



Exhibit Design | Graphic Design

INTRODUCTION

A little about me!



Hi! My name is Alie, and I am a Graphic and Exhibit designer from Pequot Lakes, Minnesota. My passion for design brought me to Bemidji State University, where I am working on my BS in design.

I am currently the Vice President of the Design Guild, where I have been fortunate to explore many opportunities in the world of design. I am excited for what my future in design holds and to learn more about design as well as apply it to real world projects.

OVERVIEW





BRANDING GUIDELINES

A branding guidelines is a document, where a set of rules or visual guidelines for a brand are compiled. The manual describes the use of all graphic signs and their possible variations such as color, size, typographies, patterns, and textures associated with a brand.



BRAND

OUR MISSION

Whether you're buying, selling or refinancing, count on thorough appraisals from Johannek Appraisals, LLC. Our honest appraisals will make any property negotiation go more smoothly and efficiently.

Our appraisals come with accuracy and quick turnaround, ensuring you get the most value out of your property. Save time and money with our services.

With over 20 years of experience, you can expect nothing from the best from the team at Johannek Appraisals, LLC. We work hard to ensure accurate and quick work.

BACKGROUND CONTROL



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Do not place white colored logo on lighter colored background.

Do not place dark colored logos (black) on dark colored background.

Do not place dark colored logos (blue) on dark colored background.



Do not place orange colored logo on lighter colored background that is not white.

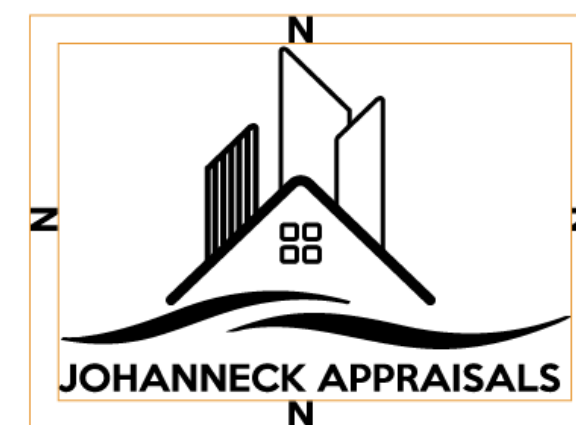
Do not put orange colored logo on orange colored background.

Do not put blue colored logo on blue colored background.

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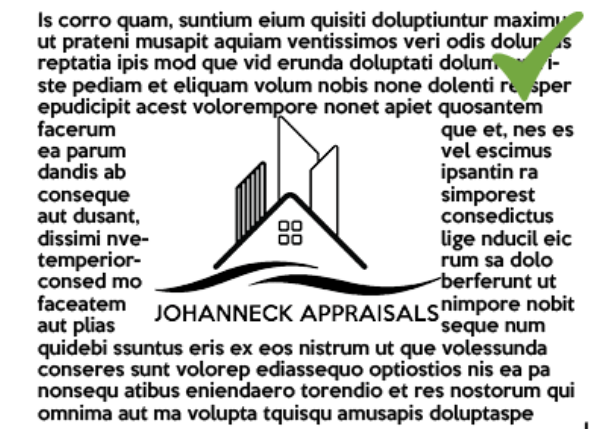
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RESTRICTION ZONE



It's important to not place other text, images, etc too close to the logo. Over crowding can cause the logo to become illegible or can get overpowered by the items around it.

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Logo is clean, legible and not over crowded by surrounding text.

Logo is over crowded and the overall presentation is very messy.

Is corro quam, suntium eium quisiti doluptiuntur maximus ut prateni musapit aequiam ventissimos veri odis doluptas reptatia ipis mod que vid erunda doluptati dolum exi- ste pediam et eliquam volum nobis none dolenti rersper epudicipit acest volorempore nonet apiet quosantem facerum que et, nes es vel escimus ipsantin ra simporest consedictus lige nducil eic rum sa dolo berferunt ut nimpore nobit seque num quidebi ssuntus eris ex eos nistrum ut que volessunda conseres sunt volorep ediassequo optiosis nis ea pa nonsequ atibus eniendaero torendio et res nosterum qui omnima aut ma volupta tqisiqu amusapis doluptaspe

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PHILIPS EXHIBIT

I was tasked to develop a space for Philips Sonicare to promote their sonicare toothbrush, and inform attendees how to use it along with the features it has.

PHILIPS



PHILIPS

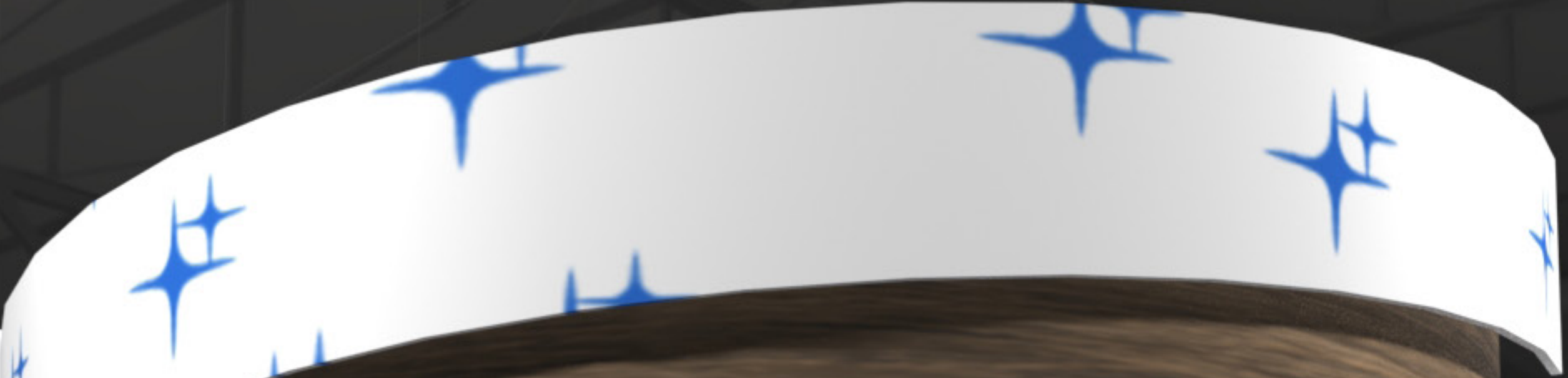
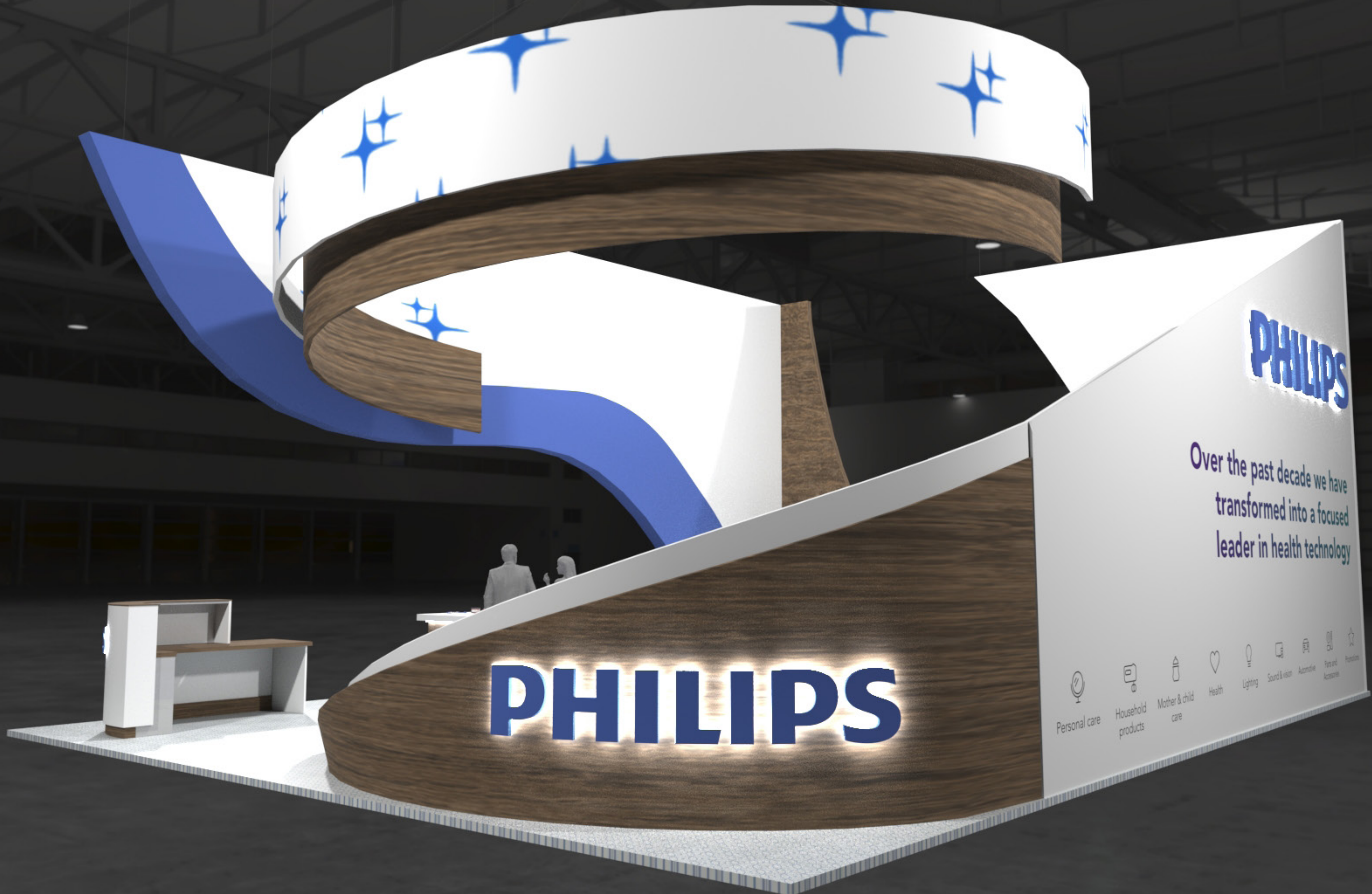
We consider people's
entire health journey



sonicare

PHILIPS

PHILIPS



PHILIPS

PHILIPS

Over the past decade we have transformed into a focused leader in health technology

- Personal care
- Household products
- Mother & child care
- Health
- Lighting
- Sound & vision
- Automotive
- Pet and Accessories
- Prevention



REI
CO-OP
We pave the path, you ride.

REI EXHIBIT

I had the idea to create a traveling experience for REI that will be a bike garage. This exhibition will travel around the nation to help fix and customize bikes.



We pave the path, you ride.





We pave the path, you ride.



THANK YOU

I'm looking forward to sharing my work with you on April 29th!