

NORTH  
EAST  
COLOR

&

THE  
DRIPBaR

## CASE STUDY

# A Luminous Future: The DRIPBaR's Illuminated Droplet & Mirror Mural

## OBJECTIVE

To create an immersive “brand portal” experience, franchise wellness concept The DRIPBaR partnered with Northeast Color to transform the brand’s “Drip” icon into a stunning Illuminated Droplet that could deliver a replicable (and budget-friendly) WOW factor.

## SOLUTIONS

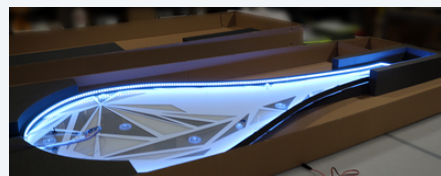
In collaboration with The DRIPBaR’s corporate office, NEC’s Product Development Team worked through a series of design iterations to create a moving brand experience that utilized gradations of light, dimension, and scale, yet remained nimble enough to adapt to a variety of brick & mortar circumstances.

To effectively play off any location's space, the Team expanded the Illuminated Droplet’s reach by incorporating dimensional mirror fragments and digitally printed acrylic mosaic pieces into a branded vinyl wall mural, which catches and reflects the sign’s ambient light while keeping its own hardware elegantly under wraps.

But to earn its spot in every location (and franchisee’s heart) all that pizzazz still needed to come in at a reasonable price-point—no mean feat in a time of unsteady supply chains and rampant inflation.

To keep costs in line, our Team designed the Illuminated Droplet to be fashioned out of reliably sourced materials (acrylic, PVC, LEDs) that could be swiftly assembled in-house by a skilled set of hands.

The result: a stunning Illuminated Droplet Icon and Mirror Mural that blend museum-grade composition with a scalable manufacturing process, so that every location coast-to-coast can stay on-brand.



*Northeast Color did an amazing job turning a concept into a reality!*

*I can't say enough how much I LOVE our Droplet. Thank you!"*

**Shannon Patteruti,  
Founder of The DRIPBaR**