**Design Crowd – Trade Show Booth Design – Wall Panel Graphics**

Overall Brief

We are a beauty/nail supply distributor that supplies products used in professional nail salons. Our target customers are Nail Salons. We are looking for a wall panel graphic design that will be placed on the walls of our trade show booth (see attached image for reference).

These wall panels will act as an aesthetic background and highlight the key product offerings to customers as they view our booth. The primary goal of each wall panel design should focus on the product name and image. Backgrounds for each wall panel may include professional/stock photography to give context or visualization, color pattern or wave design to create a sense of “flow” between products, and/or any general use of colors to provide a professional, simple, and clear product message to viewers.

Each wall panel, and designated products, is based on product category and similarity of function/use.

Wall Dimensions:

Total: (26.25’ x 7.7’)

Individual Wall Panel: (3.28’ x 7.7’)

Total wall space is broken into 8 separate panels – 4 will be intentionally blank.

*See Page 2 for additional details.*

**Panel 1**

Title: **Calm & Gentle Waxing**

Products to include (in order of priority):

1. Paraffin Wax (Peach, Lavender)
2. K Wax (Honey, Azulene, Pink)
3. Paraffin Bag
4. Wax Fabric Roll

Theme: Waxing for facials, and specialty waxing for pedicures.

**Panel 2**

Title: **Brilliant Shine & Rich Colors**

Products to include (in order of priority):

1. K Gel Topcoat
2. K Gel Basecoat
3. K Gel Black
4. K Gel White

Theme: Premium Gel Manicures

**Panel 3**

Title: **Individual Perfection**

Products to include (in order of priority):

1. Disposable Pedicure Kit
2. Disposable Manicure Kit
3. Pedicure Liner
4. Sterilization Pouch

Theme: Disposable Products for Pedicure and Manicure

**Panel 4**

Title: **The Foundation of Every Manicure**

Products to include (in order of priority):

1. 3-Way Buffer (Orange/White)
2. 3-Way Buffer (Orange/Black)
3. 3-Way Buffer (Purple/Black)
4. Premium Zebra File (Regular)
5. Premium Zebra File (Jumbo)

Theme: High Quality Buffers and Files for Manicures