



Identity |

**Approach:**

Each year Apple holds a world wide developer's conference. Apple came to GIRVIN to develop the conference theme, and create all the conference materials. GIRVIN knew that this was an association conference giving Apple developers opportunities to discuss and participate in Apple technology from around the world. Therefore, it was very important to create anticipation and excitement for the show's attendees and to ensure that all the show materials were cohesive in their visual and verbal language.

Result:

The result was a variety of materials that set the stage and excitement for an outstanding conference. These materials included interior and exterior signage, the entire conference information communication program, icons and nomenclature for different venues for different hardware and software arenas, screen graphic animations and table presentations for each conference program. We also created the amenities programs which included shirts, bags, pens, booklets and binders.



| Environment