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# Optima Graphics | 20x20

Design Solution



EXHIBITOR **LIVE!**

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# Concept



# Inspiration | Preshow



## Leave your mark...

A preshow mailer is meant to build hype, get in the users face in a fun, creative and engaging way.

When looking for my preshow mailer inspiration I wanted to find different ways to send a invite and message.

# Inspiration | Graphics

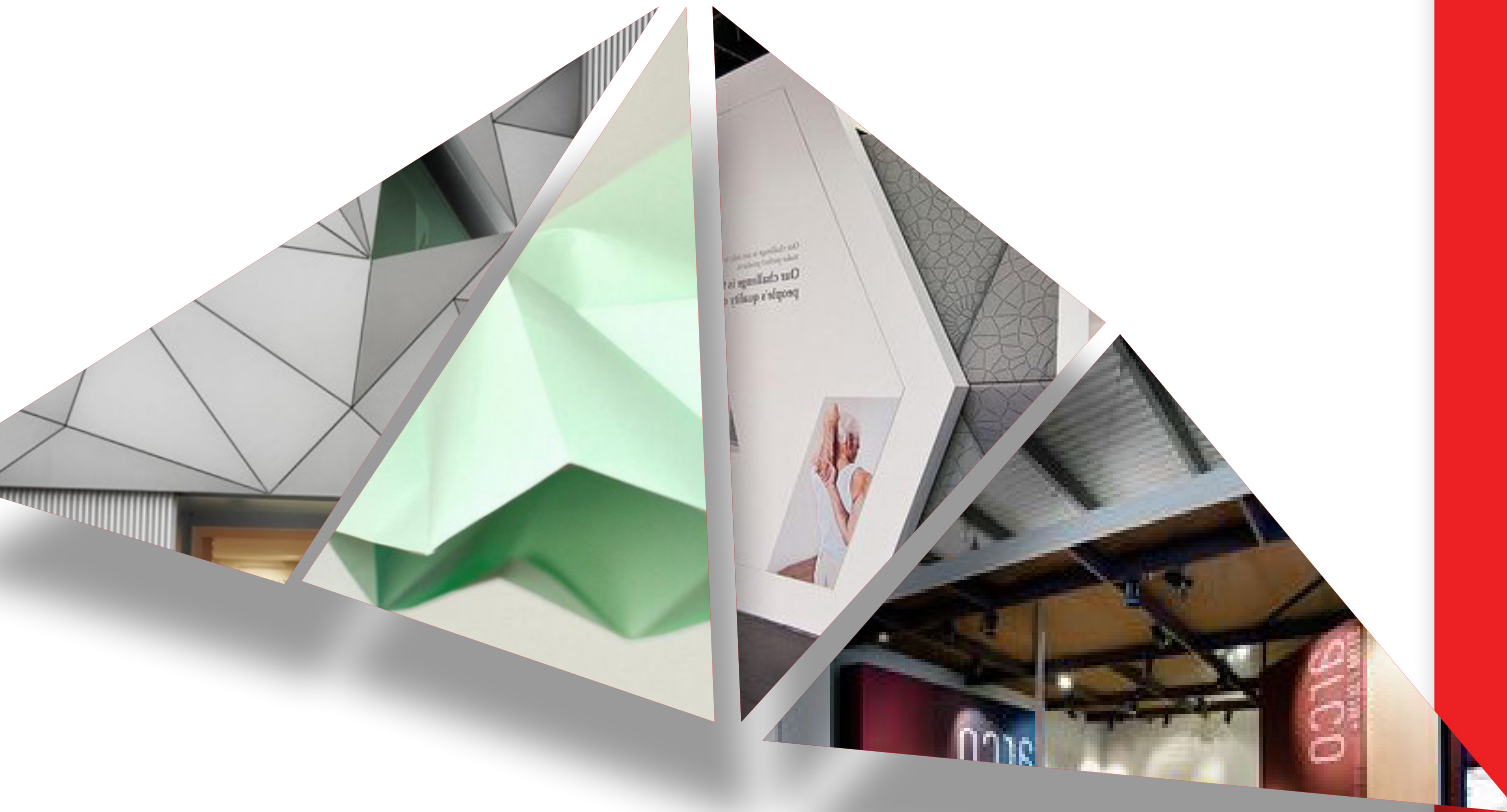


## Make a statement...

Optima takes prides in their printing capability on a grand format. Taking that, I knew that the graphics needed to stand out on the show floor.

The use of color, textures, and blacks were needed to show that Optima is a premier printing service in the exhibit industry.

# Inspiration | Booth



## Grab Attention...

The main goal with the structure of Optima's booth is to push the systems limits and show clients that they are capable of creating sharp angles and large back lit graphics.

The booth not only needs to push the limit of the system, but to have and create a cohesive experience between preshow mailer, exhibit space, and graphics.

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# Project Write Up

## Message to convey...

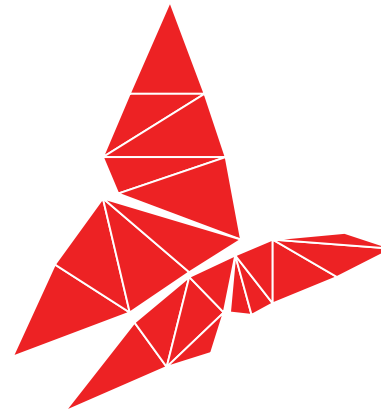
When creating this exhibit, I wanted to create a cohesive experience that starts with the preshow mailer you receive to the show, to the graphics on the exhibit itself.

When creating the preshow mailer, I wanted to develop a captivating design that as you unfold each piece it leaves you wanting more.

On the outside of the exhibit I wanted to create chaotic imagery that left you intrigued and engaged.

As they enter the environment they are greeted by 4 huge geometric back lit panels that will pop with color, texture and skin tones

# Logo



no chaos

## It all starts here...

With this logo for No Chaos, I wanted to show a clean, elegant font that had depth but felt light.

I felt that including an element of nature would really help tie this together and based on my origami theme the butterfly fit perfectly



# Preshow Mailer



## Make an impression...

Cohesive with the logo, the origami butterfly adds a new element to a mailer.

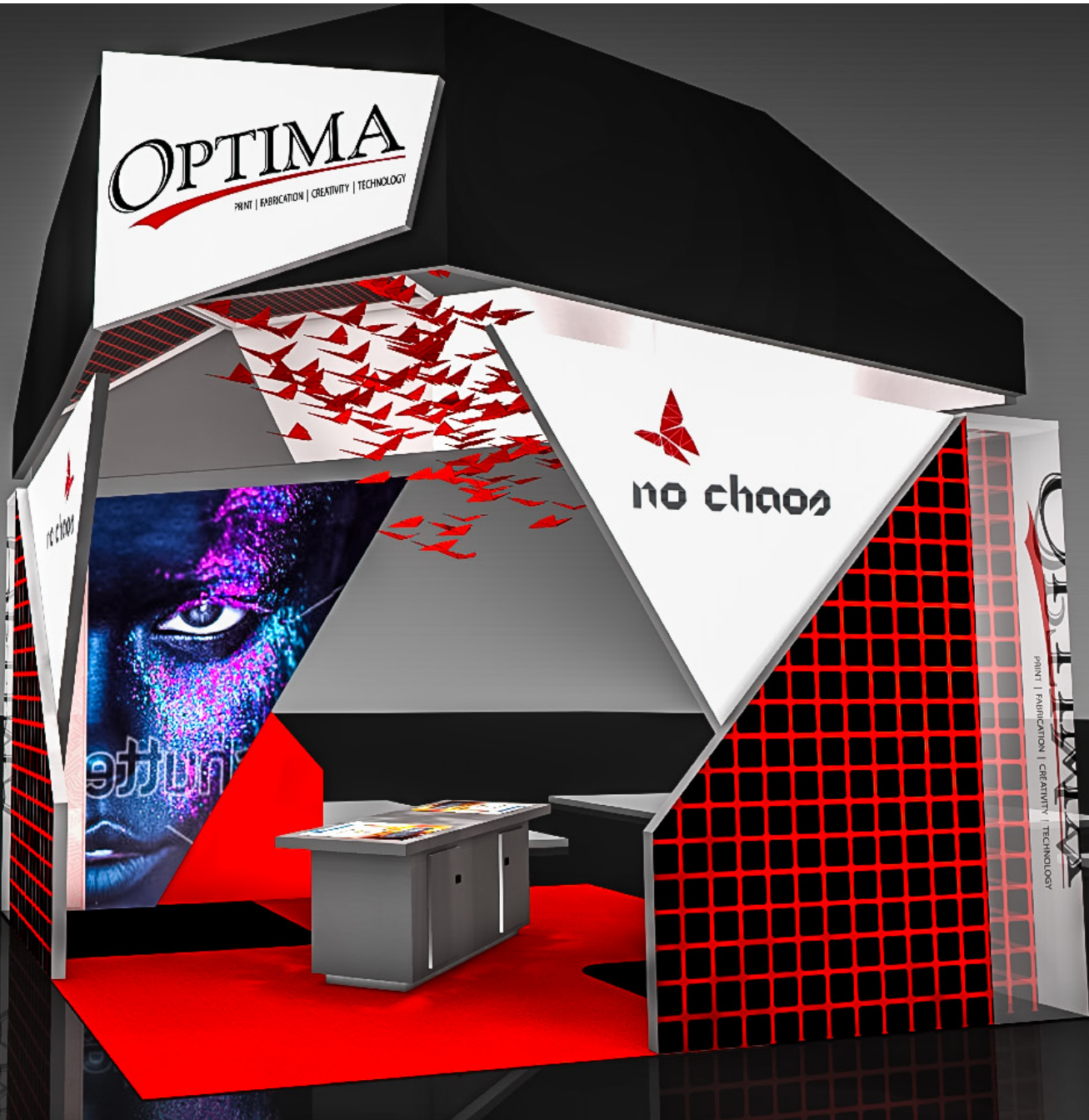
The user will be prompted to unfold the butterfly to find an invite to the booth.

Origami and optima are one in the same, as origami folds step by step, optima will lead you through the sometimes stressful process of exhibiting.

# Preshow Mailer



# Exhibit

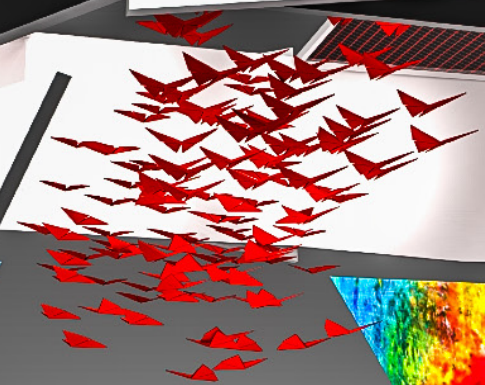


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no chaos

no chaos



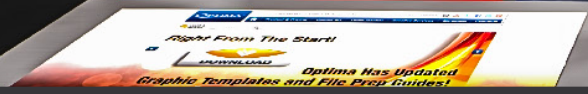
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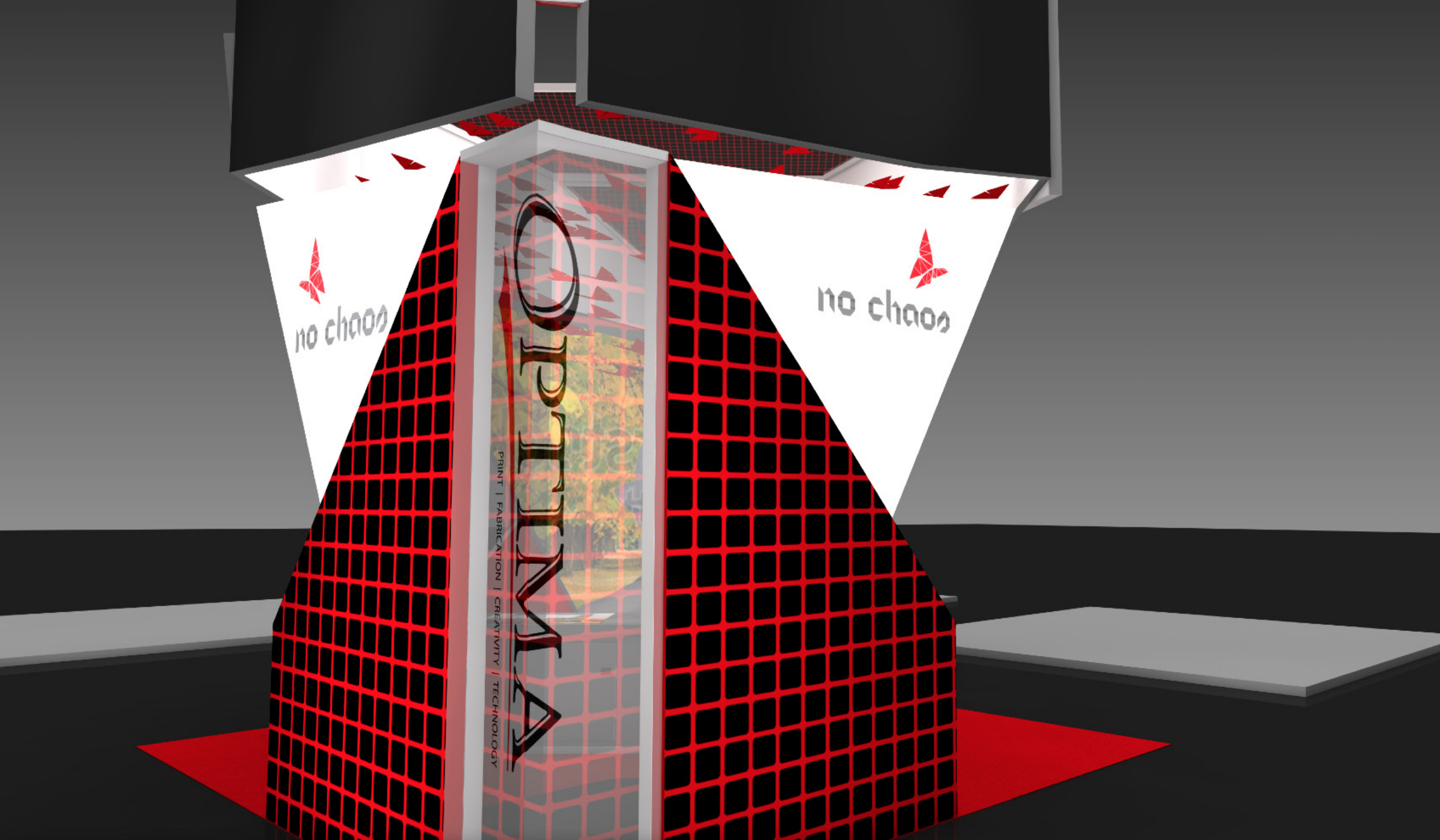


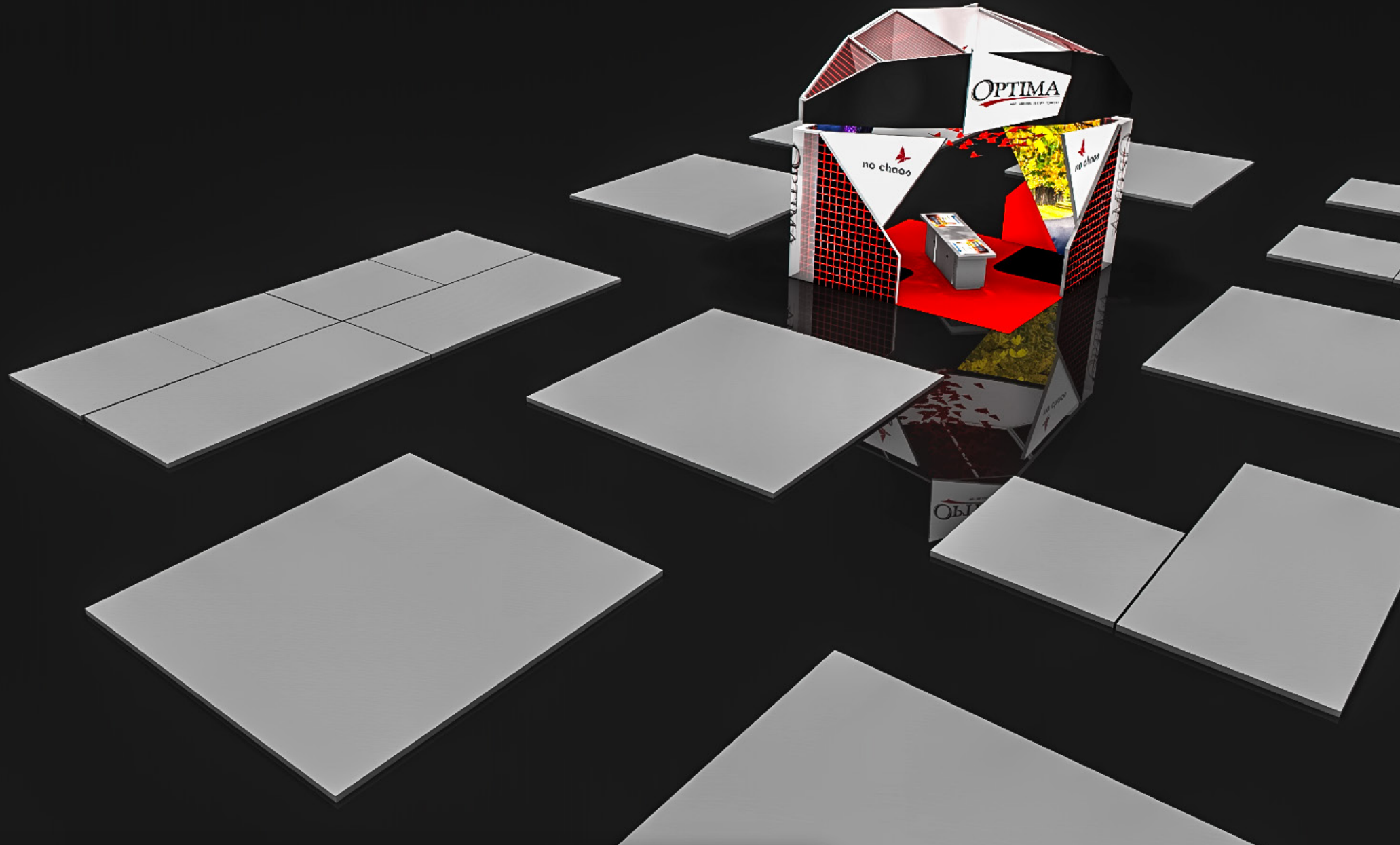
OPTIMA

Optima | EXHIBITORLIVE!  
Right From The Start!

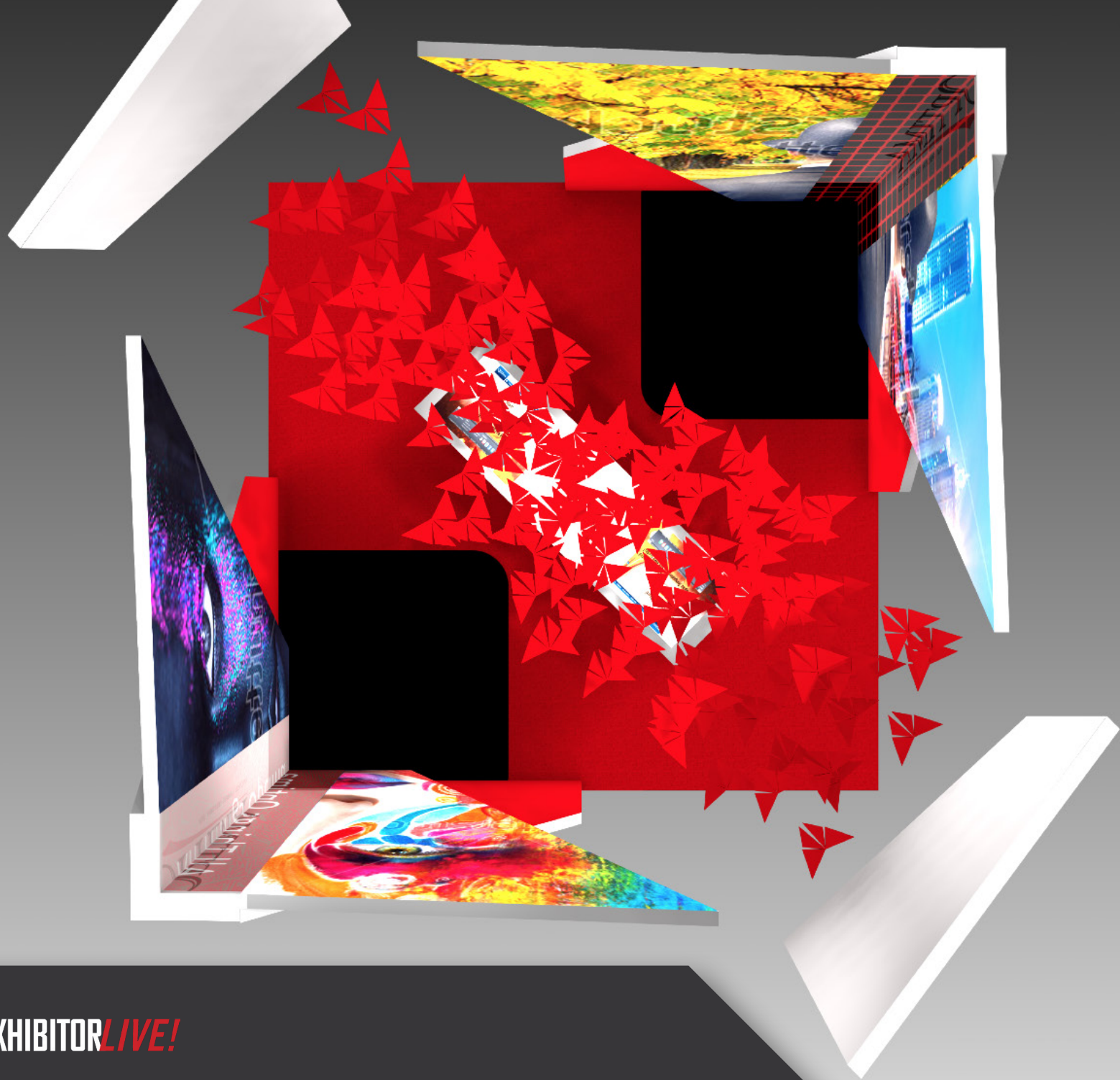
Optima Has Updated  
Critical Templates and Prep Guides!  
Right From The Start!











# Graphics

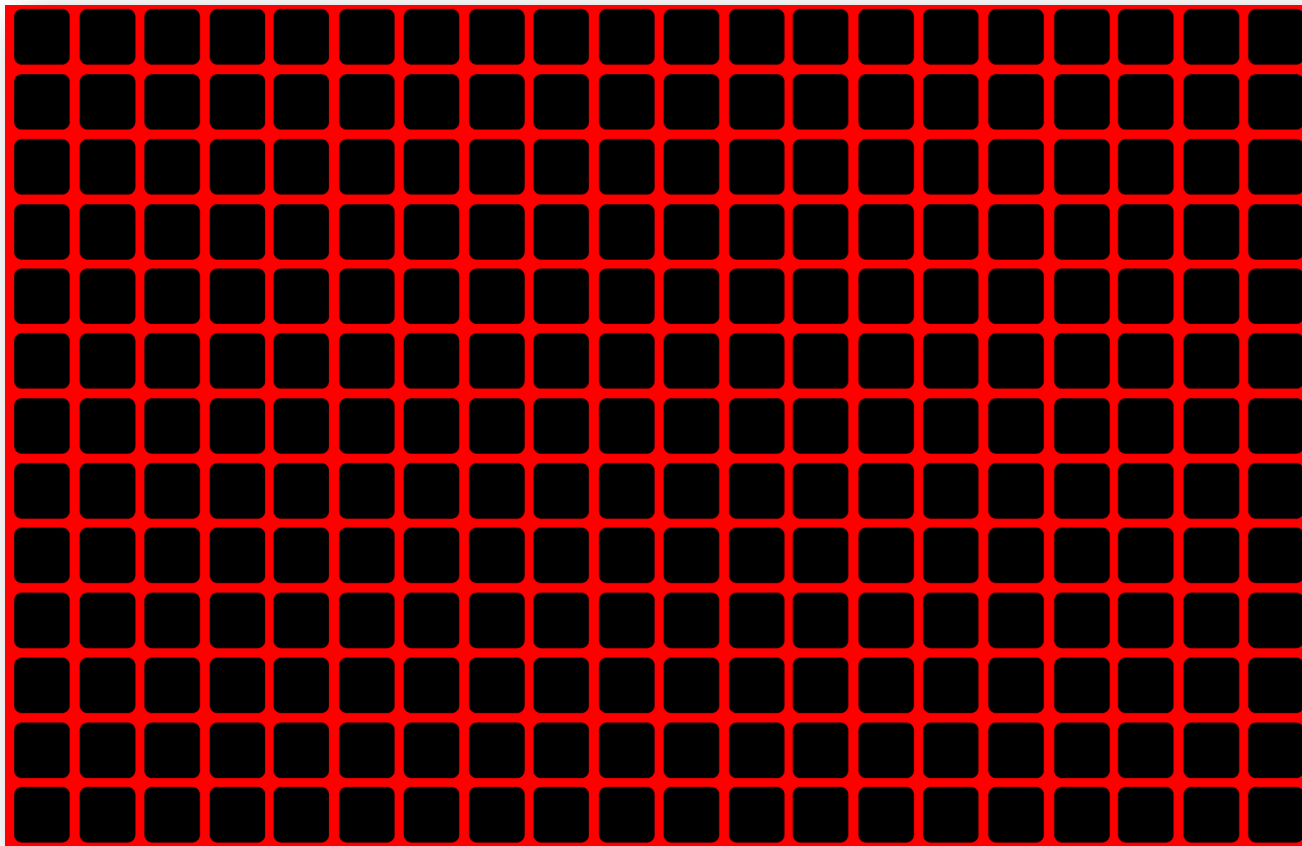


## Gallery look and feel...

The inside graphics are meant to grab attention, and be put on display to showcase the high quality printing capabilities of Optima Graphics.

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# Graphics



## Implied Chaos...

The outside graphics are meant to create visual chaos, while still looking elegant and having a high class feel.

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# Thank You

## We appreciate it...

Thank you for taking the time out of your busy schedules to provide us with a great, real world learning experience.

Thank you,

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