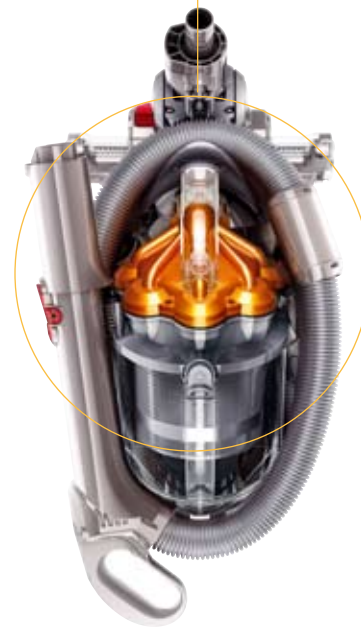


Aesthetics

Dyson products uses bright colors to highlight its technology. The bright colors are contrasted against the gray parts.



Dyson's vacuums uses the aesthetics similar to a car engine to unify the family of products. This design conveys power and speed like an engine.



The red buttons and touch-points allows easy navigation when using the product.



Repeating patterns shows complexity
Different material finishes are contrasted



Clean cut chamfers define strength and density
Industrial-like exterior reveals the power within



Perpendicular structure shows power
Trigger button resembles how power tools function

