

16 Product design – laboratory products

This section offers guidance on how the Grant identity should be applied to Grant laboratory products.

Guidance is offered in two respects:

- 1 The values that all products should adhere to.
- 2 The application of the Grant identity – in terms of correct logo, product codes and other graphics.

The mechanical specifications of the Grant identity obviously concern the mechanical elements of correct logo, colours, typefaces and typography.

Important as these are they do not describe the emotional and perceptual values that should always underpin the products. These are the coded visual values that communicate Grant and its laboratory products at their best.

A product with a Grant logo does not necessarily qualify itself as a Grant product. A product must also demonstrate the correct values.

The technique for achieving this is called 'firmwords'.

In addition to their application to laboratory products, the firmwords as detailed in this section can also be applied to communication graphics, text and headlines, exhibition displays, promotional initiatives and sponsorships – in fact anything within the remit of Grant laboratory products and their promotion and distribution.

If you would like to explore firmwords in more depth, and acquire the broader benefits of the issues of understanding and implementation of a cohesive design language, please refer to *The Art of Identity*/Mark Rowden/Gower/ISBN 0-566-08318-3.



There are three laboratory products firmwords:

- CONSISTENT
- UNBIASED
- DISCOVERY

Grant laboratory products are CONSISTENT because they are durable, coherent, firm, solid and not contradictory in any respect – either in design styling or functionality.

Grant laboratory products are UNBIASED because they do not deviate, give bias to or prejudice the experiment or process.

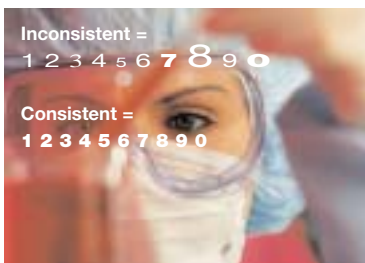
Grant laboratory products represent and are used for the purposes of DISCOVERY.

Creative debate

The Grant laboratory product firmwords – CONSISTENT, UNBIASED, DISCOVERY – provide a method of dialogue and creative debate. Each word is representative of many things. Each definition can be added to, and a creative brief and solution can be argued against them.

If you are a designer, the first thing you may notice is that DISCOVERY, as a process, is not necessarily CONSISTENT. One can gently challenge the other, in so far as discovery can involve surprise – whereas to be consistent, is to reduce or eradicate surprise. If someone is consistent in their behaviour, then they may also be considered predictable, and so on.

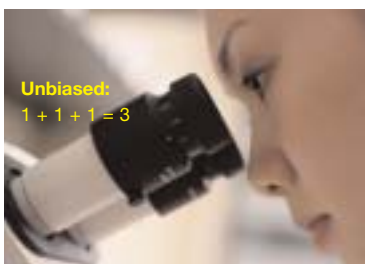
This tension and interplay between the two firmwords is intentional. The firmword that reconciles these two is the firmword UNBIASED. A Grant product does not **suggest** the answer to an experiment – instead its calibration makes the answer possible.



Consistent

To be consistent is to be in agreement; in harmony; in concordance; to be conforming; compatible and consistent with the facts.

Consistent is never erratic, undependable, unstable or inconstant.



Unbiased

To be unbiased is to be objective; fair; impartial; non-partisan; unprejudiced; to be neither weighted one way or the other, but to be precisely true, adequate and accurate. To remain unbiased demonstrates purity, equality and a certain equilibrium. It is to remain balanced; it is the starting point of pure; it is calibrated to zero.

Unbiased is never to distort.



Discovery

Discovery is to find; recognise; uncover; determine; ascertain; unearth; bring to light; originate; invent; and conceive ideas and developments. To discover can be a revelation; a journey or voyage of exploration. It is also monitoring for the purposes of detection; to make a transition or determine a course; to educate and to learn; and to be on the leading edge of progress.

Discovery is never concealment or suppression.