



SPRING 2023
PROJECT HIGHLIGHTS

First Look

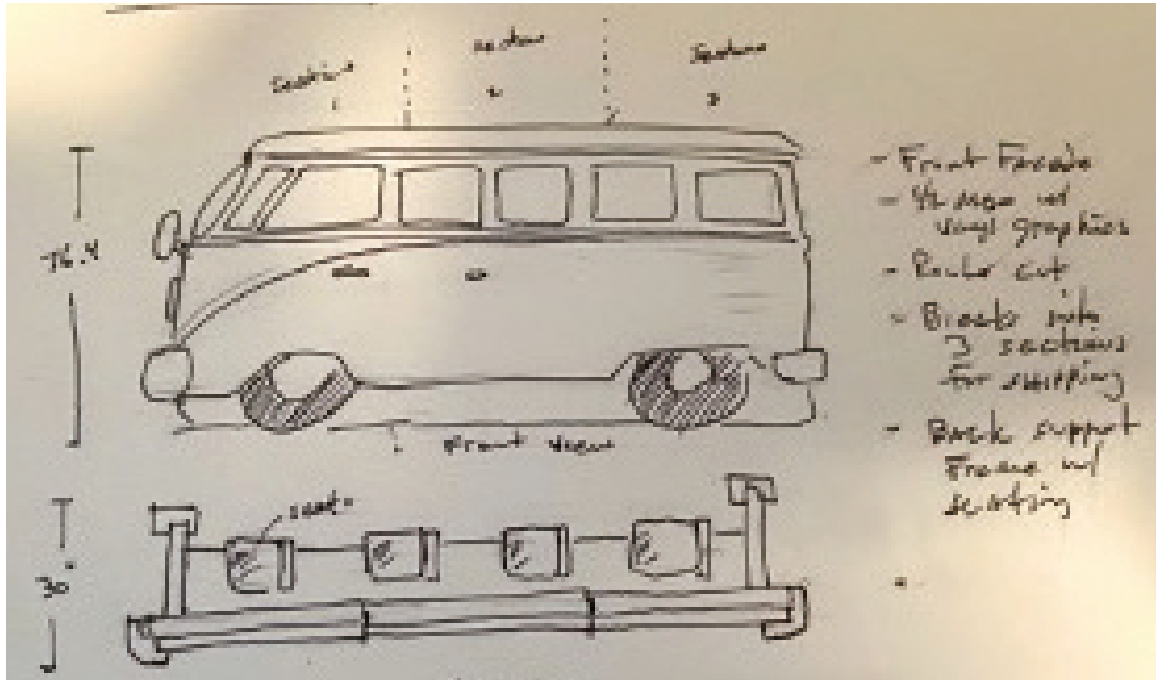
PHASE:3

SAMFORD UNIVERSITY

Samford University enlisted Phase 3's support for environmental graphics to refresh interior and exterior spaces on campus. For each design element, Phase 3 utilized different materials to accomplish the desired look while meeting environmental standards.

Services: Design, Fabrication, Installation





SWEETWATER BREWING COMPANY

Assemble a life-size photobooth van, complete with a real Volkswagen side mirror and door handle? Yep, Phase 3 can do that.

Phase 3 accepted the challenge of producing a custom fabrication piece for Sweetwater Brewing Company, developing the idea from first ideation to final execution. Through the process of conception, estimation, creation of 3D renderings, quality control, and final shipment, the Phase 3 team was able to fabricate the tie-dye van and divide it into multiple pieces for simple use, transport, and storage.

Services: Fabrication, Branded Merchandise



A JOHN DEERE COMPANY

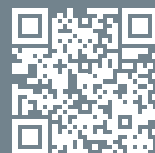


FIRST LOOK

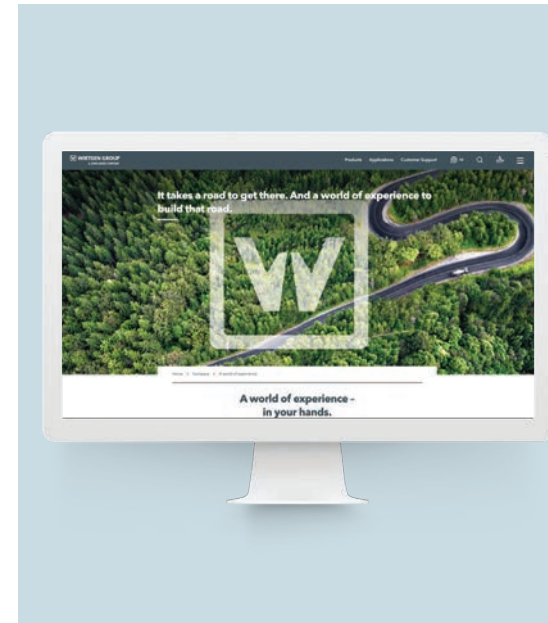
It takes a road to get there.

CLOSE TO OUR CUSTOMERS

And a world of experience to build that road. As the global leader in road construction and minerals processing technology, we've seen just about everything there is to see. In every climate, every condition, every twist, turn and terrain. And we put that world of experience in your hands, so you can use **Smart** technologies to perform better and provide results that drive efficiency in every phase of the road construction cycle.



 [wirtgen-group.com](https://www.wirtgen-group.com)



WIRTGEN WORLD OF EXPERIENCE

Tasked with strategizing a new campaign, Phase 3 developed the concept “It Takes a Road to Get There (and a world of experience to build it)” to illustrate the variety of terrains, climates, and countries where Wirtgen Group machines have helped construct roads.

The campaign included a landing page introducing Wirtgen Group. Print, digital display, and social ads with seasonal variations drove targets to the landing page. An anthem video was also developed in support of the campaign, to draw an emotional connection between the work our audience does using Wirtgen Group equipment. To top it off, the campaign was also recognized as a finalist in the American Marketing Association’s AMY Awards for marketing effectiveness in 2022.

Services: Integrated Marketing Campaign



ALLIANCE BROADSTONE CENTENNIAL

Alliance Residential tapped Phase 3 to develop a new brand identity and brand strategy for their upcoming development, Broadstone Centennial. Located in Nashville's OneC1ty neighborhood, Alliance looked to Phase 3 to differentiate the property from its competition. As a result, Broadstone Centennial's new branding brings a vibrant and eclectic vibe with fun, overlapping patterns and the underlying message that this is the place "where the standouts fit right in."

In addition to the development's brand identity and positioning and messaging, Phase 3 also provided the overall brand visual system that included colors, fonts, graphic elements, photography style and applications for a fencewrap and website; all of which were wrapped up and presented in a beautiful, yet resourceful brand book.

Services: Branding



WILD LEAP GRAND OPENING

Phase 3 began working with Wild Leap in April 2022, providing media relations, influencer relations, and social media services to increase its brand awareness as the brewery was rapidly expanding its distribution throughout the Southeast and launching new products. Part of that expansion included a second taproom location at the new Centennial Yards in Downtown Atlanta, where our team was onsite to ensure the opening event was a huge success. Cheers!

Services: Public Relations, Print

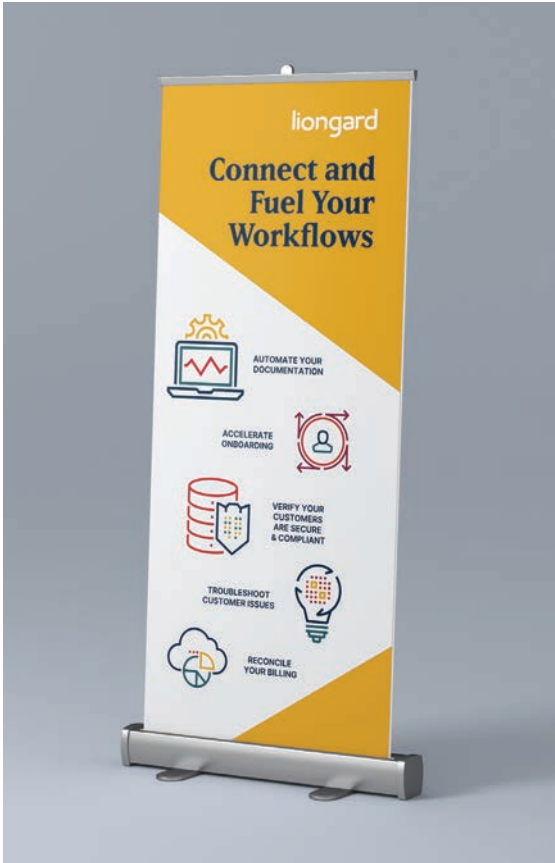


LIONGARD

Liongard is transforming the managed service provider (MSP) world, moving it from a reactive, high-burnout business to a strategic, well-oiled machine that is indispensable for end-customers. In a world of ever-changing technological advancement, Liongard has a distinct advantage – innovation. With this brand refresh, we had the opportunity to accentuate Liongard’s position in the market as being the leader in deep data, and synonymous with finding novel solutions for its partners and customers.

Phase 3 worked with Liongard to revamp their brand expression to create a more polished, professional look to help facilitate the feeling of ease of use as well as advancement in technology (sleeker, cooler, smarter). They want to convey they are growing up — from startup to an established technology company (but not lose their casual, fun personality).

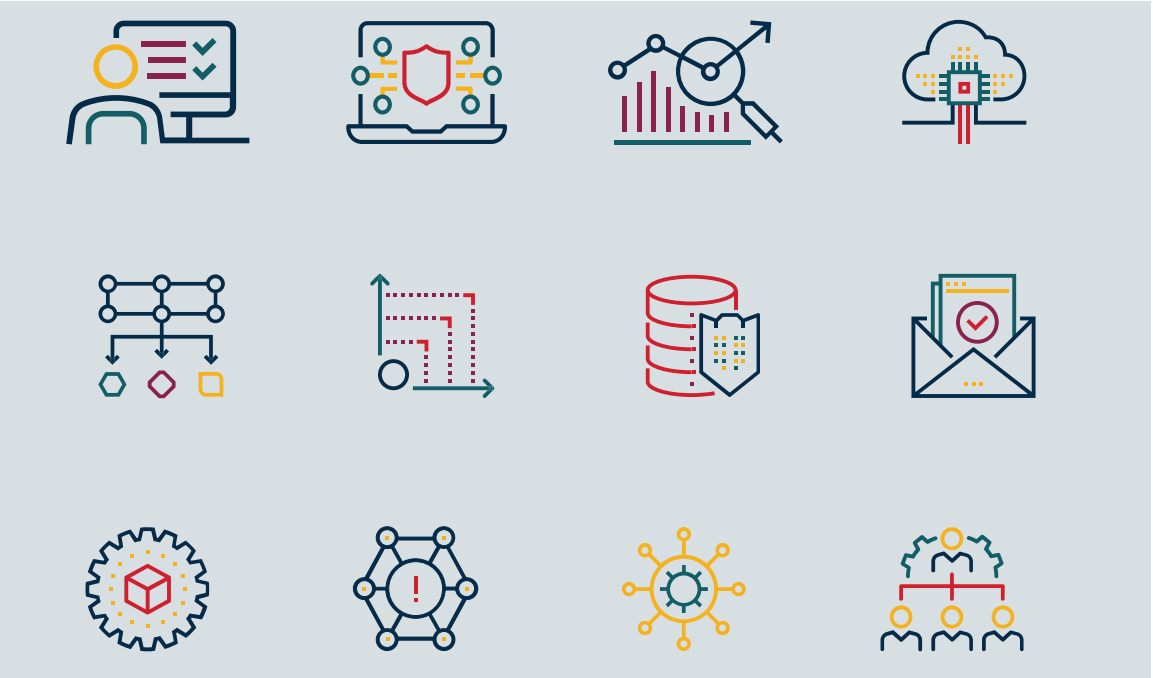
Services: Branding

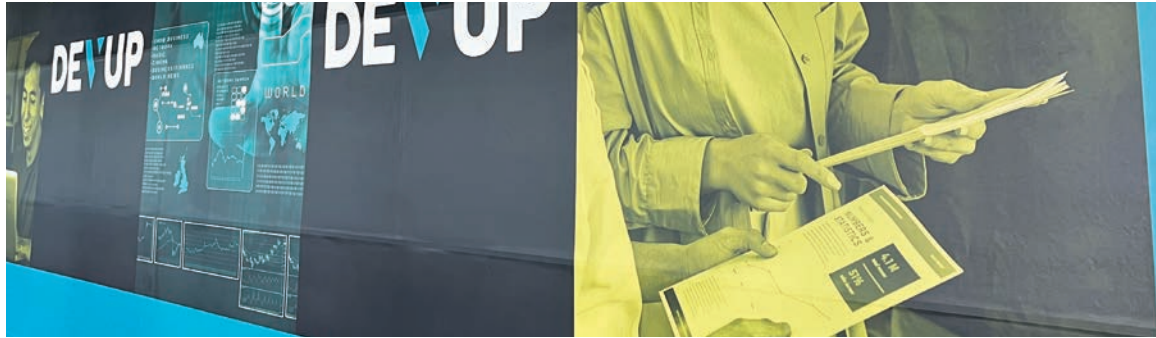


BRAND COLOR PALETTE

These colors express the mood of our brand. Colors are prominent and important representation of a brand's style. The primary colors should be given priority while the secondary colors are used minimally as accent colors. The brand palette is shown here in HEX, RGB, CMYK, and PMS specifications.

Primary Colors	Secondary Colors
<div><div></div><div>PMS 7409 RGB 240/181/43 CMYK 0/27/92/0 HEX F0B52B</div></div>	<div><div></div><div>PMS 7435 RGB 135/38/86 CMYK 14/97/13/38 HEX 872656</div></div>
<div><div></div><div>PMS 7463 RGB 0/44/78 CMYK 100/53/0/72 HEX 002C4E</div></div>	<div><div></div><div>PMS 5473 RGB 17/94/107 CMYK 86/24/33/43 HEX 115E6B</div></div>
	<div><div></div><div>PMS 186 RGB 201/18/53 CMYK 0/100/80/5 HEX C91235</div></div>
	<div><div></div><div>PMS Warm Gray 1 RGB 216/212/215 CMYK 10/10/11/0 HEX D8D4D7</div></div>





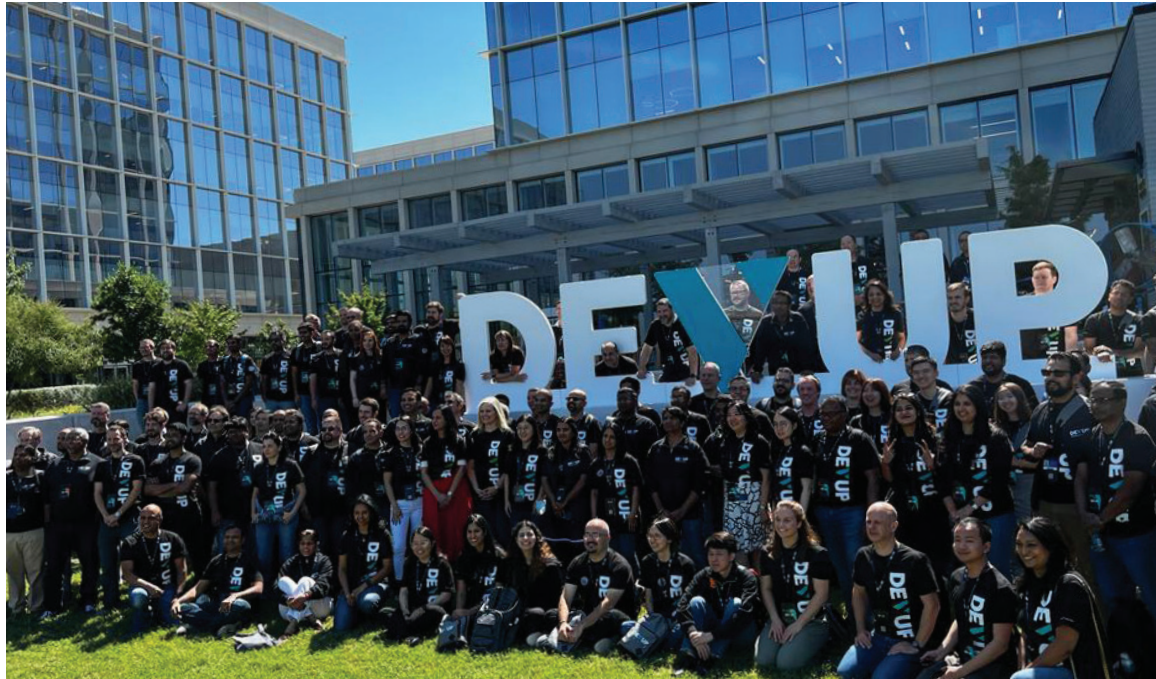
DEVUP

For 2022's inaugural DEVUP conference, our team headed to Plano, Texas to print, fabricate and install branded graphic elements of all sizes.

For the #DEVUP event, we produced and installed large fabric-faced wall structures to create a branded environment with multiple presentation spaces.

These are one of many unique solutions for controlling event traffic flow and creating the illusion of individual spaces.

Services: Print, Fabrication, Installation, Branded Merchandise

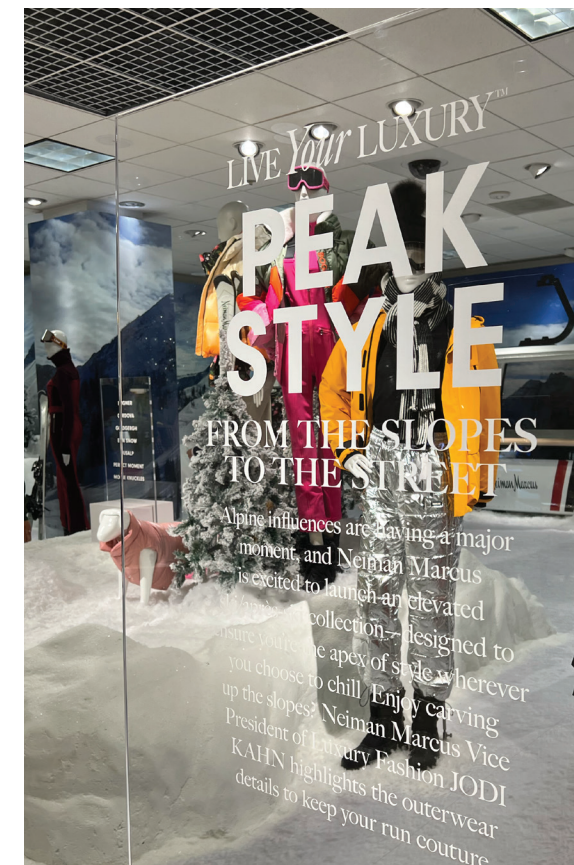




NEIMAN MARCUS SKI MOUNTAIN

In a collaboration with Studio214, Phase 3 converted long-standing retail client, Neiman Marcus, into a ski resort just in time for the winter season. From the mountain scenery backdrop, to plexi signage and decals, Phase 3 loves to think outside the box when creating a beautiful atmosphere using environmental graphics.

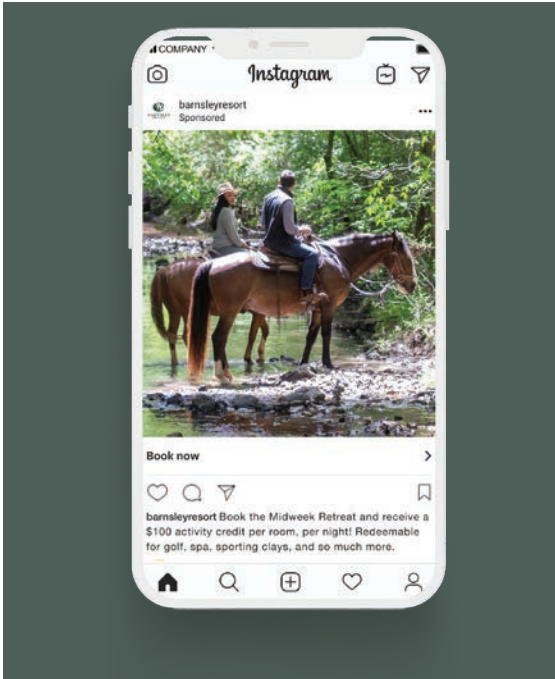
Services: Print, Installation



BARNESLEY RESORT

In 2019, Barnesley Resort came to Phase 3 looking to take their brand to the next level. After research and developing their new positioning as the only resort that is intentionally designed to “cultivate togetherness”, Phase 3 refreshed Barnesley’s brand identity, advertising and resort collateral. Since then we have been their ongoing marketing partner, providing strategy, seasonal photoshoots, media campaigns and more.

Services: Branding, Media

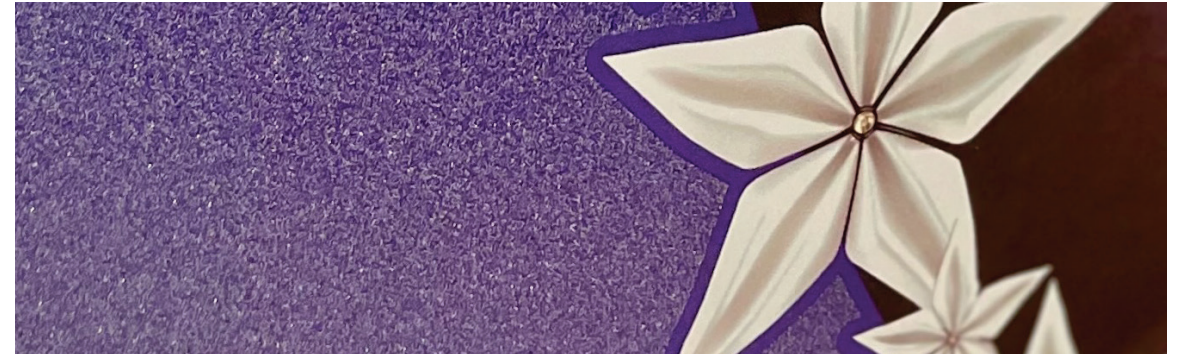




DILLARD'S VIKTOR & ROLF GOOD FORTUNE PERFUME

In collaboration with Dillard's, Phase 3 created a point-of-purchase display for 250 retail stores for Viktor & Rolf's new fragrance launch, Good Fortune. The custom display included 12 different pieces and unique details such as dimensional crystals & flowers and an overall glittery effect.

Services: Print, Fabrication

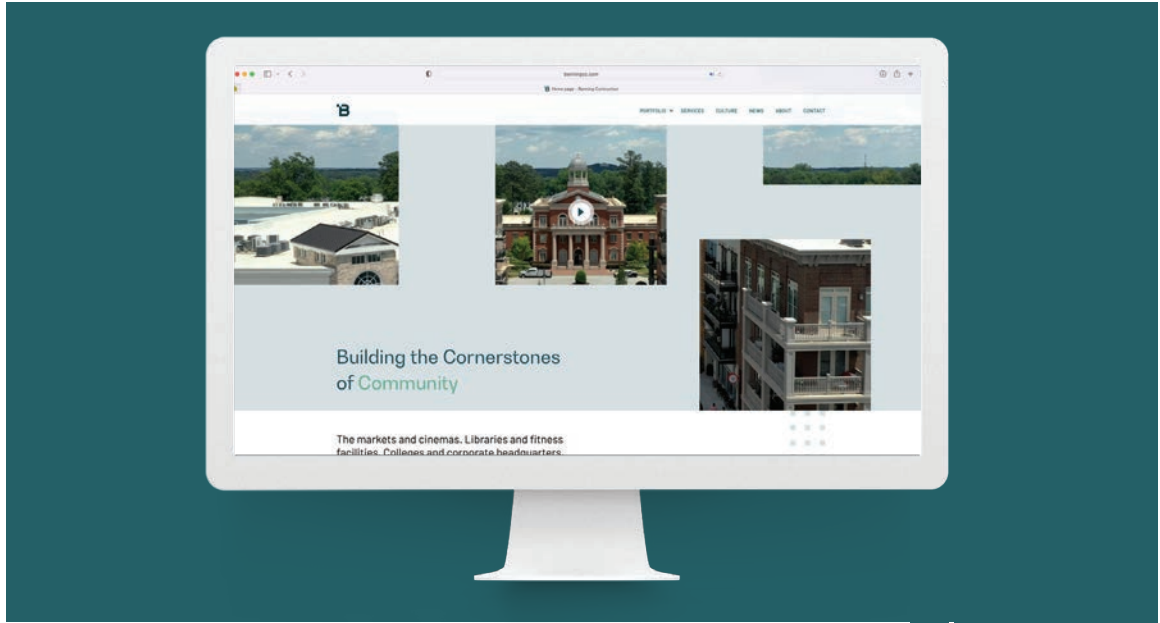
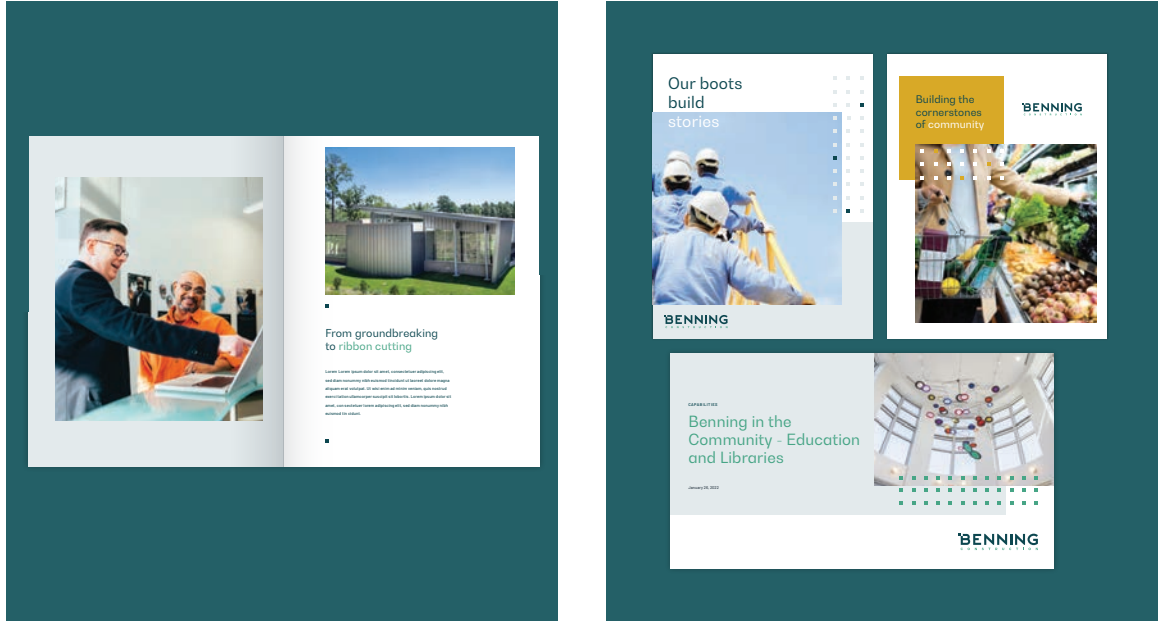


JE DUNN MICROSOFT

Phase 3 had the opportunity to bring amazing environmental graphic concepts to life for Microsoft's new Minnesota location. Working alongside JE Dunn and architecture firm, Corgan, we printed, fabricated and installed several environmental graphics through out the facility. One wall's graphics were built on-site using several layers of various materials to create a unique topographical, dimensional map complete with a river, spanning the length of the hallway. Another wall features several eye-catching wood panels with metal tube framing, that had been intricately woven to mimic embroidery.

Services: Print, Fabrication, Installation





BENNING CONSTRUCTION

Originally founded in 1953 as a family-run business, Benning Construction is now a 100% employee-owned commercial construction contractor and management company based in Atlanta, Ga. To help differentiate Benning Construction from the competition, Phase 3 utilized extensive research that included internal and external stakeholder interviews and surveys, to develop and deliver a fresh new brand. The branding included a better defined brand strategy, messaging, brand identity, website and Employer Branding initiatives, including a Recognition Program.

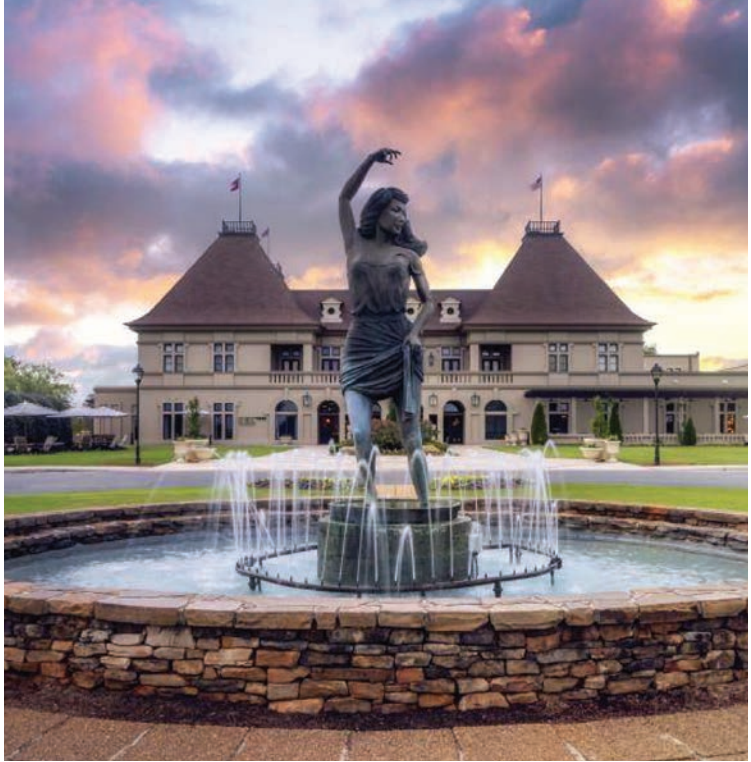
Services: Branding, Website



**CHATEAU ELAN
GARDEN & GUN FEATURE**

Phase 3 and Chateau Elan Resort & Winery celebrated a big win for the resort after their Bianco American Riserva Port was featured in the *Garden & Gun* December issue's 'Made in the South Awards'. The annual awards highlight southern-made products in seven categories, with Chateau Elan's port being selected as the top winner in the drink category. The winners were also featured on NBC's TODAY show.

Services: Public Relations



Phase 3 is a full-service agency, print production powerhouse and branded merchandise company in one. Our mission is to simplify life for marketers, by delivering the most-needed marketing services in-house, under one roof.

BRANDING
ENVIRONMENTAL DESIGN
PR & SOCIAL
WEBSITE DEVELOPMENT

MARKETING COLLATERAL
SIGNAGE AND DISPLAYS
FABRICATION & INSTALLATION
BRANDED MERCHANDISE

Ready to
get started?

PHASE:3



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