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Pattern Research Project

Dept. of Interior Design

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2019

## Pattern Research Project: An Investigation of The Pattern And Printing Process - Diamond

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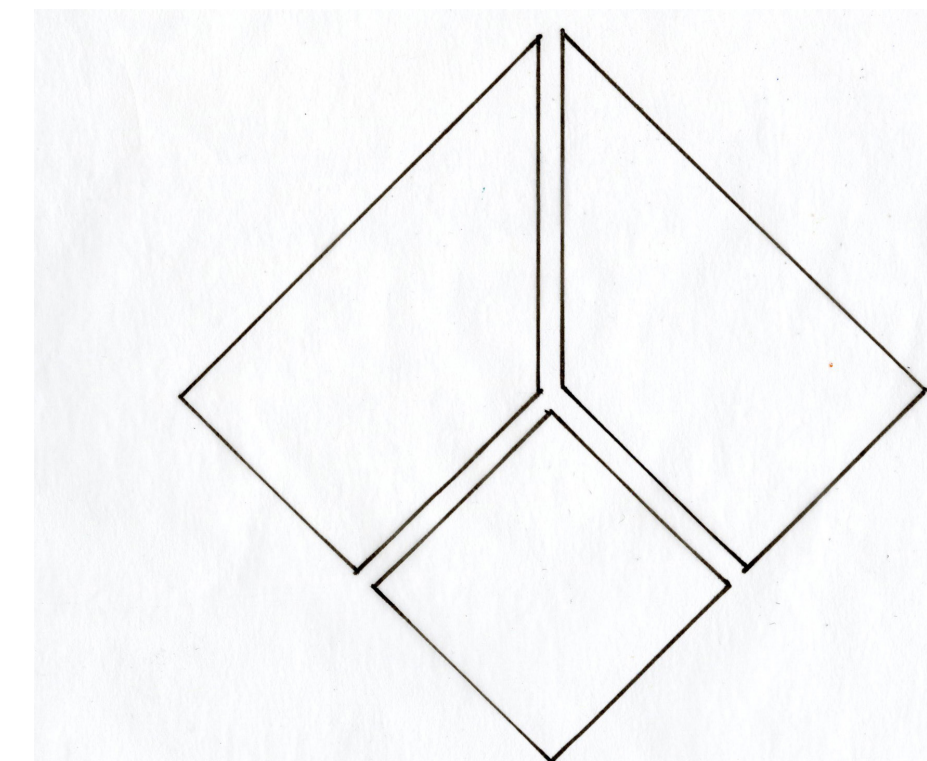
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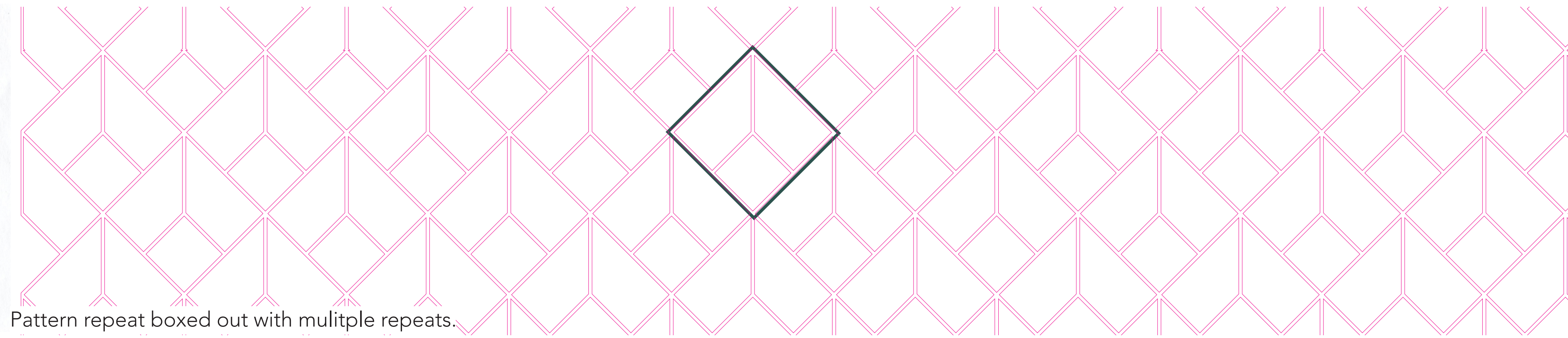
Diamond

# DIAMOND

M. Alcala-Ramos



One whole repeat.



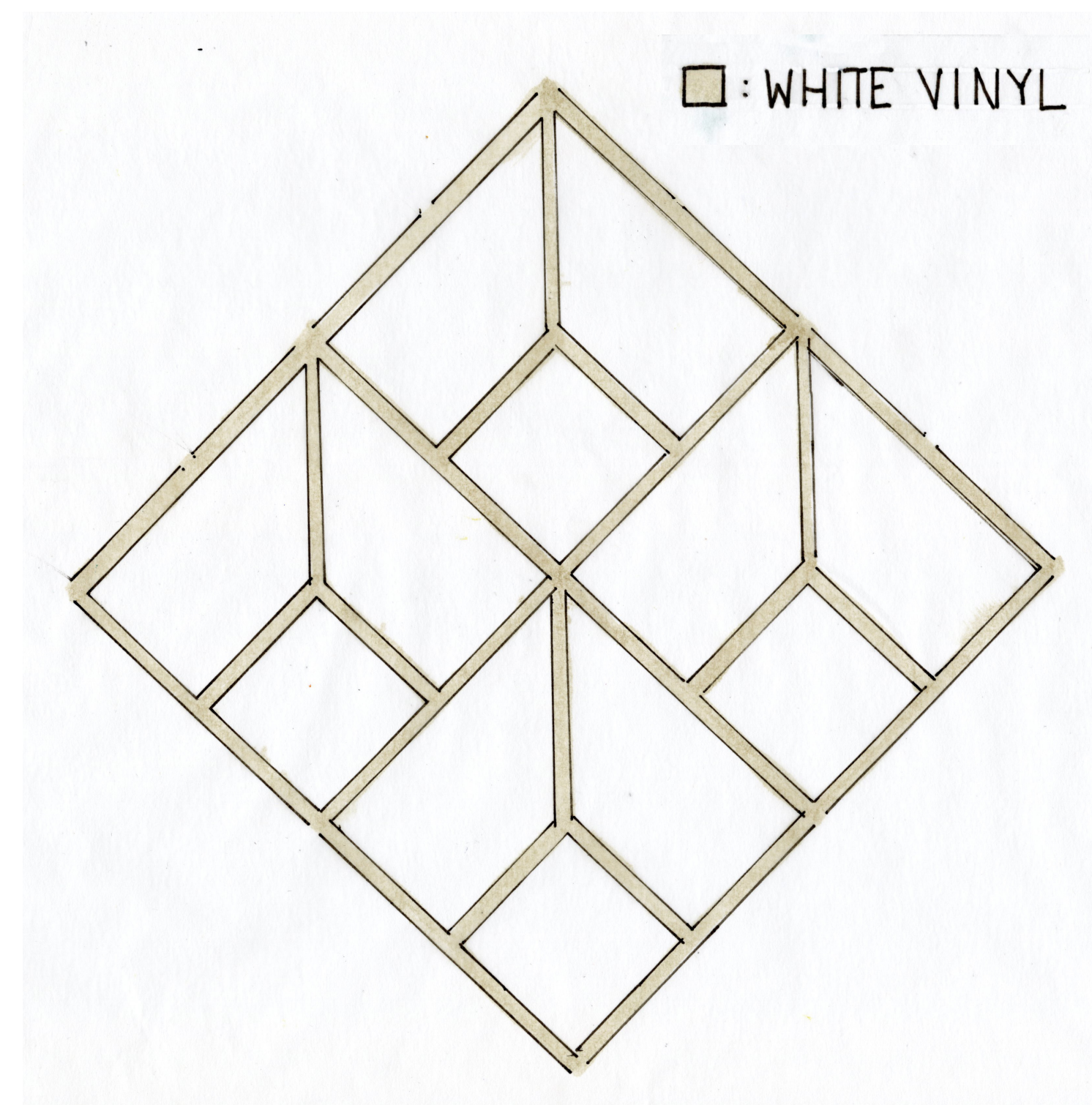
Pattern repeat boxed out with multiple repeats.



Diamond pattern repeated on glass window, used as a screen.

The pattern I chose is a Diamond pattern located on the windows of the Mezzo Loft's leasing office down West Broad Street. The pattern was designed by Emily Frontz. A Graphic Designer & Brand Strategist who works at Rocket Pop Media here in Richmond. The pattern is found in the entrance of the windows and doors. The leasing office has the same pattern on their website so it works as a continuous theme. The pattern measures 4 3/4 inches x 4 3/4 inches and is 2 right trapezoids and a square to form a diamond.

The pattern is used as a decorative element to the entrance and as a screen. The use of the diamond pattern on the interior window was used as a screen to allow privacy to the leasing office behind the window. With the screen, it helps people on the inside feel like they aren't being seen from the outside and feel more comfortable with being in a room with big transparent windows. It allows people from the outside not look in and allow the people inside to have their privacy. It also helps tie in the theme that The Mezzo has going on without being too overwhelming.



Color/Material study

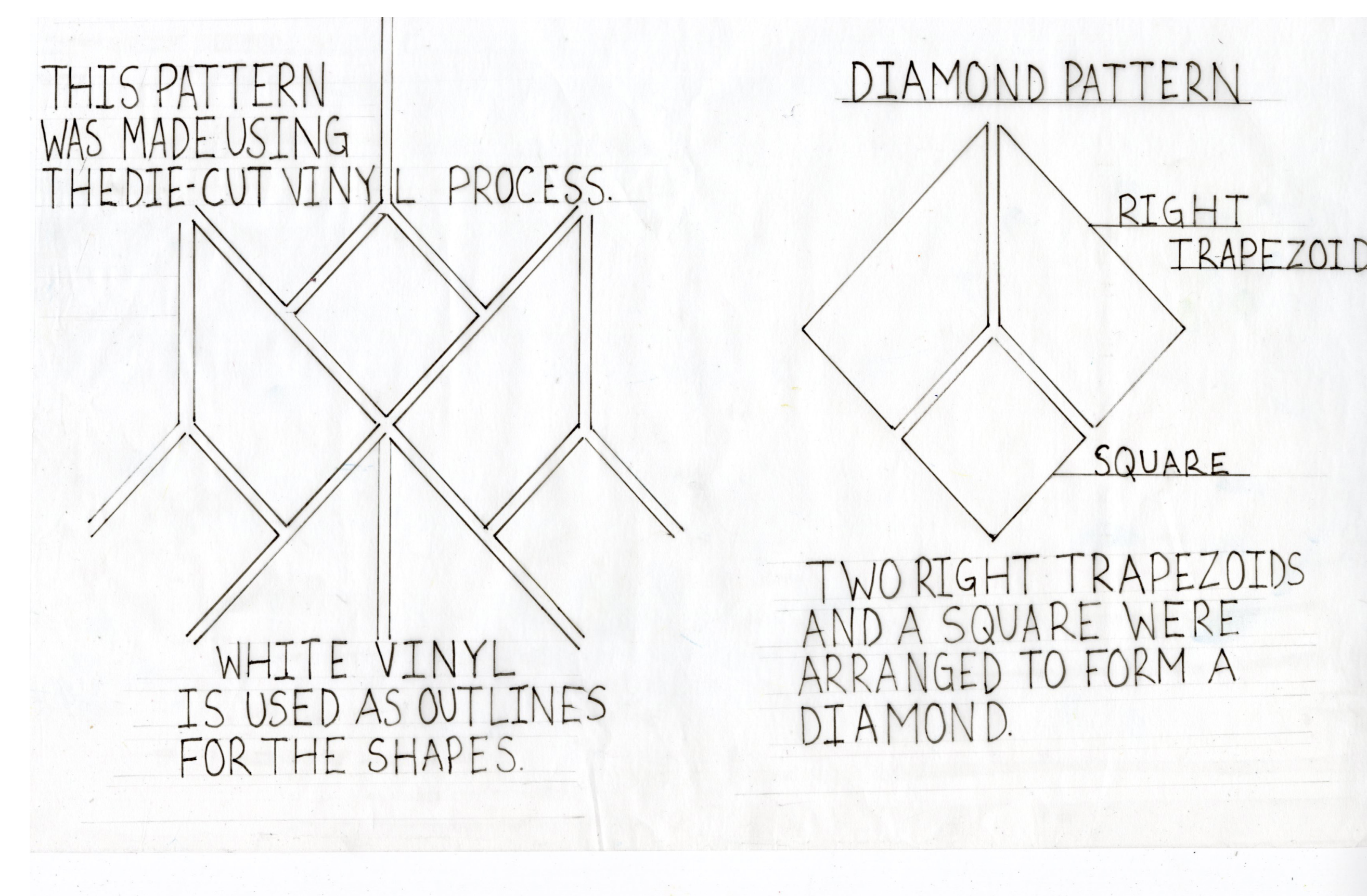
The design of this pattern says a lot of technology, it was created using vinyl (a synthetic man-made material) and using the Die-cut vinyl process. The whole progress that took to create this project was technology-based. Without technology, it couldn't have been done. From the beginning of it being designed on a computer program to being cut out with a machine.



Geometry study using different colors to help point out different elements.



Diamond pattern shown in the entrance of the Mezzo Loft's Leasing Office.



Craft study

Emily Frontz is the lead designer on all SNP Properties, which Rocket Pop Media is the Agency of Record for all of their properties. They got the opportunity to reposition the block formerly known as West Broad Street Apartments where The Mezzo is now. When it came to renaming the block, they wanted a name that included the entire block, not just the apartments. Their inspiration for the name came from where the city block was located. The block is located where East Broad meets West Broad so the middle. They used to the Italian word "Mezzo" which means the middle. The Mezzo (the middle) at City Center. When it came to the pattern, they used the architecture's "art deco" vibe on the block as inspiration. Along with the art deco, Frontz used inspiration from The Great Gatsby as well when designing the pattern and the logo.



Inspiration for overall look/theme.

**THEMEZZOLOFTS.COM**

**THE MEZZO LOFTS**  
AT CITY CENTER

**LIVE IN THE HEART OF THE ARTS DISTRICT**

- The Mezzo Lofts is where North Richmond meets South, and where East Broad Street meets West Broad.
- Modern lofts that reflect the historic charm of the buildings with over 70 different floor plans, original hardwood floors and large windows in the heart of the Arts District.

**ESTABLISHED BRAND GUIDELINES THAT ARE USED WHEN CREATING ANY POSTERS OR SIGNS.**

**THE MEZZO LOFTS | BRAND GUIDELINES**

**LOGO ARTWORK**  
These elements should always be used together and must never be separated, cut, or used horizontally. The logo should never be altered.

Fonts for company name and labels should never change. Colors should not change from approved.

**PRIMARY LOGO COLORS**

R 42	R 214	R 255
G 41	G 172	G 255
B 46	B 193	B 225
# 2a292e	# d6a05d	# 8888

**SECONDARY ACCENT COLORS**

R 0	R 224	R 53	R 217
G 177	G 224	G 101	G 217
B 178	B 143	B 129	B 214
# 00b1b2	# e69d0f	# 336681	# a9d9d8

**BRAND TYPEFACES**

**ACE SANS**  
USED FOR HEADINGS

**Avenir Light**  
USED FOR BODY COPY

**MINIMUM CLEAR SPACE**  
To protect the integrity of logo, it is important for assisting elements or other company logos to not be in direct contact with the logo artwork. Any other elements should be at least a "THE" width away from the logo artwork.

**SIZE**  
The dimensions and proportions of the artwork have been selected accordingly and should never be altered. The example shows improper usage.