

JUNE 2021

**PROJECT  
HIGHLIGHTS**

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**Ideation to  
Execution**

Nº. 06

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**first look.**

**PHASE:3**



## Level Up

Phase 3 worked with Neiman Marcus' Visual Team to create a wild and funky street-style display to showcase a few of their high-end luxury brands. Phase 3's fabrication team crafted the claw and video game machines by hand, as well as designed, printed and installed all featured artwork.

*Services: Fabrication, Print, Installation*







## The Wiley Hotel

Phase 3 successfully supported the grand opening of the The Wiley Hotel, a revival of the original 551 Ponce boutique hotel, located in Atlanta's Midtown area. Featuring Mrs. P's Bar & Kitchen, aka the Tea Room, known for Atlanta's first drag show, the hotel offers guests gentle elegance, charming rooms and easy access to all that the Midtown and Downtown Atlanta areas have to offer.

*Services: Grand Opening Public Relations Services*

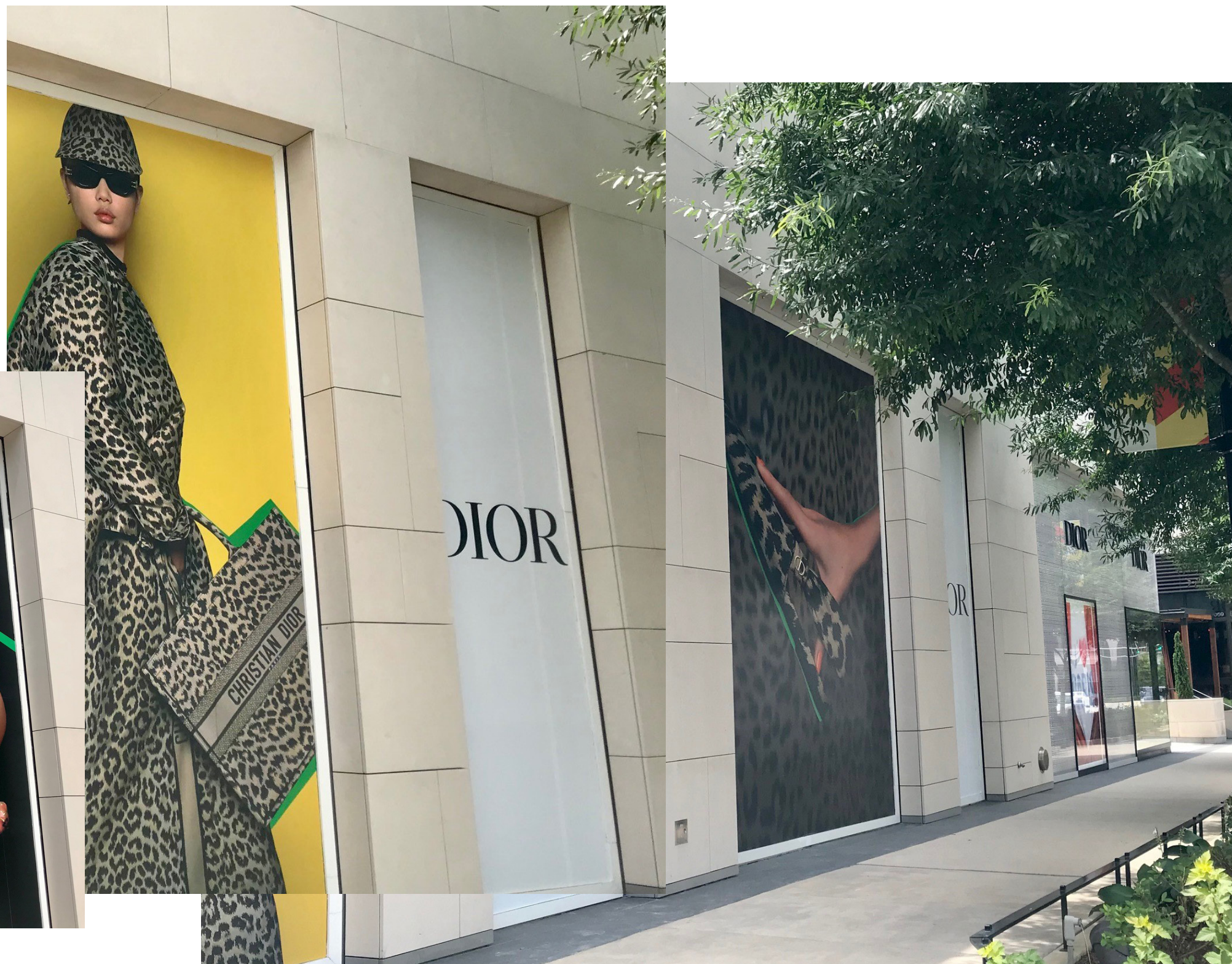




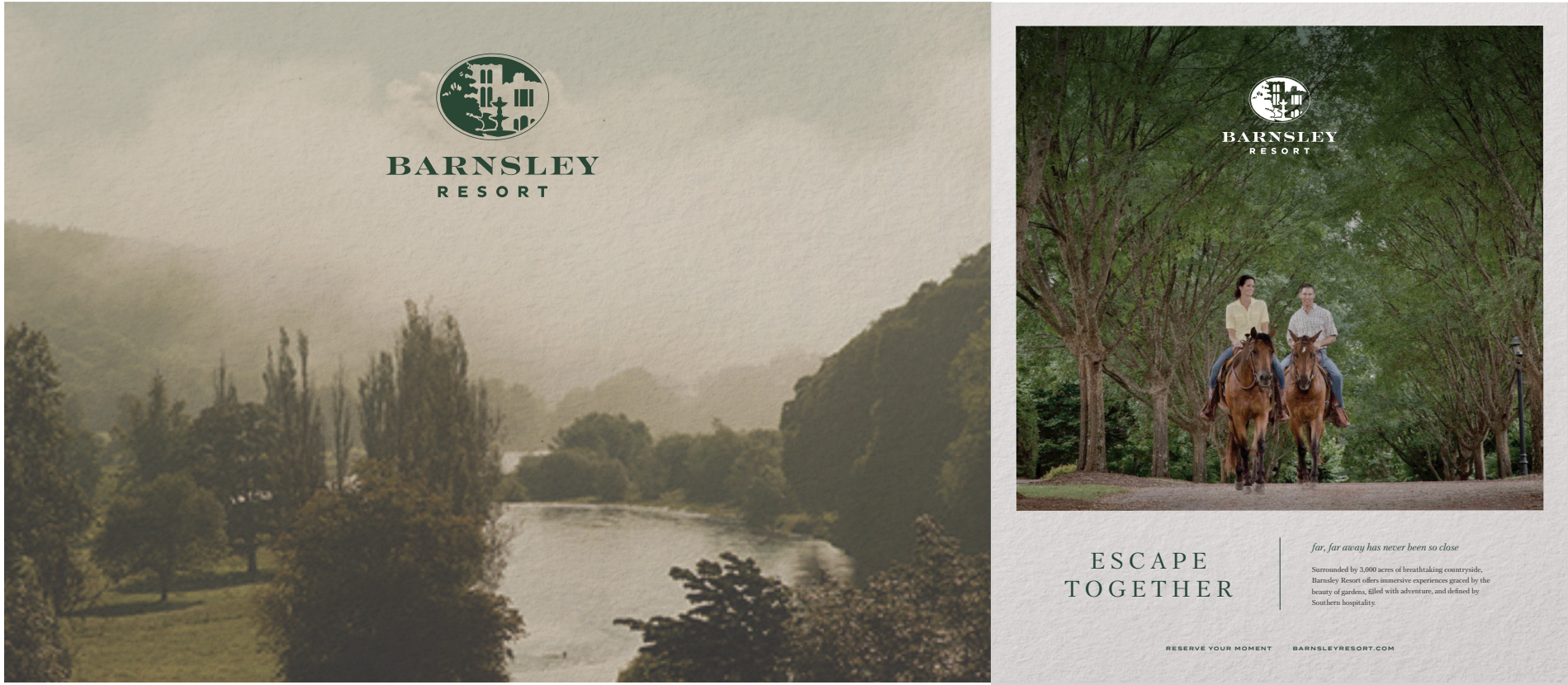
## Christian Dior

To showcase their new fall campaign, Christian Dior and Phase 3 printed and installed new barricade graphics at their Buckhead Village location.

*Services: Print, Installation*



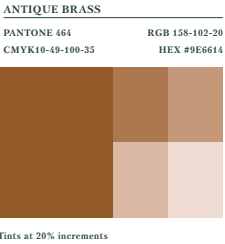




Barnsley Resort

Seeking a refresh for their corporate, restaurant and spa branding, Barnsley Resort approached Phase 3 to creative an elevated look and feel to attract more guests and drive more traffic to the website to generate leisure travel bookings. After positioning Barnsley as the only resort intentionally designed to “cultivate togetherness,” Phase 3 refreshed Barnsley’s logo by updating the brand color to a more sophisticated green that nods to the beautiful nature that the resort is nestled within. The updated typography now reflects the history and heritage with a modern spin alongside the new color palette, graphic elements and photography style that reflect the emotion, intimacy and togetherness experienced here.

Services: Branding, Print, Media





**KEIM**  
**FOR A**  
**BETTER**  
**WAY TO**  
**PAINT**  
**BRICK.**



**BRICK**  
**HAS TO**  
**BREATHE.**

**KEIM TO**  
**LET IT.**

**PAINTING TIME,**  
**ASK FOR KEIM**



## Keim

Keim, the leading specialist in mineral coatings, tapped Phase 3 to develop a recommended social strategy and creative campaign concept to grow awareness for their mineral paints in the U.S. market. Our goal was to simplify the message of mineral paint, so homeowners understand it's the one and only way to paint brick, stone and stucco. We developed a Pinterest strategy to reach our target audience and executed a series of promoted posts as well as organic Pinterest boards to reach people where they are specifically looking for exterior paint options and inspiration.

*Services: Graphic Design, Strategy, Media*



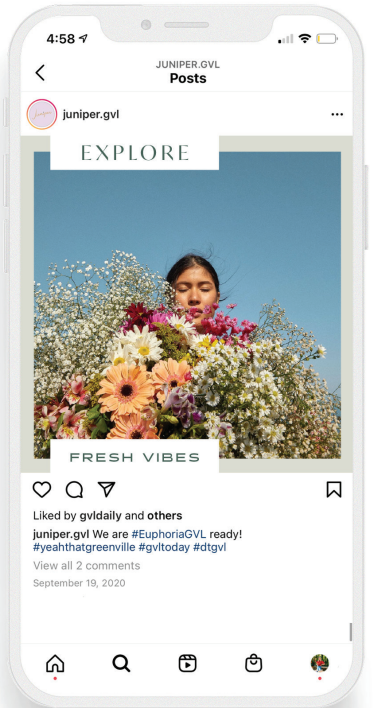
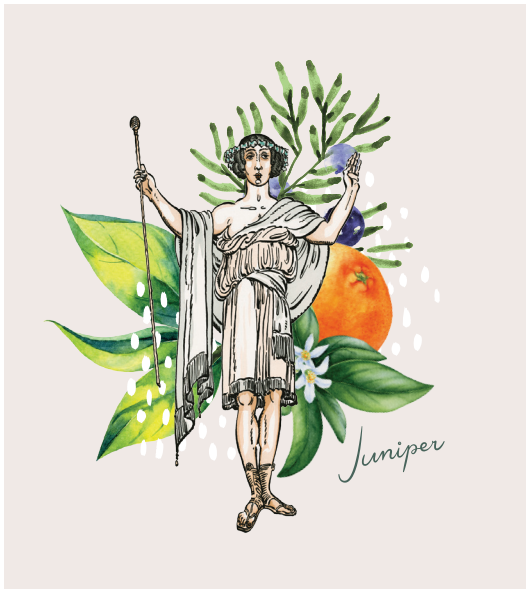
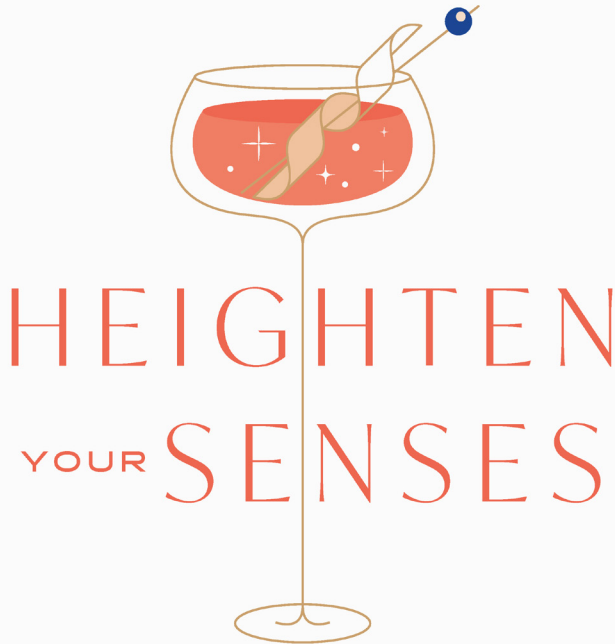


**Auro Hotel -  
Juniper Rooftop Restaurant & Bar**

To expand Auro Hotel's Juniper Rooftop Restaurant & Bar's branding, Phase 3 developed a Brand Strategy and clever messaging that thoughtfully and effectively positions Juniper as the premiere rooftop bar & restaurant in the Upstate area for guests wanting to experience a mix of refinement and fun, innovative cocktails with local flair, and an exclusive yet unpretentious vibe. We developed a distinct visual language for Juniper that included dynamic photography, playful illustrations and clever statements.

Services: Branding

Juniper





Alice + Olivia

With a vision of bold and bright graphics throughout their street-styled event space, Alice + Olivia came to Phase 3 to bring to life their Alice + Olivia x Keith Haring collaboration, *Art is For Everyone*, launch party. The luxury fashion brand incorporated Haring’s iconic 80’s art throughout the capsule collection by Stacey Bendet. The interactive event featured unlimited-play arcade games, vintage TV screens sporting Keith Haring graphics, an indoor skatepark and music. We worked with the Alice + Olivia team to print and install the vinyl graphics for the unique art installations, indoor halfpipe, floor and walls.

Services: Print, Fabrication, Installation







## The Mighty Shed

Phase 3 collaborated with The Mighty Shed to print and produce limited-edition tea boxes for their project called Black Orchid which was a collaboration between The Mighty Shed and Brandon Sadler. The box consists of a Black Orchid tea cake, tea ware, and a mini-manga to guide you through the experience.

*Services: Print, Kitting*

*ARTIST: @risingredlotus & @thejadeforesttearoom*

*CERAMICS: @sideclaystudio*

*TEA CAKES: @yunnan\_sourcing*

*MIGHTY SHED: @cult\_division*

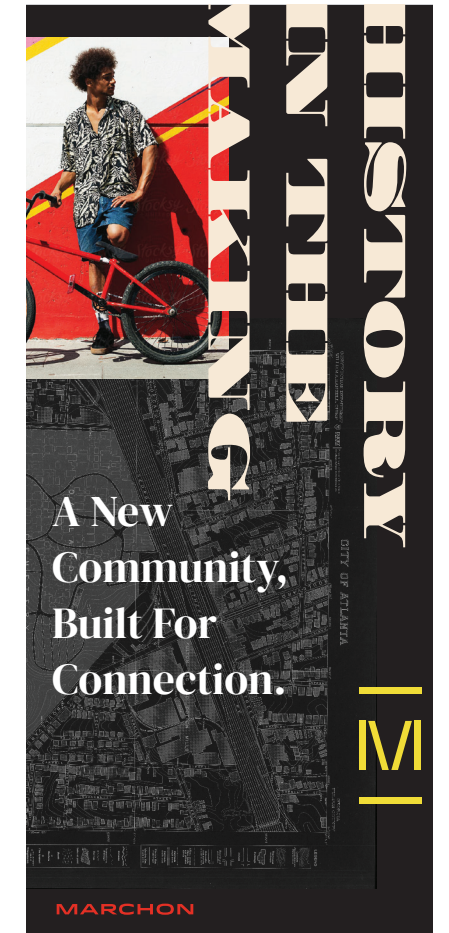




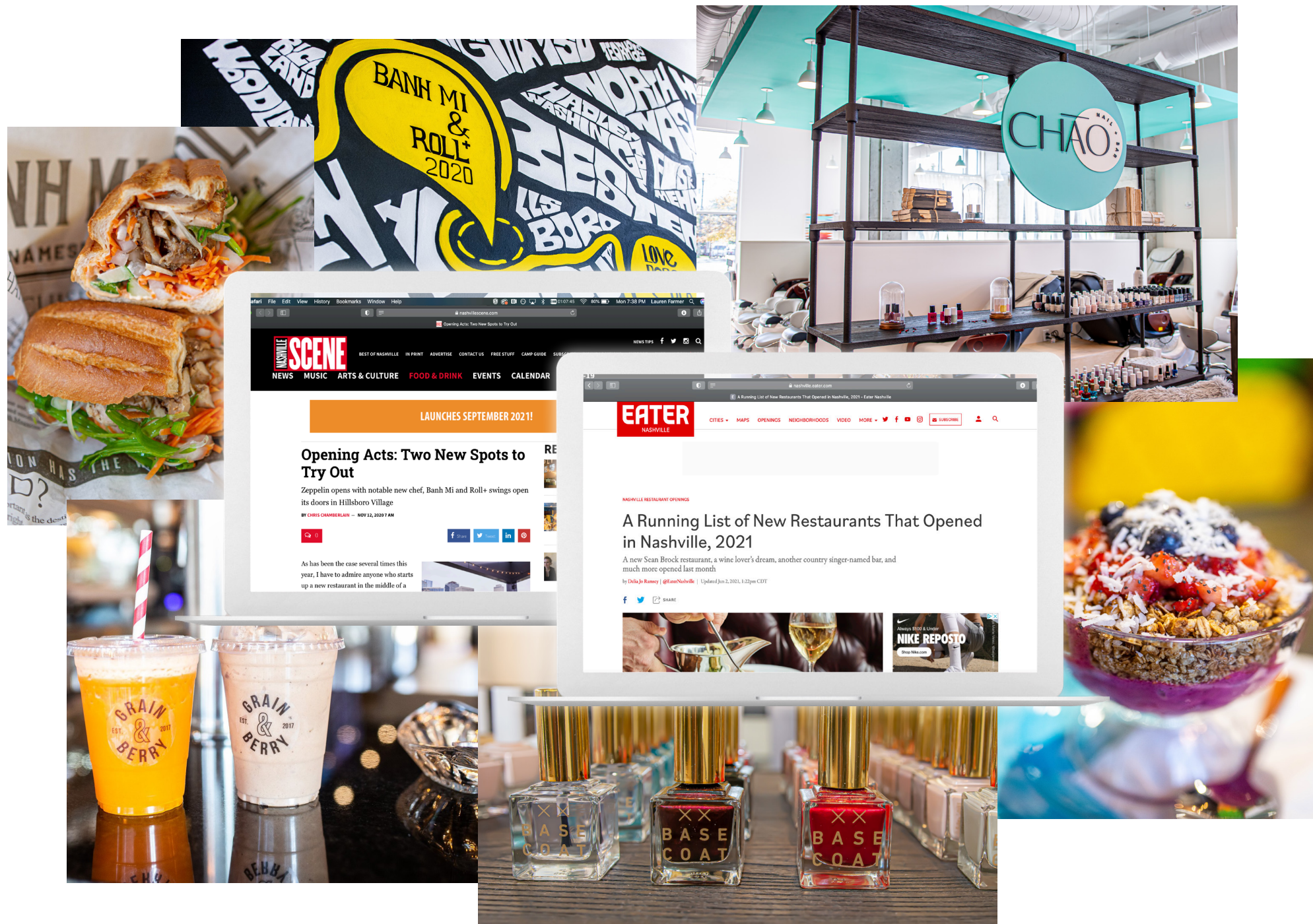
## Greystar - Marchon

In a historic urban pocket of Atlanta near King Memorial, this transit-oriented, mid-rise needed a name and brand identity that aligned with the unique energy and history of the area. Inspired by MLK's historic 1965 speech, Our God is Marching On," Marchon was born. Using that same unique energy and momentum as the foundation, Phase 3 created a bold, colorful, and distinct brand identity that stands out in a sea of sameness.

Services: Branding, Naming







## Banh Mi and Roll, Chao Nail + Bar Grain & Berry

Since Fall 2020, Phase 3's Nashville PR team successfully assisted in opening three new neighboring businesses located in Nashville's Hillsboro Village. Originally started as a factory food truck, [Banh Mi and Roll+](#) serves Vietnamese street fare and boba tea. Located directly next door, Chao Nail + Bar offers an eco-friendly atmosphere with cruelty free, vegan, natural products. Next, stop by [Grain & Berry](#) for acai and yogurt bowls, smoothies, juices and other fresh snacks.

*Services: Public Relations*





Phase 3 provides integrated marketing and print services – from ideation to execution – to simplify the way you connect with your customers.

Branding

Environmental Design

PR & Social

Website Development

Small Format Printing

Large Format Printing

Fabrication & Installation

Promotional Products

## Ready to get started?

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# PHASE:3

