

## Graphic Focus:

The brand identity that CBP seeks to convey is that of a partner or resource to assist travelers and parties involved with moving goods into U.S. markets.

The role of enforcer is minimized, replaced with a kinder, gentler face for the agency.

Focusing on the mission of the CBP, the emphasis for the purpose of this exhibit will be to present the positive message of "facilitating legitimate trade and travel."

The challenge is to present vigilance, integrity, and professionalism in a less threatening manner. As such, the SERVICE aspect of the agency, and its role as a partner in travel and commerce is explored.



Watching over you

Working together

Smooth Travel and Commerce

Professionalism

Benevolence

Assistance

Partnership

Welcoming



*Facilitating Legitimate Trade and Travel*



U.S. Customs and  
Border Protection



Abstracted flag elements anchor patriotic mission of CBP. Avoidance of the overt use of red-white-blue gives the booth an edgier feel than might typically be expected from a Federal agency on the show floor. The background imagery is dynamic without competing with the video presentation(s) or light-box advertisements.





Canopy carries tone-on-tone prints of DHS seal, enlarged and cropped by its organic contours, providing texture while visually conveying the agency's support role within the larger Department of Homeland Security.



CBP.GOV



U.S. Customs and  
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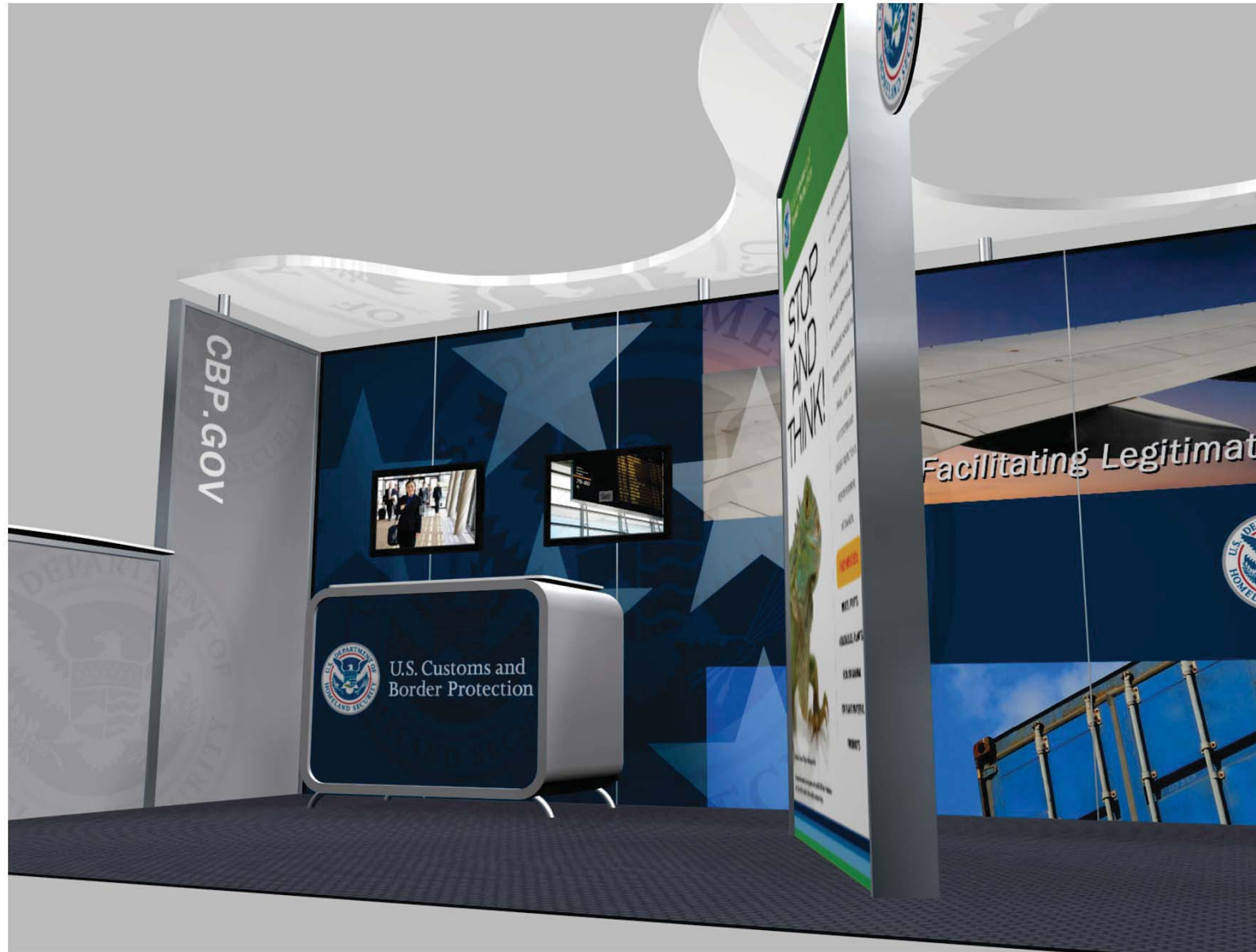


U.S. Customs and  
Border Protection



DHS seal adds visual interest on grey fabric return panels, reproduced in greyscale, 15% black to minimize contrast while offering customized branding.

The opposing return panels are bright green fabric, color matched to CBP template, and will not be treated with watermark logo effect. The bold color complements the backwall and adds energy to the overall graphic presentation.



## Flooring Recommendation

The client indicated a preference for wood flooring. Designer recommends consideration of a more contemporary, clean, "industrial" flooring that stylishly suggests the typically commercial point of contact with CBP, particularly with regard to air travel. Moreover, the hint of an "industrial" look also appeals directly to the trade oversight services provided by the agency.



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Chocolate Coin

