



CASE STUDY ISLAND EXHIBIT

THE

CHALLENGE

Distinct branding drove the concept and production of Zerto's unique island exhibit space. Stylistically, it was imperative that the signature logo letter 'Z' was prominent in the design, and that the brand red was consistent throughout. Logistically, the space needed to support ongoing product demonstrations and giveaways, and seamlessly adjust between 20'x20' and 20x30' layouts throughout the year.

KEY DETAILS

- Flexible, rear-lit hanging sign
- Double-sided workstations
- LED monitors and lighting
- Seamlessly integrated storage space
- Scalable without sacrificing components



THE SOLUTION

A rear-lit fabric hanging sign serves not only as the eye-catching marker of the custom-branded environment, but also begins to form the brand Z that takes shape as the eye moves down the design. Comprised of individual SEG fabrics, the panels can easily be replaced with different messaging or designs as the brand evolves. Sheer fins within the overhead sign create additional depth in the space.

Fabric panels provide the base for two double-sided workstations. At each station, an LED monitor hangs above built-in cabinets. Custom literature pockets on the front and sides of the cabinets make it easy for the sales team to share information as needed during product demonstrations.

LED lighting below the four workstations at the front of the space enhance the vibrant red in contrast to the crisp white elements, complimenting the overall aesthetic of the design.

On the opposite side of the space, high-top tables provide seating near an additional two workstations, each equipped with an LED monitor. These areas allow the Zerto team to

engage with their audience from all angles of the space, and support more relaxed conversations and informal meetings.

A custom t-shirt display is prominently displayed at the center of the exhibit. The display is not only useful for the sales team giveaways, but it also serves as the front wall of the storage closet. Within the closet, steps allow the Zerto sales team to re-stock the t-shirt display easily from the top of the wall.

Every material—vinyl graphics, sheer fabrics, carpets, et cetera—used in the space was meticulously inspected to ensure the custom brand red was accurately reproduced. The red was perfected in every application to maintain accurate branding and a consistent look throughout.

The core components of the space were strategically placed off-center, allowing the design to scale up or down between 20'x30' (as shown) and 20'x20' without sacrificing branding, storage, or meeting space.