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The Countess Collection: From Concept to Product

A Graphic Communication Guide





#### Developing the brief 1.

We were asked to develop a new retail collection for Rosslyn Chapel Trust. The concept for the new collection is based on the Countess of Rosslyn who is married to the 7th Earl of Rosslyn and takes an active role in the conservation and development of Rosslyn Chapel. The Collection is designed to reflect the values and personality of the Countess who also plays an active part in the design approval process and in the selection of the products.

In the first instance we scoped out a brief to commission an illustrator as we wanted the designs to be based on elements from the Chapel.

## Rosslyn Chapel Illustration Brief

The design will be used on packaging and products for the Countess Collection. It will have a feminine feel and primarily be used for more personal and decorative products.

## Look and Feel

- Vintage
- Decorative patterns
- Range of colourways
- High design value
- Appeals to women
- Inspired by Chapel carvings

### Products

- Toiletries, eg soap, hand-cream, bath products
- Scented candles
- Stationery and paper products
- Mugs and ceramics
- Preserves
- Biscuits

## Requirements

- One initial design which can form a repeat pattern
- Ability for the colourways of the design to be changed
- The illustration must be based on, or be an interpretation of, the carvings from the Chapel
- Copyright of the illustration must be passed to Rosslyn Chapel Trust



## 2. Look and feel

We explored the market and identified similar products with an aspirational quality to them.















### Inspiration from the Chapel 3.

We identified a series of carvings in the Chapel which we thought could form the basis for the designs. The illustrator visited site and then worked up some initial pencil sketches.











## 4. Commissioned illustration

The illustrator created a series of drawings for us. Each had to work within a square as we wanted to be able to create repeat patterns.



We then took the illustrator's drawings and created digital versions with which we could work with line weight, scale and position.













## 5. Creating a repeat pattern

The square format enables the design to form a repeat pattern



Repeating the squares and lining them up edge-to-edge allowed us to create a seamless pattern. We angled the pattern to make it feel less structured.





#### Creating a Colour Palette 6.

We developed a core colour range which reflects the floral aspect of the designs and gave us a strong, but restricted, colour palette to work with.

Examples of core colours applied to products



French Lavender Box Lid



White Lily Box Lid



Wild Rose Box Lid



#### French Lavender Box

### White Lily Box



#### Wild Rose Box





We explored a range of fonts, some with a hand-written feel.

The Counters Collection

THE COUNTESS COLLECTION

The Countess Collection

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The Countess Collection The Countess Collection The final font which was selected combined tradition and elegance and reflected the Countess's personality.

The

Adobe Garamond

ABCDEFGHIJKLMNOP QRSTUVXYZ

abcdefghijklm nopqrstuvxyz

0123456789

.,?!@£%&\*(a) "b" 'c'

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## 8. Design development

These were some of our initial design development ideas. We decided not to use the lattice effect and to develop designs which had a freer and stronger hand-drawn look. The carved feel of the flowers in the Chapel was brought out in the designs.



#### Scaling the patterns 9.

The Countess Collection, exclusive to

intricate carved flowers and foliage.

Rosslyn Chapel, is inspired by the Chapel's

It was important that the illustrative elements and patterns could be scaled at a range of sizes for different products. This gives us flexibility when working with just a few individual elements to create a range of designs which have commonality but also look distinctive.

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COUNTESS COLLECTION

French Lavender Candle





**Back Centre** 



Front Centre

Treat yourself to a little luxury with this

romantic French Lavender scented candle.





Crown Detail



We worked up the design and applied it onto a virtual mug to allow the client to see how the final product would look once manufactured.



## 10. Applying the design to templates

The designs for the packaging are applied to templates then sent to the manufacturer to print and make up into boxes.

## Soap Box

White Lily Box Lid





White Lily Box Inner









## 10. Product development

Some of the products which we are developing for the Countess Collection.



## 12. Supporting point of sale

To support the product range and to tell the story of the Collection we developed supporting point of sale material. This is endorsed by the Countess and can be used to promote both the Collection and individual products.

# The COUNTESS COLLECTION

Developed by the Countess of Rosslyn, this exclusive collection is inspired by the intricate and beautiful carved flowers and foliage found throughout the Chapel. The Countess of Rosslyn is married to the 7th Earl. This collection incorporates the Earl's coronet and the letter 'R' for Rosslyn.

By purchasing Rosslyn Chapel gifts you are helping to conserve this unique and important building for the future.



