



töfra oral barrier
teppi

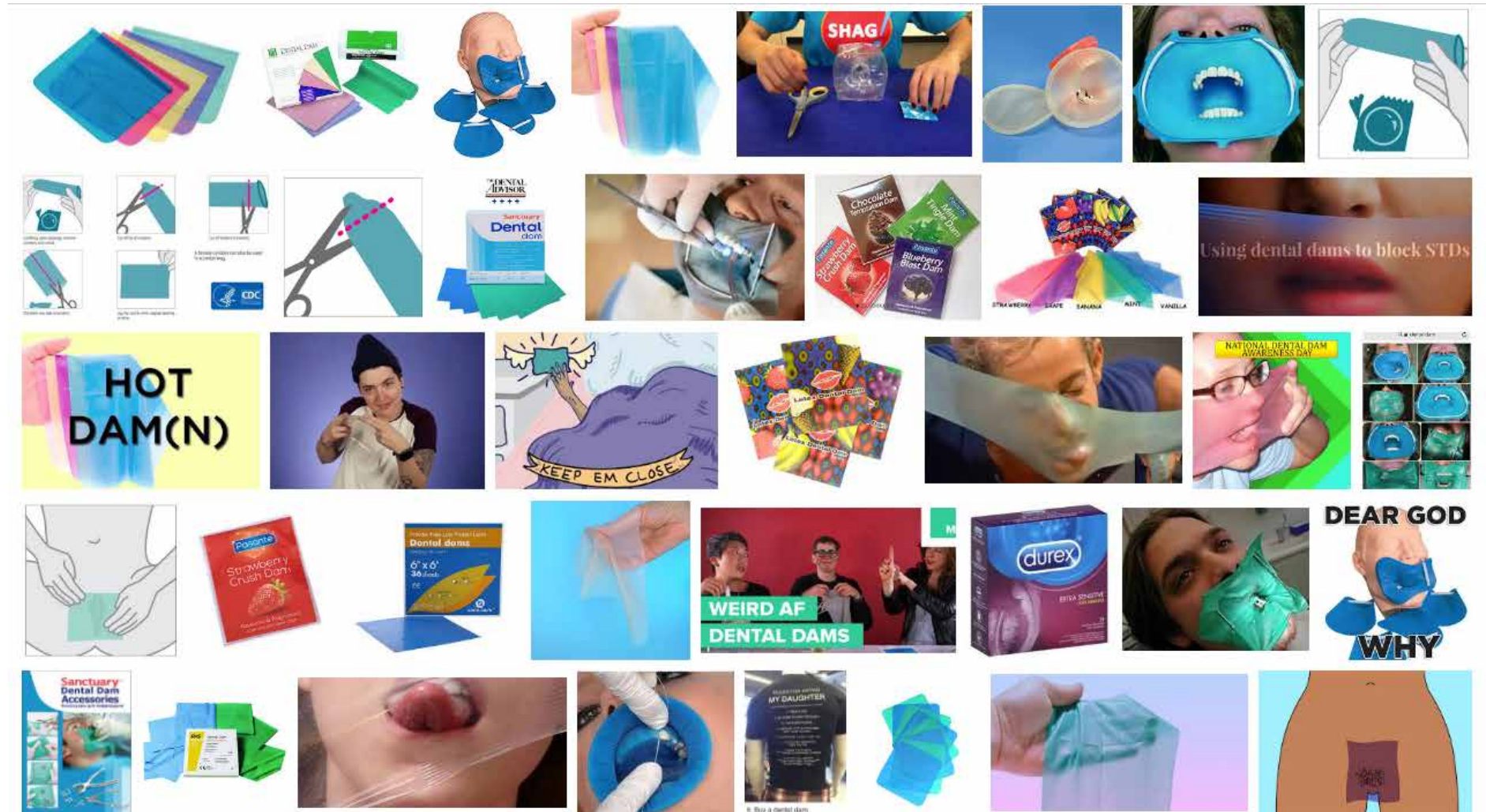
Process Book

What is a dental dam?

A rectangular piece of latex used as a barrier method for oral sex

A quick Google Image search produces these results.

Yikes!



Why should I care about these weird latex squares?

Access to safer sex methods is important for everyone, but not everyone's needs are being met by traditional condoms. This need is especially great for Lesbians and Bi women, and really anyone having oral sex! Currently, dental dams are made by a select few companies, cost more than traditional condoms, and are not often sold in brick-and-mortar stores. When someone wants to practice safer oral sex method, their choices are to plan ahead and order dental dams online, hope to find dental dams being sold at the store, or use a traditional condom cut into a rectangle.

Why shouldn't there be a nice dental dam option available in stores?

What do I want to do with this project?

First, I want to move away from the term "Dental Dam" because it is confusing and clinical. I'm thinking something like "oral barrier" instead to identify the product.

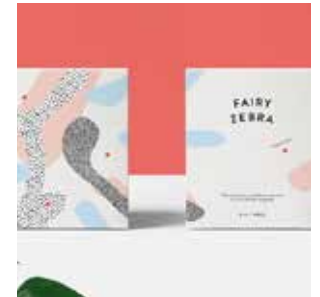
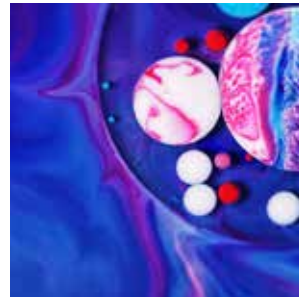
Second, I want to market these products to LGBT people. I want to do this by making the product look fun, friendly, as well as using a color scheme that is reminiscent of the gay, lesbian, and bi pride flags, but is not the exact colors.

I want to make the product fun and inviting because studies have shown that women who have sex with women rarely actually use barrier methods. My product will not be intimidating, awkward, or overly "sterile" and medical feeling.

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There are two major dental dam brands in the US Market currently: Sheer and "Latex Dental Dam" with a lipstick mark. Neither of these brands invoke trust or safety of the product.

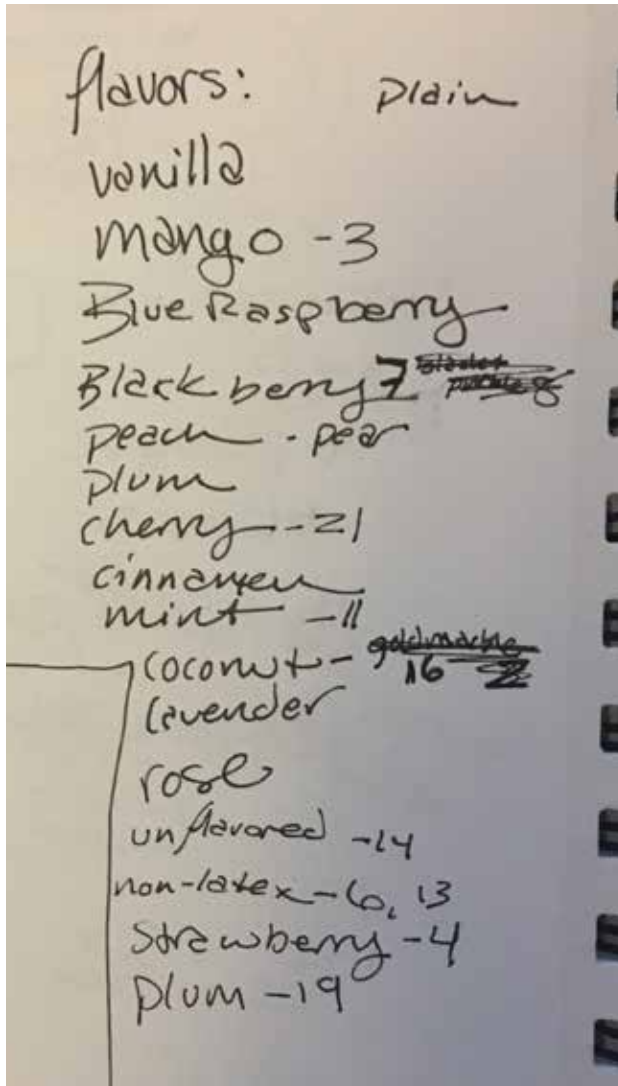




töfrateppi

Brand name brainstorming

Lick: leku, slicka, sleikja, slikke,
Tongue: lingua,
Icelandic: töfrateppi = magic
carpet



butchscientist

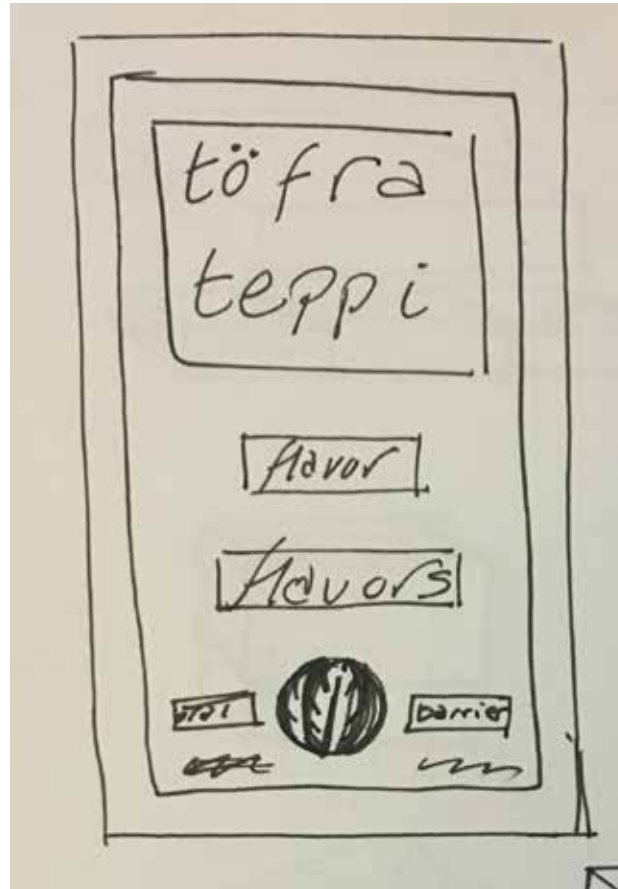
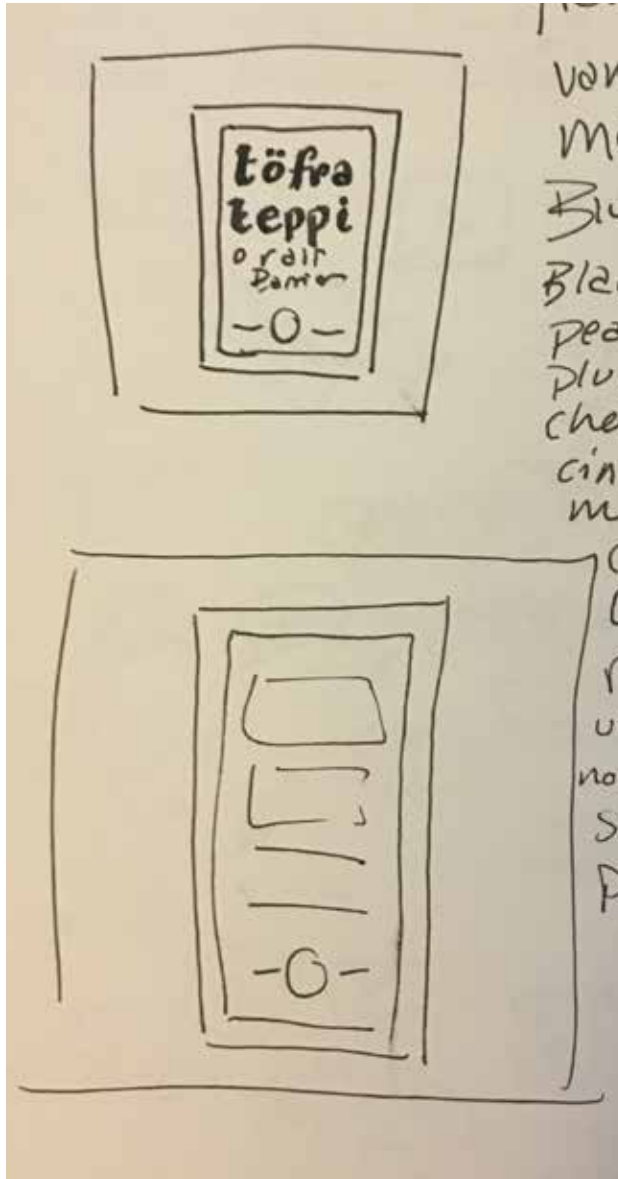
i just want to say that dental dam is a fucking awful term. who the fuck wants to go down on someone and think "this is like being a pussy dentist". in iceland we call them töfrateppi which means magic carpet and is so much better.
thanks for coming to my ted talk

33,795 notes



töfrateppi

Development of Visual Identity: Logo



töfrateppi

Development of Visual Identity: Logo

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oral barrier

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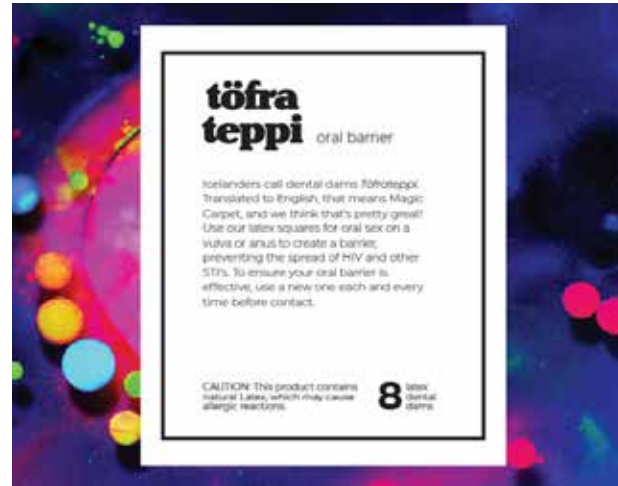
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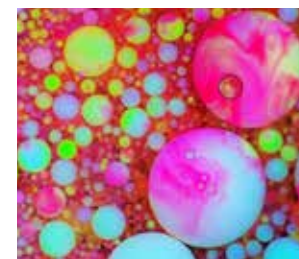
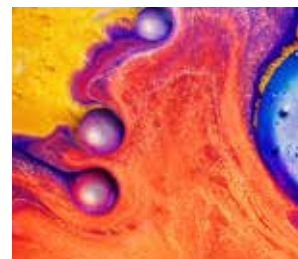
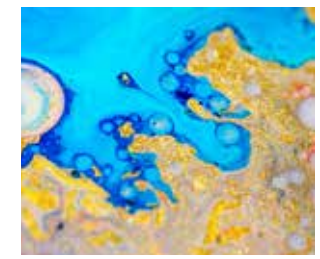
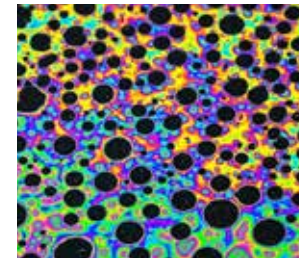
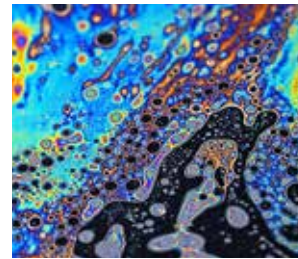
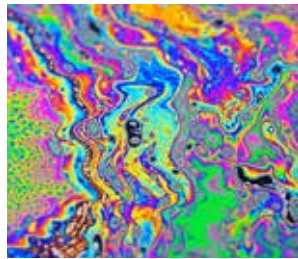
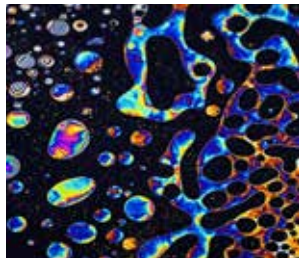
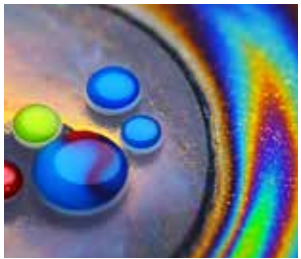
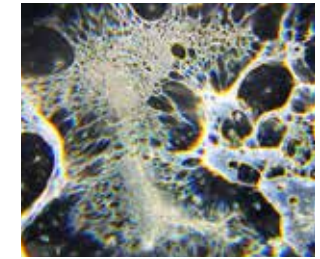
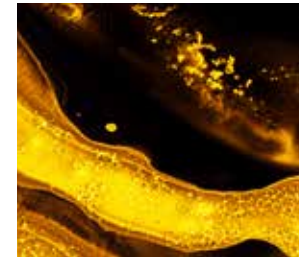
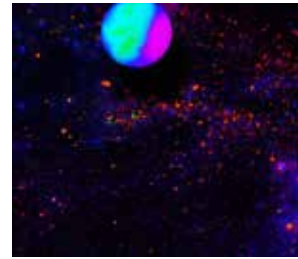
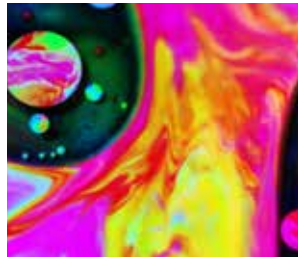
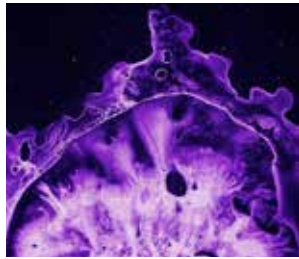
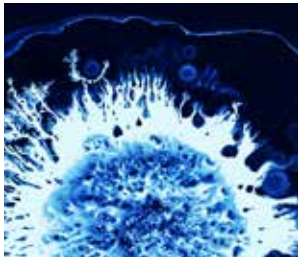
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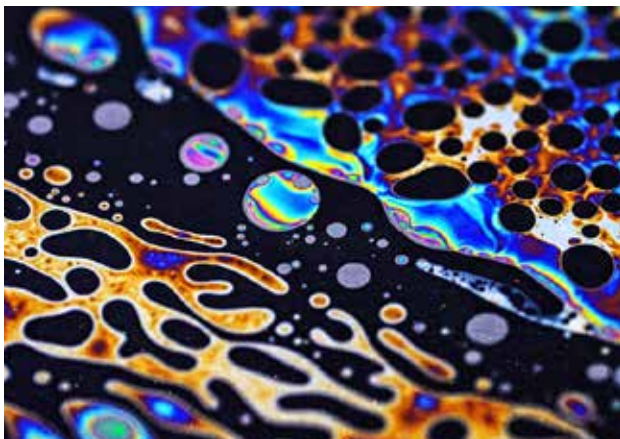
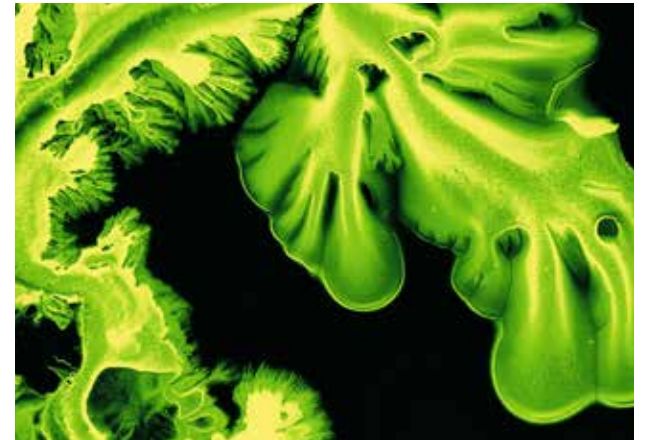
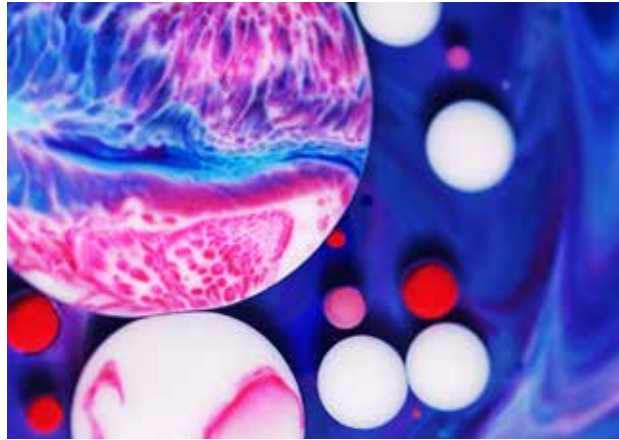
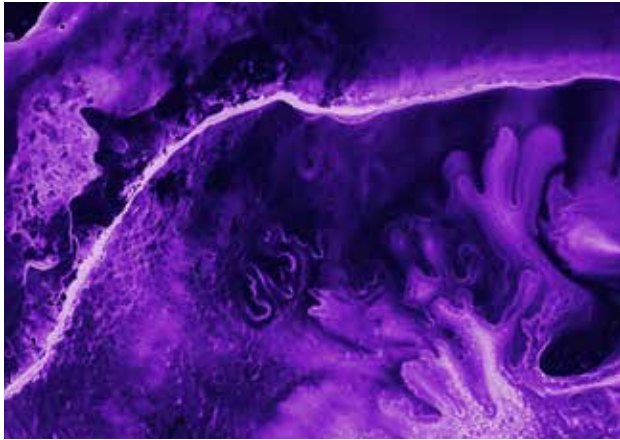
töfrateppi

Development of Visual Identity: Sketches



Photography by Ruslan Khasanov. I collected his available texture work. Present on the following pages are a selection of the over 100 images I gathered, and the final 9 images that I chose to use for my branding, each associated with a flavor.





Primary Logotype

oral barrier
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Secondary Logotype

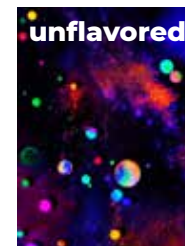
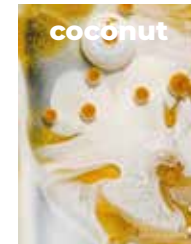
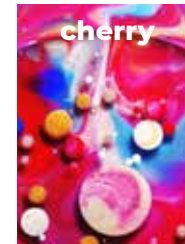
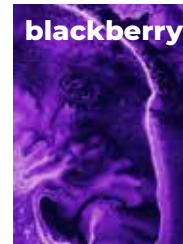
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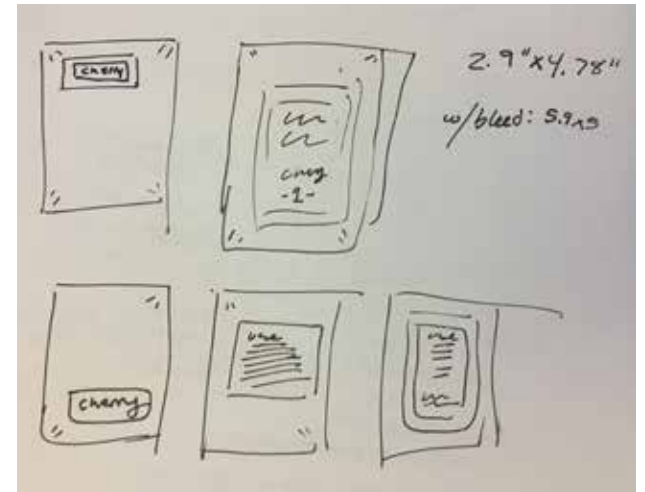
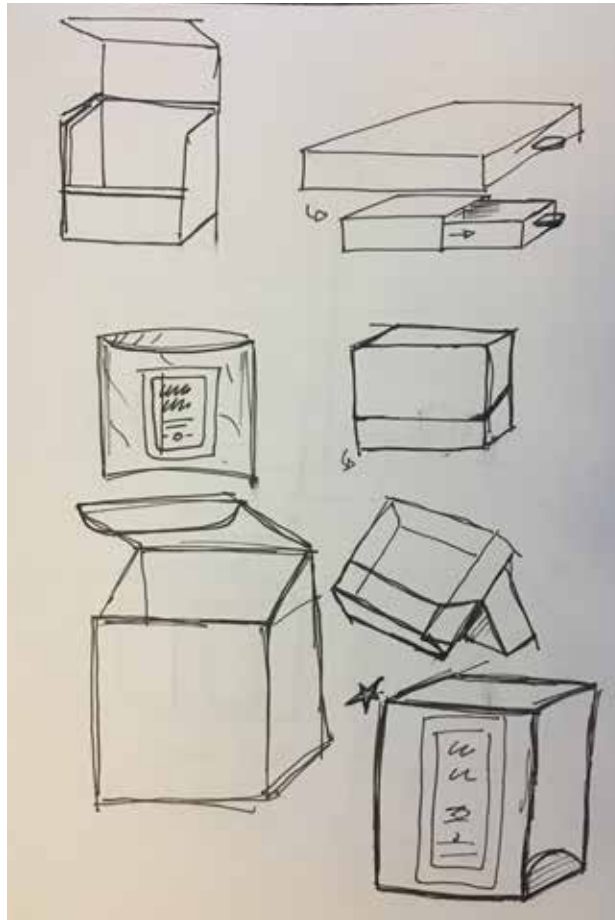
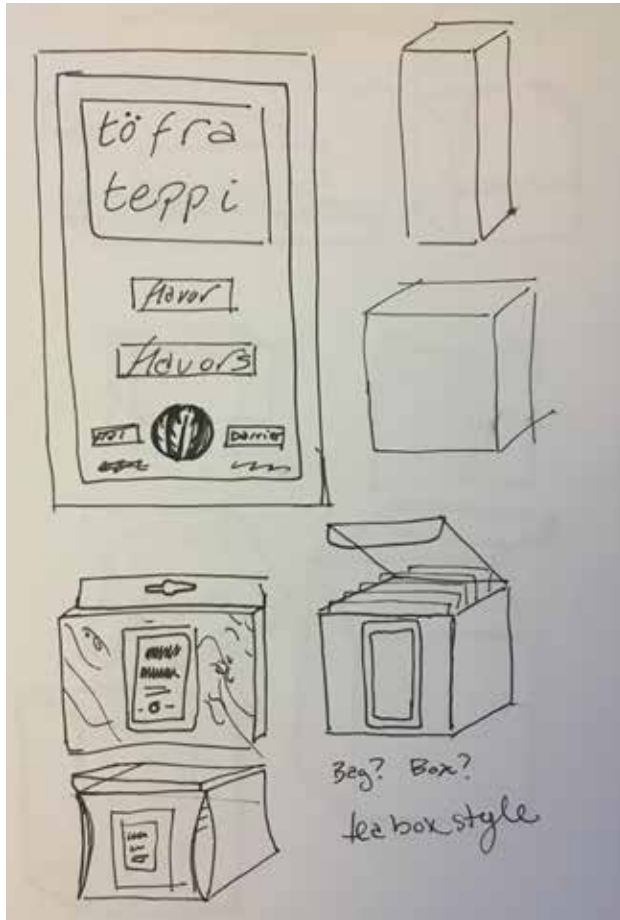
Typography

Montserrat Thin
The *Töfrateppi* brand utilizes bold, bright photography overlaid with simple white and black boxes. Type is always black on white, with a black frame inside the white box.

Montserrat ExtraBold
0 1 2 3 4 5 6 7 8 9

Flavor Swatches

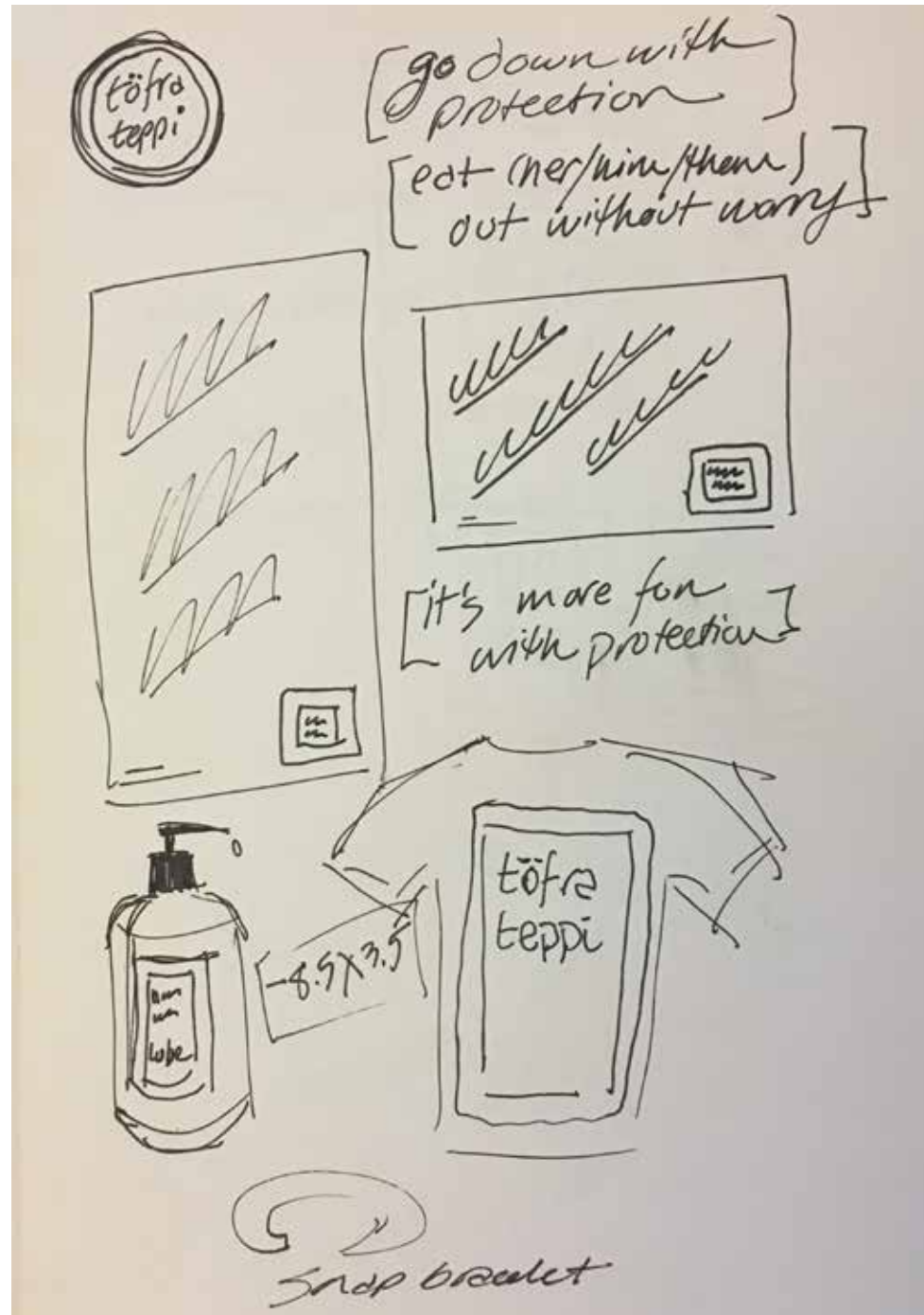






töfrateppi extension

- t-shirt / apparel
- stickers
- buttons
- posters
- whiskey
- website
- mobile site
- app





töfrateppi

Brand Extension: Stickers and T-Shirt





go down

with

confidence



