

Inspiring Brand Environment Reflects Mission of FIRST®



Project Summary

Internationally-recognized for his contributions to technology products, inventor and entrepreneur Dean Kayman founded FIRST, a multinational non-profit organization. FIRST aspires to transform culture, making science, math, engineering, and technology as cool for kids as are sports.

Marketing Manager Ken Freitas looked to Image 4 to create a brand environment which would engage new personnel, international visitors and employees, while evoking the mission and dedication of FIRST.

Our staff began with a site-review, learning how the facility is used by FIRST's personnel. The story-board reflected room colors, text content and images that honored the 150-year-old mill building facility, while integrating the company's brand specifications.

The installation features a 54-foot "history wall", highlighting FIRST winning teams over a 100-sq. foot wall mural. Fabric banners, four dimensional murals and vinyl-applied brand statements "tell the story" and mission. A router-cut dimensional logo, track lighting and way-finding signs put the finishing touch on the lobby greeting area.

Project Budget

Program Development: \$3,000 Production and Installation: \$7,500

Image 4 / We Tell Your Story!™

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