# Tracebit

## Print & exhibition.

Graphic design & production artwork.

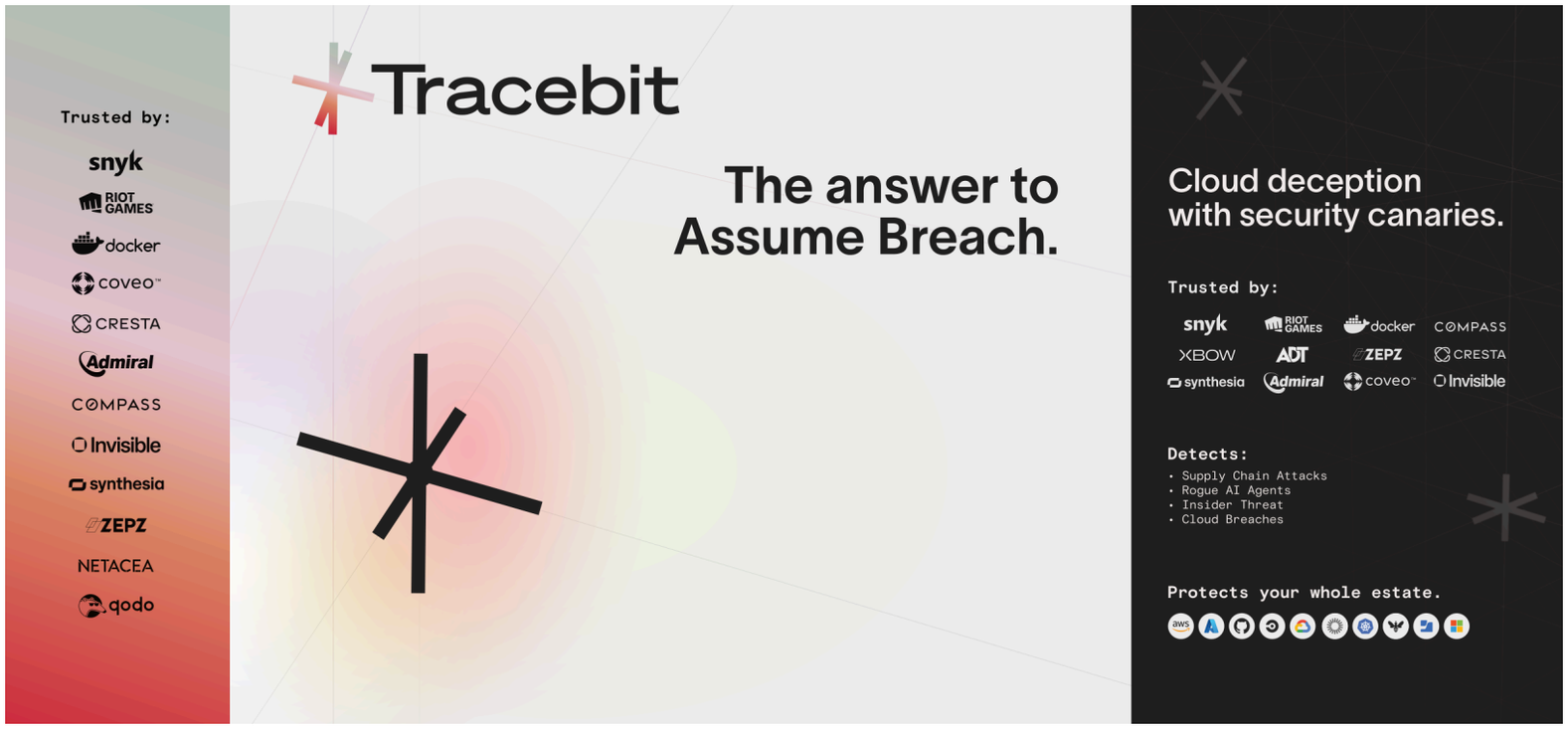


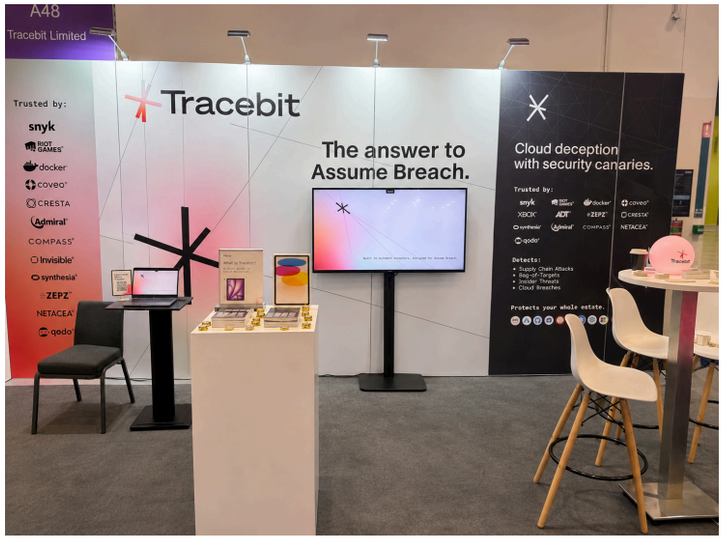

Customer proof. Platform coverage.
One consistent physical presence.



# A brand, across six panels.

Customer recognition and deployment coverage were key sales messages. The visual hierarchy gives both a prominent place across the printed system.



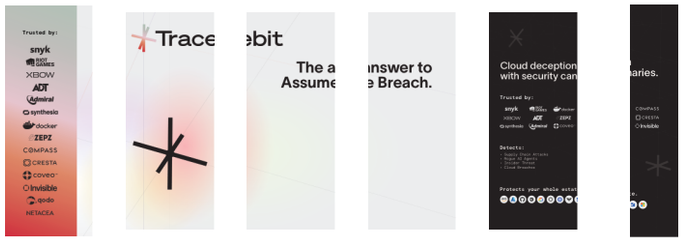




CONTEXT VISUALIZATION

## The join is part of the design.

The vertical panel divisions were incorporated into the line system, connecting the material construction to the concept rather than treating the joins as interruptions.

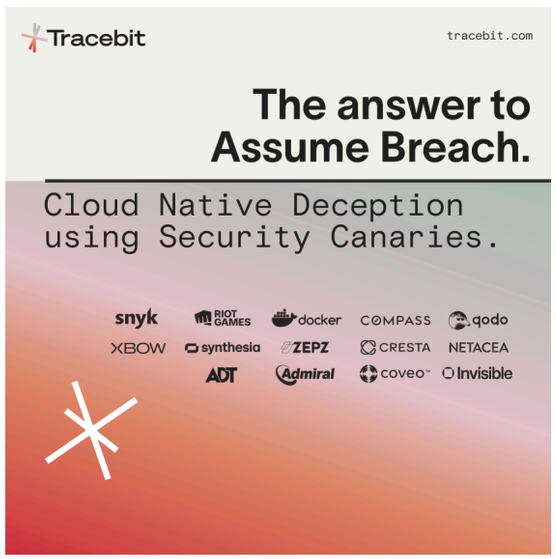
PRODUCTION SET / 01-06



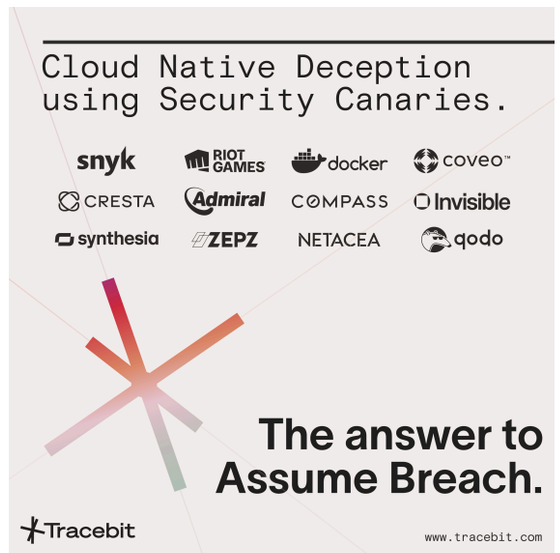
01 02 03 04 05 06

# Made to light up.

Large-format artwork developed for backlit display. The physical mockup leads, with the flat compositions shown alongside it.



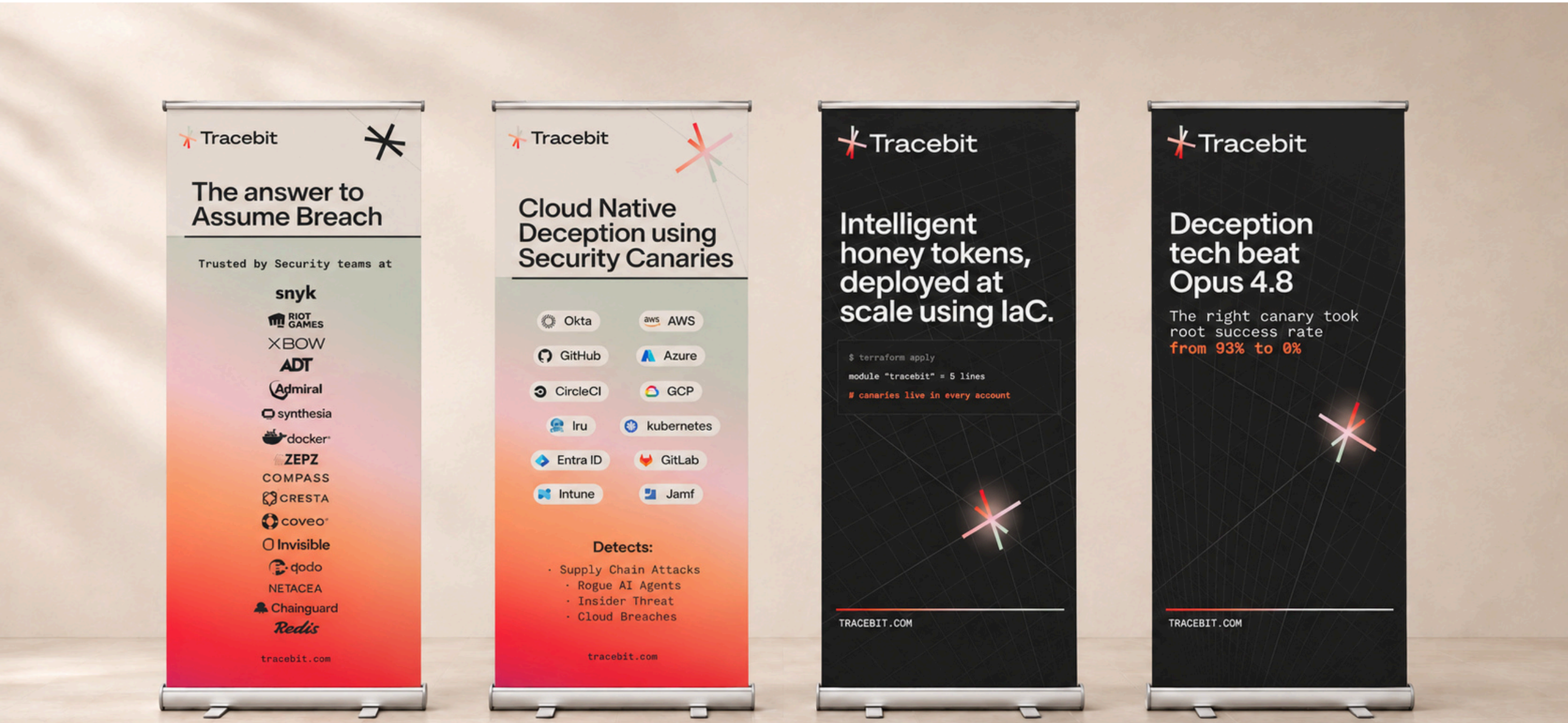

FINAL PRINT ARTWORK




ALTERNATE COMPOSITION

# One banner family. Light and dark.

For DEF CON, the brief called for a darker, hacker-inspired aesthetic for a more technical, less corporate event, with less text and visual clutter. A restrained geometric grid adds spatial depth.






# Details change. Identity stays.

Adapted the existing Figma design, rebalanced the layout for individual team members and prepared production-ready files.

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PERSONALIZED FRONT VERSIONS

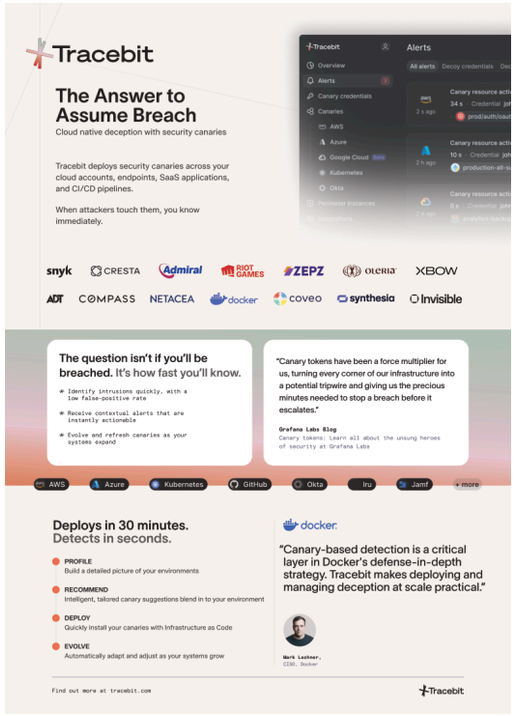
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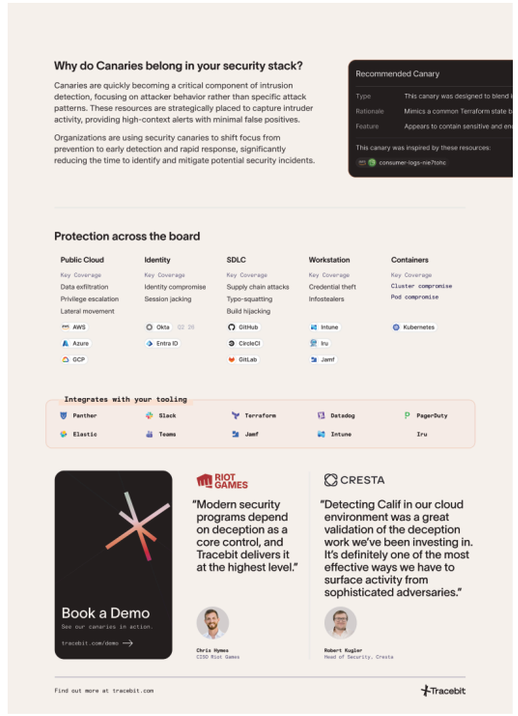
DESIGN ADAPTATION / PRINT PRODUCTION

# A product story, in two sides.

Substantially reworked an existing product sheet, retaining its graphic resources while improving layout, proportions and information hierarchy. Prepared the revised design for print.



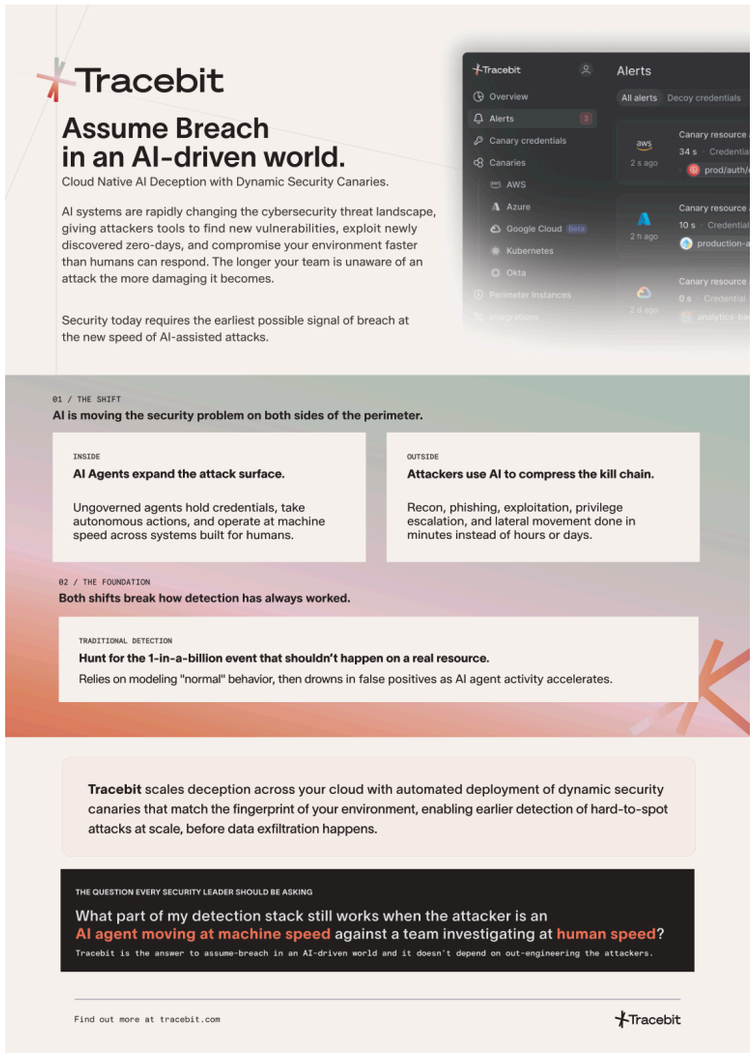

FRONT / ORIGINAL ARTWORK




BACK / ORIGINAL ARTWORK

A4 / 2 SIDES / 2 mm BLEED

# A sharper story for AI security.




FRONT / ORIGINAL ARTWORK




BACK / ORIGINAL ARTWORK

## The same identity. A distinct technical story.

Designed a new AI-focused product sheet within Tracebit's existing brand guidelines, using the established graphic resources to organize the technical story.

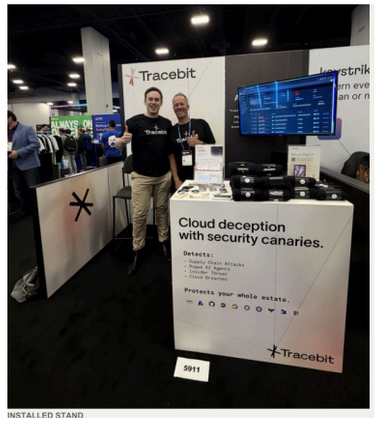
FORMAT

**A4 / two sides**

POSITIONING / USE CASES / PROOF

# One booth. Every angle.

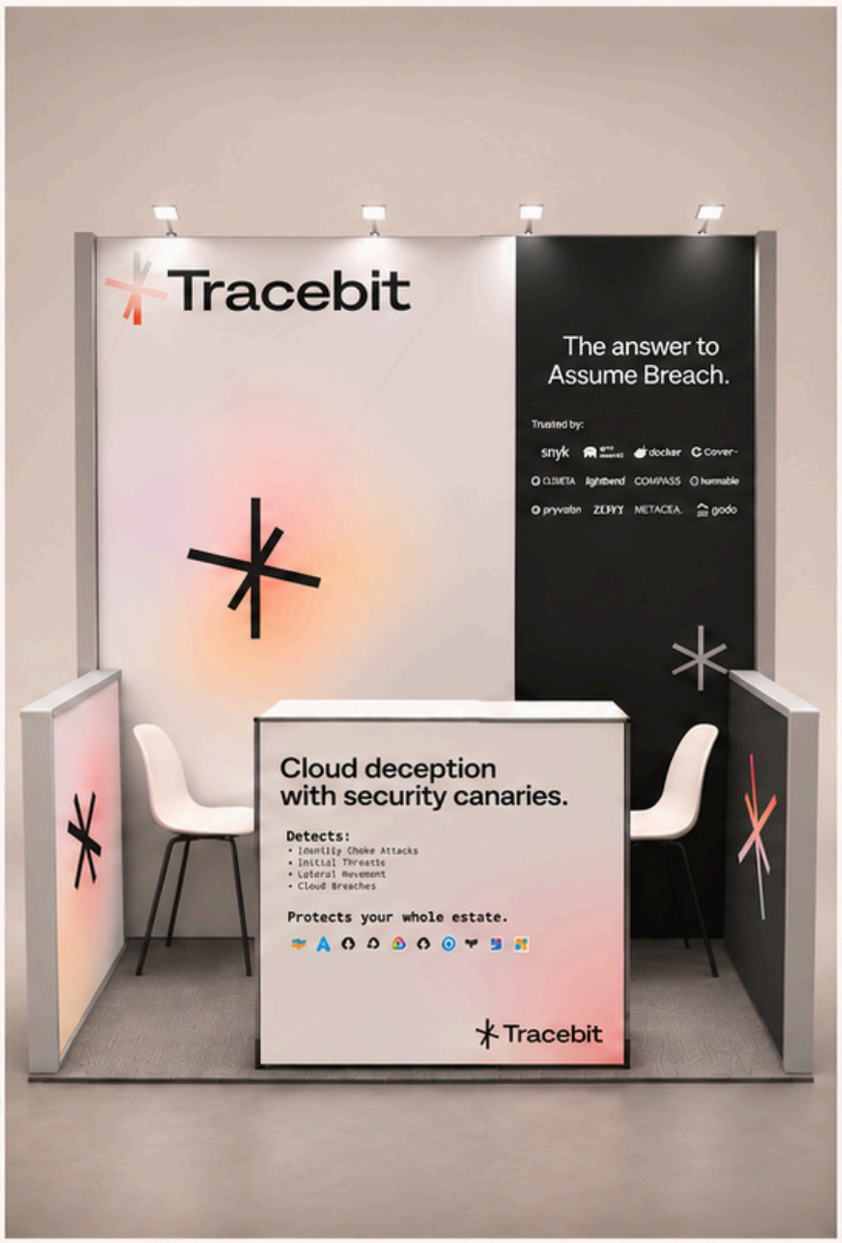
Backwall, side walls and cabinet graphics developed as a coordinated physical environment.




INSTALLED STAND

ON SITE / TRACEBIT





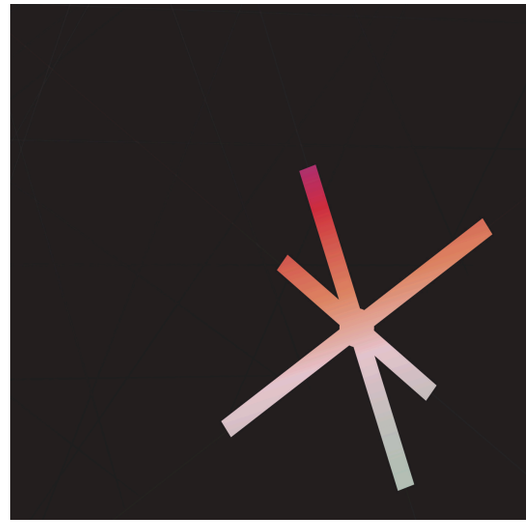

# The graphics behind the space.




BACKWALL



LEFT SIDE WALL



RIGHT SIDE WALL

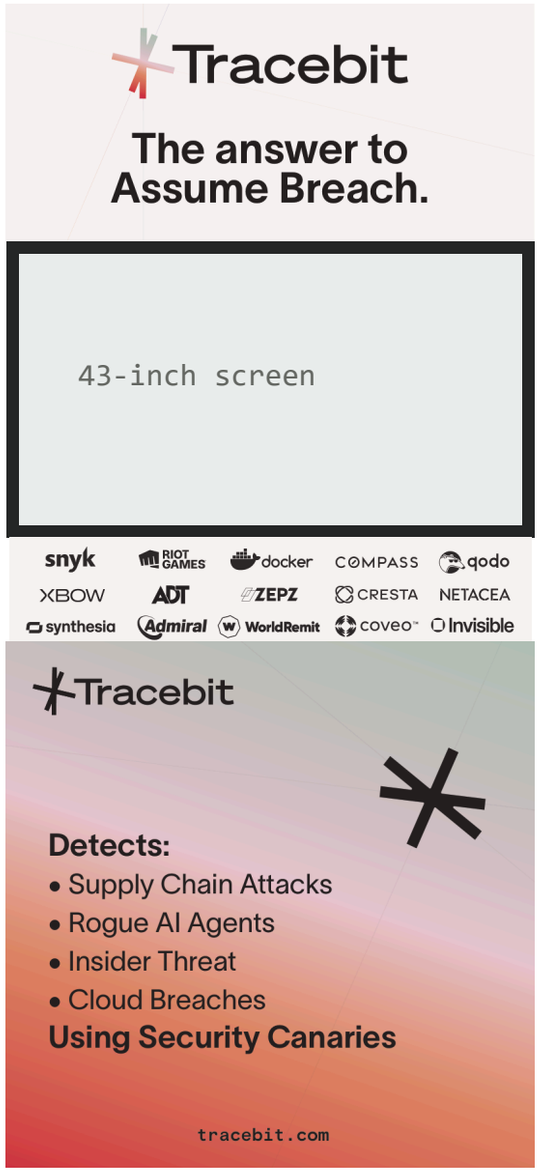



CABINET / FRONT + SIDES

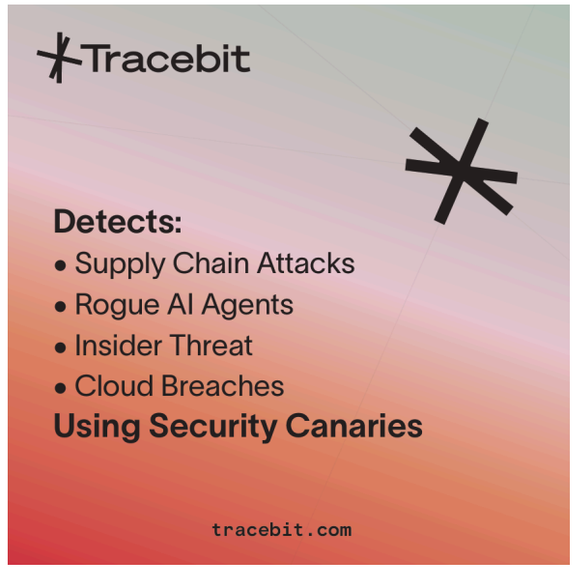
Customer recognition was a key sales argument. The client asked for prominent logos, repeated across surfaces so they could be seen from different viewpoints. Platform marks also make deployment coverage clear.

# Compact format. Complete system.

Header, customer proof and counter wrap, assembled around the screen as one graphic system.




FRONT VIEW / PRINT ASSEMBLY




COUNTER WRAP / ORIGINAL ARTWORK




ON SITE / TRACEBIT