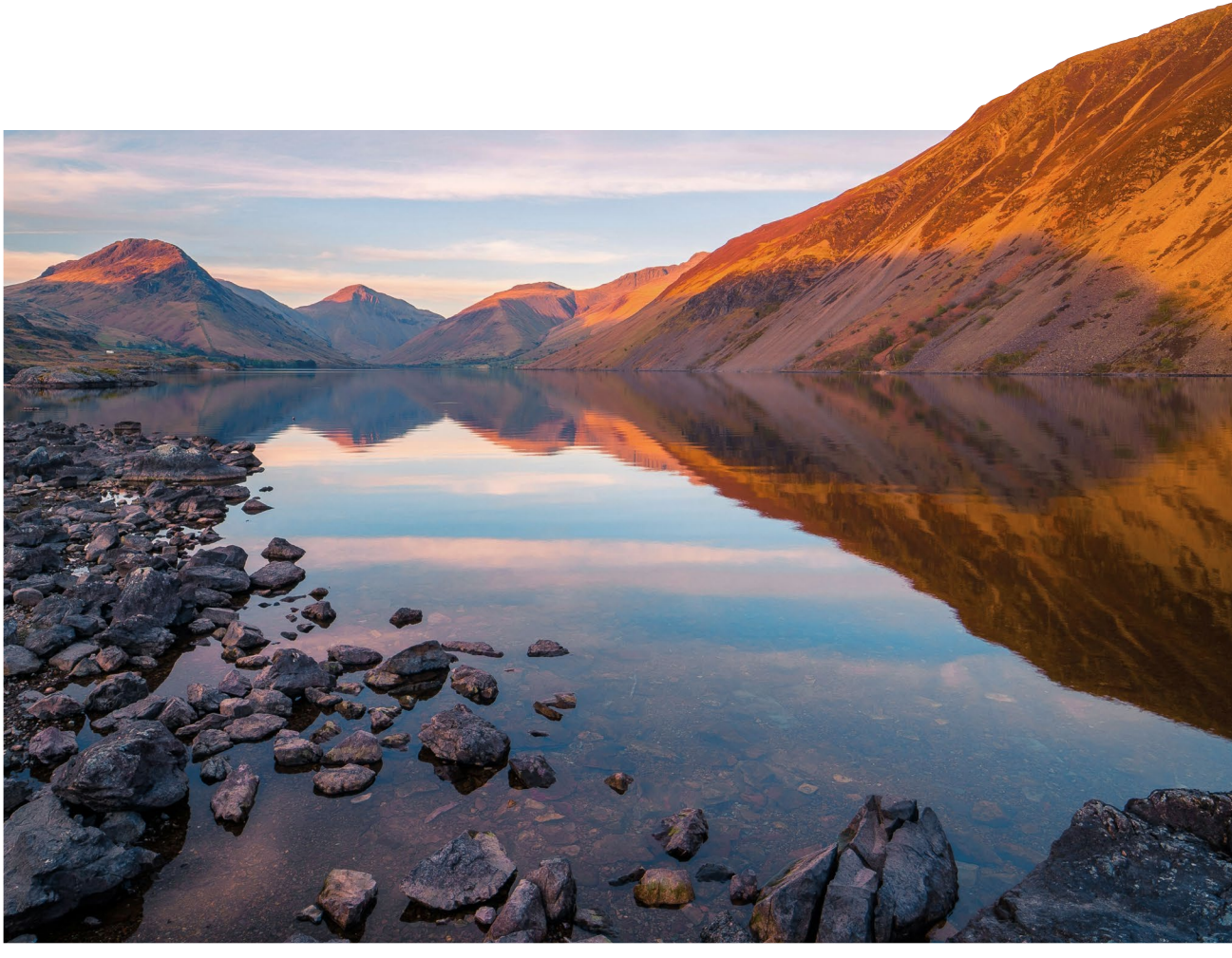
humid

Humid Creative Agency

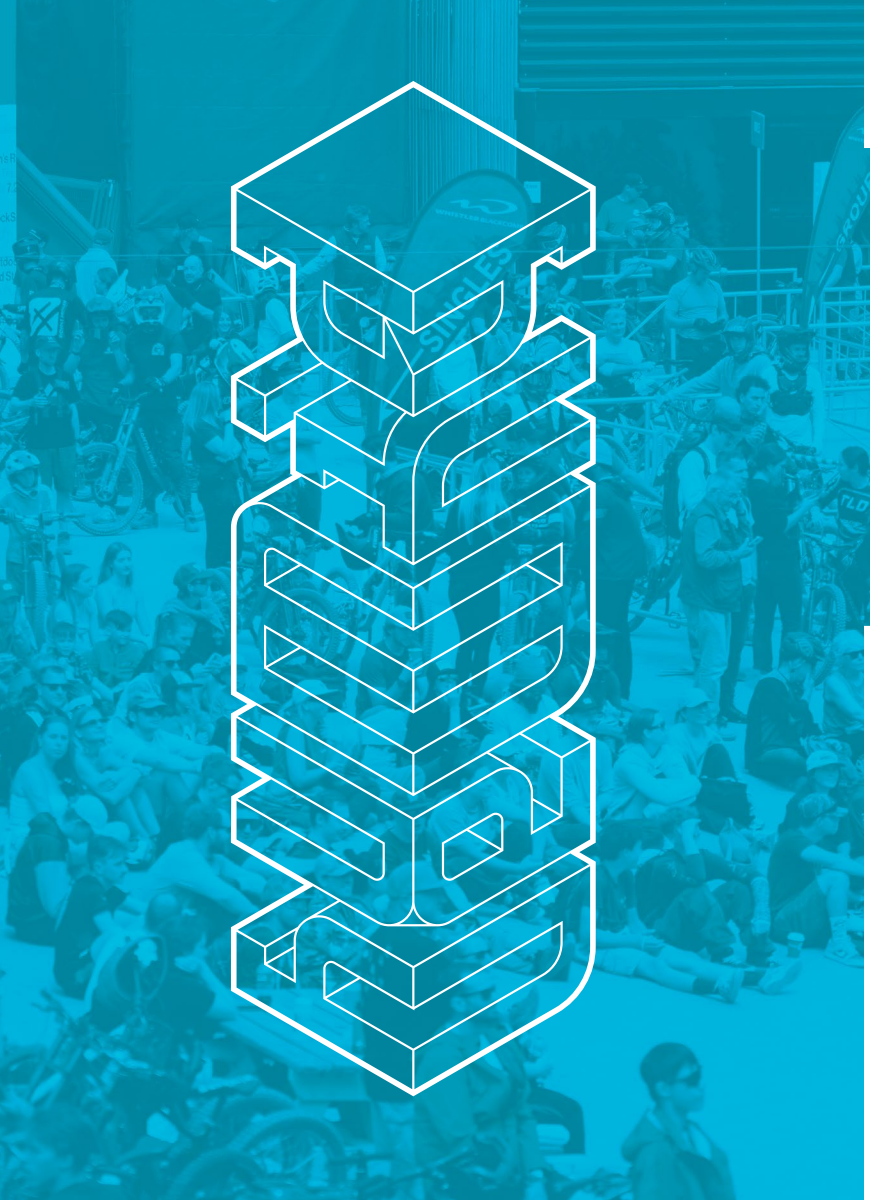
CONNECTING BRANDS WITH PEOPLE

PHILADELPHIA + LA



VP of Sales Rob Everitt

e rob@humidcreative.com
c 609 780 2490



Humid is an agile creative team, built on the belief that design is about more than just aesthetics–

it's about human connection.

Our Clients

We are proud to partner with an ever-growing range of amazing brands. Check the following pages for some examples of our work.

From the beginning, it felt natural working with Humid. What a dream!

GROOVE LIFE



CAPABILITIES

Experiential Marketing

+ Event Strategy
+ Space Planning
+ Concept Visualization
+ Custom Fabrication
+ Production Coordination
+ Install and Dismantle
+ Logistics
+ Storage



Laird Superfood | *Trade Show Booth*

Brand Development

+ Logo Design
+ Brand Guidelines
+ Strategy, Research, and Competitive Analysis
+ Graphic Design
+ Packaging Design
+ Apparel Graphics
+ Illustration



Kokopelli | *Brand Refresh*



Smith | *Retail Display Program*

Retail Design

+ Retail and Merchandising Strategy
+ Space Planning
+ Concept Visualization
+ Retail Program Design and Development
+ Custom Fabrication
+ Production Coordination
+ Logistics



Fatback Bikes | *Frame Design*

Product Design

+ Industrial Design
+ Structural Packaging Design
+ Strategy, Research, and Competitive Analysis
+ 3D CAD Modeling
+ Concept Visualization
+ Production Coordination

Pelican

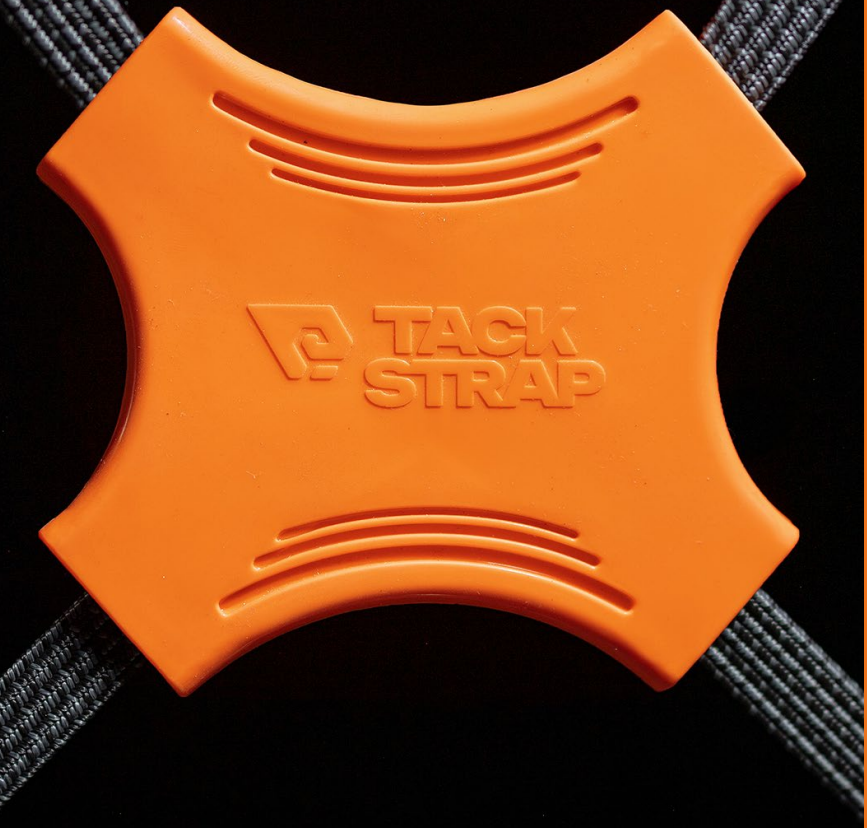
+ Custom booth structure
+ Individual product islands
+ Product shelving and storage
+ Large format graphics
+ Lighting
+ Install and dismantle

READ MORE
Visit the case study on our website.

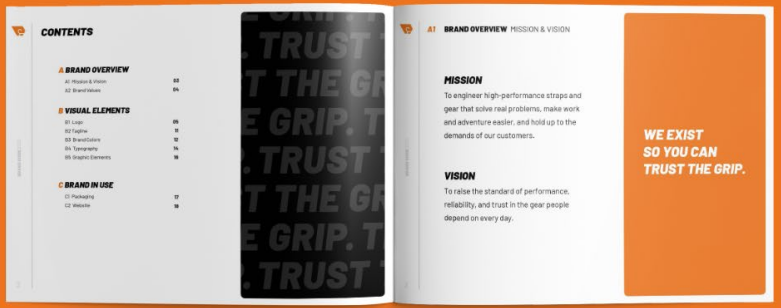


Tack Strap

+ Brand identity and logo design
+ Strategy and research
+ Brand guidelines
+ Graphic design









Frogg Toggs

- Trade show booth
- Product category quadrants
- Product shelving and racks
- Mannequin displays
- Greeting counters



Four separate 20' x 20' booth spaces became one massive 50' x 50' branded zone.

The entire Humid team crushed it. They are excellent collaborators and brought the vision to life.

TIMBREN

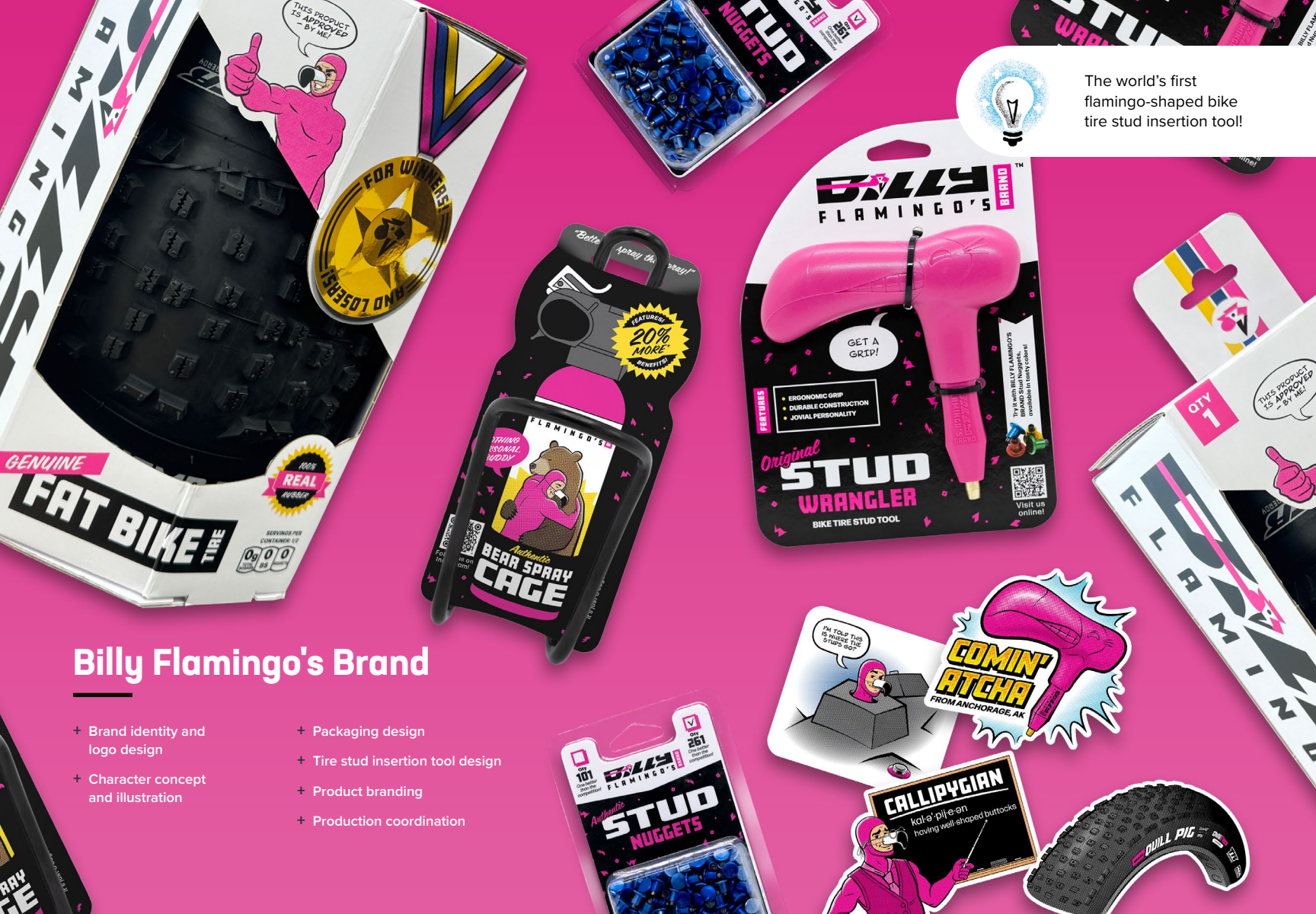


Timbren

+ Custom heavy-duty product displays
+ Built-in storage
+ Greeting counter
+ TV display
+ Graphic backdrop wall







The world's first flamingo-shaped bike tire stud insertion tool!

Billy Flamingo's Brand

- Brand identity and logo design
- Character concept and illustration
- Packaging design
- Tire stud insertion tool design
- Product branding
- Production coordination







Custom swag creates buzz and engagement!

Maxxis

- + Custom two-story booth
- + Bike and tire displays
- + Tire display wall
- + VIP lounge
- + Graphic tees and swag

120ft²
BOOTH SPACE

10
DAYS OF USE

300k+
EVENT ATTENDEES





Maxxis

+ Tire display fixtures
+ Magnetic graphics
+ Heavy-duty construction

100%

+ Custom retail displays
+ Magnetic graphics
+ Modular design to support range of products
+ Production coordination







Super Duper Stoked

+ Brand identity and logo design
+ Brand guidelines
+ Colors, fonts, and patterns
+ Photography guidelines

Byrna

+ Custom trailer build
+ Mobile shooting range
+ Product displays
+ Graphic panels
+ Vinyl wrap



20-foot trailer converted into a mobile brand experience with a built-in shooting range.



Smith

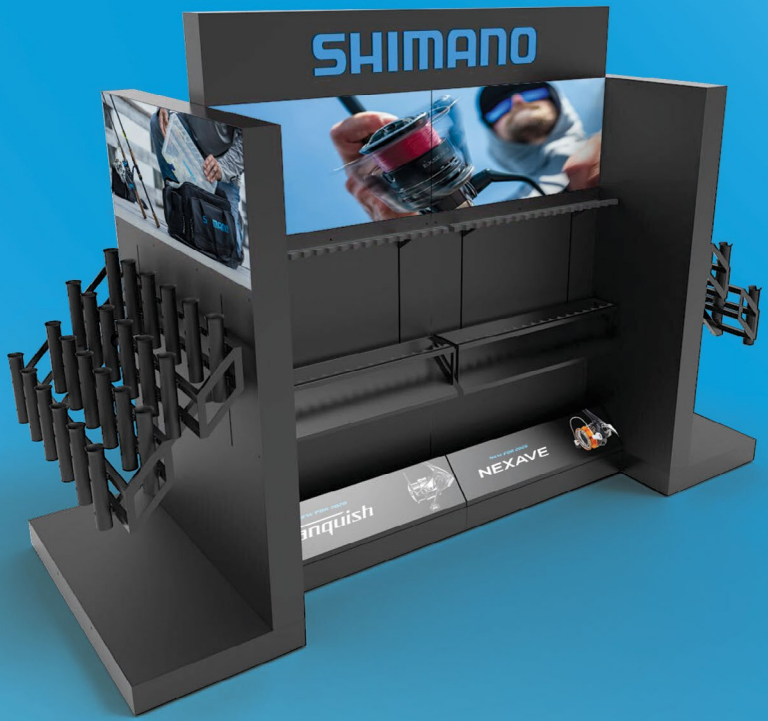
+ Modular retail display program
+ Custom designed adjustable helmet holder fixtures
+ Product highlighters
+ Branded shelving, mirrors, and signage





Shimano

+ Custom retail fishing rod display for Bass Pro
+ Megnetic graphic panels
+ Custom fabrication
+ Production coordination
+ Installation



Corvus Cycles

+ Frame geometry
+ Concept development and industrial design
+ Frame graphics and colorways
+ Product branding
+ CAD modeling and fabrication drawings
+ Production coordination









Ridgeline Bike & Ski

+ Full store buildout
+ Space plan and interior visualization
+ Custom retail displays
+ Production coordination



Klim

- Retail program development
- Space plan and interior visualization
- Custom retail fixtures
- Entry signage and product vignettes
- Modular display wall system
- Installation

Our team was on site from start to finish to spearhead the installation process.



Klim

+ Structural packaging design
+ Graphic design
+ Carrying case design
+ Production coordination

Humid is a great retail strategy and design partner. They've helped our company build plans to help realize Klim's full potential.

KLIM





TigerTough

+ Retail floor display
+ Miniature car seat
+ Integrated digital screen
+ Custom fabrication
+ Production coordination



Ironman 4x4

+ Custom retail slat wall fixtures
+ Shock holder display with product info graphics
+ Branded shelving and peg hooks
+ Custom logo signage

1UP USA

+ Space plan and design
+ Product walls
+ Display fixtures
+ Lighting
+ Large format graphics
+ Installation

2,400ft²
SHOWROOM SPACE





READ MORE
Visit the case study on our website.

Humid helped elevate our brand from two-guys-behind-a-folding-table to a business that is being taken seriously by large players.

OUTBOUND LIGHTING





Outbound Lighting

+ Custom retail counter displays
+ Hands-on light demo display
+ Packaging design
+ Graphic design
+ Production coordination



Great brands make human connections.

Call us to talk about connecting your brand with consumers.

Visit humidcreative.com
or call our VP of Sales

Rob Everitt

e rob@humidcreative.com
c 609 780 2490

EXPERIENTIAL MARKETING | **RETAIL DESIGN** | **BRAND DEVELOPMENT** | **PRODUCT DESIGN**

