image360®
Graphics › Signage › Displays

EXPERIENTIAL GRAPHIC DESIGN
Engaging customers through branded environments!

Are you in tune with today's best design practices?

The Society for Environmental Graphic Design says XGD is "the orchestration of typography, color, imagery, form, technology and, especially, content to create environments that communicate."

The ABCs of XGD

A) Understand the needs of your end user

B) Create a concept, beginning with a schematic design

C) Implement the various components, remaining true to the predetermined aesthetic

Greater than the sum of its parts.

XGD brings together signage, graphics, POP, wayfinding, banners, wraps and more to create an integrated, holistic graphic design aesthetic.

XGD = WOW!!

Experiential graphic design – or XGD – pushes the boundaries on what users expect from their environment, and changes the way they interact with their space.

Stay a little longer ... spend a little more.

Implemented successfully, XGD creates a space where people want to linger. In a retail setting, this contributes to greater brand affinity— and ultimately more dollars spent.

Common components, and uncommon RESULTS

XGD standbys such as wayfinding signs and environmental signage are now increasingly complemented by digital technologies like user-manipulated portals that go the extra mile with interactive content.