

Visualizing complex information

COMPANY OVERVIEW

At Colorbox Industries, we take complex information and synthesize it into beautiful and accessible graphics. We believe that communicating through visuals is the best way to engage and inform a broad audience. Our process is collaborative, and we immerse ourselves in our clients' work to bring their ideas to life.

OUR STORY

We both started our careers as graphic designers in the education field: Emily as an exhibits graphic designer and Malorie as a curriculum graphic designer. We met at the New England School of Art and Design where we both completed our Master of Arts in Graphic Design degrees, and our creative collaboration continued when Malorie joined Emily at the Museum of Science, Boston. There we worked together designing blockbuster exhibits including *The Science Behind Pixar*, *The Yawkey Gallery on the Charles River*, and *The Hall of Human Life*.

We learned that our strengths were not only in making stylistically appealing graphics, but also in using design to transform complex information into compelling visuals that make content more understandable. In 2018, we founded Colorbox Industries to bring our unique approach to more organizations.



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OUR SERVICES

VISUAL REPORTS

- One page research summaries
- Multi-page research reports
- Annual reports
- Research summary slide decks

VISUAL EDUCATIONAL GRAPHICS

- Exhibition graphics
- Workshop materials
- Curriculum materials
- Book design
- Complex diagrams
- Motion graphics
- Screen assets
- Illustrations

VISUAL MARKETING MATERIALS

- Non-profit one-page impact summaries
- Fundraising brochures / mailers / letters
- Slide decks for fundraising campaigns
- Tradeshow graphics
- Supporting visuals for grant proposals
- Event materials

**Don't see the service you're looking for?
Contact us, we would love to brainstorm
ways to make your content visual!**

OUR DESIGN PROCESS

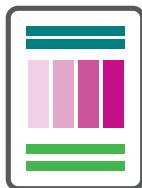
Our projects develop through three phases: **organize**, **visualize**, and **stylize**.

ORGANIZE

We gather content from our clients, do our own additional research, and dive into organizing the information. We create a hierarchy and use sketches, wireframes, or storyboards to communicate our design strategy to our clients. Our clients often remark that through this process, they come to better understand their own work.

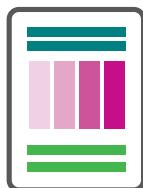


We compile the content and create a thoughtful organizational structure.



VISUALIZE

Using our organized document from the previous phase, we identify content areas that would most benefit from visualization. With the audience in mind, we make the content accessible in the most effective way, whether that's with diagrams, data-visualization, custom illustrations, photos, or other imagery.



We enhance and replace text with effective visuals where appropriate.

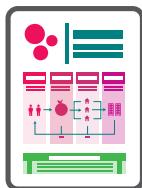


STYLIZE

Now we apply the aesthetic polish. We finalize fonts, colors, layout, illustrations, and edit final images. We use an iterative process to ensure that our clients are happy with the finished product.



We finalize fonts, colors, layout and visuals to make a polished final product.



WE BELIEVE THAT...

- Each project should get our personal attention, creativity, and care from start to finish.
- The best finished product is achieved through collaboration with our clients.
- Content should be accessible and attractive to the broadest audience possible.
- Thoughtfully designed visuals and well-organized graphics help people understand content better than text alone.

CLIENT TESTIMONIAL

“ Colorbox helped us design a beautiful and easily digestible report for our 2018 aggregated data. When we delivered our data to them, it was messy! We were dealing with thousands of data points from 10+ museums and multiple comparative analyses, but Colorbox helped us organize the information in an attractive and understandable way. **”**

-ALEX LUSSENHOP

THE COLLABORATION FOR ONGOING VISITOR EXPERIENCE STUDIES (COVES)