

# dyson

A design critique

Dyson is perhaps one of the most recognizable designs in the vacuum and fan industries. Dyson is very much the “Apple” of the household products. Dyson has made their products unmistakably unique. This brand identity is carried cleanly through their products, website and manuals.

## products

The Dyson design begins with their products. Each product has a distinctly clean and modern look. Clear storage bins in vacuum cleaners allow you to see the turbine engine that runs them. As you can see in **figure 1**, clean and well placed lines define their products even as silhouettes: the line of the handles, the distinctive base, and the line of the body. In **figure 2**, you’ll notice a repetition of color:



**figure 1** Dyson Vacuums

- Red for buttons and controls
- A dark grey or off-white body
- A solid highlight color: yellow-orange, blue, or purple

The blade-less fans have a clean, rounded look, each with the same base. And the Dyson airblade hand dryers follow the gray/white body color with a yellow highlight where the air comes out. Dyson has taken care to provide high quality products that meet a quality design standard.

## website

When visiting the Dyson website (<http://www.dyson.com>), you are immediately confronted with the distinct images of Dyson products. The website navigation is well divided into the three main product lines: vacuums, fans, and hand dryers. The content focuses on vacuums, without sacrificing ease of navigation between other product lines, a logical choice as vacuums will be a large draw for consumers.

The website has a strong alignment to a 4-column grid. The lines of this grid clearly separate content in the website. At a glance, visitors can quickly identify the sections on each page. This is no small feat as this website contains a significant amount of information that could easily overwhelm the audience if poorly organized.



**figure 2** Full Dyson Product Line

Presented by Jon Anscher

## manual

The manual for the Dyson vacuums (<http://tinyurl.com/dc25manual>) follows suite with the website, giving a line art graphic of the distinctive design on the front of the mainpage. The cover of the manual—containing the word **dyson**, the model number of the vacuum, and the line arts depiction of the product (as seen in **figure 3**)—maintains a simplicity that emphasizes the product’s uniqueness. The colors of the manual draw from the products and website as you’ll notice in **figure 5**.

- A solid black background on the cover matches the black background of their website.
- The gray and white text on the front cover and the lighter and darker gray used in the screens and to fill the vacuum body in the center pages of the manual match with the off-white and dark gray colors of their products.
- The blue and yellow highlights from their vacuums, fans, and airblade are also used to highlight key instructions in the manual.
- And, the distinctive red used in the buttons on their products is used in the warning graphics and key points in the line art instructions.

The slightly taller profile of the manual—measuring 8 ¼ by 11 ¾ instead of 8 ½ by 11— along with the modern looking font of the logo (as seen in **figure 4**) give the manual a more modern and sophisticated look and feel. These hints of modernity leave the consumer feeling that when they purchase a Dyson product, they are getting the cutting edge of modern technology.

The manual also makes very strong use of proximity and alignment. There is a very strong left line with text on one side and caution signs on the other. A rotated header, printed on the outside margins, carry that line from edge to edge of the manual. In addition, the manual makes good use of proximity. The graphic maintenance instructions sit at the center with written cautionary care instructions in different languages in the pages surrounding them. This allows users to open quickly to the universal and perhaps more valuable instructions for maintenance.

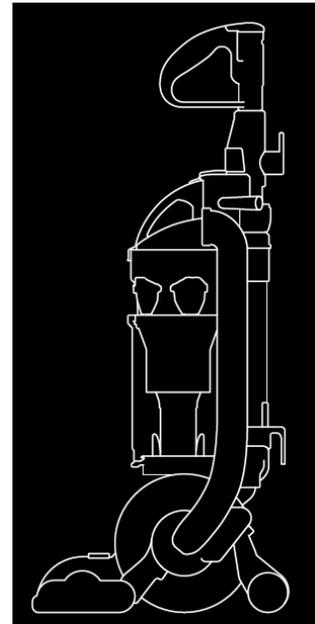


figure 3 Cover Line Art



figure 4 Dyson Logo

Hard floors or carpets • Pisos duros o alfombras

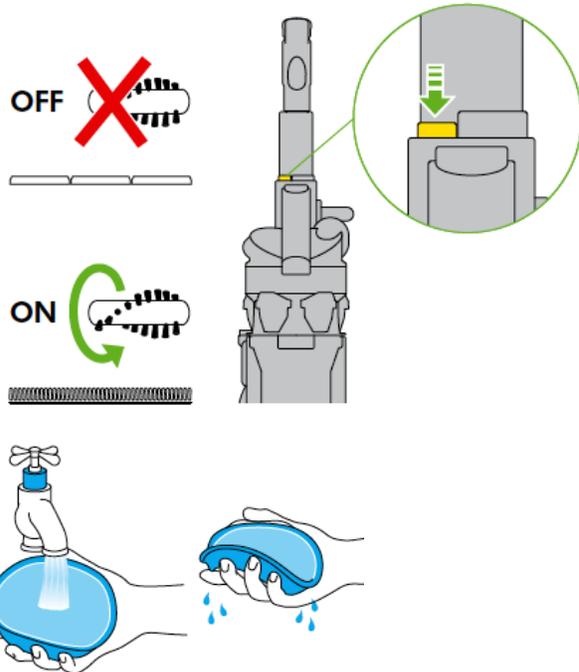


figure 5 Graphic Maintenance Instructions