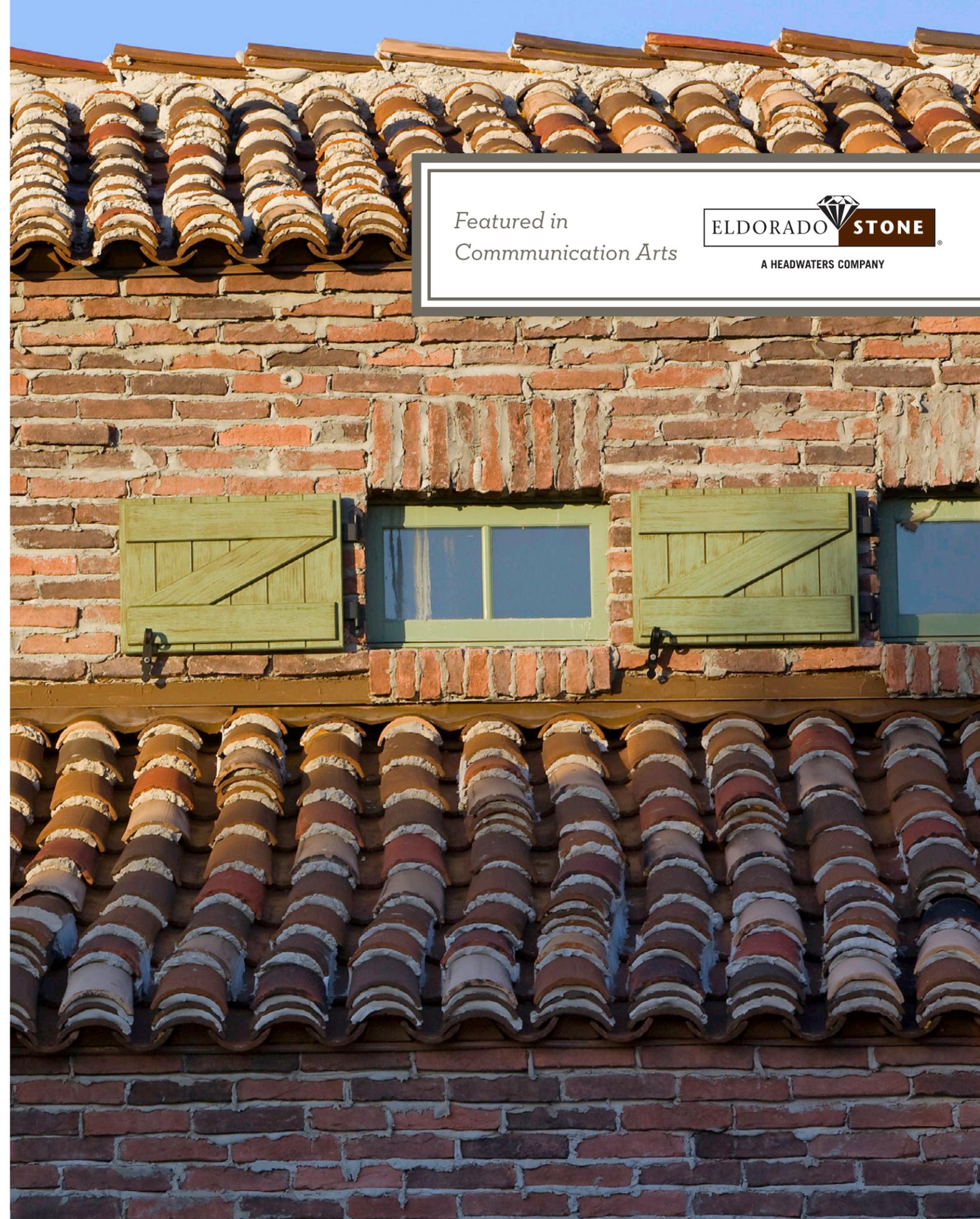


Featured in
Communication Arts



NATUREMAKER

The world's foremost fabricator of hand-sculpted, life-size specimen trees for public and corporate spaces needed a new capabilities brochure to showcase their art and explain their patented process. The cover's organic composition complements the interior page's tree bark which is printed on textured, uncoated stock. The copy explains the fabrication process along with clever references to biological classification and taxonomic ranks.



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ELDORADO STONE
A HEADWATERS COMPANY

ELDORADO BRICK

With the introduction of a new brick veneer product, Eldorado Stone needed a new brochure that showcased the believability of their product and the character of each distinct profile. Blind de-bossing, half-gate folds and suggestive copy all aided in unveiling the product. Large tri-tone spreads coupled with attention to distressed typography referenced the romantic, aged look of each brick texture.





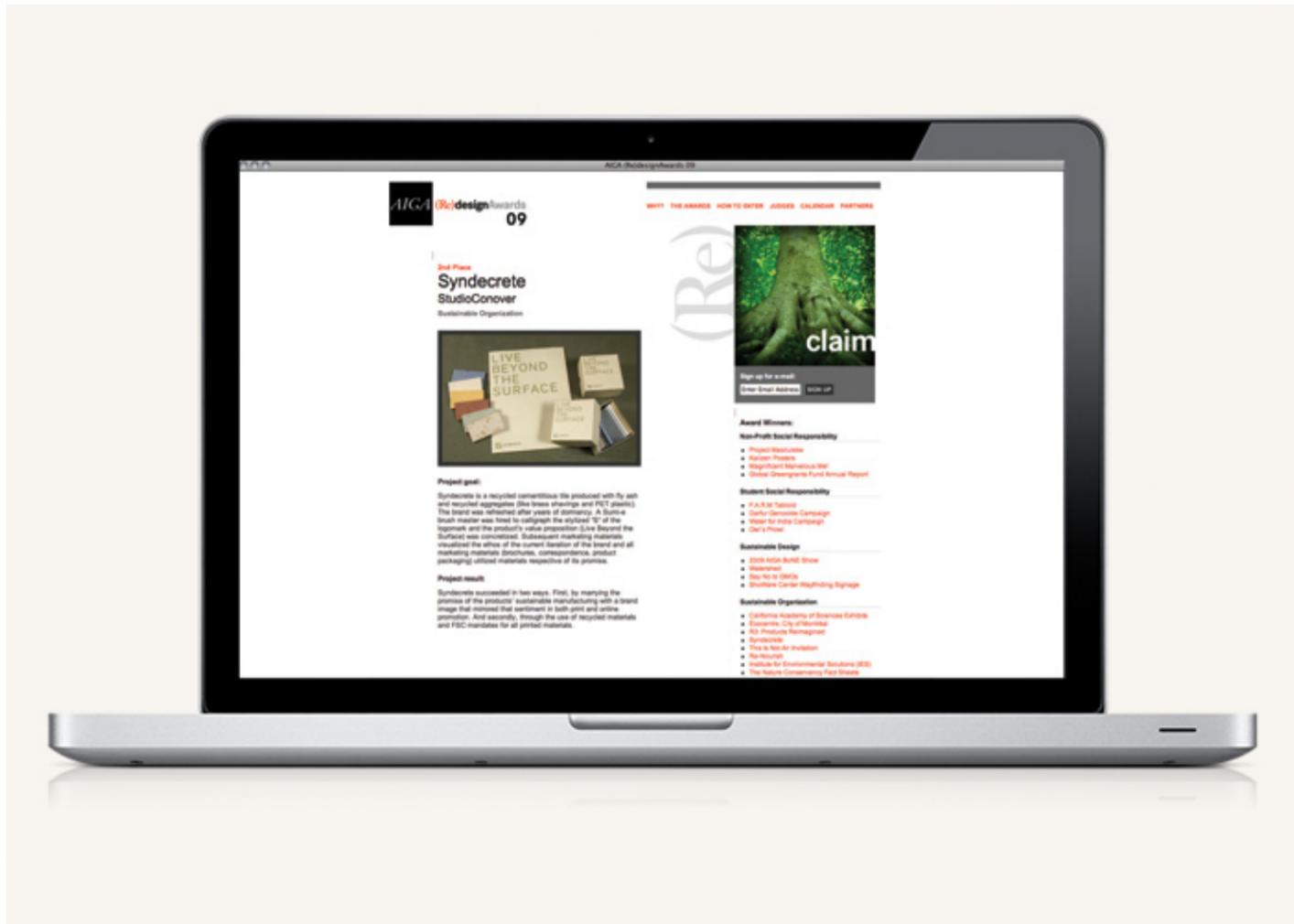
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Ustile
Authentic Clay Roofing Tile



USTILE

The United States Tile Company is the nation's largest manufacturer of clay roof tile. This project: a redesign of the existing architectural specification binder and installation instruction collateral had to evoke the natural earthen palettes of the core product line. Printing on a wide range of natural papers accomplished the task, dramatically repositioned the brand and communicated key product information more clearly. The 3-ring specification binder is 10.75" x 11.625" with diecut divider section tabs.



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SYNDECRETE®

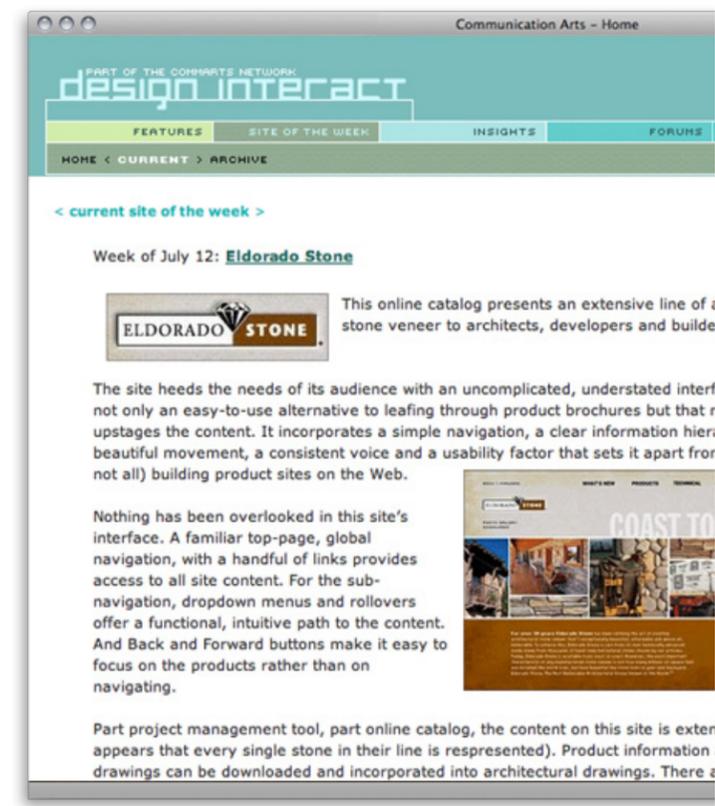
SYNDECRETE

Zen and the art of concrete. Syndecrete's brand makeover fused the organic practice of sumi-ye brush painting with a clean, contemporary style to produce a mixture parallel to the nature of the product itself. Syndecrete's brochure design further points to eastern philosophy through balanced minimalism to achieve harmony. Printed with soy-based inks on FSC-certified, 100% post-consumer recycled paper and building on a pledge of sustainability, Syndecrete's sample packaging and promotional materials were produced to promote the recycled content of each trademark concrete product.





Site of the Week
Communication Arts



ELDORADO STONE

"The website heeds the needs of its audience with an uncomplicated, understated interface that's an easy-to-use alternative to leafing through product brochures. Part project management tool, part online catalog, the content on this site is extensive. Project information and detail drawings can be downloaded and incorporated into architectural drawings. The site never upstages the content and incorporates a simple navigation, a clear information hierarchy, beautiful movement, a consistent voice and a usability factor that sets it apart from most (if not all) building product sites on the Web."

StudioConover is a cross-discipline design studio specializing in Product and Architectural Consultation and Integrated Brand Strategies for the Built Environment. Capabilities include:

Product Consultation
Architectural Color and Materials Specification
Integrated Branding Strategies
Packaging and Collateral Design
Corporate Identity
Online Design
Taglines and Naming

