



brand spaces



the **exhibit** source



**S P O R T S**  
TRAINING | THERAPY

D1 Sports Fitness needed branding elements designed and fabricated for their multiple locations. The first project was in their brand new Little Rock, Arkansas, location. The goal was to clearly define the D1 brand and communicate it through elements that could be repeated in the various locations.





*Train* like a **champion** today!



# WOMEN'S LOCKER ROOM



It's *not* whether you get **knocked down**, it's whether you get up



# LIBERTY HARDWARE

## MANUFACTURING CORPORATION

Liberty Hardware wanted to create an inviting, contemporary space that would show off their product. Finished maple boards create a mounting system that functions as a border around the lobby, while hanging custom frames that house large graphics of their product lines.









# HEALTHWAYS

Healthways, a Fortune 500 company, wanted to fully express the message and imagery of health to all of their employees. The space inspires visitors and employees by illustrating the importance of Healthways' values and culture.

inspiration



*If your actions  
inspire others to  
dream more,  
learn more,  
do more  
and become more,  
you are a leader.*

— John Quincy Adams





By creating a “5-D environment” — one that engages all five senses — this non-descript break room was transformed into an old world European market. Using materials like textured wallpaper, three-dimensional floor art, and subtle technologies, like scent machines and interactive video presentations, produced a fresh, inviting, and tranquil atmosphere within the confines of what was once a regular office kitchen space.



Before



# SSG / Brandintense™

FACE-TO-FACE EVENT MARKETING™

SSG Brandintense wished to create an environment to embody the exciting, dynamic and professional experiences they create for their clients' brands. Freestanding, mobile pods pull double duty by featuring corporate history and interactive gaming stations while reinforcing traffic flow within the space and screening less desirable areas from view.



Before



We can introduce you.



Our marketer can tell you  
Strom's 40, has  
and make  
\$45,000 ea



Before

SSG **Brandintense**



SSG **Brandintense**



Ben Gaines had an idea to offer and create promotional activities for large companies interested in buying their products and services through word-of-mouth consumer suggestion. After a series of discussions with his then-employer, he soon not only recognized the thought of a new company, but decided to invest in the startup operation. But this wasn't just any employer: he took one two-time NASCAR champion Terry Labonte, in 1993 (Gator) and Labonte with him in 2000, and incorporated The Sponsorship Services Group, Inc., now SSG-Brandintense.

SSG-Brandintense is the Sales Army folks of event marketing, mobile marketing, loyalty, multichannel marketing, sponsorship registration, sampling, customer management, even the most challenging, to name specialty equipment fabrication and we can help you open a bottle of wine as the year ends on a mountain top in the Himalayas. We're proud to have you as part of your brand project.

# North Carolina Agricultural and Technical State University

NC A&T wanted to create an environment that showcased their areas of research to guests, partners & potential students. Each area of research was featured in a custom, color-coded display. Highlights include a focal wall housing a plasma display, and a remote-controlled helix structure recognizing the contribution of key partners.





The State of North Carolina

United Technologies

Vertical display panel with a red background, featuring text and images.

Vertical display panel with a blue background, featuring text and images.

Vertical display panel with a green background, featuring text and images.

Vertical display panel with an orange background, featuring text and images.

Vertical display panel with a light brown background, featuring text and images.

Vertical display panel with a blue background, featuring text and images.

Vertical display panel with an orange background, featuring text and images.

Vertical display panel with a pink background, featuring text and images.



# The Ron Clark Academy

Establishing an environment that was both stimulating to students and informative for sponsors while still being flexible enough to change as needed was the combined goal of the work done for this award winning academy. Set the tone. Communicate the message. Create positive energy and pride.



Now would I would be to live an entire life with such freedom to try new things, experience the unknown, and face



It would be a privilege to be in the company of people who will do great things.  
- Billie Jean King



The World is a book, and those who do not travel read only a page.  
- Ibn Battuta



In the end we will remember not the words of our enemies, but the silence of our friends.  
- Martin Luther King, Jr.



Now, I say to you today my friends, even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream. I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident, that all men are created equal."  
- Martin Luther King, Jr.

Speech at Civil Rights March  
Washington D.C. August 28, 1963





Lipscomb University wanted to create an engaging brand space for the College of Pharmacy in their newly renovated Burton Building. With the pharmacy school celebrating its first class, they wanted to develop a space that communicated the vision of the school.

# COLLEGE OF PHARMACY



Trust

Compassion

Research

Care



The HISTORY  
of Pharmacy  
The HERITAGE  
of Lipscomb  
The HORIZONS  
in Research

T. Dee Baker, Sr. Lobby



College of Pharmacy Main Entrance Lobby



COLLEGE of  
**PHARMACY**  
UNIVERSITY



A large, faint watermark of the College of Business logo is visible on the orange wall. The logo consists of a shield with a stylized flame or torch shape inside.

# College of Business at Swang Center

But remember the LORD your God, for it is he who gives you  
the ability to produce wealth, and so confirms his covenant,  
which he swore to your forefathers, as it is today.

— Deuteronomy 8:18



Impacting the World...

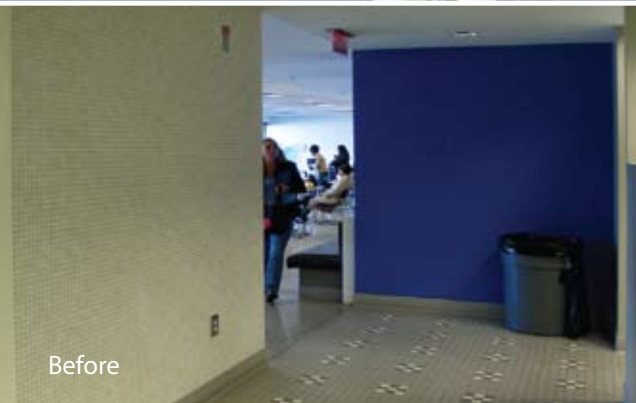
The display wall is a large, curved digital screen with a dark blue background. It features a grid of white binary code (0s and 1s) that forms the backdrop for several images. On the left, there is a vertical image of a city skyline with the word 'NEW YORK' written vertically in white. In the center, there is a horizontal image of a city skyline with the word 'LOS ANGELES' written vertically in white. To the right of the center, there is a small, square digital screen displaying a graphic with the text 'Daily, Weekly'. Further right, there is another vertical image of a city skyline with the word 'LOS ANGELES' written vertically in white. The wall is set against a light blue wall with the text 'Impacting the World...' written in black. The floor is a polished, light-colored material that reflects the lights from the ceiling.

The image shows a modern office interior. On the left, a large, light-colored wooden panel features the Ryla logo, which consists of three white circles of varying sizes connected by thin lines. To the right of the logo, the word "RYLA" is displayed in large, white, three-dimensional block letters. Below the name, the tagline "Excellent Interactions Every Time" is written in a smaller, white, sans-serif font. The background wall is a dark teal color. To the right of the main panel, there is a reception desk with a dark granite countertop. Behind the desk, a woman is visible, looking towards the camera. On the wall behind her, there are several framed certificates or awards. A large window is visible on the far right, showing an outdoor scene with a brick building and a sign that says "NO PARKING".

**RYLA**  
*Excellent Interactions Every Time*

Ryla, one of the largest minority owned businesses in America, makes employee satisfaction a high priority. The primary goal of their brand space makeover was to imbue their employees with a sense of pride in their company and in the work they do for customers. A secondary goal was to show customers how the culture of Ryla translates to better results for them.





Before

Before



 **RYLA** *cafe*





# MARS

petcare

Mars Petcare enhanced their stimulating work space by showcasing portraits of individual employees' pets throughout the headquarters. The personal touch of the large format graphics and wall coverings empowers employees to take pride in their new space.



EFFICIENCY

FREEDOM



MARS

welcome  
cool  
springs

welcome  
cool  
springs



## The Five Principles

### Quality

The consumer is our boss, quality is our work  
and value for money is our goal.

### Responsibility

As individuals, we demand total responsibility from ourselves;  
as associates, we support the responsibilities of others.

### Mutuality

A mutual benefit is a shared benefit;  
a shared benefit will endure.

### Efficiency

We use resources to the full,  
waste nothing and do only what we can do best.

### Freedom

We need freedom to shape our future;  
we need profit to remain free.





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