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BOOTH DESIGN FOR GREENING URBAN

Greening Urban, based in Richmond, VA, is a LEED™-certified consultancy that helps private and public organizations succeed at green design projects. We'd helped them in the past with corporate branding by designing a logo, stationery, brochure and website. Now they needed a design for a 10'x10' booth display.

For brand consistency, we incorporated elements from their brochure into the booth design. The booth is a pop-up consisting of modular panels; we dedicated one module to black fabric on which we mounted a text panel that's easily removed for updating. For the remaining panels, we designed a collage of photographs, logo and tagline.

We were also asked to manage the selection and purchase of the booth, lighting, brochure stand, plants, and giveaway items. For giveaways, we customized recycled totebags, as well as candy wrappers for buttermints – all in the green and black branded colors.

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Greening Urban exhibit booth