Daniel Durkee

LexTech Conference Designs

August 29, 2022

LexTech's Goal

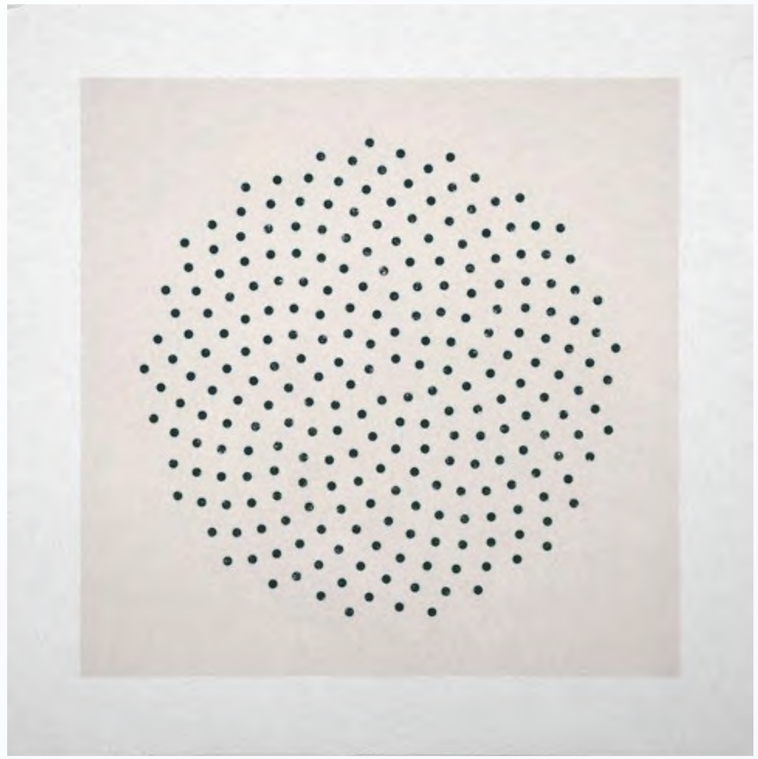
The LexTech conference will bring employees from within every part of the legal industry together to learn about various fascets of the legal industy, to collaborate with one another and learn new skills to improve their overall inspiration and curiosity of the growing legal industry.

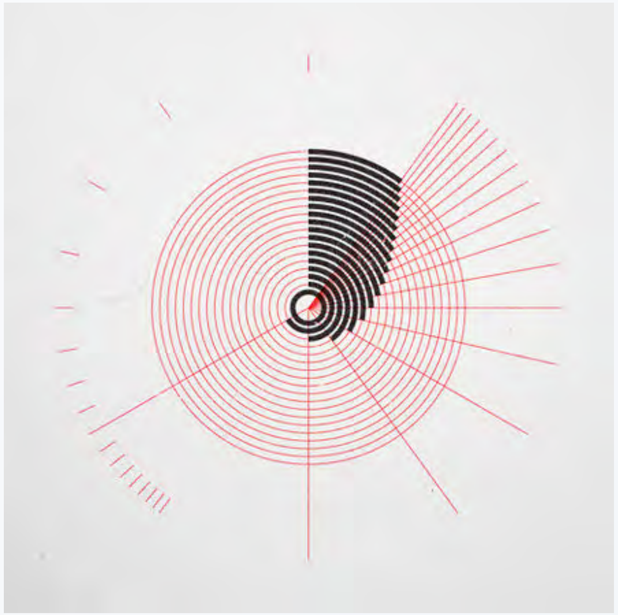
"Technology to Shape a More Just World"

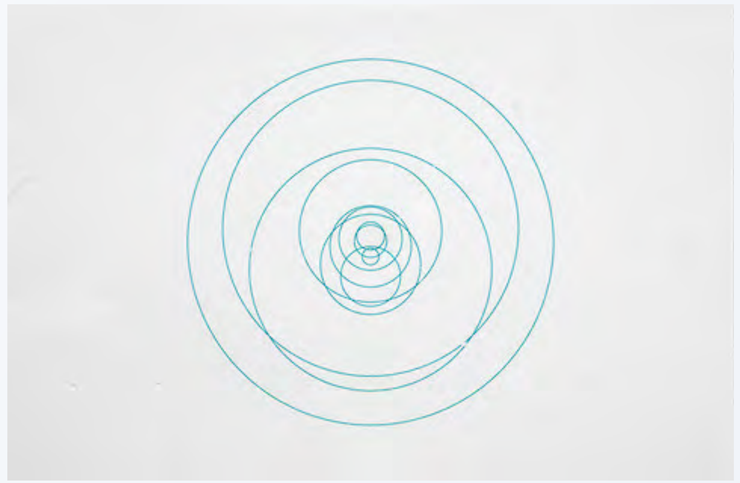
LexTech Design Exploration

The designs that will represent LexTech must provide a bridge for employees who a focused on multiple fascets of the legal industry. Weither they are focused on backend development, legal news, or legal copyright, this event is meant o be for everyone, so the designs must have an open-ended creative style to keep them engaged.

Shapes and Analytics

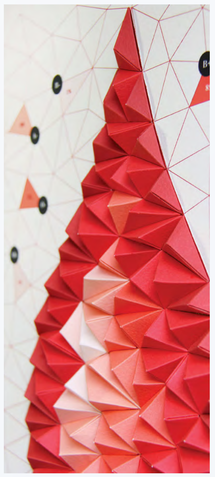




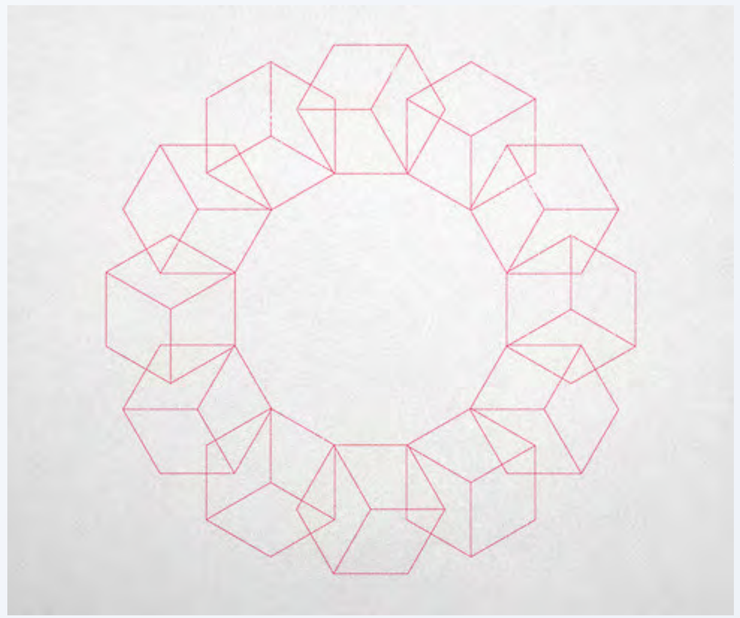




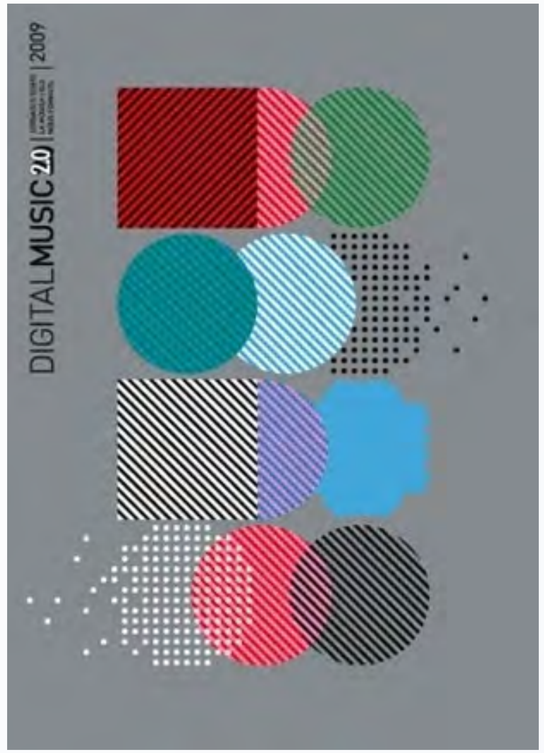




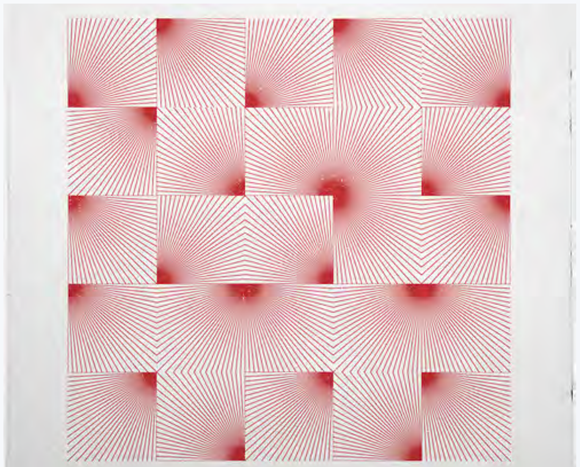


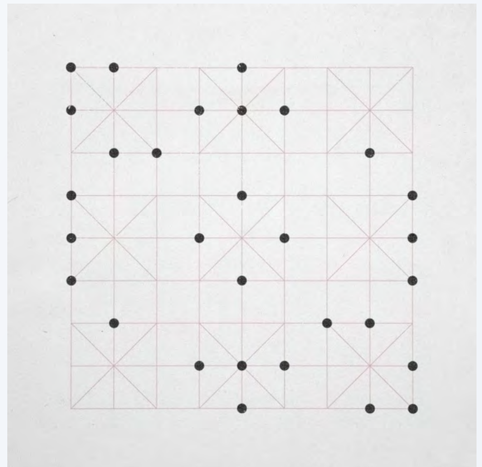


Shapes and Analytics – Continued

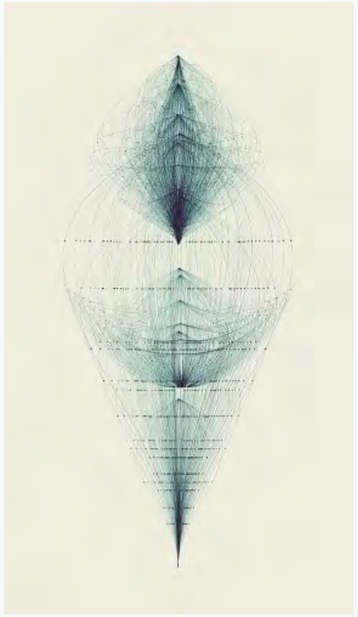


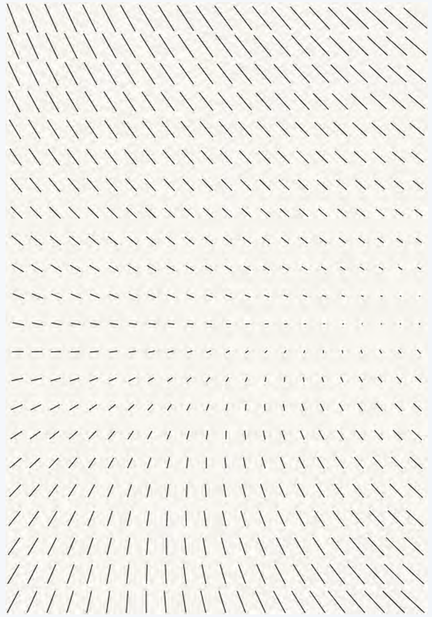


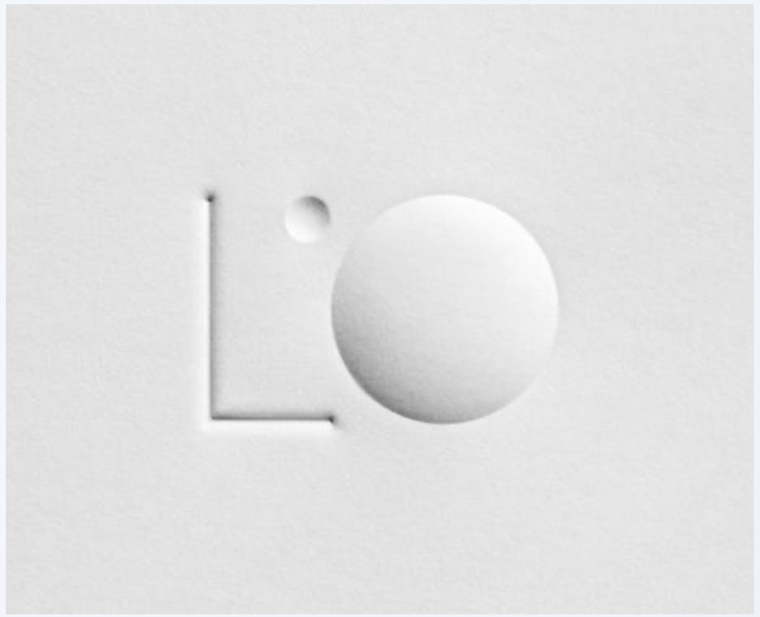








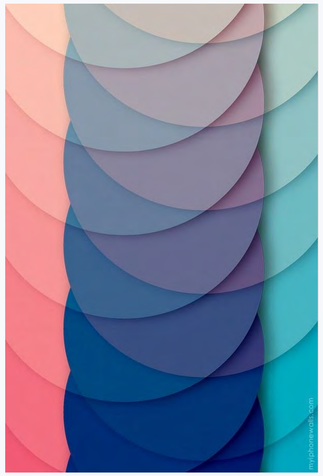


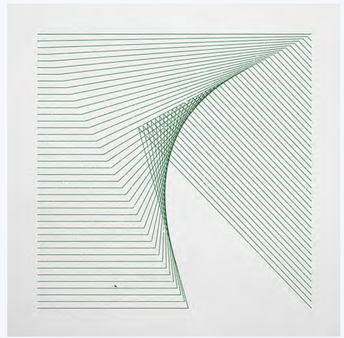


Shapes and Analytics – Continued

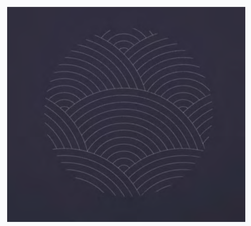










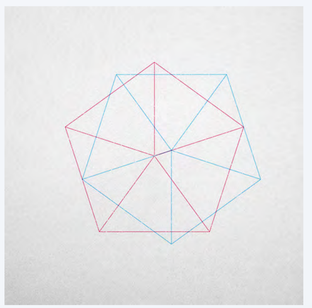




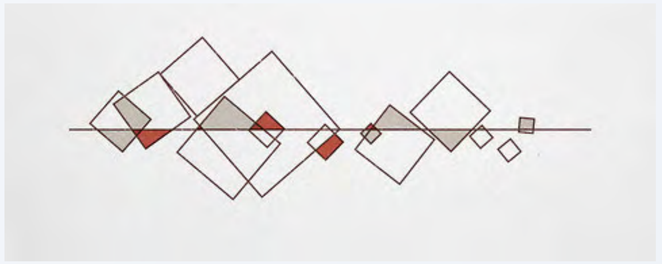




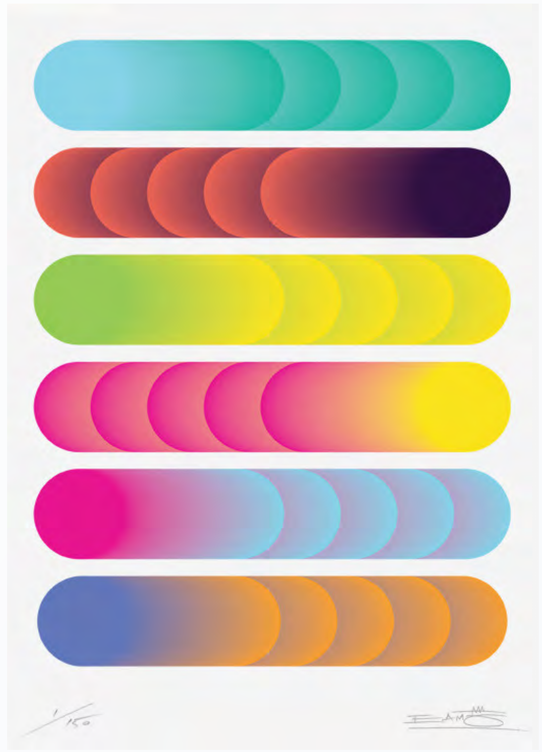


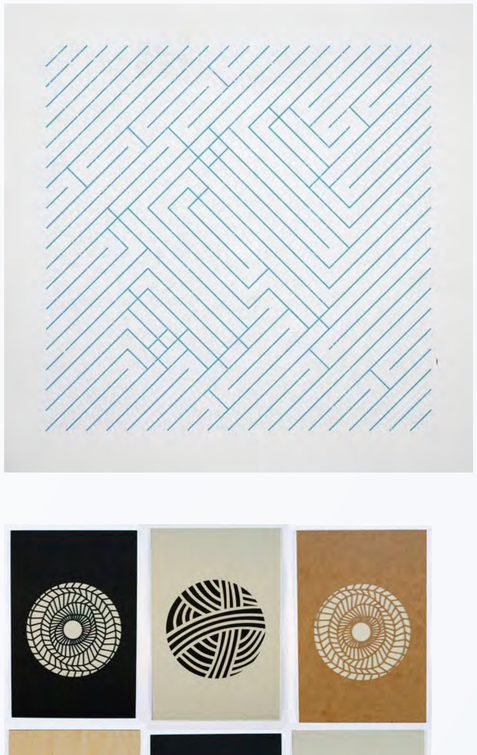


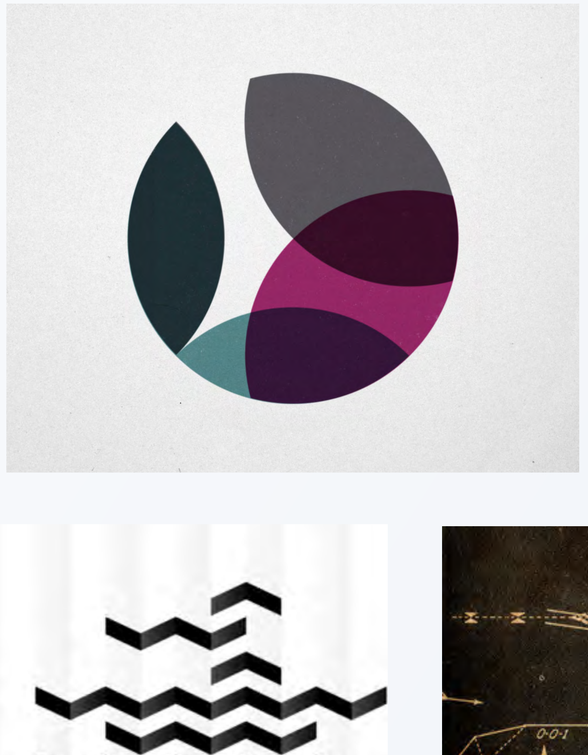


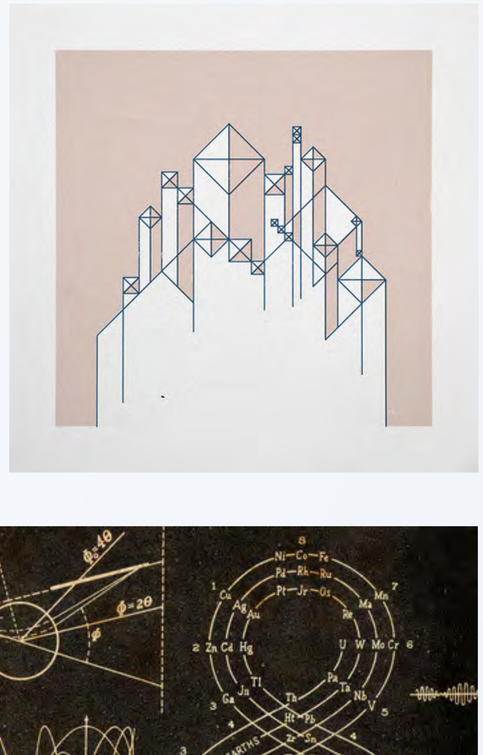


Colors and Shapes

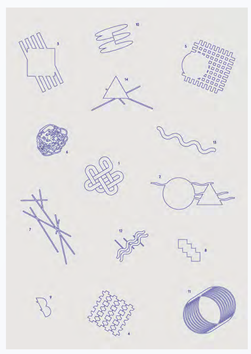






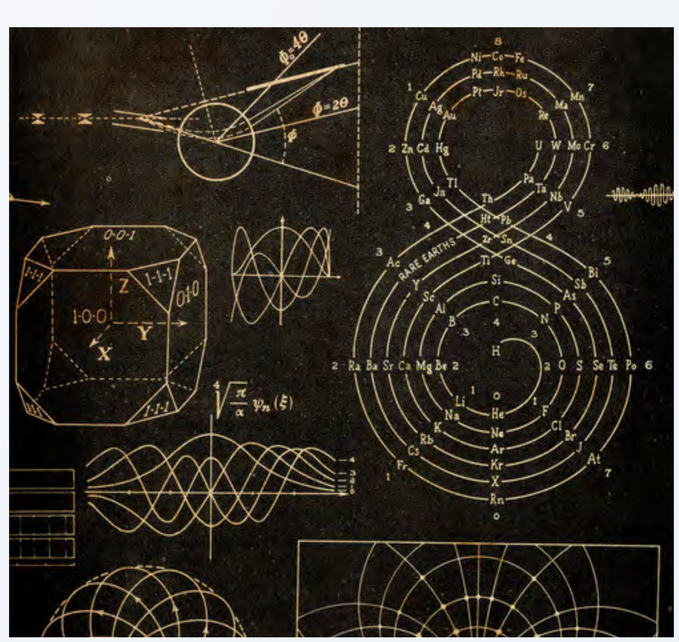












Background Patterns



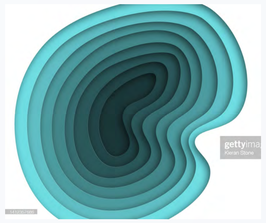




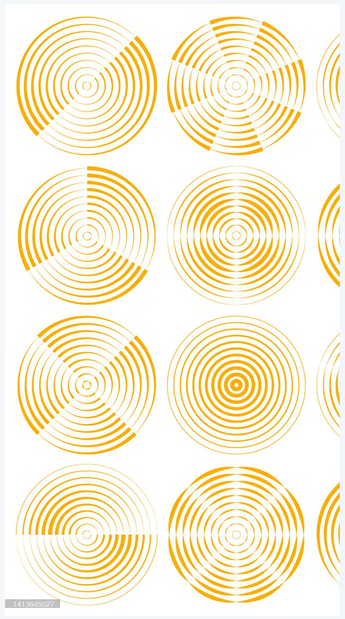










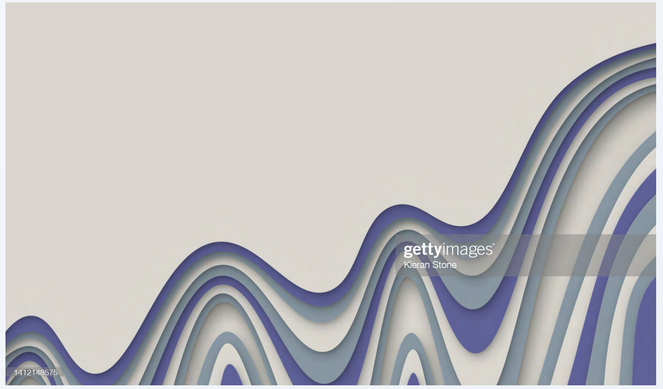












Logo Design Explorations

The three design explorations represent a use of 3D shapes and lines on text logos and a use of slightly obscure shapes in unified patterns.

These particular design experimentations matter because it represents the use of shape and pattern techniques in a very modern way, it will feel innovative and familiar to viewers.

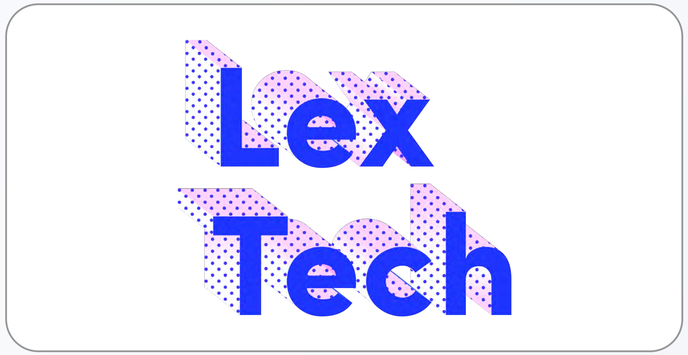
Logo Exploration (Version 1)











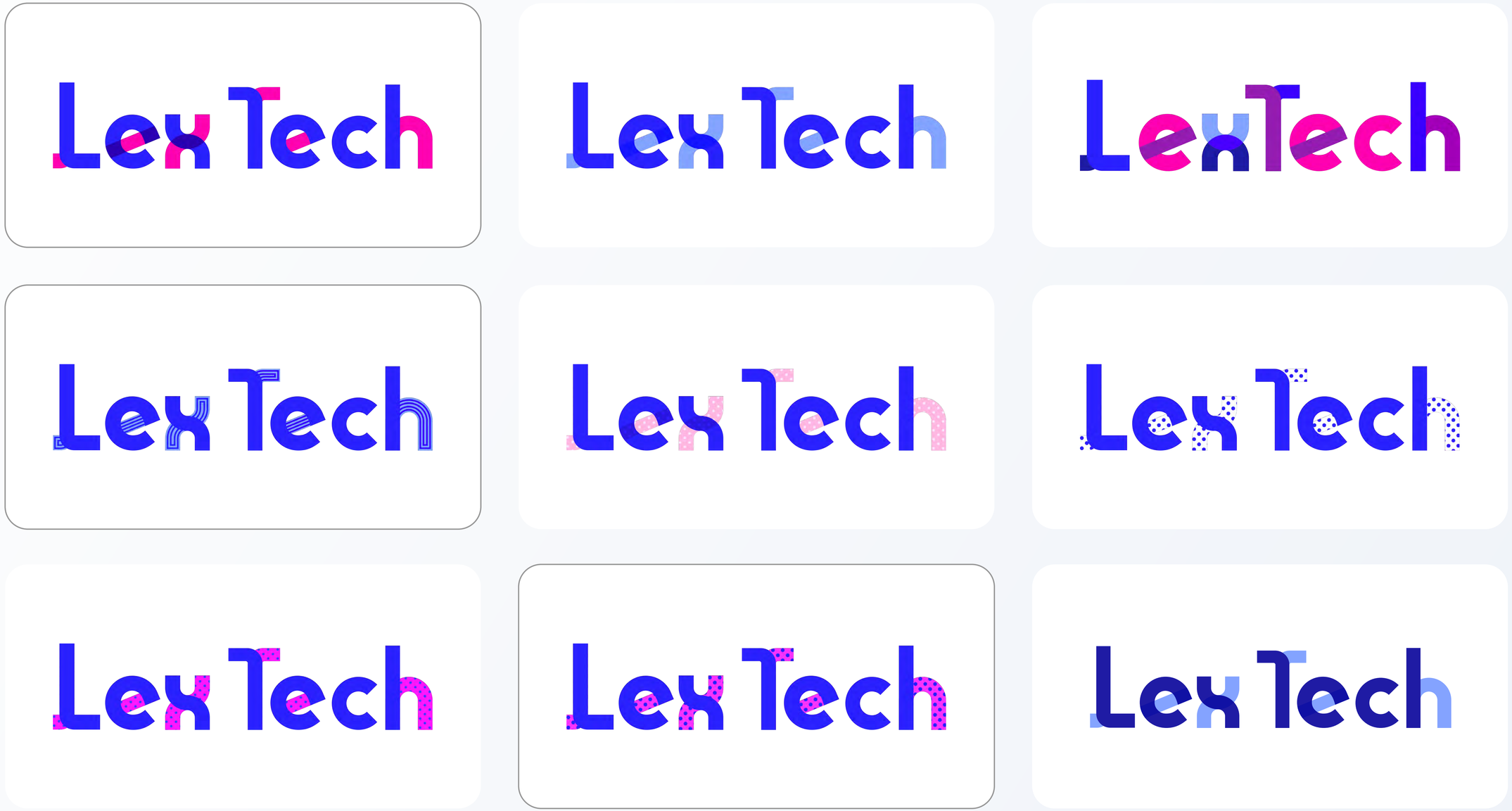








Logo Exploration (Version 2)



Logo Exploration (Version 3)















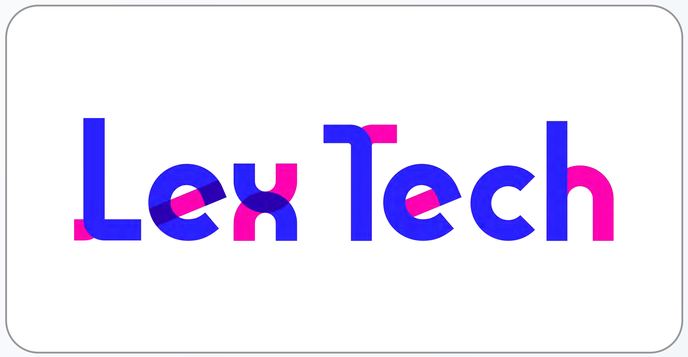




Logo Explorations (Selected out of 3 Sets)

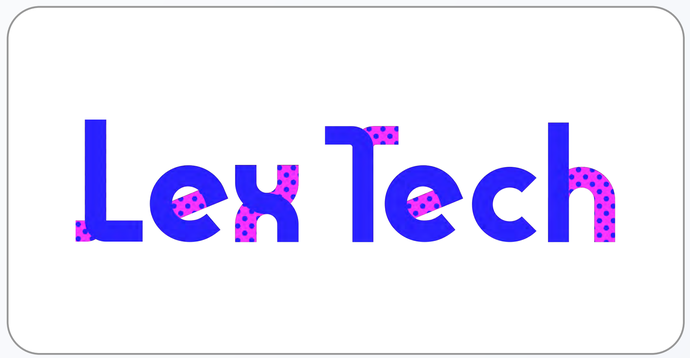
Selected Out of 3 Sets

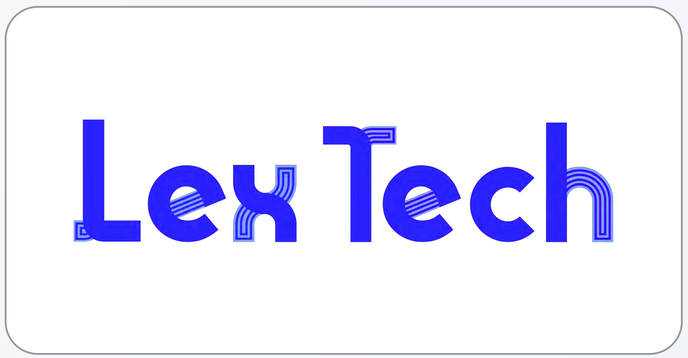






Secondary Choices

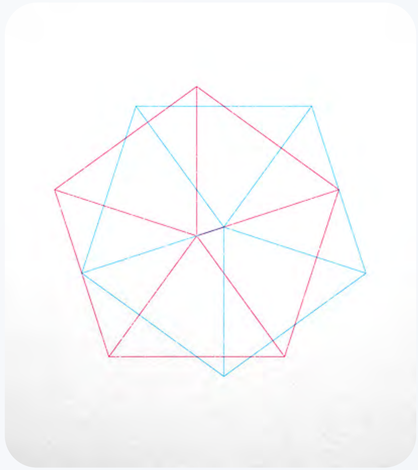


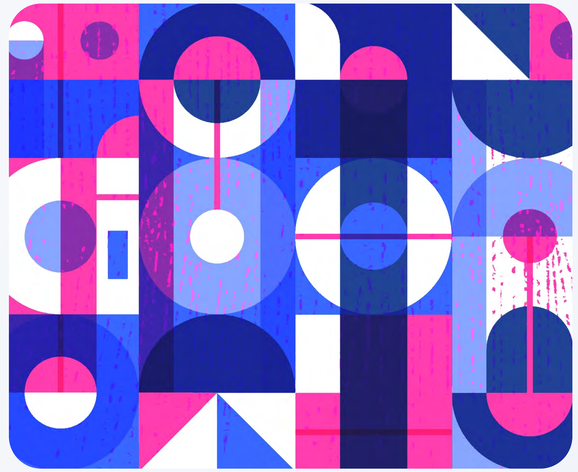


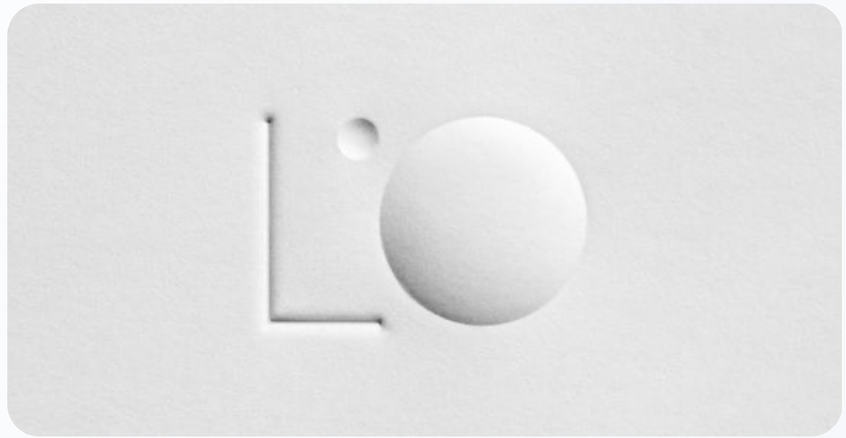
Logo and Brand Exploration (Version 1)

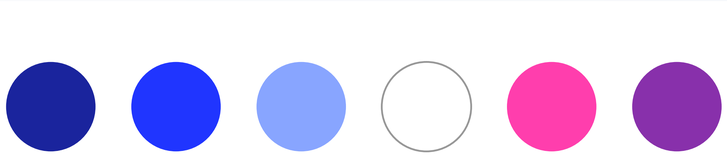
Lex Tech

Lex Tech

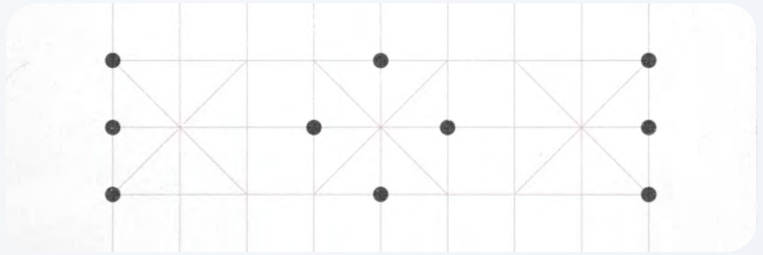


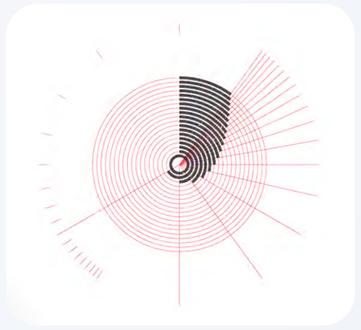


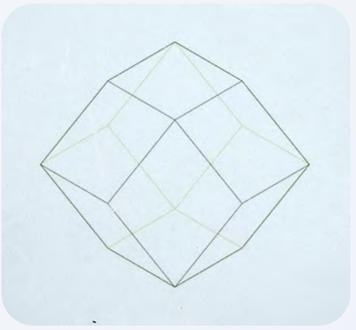




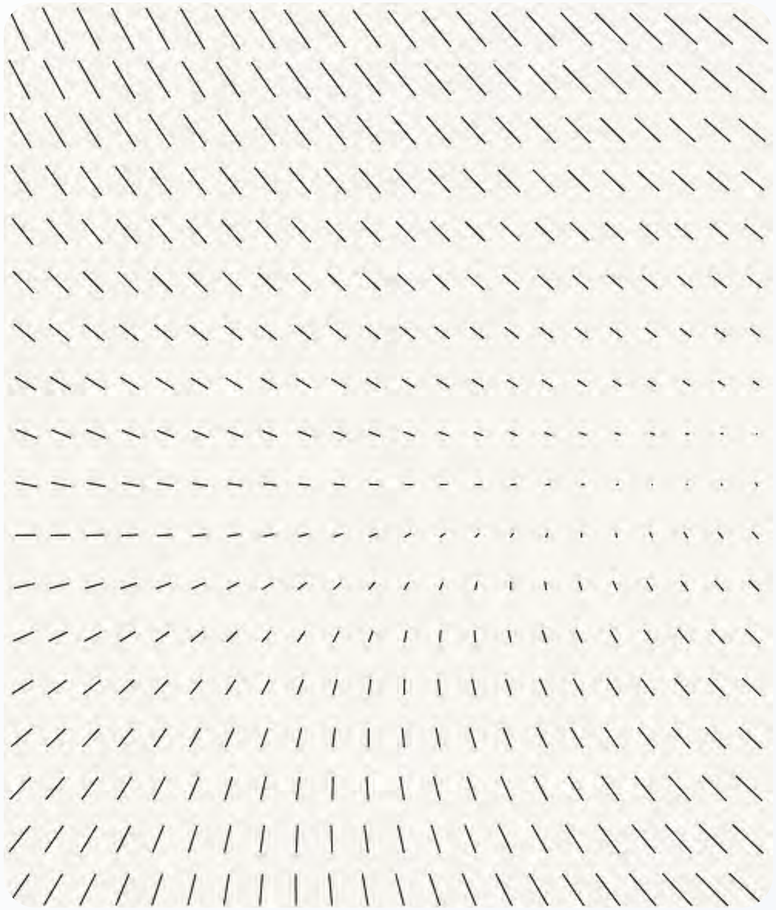


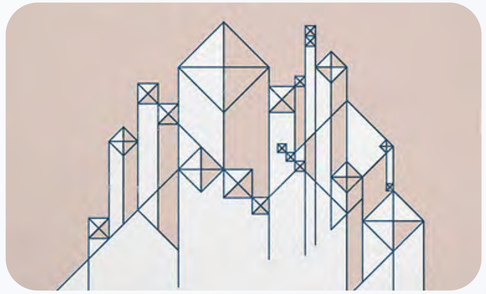




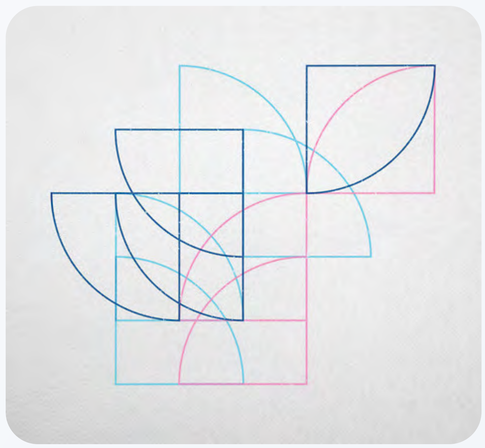


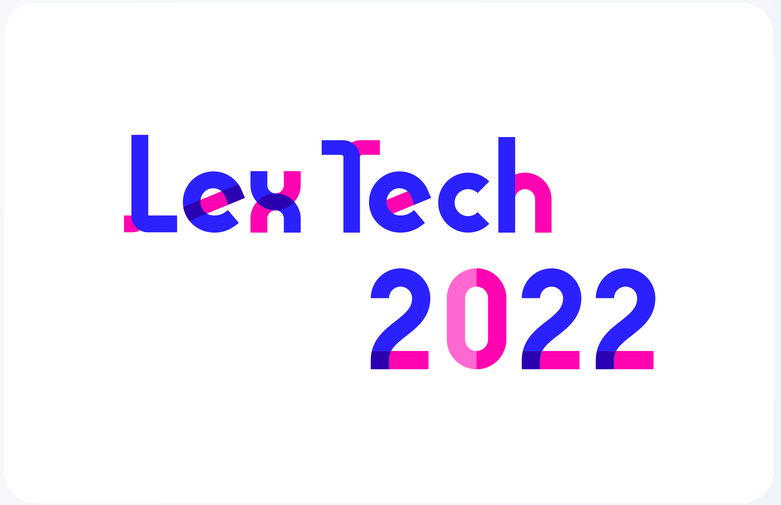
Logo and Brand Exploration (Version 2)

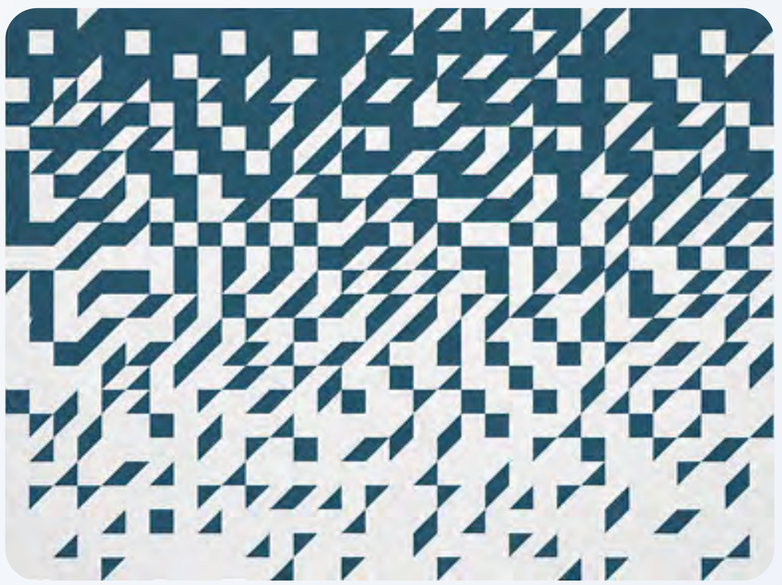


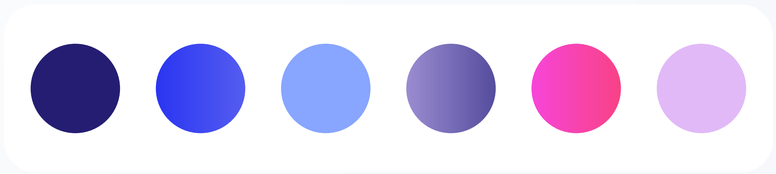






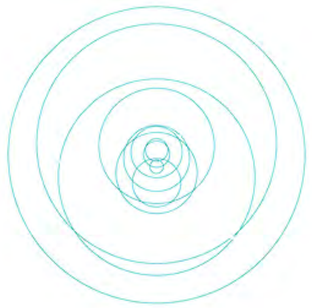




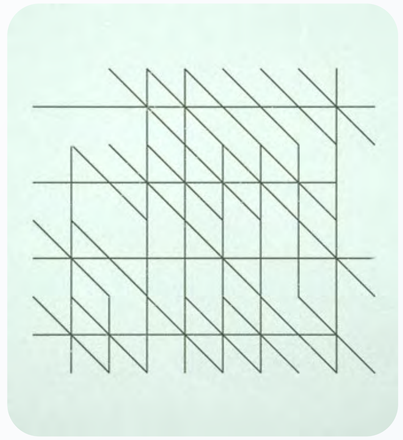


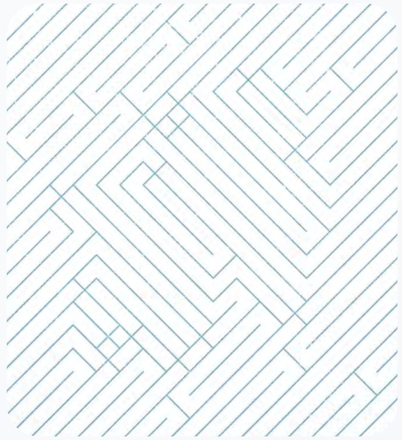
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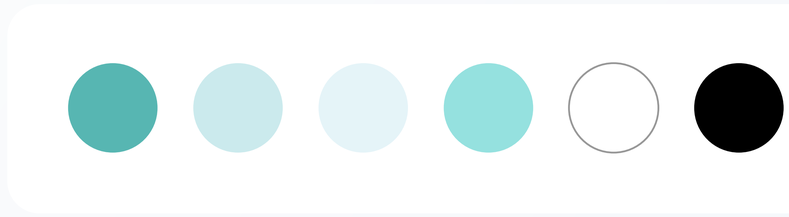
LexTech : 2022





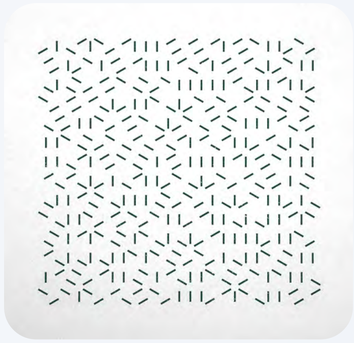








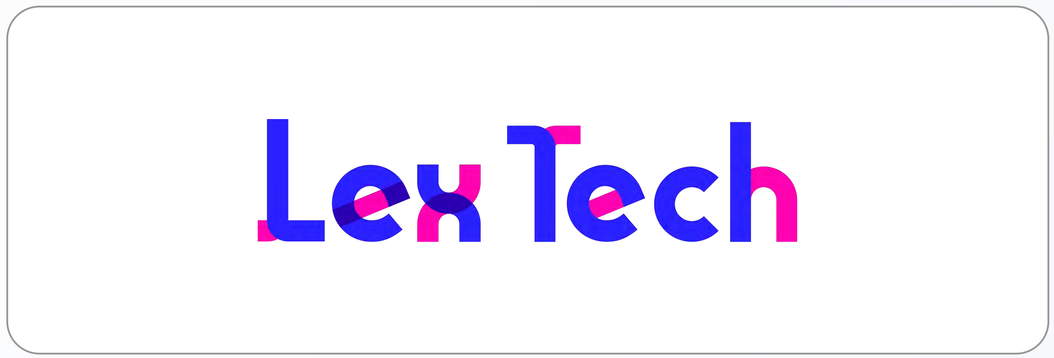




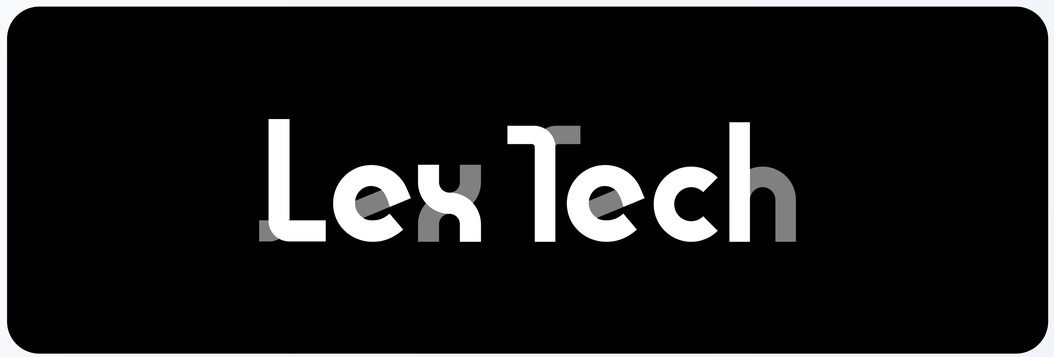


Final Logo

Full Color



White on Black



Full Color



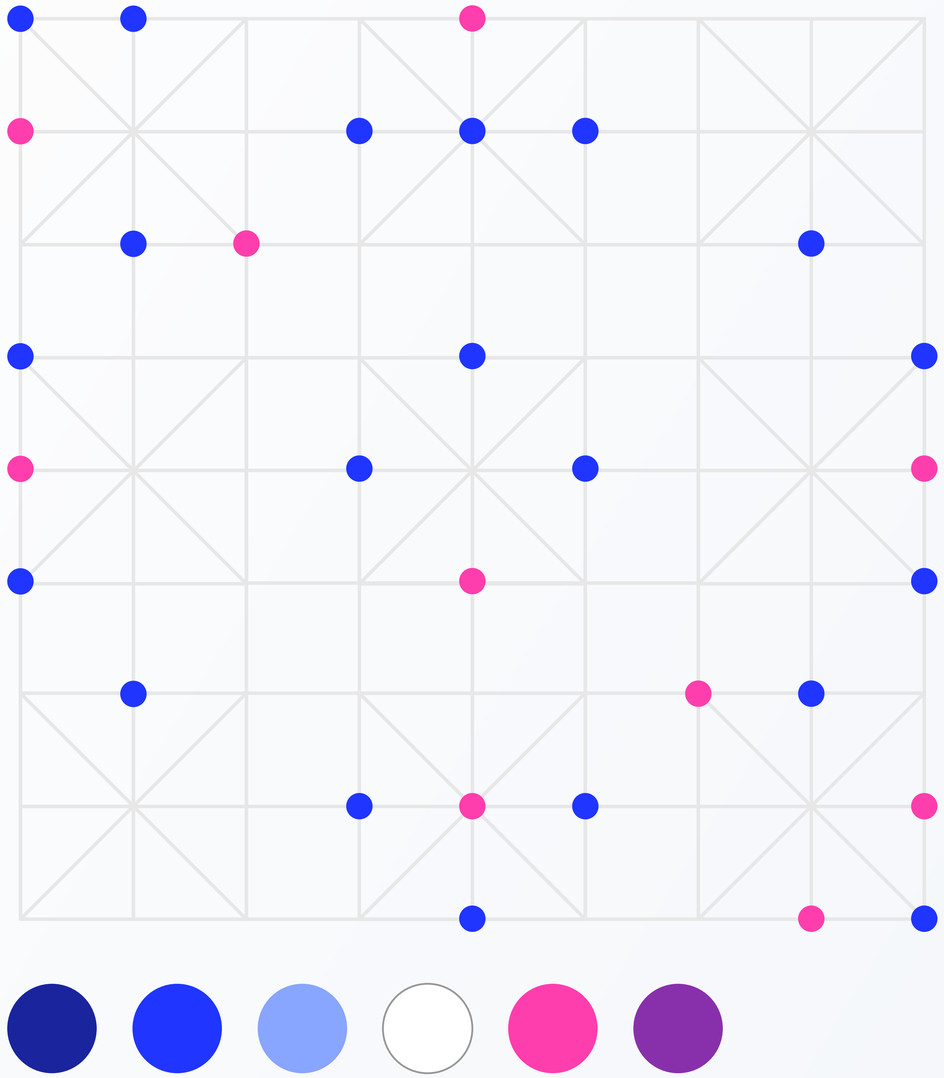
White on Black



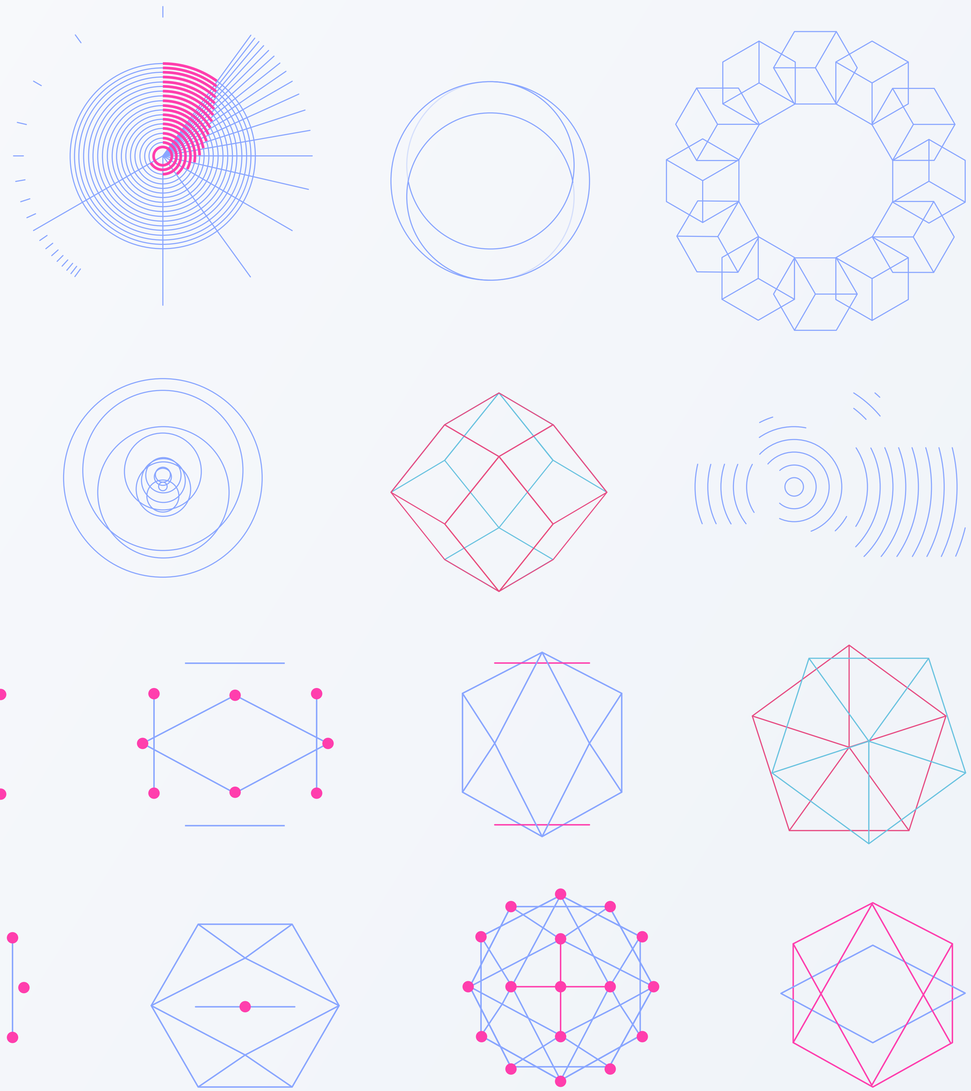
LexTech Brand Establishment

Now that the LexTech logo and brand theme have been established, colors and designs can be implimented on various website and print design explorations, further solidifying the next steps of the process and helping viewers underatand the message of the conference.

Branding (Colors, Icons, and Shapes)





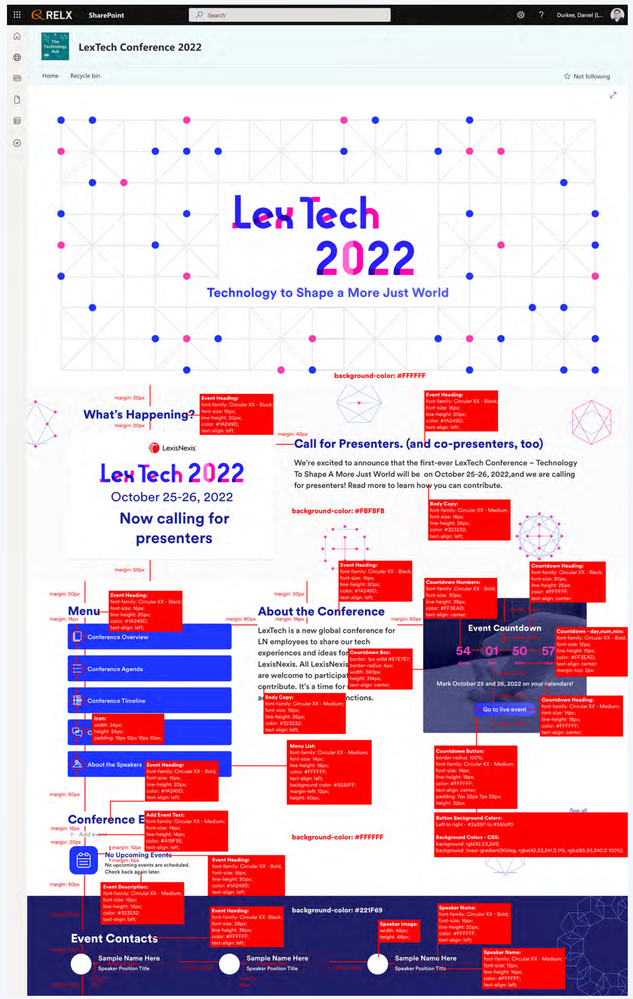


Website Design

LexTech Subpage



LexTech Subpage Redlines



Shirts and Signage

Front



Back



Poster Designs (11” by 17”)

Design 1



Design 2



Design 3



Design 4



Implementation

Because of brand exploration leading to logo design, this influences color usage and an identity that can be used accross various mediums such as web-pages, deliverables, and print materials.

These designs matter because it’s important for LexisNexis employees to connect with one another in mutiple ways. Because this is both an online and in-person conference, digital and print will be important.

LexTech Conference 2023

Slogan Variation (Versions)

Variation 1:



Variation 2:



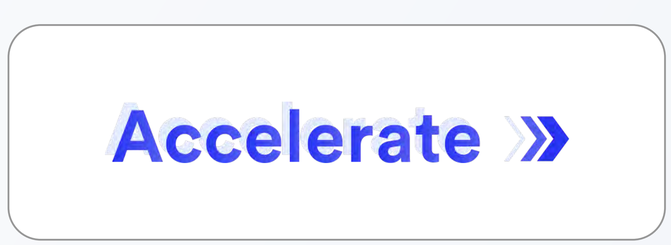
Variation 3:



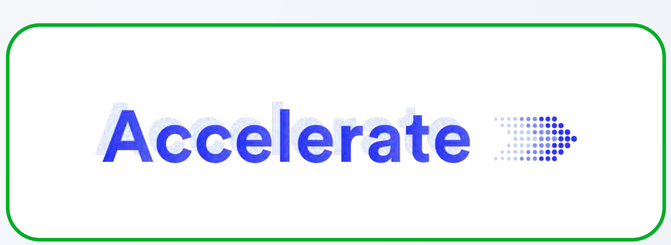
Variation 4:



Variation 5:



Variation 6:



Variation 7:



– New slogan graphic
– LexTech slogan in large letters

Importance

This new slogan is simple and though-provoking; however, it was decided that it required a bit more context. Multiple graphics were tested to help convey the open interpretation of “Accelerate”.

LexTech Conference 2023

LexTech Poster (Design 1)



LexTech Poster (Design 2)



LexTech Poster (Design 3)



LexTech Poster (Design 4)



Importance

These posters were the strongest of the LexTech brand set. The updated LexTech logo and the new slogan have been added to all of the posters with text changes.

Link: https://zpl.io/AmzgpZ8

LexTech Conference 2023

Email Banner (Design 1)



Email Banner (Design 2)



Email Banner (Design 3)



Email Banner (Design 4)



Importance

These email banners were created and used to advertise LexTech 2023 to customers. Because the majority of the email was written beneath, it was important that the banners themselves looked minimalistic.

Thank You!

LexTech Conference Designs

August 29, 2022