

CLIMATE ACTION

SUMMIT DESIGN
2016

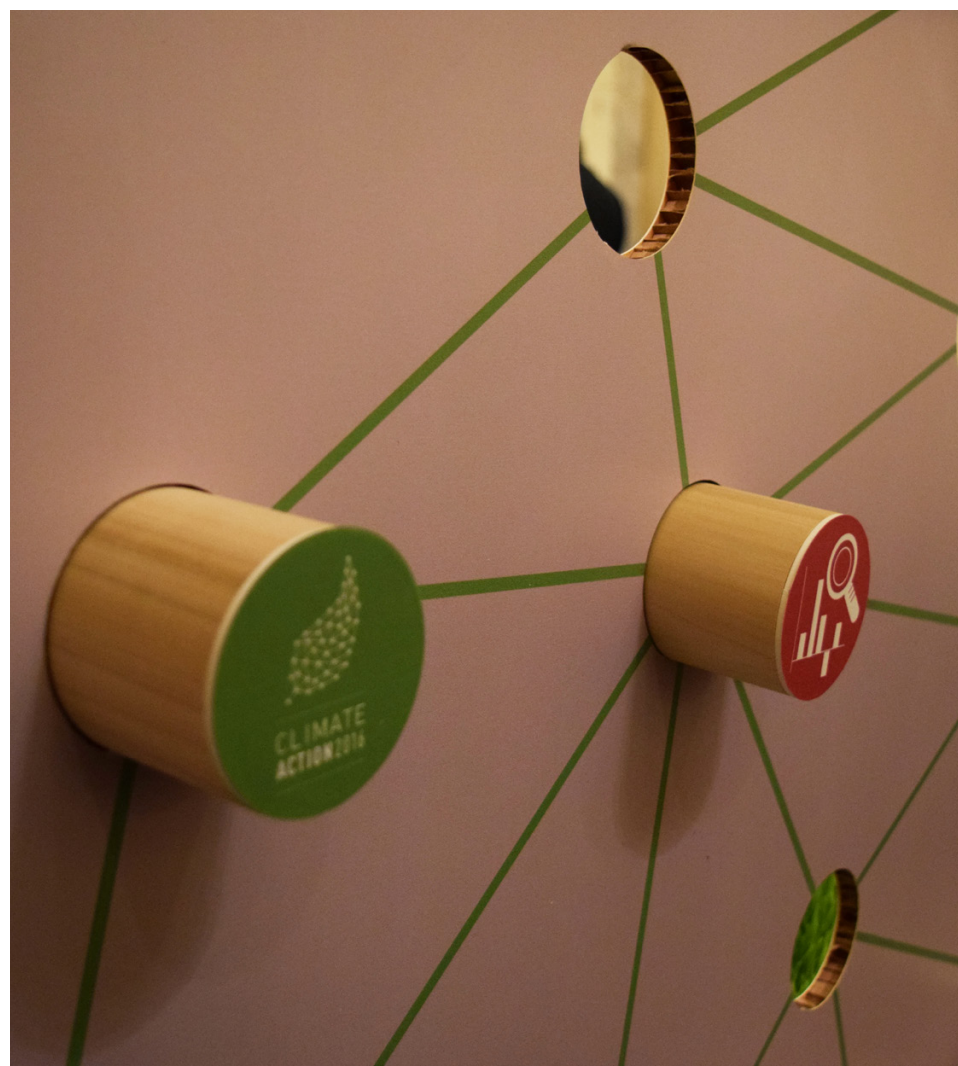


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Summit Environments
2016

Engaged by Bravo! to support event design and production within a complex team structure with many stakeholders. This event was a policy forum follow-up to the Paris conference and agreement, and took place in Washington DC. A logo had been developed - during the course of our work, Storycraft built a style guide around the logo and evolved it's application for use at a variety of touchpoints on site.

Our goals in crafting the conference's narrative environments were to make environmentally sensitive design choices, celebrate and communicate the policy content, and generate moments of engagement that were relatable, inspiring, interactive and tactile.



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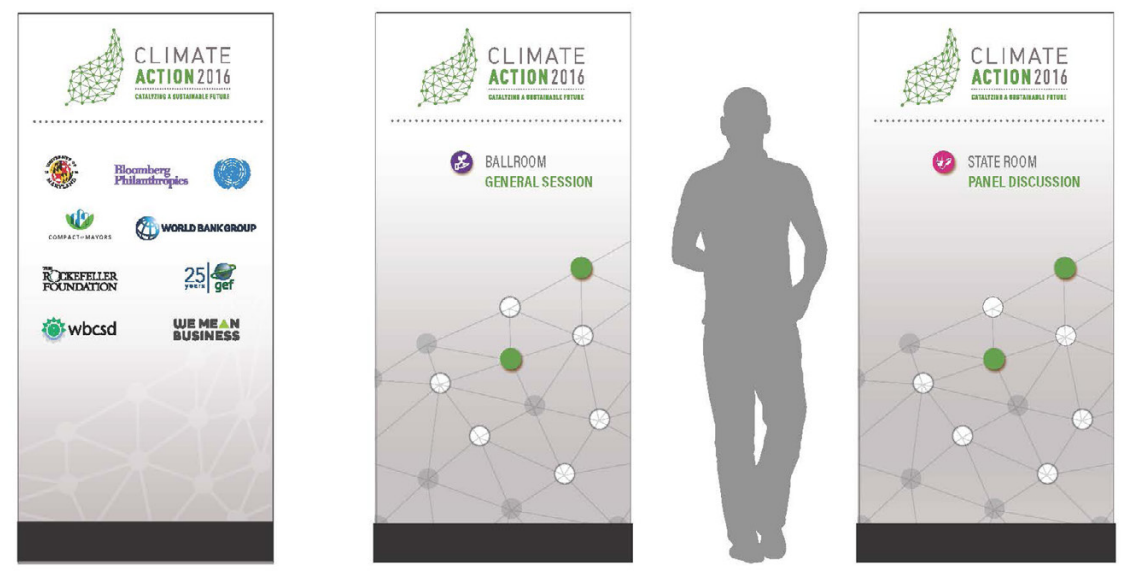
Summit Environments
2016

We handled creative direction, design and provided production oversight for all visual design elements - signage, name badges, presentation templates, backdrops and environmental design elements - scenic / stage sets, furniture selection and table styling.

Development of a graphic identity extended to event and print collateral. Aware that this was an inaugural event, we carefully guided the identity application and use, creating a style guide/guidelines for application.

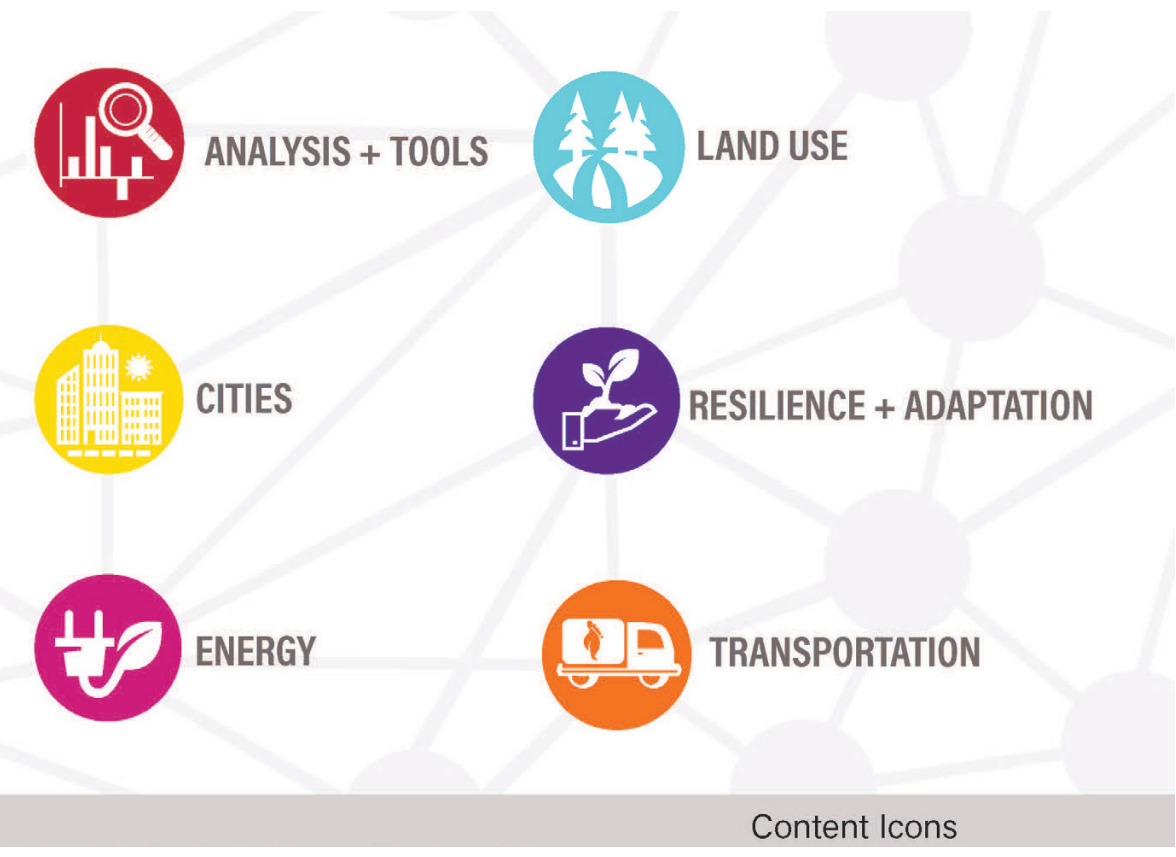


Accent Palette



Sponsor panels

Room entry panels



Content Icons

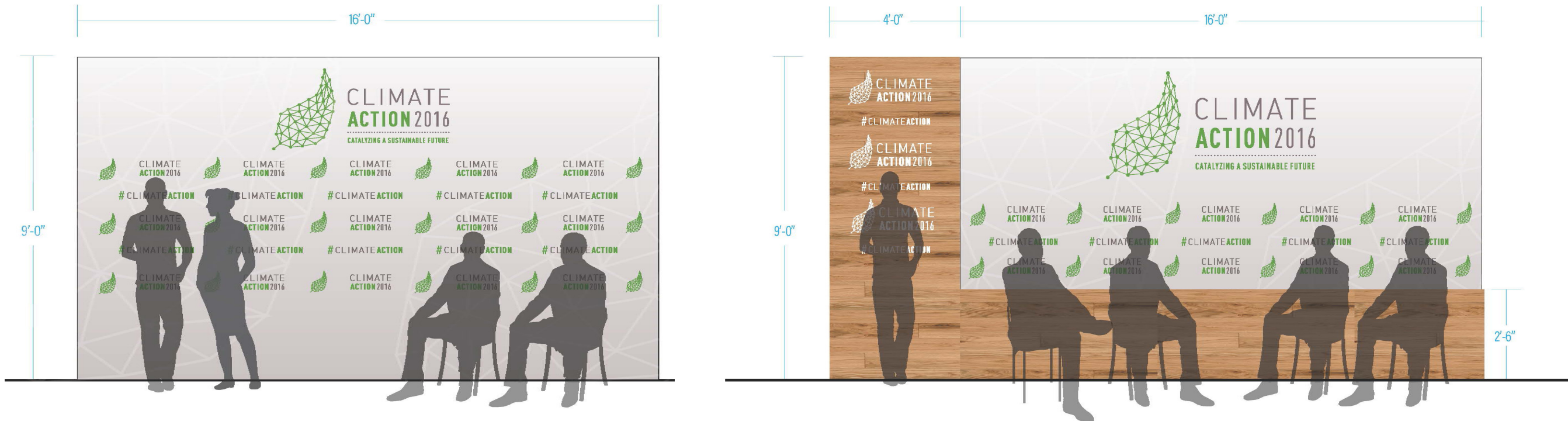


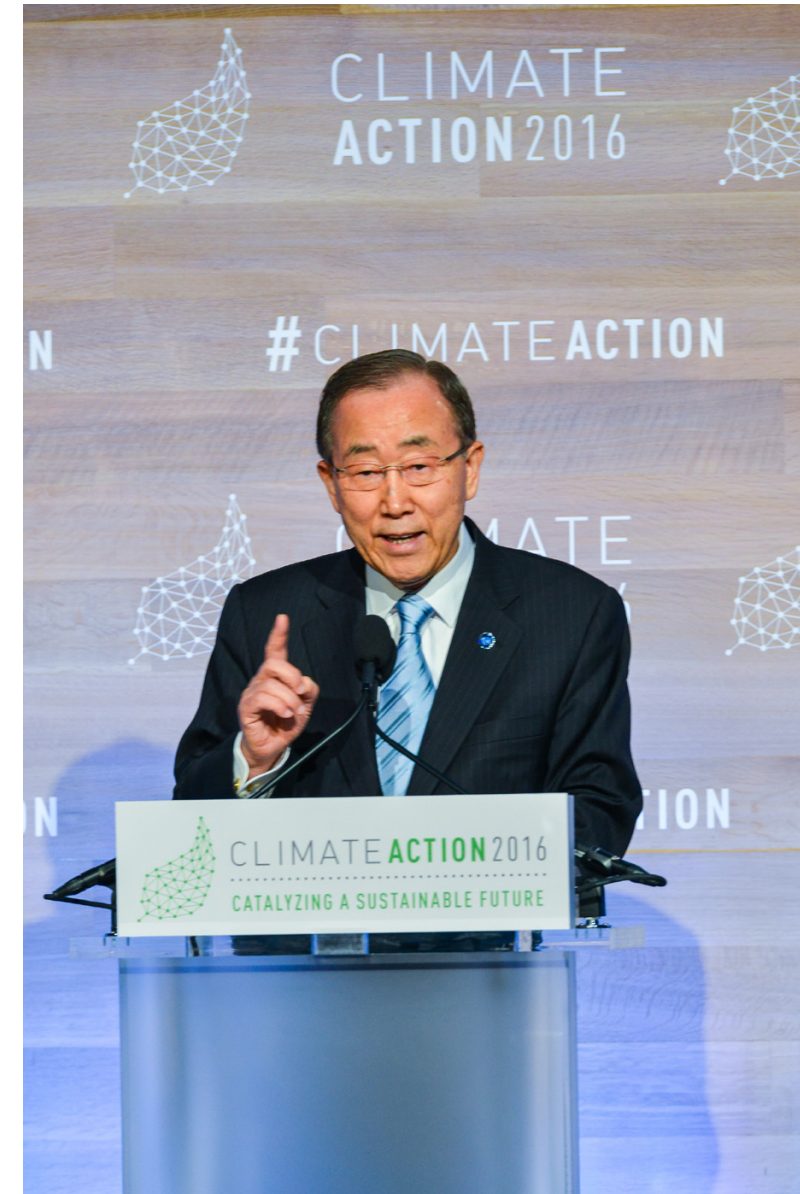
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Plenary and forum set designs incorporated FSC certified locally sourced domestic wood, and wheatgrass accents.

We conducted careful consideration of camera views, lighting and materials studies, as well as proto-typing brand placements, and brought a fresh approach to the functional necessity of step and repeat logos.





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In addition to built and printed elements, we provided a system of color coded content, working with the lighting designers to shift on-stage color hues in line with symposium discussion topics. This created an active and engaging plenary atmosphere as the conversations changed throughout the day.

We guided the design of the powerpoint slides and presentation collateral to ensure a consistent brand sensibility throughout the event - on stage, on screen, in print - and across a variety of touchpoints from the grand to the intimate moments of attendee experience.