

case study ::: no. 6

2002 Global Shop - Chicago, IL



Filmet operated as a supplier of photographic supplies and services for over fifty years. In the age of technology, it was time to re-brand the company to reflect a new commitment to providing leading edge solutions to an ever-broadening client base, including industrialevents. This included not only a new corporate logo and slogan, but a new public image reinforced by a vibrant new tradeshow exhibit to support the launch.

Filmet turned to industrialevents to deliver a new direction for the brand and the supporting elements. Working with Filmet's management team, we developed logo concepts and a series of exhibit designs. The final concept needed to capture audience attention, while allowing for display of samples of finished product on diverse media and large format printing; and, be modular enough as for use as a semi-permanent structure in the company lobby. The result was an unqualified success and our mutually beneficial relationship continues to grow with this client/supplier.

