

78% OF OUR PRODUCTS ARE FROM NORTH AMERICA

organic uses less energy than conventional farming

ALWAYS GMO FREE

FAIR TRADE CERTIFIED

eat better **feel better**

FOOD CELEBRATE

ENJOY TOGETHER

eat WELL do GOOD

natural ingredients

ALWAYS ORGANIC

SUPPORTING LOCAL FARMING

ORGANIC PRODUCE HAS A 25% HIGHER CONCENTRATION OF NUTRIENTS

TOWARDS A CLEAN LIFESTYLE

A Tradeshow for Nature's Path

Valerie Brown and Rita Wiggins / Design 185 / Fall Quarter 2012

SUPPORTING LOCAL FARMING

sustainability matters

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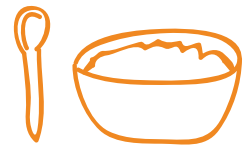
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PHASE 1: TRADE SHOW OVERVIEW



Research
Exhibition Brief
Object List
Exhibition Concept Plan
Floor Plan
Scale Model



PHASE 2: EXHIBITION STAGING



Rendering
Rendered Floor Plan
Perspective Views
Section View
Lighting Plan
Materials Palette
Architectural Details



PHASE 3: GRAPHIC IDENTITY



Typography
Color Palette
Graphic Identity Overview
Interior Graphic Application
Exterior Graphic Application



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PHASE 1: TRADE SHOW OVERVIEW



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PHASE 1: RESEARCH



Our research consisted of exploring a series of questions, followed by an introspective look at the Nature's Path website, Twitter and Pinterest page.

Four major questions for Nature's Path:

1. What are future business plans you would want to highlight/advertise at a trade show?
2. How would you say your company uses technology to support your sustainability mission?
3. In a show like this, who would your ideal clients be? Who would you be advertising to?
4. What is the number one thing you highlight when discussing your brand with potential clients?

Findings from Nature's Path website:

Selection from "Our Minifesto":

"At Nature's Path, we live for healthy, great-tasting organic foods. It's why we get up in the morning. But we are also a company that wants to do more than just sell breakfast foods.

Healthy foods don't need to be boring and tasteless. Which is why we spend our days and nights dreaming up new recipes, tracking down exotic new ingredients, and researching the latest (or most ancient) superfoods. We know you'll be pretty impressed when you read our labels. But we hope you'll be even more impressed when you take your first bite."



PHASE 1: EXHIBITION BRIEF

General Information	Architectural Elements	Graphic Identity
---------------------	------------------------	------------------

Company Name :

Nature's Path

Activity :

Product Category :

Nutrition

Website:

naturespath.com

Annual Expo attendance :

please ask your client how many events they have plan to attend in 2014, and which one is the most important event for them and why?

Compassion Into Action is an annual pop-up organic cafe and marketplace in Vancouver, Canada. Money spent at the event translates into donations for the Greater Vancouver Food Bank Society. This is the only event that Nature's Path currently attends annually.

What are the most important business objectives and their annual trade show attendance :

please ask your client how many events they are expecting to attend in 2014, and which one is the most important event for them and why?

The most important business objectives for Nature's Path include encouraging organic farming practices, promoting community involvement and introducing people to healthy but delicious foods that do not harm the planet.

Who do you consider as your VIP guest and Why ?

Besides the VIP guests who are the most important audiences you are expecting to have in your booth.

The VIP guests would most likely include heads of large supermarket chains who could potentially secure large contracts with Nature's Path to sell their products at their supermarkets. Other important guests would be individuals from other companies in the food industry that may be looking into organic farming. Nature's Path would love to share the knowledge they have acquired over the years through their own organic farming to encourage other companies to support the practice as well.

Exhibition information

Trade show Title:

The International Technology and Manufacturing Show

Location, Time & Date :

Chicago Convention Center, September 8-13, 2014

Exhibition Hall Number

South Building

Booth Size/Floor Plan

Booth # 9410 5,600 sq ft

Booth type
BUILD and BURN or MODULAR

Modular

Island booth Corner Booth End Cap Booth Back wall Booth

Double-Decker Flat

Product Stands

Please identify : The number of Products, Their fragility, Size-Dimensions, Weight, Material, Preservation Criteria, Accessibility during the show.

The products will consist mainly of food samples including granolas, cereals, and toppings such as fruits, nuts, etc. as well as compostable flatware and bowls. Other products within the booth will include the takeaway gifts of seedbombs and granola bar wrappers.

VIP and CIP Spaces :

The number of VIP and CIP spaces and their dimensions. Please Clarify the level of privacy of each including Private or Semi Private. In case you need to double-decker booth, please address the size of the second floor as well.

One area with a table and chairs will be used for both CIP and VIP meetings. The area is mostly open and is therefore fairly public.

Lighting

Lighting Techniques including Typical or complex lighting methods. Laser technique lighting is classified as the complex method while using regular lighting elements like Halogen and projectors is considered as the typical lighting method

Typical lighting method will include LED reflector lamps and spotlights as well as one projector.

Lock-up & Storage

Please identify the number of Lock up and storage and the size of each

There will be storage within the two 3 ft tall curving walls on either side of the booth which will open from the top.

Information Desk and VIP-CIP furniture

Please clarify the number of booth staff who are hosting clients at the edge of your booth during the show.

There will be two hosting clients to welcome people to the booth, answer questions, and direct CIP and VIP members. Each will be at a standing desk at either diagonal of the booth.

Graphic Identity

Header (the number of Logo and Graphic elements):

Two large logos on the front and back of the main structure of our booth.

Backlight/Poster/Banners/Stickers

There will be a poster at both entrances of the booth beside the information desk that will contain the company's mission statement and their motto "Leave the earth better than you found it." The two shorter curving walls on either side of the booth will also be covered in long banners with the logo and mottos of the company.

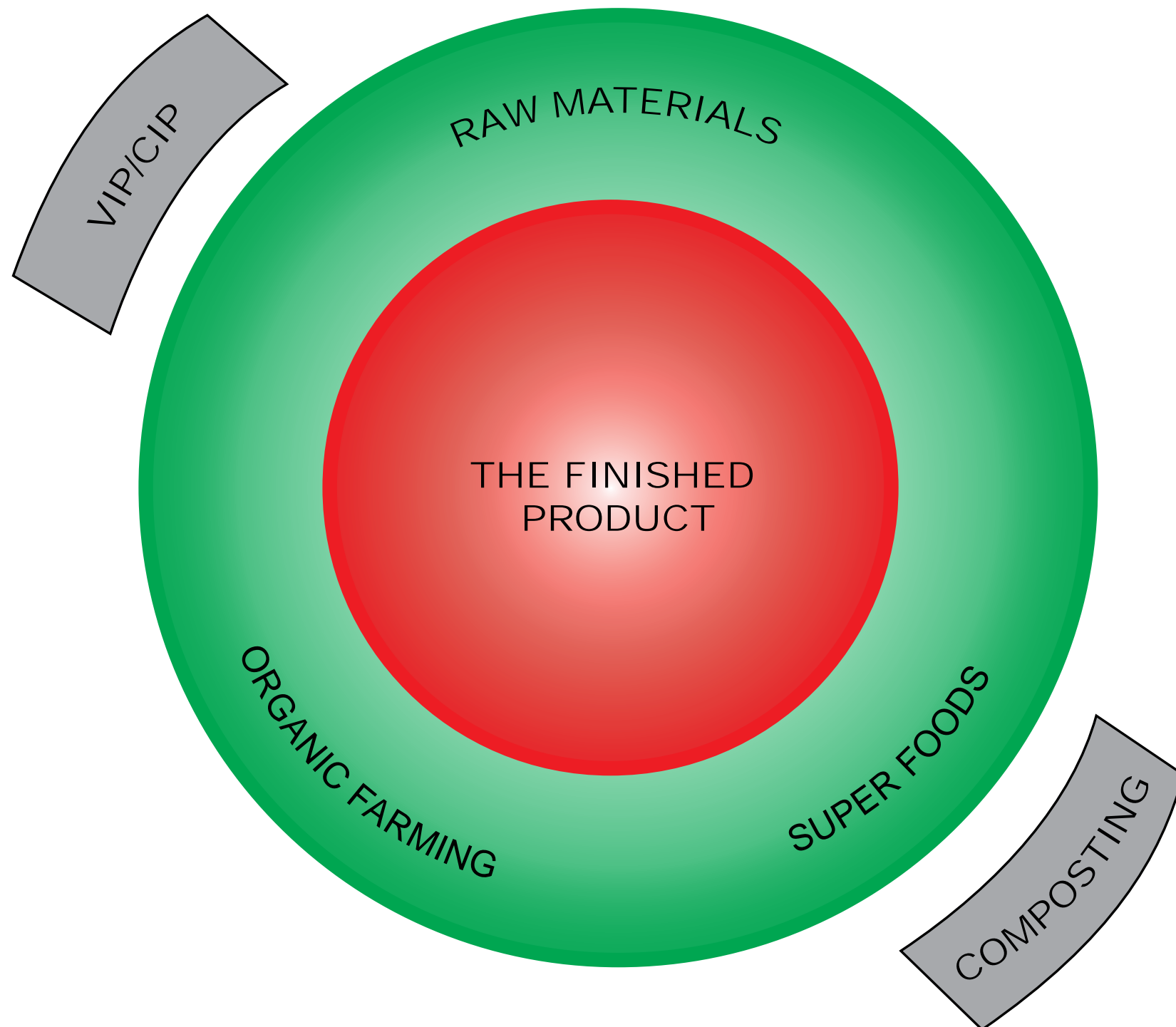
Screen Area

TV/Video Projector

There will be one large screen with a projector that will show visitors the basic process of composting. It will be placed near one of the major exits of the booth so that people will see the projection as they are composting the scraps from the food they were just sampling.

Any other Considerations

PHASE 1: EXHIBITION CONCEPT PLAN



The goal of Nature's Path: Toward a Clean Lifestyle is to show guests how Nature's Path products come to be.

Guests will be met with information booths that will direct them to the first phase of the booth: peripheral walls that will highlight the farming practices and raw materials that the company uses.

Within that area will be a central "destination" in which visitors will be able to see and actually sample the finished products.

A composting area will highlight another eco-friendly practice that the company supports, while also funneling visitors through one corner to exit the booth. At the opposite corner will be a seating area for VIP and CIP guests. It will be fairly open to stay in line with the company's attitude toward the importance of community togetherness.



PHASE 1: OBJECT LIST

Granola Samples



A01
Organic Granola with flax and hemp seeds



A02
Organic granola with chocolate covered raspberries and strawberries



A03
Granola that highlights usage of ancient grains



A04
Gluten free granola flavored with honey and almonds

Topping Options (for granola sampling)



B01
Organic honey



B02
Fresh berries



B03
Dried fruit



B04
Organic yogurt



B05
Organic coconut



B06
Chocolate chips



B07
Cinnamon

Granola Bar Samples



C01
Coconut and chocolate granola bar



C02
Crunchy granola bar with cinnamon and apples



C03
Granola bar with peanut butter and chocolate chips



C04
Gluten-free trail mix inspired granola bar

PHASE 1: OBJECT LIST

Giveaway Items



D01
Granola bar wrapper "muffler"



D02
Seed bomb (filled with seeds for random planting)

Superfoods



E01
Flax, live example of superfood on greenwall



E02
Chia, live example of superfood on greenwall



E03
Hemp, live example of superfood on greenwall



E04
Ancient Grains, live example of superfood on greenwall

Cover Crops



F01
Ryegrass, live example of cover crops on greenwall



F02
Buckwheat, live example of cover crop on greenwall



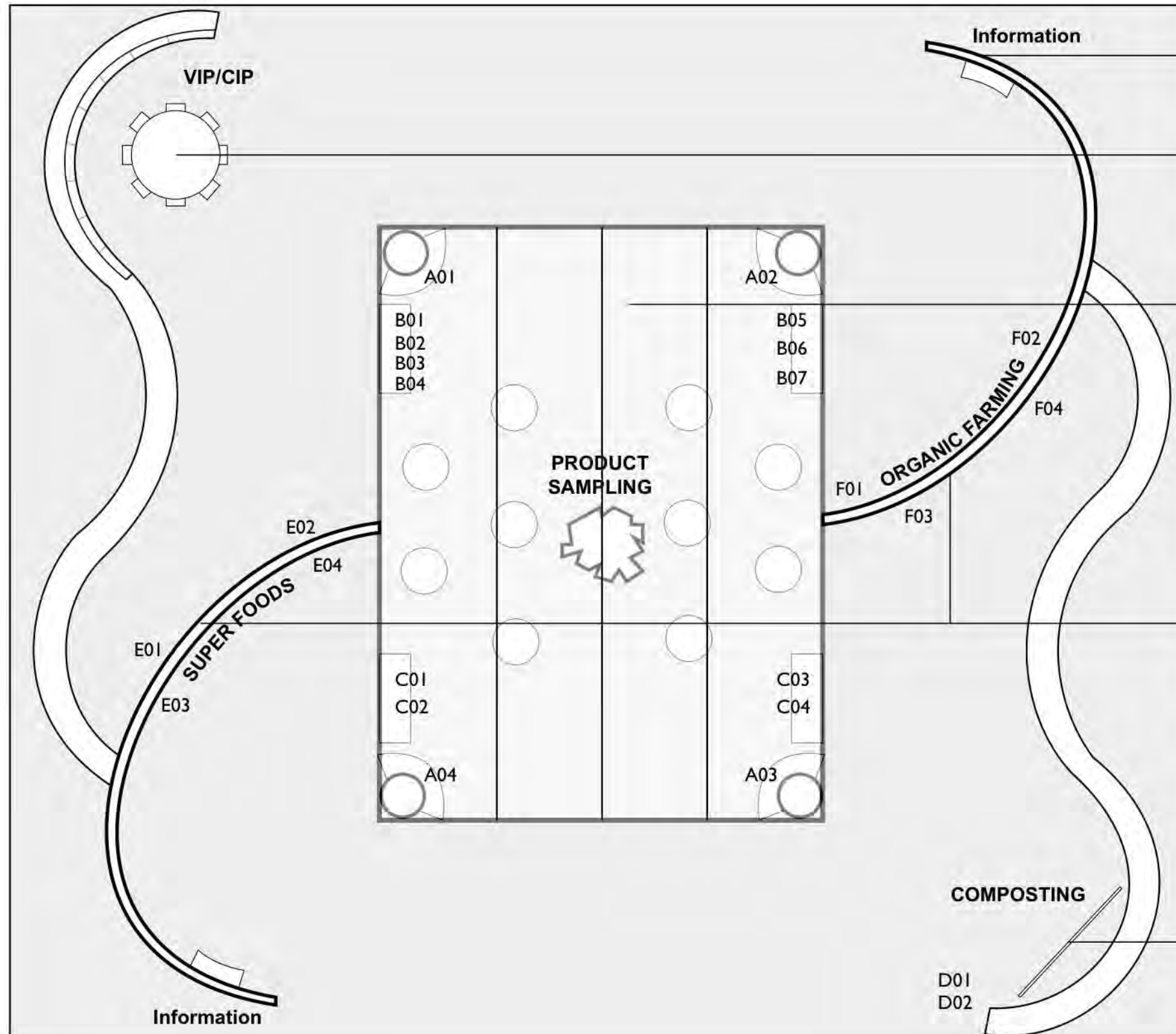
F03
Mustard, live example of cover crop on greenwall



F04
Red Clover, live example of cover crop on greenwall



PHASE 1: FLOOR PLAN



At each corner, employees will be able to answer questions, explain the layout of the booth, and guide special visitors to the appropriate location.

The VIP/CIP area will consist of a round conference table tucked away in one corner. It will be fairly public.

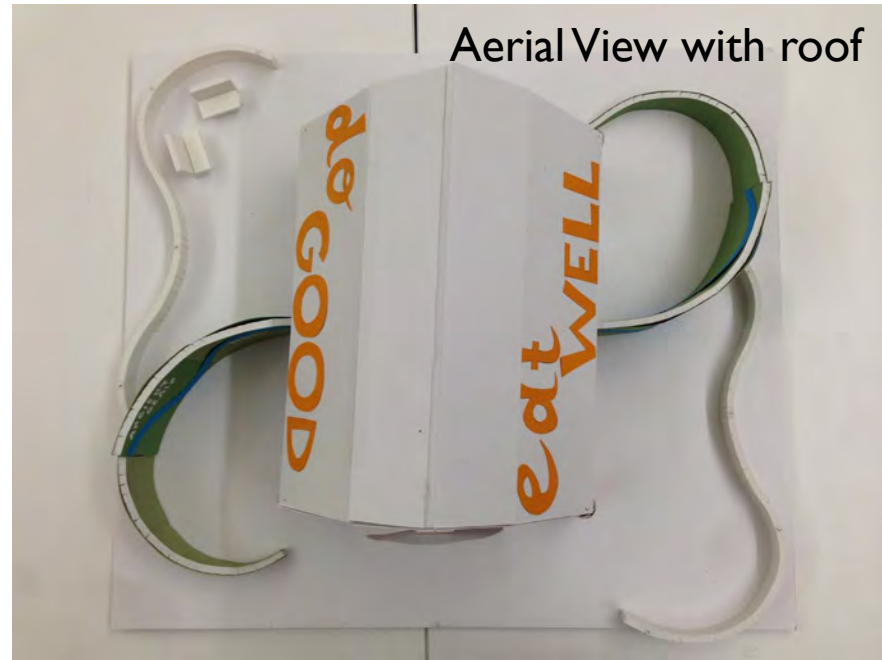
The main structure of the booth will be a “barn” in which visitors can sample products from one of the bins in each corner and the side toppings tables.

These exterior curving walls will be covered with live plants highlighting the organic farming practice of cover crops and the superfoods that Nature’s Path uses in its products.

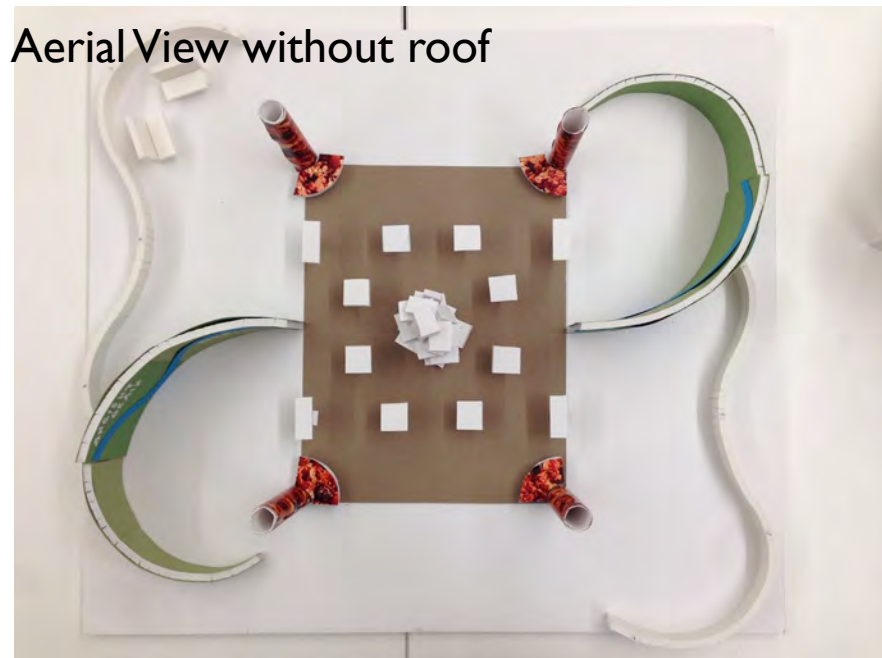
In one corner will be a large projection screen with educational graphics about composting as well as compost bins for visitors to discard their compostable flatware and containers. This will also be the location of the takeaway products.



PHASE 1: SCALE MODEL



Aerial View with roof



Aerial View without roof



Front right view



Front left view

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PHASE 2: EXHIBITION STAGING



SUPPORTING LOCAL FARMING  *sustainability matters*

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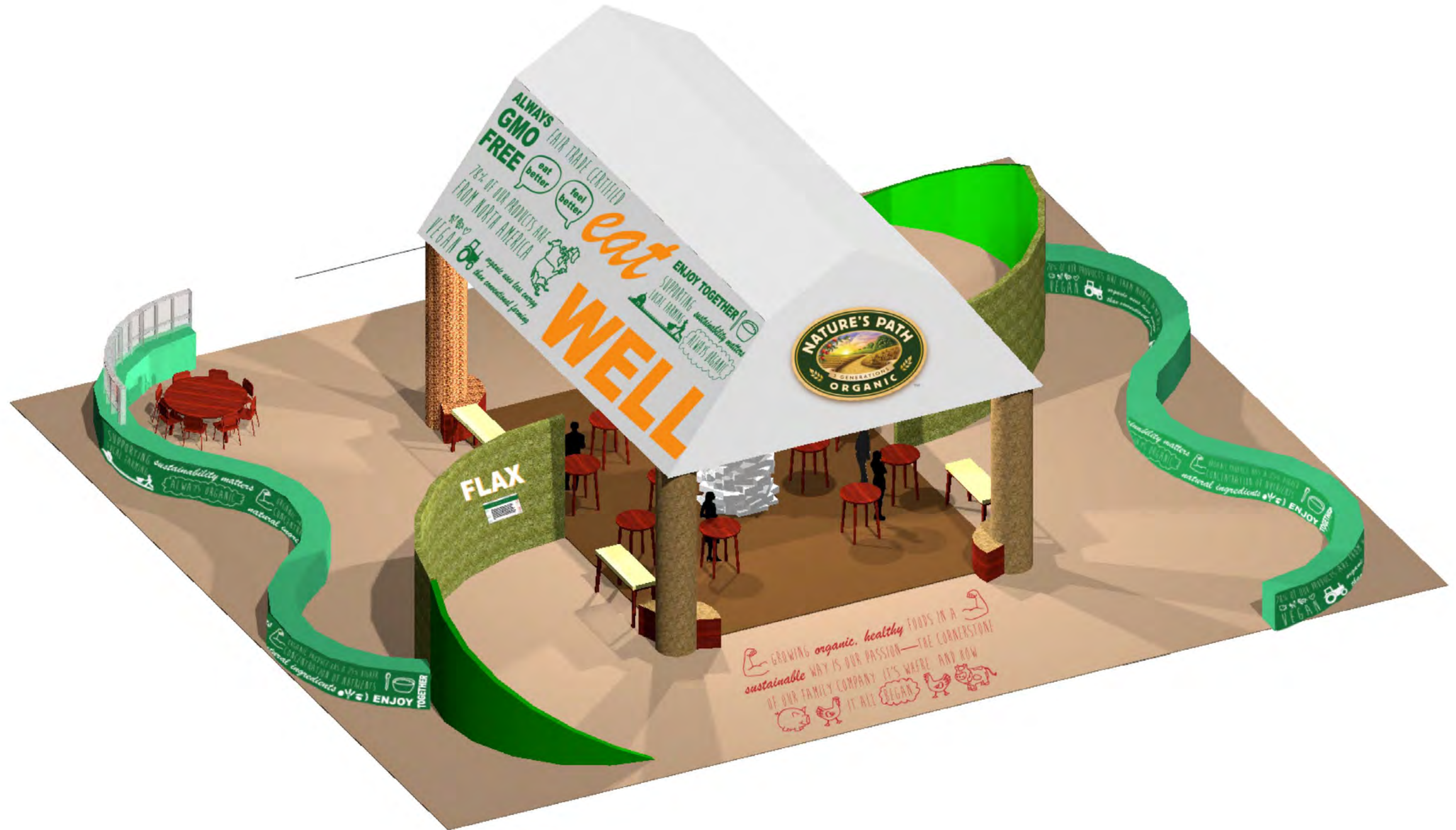
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sustainability matters  **CELEBRATE FOOD**

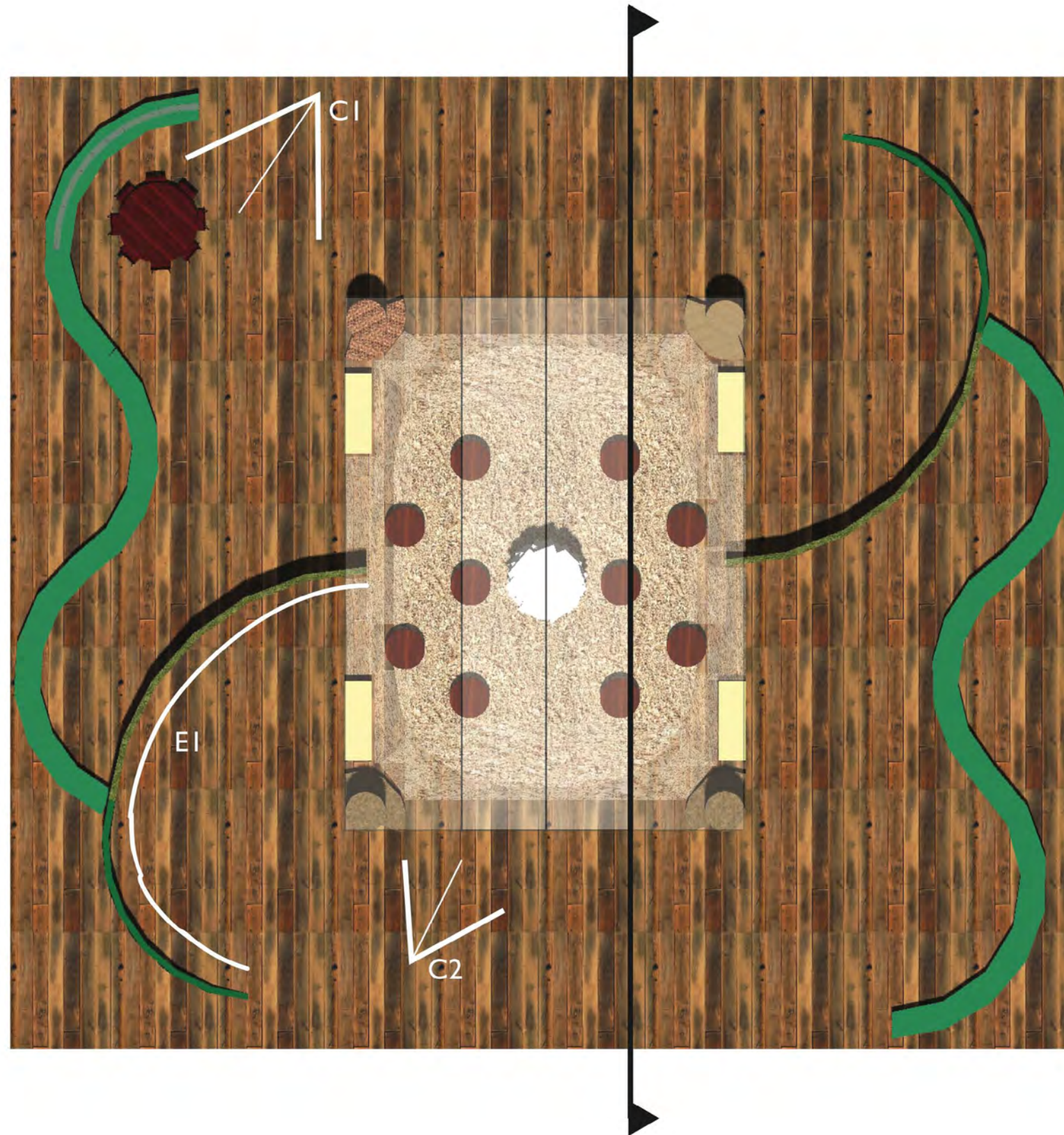
  *eat WELL do GOOD* **ENJOY TOGETHER**  *ORGANIC USES LESS ENERGY THAN CONVENTIONAL FARMING* *fair trade certified*  **ALWAYS GMO FREE**



PHASE 2: RENDERING

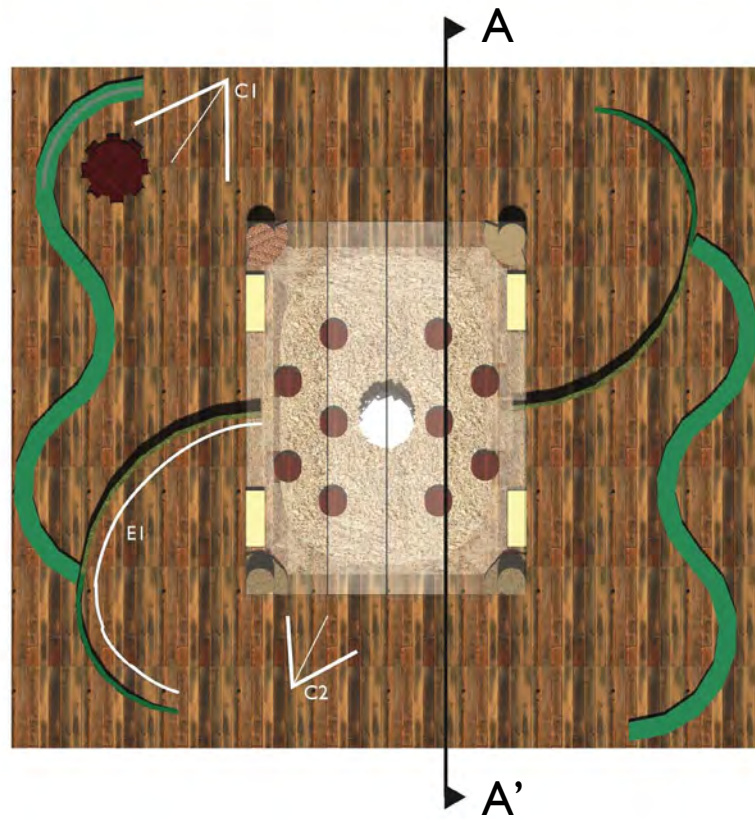


PHASE 2: RENDERED FLOOR PLAN





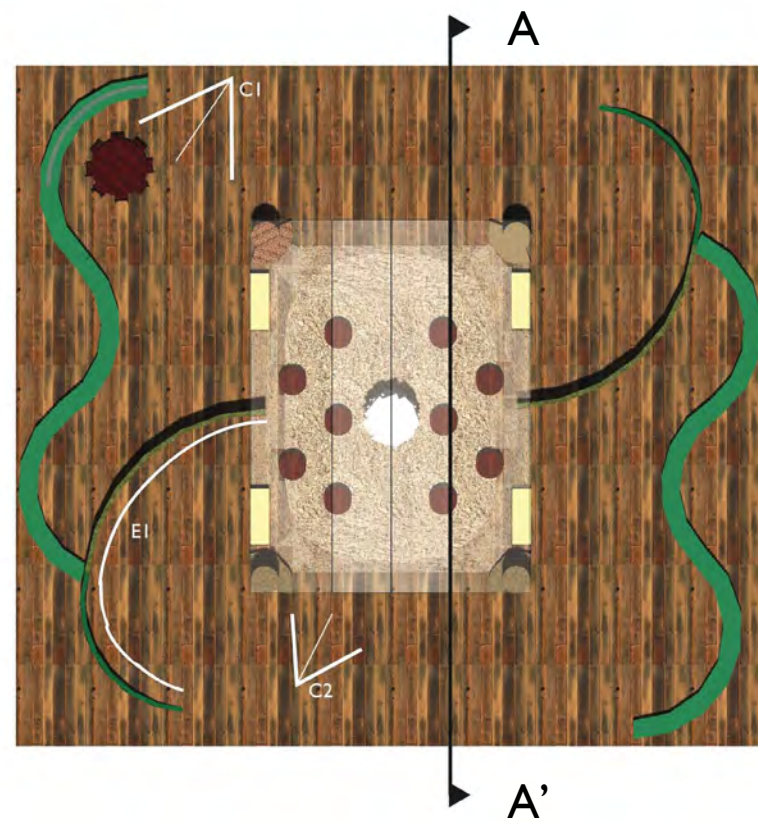
PHASE 2: PERSPECTIVE VIEW



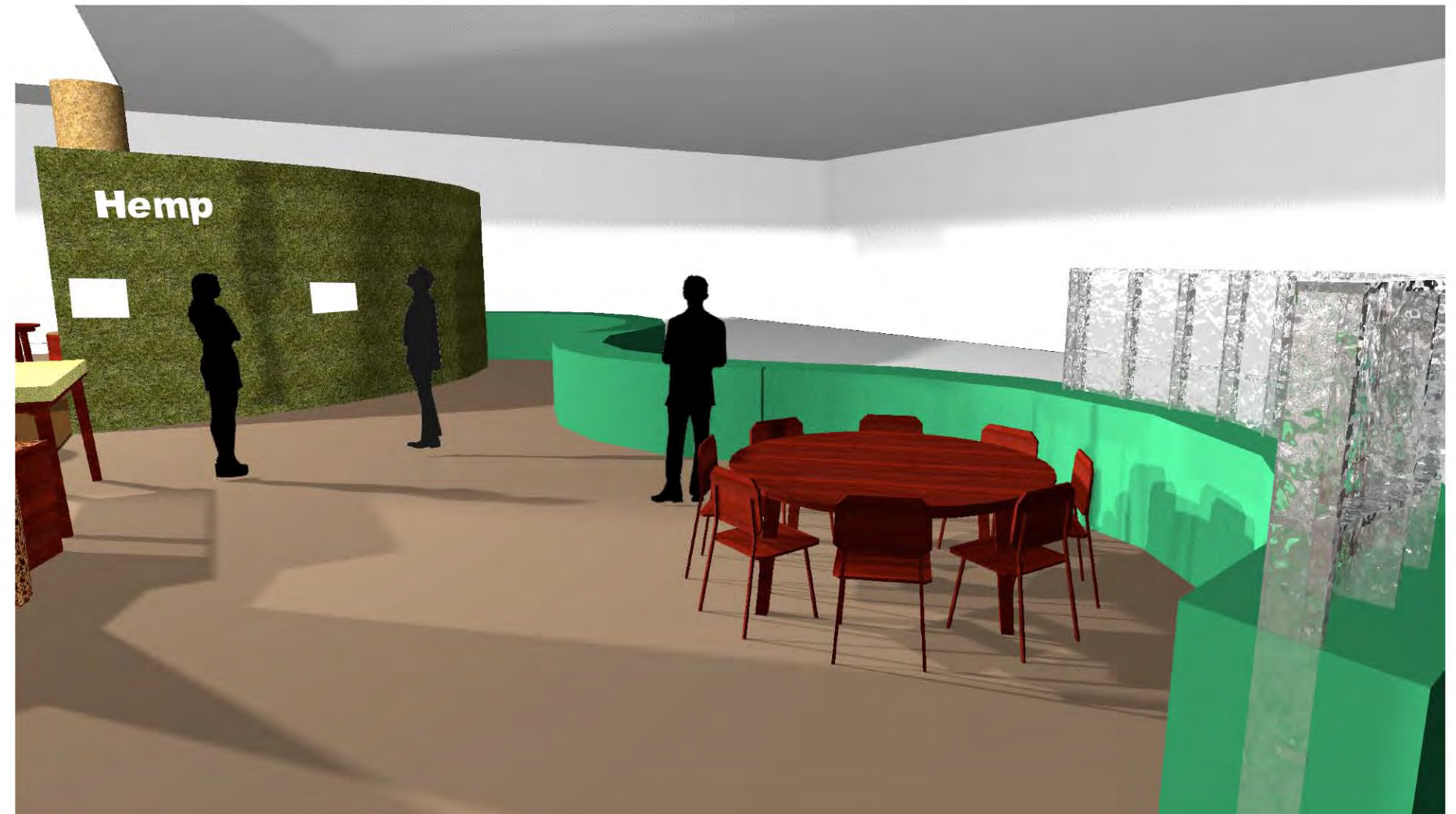
Sampling Area



PHASE 2: PERSPECTIVE VIEW

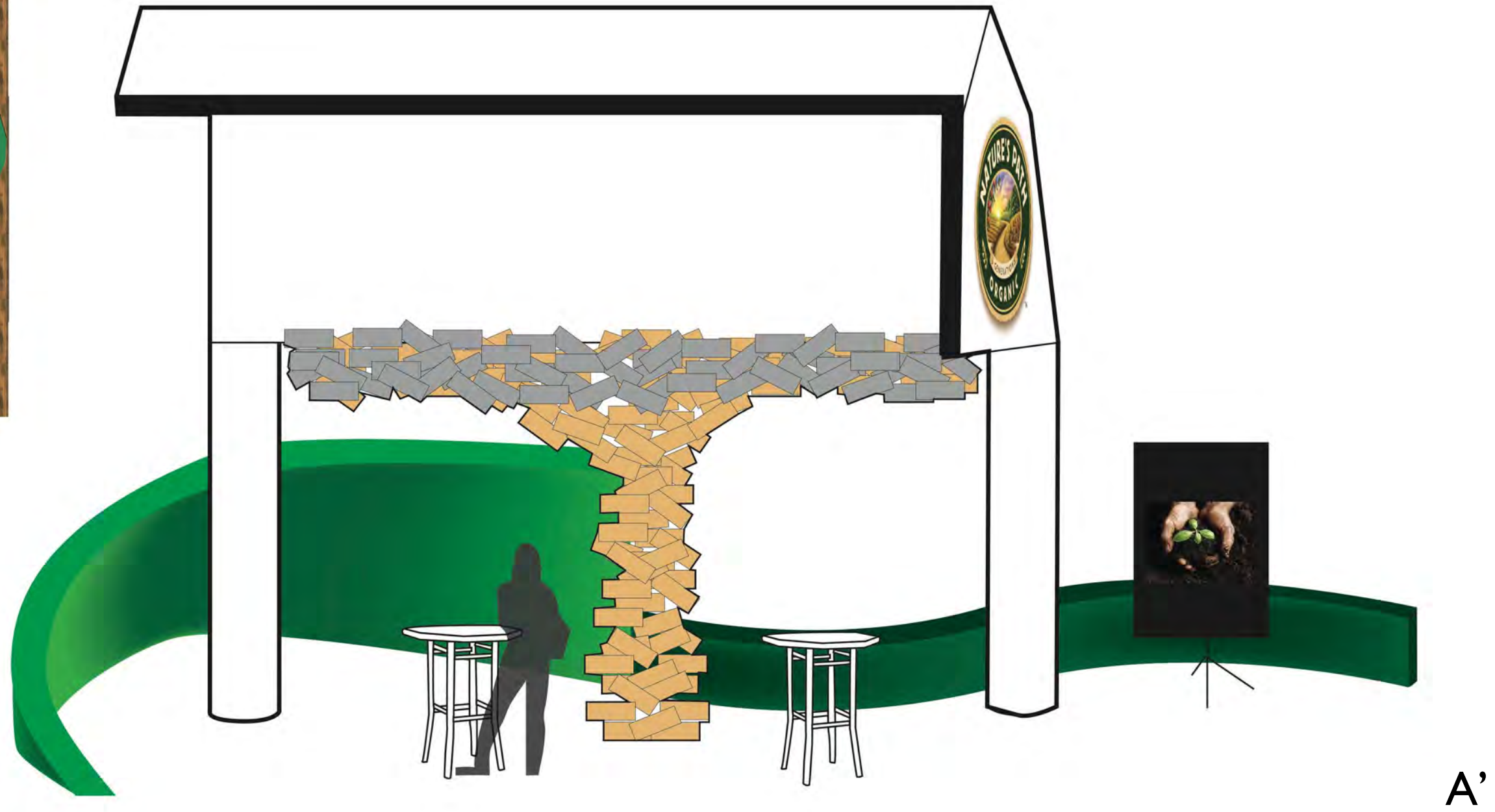
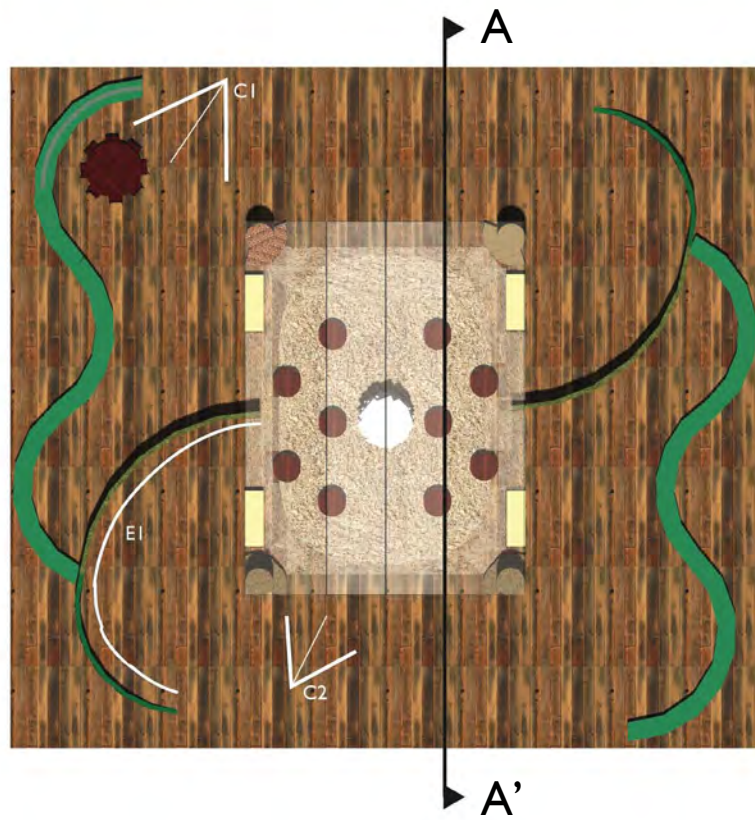


VIP/ CIP Area





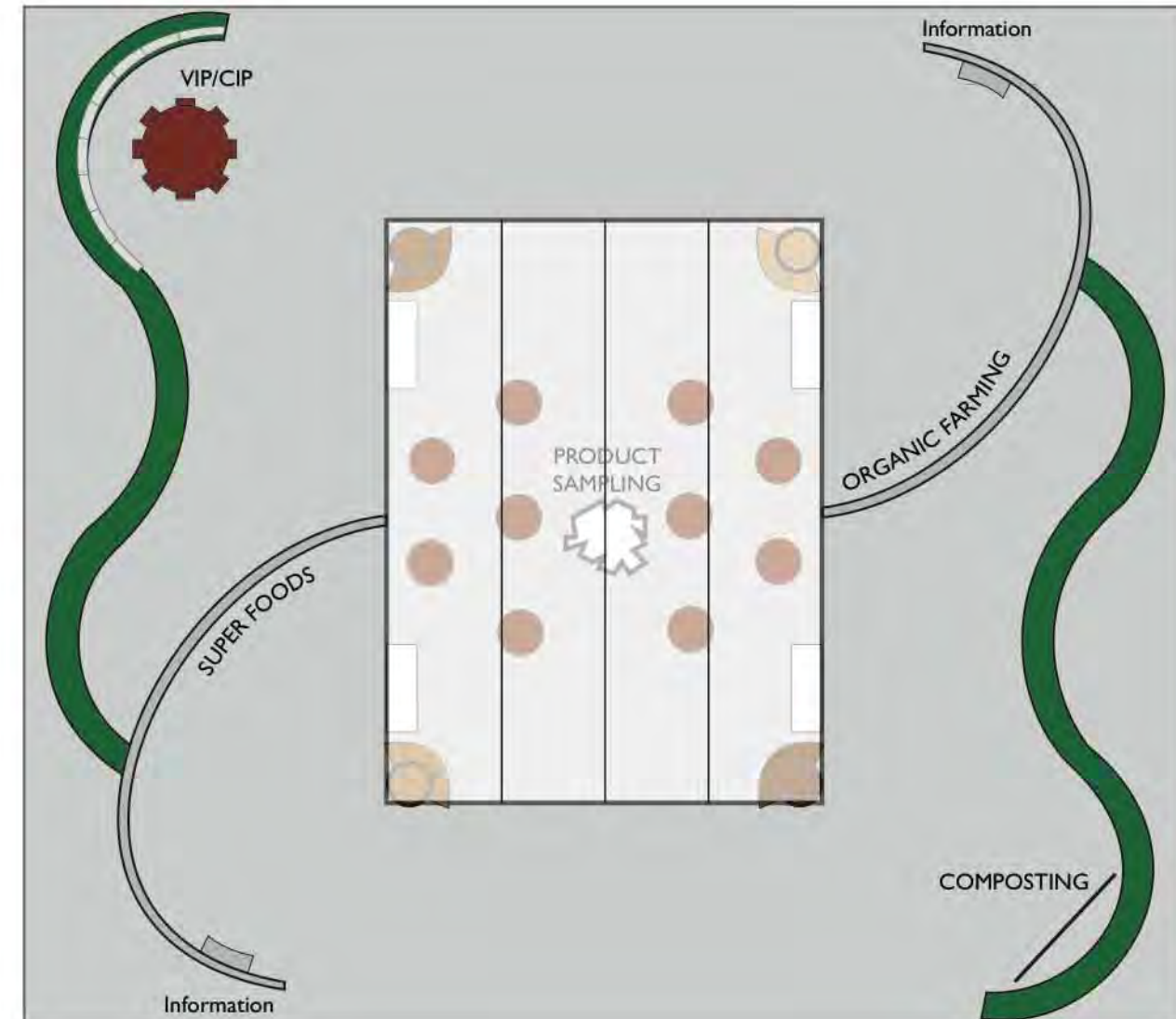
PHASE 2: SECTION VIEW





PHASE 2: COLOR PALETTE

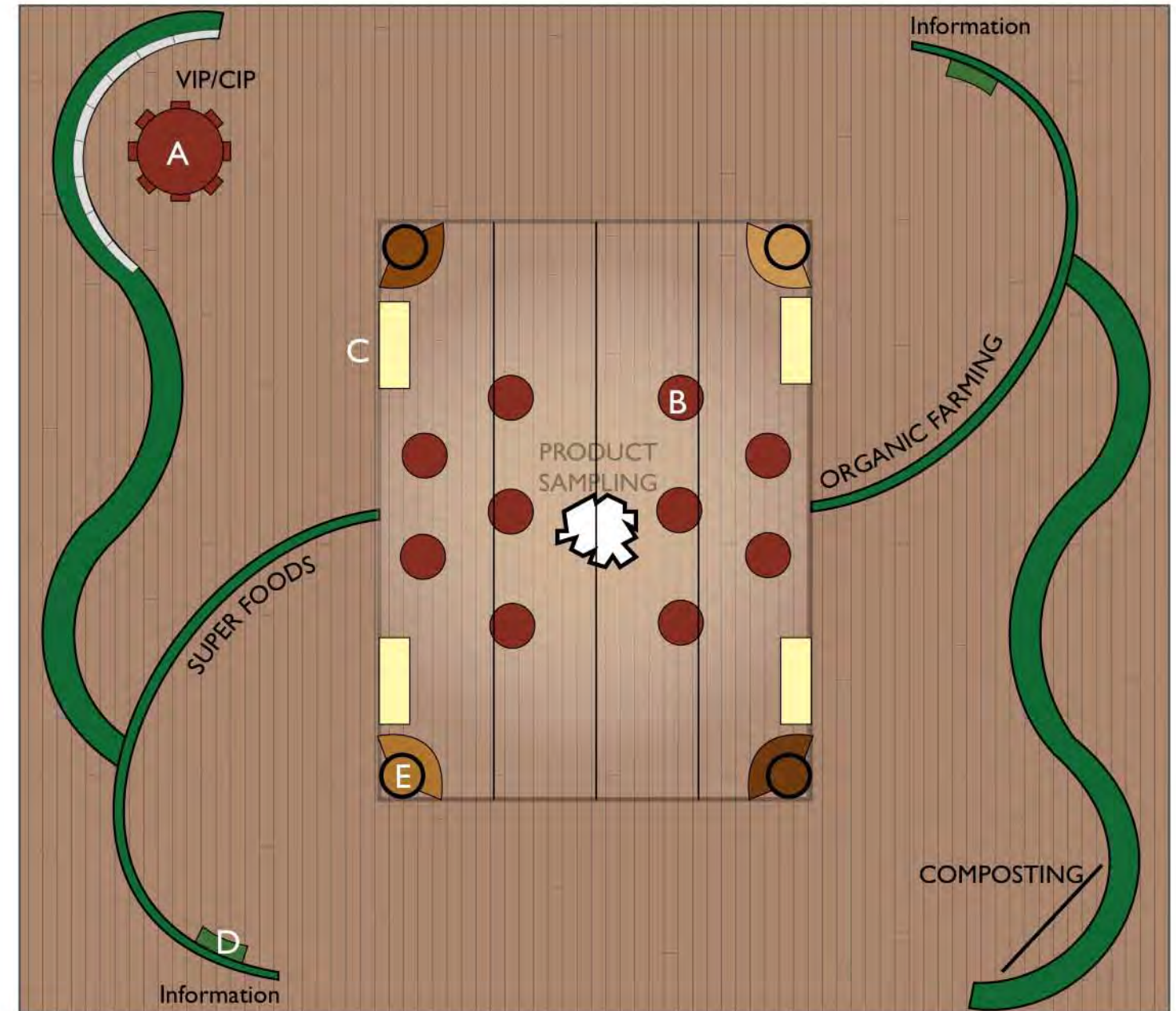
Swatch	Product Info	Application
	Sherwin-Williams VOC Interior Stain 3142 Paprika	All furniture (conference table, sampling tables, toppings tables)
	Sherwin-Williams 6926 Lucky Green	Short (3 ft tall) curving walls
	Sherwin-Williams 7006 Extra White	Barn Roof








PHASE 2: MATERIALS PALETTE

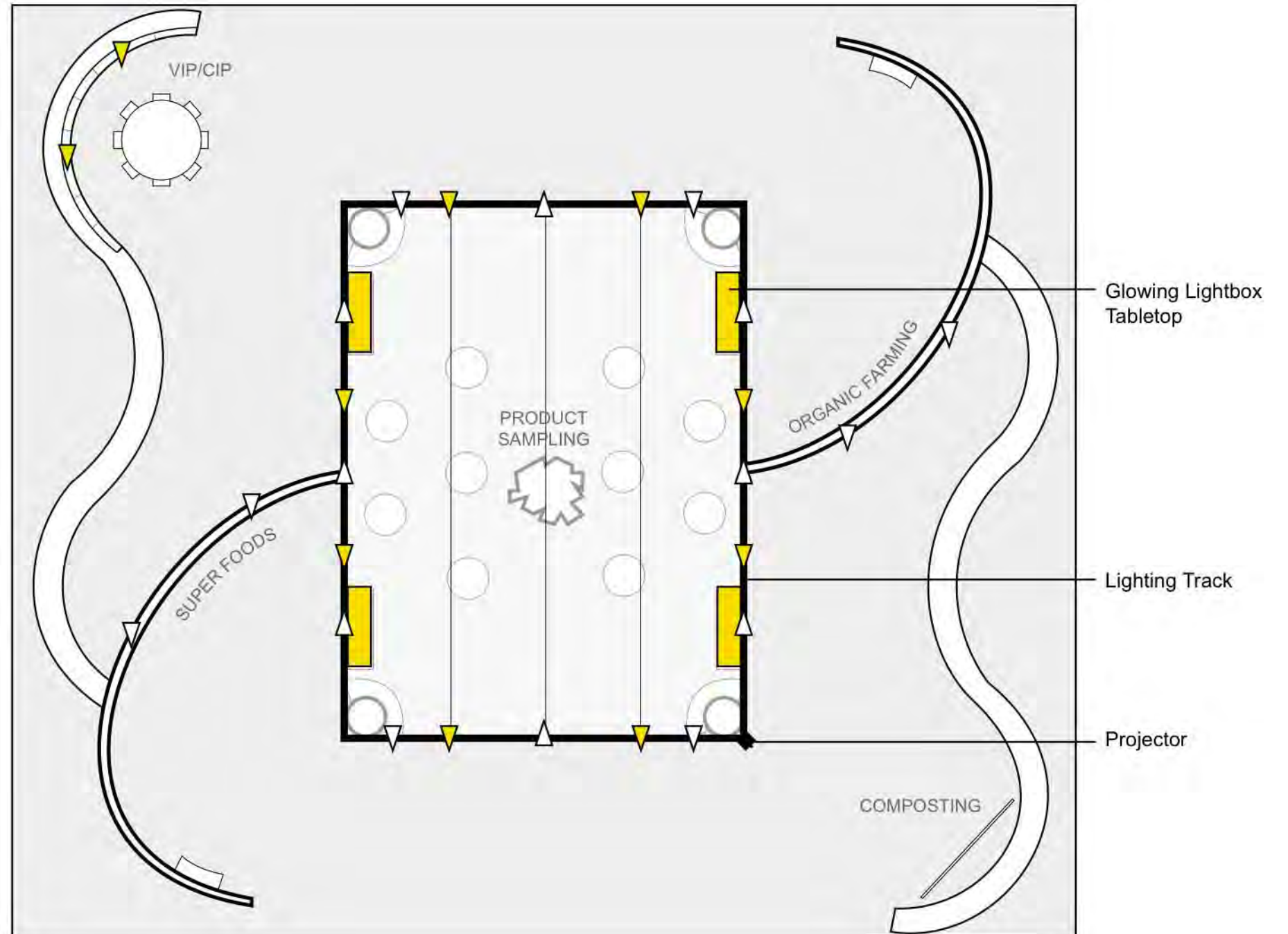
	Product/Material Info	Image	Application
A	Black Forest Decor Hickory Plow Dining Table 72 Inch		VIP/CIP
B	Black Forest Decor Hickory Round Pub Table 36 Inch		Sampling Area
C	Simple Wooden Table with lightbox top		Toppings
D	Simple slab desk built into curved wall	 	Information
E	Custom built cereal dispenser		Product samples





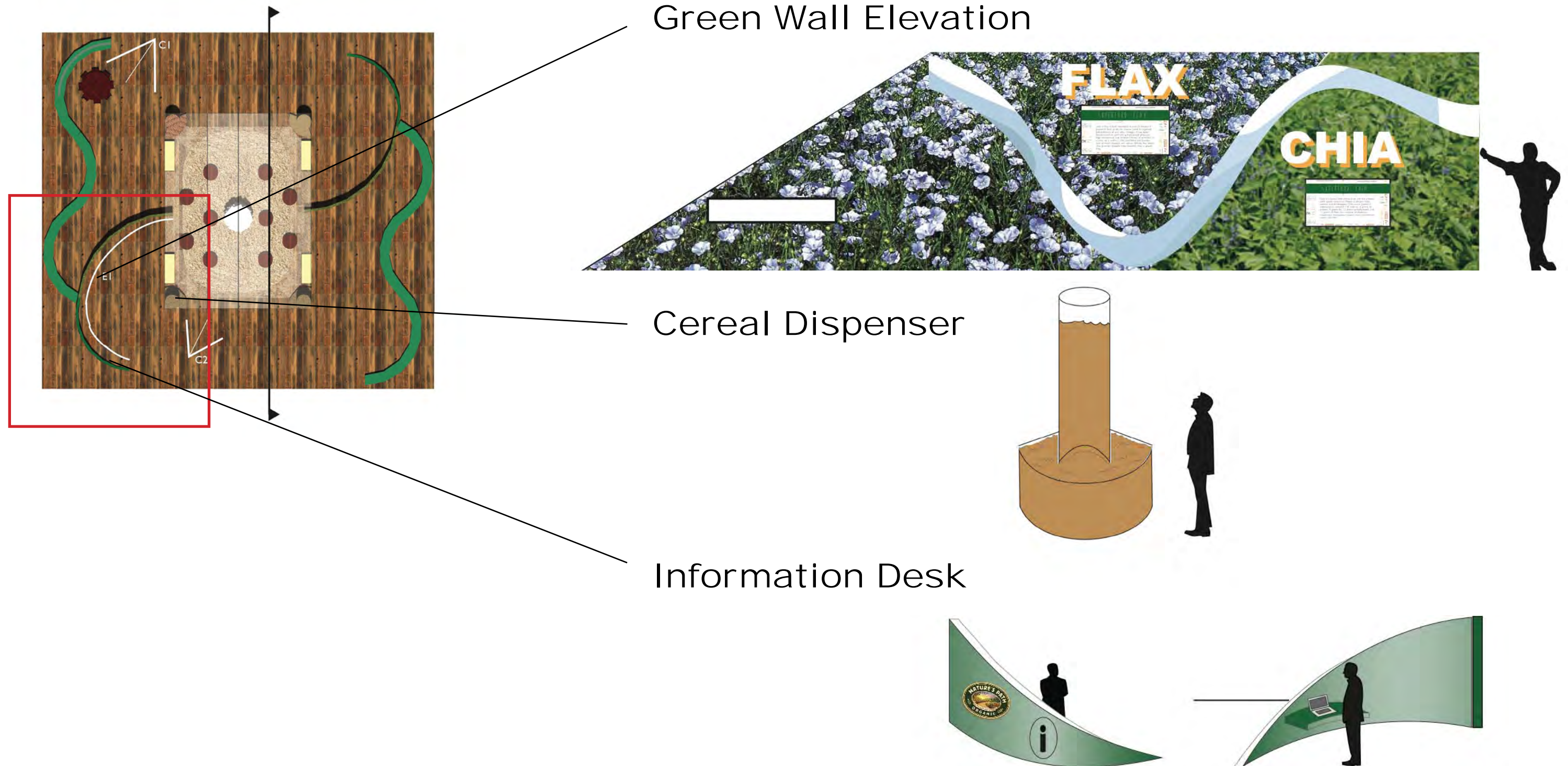
PHASE 2: LIGHTING PLAN

Direction	Lamp	Beam	Samples
△ Up			
▽ Down	MR LED	Spot	
▽ Down	PAR LED	Wide Flood	
◆ Towards screen	Projector	N/A	

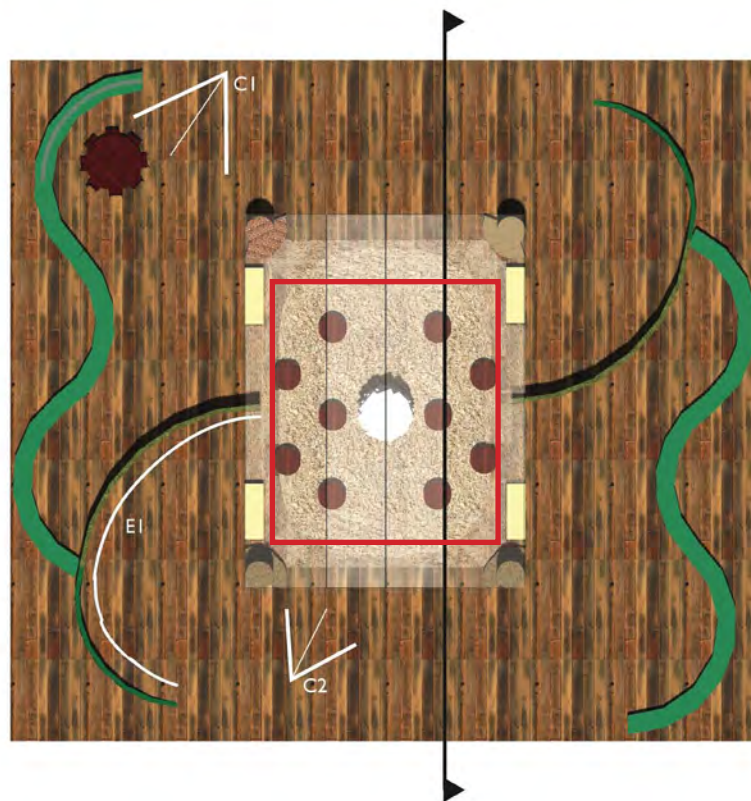




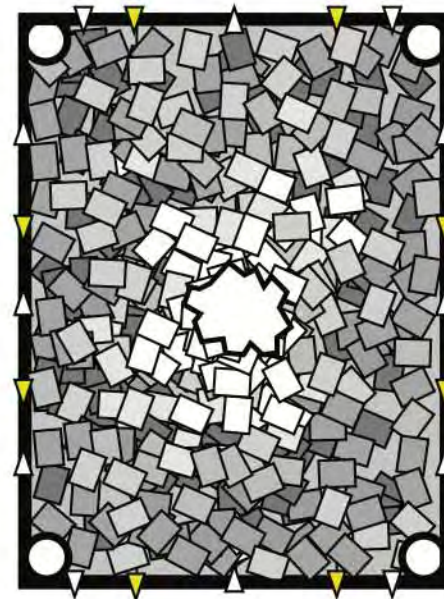
PHASE 2: ARCHITECTURAL DETAILS



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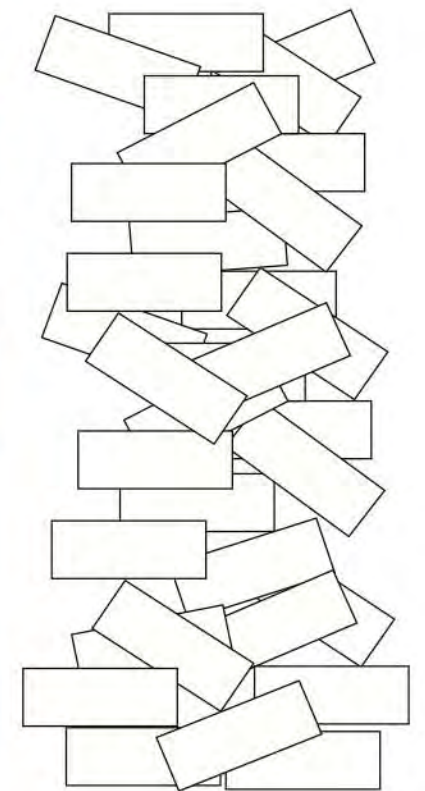
Cereal Box Sculpture



Reflected Ceiling Plan



Elevation



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PHASE 3: GRAPHIC IDENTITY



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PHASE 4: TYPOGRAPHY AND COLOR

Typography

Arial Black
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

BRAIN FLOWER
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Brush Script MT Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Gill Sans Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Colors



C M Y K
88 33 100 24



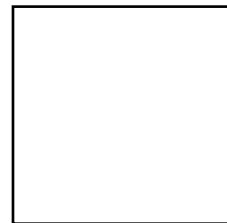
C M Y K
19 100 98 10



C M Y K
2 56 100 0



C M Y K
7 28 64 0



C M Y K
0 0 0 0

Logo





PHASE 4: GRAPHIC IDENTITY OVERVIEW: INTERIOR APPLICATION



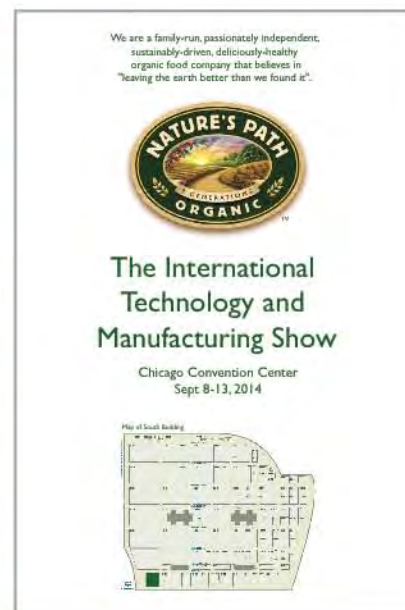
FLAX



GROWING *organic, healthy* FOODS IN A *sustainable* WAY IS OUR PASSION—THE CORNERSTONE OF OUR FAMILY COMPANY. IT'S WHERE, AND HOW, IT ALL BEGAN.

AT NATURE'S PATH, WE LIVE FOR *healthy, great-tasting, organic* FOODS. IT'S WHY WE GET UP IN THE MORNING. BUT WE ARE ALSO A COMPANY THAT WANTS TO *do more* THAN JUST SELL BREAKFAST FOODS.

PHASE 4: GRAPHIC IDENTITY OVERVIEW: EXTERIOR APPLICATION





PHASE 4: INTERIOR GRAPHIC APPLICATION

Green Wall Labels



FLAX 12"

21"



12"

Sample Labels

8"



6"



PHASE 4: INTERIOR GRAPHIC APPLICATION

Wall Graphics





PHASE 4: INTERIOR GRAPHIC APPLICATION

Roof Graphics






PHASE 4: INTERIOR GRAPHIC APPLICATION

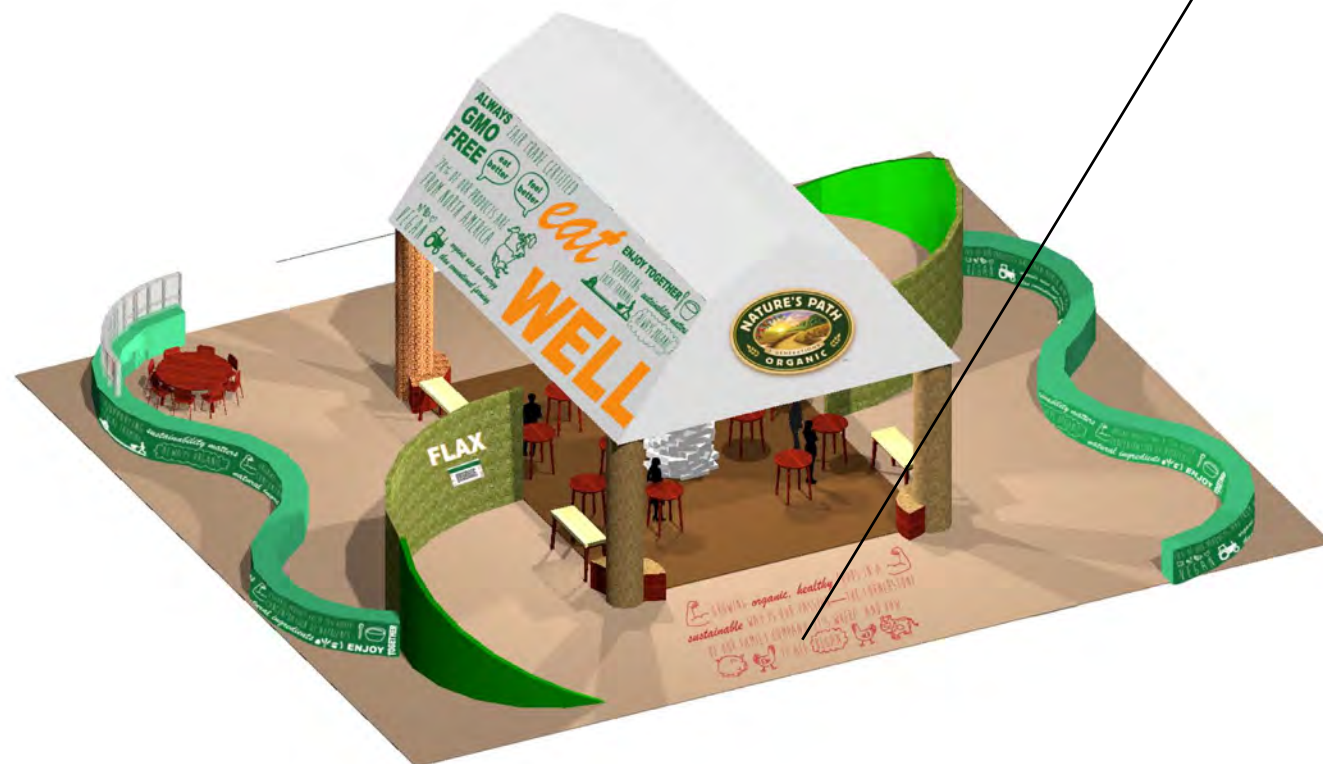
Floor Decals

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10 ft

30 ft



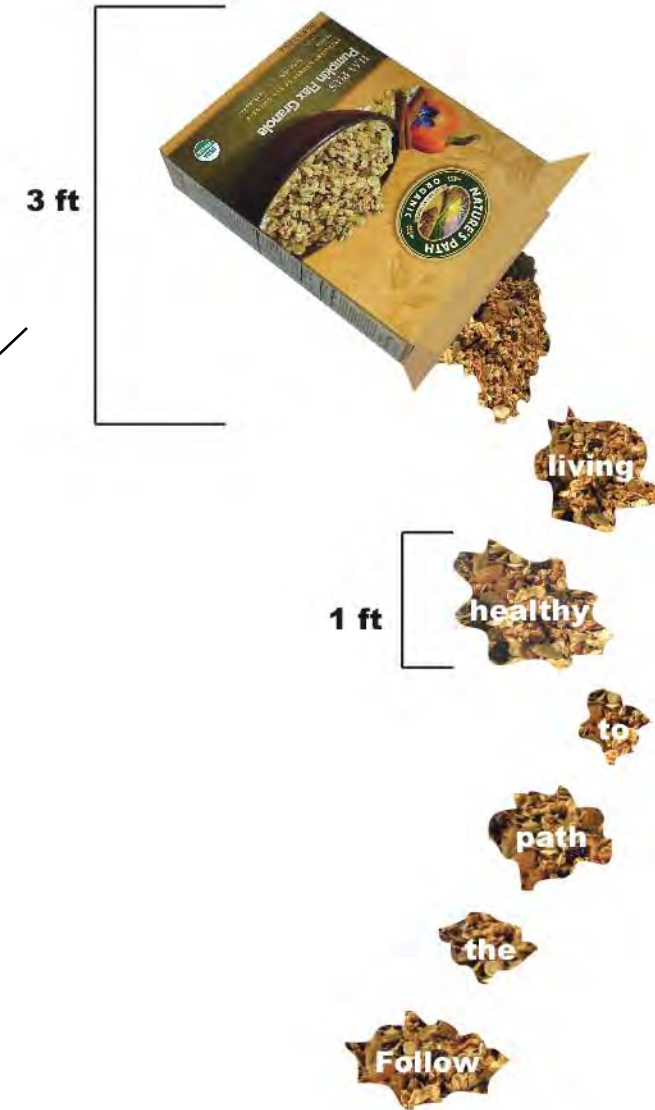
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PHASE 4: EXTERIOR GRAPHIC APPLICATION

Exterior Floor Decals



Exhibition Hall Aisle





PHASE 4: EXTERIOR GRAPHIC APPLICATION

Flyer (full size)



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Map of South Building



6 in

4 in