

Some New Ideas for  
The New York Times Store

The Design Observer Group, LLC  
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# Who Shops Here; An Imaginary Sampling



## Maureen

is a 57-year old College Professor at NYU who lives with her husband, Tom in Yonkers. They have two kids in college, and because Tom is retired, they spend their summers and holidays at their house in the Berkshires. Maureen is a loyal Times reader who commutes by train into the city and mostly reads the paper online. Tom, a Yankees fan, keeps a boat on their lake in Massachusetts. He's been an avid Beatles fan for most of his life, and reads the Op-Ed page religiously.

### LIKES

*Classical music, knitting, hiking, animals*

### DISLIKES

*A complicated check-out process, pictures that take too long to load*

### PROFILE

*Cultivated, but not too intellectual: varied interests*

### WISHLIST

*Jewelry, crosswords, music, anything nautical*



## Eugene

is divorced and lives on the Upper West Side. He's an attorney who works in the Flatiron district and has an amazing view of Madison Park. Over the years, he's developed a true passion for the city and its architecture. Eugene loves photography, Thai food and flea markets. He parks his vintage sports car near the Holland Tunnel and spends weekends at his house in Bucks County; his basset hound, Percy, usually accompanies him. Secret passion: cooking.

### LIKES

*Old New York, vintage photography, classic cars, The Beatles*

### DISLIKES

*Anything too modern, fake reproductions*

### PROFILE

*Professional and impatient— a journalism junkie*

### WISHLIST

*Framed photography, model cars, kitchen items*



## Aidan + Charles

live in Chelsea and are power NYT users. Charles, a physician, trades stocks online at the gym, plans outings over Friday breakfasts while reading the Weekend section, and wouldn't go to any movie unless A. O. Scott recommended it. Aidan, an antique dealer who specializes in Asian artifacts, loves the Science section and listens to the Opera in his shop when things are slow. Both Aidan and Charles read the New York Times online when they travel.

### LIKES

*Elegance, clean design, limited-edition items*

### DISLIKES

*Tacky quality, anything plastic, unnecessary ornament*

### PROFILE

*Picky and sophisticated; curious and urban*

### WISHLIST

*Silver, movie posters, anything travel-related*



## Lillian

is a long-time subscriber, a retired nurse who reads the Times on the iPad her children gave her for Christmas last year. The retina display makes it easier for her to read the Book Review, and because Lillian lives in Charleston, she likes when she can link to her favorite local bookstore to track down a new mystery. Because she had a stroke last year, Lillian can't get out as much as she'd like: ordering from the New York Times store makes her life much easier.

### LIKES

*Affordable charm; simple pleasures*

### DISLIKES

*Anything overpriced, bulky jewelry*

### PROFILE

*Private, cautious, intelligent, conservative*

### WISHLIST

*Gifts for her grandchildren, scarves, books*

ALL PHOTOS/JOHN DOLAN

# Identity : The Typography

The Times Editorial Font Family

NYTKarnak <small>PAPER/WEB/ADS/PRODUCTS</small>	NYTStymie <small>PRODUCTS/ADS?</small>	NYTCheltenham <small>PAPER/WEB</small>	NYTFranklin <small>PAPER/WEB/ADS</small>	NYTImperial <small>PAPER/WEB/ADS?</small>
<b>NYTKarnakDisplay</b>	NYTStymieUltraLight	NYTCheltenhamXLight	NYTFranklinXLight	Imperial
<b>NYTKarnakText</b>	NYTStymieThin	<i>NYTCheltenhamXLightIt</i>	<i>NYTFranklinXLightIt</i>	<i>ImperialIt</i>
	NYTStymieLight	NYTCheltenhamLight	NYTFranklinLight	ImperialSemiBold
	NYTStymieMedium	<i>NYTCheltenhamLightIt</i>	<i>NYTFranklinLightIt</i>	<i>ImperialSemiBoldItal</i>
	<b>NYTStymieBold</b>	NYTCheltenhamBook	NYTFranklinMedium	<b>ImperialBold</b>
		<i>NYTCheltenhamBookIt</i>	<i>NYTFranklinMediumIt</i>	<i>ImperialBoldIt</i>
		NYTCheltenhamMed	<b>NYTFranklinSemiBold</b>	
		<i>NYTCheltenhamMedIt</i>	<i>NYTFranklinSemiBoldIt</i>	
		NYTCheltenhamWide	<b>NYTFranklinBold</b>	
		<i>NYTCheltenhamWideIt</i>	<i>NYTFranklinBoldIt</i>	
		<b>NYTCheltenhamBold</b>	<b>NYTFranklinHeadline</b>	
		<i>NYTCheltenhamBoldIt</i>	<i>NYTFranklinHeadlineIt</i>	
		<b>NYTCheltenhamXBold</b>		
		<i>NYTCheltenhamXBoldIt</i>		
		NYTCheltenhamBoldCond		
		NYTCheltenhamBoldXCond		

Of the six principal typefaces used across The New York Times editorial properties, it is our recommendation that the simpler, more modern fonts be used for The Store.

Franklin Gothic, **Karnak Text** and Stymie Medium work well at both small and large sizes, and also translate extremely well to the screen environment. These typefaces retain their legibility when dropped out or superimposed upon photographs and can be reversed out of colors much more easily than Cheltenham and Imperial.

That said, it is our recommendation that a set of non-aligning characters be added to the design vocabulary (see sidebar). These will make for a more elegant presentation when we list prices across the pages in the Store site.

## Non-Aligning Figures and Why They Matter

Most numerals are actually capital numbers: they align top and bottom with the capital letter height of most typefaces.

Oldstyle, or non-aligning figures are actually *lowercase* figures. In proper typographic form, numbers should be scaled to lowercase letters, not caps.

Introduced into a modern typographic vocabulary, a set of non-aligning figures will add variation and elegance to the proposed typographic system.

123456789

FRANKLIN GOTHIC "CAPITAL" NUMBERS

123456789

"LOWERCASE" NON-ALIGNING NUMBERS

Abc123

\$149.95

# Identity: Photography Guidelines

Important Criteria for Shooting and Selecting Photographs

Whenever possible, product photography should use natural light. Here are four other guiding principles for New York Times Store photography.



## Silhouette Gracefully

Just because products are shot against white backgrounds doesn't mean they can't be interesting. Consider angles and perspective when shooting: full frontal pictures are not the only way to promote inventory.



## Light Dramatically

Natural lighting is deceptive: lit from unusual angles and softened by additional boosts from incandescent and other forms of light, products glow and dimensionalize. In photos like these, objects really come alive.



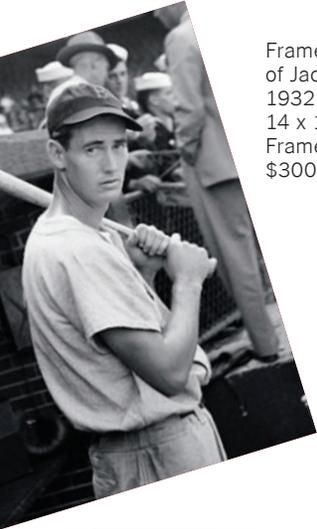
## Group Cleverly

Many "hero" shots could take advantage of clever groupings of items, driving shoppers to different areas of the site. Such groupings also allow you to lead with a narrative: think of these as immersive, suggestive images.



## Shoot Sparingly

If a picture is worth a thousand words, consider carefully what a picture shows. For main photos on landing pages, make use of blank backgrounds to ease adding type later. But light them beautifully just the same.



Framed photograph  
of Jackie Robinson  
1932  
14 x 16  
Framed  
\$300



Framed  
photograph  
of  
Derek Jeter  
2012  
14 x 16  
Framed  
\$300

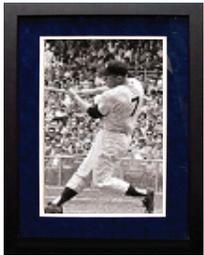


Framed  
photograph  
of Mickey  
Mantle  
1932  
14 x 16  
Framed  
\$300

# baseball



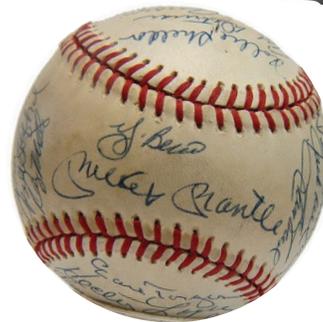
The New York Times has one of the largest and most comprehensive collections of Mickey Mantle materials in the United States.



OF COURSE WE ARE TOTALLY MAKING THIS UP BUT WE NEED THIS KIND OF CONTENT HERE



The question of why baseball appealed to the American people has evoked both treacly fghts of romantic fancy as well as more serious scholarly analysis. Amherst College Professor Allen Guttman attributes baseball's triumph, in part, to "the place of baseball in the cycle of the seasons." Yale President Bart Giamatti, shortly before he became baseball commissioner, lyrically explained, "The game begins in



Mickey  
Mantle  
Autographed  
Baseball  
1933  
\$900

# Other Assets

The Times Store Shopping Experience: Packaging, Hangtags, Collateral.

