



**DNA**™

*EVENT TOOL KIT*

*08.24.2012 V.3*

## OBJECTIVES

*Create a Event Tool Kit that provides a DNA presence and experience at events to create impact, awareness and content.*

## **CONSIDERATIONS**

*DEMO STATIONS*

*PHOTO OPPORTUNITIES*

*GRAPHICS & WAY FINDING*

*DECOR*

*SWAG*

# DEMO STATIONS

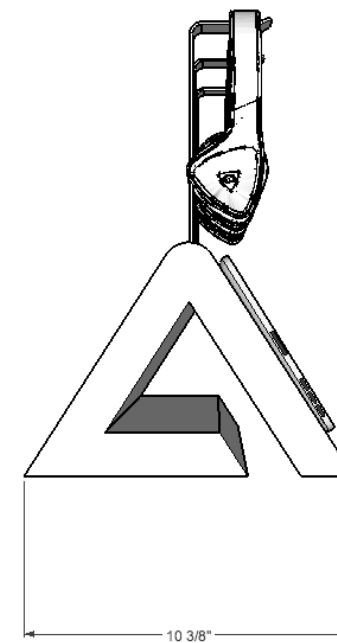
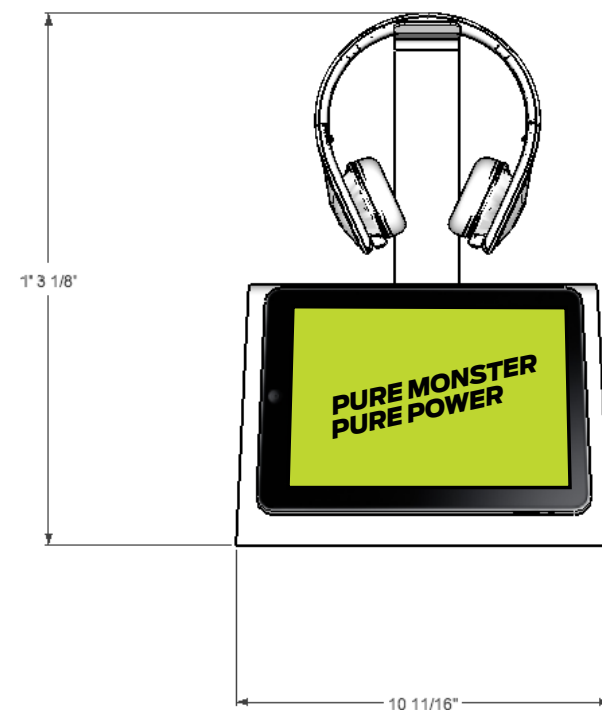
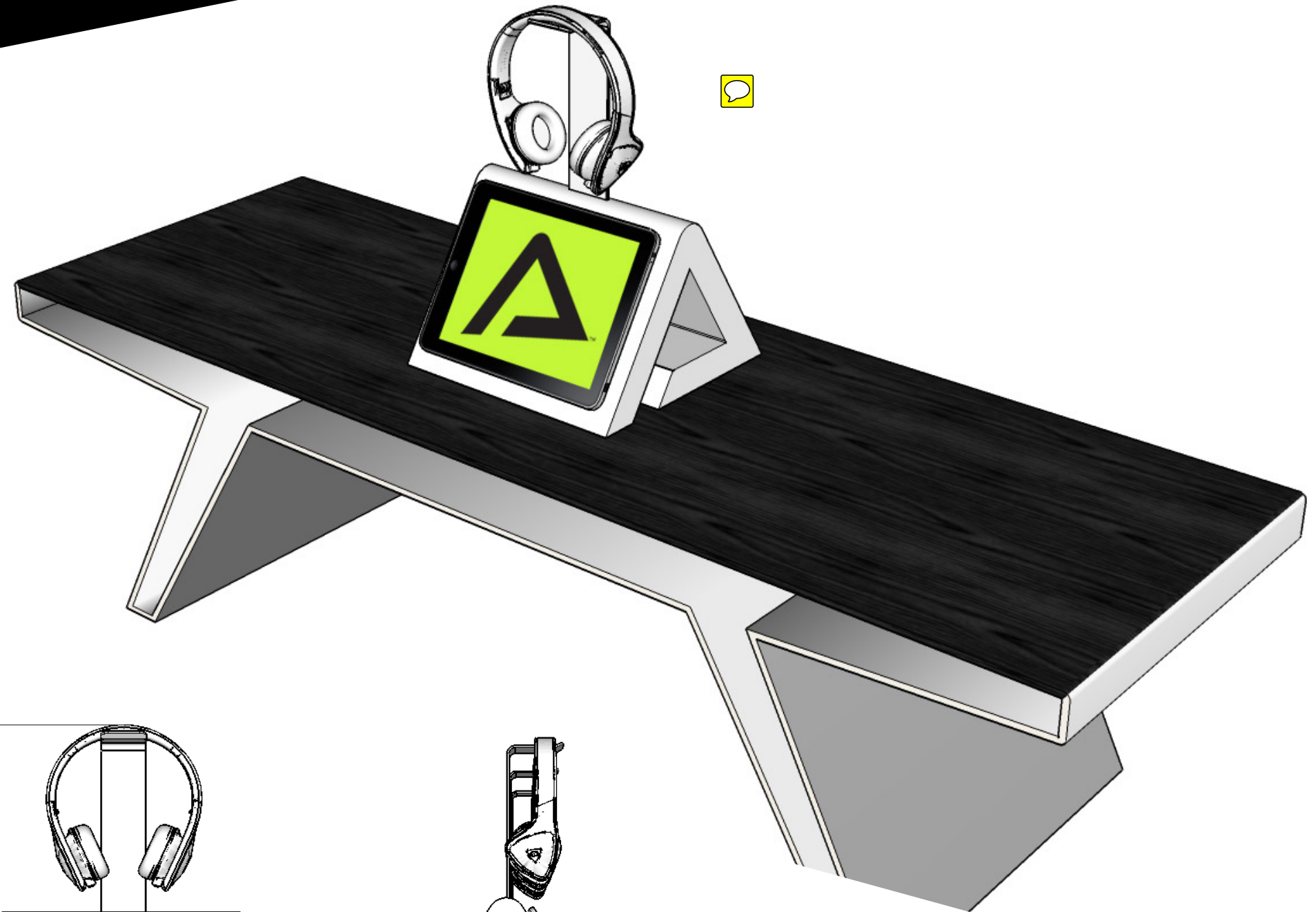
# SINGLE DEMO

Use this almost anywhere a surface is available.

**PLEASE CONSIDER THE FOLLOWING:**

Materials should either be a white high gloss, mirrored or chrome material, a translucence plex or high density foam with laminate or painted sealant.

Files will be made available shortly.



# SHARED DEMO

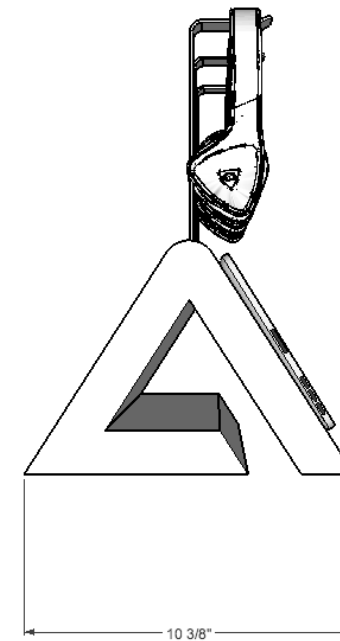
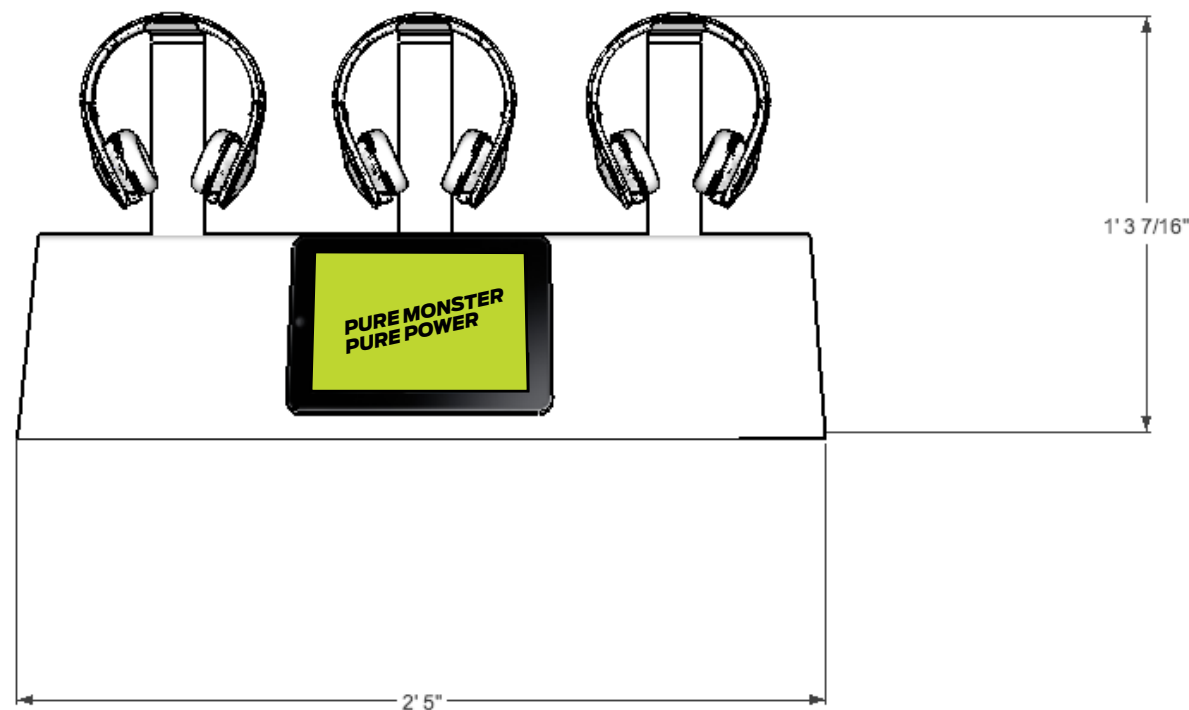
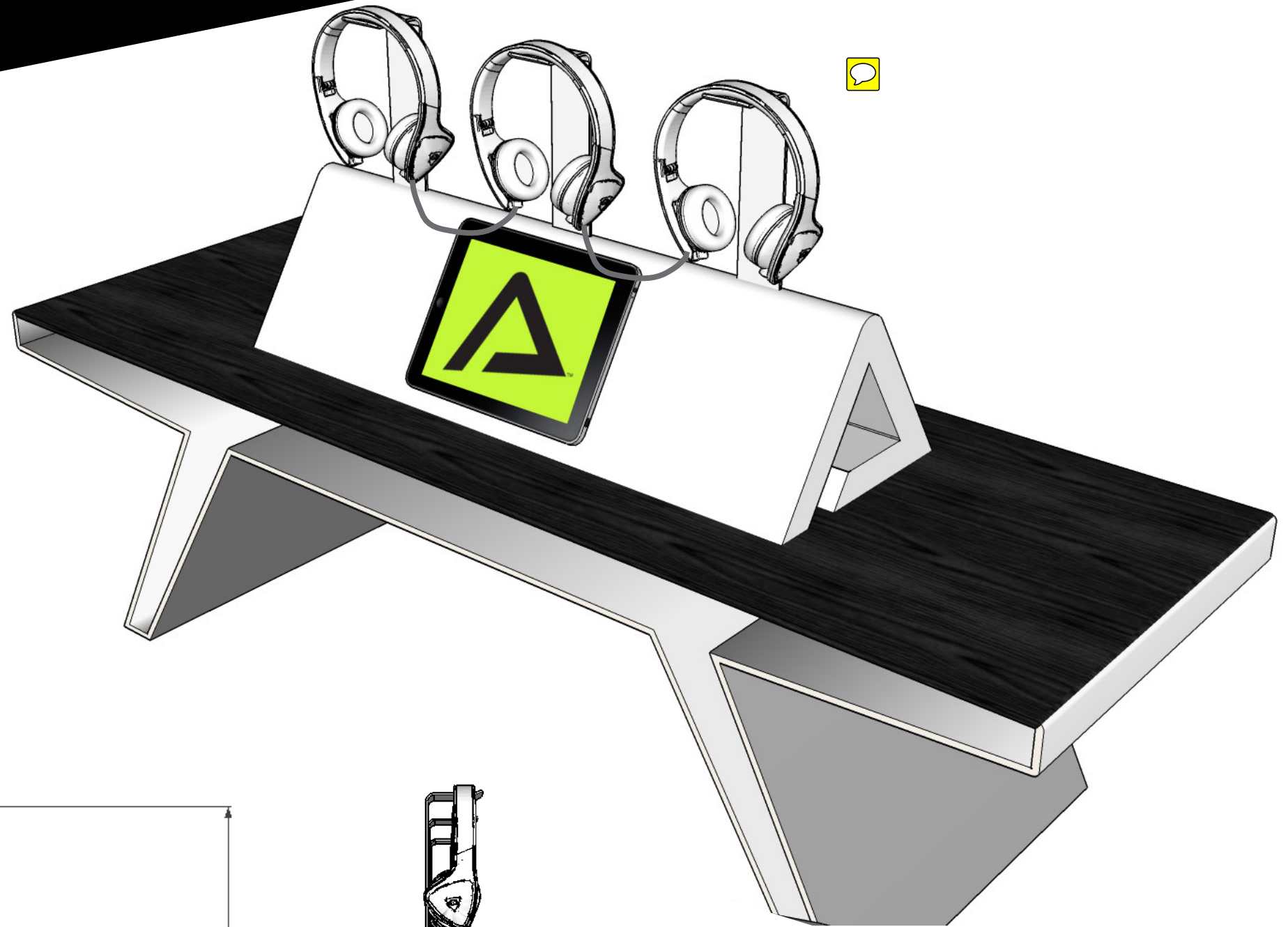
Use this almost anywhere a surface is available. This options creates an opportunity for user to share the experience.

## PLEASE CONSIDER THE FOLLOWING:

Materials should either be a white high gloss, mirrored or chrome material, a translucence plex or high density foam with laminate or painted sealant.

Multiple tablets could be incorporated,

*Files will be made available shortly.*



# DNA SCULPTURES

# XL DNA



*Use this in the middle of street, field, on a stage or along a wall.*

## **PLEASE CONSIDER THE FOLLOWING:**

*At night it could illuminate with internal lights, or external projections of curated or streaming content from another venue.*

*Could provide a service such as charging station, Wi-Fi hot spot and if laid on it side, a place to sit. Or it could provide all 3 services at once.*

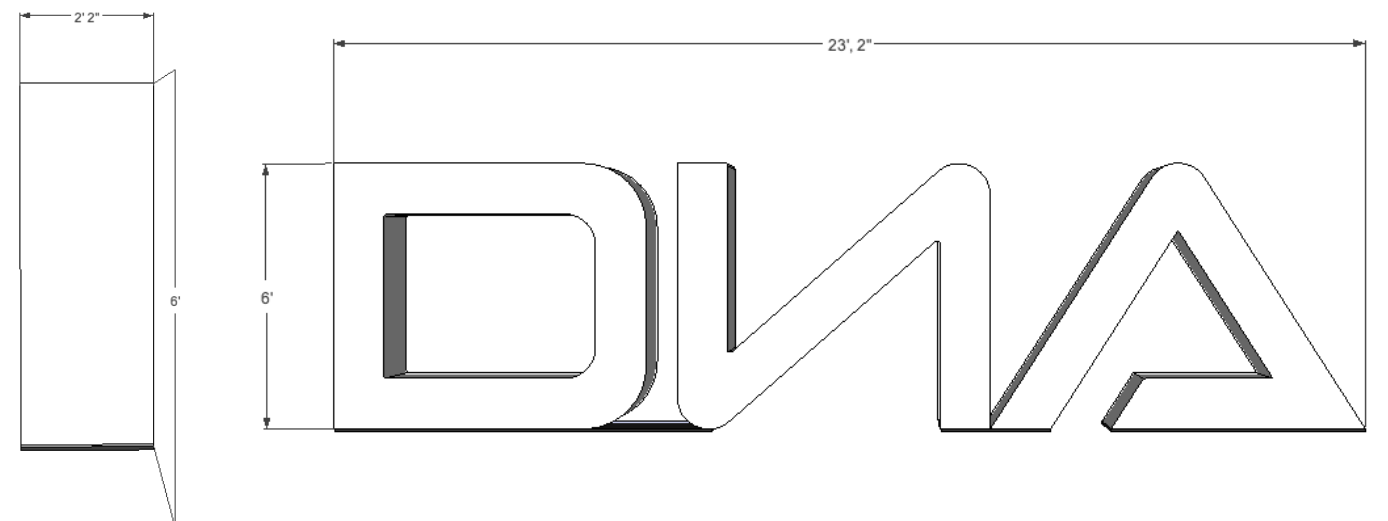
*Materials should either be a white high gloss, mirrored or chrome material, or a translucent plex if interior illumination is wanted.*

*Additional branding, messaging and information should be minimal and subtle. Use a high grade die cut laminate or vinyl to do so.*

*Encourage people interact with it as a photo opp or a canvas!*

*Build it well. It's large and most likely would need to be used outside.*

*Files will be made available shortly.*





# XL ALPHA

*Use this in the middle of street, field, on a stage or along a wall.*

**PLEASE CONSIDER THE FOLLOWING:**

*At night it could illuminate with internal lights, or external projections of curated or streaming content from another venue.*

*Could provide a service such as charging station, Wi-Fi hot spot and if laid on it side, a place to sit. Or it could provide all 3 services at once.*

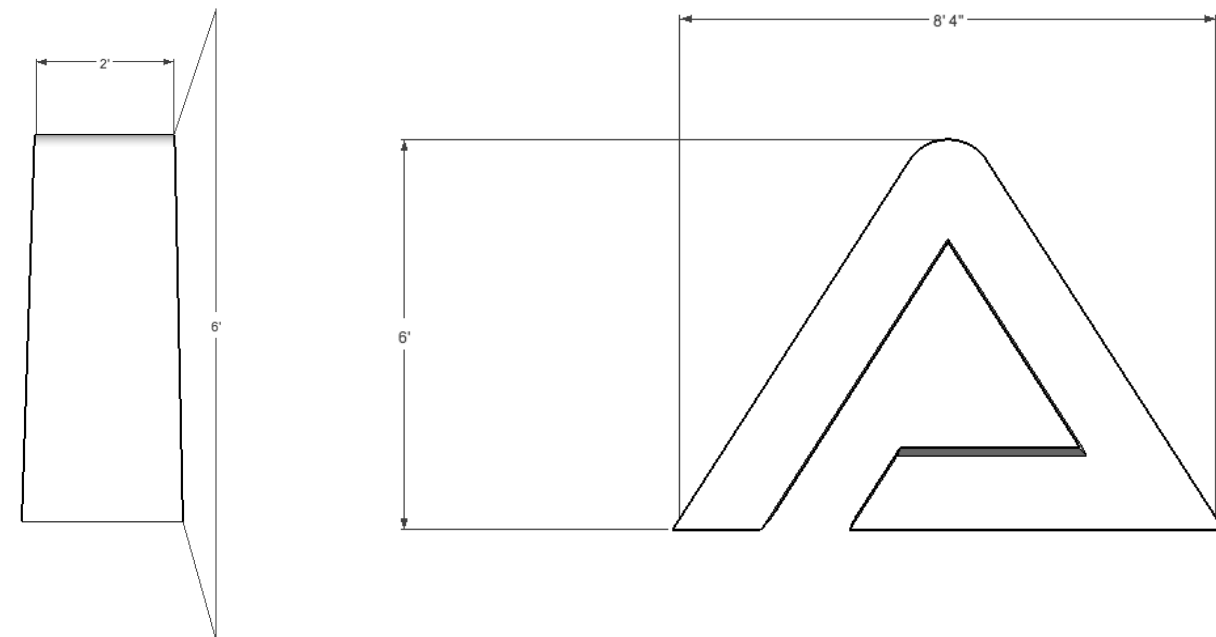
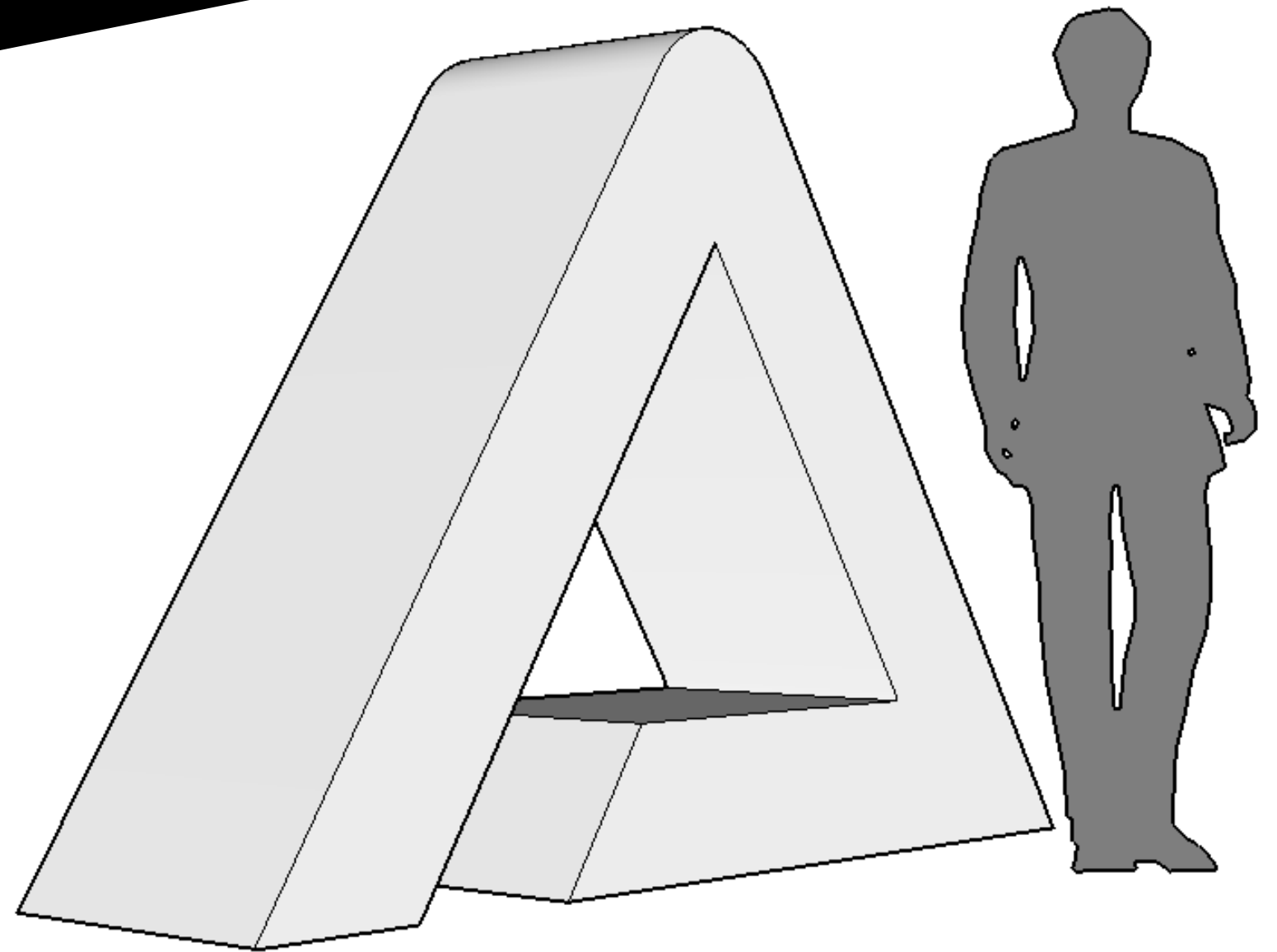
*Materials should either be a white high gloss, mirrored or chrome material, or a translucence plex if interior illumination is wanted.*

*Additional branding, messaging and information should be minimal and subtle. Use a high grade die cut laminate or vinyl to do so.*

*Encourage people interact with it as a photo opp or a canvas!*

*Build it well. It's large and most likely would need to be used outside.*

*Files will be made available shortly.*





# LARGE DNA

Use this DNA as a demo bar or a stand alone the middle of street, field, on a stage, along a wall or in the middle of a room.



## PLEASE CONSIDER THE FOLLOWING:

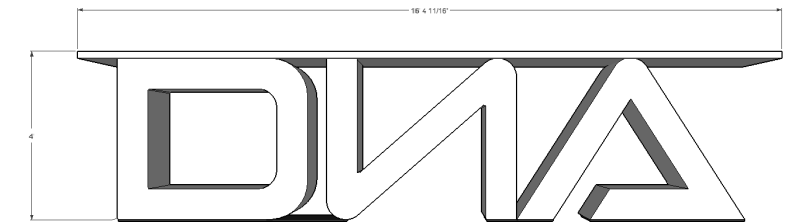
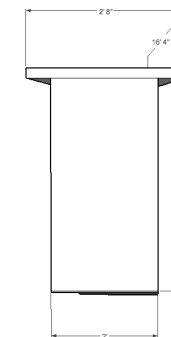
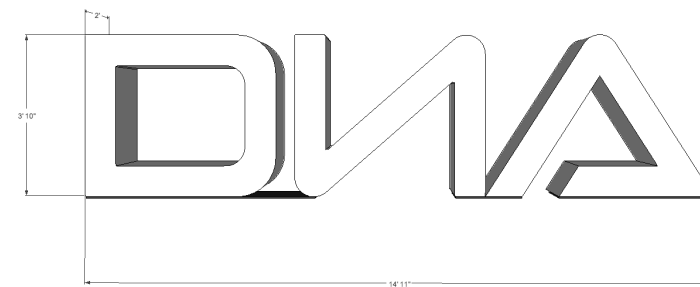
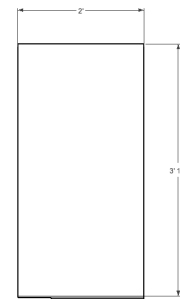
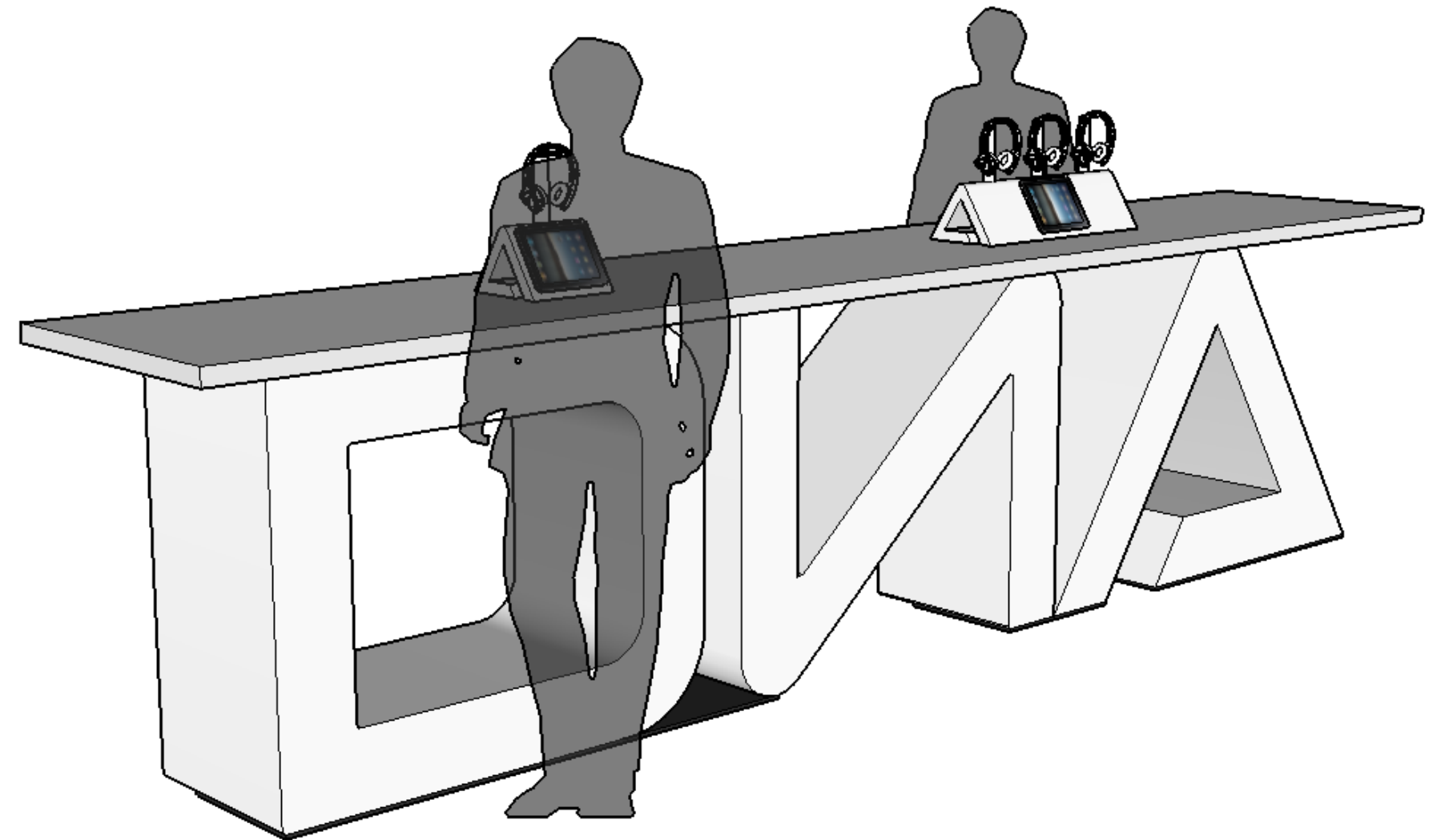
If used with a bar top, the top should be glass so the brand is not obstructed.

Materials should either be a white high gloss, mirrored or chrome material, or a translucence plexi if interior illumination is wanted.

Only additional messages should drive online or to social media and should be very subtle. Use a high grade die cut laminate or adhesive vinyl if necessary.

Encourage people interact with it as a photo opp or a canvas!

*Files will be made available shortly.*



# LARGE ALPHA



*Use this Alpha to create sharable content.*

**PLEASE CONSIDER THE FOLLOWING:**

*Place it in unexpected places for an element of surprise.*

*Materials should either be a white high gloss, mirrored or chrome material, or a translucence plexi if interior illumination is wanted. At this scale high density foam, with laminate or paint would be a good option.*

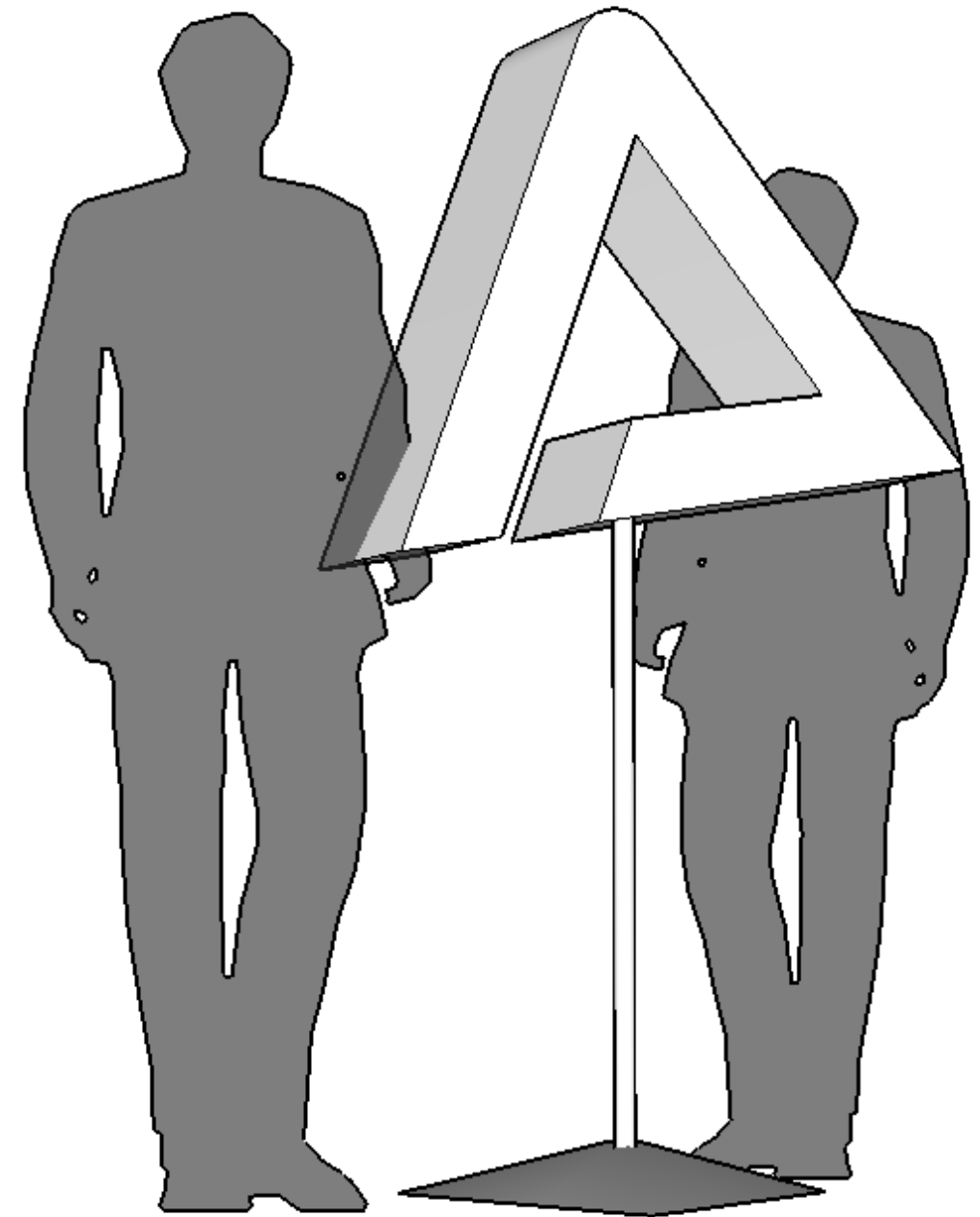
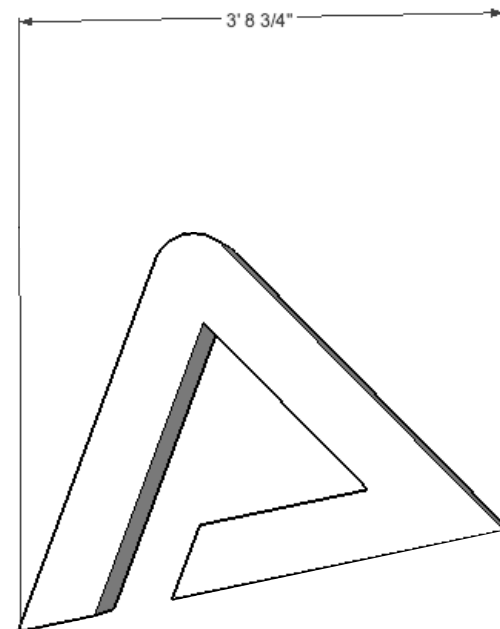
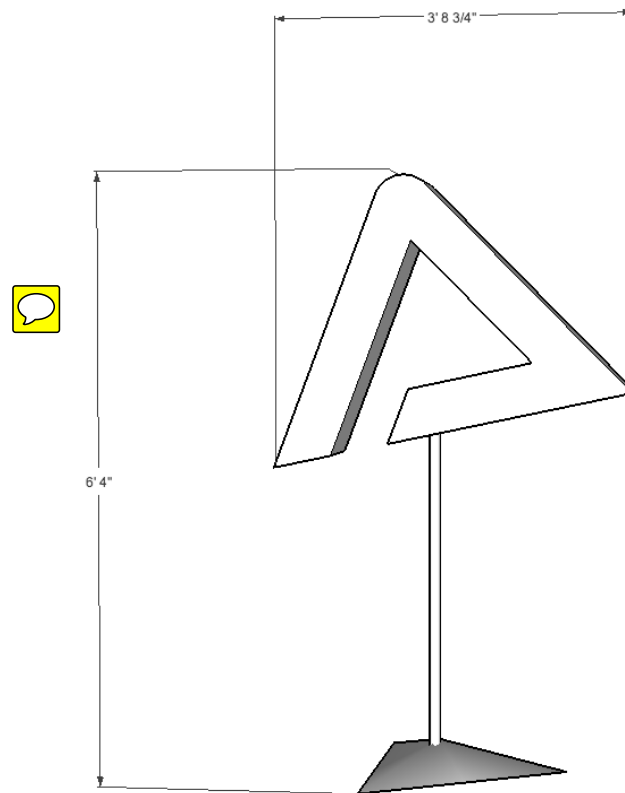
*Only additional messages should drive online or to social media and should not be in a predominate location. Use a high grade die cut laminate or adhesive vinyl if necessary.*

*Encourage people interact with it!*

**FILE:**

DNA\_SCULPTURES > DNA\_ALPHA\_STANDING\_120822.skp

*Please contact JULi at Cinco if additional formats are needed.*



# MEDIUM DNA

*Use this DNA as a decorative piece.*

**PLEASE CONSIDER THE FOLLOWING:**

*Place it in unexpected places for an element of surprise.*

*Materials should either be a white high gloss, mirrored or chrome material, or a translucence plexi if interior illumination is wanted. At this scale high density foam, with laminate or paint would be a good option.*

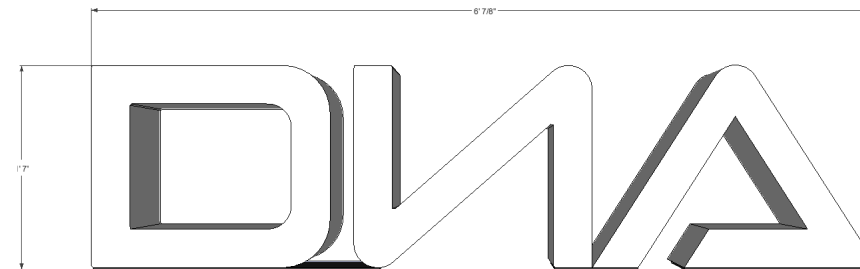
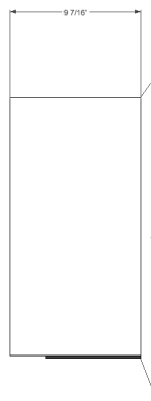
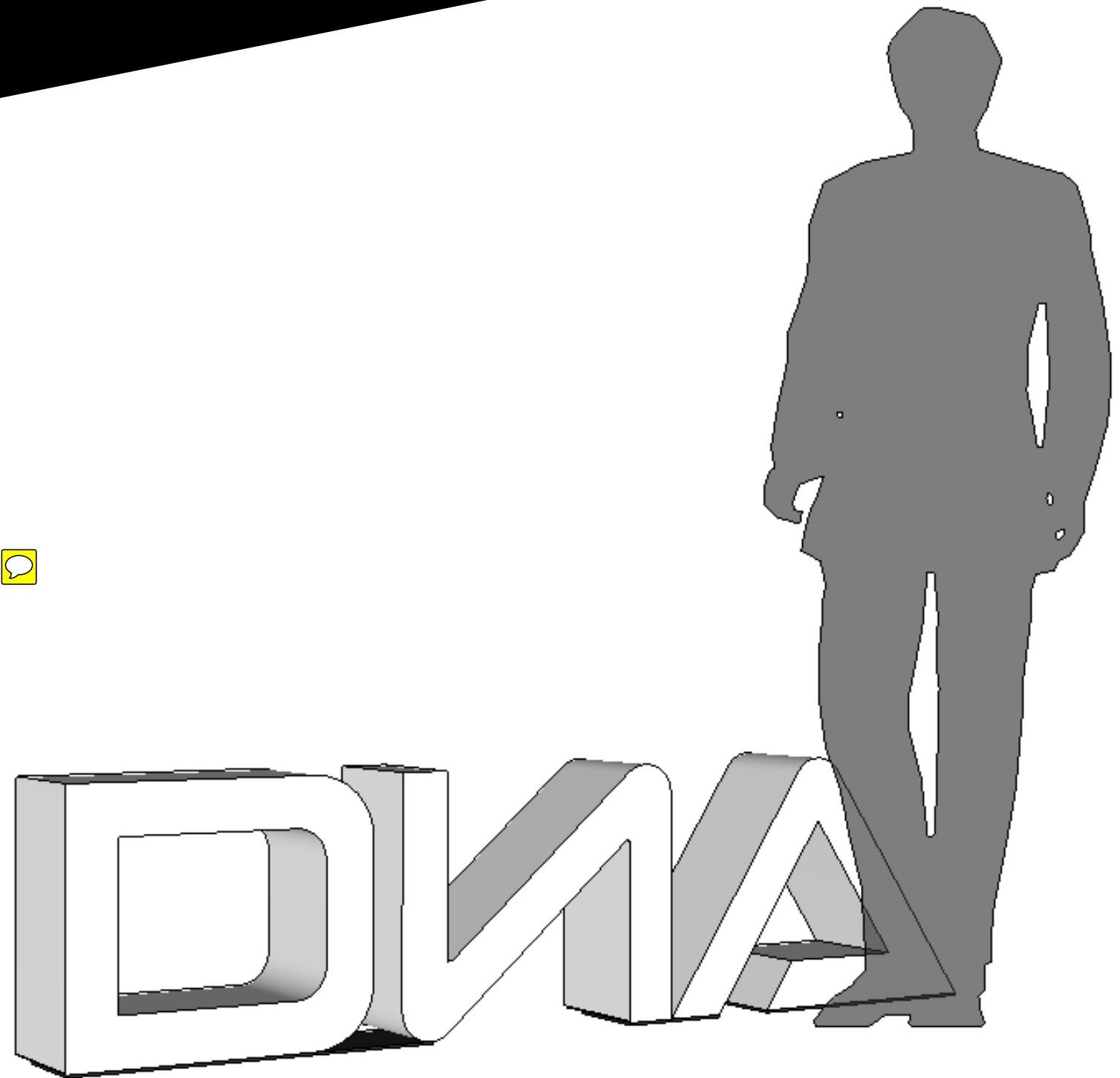
*Only additional messages should drive online or to social media and should not be in a predominate location. Use a high grade die cut laminate or adhesive vinyl if necessary.*

*Encourage people interact with it as a photo opp or a canvas!*

**FILE:**

DNA\_SCULPTURES > DNA\_ALPHA\_STANDING\_120822.skp

*Please contact JULi at Cinco if additional formats are needed.*



# SMALL DNA & ALPHA

Use this DNA as a decorative table top piece or take-away.

**PLEASE CONSIDER THE FOLLOWING:**

Place it in unexpected places for an element of surprise.

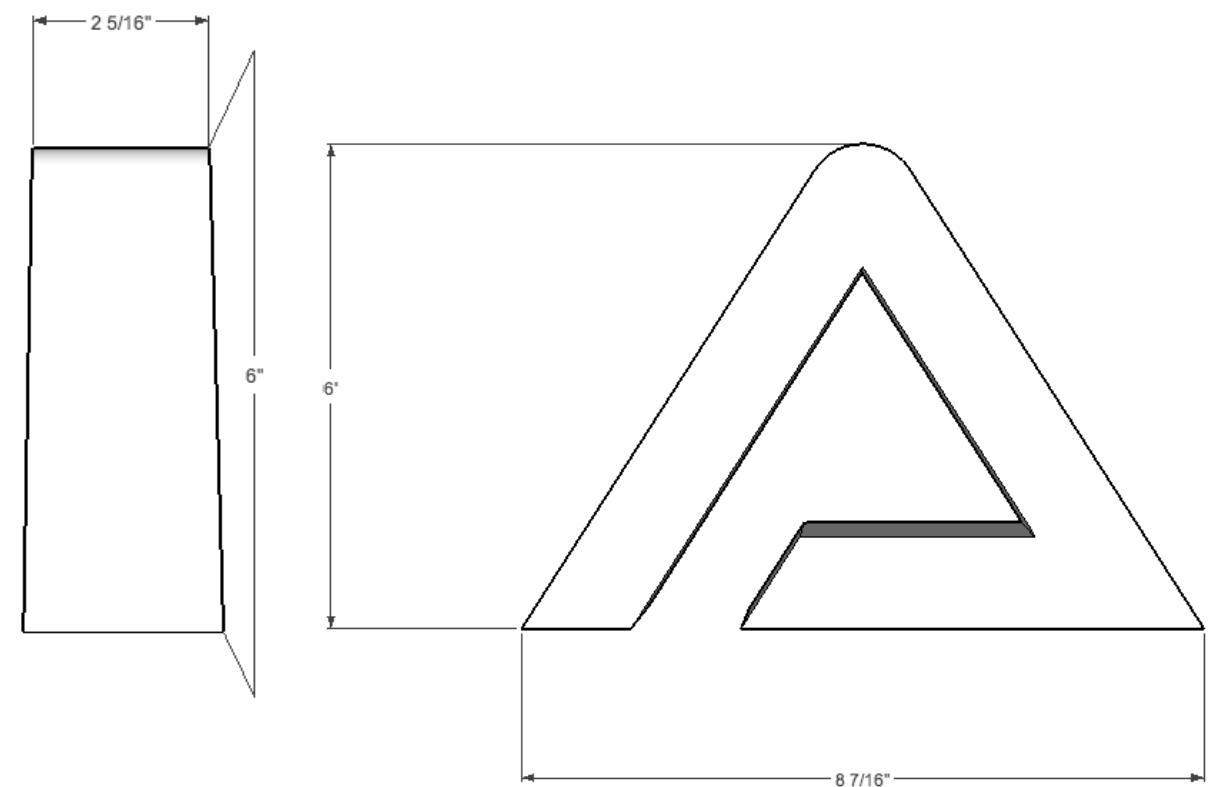
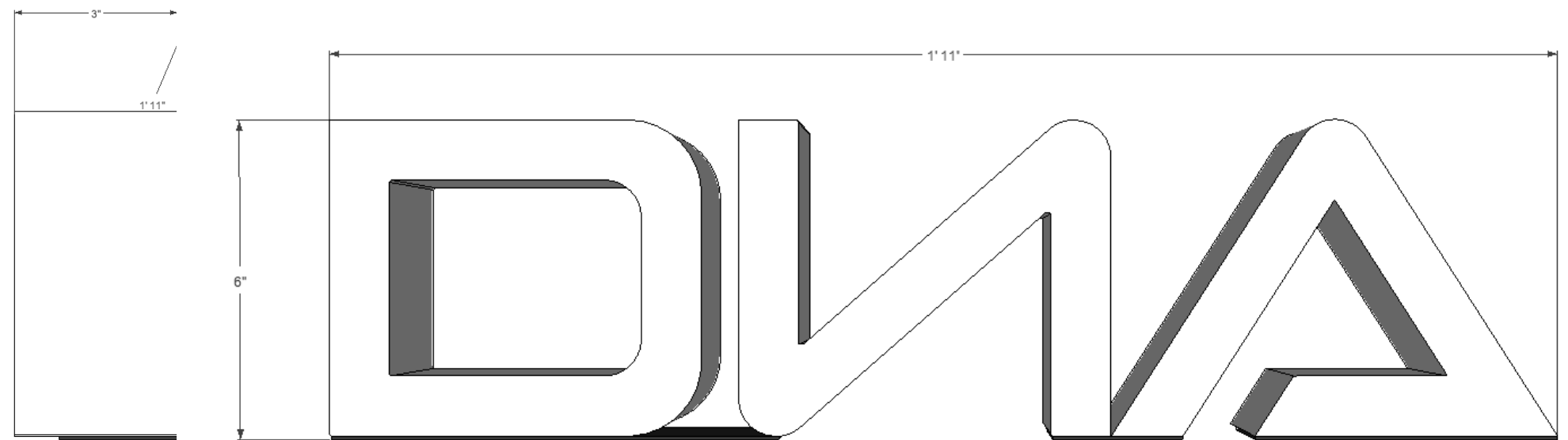
Materials should either be a white high gloss, mirrored or chrome material, a translucence substrate if interior illumination is wanted. At this scale foam or die cut paper board stock would work well.

Only additional messages should drive online or to social media and should not be in a predominate location. Print directly on or use adhesive vinyl if necessary.

**FILE:**

DNA\_SCULPTURES > DNA\_ALPHA\_STANDING\_120822.skp

*Please contact JULi at Cinco if additional formats are needed.*



# GRAPHICS

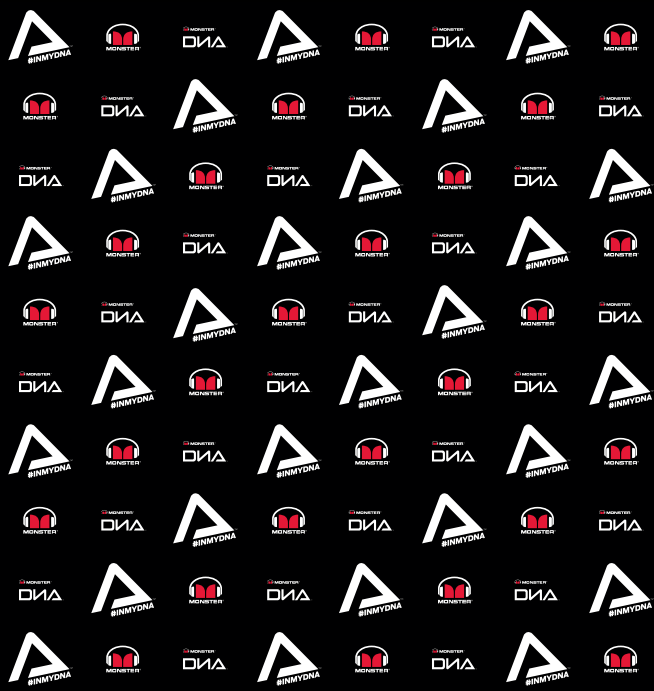
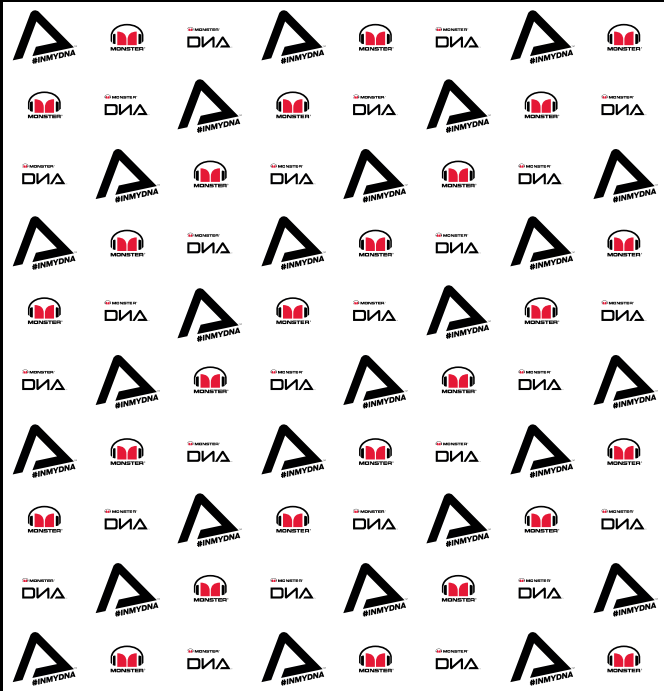
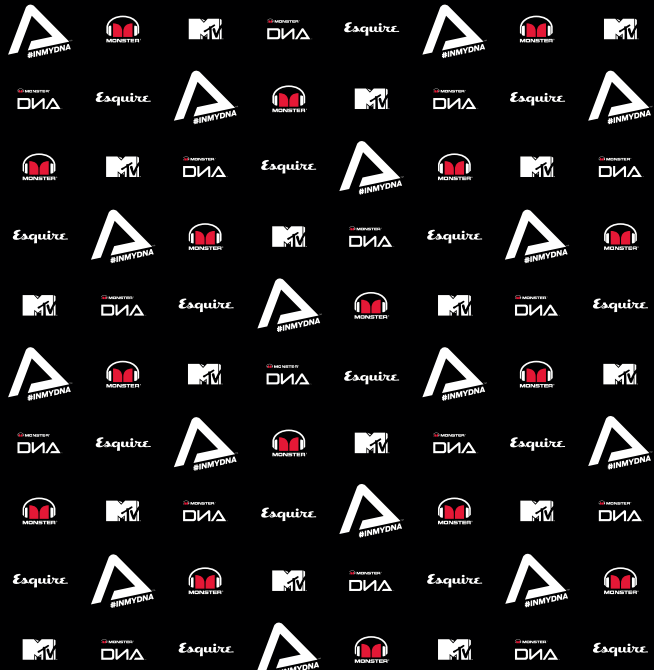
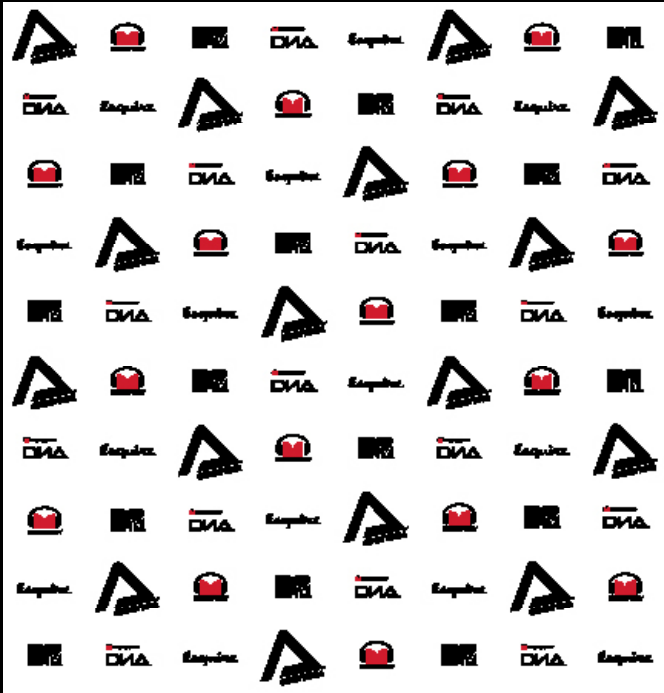
# STEP & REPEAT BACKDROPS

For entrances and photo ops for sponsored events.

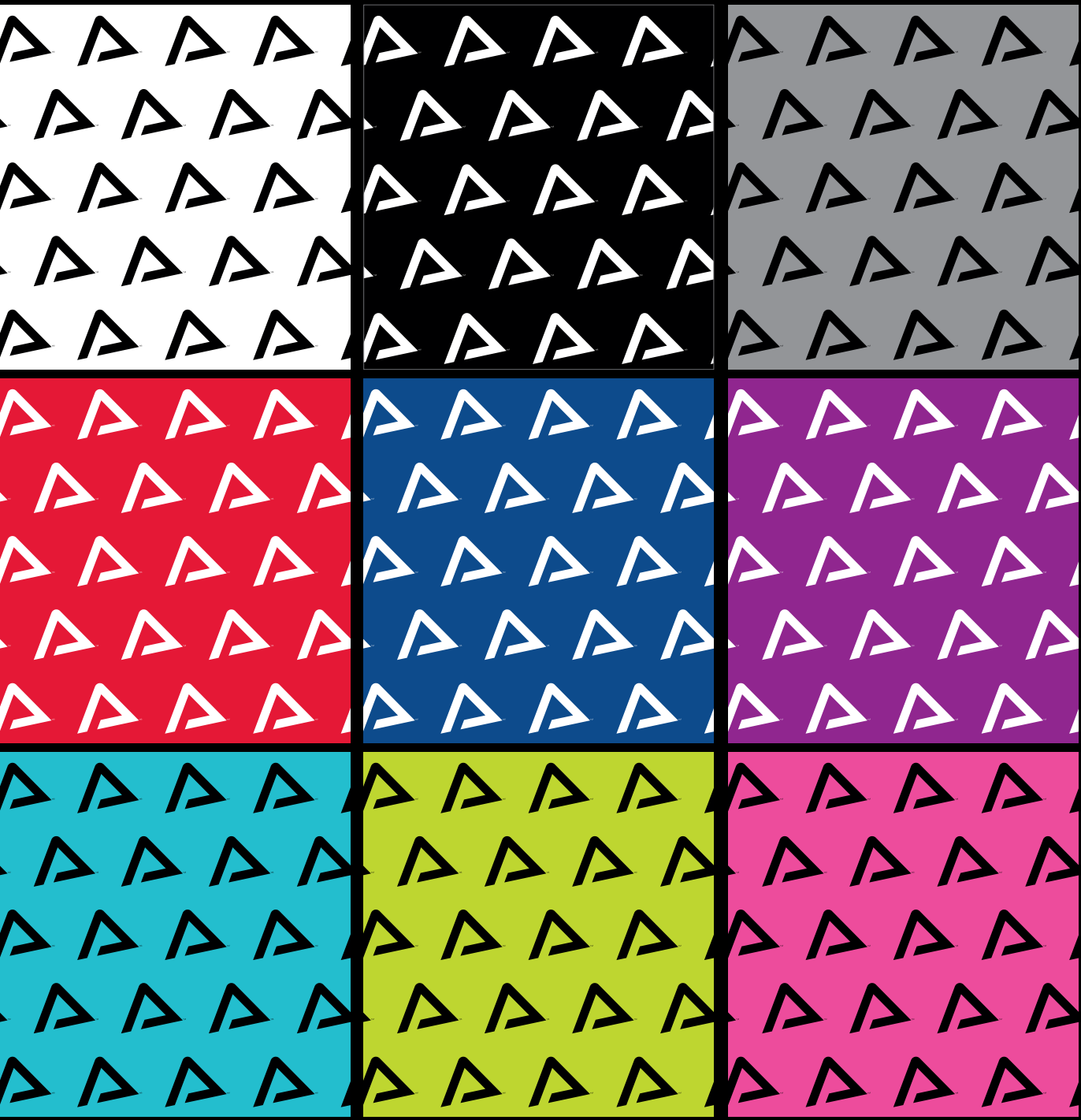


## IN MY DNA STEP & REPEAT WITH SPONSORS (BLACK & WHITE COLOR OPTIONS):

MECHS > DNA\_STEP&REPEAT > MONSTER + SPONSORS



## ALPHA ONLY STEP & REPEAT (9 COLOR OPTIONS) MECHS > DNA\_STEP&REPEAT > ALPHA\_ONLY



# POSTERS & FLYERS

We'll provide templates featuring the Alpha for attract and way-finding purposes.

## 8.5 x 11 FLYER TEMPLATES (10 COLOR OPTIONS):

DNA\_POSTER&FLYER\_TEMPLATES > MON\_DNA\_8.5x11\_template



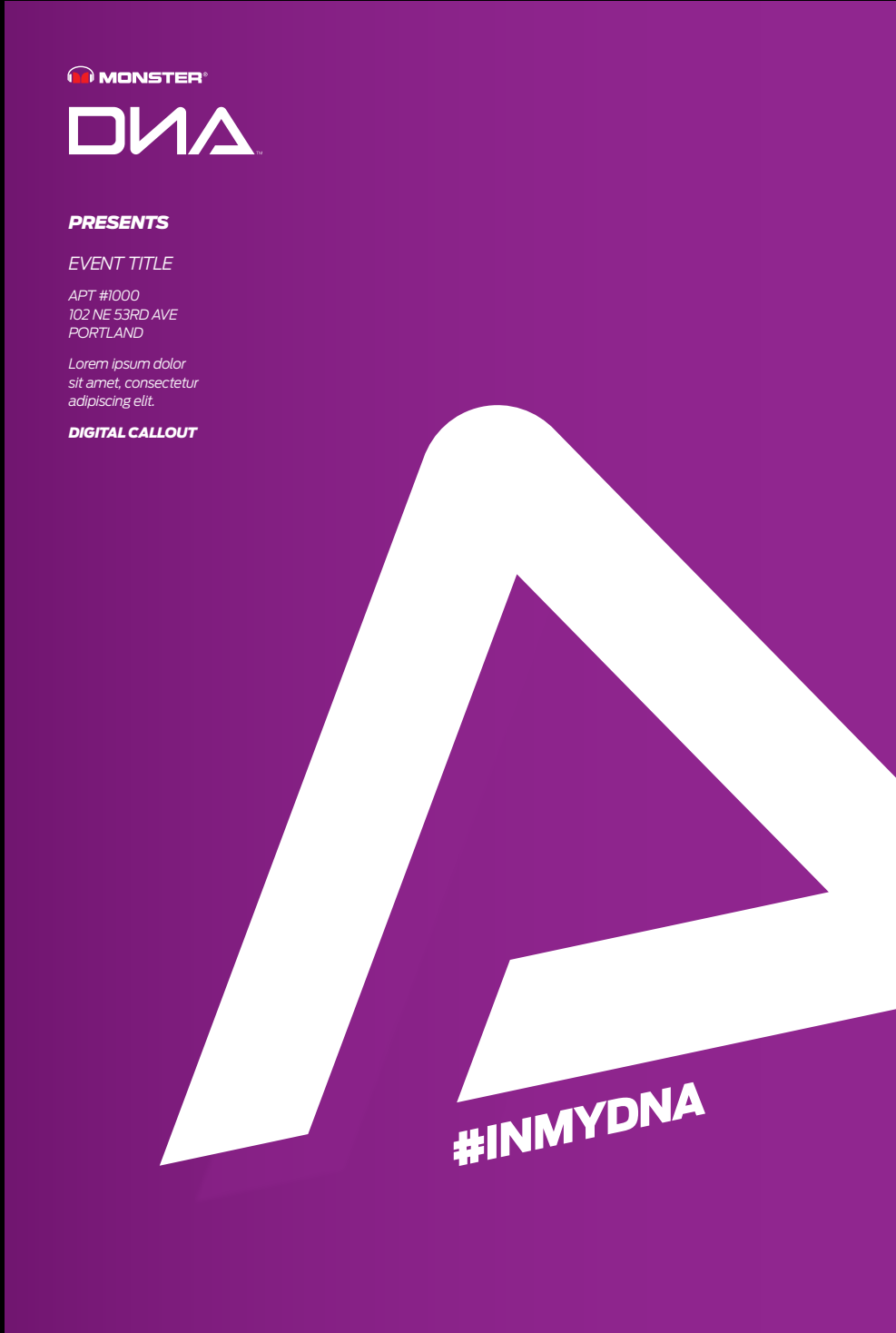
## 11 x 17 FLYER TEMPLATES (10 COLOR OPTIONS)

DNA\_POSTER&FLYER\_TEMPLATES > MON\_DNA\_11x17\_template



## 24 x 36 POSTER TEMPLATES (10 COLOR OPTIONS)

DNA\_POSTER&FLYER\_TEMPLATES > MON\_DNA\_24x36\_template





# PRODUCT BANNER & ONE SHEET

For engage and connect communication around product.

FILE:  
DNA\_ONE\_SHEET



FRONT



BACK

COPY HAS NOT BEEN APPROVED

FILE:  
DNA\_BANNER



# SWAG

# SWAG\_SHIRTS

## FILE:

DNA\_SHIRT\_TOTE\_ALPHA\_GRAPHIC (BLACK & WHITE)



## ART FILE

DNA\_SHIRT\_TOTE\_BACK\_PRINT (BLACK & WHITE)





# SWAG\_TOTE

## FILE

DNA\_SHIRT\_TOTE\_ALPHA\_GRAPHIC (BLACK & WHITE)



## FILE

DNA\_SHIRT\_TOTE\_BACK\_PRINT (BLACK & WHITE)



# SWAG\_USB

FILE

DNA\_USB\_DRIVE (FIVE COLORS)





GRAPHIC FILES CAN BE MADE AVAILABLE IF NEEDED

**THANKS!**