

Q1 2022
**PROJECT
HIGHLIGHTS**

**Ideation to
Execution**

first look.

PHASE:3

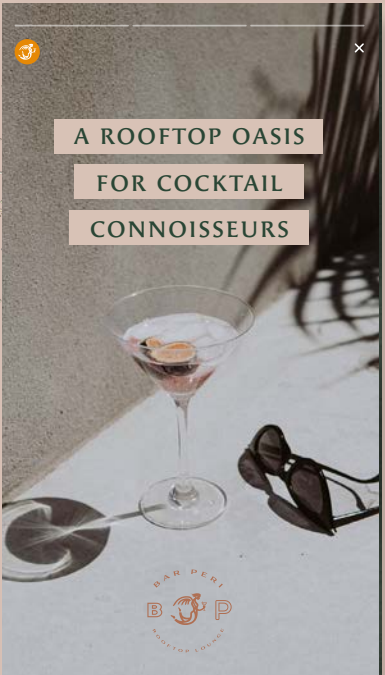
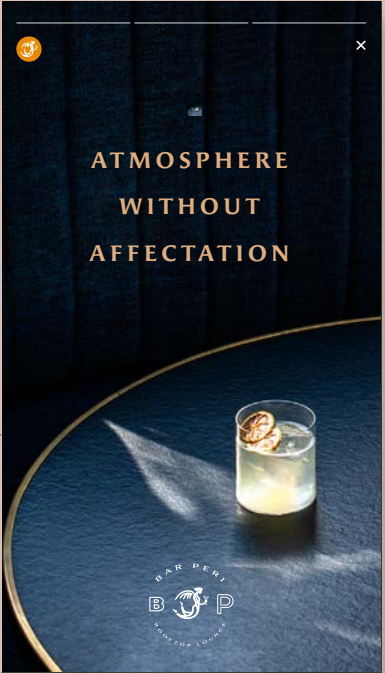
Vision Hospitality Group // Bar Peri

Vision Hospitality Group engaged Phase 3 to brand AC Hotel by Marriott’s exclusive rooftop bar, the first and only of its kind in Atlanta. After completion of the naming process, Bar Peri was brought to life when Phase 3’s creative team developed a brand strategy that effectively positions Bar Peri as the premiere destination rooftop bar in that area with fun, innovative cocktails, unparalleled views and a hip but inclusive vibe. Not to mention that the new brand creative was a winner in GDUSA’s 2021 American Graphic Design Awards.

Services: Branding



BAR PERI





Margot McKinney // Neiman Marcus

Phase 3 teamed up with Neiman Marcus to recreate the Margot McKinney jewelry shop, complete with gorgeous pops of green throughout the space, featuring their signature “Green Door,” plus printed window vinyl, wrapped baseboards, floor graphics and casepads.

Services: Print, Fabrication, Installation



Barnsley Resort

After a successful rebrand of the resort, Barnsley Resort was so pleased with the results that they had us brand three of their onsite restaurants, including The Rice House, Woodland Grill and Beer Garden. The branding included logo, colors, fonts, brand elements and various executional deliverables such as menus and branded merchandise. Using one agency partner ensured each of the concept’s brand look fit under the resort’s master brand, creating one cohesive family.

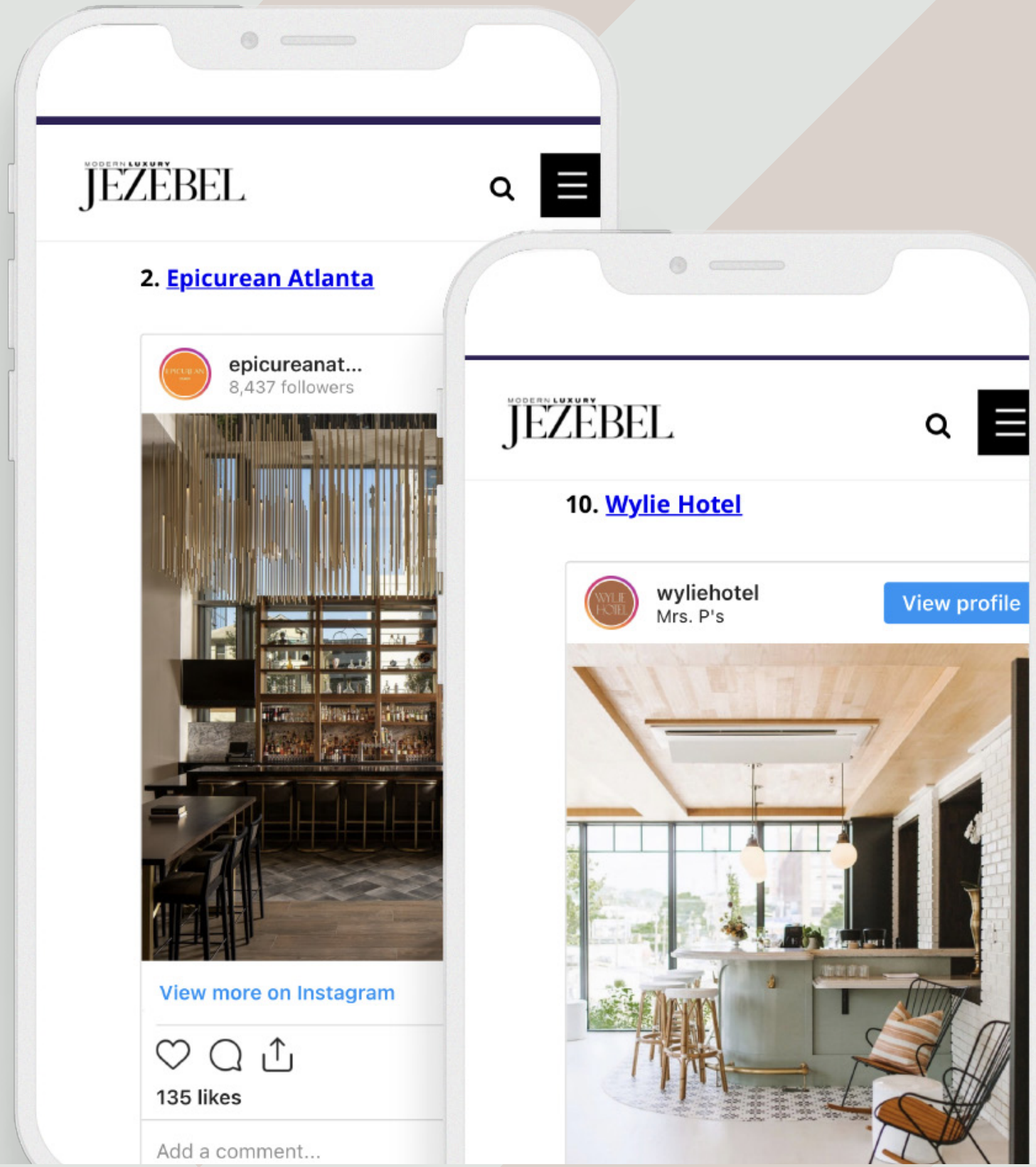
Services: Branding, print



Wylie Hotel // Epicurean Hotel

Mainsail Hospitality was ecstatic after two of their hotels were featured in Atlanta's *Jezebel* magazine article "Top 10 Atlanta Hotels." Both hotels are newer additions to the Phase 3 client roster, adding to our growing list of hospitality clients.

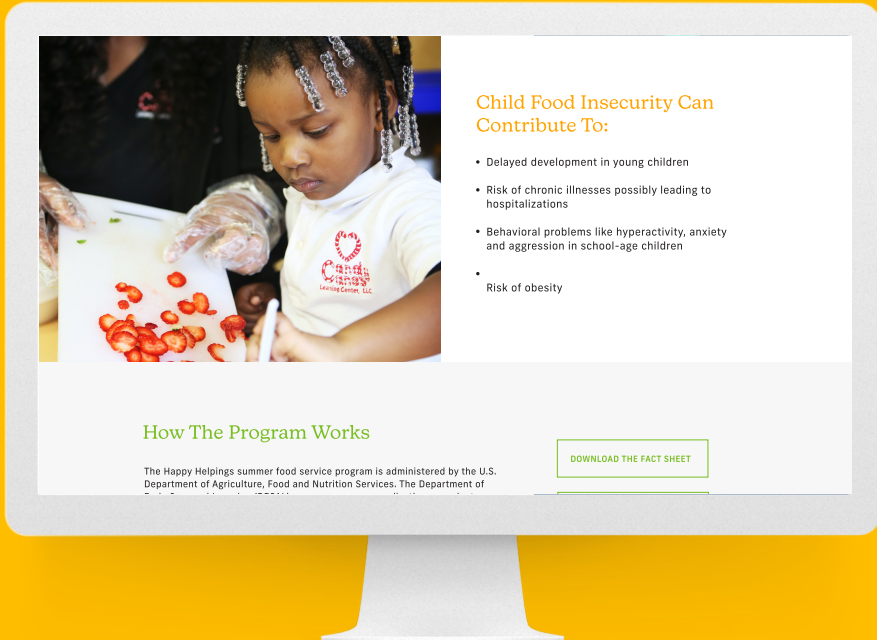
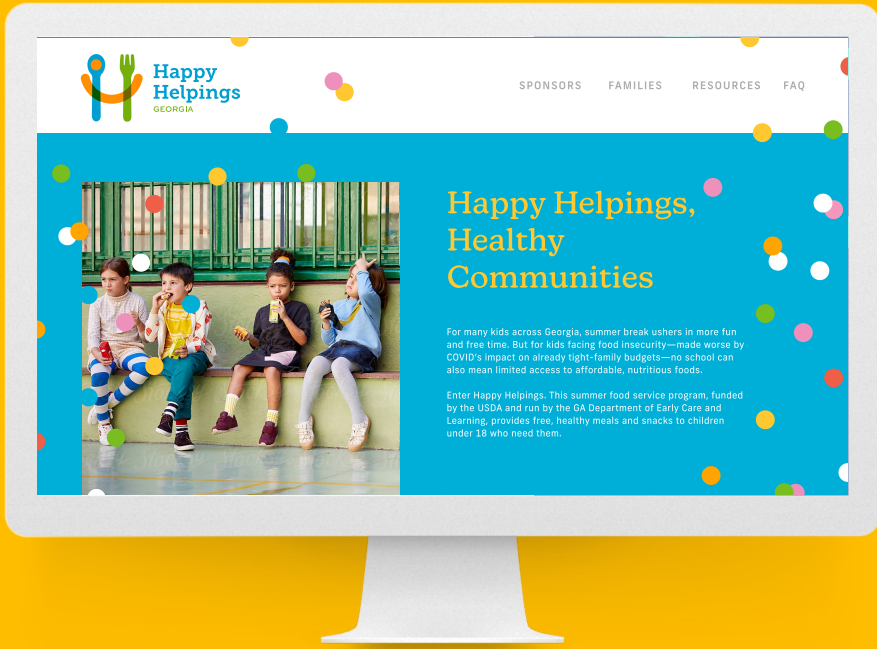
Services: Public Relations



GA DECAL // Happy Helpings

Phase 3 was asked to create a new brand identity for the USDA’s Summer Food Service Program in Georgia, which is funded by our client, GA DECAL. We had a clear understanding that the brand would need to speak to not only families in need, but also the sponsors that support them. With that Happy Helpings was created. This uplifting project included a new logo, naming, website, branded merchandise and paid media campaigns. Check out the website [here!](#)

Services: Branding, Website, Branded Merchandise

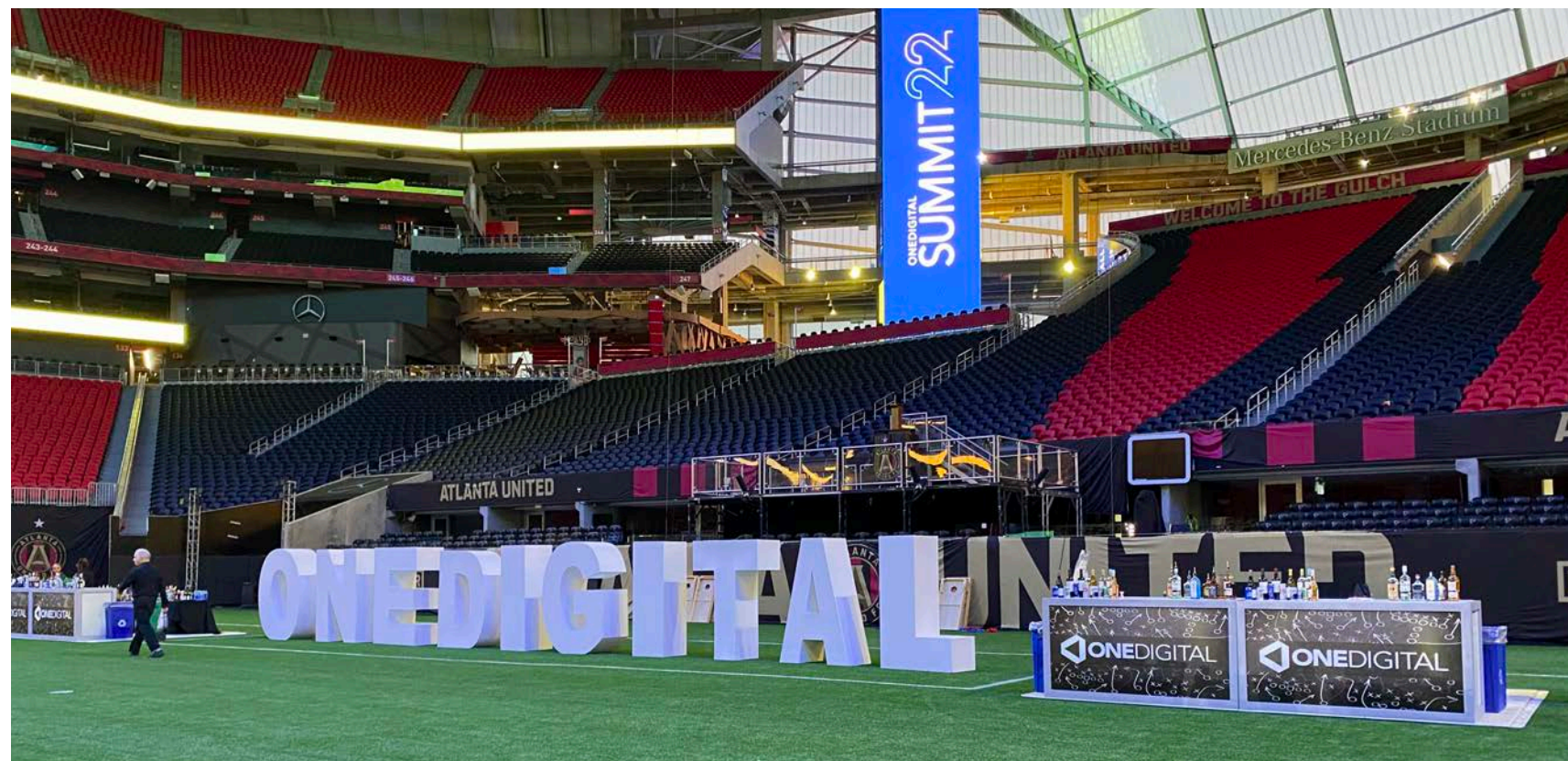
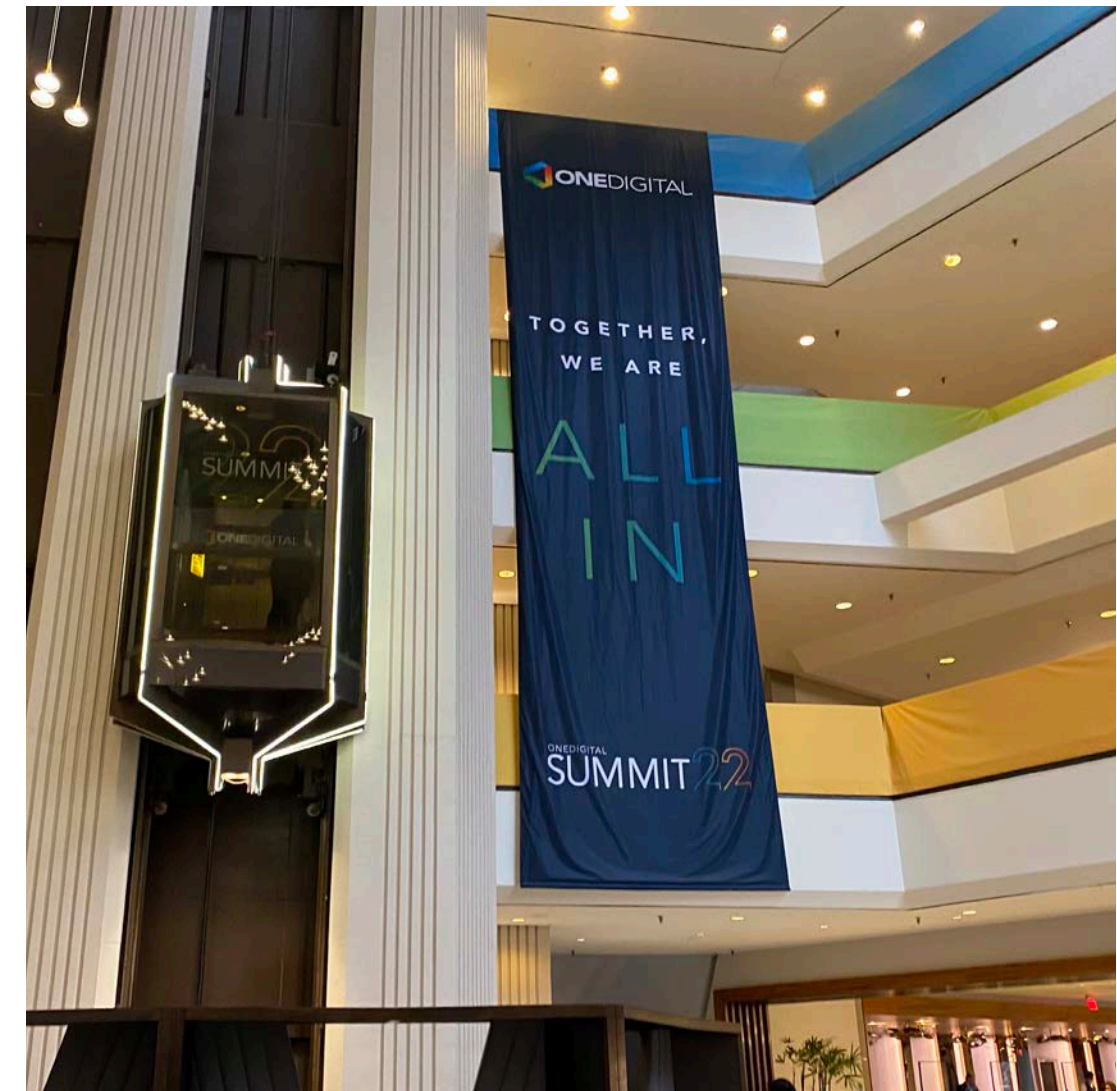




OneDigital

OneDigital, came to Phase 3 looking for a strategic partner to create a show-stopping experience for their annual summit. The three-day conference event, named Summit22, brought together nearly 1,200 employees and partners and took place at the Hilton Atlanta Downtown, with a special celebration event held at Mercedes-Benz stadium. Using this year's theme "All In," Phase 3's creative, production and install teams truly out did themselves providing amazing environmental and digital graphics throughout the hotel and stadium.

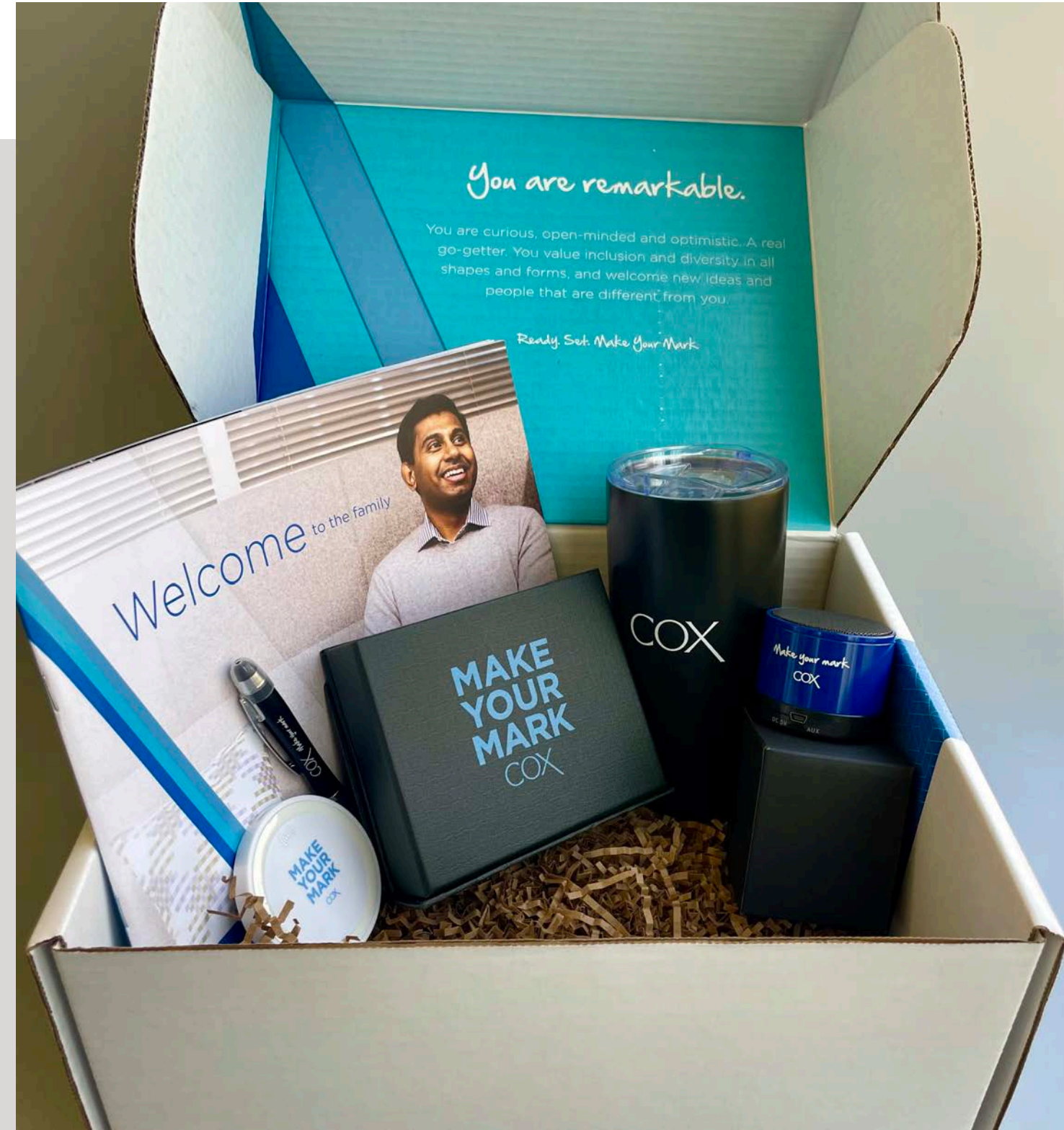
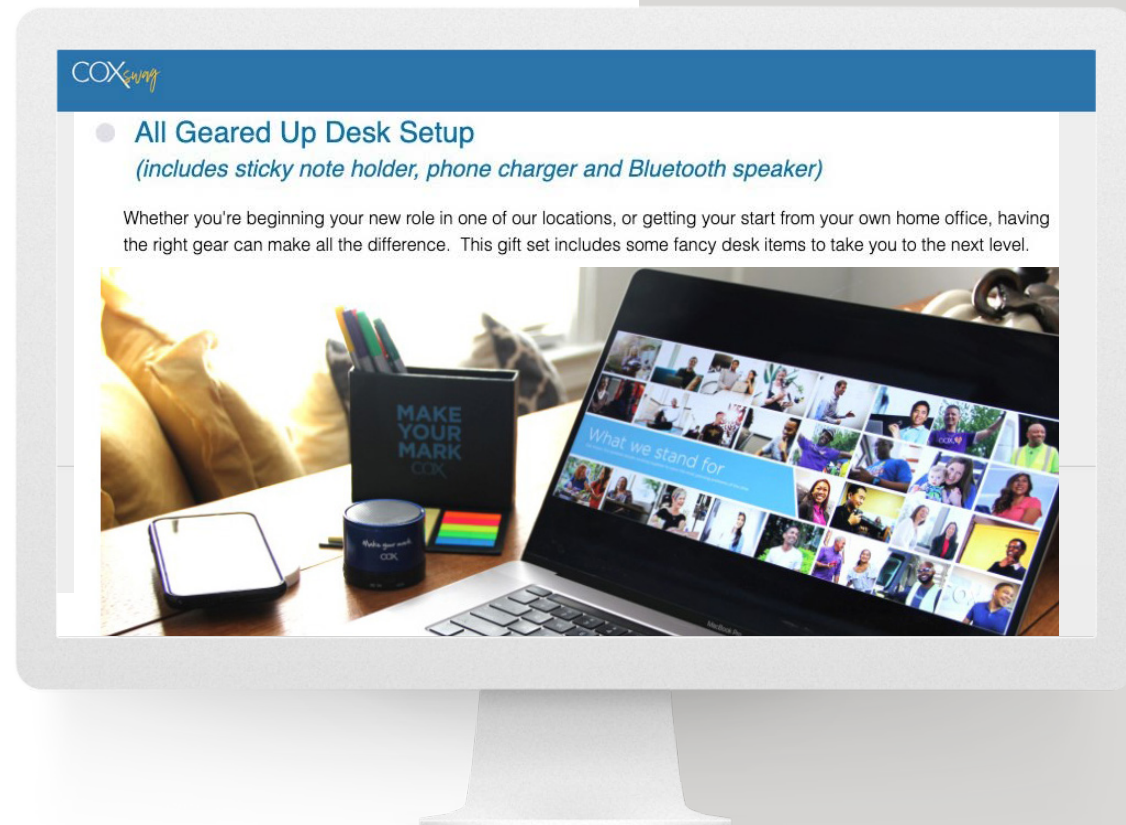
Services: Creative, Print, Installation



Cox Enterprises

As a \$20B company with over 50,000 employees, Cox Enterprises hires approximately 15,000 new employees annually across its 80+ subsidiary brands. During COVID, Cox was experiencing new difficulties by having both a remote and in-office workforce. To help the HR and Marketing teams streamline their branded merchandise gifting process, Phase 3 developed and launched an Employee Onboarding & Retention Gift Portal where new and current employees are free to order branded merchandise and swag on their own time.

Services: Medialink, Branded Merchandise, Fulfillment



Avril Cambridge Village // Bell Partners

Tasked with naming and branding a new multi-family development in Denver, NC that would capture a fresh beginning for this once-rural community, Phase 3 created Avril. The French word for April, was chosen to evoke early spring, a time of new life and new beginnings, emphasized further by the brand's contemporary design and nature-inspired palette. The logo design, features a cool modern monogram treatment that further alludes to the concept of growth, with a sunrise and flower motif in the secondary letterforms.

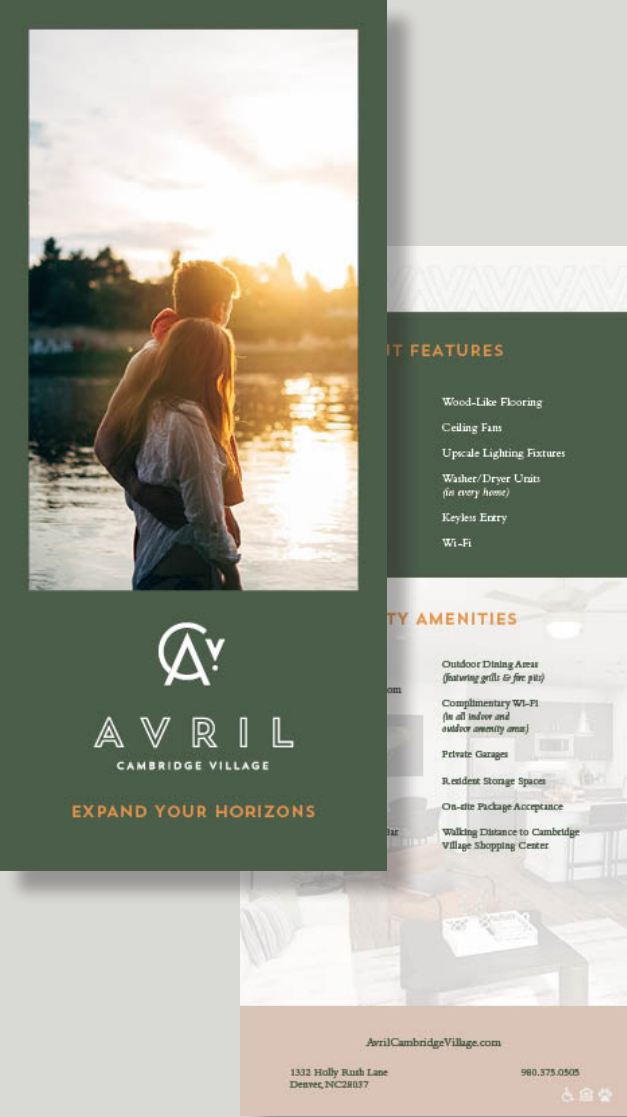
Services: Branding

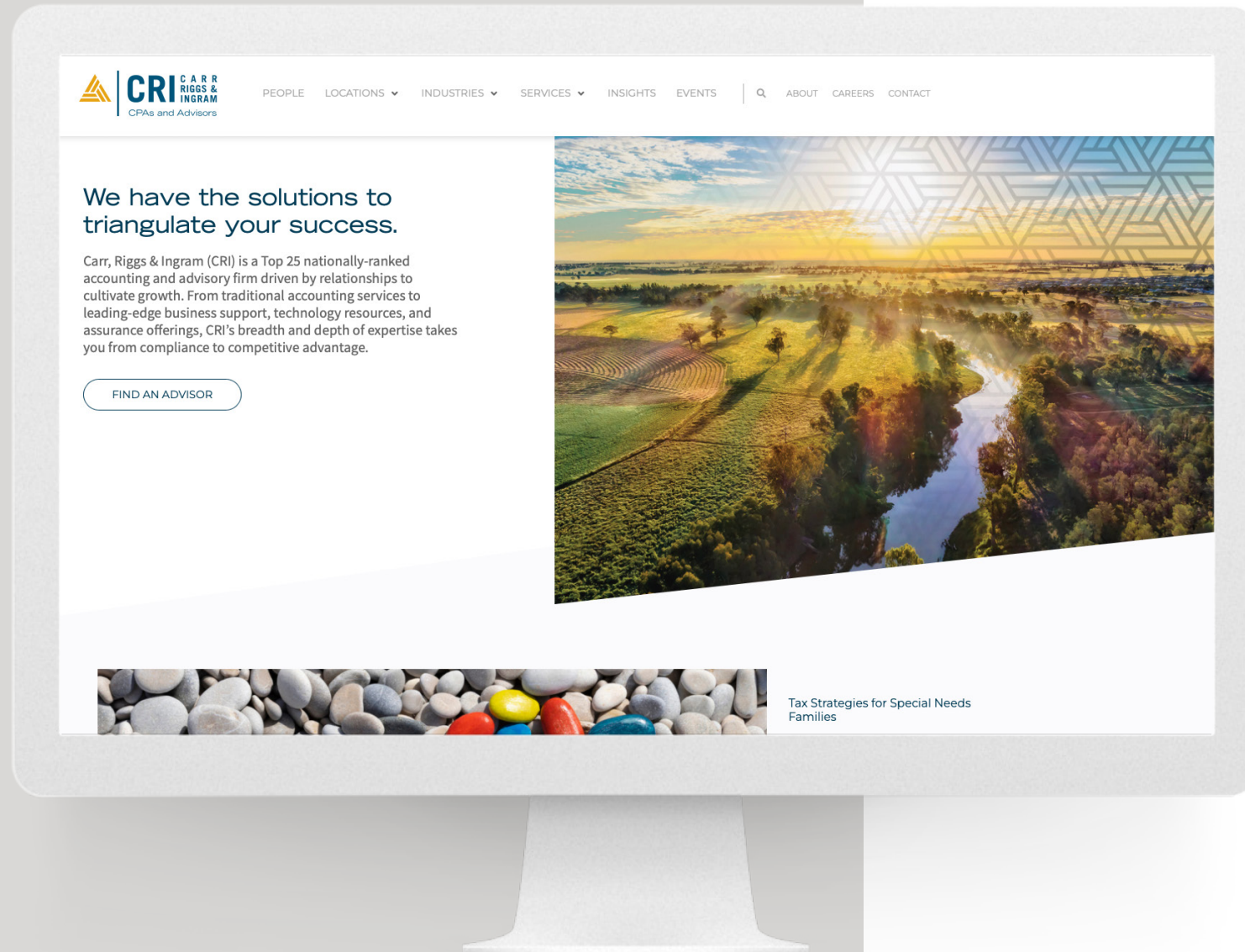


AVRIL
CAMBRIDGE VILLAGE



IT'S TIME
FOR A NEW
BEGINNING.

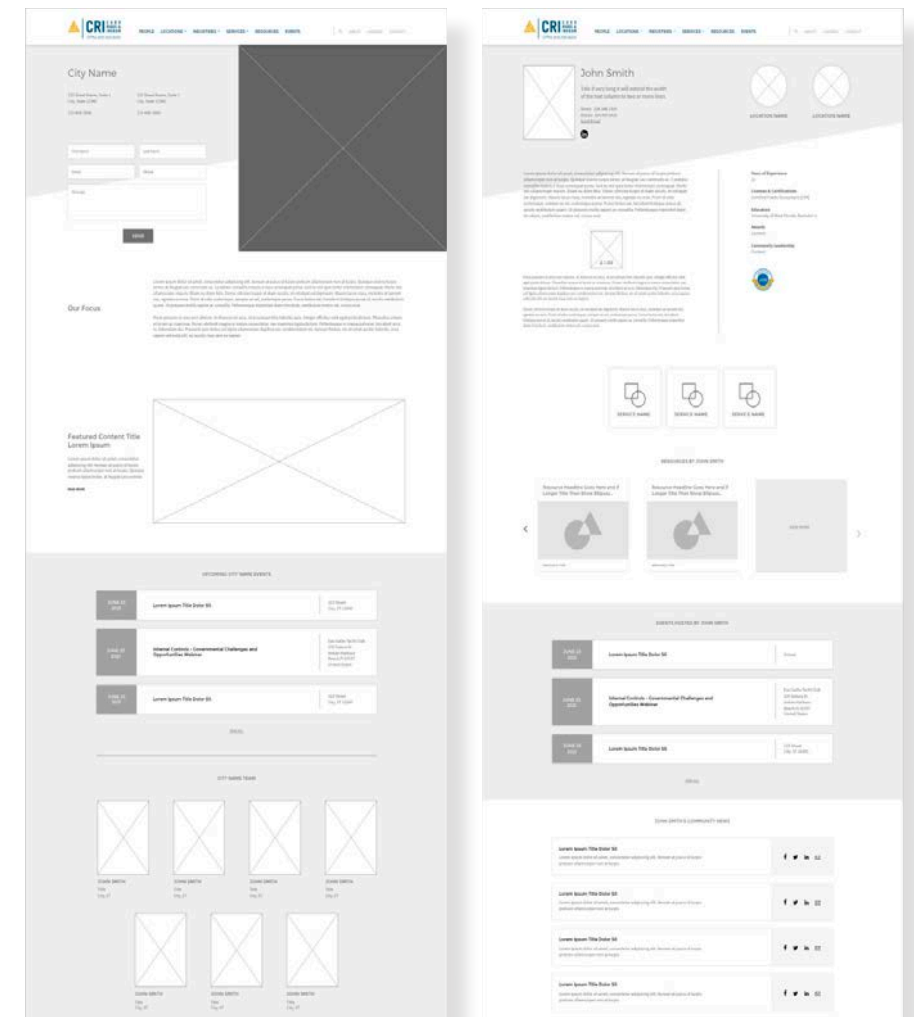




CARR, RIGGS & INGRAM, LLC

CRI wanted their website to convey the company as a thought leader in the accounting and business advising space, but struggled with poor user navigation and even worse back-end administration. They called on Phase 3 for help and we completely revamped their user experience allowing for a much simpler and straightforward navigation. And with an updated and easy-to-use back-end, internal users were also pleased.

Services: Website Development



UNC Greensboro

Wanting to evoke the school’s team spirit, UNC Greensboro tapped Phase 3 to add inspiring environmental graphics to their athletic facility. Provided with only their brand guidelines and logo, the Phase 3 team designed, printed and installed several dynamic graphics throughout the gymnasium.

Services: Creative, Print, Installation



Phase 3 provides integrated marketing and print services – from ideation to execution – to simplify the way you connect with your customers.

Branding

Environmental Design

PR & Social

Website Development

Small Format Printing

Large Format Printing

Fabrication & Installation

Promotional Products

Ready to get started?

Call your Account Manager about your next project, or visit *phase3mc.com*.

PHASE:3

