

departo brand manual  
by yabu pushelberg

|    |               |
|----|---------------|
| 1  | Wordmark      |
| 2  | Color         |
| 3  | Typeface      |
| 4  | Icon          |
| 5  | Marking       |
| 6  | Illustration  |
| 7  | Photography   |
| 8  | Digital       |
| 9  | Campaign      |
| 10 | Editorial     |
| 11 | Packaging     |
| 12 | Stationery    |
| 13 | Environmental |

## Values

High design  
Ever evolving  
Globally appealing  
Portability  
Good Value

## Tone

Sophisticated  
Essential  
Unique  
Approachable  
Fun

The wordmark is a central element in departo's visual communications system. Through consistent and repetitive use as a signature device and design element, the wordmark becomes a visual shorthand which identifies the company and symbolically embodies its activities, achievements and goals.

In the logotype, the letters d-e-p-a-r-t-o are reduced to their most simplified form. Elimination of curves in the "r" and "t" letters lends it a quality of uniqueness and contemporary character.

# departo

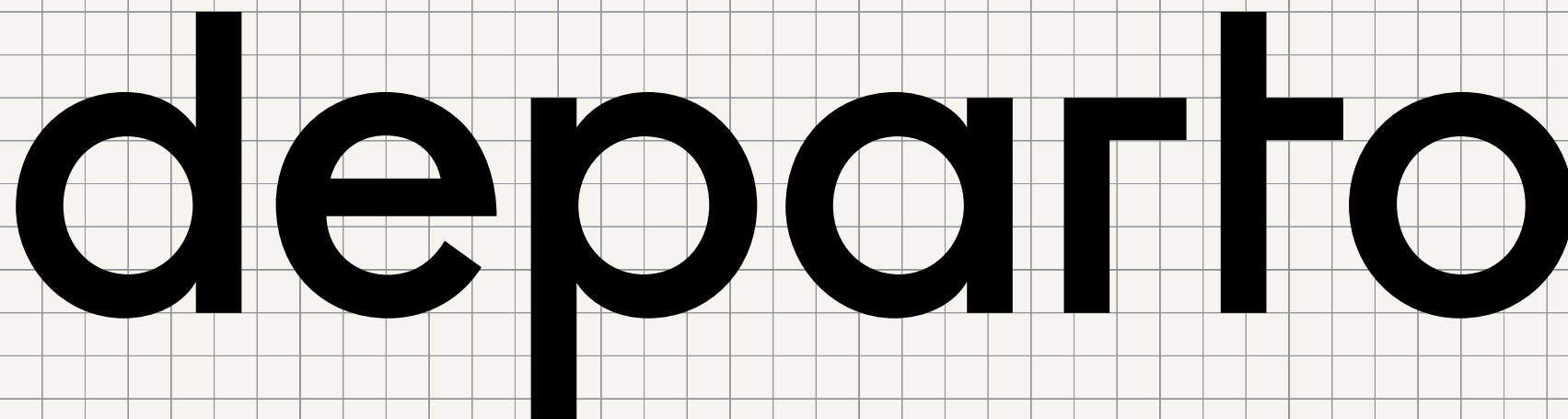


6 6 5 9 6 1

departo

The departo wordmark should be reproduced as a vector shape whenever possible. However, for large application such as signage, the logo may be reproduced using the grid drawing as an accurate guide.

To achieve the best reproduction, care should be taken to maintain the correct proportion, stroke-width, and curves of the logotype. Note that 5 units of the grid are equal to the x-height.



departo

2.1

Color

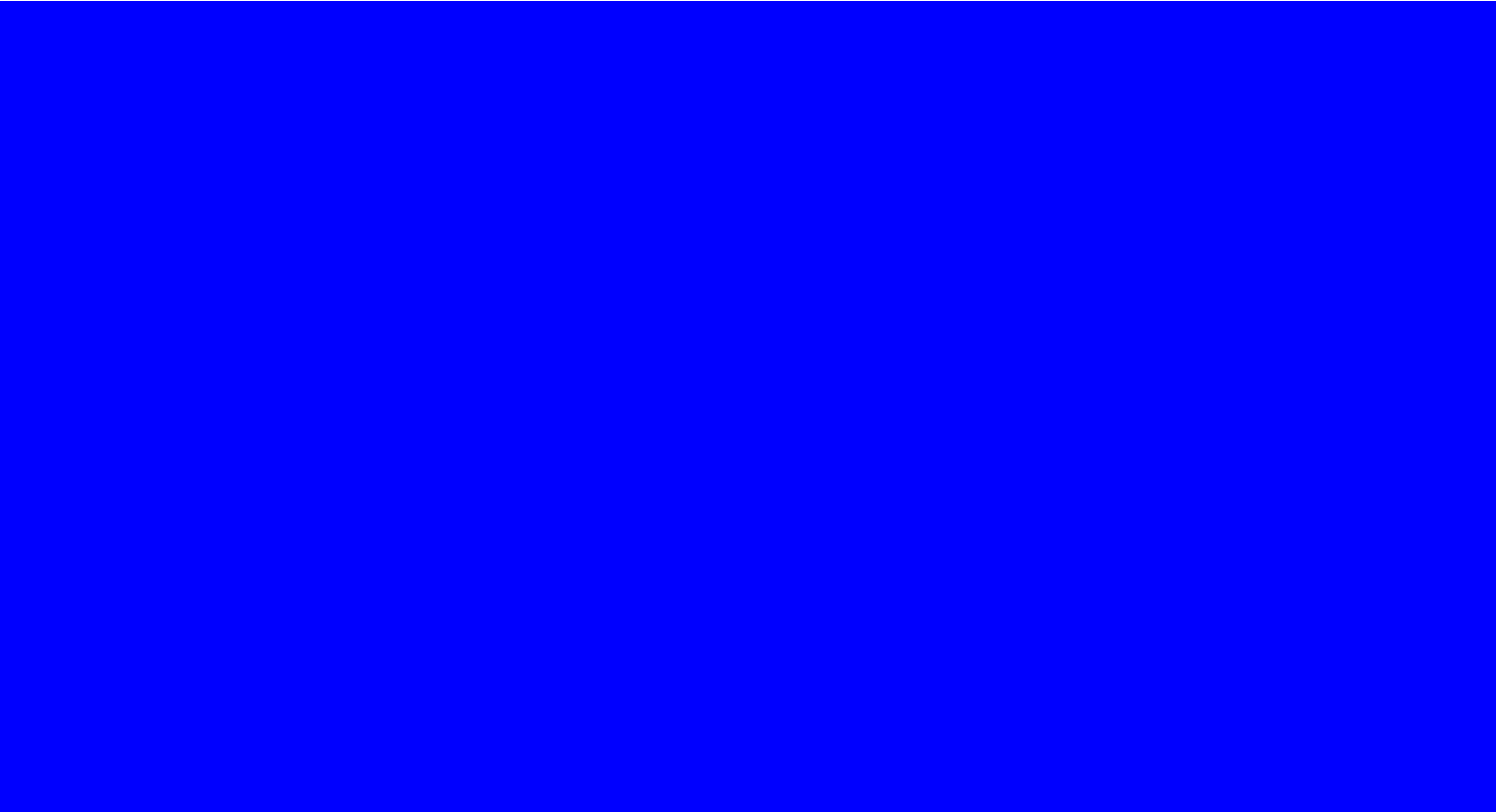
Blue (Online)

HEX

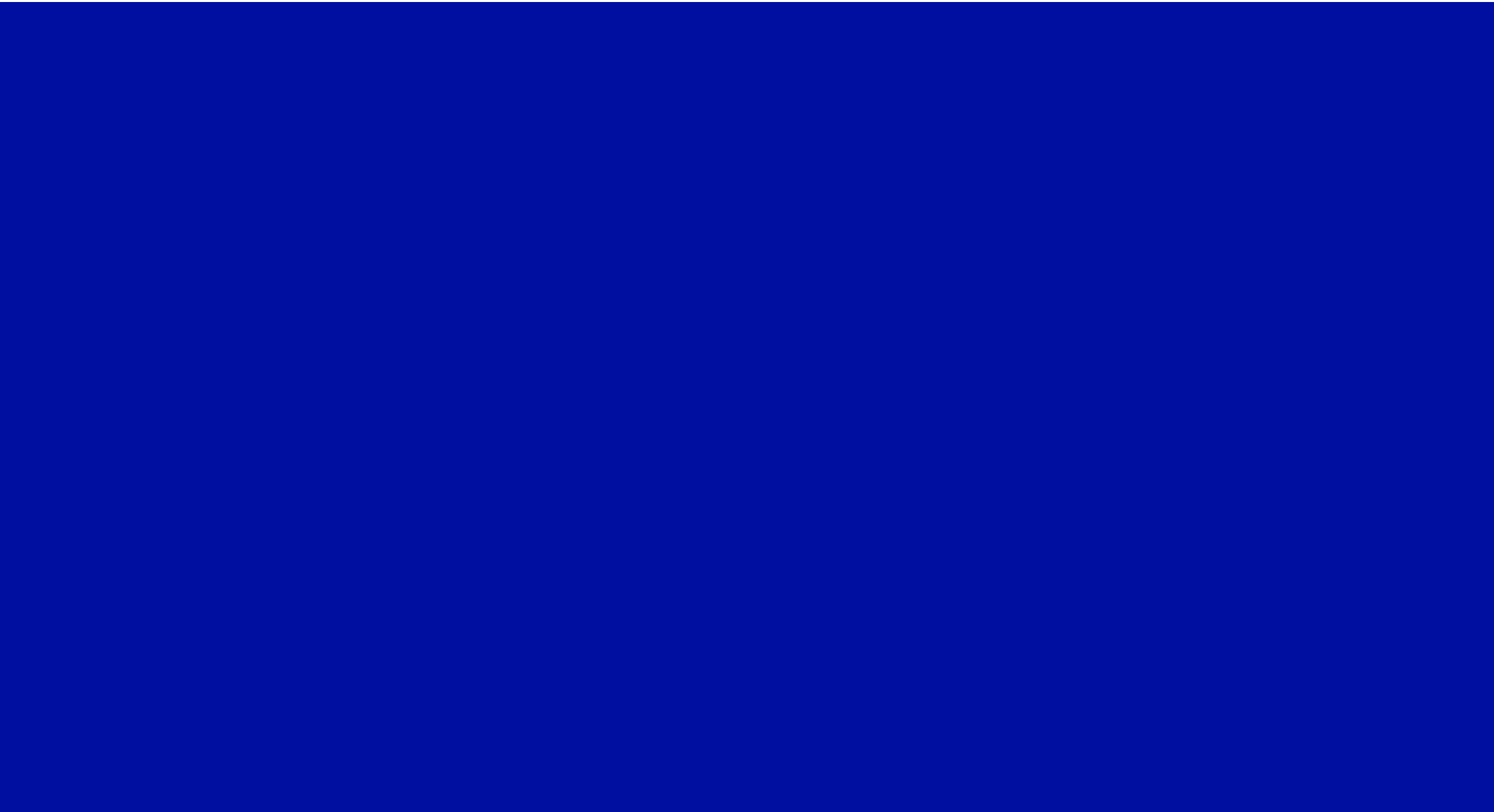
#0000FF

RGB

0 / 0 / 255



departo Blue should be used only when a second color is appropriate. It is intended to be used only on a white or a neutral background. departo Blue should not be used with other bright saturated colors, or medium and dark value colors, as they will dilute the effectiveness and impact of the departo blue.

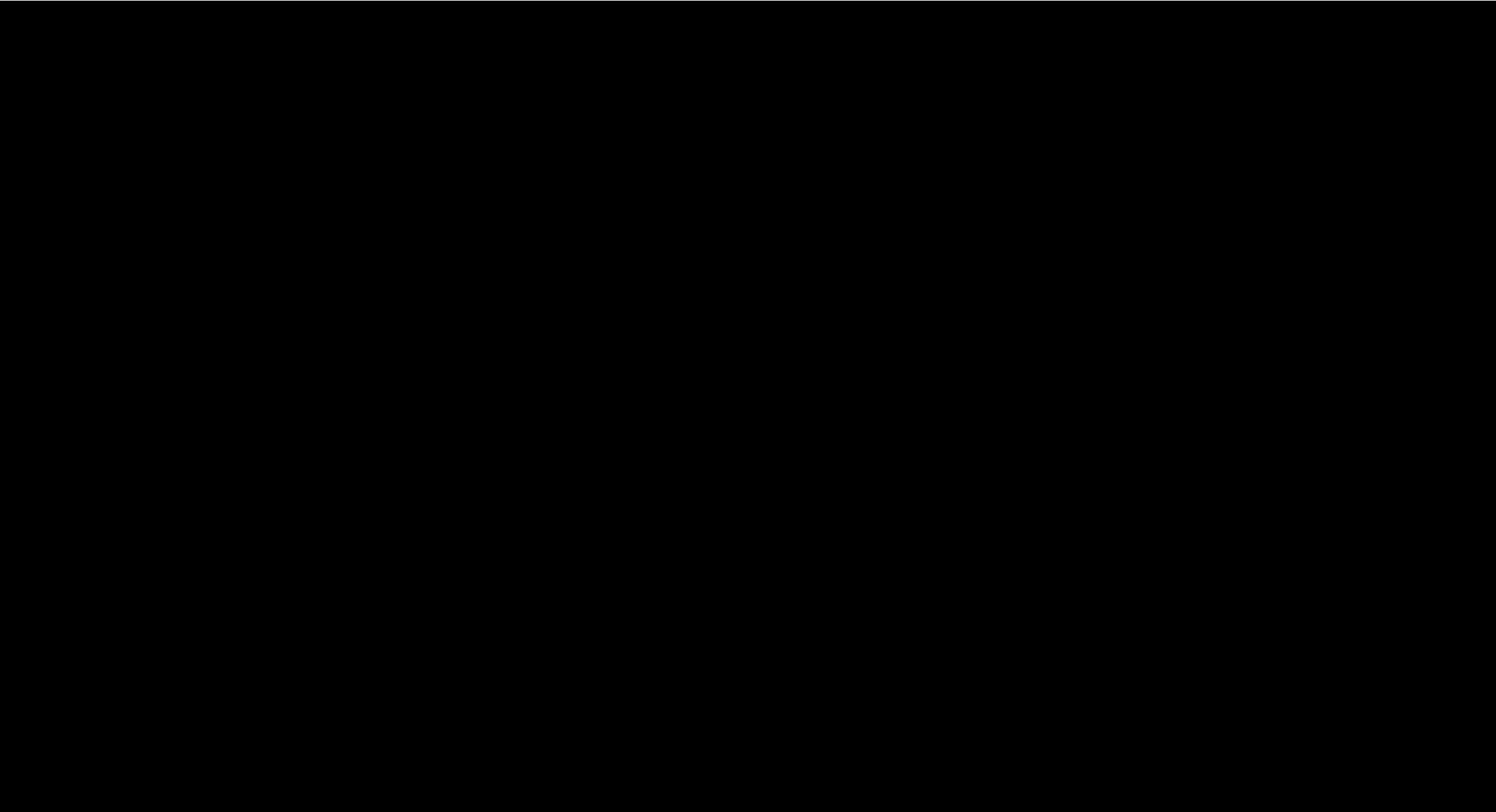


|     |       |       |   |   |
|-----|-------|-------|---|---|
| 2.3 | Color | White | <div>HEX<br/>RGB<br/>CMYK</div> <div>ffffff<br/>255 / 255 / 255<br/>0 / 0 / 0 / 0</div> | <p>White should be valued as a colour and its application encouraged as an integral element of graphic composition.</p> <p>Creating areas of white space around an element in a design can rest the eye. Well considered positioning elements within white space can help emphasize hierarchy and focus attention.</p> <p>White is an essential design element and can be interpreted and valued as both a colour and a spatial element. White can provide extreme contrast and is an effective highlighting color.</p> |
|-----|-------|-------|---|---|

|         |                 |
|---------|-----------------|
| HEX     | F5F4F0          |
| RGB     | 245 / 244 / 240 |
| PANTONE | 9100 U 45%      |
| PANTONE | 9100 C 45%      |
| CMYK    | 3 / 2 / 4 / 0   |

As a mid-tone grey, it is an ideal colour for type and is suitable for backgrounds where type is reversed out of a solid area. Its neutrality maximizes the impact of any supporting graphic elements such as photography.

|         |                 |
|---------|-----------------|
| HEX     | 000000          |
| RGB     | 0 / 0 / 0       |
| PANTONE | Black 6 U       |
| PANTONE | Black 6 C       |
| CMYK    | 0 / 0 / 0 / 100 |



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abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

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Several years back, these thoughts informed our considerations for a new model of domestic living. To reflect our accumulated knowledge in the areas of social behaviour and design, we chose the concept of a collage. This concept proceeds from the idea that responsibility for the master plan of an individualized home environment never resides with the manufacturer but with the user. Accordingly, there will never be a typical departure home. Individuals put together their own personal universe using all manner of heterogeneous elements. And for this process, they require neither aesthetic systems in the sense of standard furnishing schemes nor superimposed ideologies, but strong and autonomous products that can still be compatibly combined. Several years back, these thoughts informed our considerations for a new model of domestic living. To reflect our accumulated knowledge in the areas of social behaviour and design, we chose the concept of a collage. This concept proceeds from the idea that responsibility for the master plan of an individualized home environment never resides with the manufacturer but with the user. Accordingly, there will never be a typical departure home. Individuals put together their own personal uni-

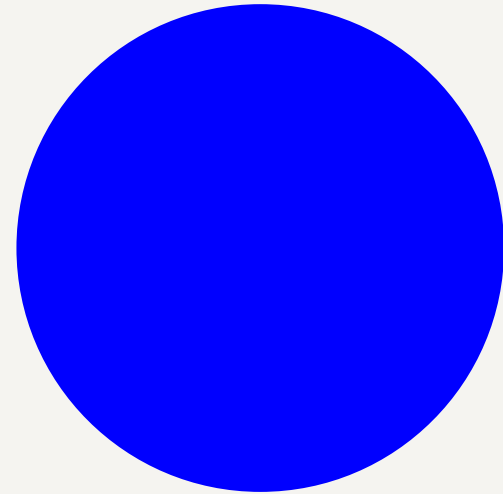
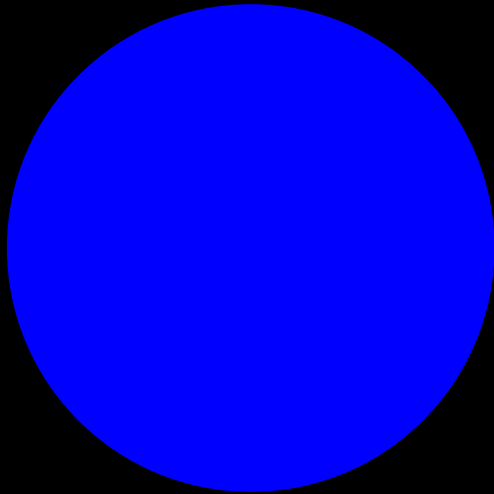


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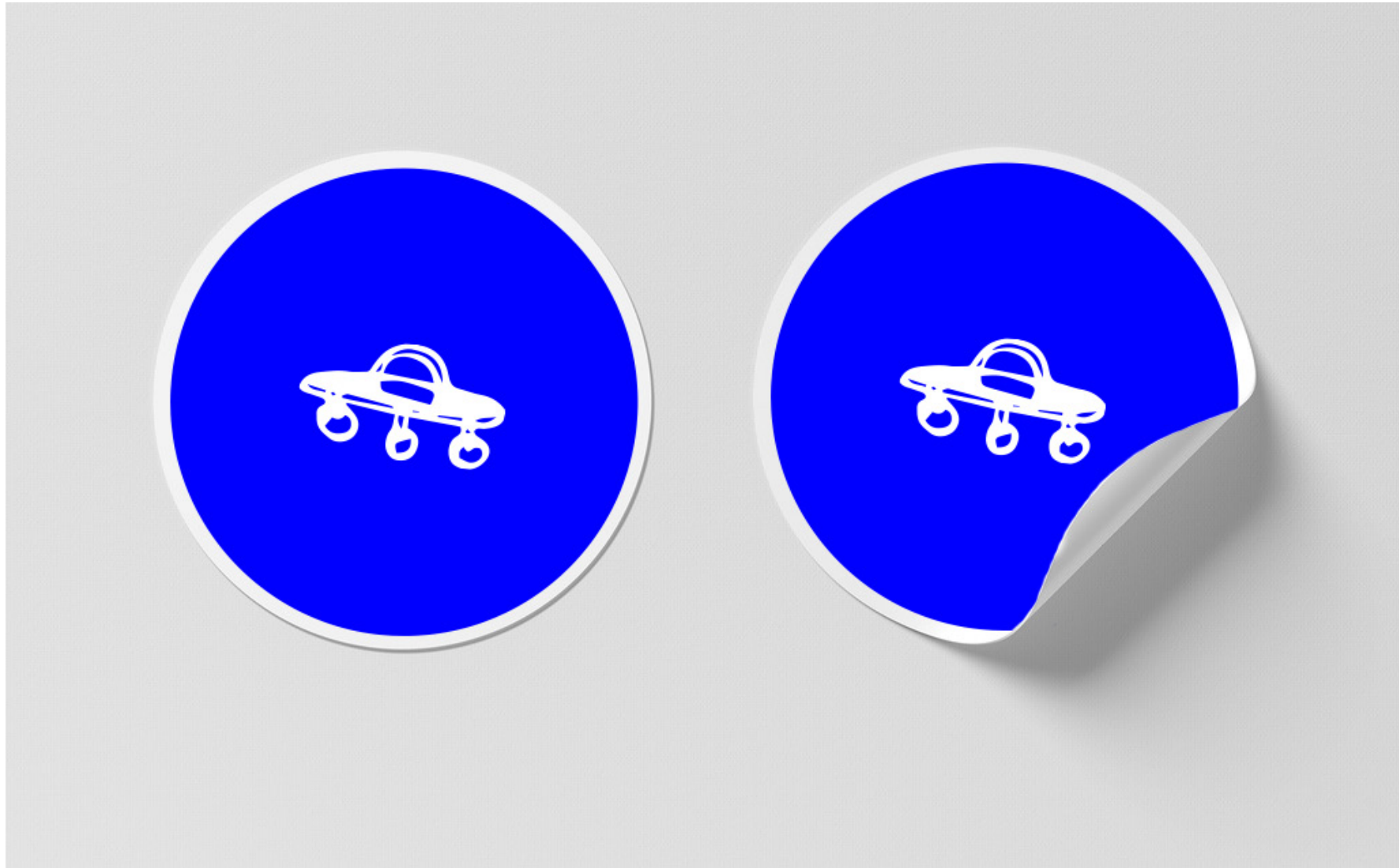
abcdefghijklmn  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

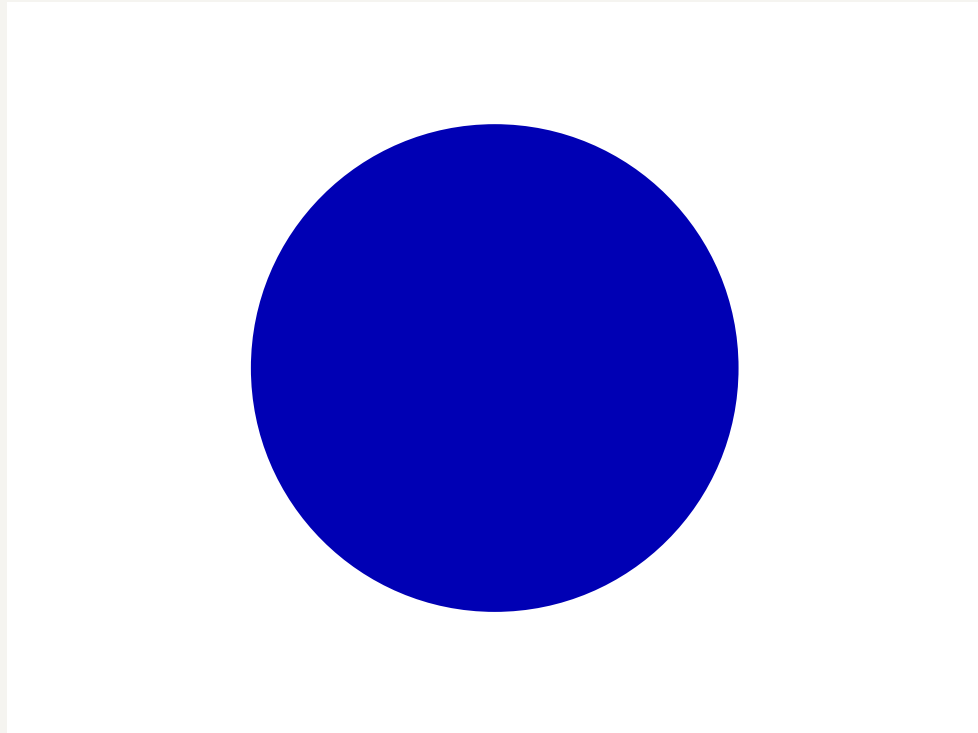
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Several years back, these thoughts informed our considerations for a new model of domestic living. To reflect our accumulated knowledge in the areas of social behaviour and design, we chose the concept of a collage. This concept proceeds from the idea that responsibility for the master plan of an individualized home environment never resides with the manufacturer but with the user. Accordingly, there will never be a typical departo home. Individuals put together their own personal universe using all manner of heterogeneous elements. And for this process, they require neither aesthetic systems in the sense of standard furnishing schemes nor superimposed ideologies, but strong and autonomous products that can still be compatibly combined. Several years back, these thoughts informed our considerations for a new model of domestic living. To reflect our accumulated knowledge in the areas of social behaviour and design, we chose the concept of a collage. This concept proceeds from the idea that responsibility for the master plan of an individualized home environment never resides with the manufacturer but with the user. Accordingly, there will never be a typical departo home. Individuals put together their own personal universe using

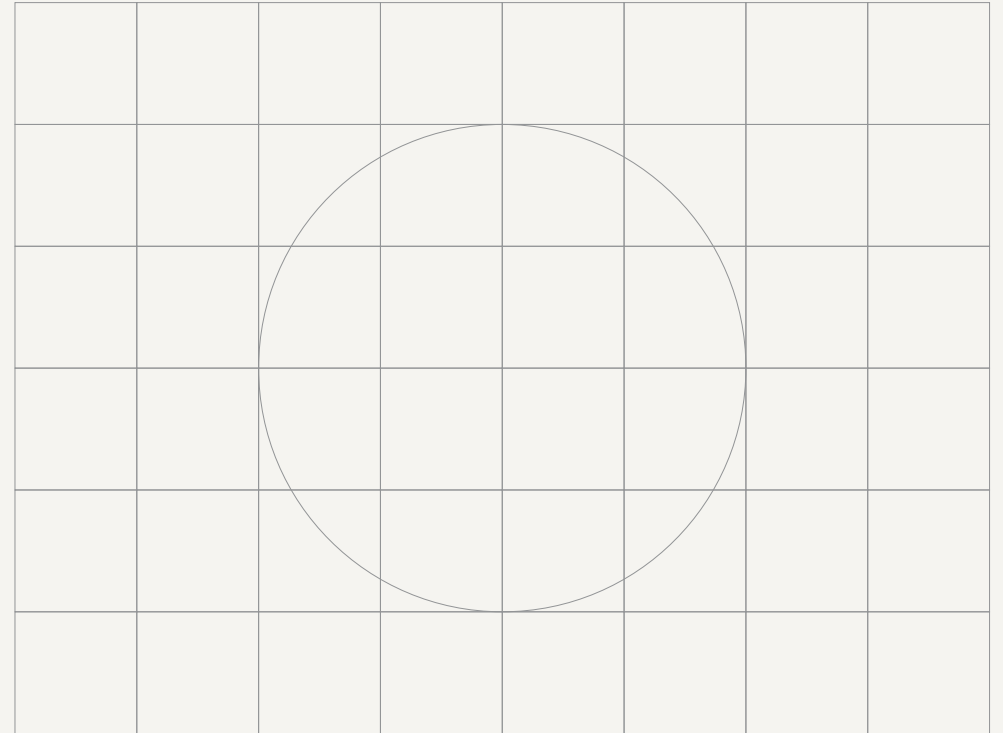




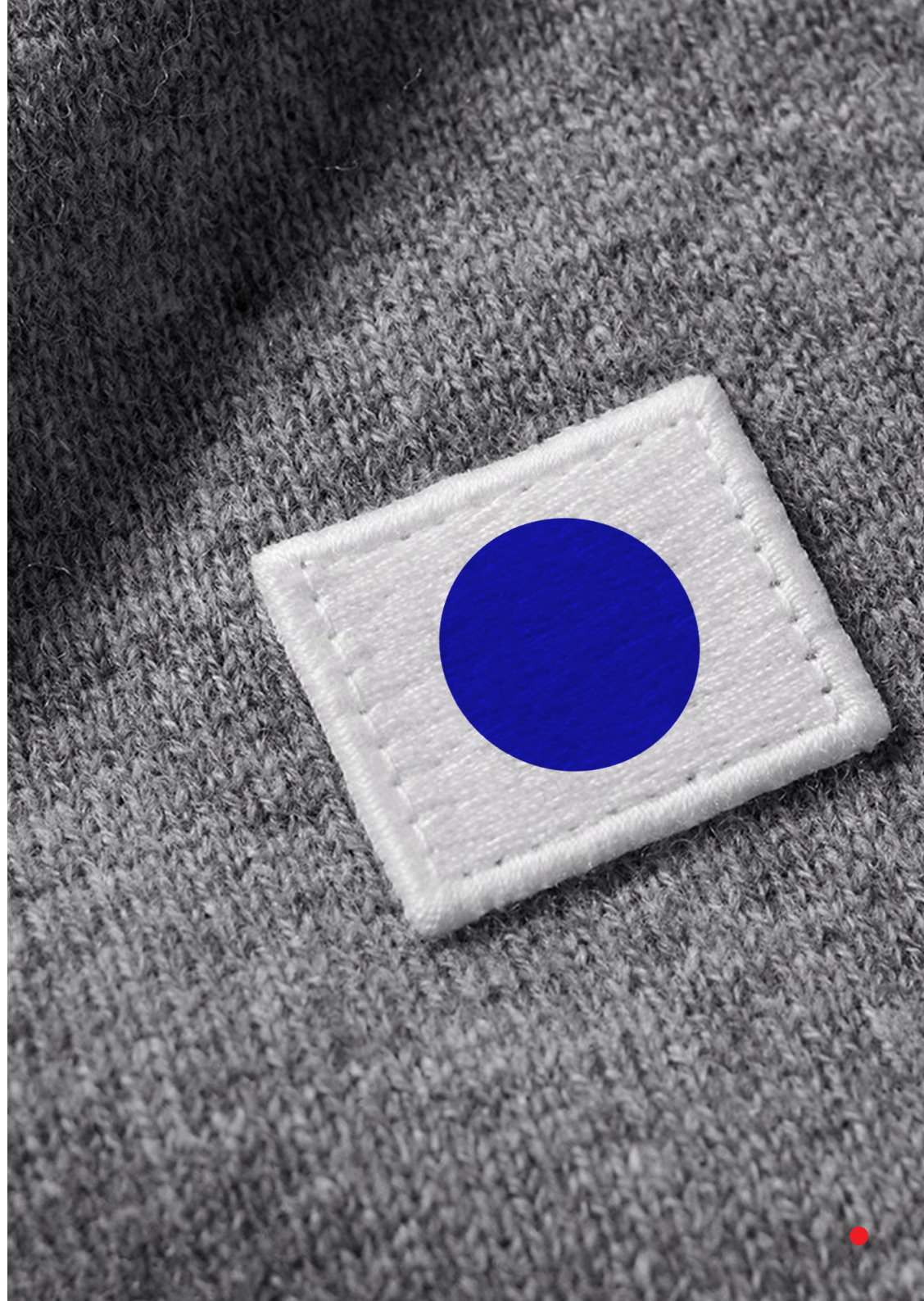




The blue circle is centered in a 4:3 format.  
The circle is equal to  $\frac{2}{3}$  of the height of  
the format.







departo

departo












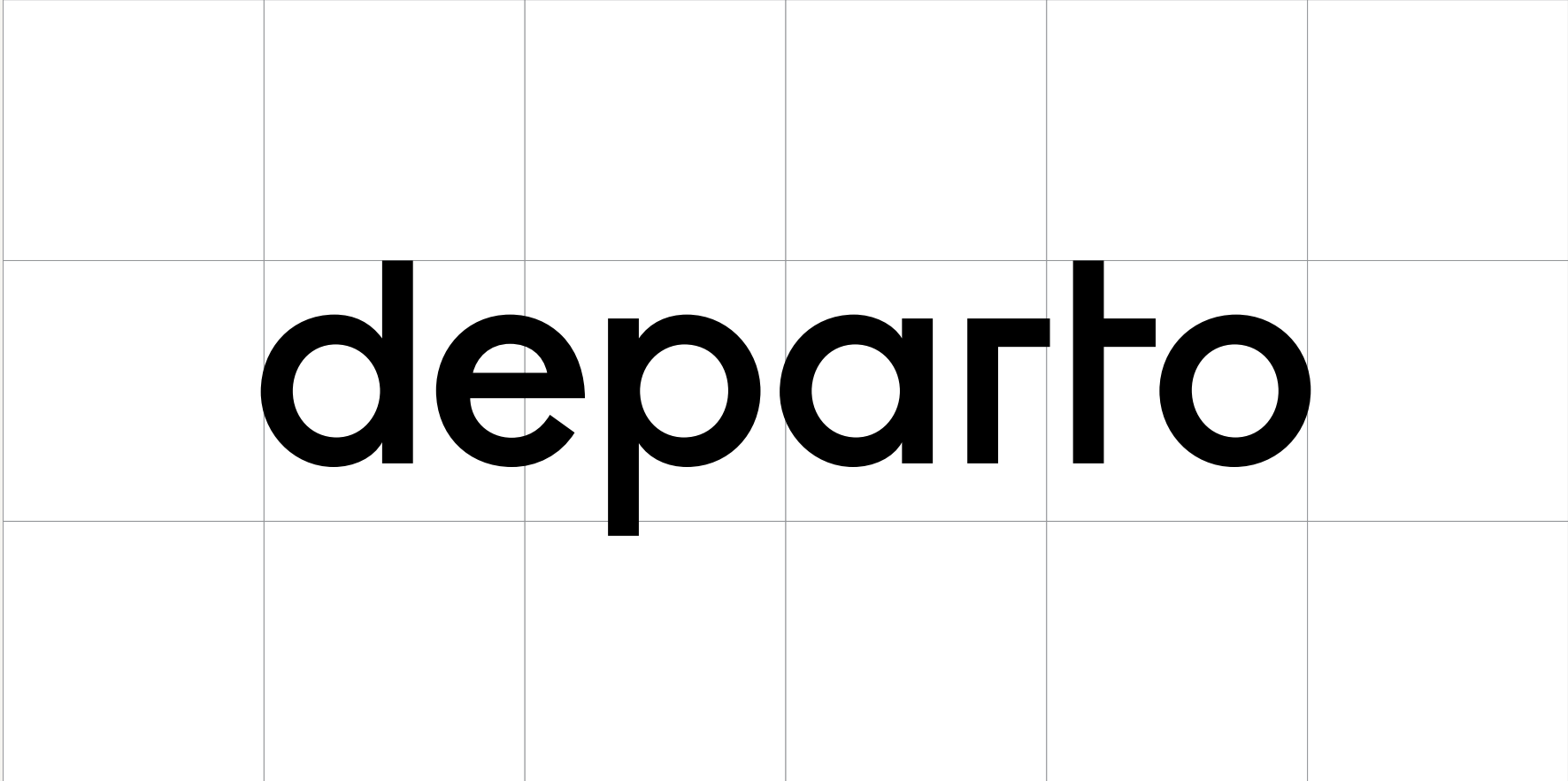
departo

The image shows a logo consisting of the word "departo" in a bold, lowercase, sans-serif typeface. The text is centered horizontally within a rectangular area defined by a light gray grid. The grid is composed of 30 columns and 20 rows of squares. The word "departo" is approximately 15 grid units wide and 10 grid units high. The letters are black and have a consistent stroke width. The overall composition is clean and minimalist, emphasizing the geometric relationship between the text and the grid.

**departo**



departo



departo

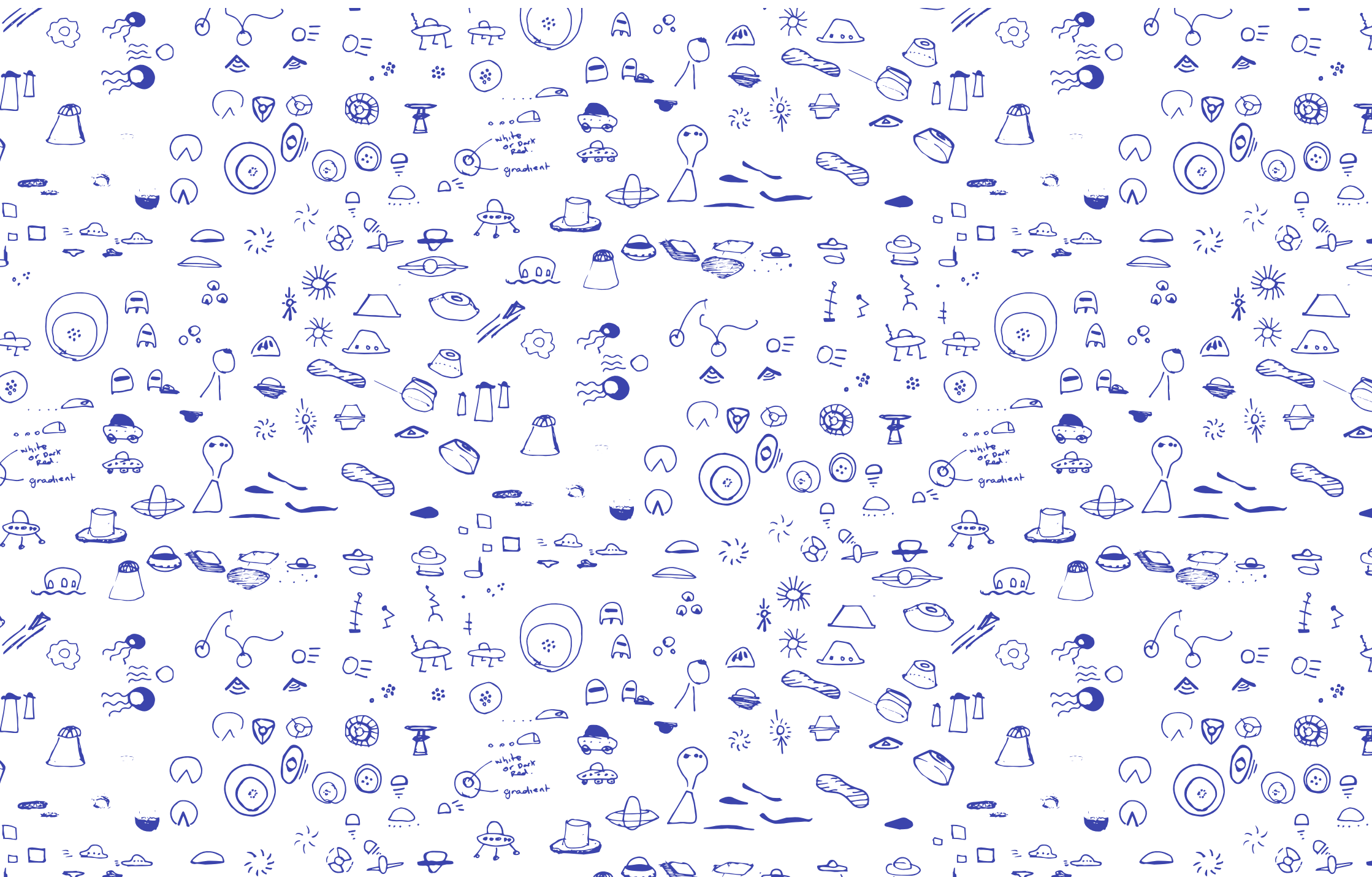


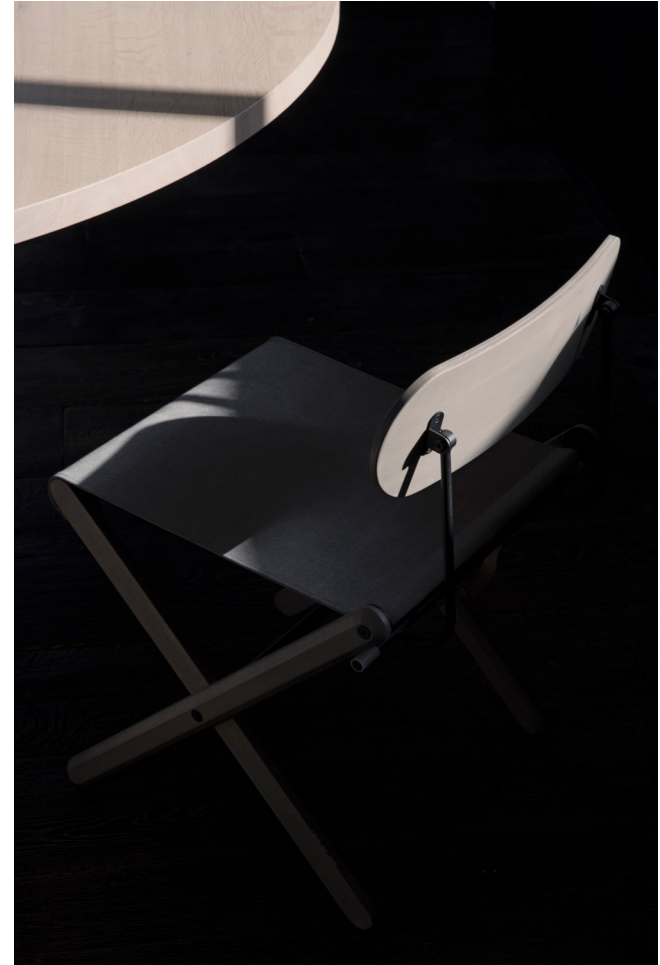






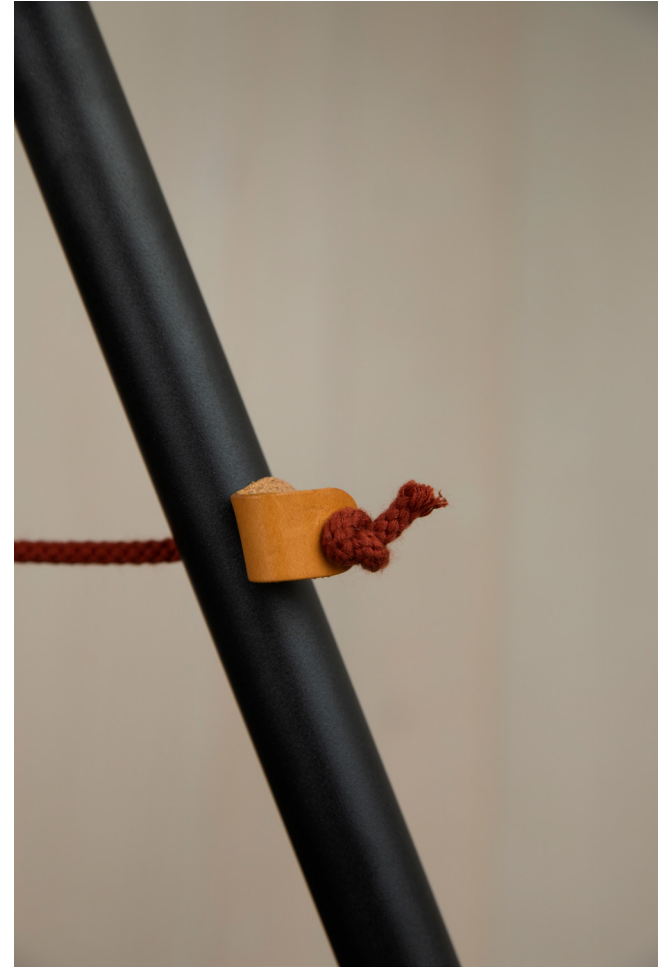




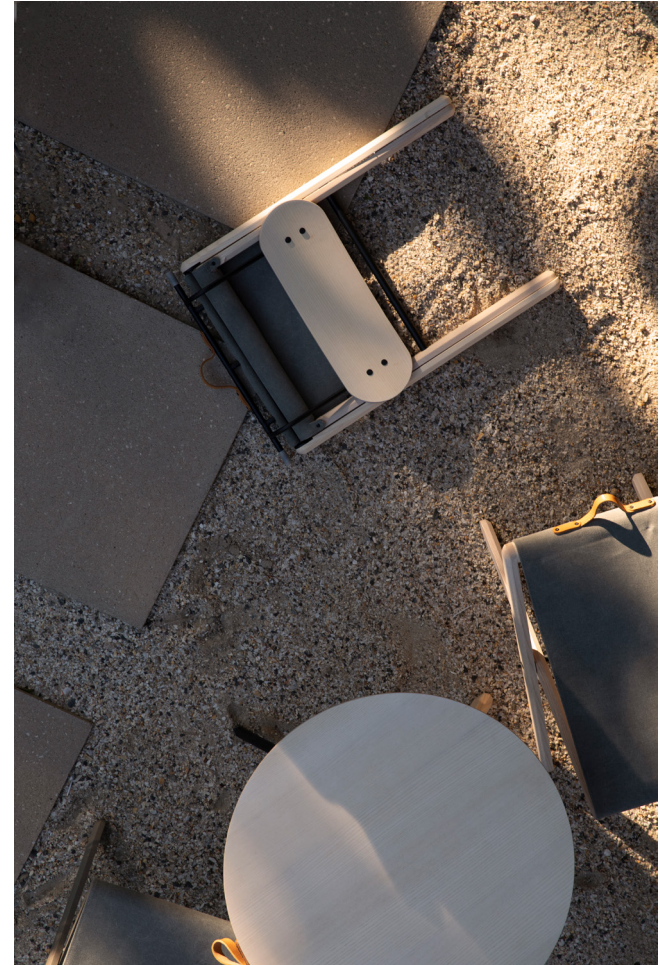














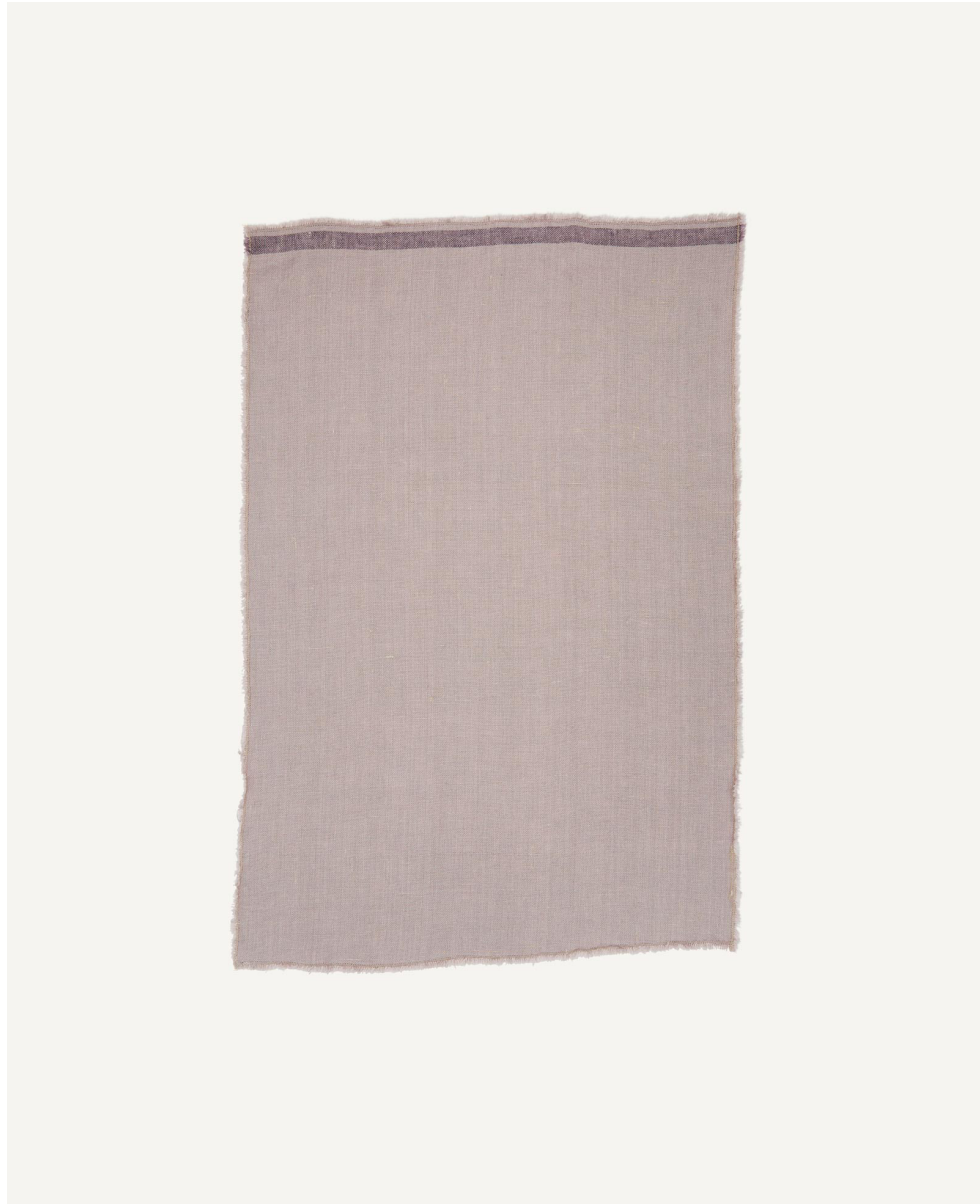
















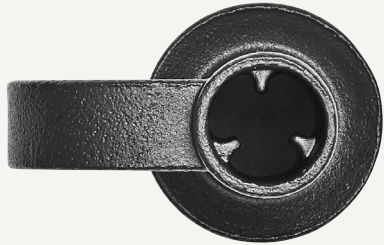


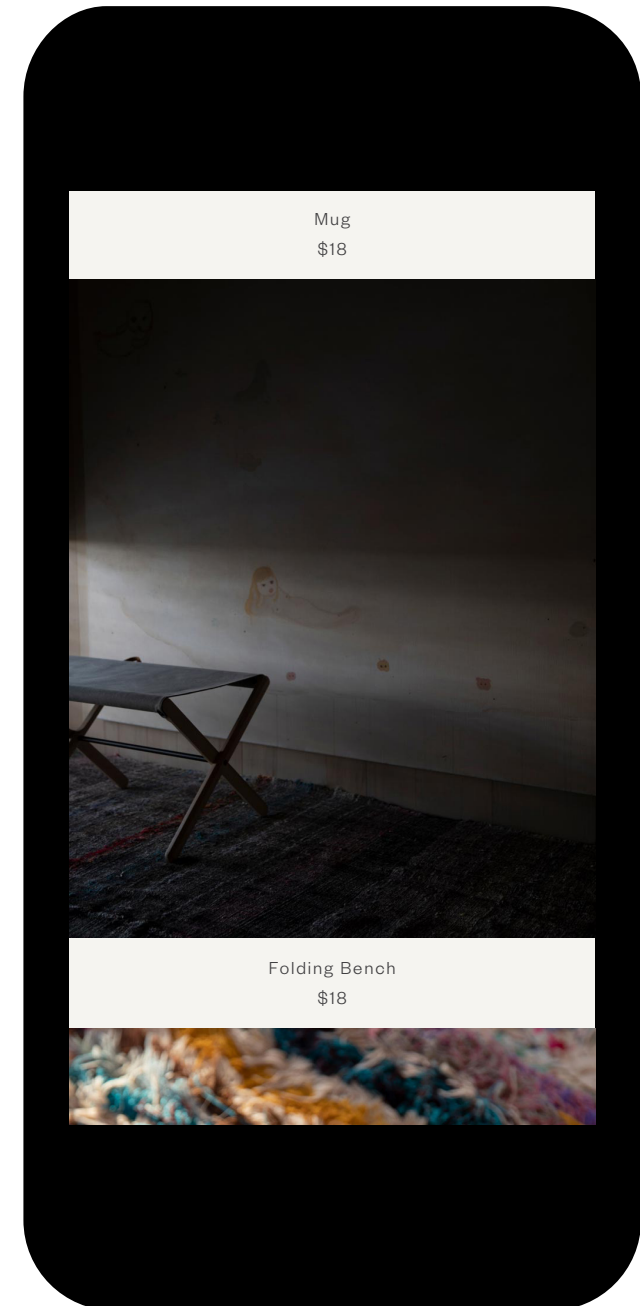
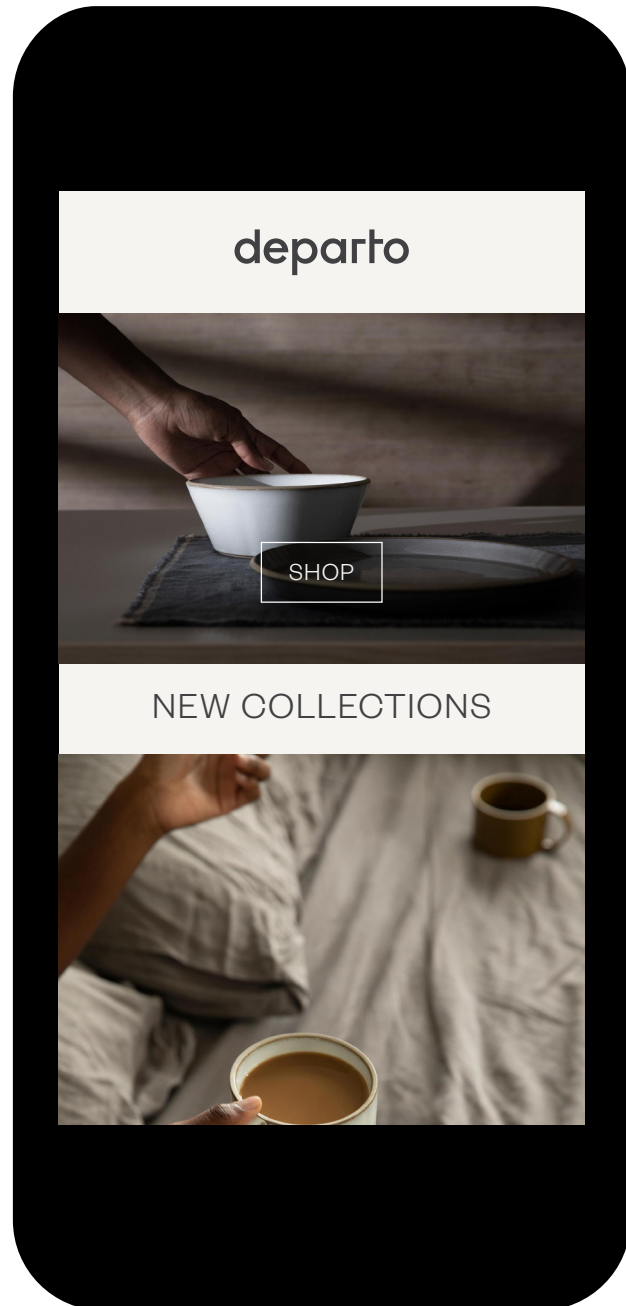


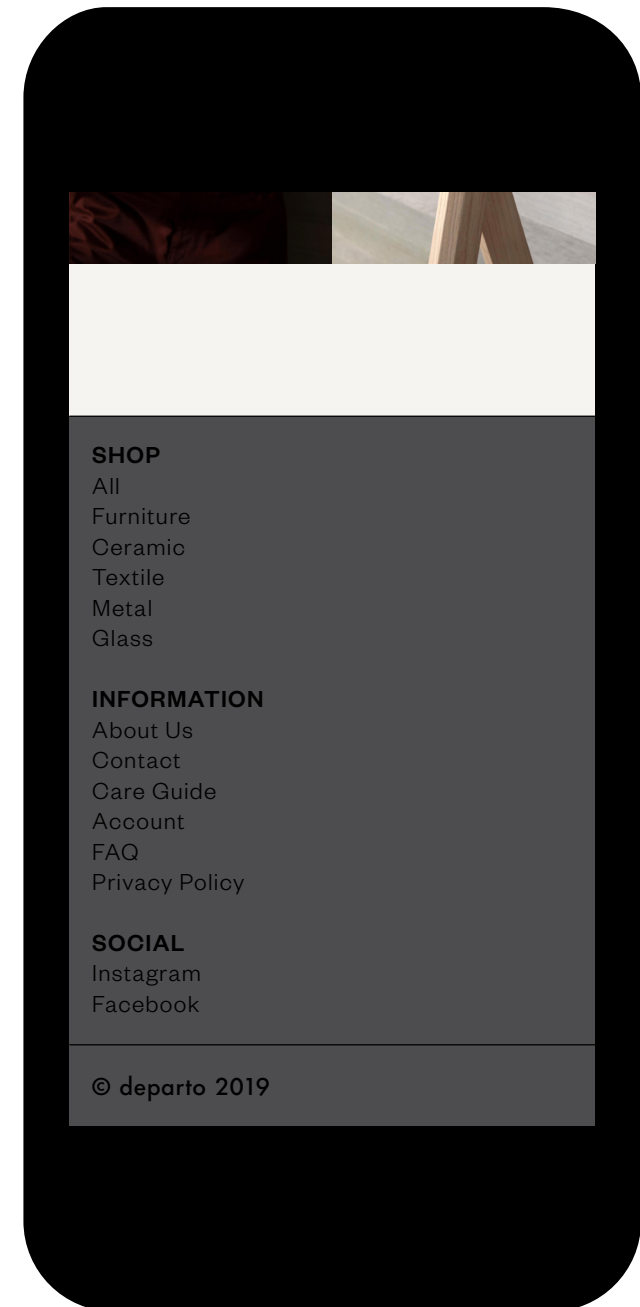
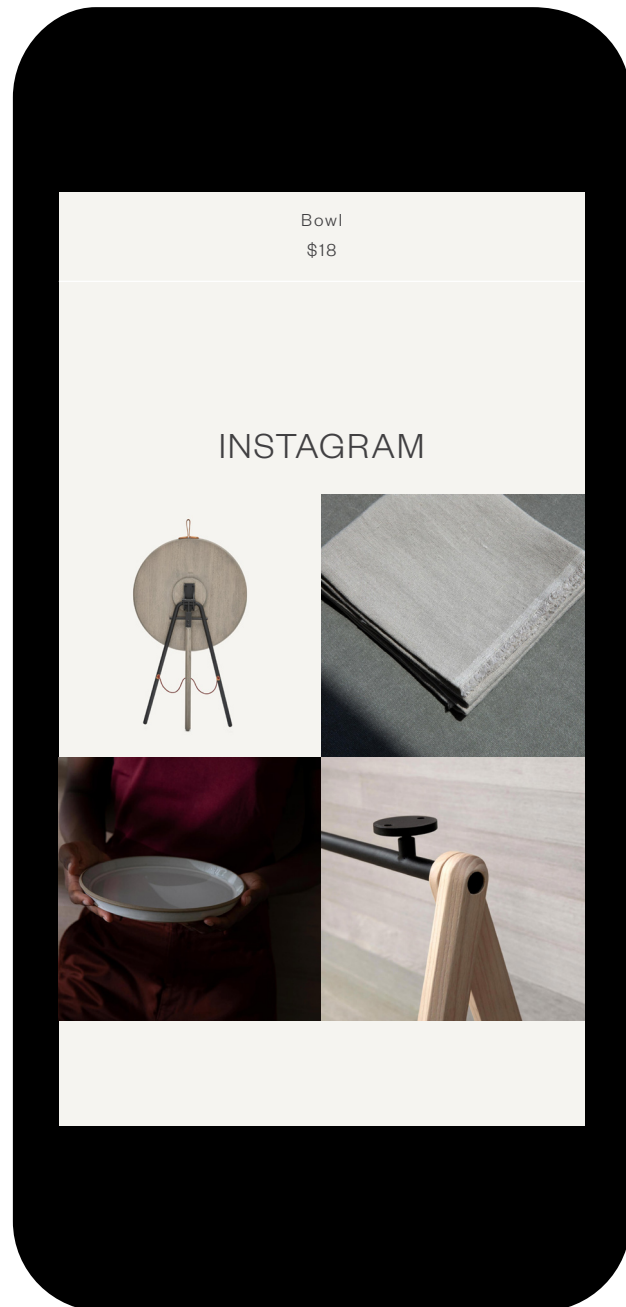




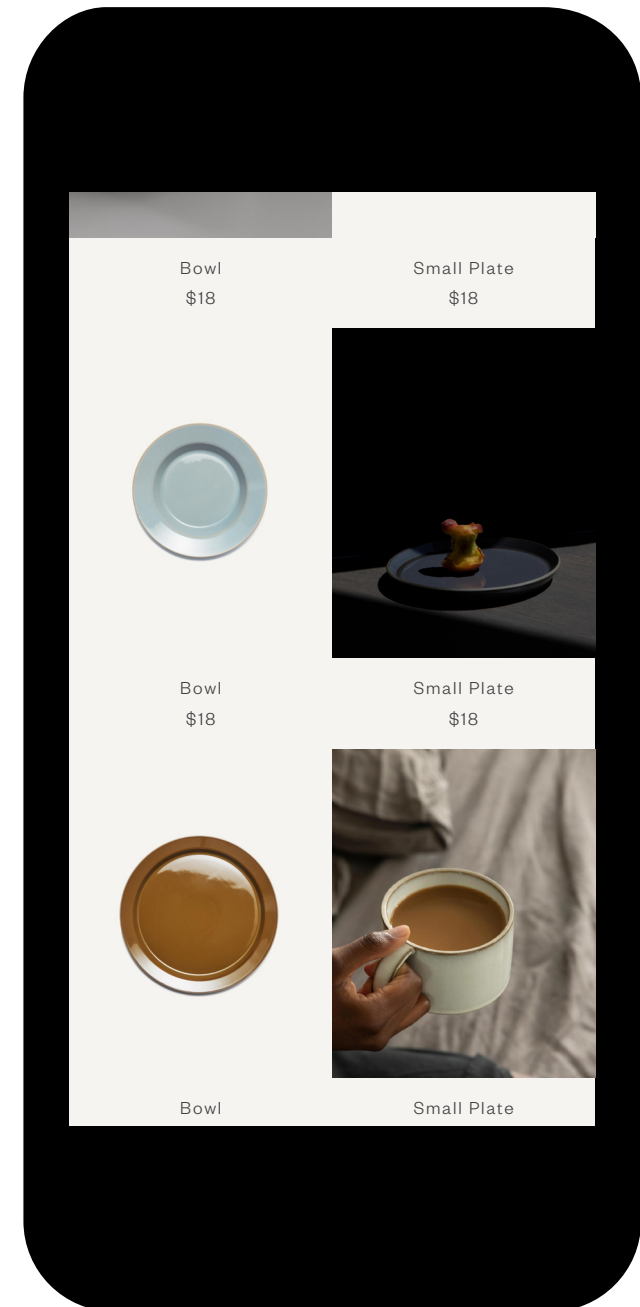
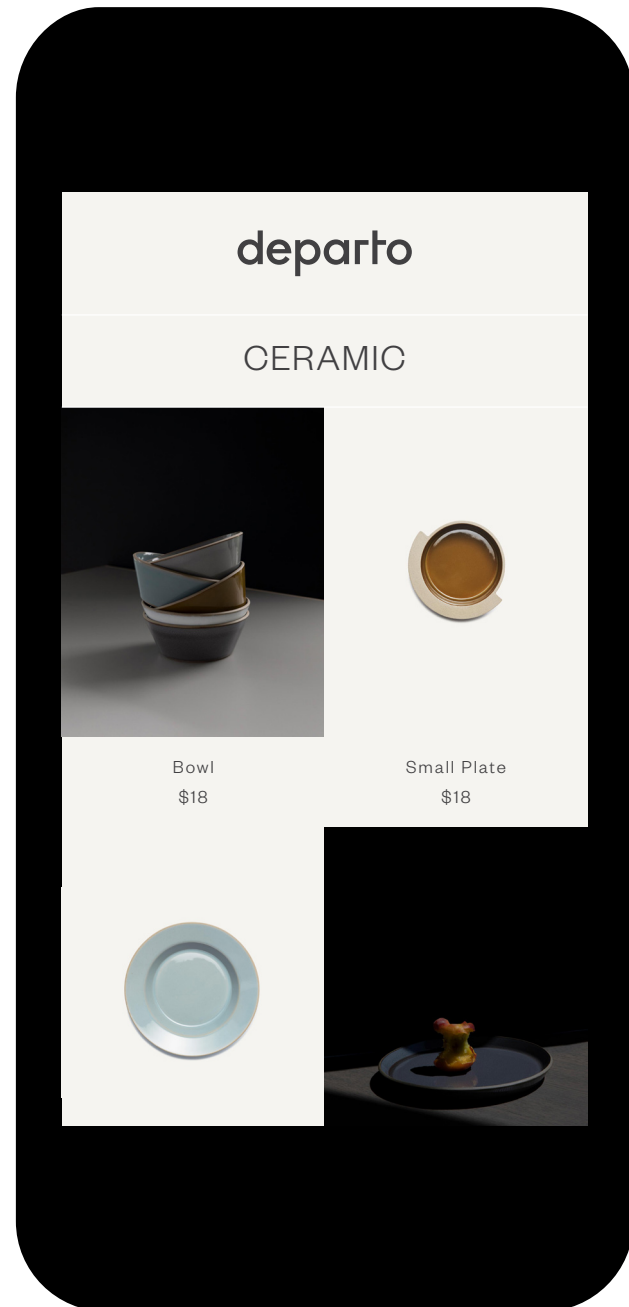


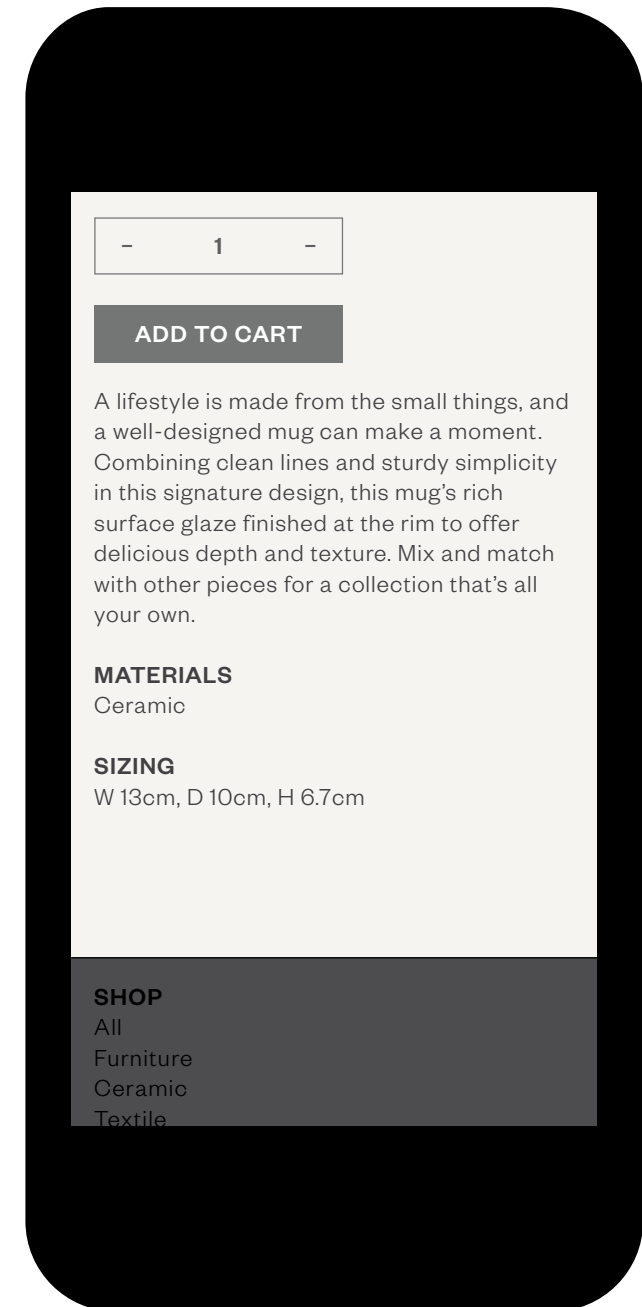
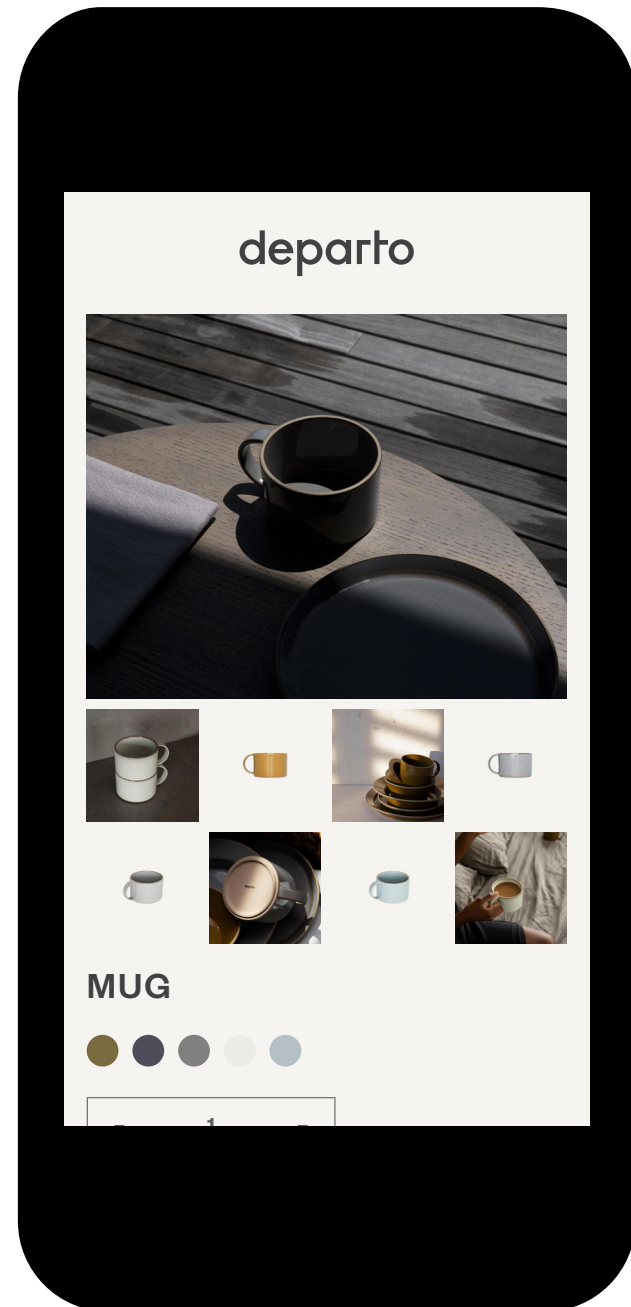














## departo

### FAQ

#### DO YOU OFFER FREE SHIPPING?

Yes! We provide free FedEx Ground Home shipping on all orders shipping domestically within the US. The discount will apply automatically at checkout.

#### DO YOU SHIP WORLDWIDE?

We currently ship to the US via FedEx. If you are shipping internationally, or to Canada, we can provide custom shipping quotes. Please email [info@departo.co](mailto:info@departo.co) with your name, shipping address, phone number, and the product names and quantities you're interested in. Our team will respond within 2 business days with a custom shipping rate for you.

#### WHAT IF MY OBJECTS ARE DAMAGED?

If anything in your order arrives damaged, please send us a picture of the damaged objects to [info@departo.co](mailto:info@departo.co) and we'll be in touch on how to get you a replacement as soon as possible.

#### WHAT IS THE RETURN POLICY?

We will accept free returns within 30 days. Your item must be unused and in the same condition received. It must also be in the original packaging. To return, email us at [info@departo.co](mailto:info@departo.co) and we will reply within 2-3 business days with a shipping label.

#### HOW CAN I CONTACT DEPARTO?

Send us a note at [info@departo.co](mailto:info@departo.co) and we will reply within 2 business days.

**departo****CARE GUIDE****CERAMICS**

Dishwasher, freezer, and microwave safe, our stoneware is prepared to last through each and every one of your dinner parties and morning coffees. Avoid contact with sharp objects to prevent surface wear.

**TEXTILES**

100% linen is soft, textured, and highly absorbent. Hand-wash or dry clean in warm water, using an alkaline detergent without bleach. Lay flat to dry.

**GLASSWARE**

Dishwasher and microwave safe, our delicate glassware is easy to clean, use and love for all of your occasions, whether it's sparkling water at the dinner table, or wine

any liquids touching the cast iron surface. Always ensure the candles are placed in a secure, upright position, using our detailed prongs as support. Never leave a burning candle unattended, or in the reach of children and pets.

**FURNITURE**

Portable quality to fit your global nomad lifestyle, the pieces are best cleaned with a soft, dry cloth regularly to remove dust, and other surface dirt. Only use furniture polishes that are non-solvent, and never use wire wool to wipe the surface.

**SHOP**

All  
Furniture  
Ceramic



### save the date

George Yabu, Glenn Pushelberg, Yuichiro Hori and Daisuke Hironaka request you to please save the date to celebrate the launch of a new brand, Departo, Dinner at 7pm by Chef Danny Bowien of Mission Chinese, Invitation to follow soon

66 White Street, 2nd Floor,  
New York, New York 10013

24TH  
SEP  
2019

departo

info@departo.co  
departo.co

66 White Street, 3rd Floor  
New York, New York 10013



Join departo founders George Yabu, Glenn Pushelberg and Yuichiro Hori for an evening of sumptuous eats and drinks as they present their inaugural collection of furniture, ceramics, textiles, metalwork and glassware in Toronto.

To celebrate departo's Canadian launch, the product line will be available at pre-opening prices for our special guests, friends and family.

November 13, 2019, 6—9pm  
118 Yorkville Avenue, Toronto

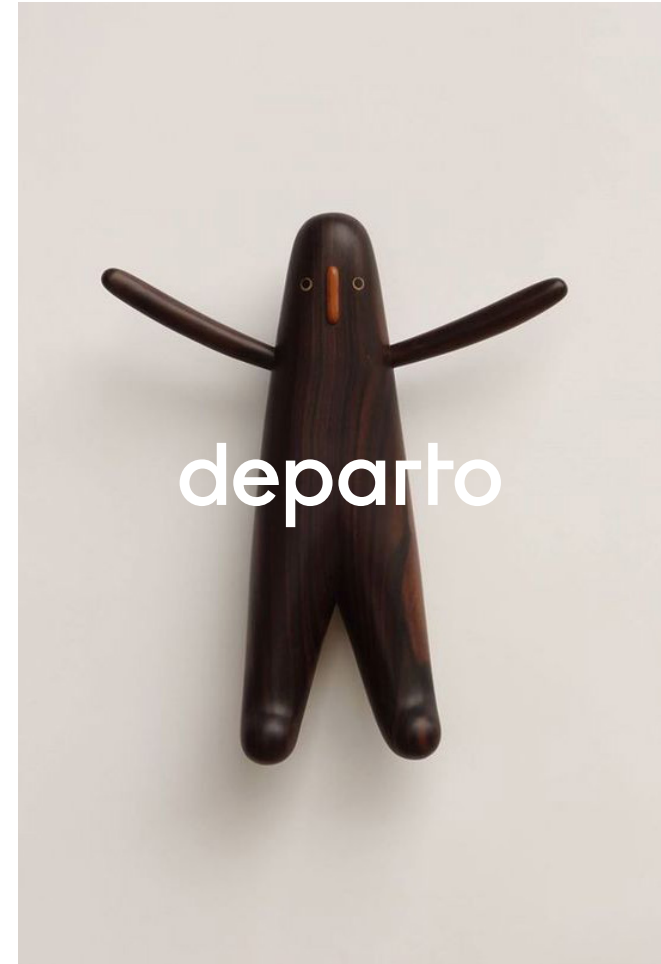
RSVP by November 7 to  
[angelina@ideaworkshop.ca](mailto:angelina@ideaworkshop.ca)

departo

info@departo.co  
departo.co

66 White Street, 3rd Floor  
New York, New York 10013

Posters are a vital and effective form of visual communication. Immediacy is the most important single element in poster design so it is important to avoid conflicts which will compromise the effect.



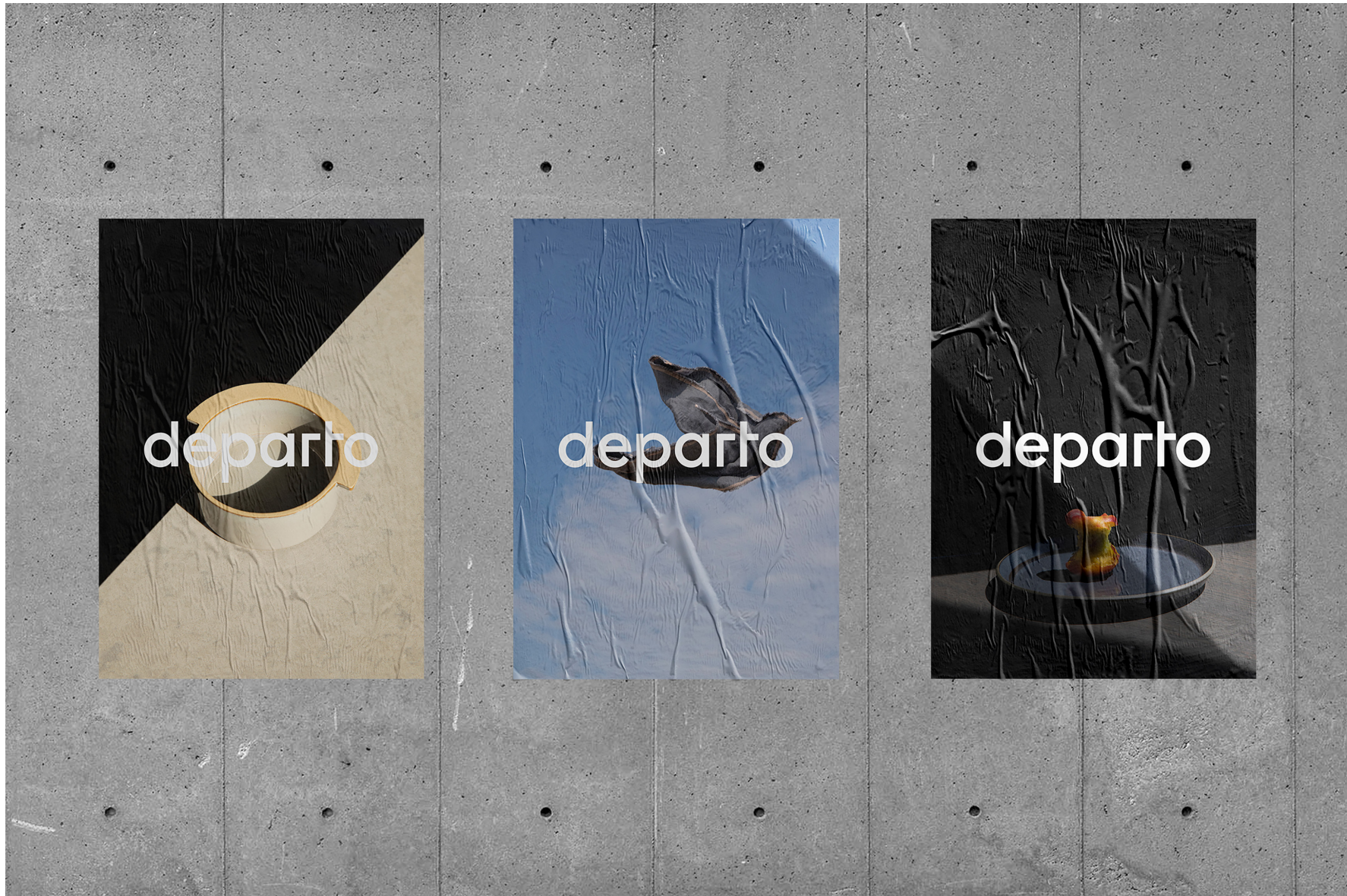




Covers for small-scale publications should be thought of as posters in miniature.

Because of the small amount of space, the designer should attempt to reduce the number of competitive elements and to strive for simplicity.







The main purpose of a cover is to attract the reader and serve as an effective preview of what is to follow.

It is a packaging problem and both front and back covers should be considered part of the work. Concepts play an important role in quality publications and should be explored thoroughly.

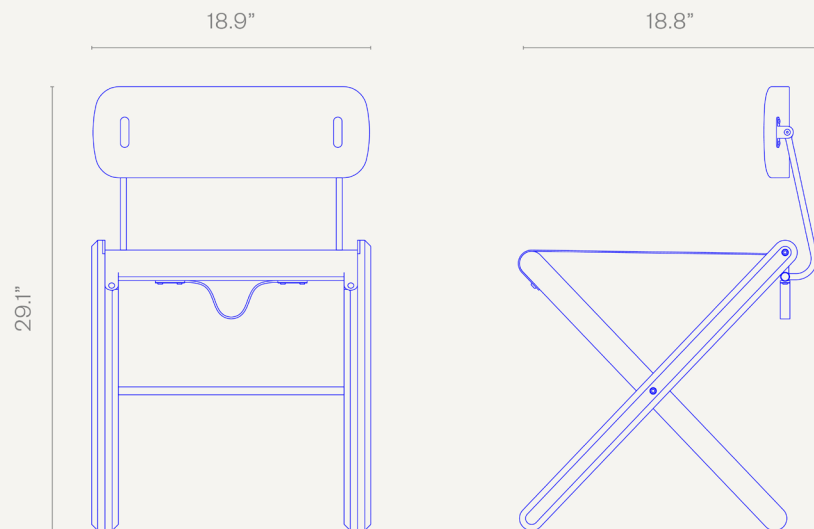
Special attention must be paid to the quality of the photograph or illustration as well as the content. Superior quality will help distinguish the cover from other competitive publications.







## folding chair



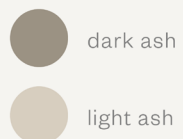
## MATERIAL

ash legs & back rest  
canvas seat  
leather handle  
steel structure

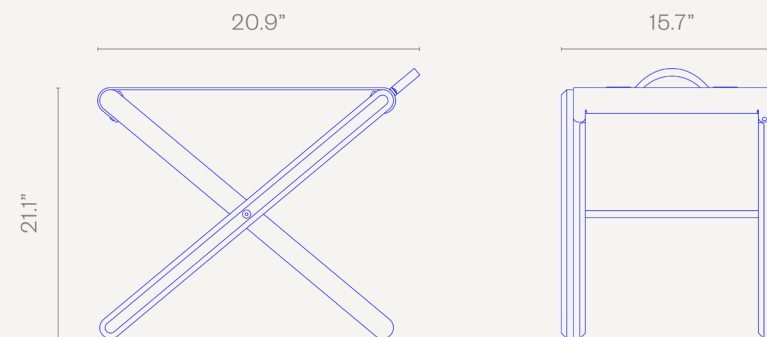
## PRICE

\$295

## COLORS



## folding stool



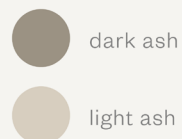
## MATERIAL

ash legs  
canvas seat  
leather handle  
steel structure

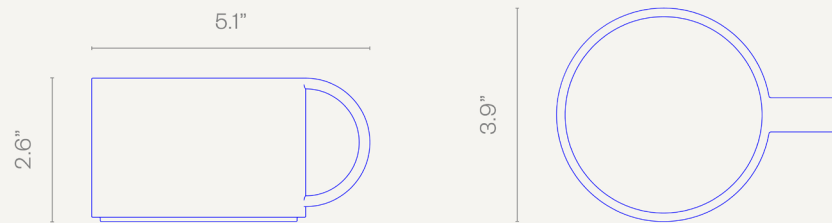
## PRICE

\$225

## COLORS



## mug



**MATERIAL**  
stoneware

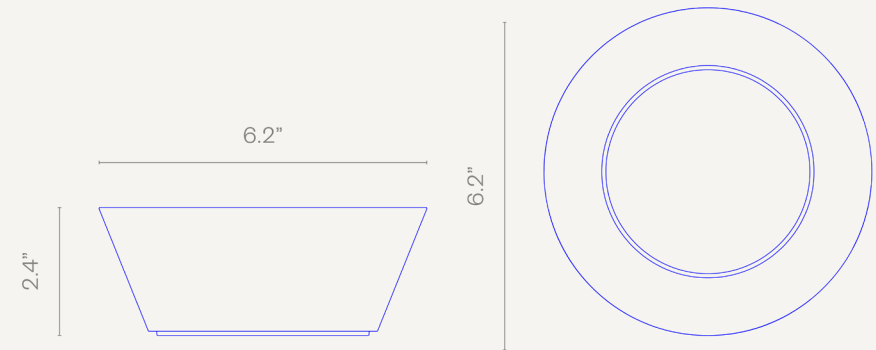
**PRICE**  
\$295

**COLORS**

- tobacco
- slate gray
- celadon
- mushroom gray
- chalk



## bowl



**MATERIAL**  
stoneware

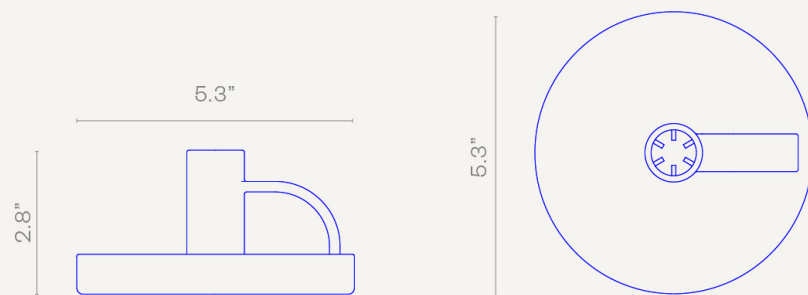
**PRICE**  
\$295

**COLORS**

- tobacco
- slate gray
- celadon
- mushroom gray
- chalk



## low candle holder



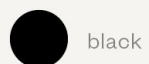
## MATERIAL

cast iron

## PRICE

\$60

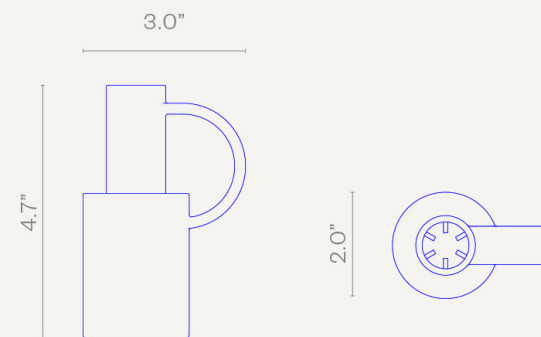
## COLORS



black



## high candle holder



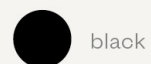
## MATERIAL

cast iron

## PRICE

\$45

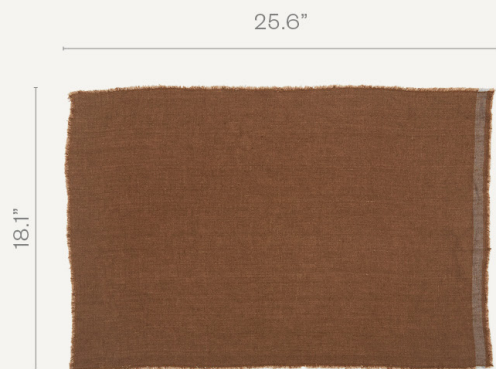
## COLORS



black



## kitchen towel



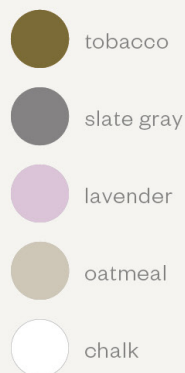
## MATERIAL

100% linen

## PRICE

\$25 (set of 2)

## COLORS



## napkin



## MATERIAL

100% linen

## PRICE

\$25 (set of 2)

## COLORS



## placemat



## MATERIAL

100% linen

## PRICE

\$25 (set of 2)

## COLORS



# through life, head first





round the world

and home again



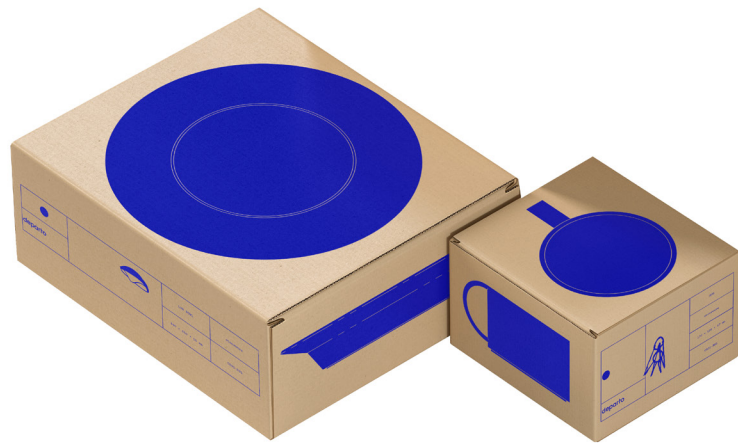
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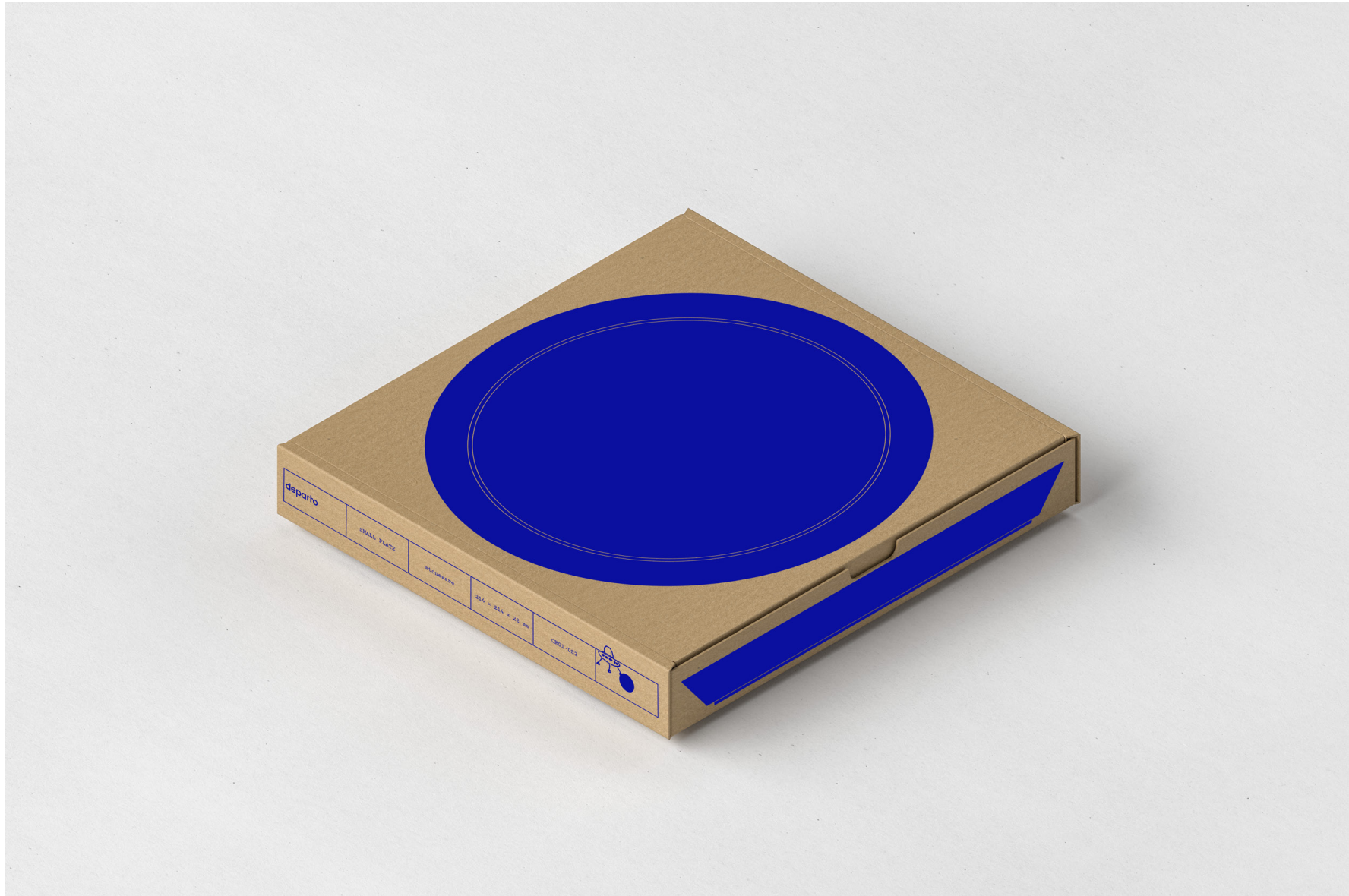
at home

















departo



Danielle Leeann Chin  
*Brand Manager*

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Tel 125 658 2564  
departo.co





THANK YOU

deparfo

info@deparfo.co  
deparfo.co

66 White Street, 3rd Floor  
New York, New York 10013







TWO STARS IN THE  
SKY WERE MOVING  
QUICKLY, ~~SE~~ CHANGING  
THE ANGLES OF THE  
TRAJECTORY RADICALLY  
AND SHARPLY



"AND SUDDENLY, A THREE-HELICAL,  
TRIANGULAR-SHAPED OBJECT  
APPEARED ON THE GROUND  
ABOVE MY HOUSE AND SAILED  
ACROSS THE SKY TOWARD  
THE SOUTHWEST.



I WAS LOOKING ONE DIRECTION. SUDDENLY  
I SEE TWO ORBS COMING AT US FAST, LIKE A  
CAR, WITH AN ALMOST BLINDING, BALL-LIGHTING-  
LIKE LIGHT, CONNECTED BY ROD IN THE CENTER.



2 MATTE BLACK UFO'S  
SIGHTED PASSING OVER  
BREWERY YARD.





