

UNDERCONSIDERATION

# Redesigning Valentine's

February 14, 2010

## Negative aspects of Valentine's

**Generic** with mass-produced, off-the-shelf solutions

**Obnoxious** with visual clichés of hearts and explosions of red

**Divisive** with the exclusion of singles

**Stressful** with the pressure of getting the right token of affection

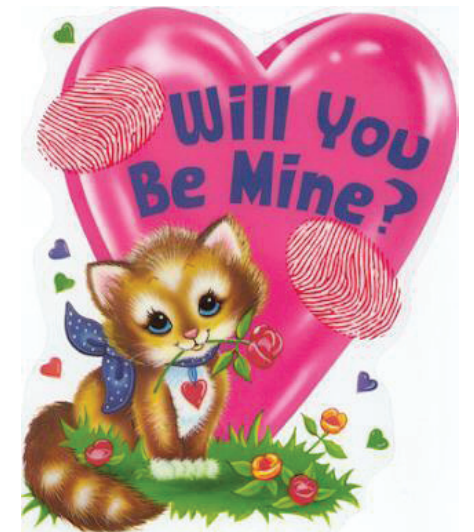
## Positive aspects of Valentine's

**Effusive** with an intense display of affection in a single day

**Convenient** with a predetermined palette of solutions

**Memorable** with the potential for unique gestures

# The visual landscape



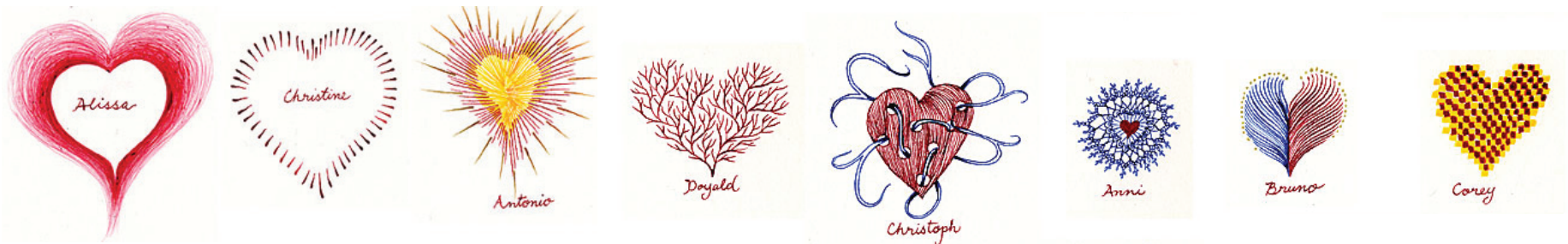


# Valiant efforts



**I love you  
blah blah blah  
hearts & flowers  
yadda yadda yadda  
kisses, cupid, etc.**

melish.org/vd be my anti-Valentine



## Our goals

Clarify expectations

Simplify visual clutter

Update color palette

Revamp traditions

Transform Cupid

# Goal: Clarify expectations

## Goal: clarify expectations

Sorry single people, this day is not for you. Father's Day isn't for mothers and Mother's Day isn't for fathers... you have Spring Break, what else do you want?

Applies only to romantic love between two people, so if you want to celebrate friendship you will need to find another day.

Responsibility for displays of affection falls on both parties. Men screw up enough throughout the year to put the weight of a holiday on their shoulders.

On January 1st discuss with your partner whether you will celebrate Valentine's Day. Sign a piece of paper if needed.

**Goal:**  
**Simplify visual clutter**



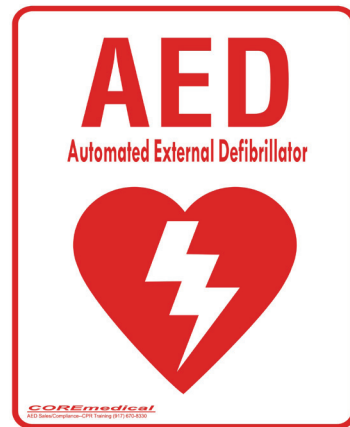
## Goal: simplify visual clutter

Among all the visual manifestations of Valentine's, one stands apart as a recurring icon.



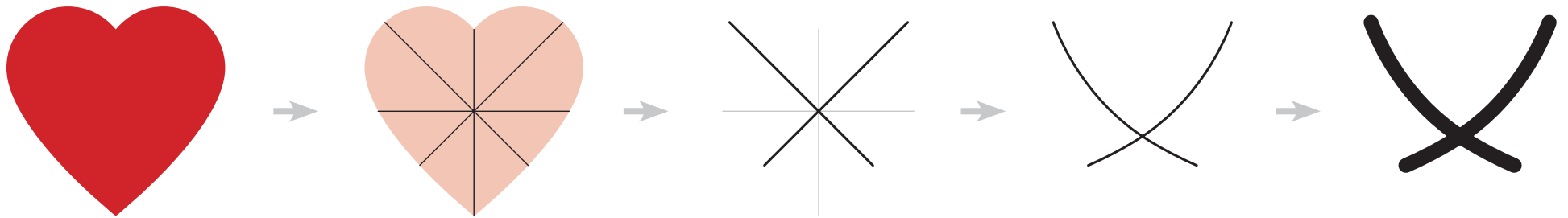
## Goal: simplify visual clutter

But the heart is not unique to Valentine's Day.



## Goal: simplify visual clutter

By drawing from the heart's symmetric anatomy and curved structure we arrive at a new, exclusive icon: The Valentine.



## Goal: simplify visual clutter

The Valentine stands for unity, simplicity, and partnership.

It also makes the shape of a "V."



## Goal: simplify visual clutter

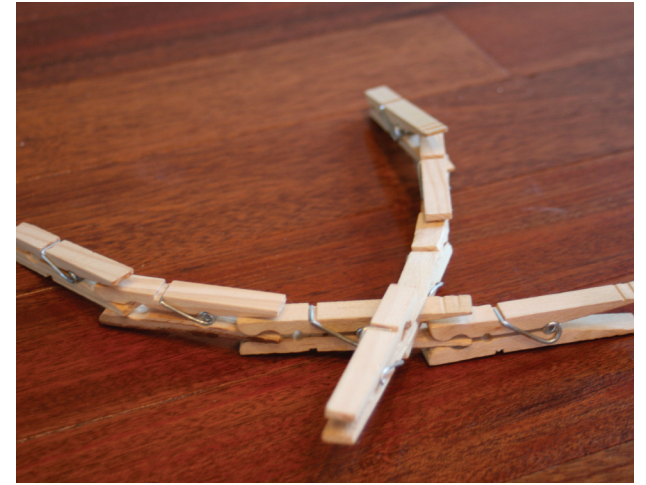
The Valentine is as simple as other global icons.





## Goal: simplify visual clutter

It can be easily reinterpreted and adopted by anyone.

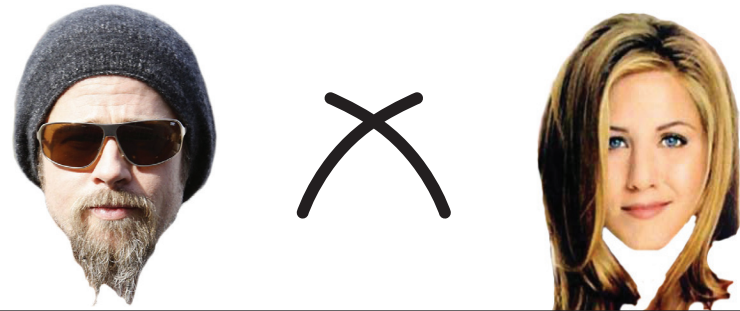


## Goal: simplify visual clutter

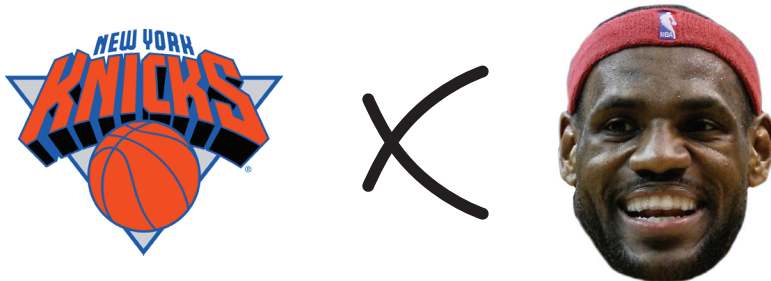
The Valentine can serve to indicate relationship status or romantic intentions depending on its orientation.



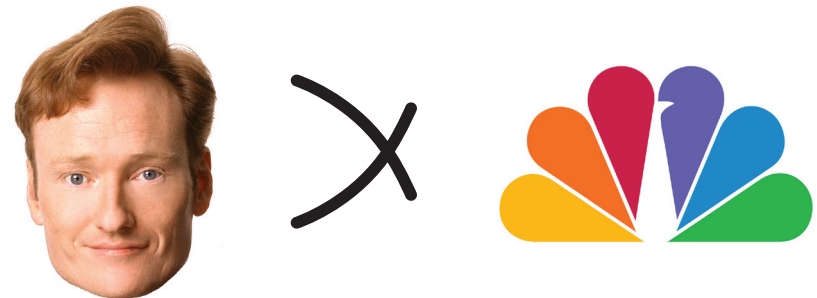
**V-up** WE ARE VALENTINES



**V-down** WE ARE NOT VALENTINES



**V-right** WILL YOU BE MY VALENTINE?

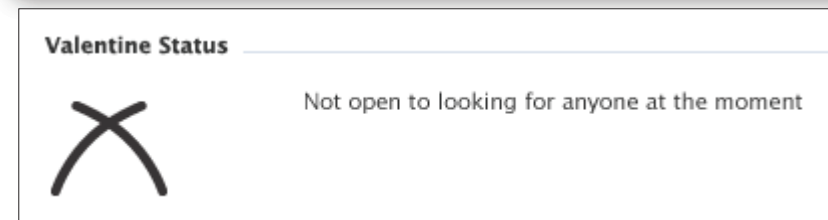
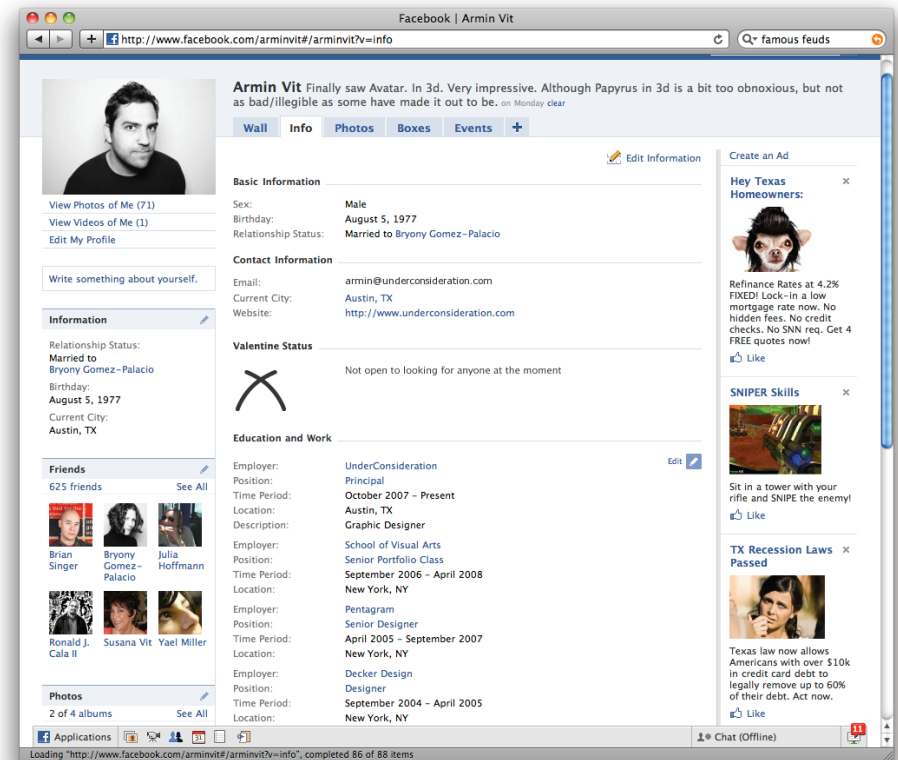
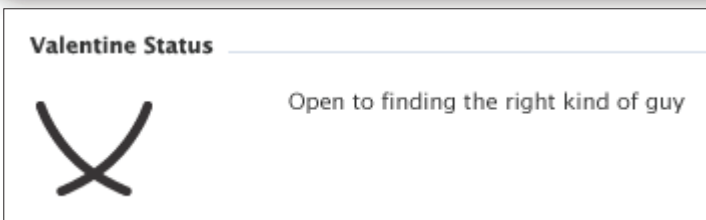
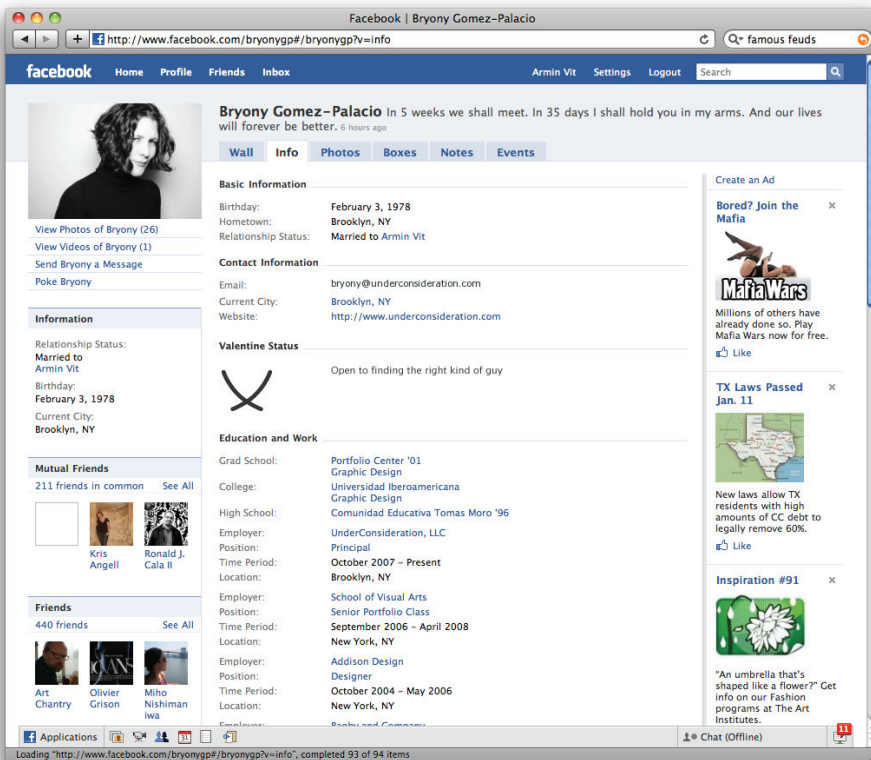


**V-left** YOU WILL NEVER BE MY VALENTINE



# Goal: simplify visual clutter

It lets your friends know whether you are “open” or “closed” for romantic business.



# Goal: Update color palette

## Goal: update color palette

The primary color associated with Valentine's Day is red, which is also the color for other significant icons.





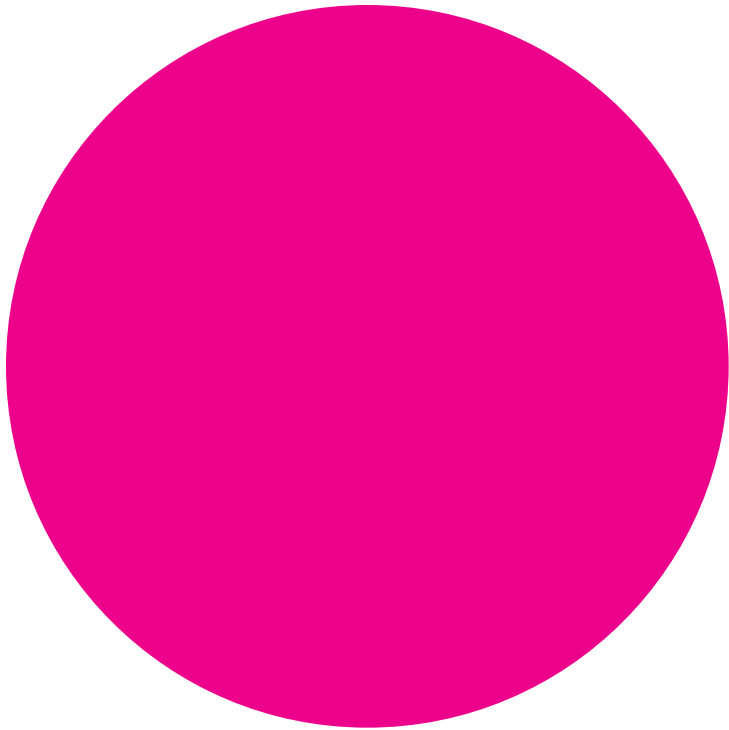
## Goal: update color palette

The supporting color is pink, in many hues...yuck.



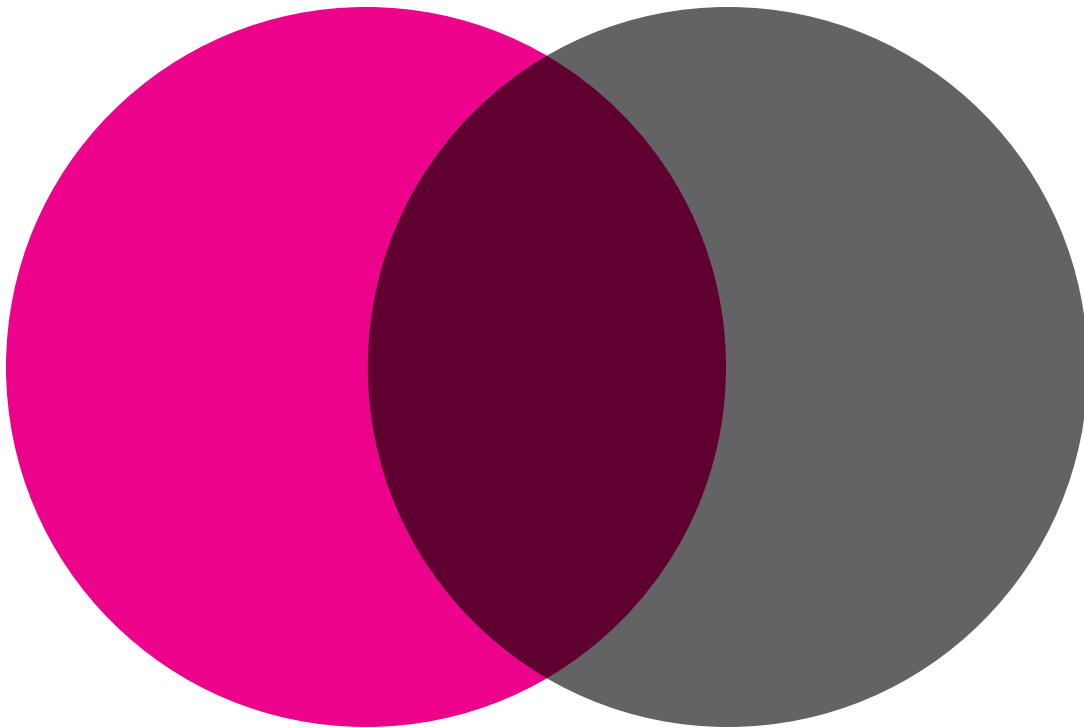
## Goal: update color palette

Since red can not be owned by Valentine's and there is equity in pink, a viable solution is magenta, a vibrant, contemporary and strong color—it is also a default printing ink, yielding efficient and sustainable print production.



## Goal: update color palette

Magenta is coupled with a dark gray for a touch of seriousness and sophistication—overlaying these two colors creates a third one, burgundy.



## Goal: update color palette

The Valentine rendered in various combinations of the new color palette.



# Goal: Revamp traditions



## Goal: revamp traditions, the Valentine card

Offering a Valentine card as a display of affection has lost all sense of significance. Originally created by hand with meaningful materials and gestures, today's mass-produced cards have lost all sense of romanticism. But how do you change people's behavior to go back to Valentine's roots?

PHOTO: FLICKR USER KROSSBOW



## Goal: revamp traditions, the Valentine card

Introducing The Valentine Card Tax, regulated by federal, state, and local law. Applied to any Valentine card design produced in quantities of 1,000 or more. Yes... Hallmark and American Greetings, you are out of luck.

**Card Base Price**  
**Plus**  
**\$4.25**  
**Fixed Sales Tax**

## Goal: revamp traditions, the Valentine card

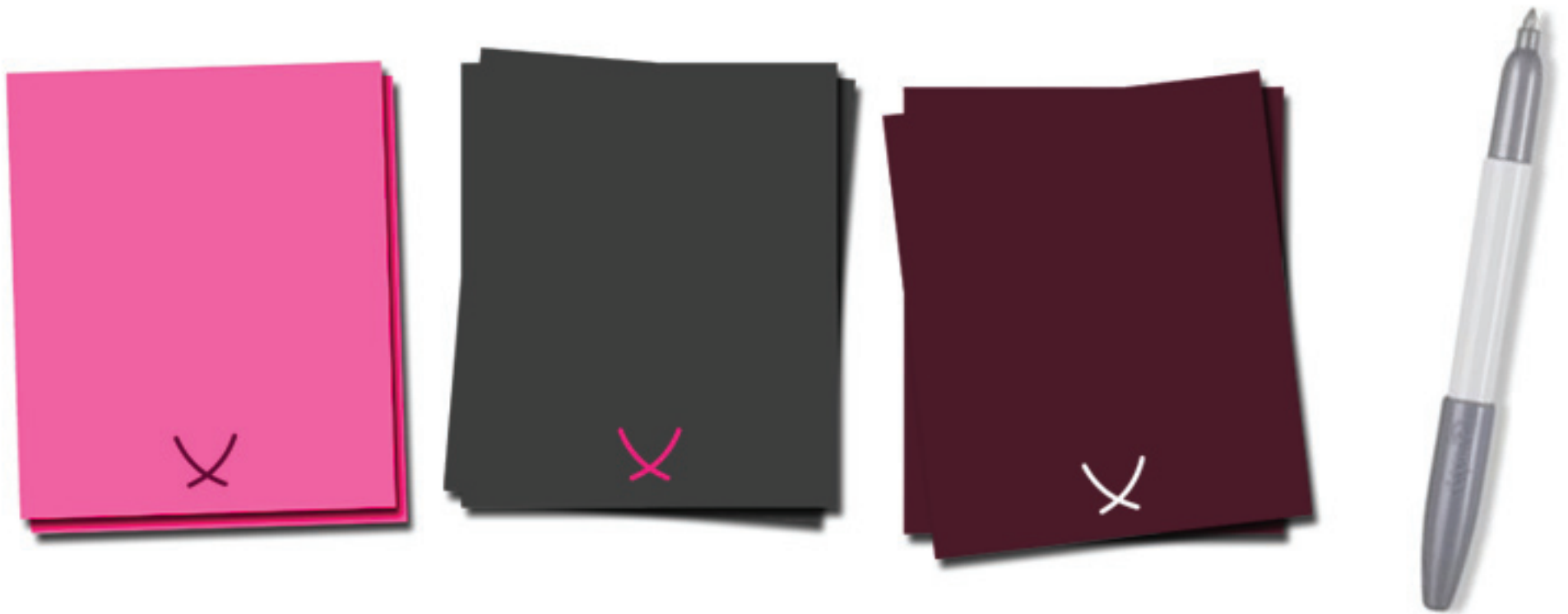
Leading to a return to one-of-a-kind Valentines.





## Goal: revamp traditions, the Valentine card

If hand-made Valentine cards are not for you, get a silver marker and a stack of sticky notes branded with The Valentine, then use them to leave unexpected notes on Valentine's Day and even throughout the year for your loved one to find.



## Goal: revamp traditions, the roses

Sure, roses are pretty but a large percentage of the nearly 200 million sold in the U.S. on Valentine's Day come all the way from Colombia — hello carbon footprint — harvested by workers in reportedly dire conditions and pay. Roses must go.



## Goal: revamp traditions, the roses

Instead, and to retain the connection to an object that grows from our earth, we suggest selecting from a range of more functional, lasting organic products that, *ahem*, are also powerful aphrodisiacs.



## Goal: revamp traditions, the chocolate

There is absolutely nothing wrong with chocolate on Valentine's Day or any other day of the year. Banning it would be a crime. Chocolate... stays! (Abstain from enormous boxes though, it's hard enough that most of us have already given up on New Year's resolutions by this time.)



# Goal: Transform Cupid



## Goal: transform Cupid

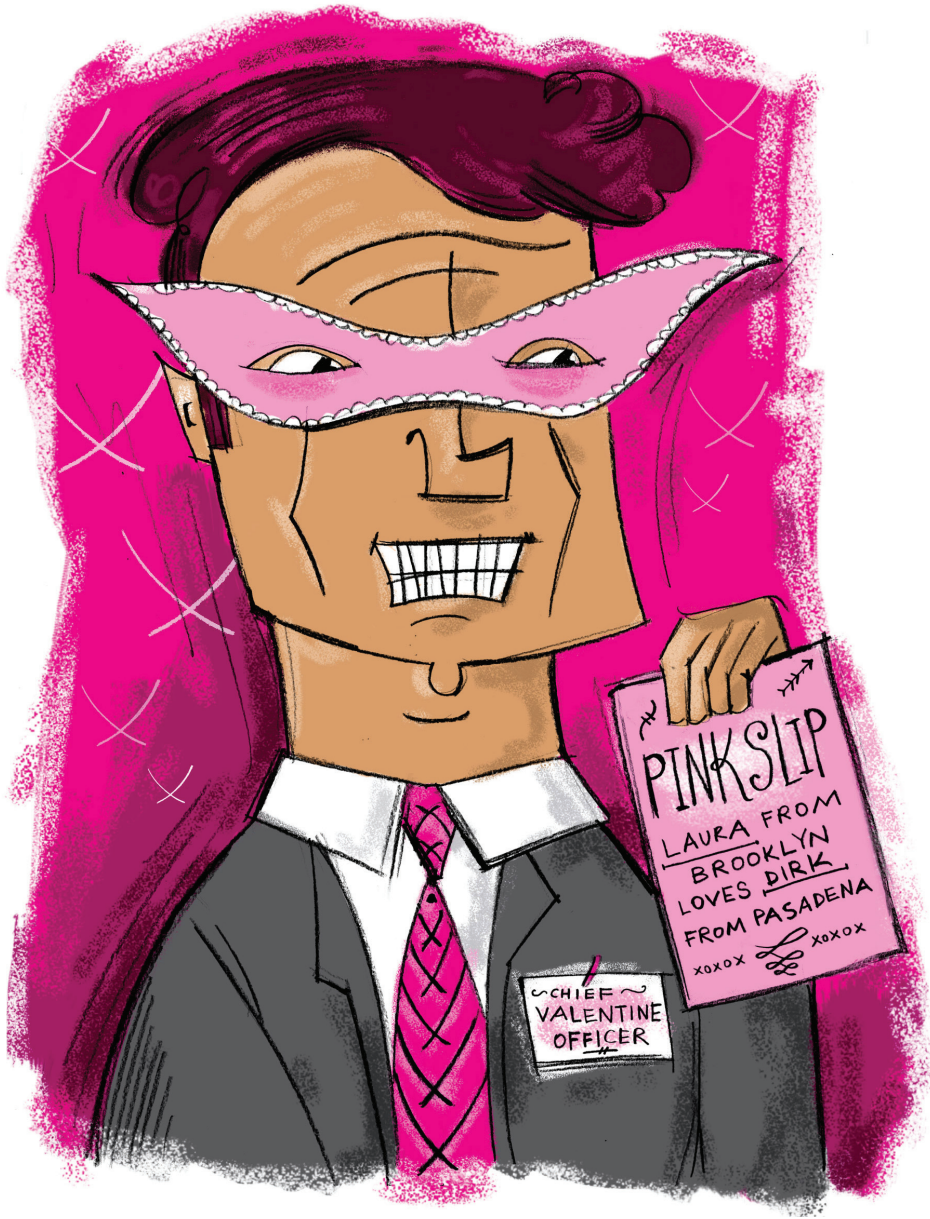
When it comes to other Holidays' characters, Cupid just does not measure up. We would like to offer some alternatives.



## Goal: transform Cupid, by Amanda Woodward

### Chief Valentine Officer

A more benevolent form of C-level executive, the CVO's sole end-of-year bonus is the joy of procuring romantic love between two people, no matter how hard they are to bring together.



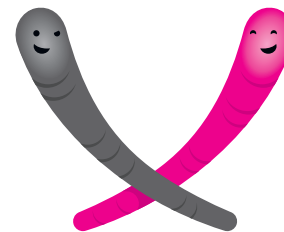
## Goal: transform Cupid, by Von Glitschka



### Heart Worm

On Valentine's Day let your heart be infested with the Heart Worm. Its burrowing presence will give you passionate heart burn for the apple of your eye. Eat your heart out Cupid!

Plus, it can flex into a number of helpful shapes.



## Goal: transform Cupid, by Jessica Hische



### The Love Puppy

Nothing sparks conversations between strangers—of both genders and all orientations—than a dog. This winged puppy rejects Cupid’s bow and arrow in favor of the Care Bears Stare, “in which the collected Bears stand together and radiate light from their respective tummy symbols. These combine to form a ray of love and good cheer which could bring care and joy into the target’s heart.”



# An improvement?

It's not perfect, but it's a start. And, regardless of what you do or don't do on Valentine's, a simple "I love you" might be enough.

