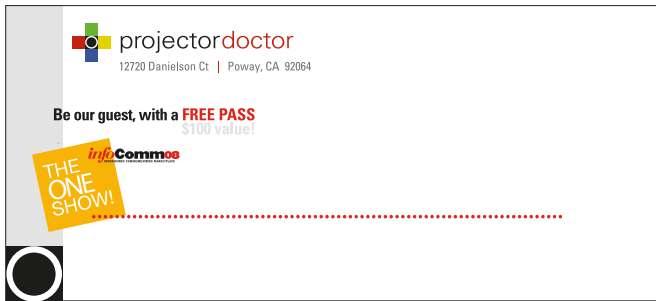


CASE STUDY | PROJECTOR DOCTOR - BRAND ID PACKAGE & COLLATERAL



When the Projector Doctor needed a new look and feel, Rhea Bishop and Hinge Design partnered to get the job done right. We had a large task: from logo to brochure to web site. Firstly, we needed to start with a color palette.

Bright colors to represent the CMYK colors, mixed with greys and white and black, the logo is a graphic representation of the projector using the primary colors.



The black circle that is shown on their brochure is the target or bullseye that represents how the projector registers all of the colors in order to show a clear and concise image.

Logos, brochures, business cards, envelopes, and the web site were all on our plate and the client was very pleased with the graphic and marketing results.

COLOR PALETTE

PRIMARY COLORS

Pantone 485 U	361 U	605 U	2935 U	Black	
CMYK 0,100,100,13	56,0,100,0	10,6,100,0	87,65,0,0	40,0,0,100	0,0,0,0
RGB 209,24,32	123,194,66	234,221,21	46,99,175	0,0,0	253,253,253
HEX[web] CC0033	66CC33	EADD15	0066CC	000000	FFFFFF



Pantone 15% Black	30% Black	50% Black	70% Black
CMYK 15% Black	30% Black	50% Black	70% Black
RGB 215,215,215	177,177,177	135,135,135	95,95,95
HEX[web] CCCCCC	999999	666666	333333

