

Portfolio Spotlight

SPLASHLIGHT STUDIO

The following collection is design work from my time at Splashlight Studio.

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CONTENT



SPLASHLIGHT STUDIO

Splashlight Studio is an innovative lighting studio located in Boulder, Colorado. They specialized in high quality modern LED lighting technologies. Services range from whole house lighting packages to speciality bulb selection.

- 01** Business Cards
A pocket size representation of everything a business stands for.
- 02** Print Advertising
Advertisements so good you'll want to hang them above your bed.
- 03** Branded Materials
The first steps to avoid being Chopped.
- 04** Exterior Lighting Display
If a fixture is meant to be outdoors, it should be displayed in such habitat.



BUSINESS CARDS

Who wants to be basic and boring? Even the Pumpkin Spice loving, Ugg boot wearing, Sorority queens refuse to be boring (I say this with the utmost respect for my fellow basics - #xoxo). A business card should be like be like the Nanny, it should have style and flair.

If a card looks like a stock design that Mike over at Vista Print took 3mins to copy and paste on his cheap 14pt paper, then people are going to assume that company puts the same amount of effort into their business. Not Ok. Be better than that.



WHAT NOT TO DO

At Splashlight, I took those flimsy business cards and threw them in the recycling! Or at least tried to... Turns out weak business cards don't throw well. They get overpowered by air and flutter to the ground about 1ft in front of you. So I picked them back up and placed them gently in the bin.



FINAL FRONT DESIGN

Thick, satin stock in a less common shape helps us stand out from the crowd AND conveys our values for high quality products. Mmmmm so smooth.



FINAL BACK DESIGN

A bold key color highlights secondary information while important contact information is displayed large, simplified and centralized.



DESIGN MOCK UPS

Before you can find The One, you have to sort through a few losers. Even though they might not have worked out, each one taught you something new.

ADVERTISING

The best advertisements hit people deep in the sub-conscious. It starts with "Ooo pretty! I want that!" Then they're on to figuring out how to get their hands on the precious. It might not happen that day, that's okay! Because that little bug has already been planted and it's going to keep buzzing until they do something about it.

COLORADO MUSIC FESTIVAL EDITION

BOULDER MAGAZINE | SUMMER 2018

We aim to create advertisements good enough to hang on your wall. The focus should be on the fixture and then our business information. If consumers don't like what we have to offer then there's no need for them to know our name.

Each fixture advertised is labelled, so when customers call or bring in a clipping we can effortlessly find all the information they need regarding the fixture. The harder and smarter you work in the beginning the better the outcome.



PORTFOLIO SPOTLIGHT: SPLASHLIGHT STUDIO | MALLORIE MCDOWELL



FEBRUARY 26TH 2016

DAILY CAMERA



MARCH 26TH 2016

DAILY CAMERA



PORTFOLIO SPOTLIGHT: SPLASHLIGHT STUDIO | MALLORIE MCDOWELL

01 Hubbardton Forge Collage

SPLASHLIGHT STUDIO

3207 Walnut St. | www.splashlightstudio.com | 303.449.3999

Internet Pricing & Design Services

02 Fractal

SPLASHLIGHT STUDIO

3207 Walnut St. | www.splashlightstudio.com | 303.449.3999

Internet Pricing & Design Services

01 Tech Lighting Mara

SPLASHLIGHT STUDIO

3207 Walnut St. | www.splashlightstudio.com | 303.449.3999

Internet Pricing & Design Services

02 LZE Kim

SPLASHLIGHT STUDIO

3207 Walnut St. | www.splashlightstudio.com | 303.449.3999

Internet Pricing & Design Services

01 SEPTEMBER 23RD 2016
DAILY CAMERA

02 SEPTEMBER 30TH 2016
DAILY CAMERA

03 JANUARY 6TH 2017
DAILY CAMERA

03 Bo Paper 10/12

SPLASHLIGHT STUDIO

3207 Walnut St. | www.splashlightstudio.com | 303.449.3999

Internet Pricing & Design Services

03 Sonneman Liquid

SPLASHLIGHT STUDIO

3207 Walnut St. | www.splashlightstudio.com | 303.449.3999

Internet Pricing & Design Services

01 FEBRUARY 17TH 2017
DAILY CAMERA

02 MAY 26TH 2017
DAILY CAMERA

03 JUNE 9TH 2017
DAILY CAMERA

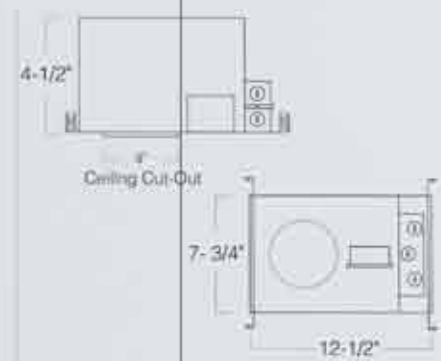
How many times have we heard the judges on Chopped say "To be honest, the presentation of your dish made me a little nervous. But I was pleasantly surprised by the flavors." Consumers in any industry are going to "eat" with their eyes first. Consistent branding of a company not only makes them more recognizable, it puts the customers at ease because they know what kind of service to expect.

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4" IC Air-Tight LED Housing

Air-tight IC Rated new construction housing for use in insulated ceilings; can be in direct contact with thermal insulation. Rated for use with 14 watt LED complete kits.



Housing Length: 12-1/2"
Housing Width: 7-3/4"
Housing Height: 4-1/2"
Cut-Out: 4"

Housing

0.035 white baked enamel one-piece drawn steel. Adjustable for ceiling thickness up to 1-1/4".

Frame

0.040 steel frame with integral bar hanger brackets. Brackets can accommodate longer 27" accessory flat bar hangers. Shipping screw installed to provide extra security for transformer during shipment - remove before installation.

Bar Hangers

Two 13-3/4" to 24-1/2" adjustable bar hangers with captive nails are included on frame. Bar hangers are parallel to junction box, but can be repositioned 90° perpendicular to junction box if desired. L-shaped bar hanger foot to align to bottom of construction joint. A T-Bar notch allow for easy installation in a suspended ceiling.

Junction Box

Plated 2h cubic inch 0.004" thick galvanized steel, with seven 1/2" knockouts, four Romex® pigtails, and snap-on covers. All leads are #16AWG wire, the ground wire is connected to the bottom, and quick connectors are supplied on all leads. Through branch circuit wiring (4-in, 4-out).

Air Flow Restrictions

Air tight (AT) housings have factory installed gaskets to restrict airflow from room into ceiling plenum to 4CFM (cubic feet per minute) in accordance with ASTM-263 Air-Tight requirements.

Electronic

Operating Ambient Temp: 122°F
Power Factor: > 90
Amp: 350 mA
Voltage: 120-277V

SPLASHLIGHT STUDIO
3207 Walnut St.
Boulder, CO 80301

Focus Lab
35 Barnard Street, #202
Savannah, GA 31401

SIGNH4

Hiline
UL-A1208 Dark Sky Friendly

Dimmable (ELV)
Finish: Graphite (also bronze, white available)
Dimensions: 5" x 8" x 2.75" flat & 10" pendant
Wattage: 8W LED
Color Temperature: 3000K
LED Lumen: 280
Delivered Current: 245
\$199.00

Aeris 54
UL-A1208

Dimmable (ELV)
Wood Finish: Walnut (also oak and white available)
Metal Finish: Brushed Aluminum (also bronze and white available)
Dimensions: 54" x 6" x 8" flat available
Wattage: 16W LED
Color Temperature: 2700K
\$3,100.00

TRYING TO FIND THE WAREHOUSE?

1957 33RD ST.



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BRANDED MATERIALS

4" LED Trim Series

The 4" die cast aluminum trims feature sharp clean edges and can be aimed down for general lighting or adjusted to highlight or wall wash a focal point. The trims come with a 60° beam spread reflector installed, a 20° and 40° reflector is also included and can be easily changed in the field.

Features

- 14 Watts
- Cree LED COB package
- 800 to 700 Lumens
- 96 CRI
- 2700K, 3000K, & 4000K color temp.
- Ideal Connector
- 6" Cable with insulating sleeve
- Adjustable square and round trims in surface gimbal, and cone regressed gimbal
- 5-Year limited warranty
- Dimmable: 0-10V ELV Dimmer

Trim

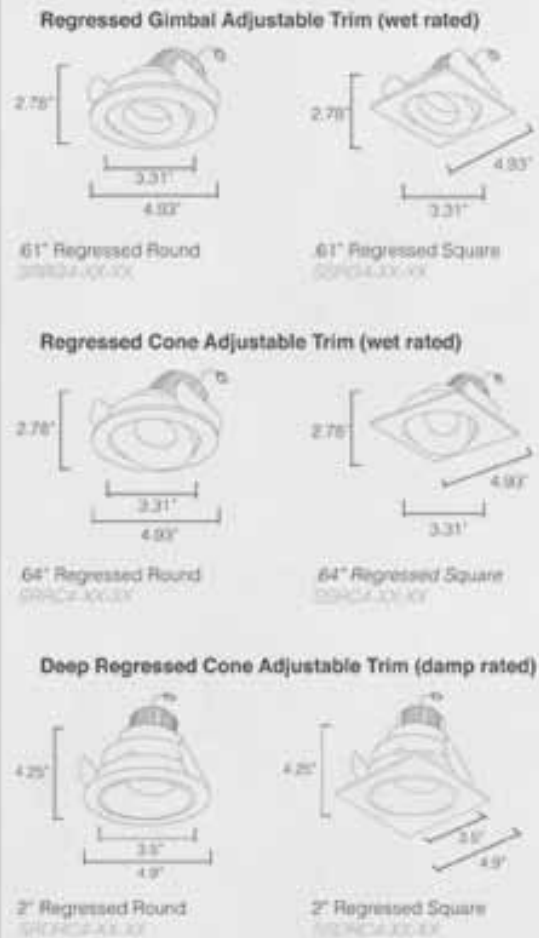
Trims are constructed of heat dissipating die-cast aluminum. The aluminum die-cast LED heat sink is threaded to fit the die-cast lamp holder. The precision threads and positive fit transfers heat to the trim. The surface gimbal adjustable allows for complete and full beam adjustment. The Regressed cone trims optimize visual cut-off. Surface Scientifically and specifiable "Utilized Thermal Management" (UTM) provides exceptional cool operation exceeding all industry standards. Trim includes Friction Blades to mount trim securely to housing.

Accessories

- 25 Degree Reflector - Spot (INCLUDED)
- 38 Degree reflector - Narrow Flood (INCLUDED)
- 60 Degree Reflector - Flood (INCLUDED)
- 15 Degree Reflector - Narrow Spot (Optional)

Labels & Listings

- Title 24 Compliant
- eULus for Wet Location
- Energy Star Rated
- 5 Year Limited Warranty
- ROHS



Series	Trim Type	Trim Style	Size	Color Temp	Finish
S	R (round)	RG (regressed gimbal)	4 (4in)	27 (2700K)	WW (White)
	S (square)	RC (regressed cone)		30 (3000K)	MW (Mat Powder White)
		DRC (deep regressed cone)		40 (4000K)	NN (Natural Metal)
					BZ (Bronze)

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SPECIFICATION SHEETS

4IN LED CAN - EXAMPLE

More often than not when quoting projects we are reminded it's a dog eat dog kind of world out there. For example if we specify a can light for a job and include the vendor information, many times electricians or other electrical contractors will under bid us and we lose the job. To help avoid this we developed our own specification sheets along with part numbers. This keeps the manufacturer information anonymous making it harder for our competition to ensure they are pricing the correct product.



"Boy! You guys are really tucked away back here. We had a hard time finding you!" - Customers on a daily basis

Having a business located down an alley isn't the most ideal situation. So if a customer comes to pick up an order or needs light bulbs, dimmers, etc. we want to make it as easy as possible for them to find our warehouse location. To do this, we made maps! Labelled with only the essential information, these simple hand-outs help people get from the studio to the showroom without a problem.



CARPENTER PENCILS

Perfect for electricians, kids think they're awesome, and dads say they need one for all those DIY projects they're going to do.



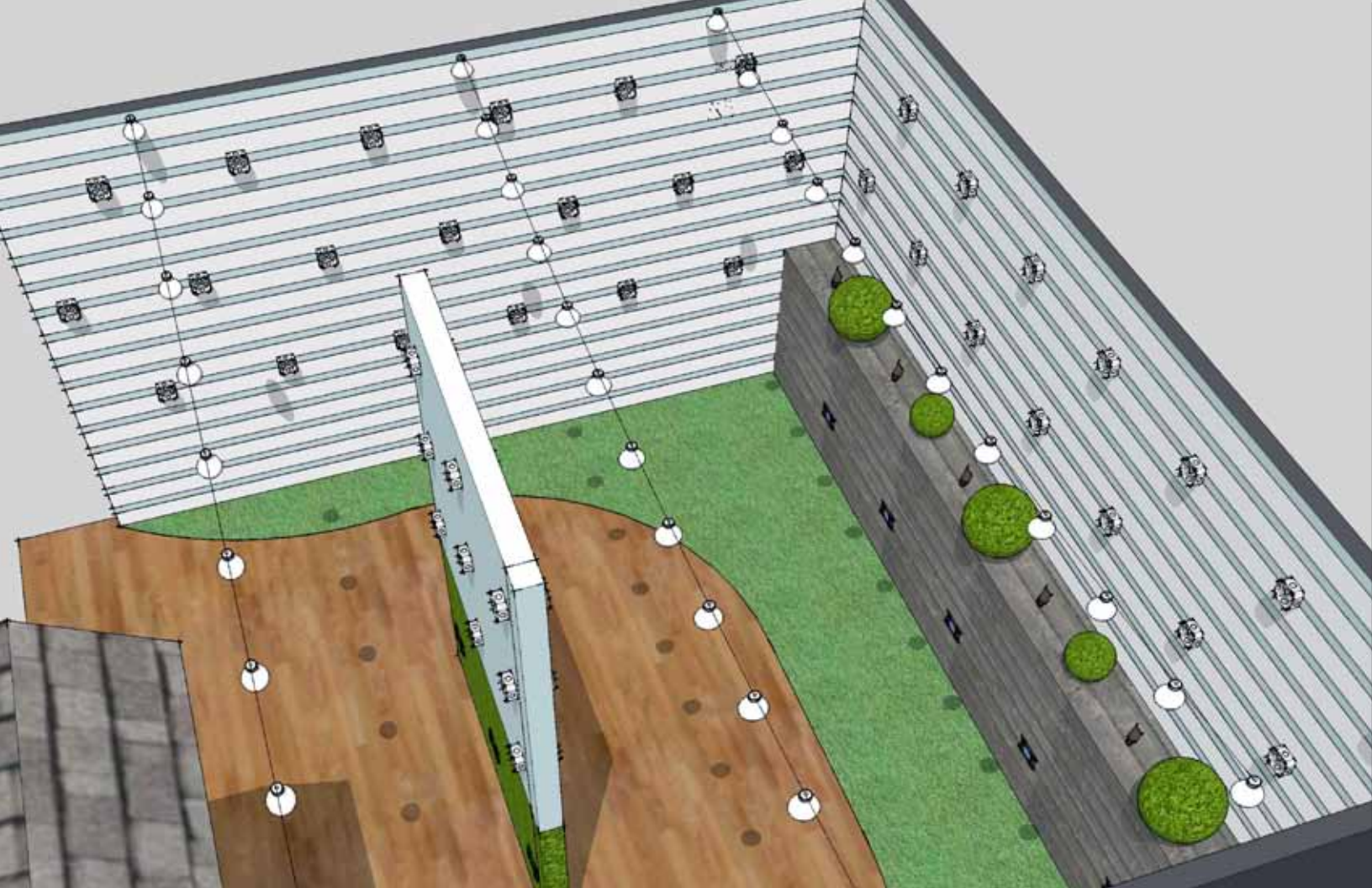
GRAPHED NOTE PADS

Great for sketching quick plans, lighting layouts and doodles. There's not enough graph paper in the world.



PENS

If you're going to have pencils and note pads, pens are a must. Plus everyone else is doing it.



EXTERIOR LIGHTING DISPLAY

If something is designed with the intention of being in a specific element, shouldn't it be displayed as such? People don't go to the zoo and see the Cheetahs hanging out in the Polar Bear exhibit. So why should exterior light fixtures be displayed with bath vanities? Trick question! They shouldn't.

PRODUCT TAGS CHAMBER - EXAMPLE

Besides creating an area dedicated to exterior lighting in our showroom. Individual labels were made for each fixture. The labels include all the necessary product information for the display, along with alternative finishes and sizes available. Doing this really elevates us from your everyday showroom.

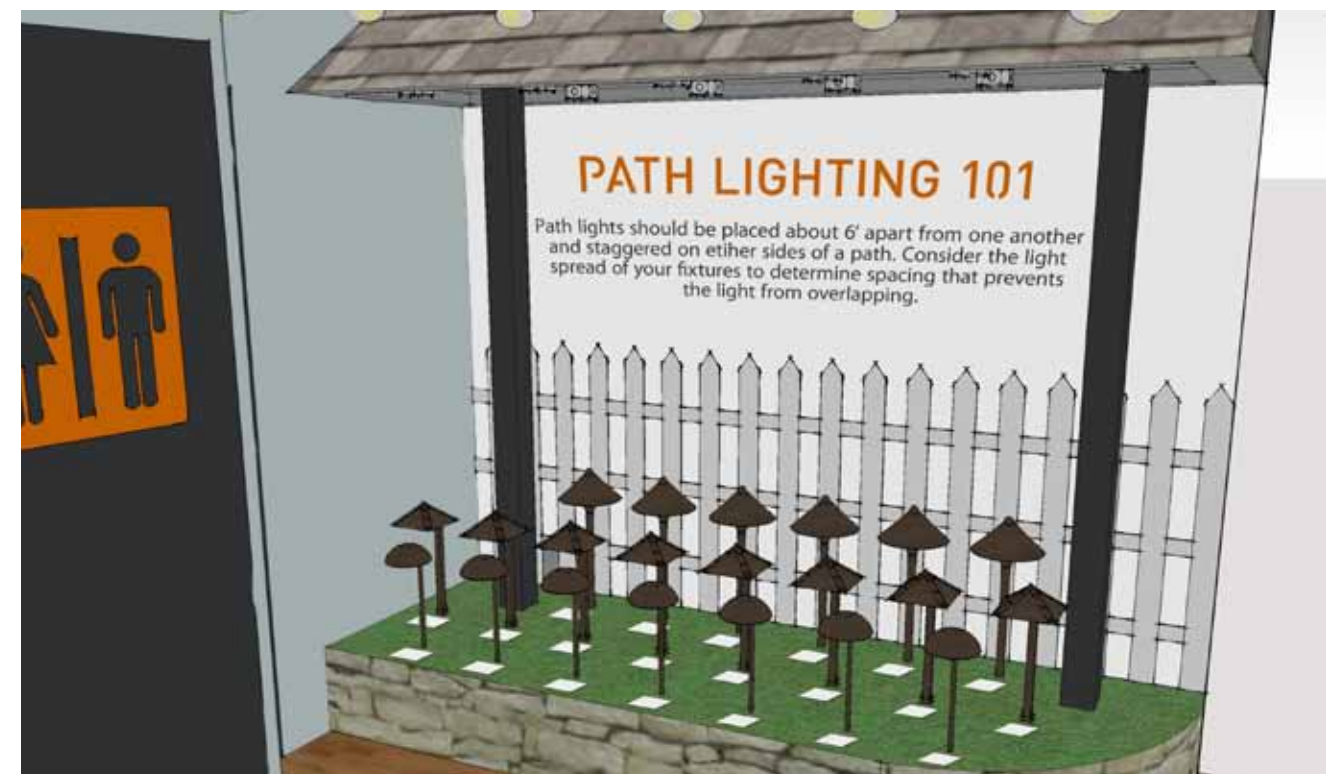


DARK SKY OUTLINE OF ORDINANCE

A brief introduction to the Dark Sky Ordinance in Boulder helps customers understand the basics of the law. Each product tag also specifies whether or not a fixture is compliant.

Fixtures on display in this area of the showroom include sconces, path lights, flush mounts, step lights, landscape spots, and well lights. Few exterior rated pendants are also on display in this area, however the lovely Colorado winds really limit the options.

PATH LIGHTS & FLUSH MOUNTS PATH LIGHTING 101 GIVES GENERAL GUIDELINES FOR PATH LIGHT SPACING



Thank You

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