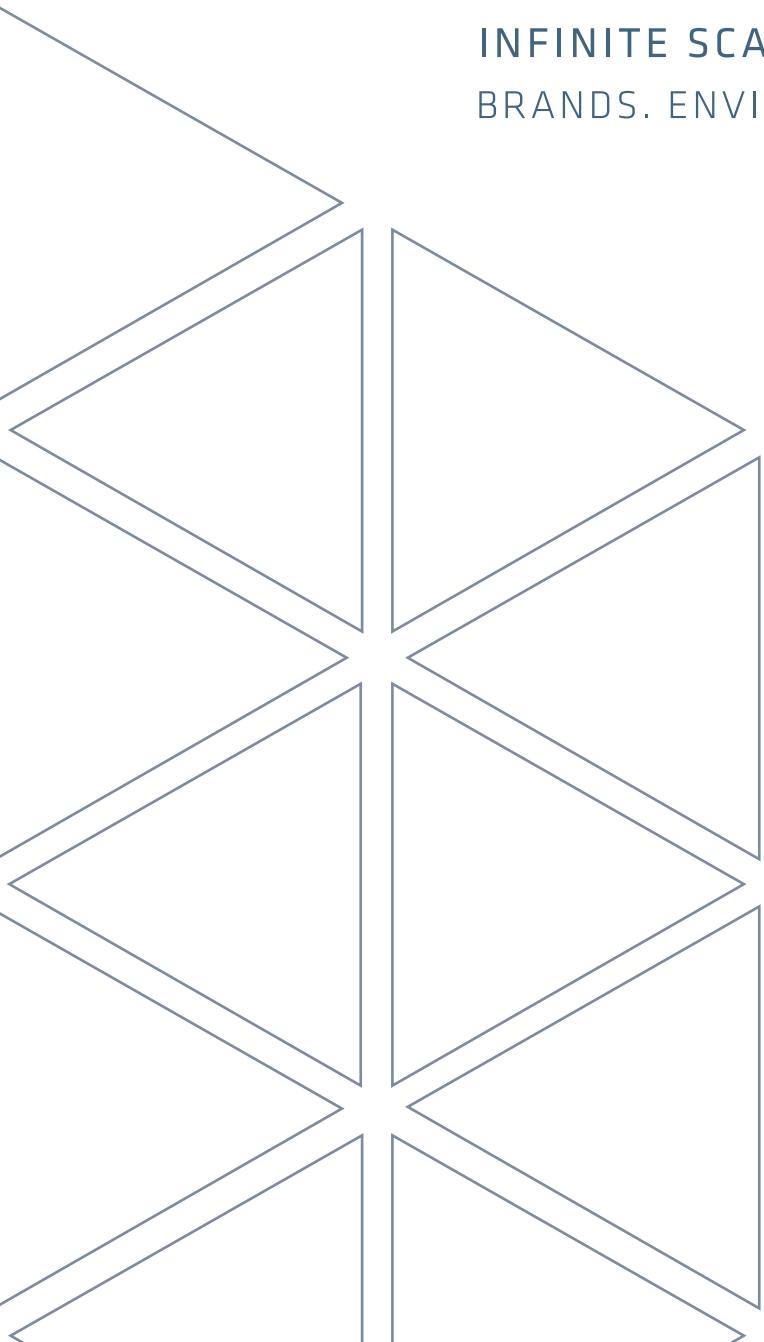


INFINITE SCALE DESIGN GROUP
BRANDS. ENVIRONMENTS. EVENTS.



INFINITE SCALE DESIGN GROUP

Branded Environments

At Infinite Scale, we set the bar high for creativity, performance and accountability to ourselves, our studio and our clientele. We hire top talent and foster a culture of entrepreneurial spirit to maintain these professional standards. We measure our success by exceeding expectations, pushing boundaries and breaking ground.

- ▶ Infinite Scale Design Group is a graphic design firm that specializes in creating brands, environments and events. Our process focuses on brand integration from the development of a logo to application within the environment. We think holistically to integrate the architectural design, the function of the space, as well as the user experience. We deliver brand integration with the cross-section of various design disciplines and strategic partners.

You may recognize our work from the Salt Lake 2002 Olympic Winter Games. Infinite Scale Principals, Amy Lukas and Cameron Smith, were the lead art directors for the Look of the Games, while Molly Mazzolini was the brand manager for 70+ sponsors. Together, this team created a cohesive communications system that inspired fans, athletes, sponsors and 1.6 billion television viewers around the world.

By complimenting the architectural design of the space, Infinite Scale integrates the over arching project objectives into inspiring design solutions. We collaborate with the project team to amplify the desired experience and purpose through cohesive design elements from the brand to the graphic applications throughout the environment.

We welcome you to visit our video page which showcases some of our work including the conceptual designs for the new Yankee Stadium and a timelapse view of the graphic change out at the New Meadowlands Stadium. The designs included in the video along with the video compilation was completed inhouse.

www.infinitescale.com/video



PROJECT EXPERIENCE

Infinite Scale's project experience ranges from the development of a logo to application within the environment, whether it be a comprehensive graphic program to wayfinding system or even a recognition program. Projects vary from small simple project to complex large scale projects.

- ▶ **THE NEW YORK JETS** Interpretive Graphics (2010)
East Rutherford, New Jersey
CLIENT
THE NEW YORK JETS, *Florham Park, New Jersey*

- ▶ **THE NEW MEADOWLANDS STADIUM** Universal System (2010)
East Rutherford, New Jersey
CLIENT
THE NEW MEADOWLANDS COMPANY, *East Rutherford, New Jersey*

- ▶ **BYU ATHLETIC HALL OF FAME** Branding, Interpretive + Signage (2003–2004)
Provo, Utah
CLIENT
BRIGHAM YOUNG UNIVERSITY ATHLETIC DEPARTMENT, *Provo, Utah*

- ▶ **DAYTONA INTERNATIONAL SPEEDWAY** Comprehensive Sign Plan (2007–present)
Daytona Beach, Florida
CLIENT
INTERNATIONAL SPEEDWAY CORPORATION, *Daytona Beach, Florida*

- ▶ **TARGET FIELD** Signage + Concession Identities (2008–present)
Minneapolis, Minnesota
CLIENT
MINNESOTA TWINS + POPULOUS, *Kansas City, Kansas*

- ▶ **SUPER BOWL XXXIV –XLIII** Look + Decor Graphics (2005–2009)
Jacksonville, FL; Detroit, MI; Miami, FL; Phoenix, AZ; Tampa, FL
CLIENT
NATIONAL FOOTBALL LEAGUE, *New York City, New York*

- ▶ **OLYMPIC CAULDRON PARK + VISITOR CENTER** Interpretive Graphics (2002–2003)
Salt Lake City, Utah
CLIENT
UNIVERSITY OF UTAH RICE ECCLES-STADIUM, *Salt Lake City, Utah*

- ▶ **UNION PACIFIC KENEFICK PARK** Branding, Interpretive + Signage (2004–2005)
Omaha, Nebraska
CLIENT
UNION PACIFIC RAILROAD, *Omaha, Nebraska*

- ▶ **UNIVERSITY OF UTAH WARNOCK ENGINEERING BUILDING**
Branding, Interpretive + Signage (2005–present)
Salt Lake City, Utah
CLIENT
UNIVERSITY OF UTAH COLLEGE OF ENGINEERING, *Salt Lake City, Utah*

- ▶ **BILLIE JEAN KING USTA NATIONAL TENNIS CENTER**
Temporary + Permanent Wayfinding Systems (2004–present)
Flushing Meadow, New York
CLIENT
US TENNIS ASSOCIATION, *Flushing Meadow, New York*

- ▶ **YANKEE STADIUM** Branding + Wayfinding Systems (2006)
Bronx, New York
CLIENT
NEW YORK YANKEES + POPULOUS, *Kansas City, Kansas*



SPECIAL CONSIDERATIONS

Collaboration

- ▶ Many of our projects are collaborative efforts with architects, production vendors, project managers or other specialists. We work together as joint ventures or as part of a design team. We find that every project operates differently therefore we adapt to each client's needs to get the best team synergy.

Client Services

- ▶ We feel that professionalism and communication are essential tools that ensure an effective and results-based team approach. In addition to being designers, project managers and strategic partners, we see our role as helping the entire team clarify ideas, build consensus, ensure continuity and stay focused on the "big picture." This approach guarantees the highest performance by each team member in each phase of the project.

Cost Efficiencies

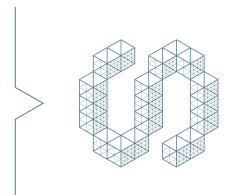
- ▶ Infinite Scale employs extremely accurate and comprehensive production management and accounting methods. Infinite Scale will prepare monthly financial and production reports to maximize efficiency by project, personnel and task. We can access this information to obtain personnel/schedule/budget reports at any time during the process.

Value + Dedication

- ▶ Our concentrated knowledge of branding and wayfinding design provides increased value and relevance to the project.

Creative Council

- ▶ Infinite Scale's mission for this project is to develop the Client's vision and bring it to life in the form of a branded environment. We create a climate of dynamic interaction by forming and leading a Creative Council that includes the Clients, Project Team Members and Sub-Consultants, establishing a strong foundation from which professional partnerships grow. We facilitate and collaborate with all team members to ensure successful transition and implementation of all project phases and details.



SPECIAL CONSIDERATIONS

Brand Integration

- ▶ Our Team has a vested interest in proper brand integration. We will take care to understand your existing graphic guidelines, style guides and brand hierarchy then use these tools to strategize each design application. And if these guidelines do not cover our scope of work, we can assist you with developing new chapters or style guides. We think “big picture” to ensure a consistent look and feel starting with your identity and taking it through your entire communications system.

Sponsor Integration

- ▶ We understand that there are Partners involved in your project. We respect all sensitivities involved with these partnerships and look to you for guidance and necessary knowledge regarding your existing relationships. We also acknowledge the platform programs, sponsor presence and sponsor recognition opportunities that may be a part of and integrated into the overall project.

Project Management Tool

- ▶ Basecamp is an easy to use, password protected web-based project management and collaboration tool that allows Infinite Scale clients and team members to stay involved in a project’s evolution anytime and anywhere. All that is needed is a computer and an internet connection. This tool functions as our online hub for message postings, gathering of feedback, milestones and file postings.

ADA Guidelines

The Signage System will be based on current ADA Guidelines (Americans with Disabilities Act), as they apply to the design, fabrication and installation of signs for all user groups.

Women-Owned Business

- ▶ Infinite Scale is national certified via the Women’s Business Enterprise National Council since two of the three business partners are women (Lukas + Mazzolini). A copy of our current certificate is available upon request.

