

THINK BIG CONFERENCE: CASE STUDY

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PROJECT ROLE & SUMMARY

START DATE: 1/16/2024

END DATE: 2/13/2024

PROJECT ROLE:

For this project, my role was to create a brand identity and guide for the client's business and design advertising and promotional materials for their upcoming conference.

PROJECT TYPE:

Logo, Brand Guidelines, advertising, and promotional materials for a conference.

PROJECT TIMEFRAME:

A 4-week timeframe from concept to deliverables.

Phase 1: Logo & Brand Guideline

Phase 2: Conference Materials

CLIENT NAME: THINK BIG CONFERENCE

CLIENT'S MISSION

THINK BIG CONFERENCE is a dynamic gathering tailored for artistic entrepreneurs seeking to blend their creative talents with business acumen. Through a series of networking opportunities, seminars, and hands-on workshops, attendees engage in discussions and activities geared toward personal and professional growth.

GOAL

As the designer, the goal was to create a logo and complete brand guide that was playful, versatile, and merged business with creativity. Once the brand guide is completed, then tasked to create a variety of example materials for the conference (ID Badges, Quick-glance Schedule, Banners, promotional mockups) and sample advertising content for social media and print.

TARGET AUDIENCE

Our target audience includes artistic entrepreneurs, creative professionals, and individuals enthusiastic about merging artistry with business.

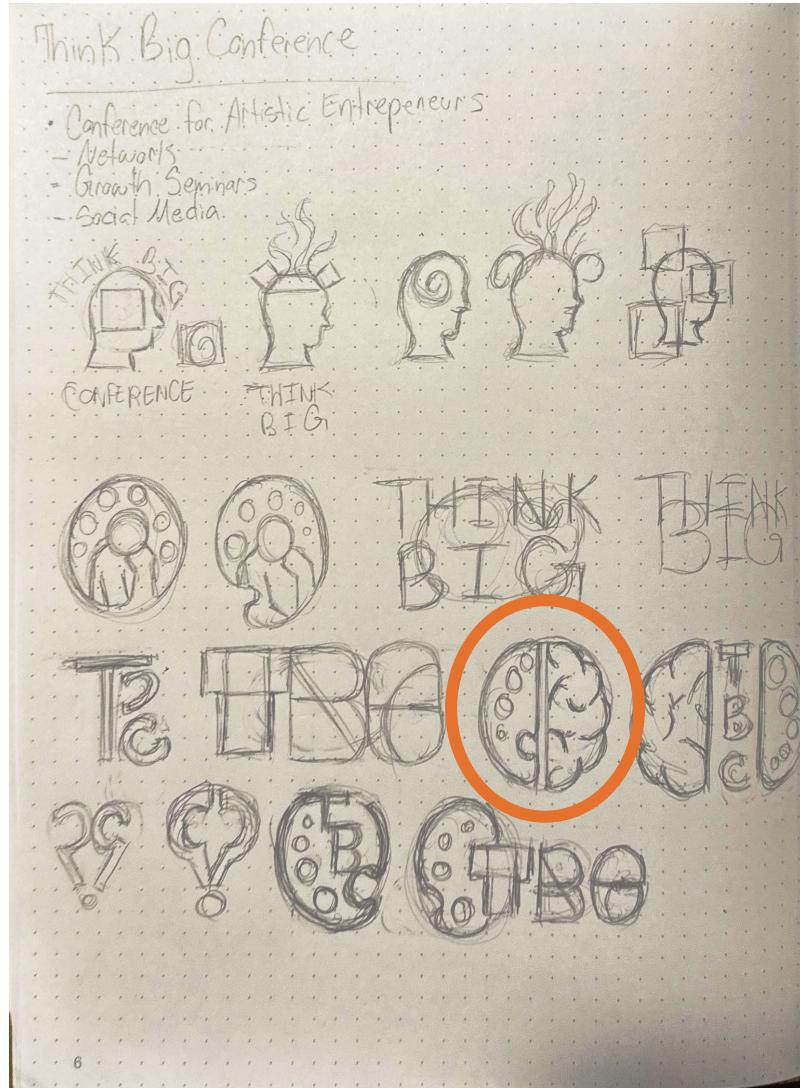
- Located in the United States
- Ages range from 20 to 65
- All genders and races
- Low-middle to upper class

LOGO & BRAND GUIDELINES



PHASE 1

LOGO - SKETCHES & CONCEPT



SKETCH CONCEPT:

- A logo that combines the two areas of the brain (the logical and the creative) which I think encompasses the concept of this conference very well.
- Diverse Logo for branding and marketing.
- Logo could be stand-alone for a submark.

COLORS:

- A color scheme that is bold and playful.
- A play on primary colors.

LOGO - ROUGHS



LOGO CONCEPT:

The concept was for a brain and an artist's palette to form the logo and to literally incorporate the left and right sides of the brain. It leans heavily on the word "Think" for the conference.

The vector details and circles also allow for creating different textures and patterns that help establish an energetic and bright environment.

In the final version, the colors were reduced to three main colors (orange, yellow, teal). Removing the red color in the logo aided in giving more breathing room within the logo and maintained a split complementary color palette.

LOGO FINAL & VARIATIONS

LOGO - PRIMARY



LOGO - B&W PRIMARY



LOGO - COLORED REVERSE



LOGO - PRIMARY WITH TAGLINE



LOGO - B&W PRIMARY WITH TAGLINE



LOGO - SUBMARK



LOGO - B&W SUBMARK



TYPOGRAPHY & COLOR PALETTE

QUASIMODA - BLACK (LOGO)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#\$%&*(){}[].,/?

FUTURA PT - HEAVY (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!#\$%&*(){}[].,/?

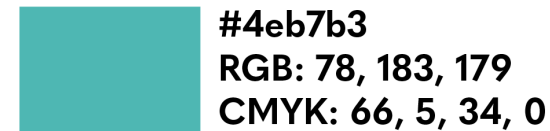
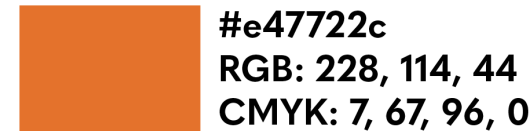
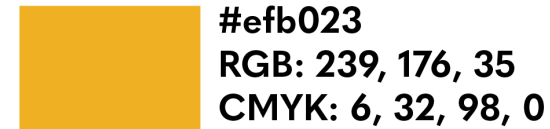
FUTURA PT - MEDIUM OBLIQUE (TAGLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}[].,/?

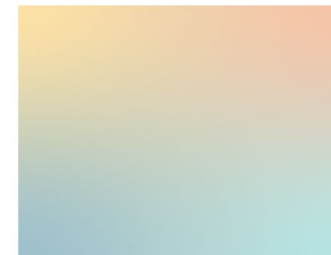
NIMBUS SANS - REGULAR (BODY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#\$%&*(){}[].,/?

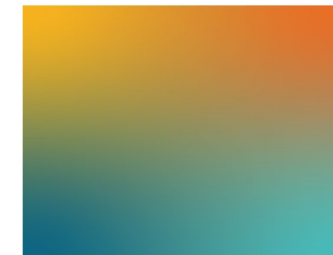
PRIMARY COLOR PALETTE



EXAMPLES OF GRADIENT



40% OPACITY



100% OPACITY

PATTERNS & MOTIFS

PATTERN - COLORED STROKE



PATTERN - COLOR REVERSE



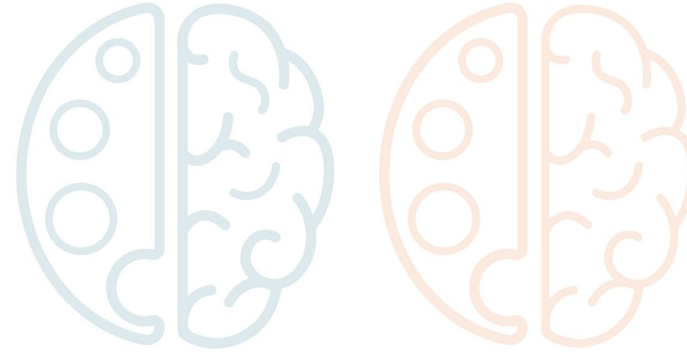
PATTERN - COLOR REVERSE ALT



BORDER PATTERN



ONE COLOR LOGO
15% OPACITY



ONE COLOR LOGO PLACEMENT



MOCKUPS, PROMOTIONAL & ADVERTISING MATERIALS

PHASE 2

ID BADGES

GUEST BADGES



SPONSOR BADGES



BANNERS

POP-UP BANNER



HANGING BANNER

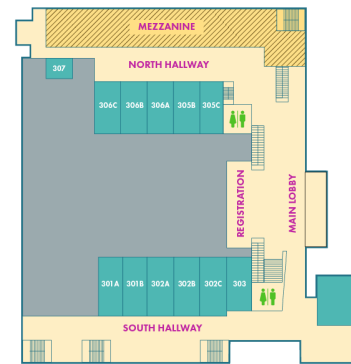


QUICK GLANCE SCHEDULE - DAY 1

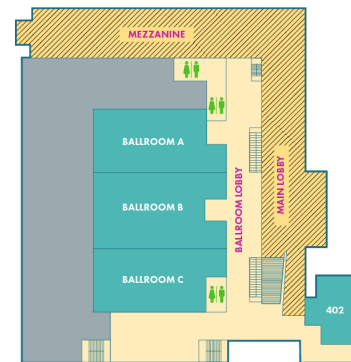


DAY 1 - TUESDAY, JULY 9TH RALEIGH CONVENTION CENTER

TIME	TOPIC	ROOM
8 - 8:30	Registration & Continental Breakfast	Main Lobby Ballroom B
8:30 - 8:45	Welcome & Introductions	Ballroom B
8:45 - 9:45	Opening Keynote	Ballroom B
10-11:30	Morning Breakouts	Room 301-307
12:30-1:30	Lunch	
1:30-2:15	Afternoon Breakouts	Room 301-307
2:30-3:30	Speaker #2	Ballroom B
3:30-4:30	Panel Discussion	Ballroom B & A
4:30-5:30	Desserts & Networking Reception	Ballroom A



MAIN LEVEL (300)

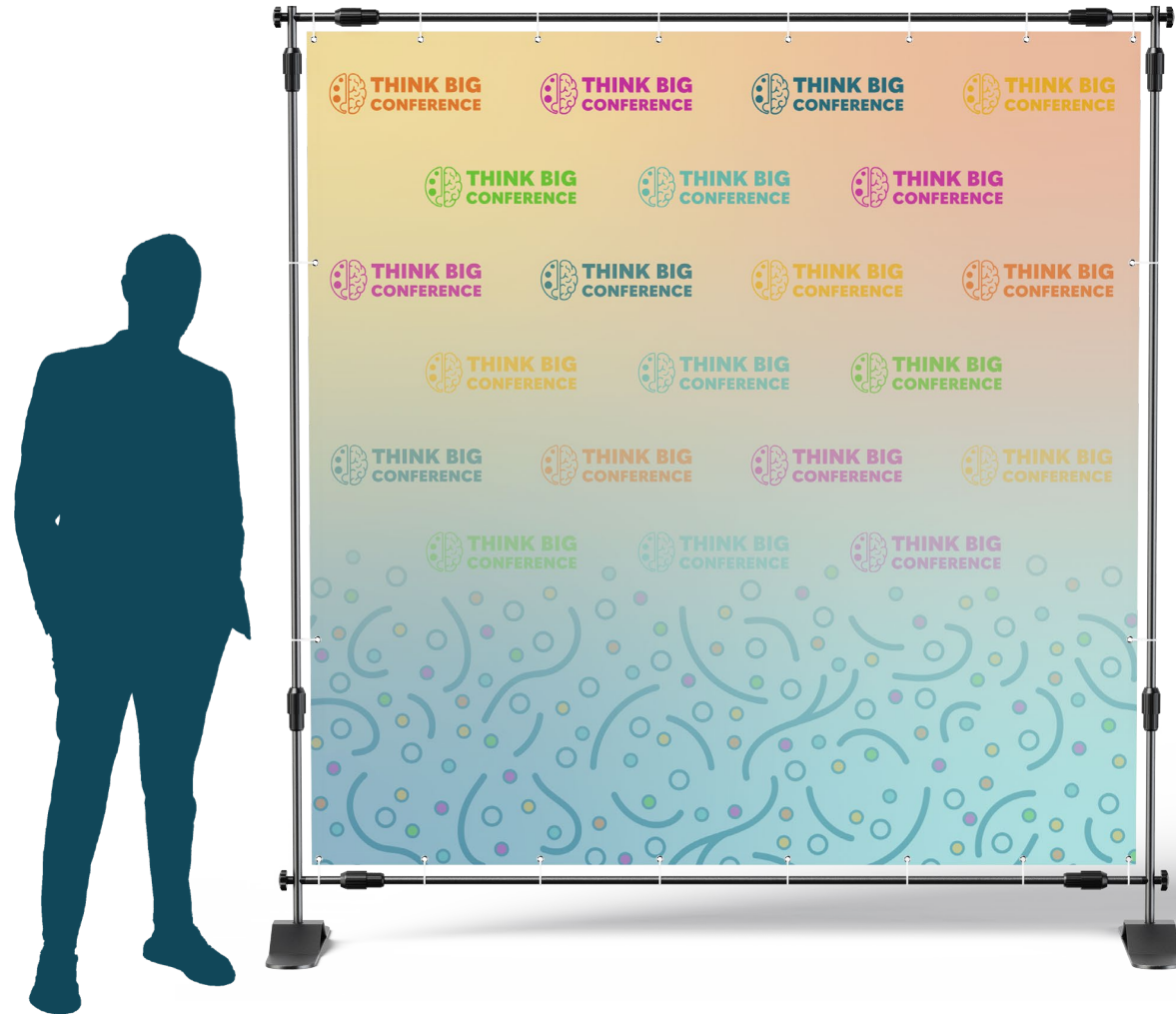


BALLROOM LEVEL



MAIN LEVEL (300)

SELFIE BACKDROP



ADVERTISING MATERIALS

WEB BANNER



INSTAGRAM



FLYER

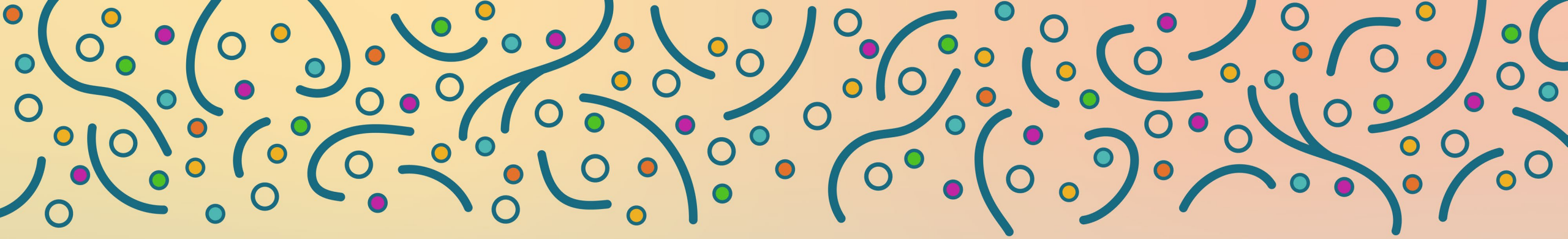


PROMOTIONAL MATERIALS



PROMOTIONAL MATERIALS





THANK YOU!

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