



A DYNAMIC CREATIVE TOUCH CAN MAKE THE DIFFERENCE IN A TROUBLED MARKET PLACE.

"A strong graphic image is more essential in today's demanding business environment than ever before. When clients look at your company's printed materials, they must see your commitment to quality reflected there."

TECH WAVES

Tech Waves

Project: Design a logo for Tech Waves, an innovative provider of IT solutions, products and services for all size companies. The client did not want the cliché of typical "wave" imagery. Therefore, water waves or oscillating wave patterns of radiating lines emanating from the logo were unacceptable.

Solution: There was much thought given to analyzing the structure of a "basic" wave. We considered several concepts including sea water that comes toward you, washes over you, has a leading edge or peaks, troughs and ripples. Eleven preliminary black and white drafts were created using a variety of alternative impressions—all searching for just the "right look." At the end of the process, the field was narrowed down, the choices refined and color added. The result is shown above: a visually distinctive image that pleased the client with a fresh and vibrant design.



Firehouse Expo 2009

Project: The goal was to visually represent distinctive aspects that would attract firefighters and exhibitors alike. An additional consideration was a tie-in with the EMS Expo classes being offered at the same show. The overall "look" would be used in all advertising materials, show signage and the on-site guide.

Solution: Firefighters relate most strongly to on the job action shots. This is the best method to convey their passion for their work as well as the inherent danger and unpredictability. D2 artists incorporated intriguing and demonstrative photos into the show ads to establish an instant connection with the industry professionals. Since firefighters are equally concerned with hi-tech equipment and safety, we were cognizant of the need to present a modern look yet never forget the extreme nature of the job.

ADVERTISING

BROCHURES & CATALOGS

LOGOS & CORPORATE ID

TRADE SHOWS & EVENTS

PRESENTATIONS

BOOK, DVD & CD COVERS

ANNUAL REPORTS

PACKAGING

FEMSA

Project: Update all printed and electronic literature, corporate ID, and signage for The Fire and Emergency Manufacturers and Services Association. FEMSA represents over 140 companies and needed a new "look" that equally represented the fire and EMS industries.

Solution: The initial design process included concepts incorporating various images from both the Fire and EMS sectors. After consideration we decided that it would be best to tie all the collateral pieces together by using the image created for their new website. After that decision was made it was just a matter of adapting the artwork for the pieces that needed to be produced.

