

# Design Language

## Trendsetters

We defined the trendsetter as “a person who cultivates an area of interest based on popular social influences.” Keywords, expressions, age, and financial background were established to distinguish our user group and maintain a consistent and harmonious brand language. Trendsetters are 20 to 30 year old individuals living paycheck to paycheck. Their lifestyle can be described as bold, minimal, on the go, progressive, and impulsive. Lastly trendsetters live by the expression “less is more.”

## Design Language

We used our trend forecast for 2011 to choose colors, materials, form, and functions that would deliver value, performance, and memorable experiences that resonate with intended customers and users. Some of the aesthetics used for the Trendsetters includes soft, brightly colored plastics, simple / function-driven forms, and in-mold buttons and graphics.

