



ADIT

• Project RFP • Skyline • Bemidji State University •

Phoebe Lee Mathius

30' x 40' Island Booth

ADIT Drillbit Company

Skyline: Project RFP

WHO IS ADIT?

“We move your World.”

- Tagline

Bare Facts:

- Supply tools
 - Harvests fuel & creates passages
- Efficiency & Convenience
- Experts in Drilling & Safety
- Educational

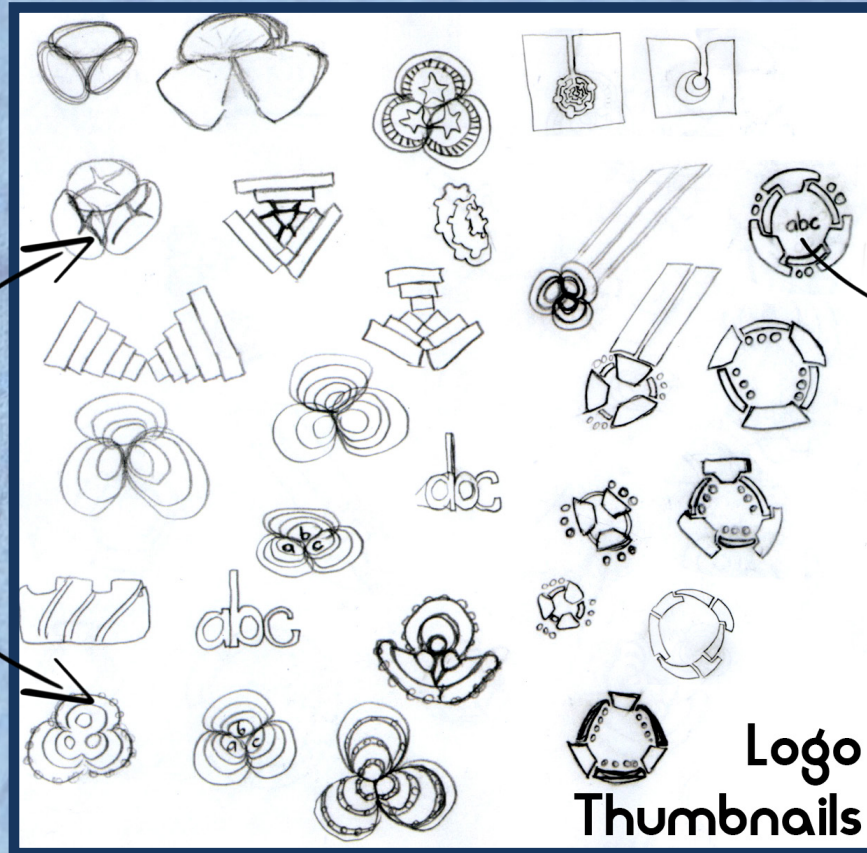
GOALS & OBJECTIVES

- Update marketing campaign & rebranding of Identity.

Define ADIT: entrance, passage, access, to make way.

- Unveiling/Launching of new face & new product at the Mining exhibit show.
- Two distinct spaces for tunnel drilling and offshore drilling categories.
- Not to appear too technology oriented or futuristic but still marketing high quality, durability, and trustworthy products.
- Need to standout on the show floor, provide unique exhibit experience to fascinate and educate customers, old and new.

DEVELOPING A NEW IDENTITY



SUMMATIVE IDENTITY MANUAL

Primary Colors



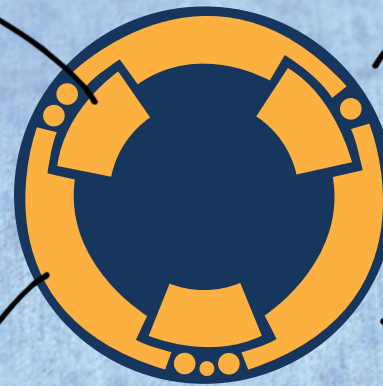
ADIT Blue
C100 M84 Y37 K27



ADIT Amber
C0 M35 Y85 K0



Logo Utilization



ADIT

Secondary Branding



Horizontal Version



Symbolic Branding

Typeface

Primary Typeface

A B C D E F G H I J K L M N O
a b c d e f g h i j k l m n o p

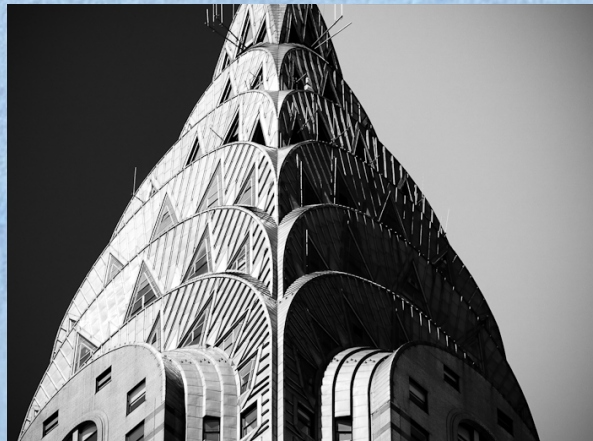
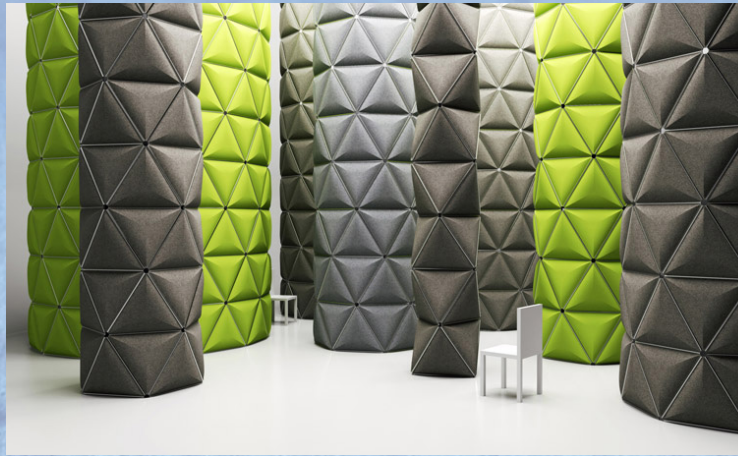
Moderna

Supportive Typeface

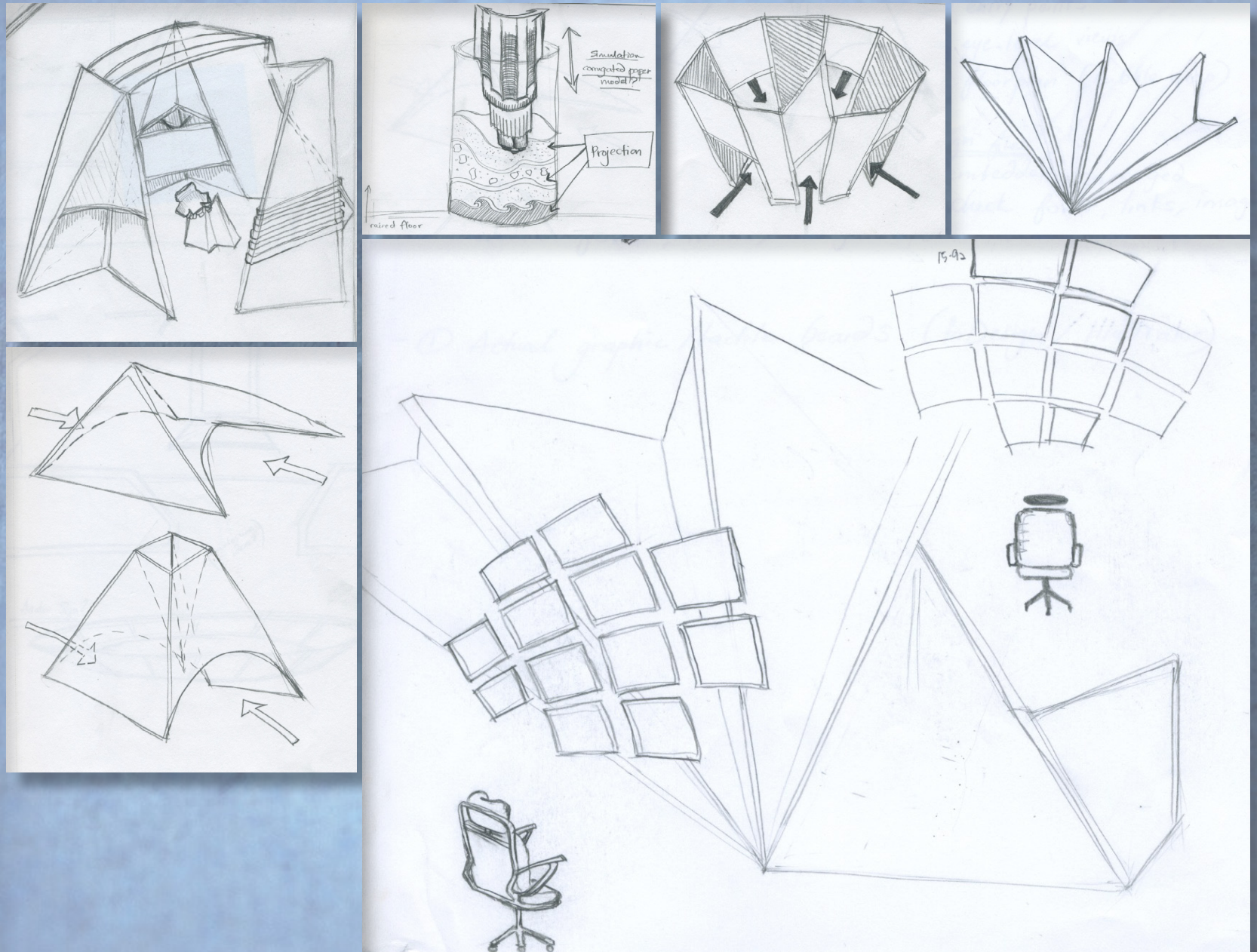
A B C D E F G H I J K L M N O
a b c d e f g h i j k l m n o p q

Gill Sans

MOOD BOARD



IDEATION BOARD





Proposed Design Solution.

FIRST GLIMPSE

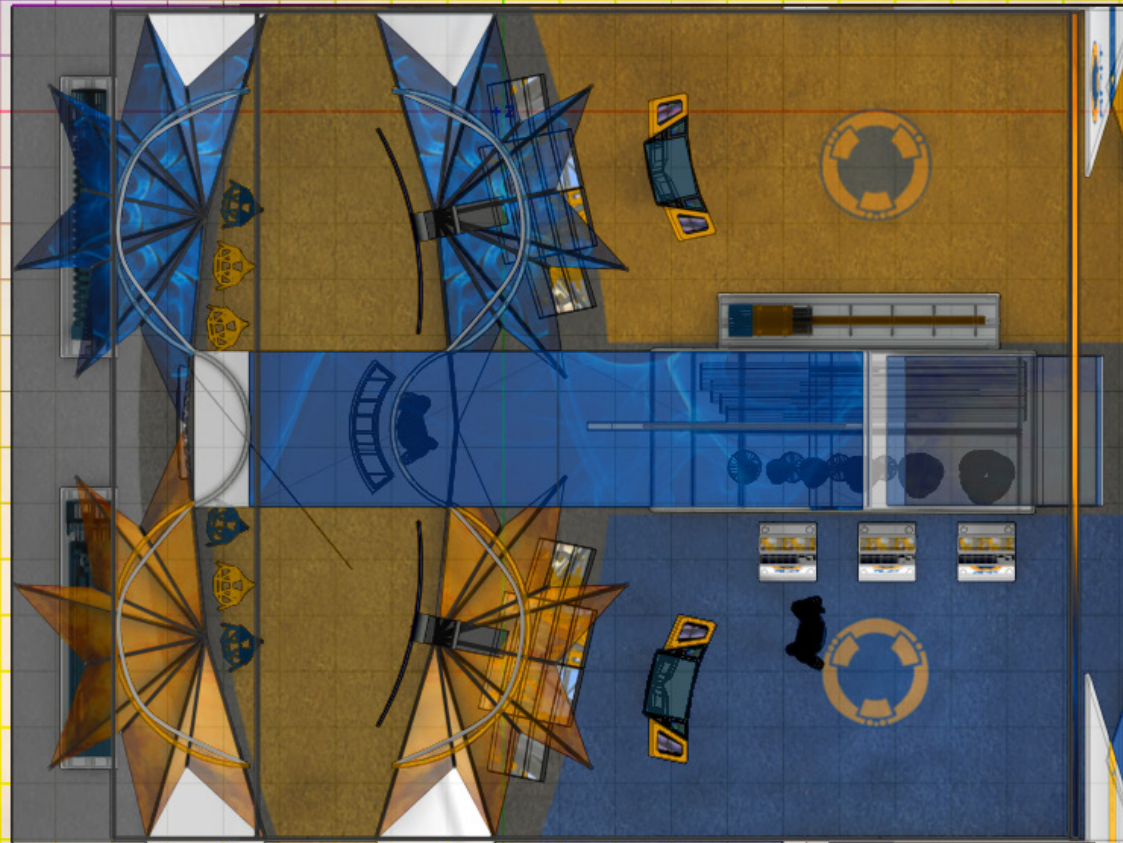


Overall View

ELEVATIONS

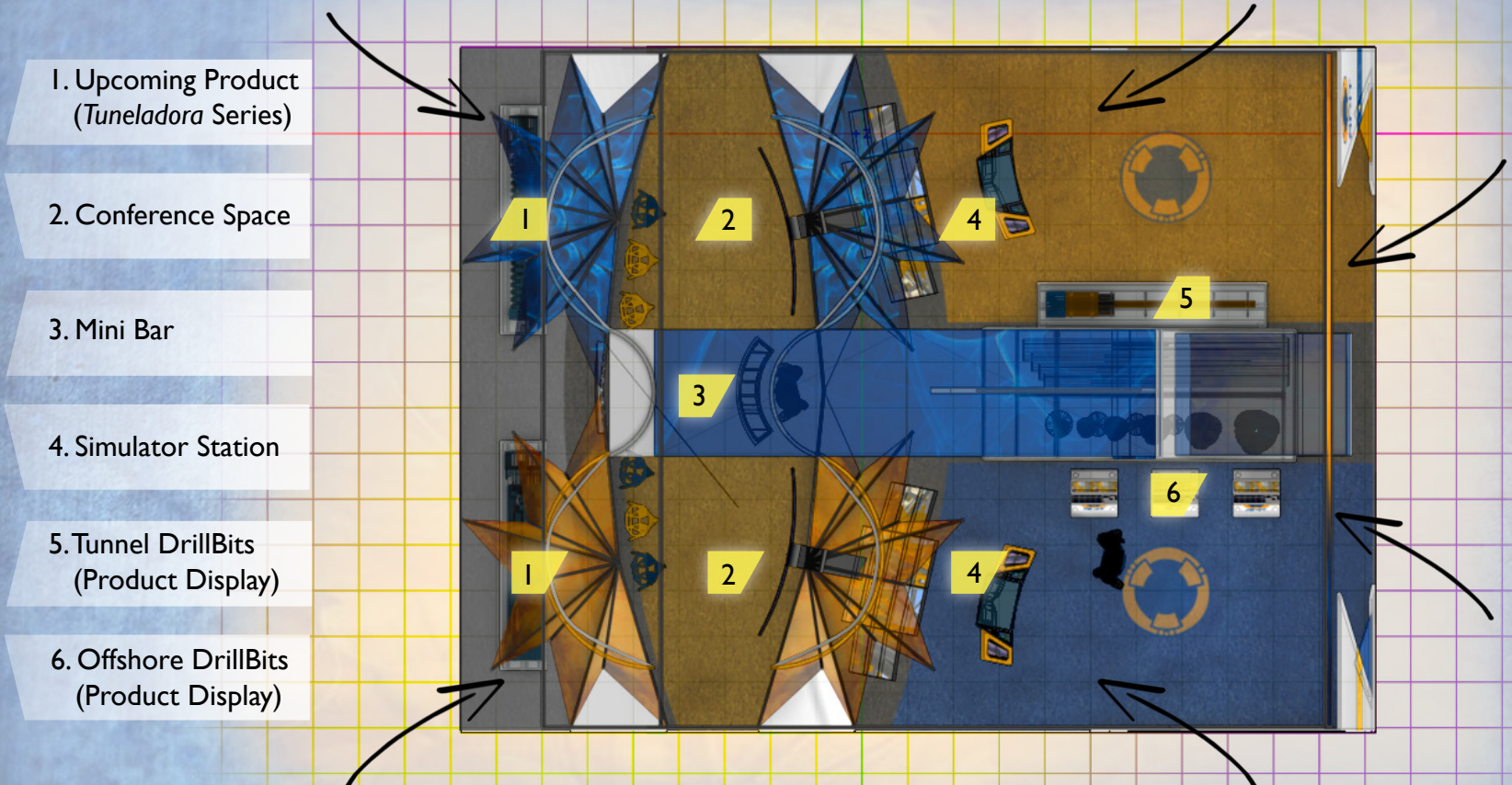


FLOORPLAN



Final Floorplan
30' x 40' Island Booth

DIVISION OF SPACE



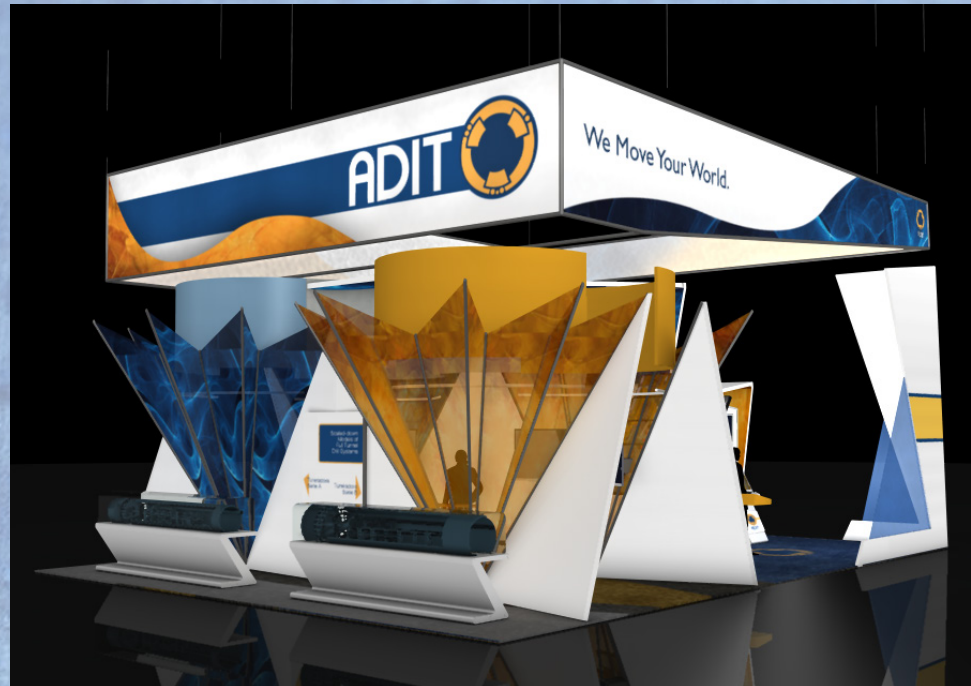
Traffic Flow

PERSPECTIVES

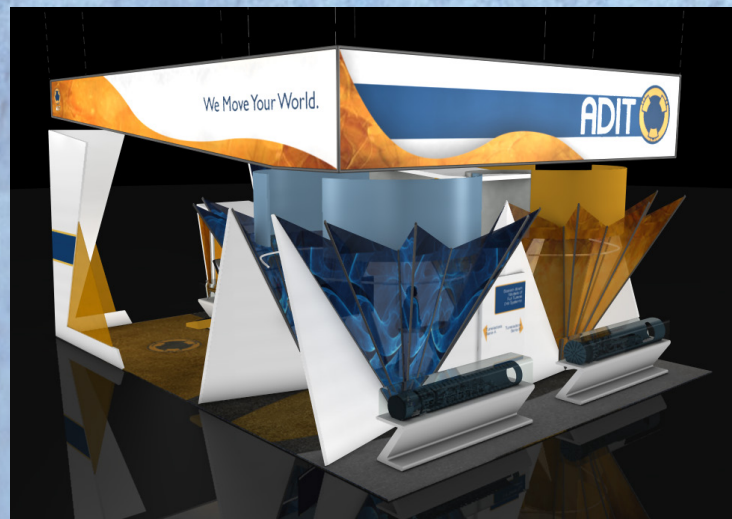


Approaching Space

PERSPECTIVES: SIZING IT UP



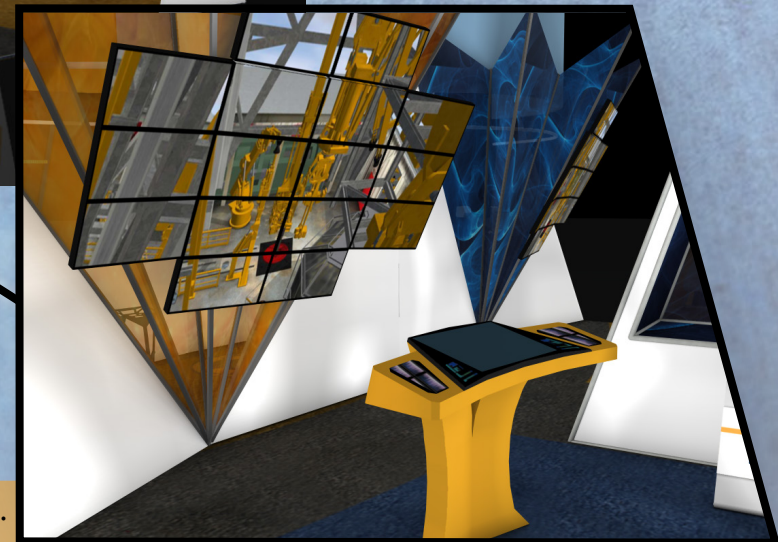
360° Orbit around ADIT Exhibit.



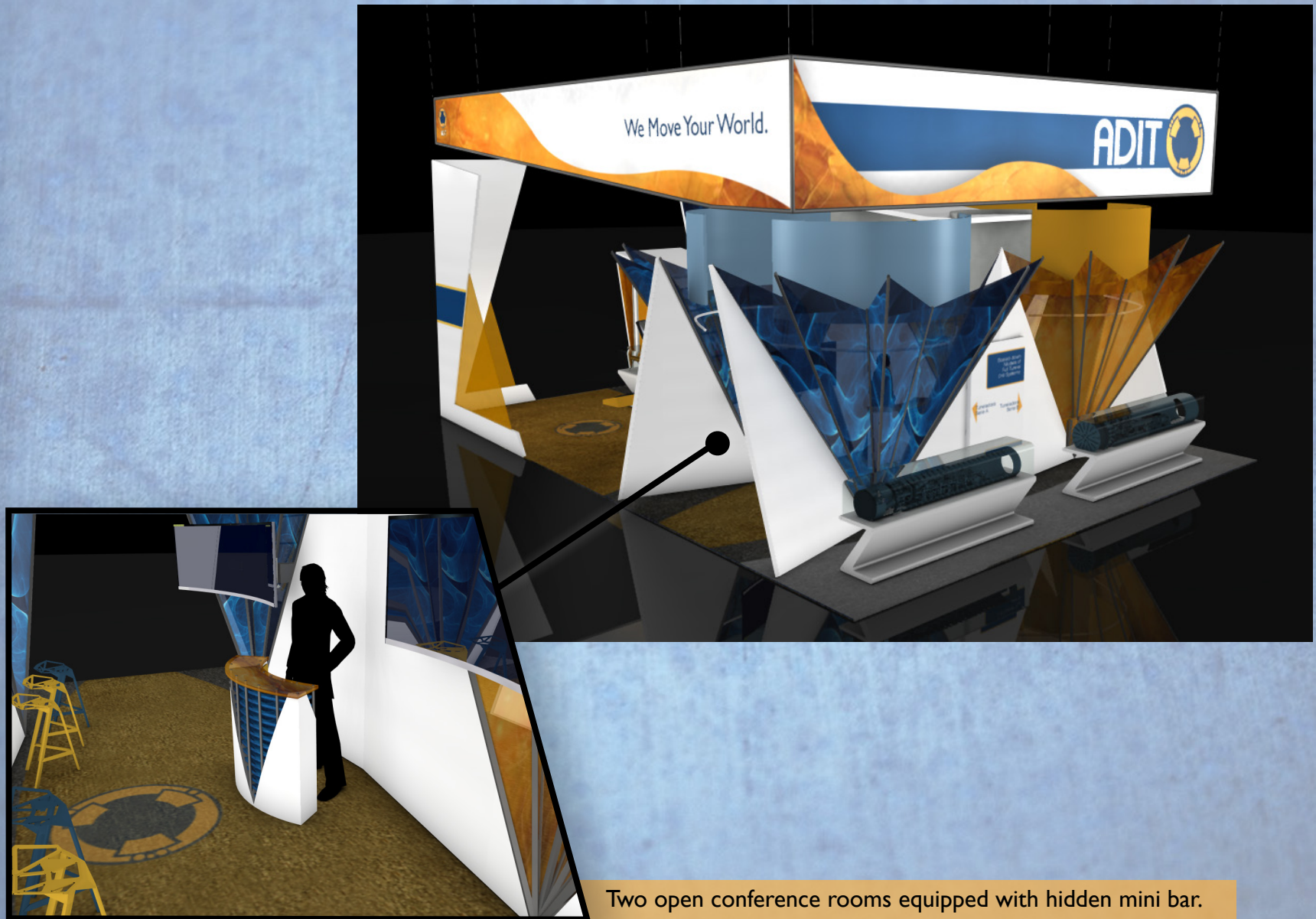
CLOSEUP: SIMULATOR



Two ADIT Simulators™ to add interactivity and experience.



CLOSEUP: CONFERENCE TUNNEL & MINI-BAR



Two open conference rooms equipped with hidden mini bar.

PRODUCT DISPLAY AREAS



Tunnel Drilling
Product Display

Off-shore Drilling
Product Display



MATERIALS



1. Aluminum Extrusions
2. Tension Fabric
3. Plexi Glass
4. Corrugated Cardboard
 - Green alternative to laminate, especially for hard surfaces.
5. Customized carpeting (color coded to sections)
 - Printed/dyed logo onto carpet or GOBO projection of logo onto carpet.

PERSPECTIVES





Thank you so much for
considering my design solution.

All feedback welcome.

- Phoebe Lee Mathius