

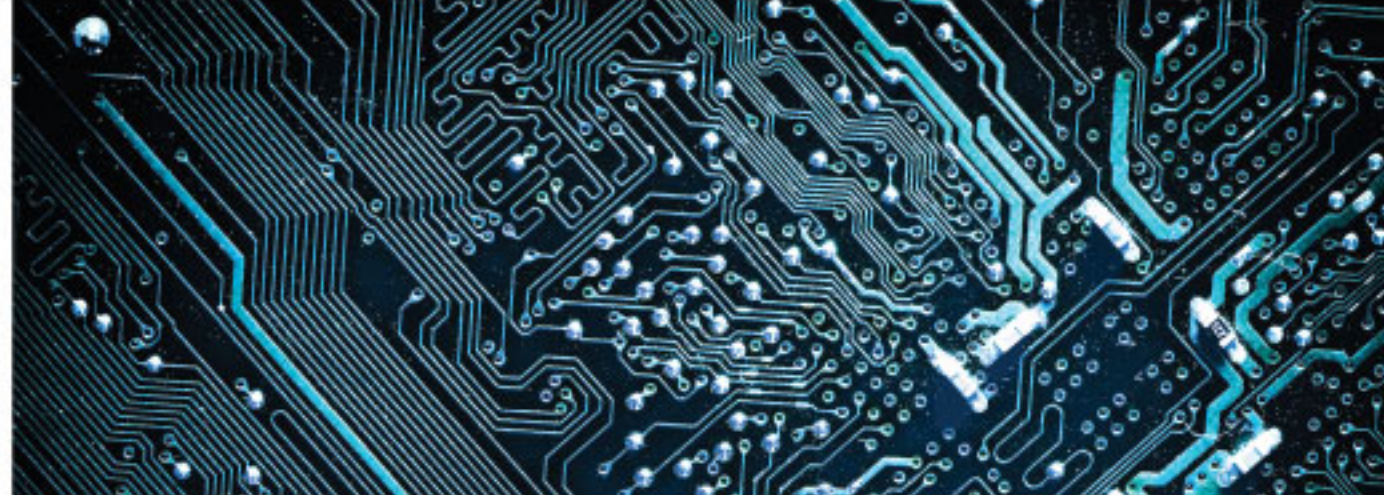
# City of Bellevue Utility Box Wraps

---

April 28, 2021

**Marsha Rollinger**





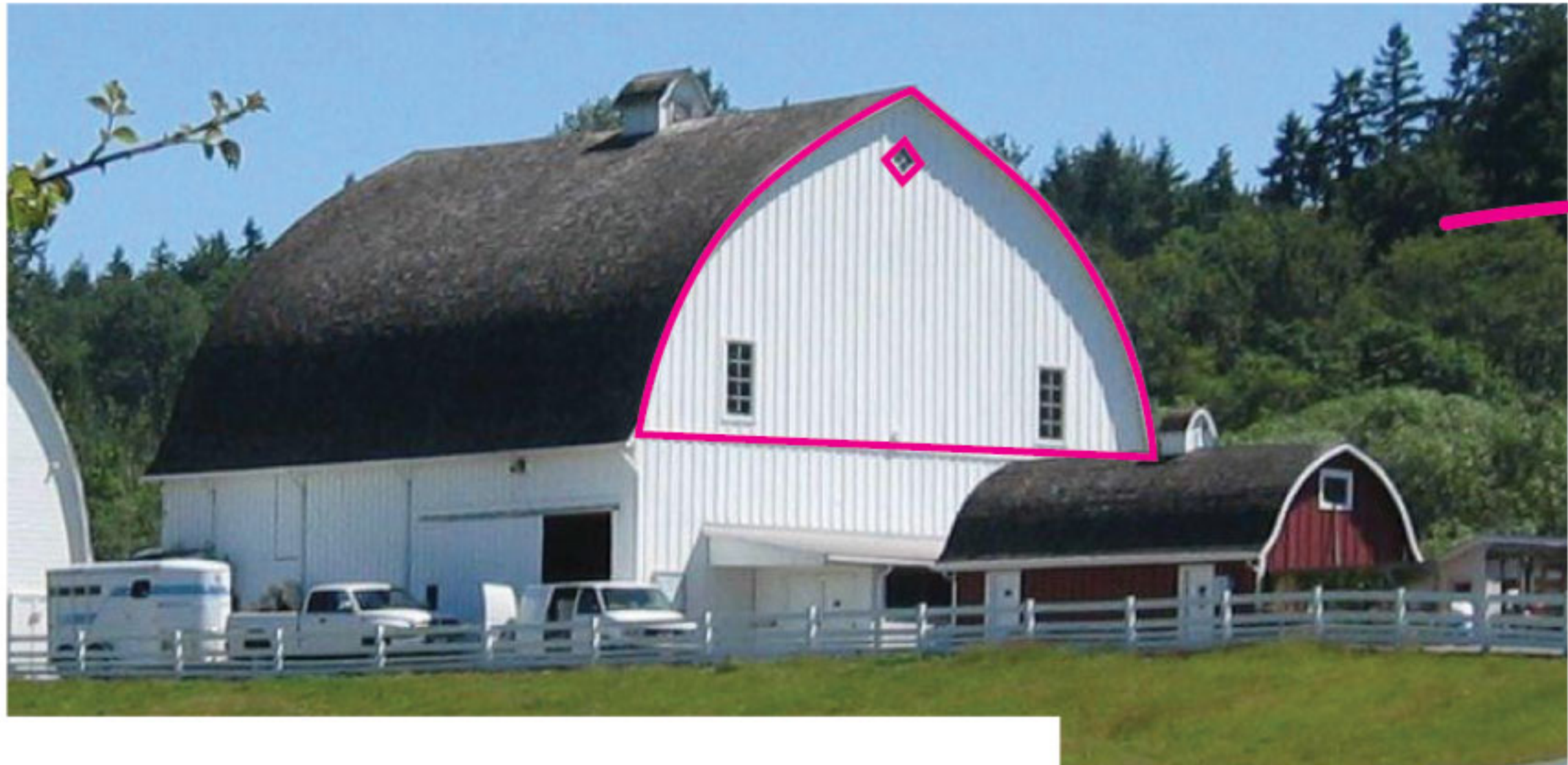
# Natural and man-made, past, present and future...

My two box duo utility wrap designs focus on the urban and natural aspects of Bellevue, while recognizing the City's farming past and technological present and future.

The designs feature repeating patterns that contain various shapes and elements specifically relating to Bellevue attractions, locations, architecture, and history.



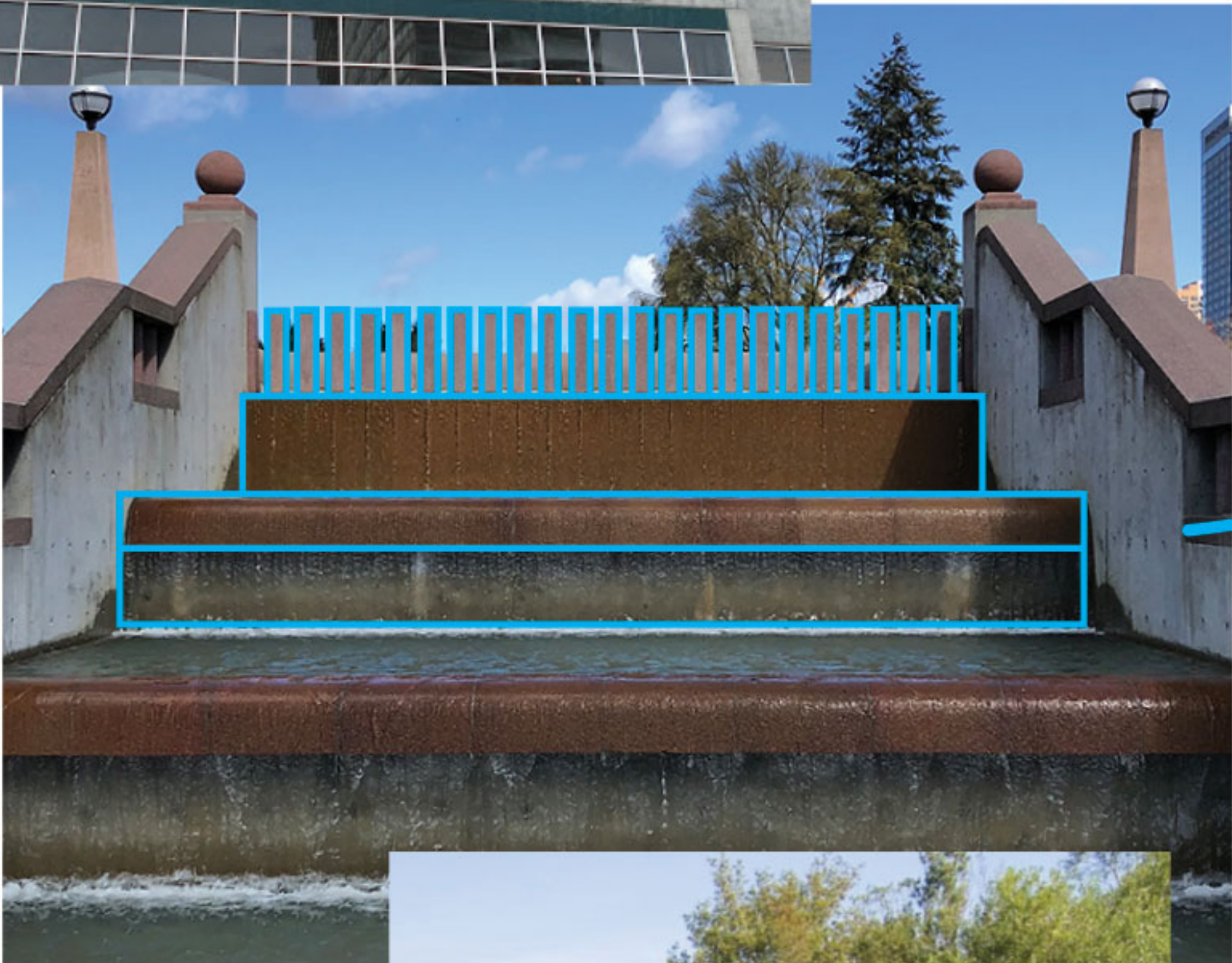
**BOX DUO WRAP DESIGN #1. SHAPES & MAIN REPEAT TILE**



Kelsey Creek Farm barn roof shape and window



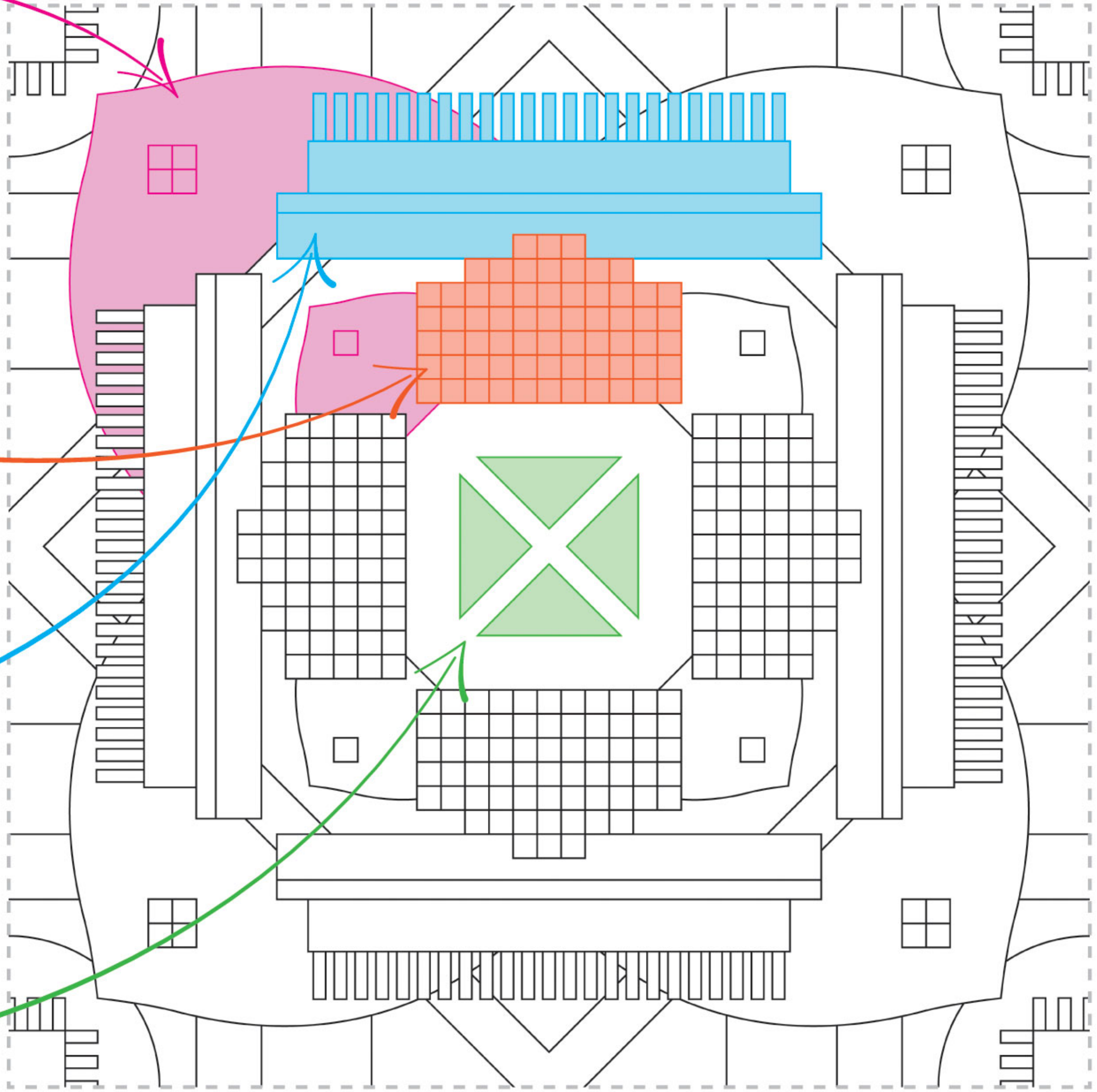
Bellevue Square windows



Bellevue Downtown Park waterfall



Mercer Slough bridge



**FULL REPEAT TILE OF MAIN PATTERN WITH COLORS HIGHLIGHTING INSPIRED SHAPES**



**BOX DUO WRAP DESIGN #1. LAYOUT**

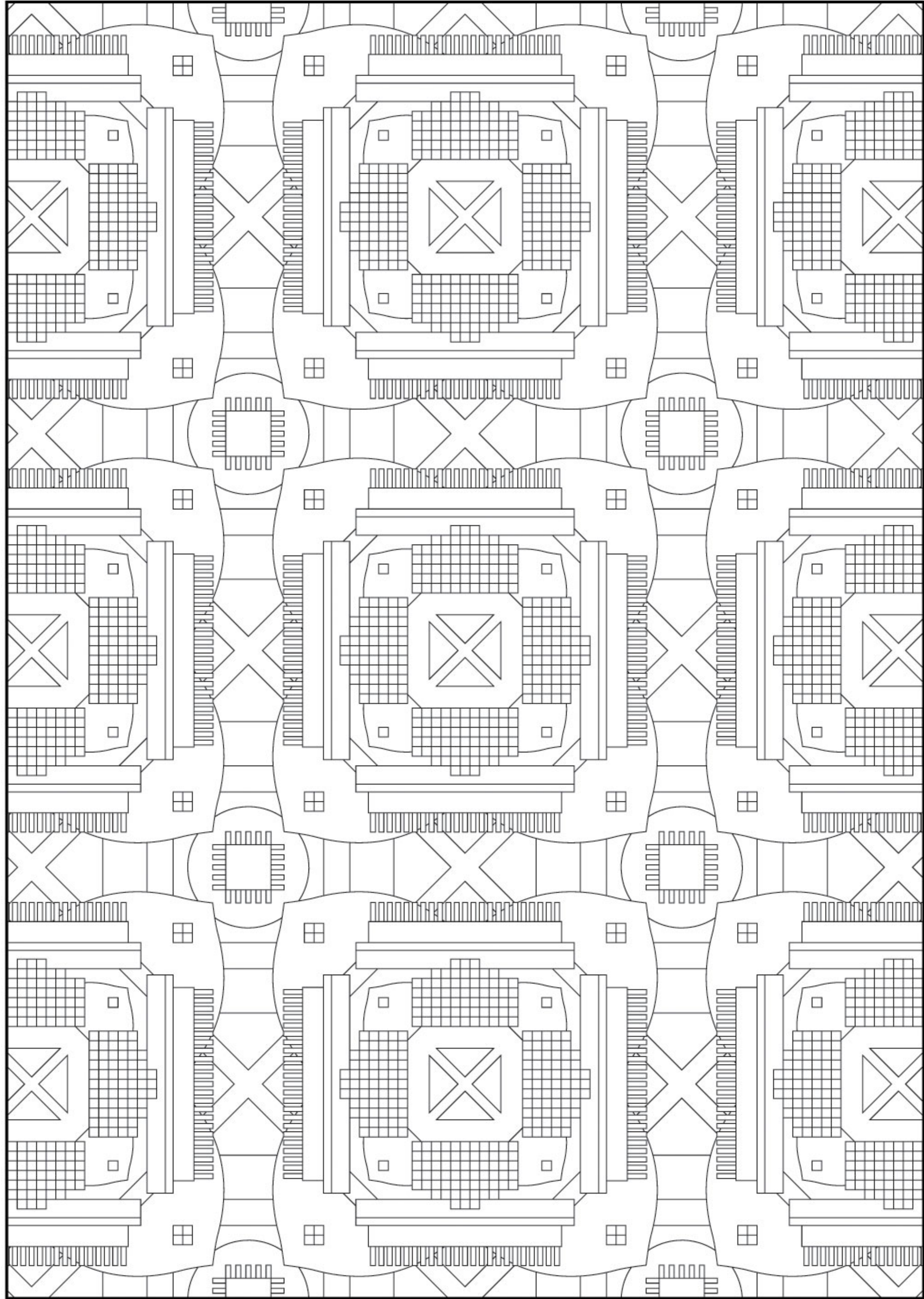
**Design notes:**

This design has an urban "tech" feel, relating to the established and growing technology sector in Bellevue and is created using shapes inspired by well-known Bellevue locations and architecture (as shown on the previous page).

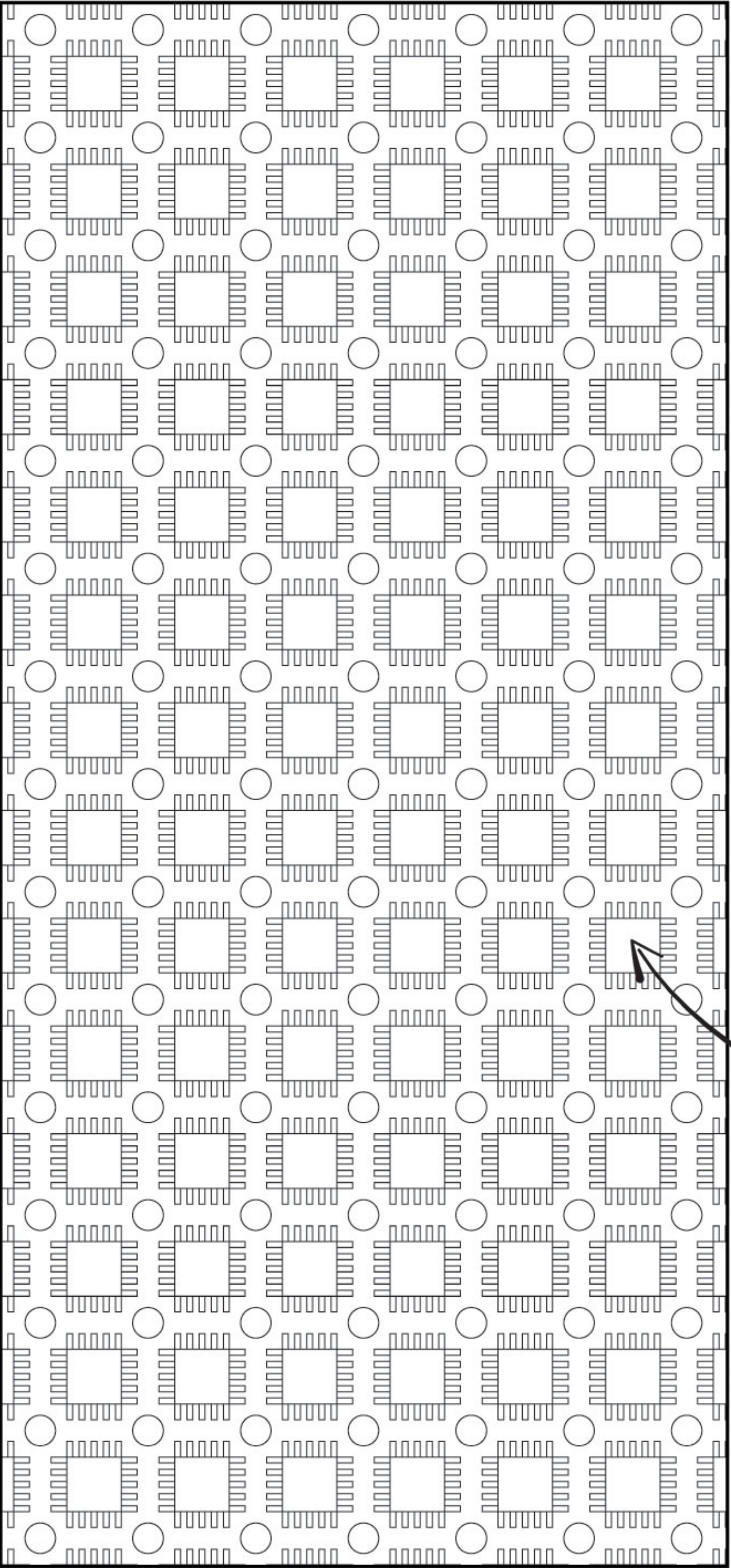
Tying to the tech feel, some of the shapes—such as the Bellevue Square windows and the Kelsey Creek Farm barn window—resemble pixels within the design.

The companion pattern features the computer chip inspired icon from the main pattern, which has elements similar to the Bellevue Downtown Park waterfall shape.

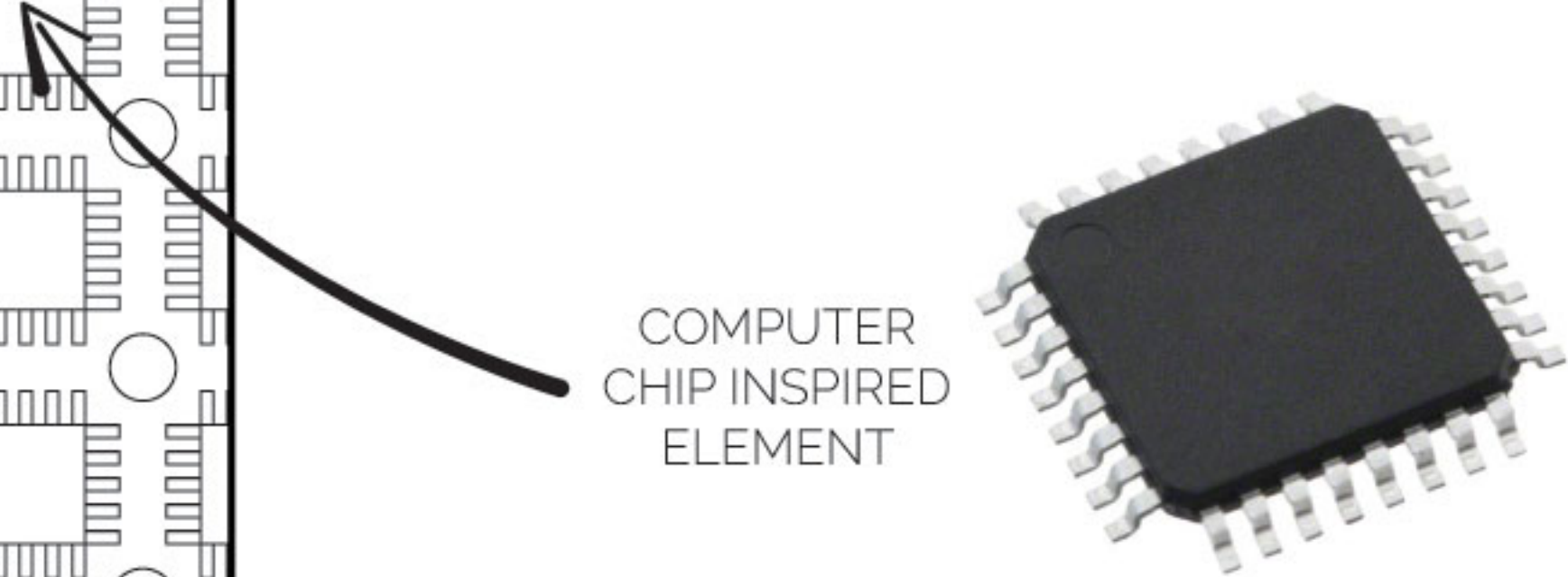
The color palette for these two coordinating patterns is intended to be bright, fun, and incorporate visual depth.



**MAIN PATTERN:**  
Front, top, and back of larger box - sides of smaller box



**COMPANION PATTERN:**  
Sides of larger box - front, top, and back of smaller box

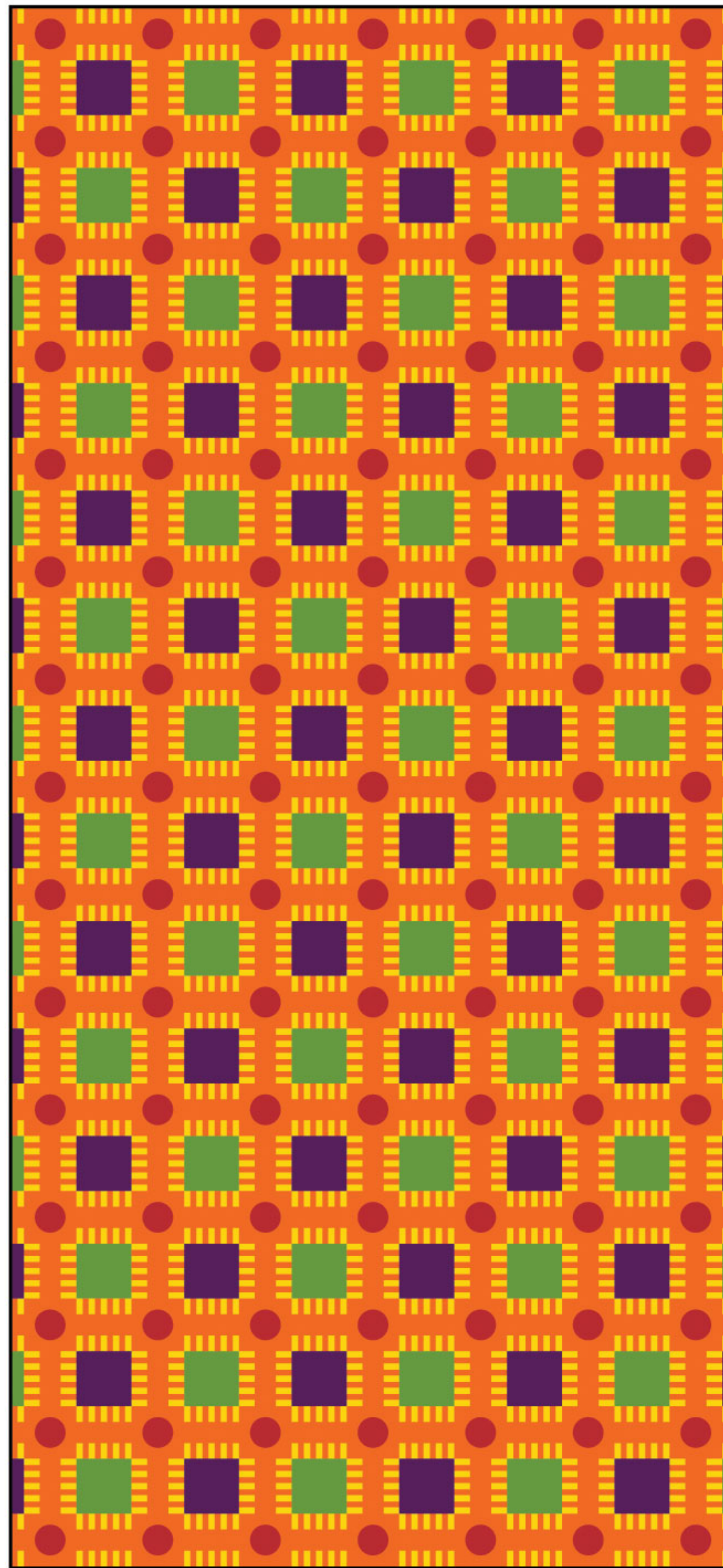


COMPUTER  
CHIP INSPIRED  
ELEMENT





**MAIN PATTERN:**  
Front, top, and back of larger box - sides of smaller box



**COMPANION PATTERN:**  
Sides of larger box - front, top, and back of smaller box

## BOX DUO WRAP DESIGN #1. COLORS

### *Urban Tech*

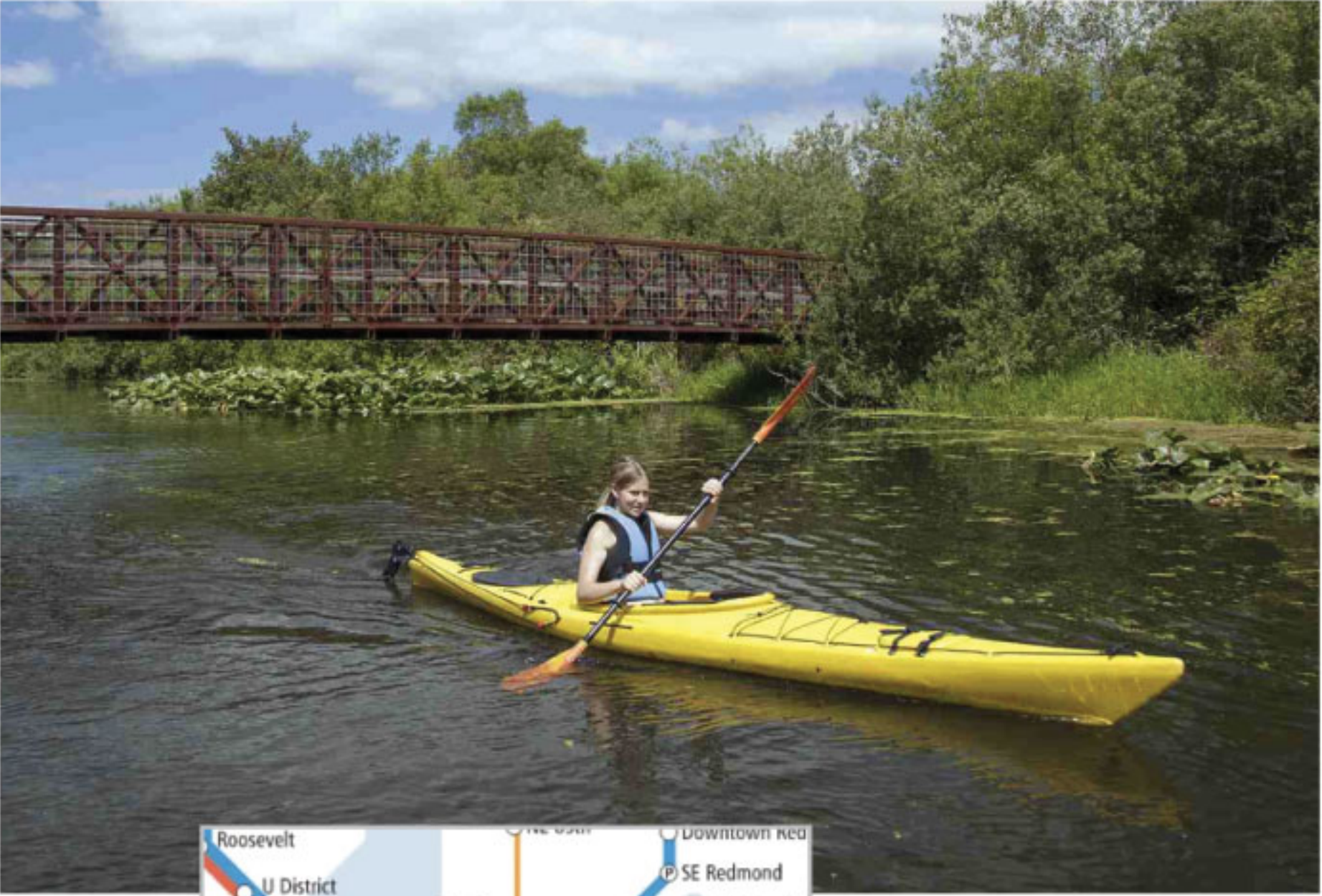
I chose a bright color palette for design #1 in order to be sure it stands out from the surrounding landscape and streetscape (as required in the guidelines). The palette has light colors but also dark areas which give the design a bit of visual depth while also discouraging graffiti (tags would be much less visible due to the color contrast).



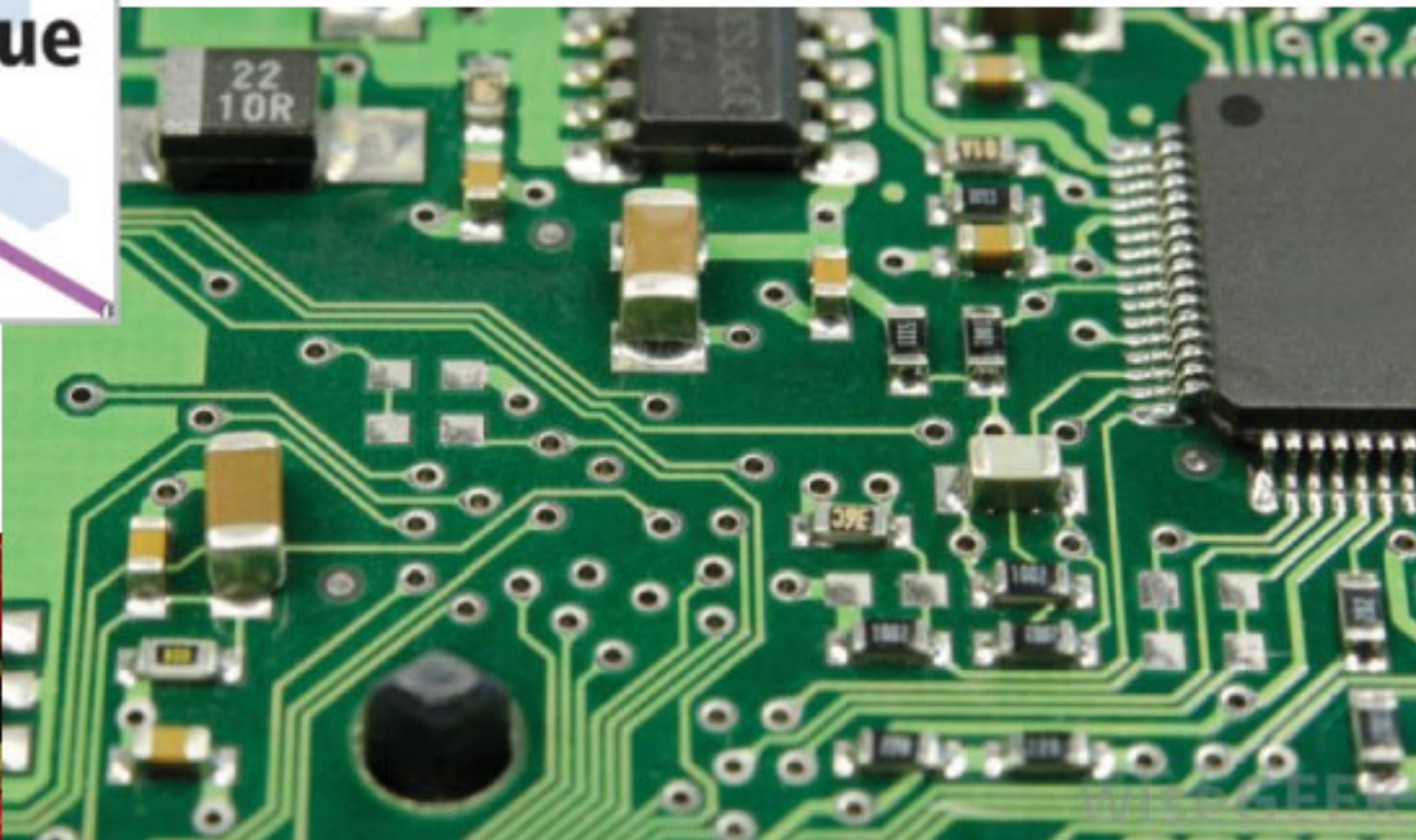
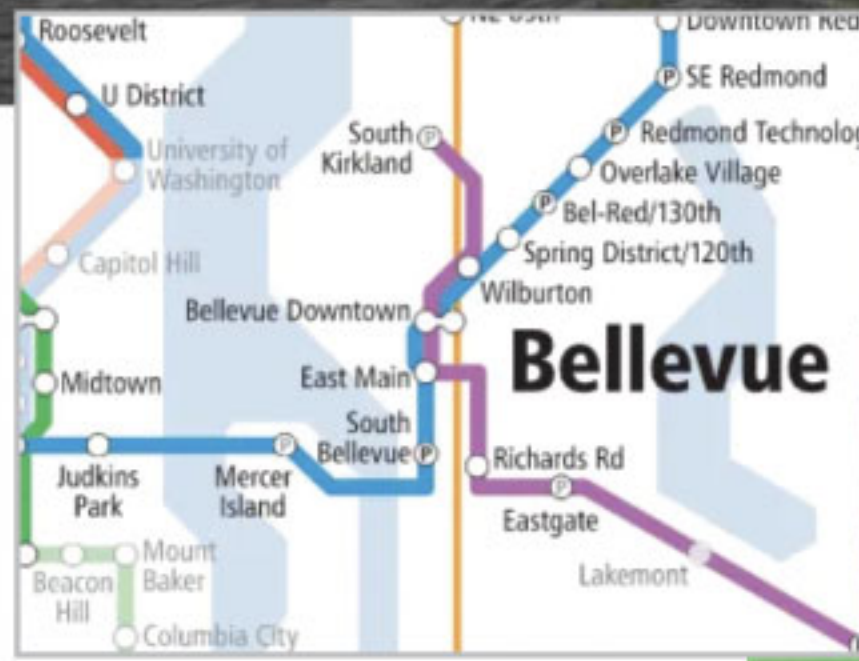
ADOBE PHOTOSHOP MOCK-UP



**BOX DUO WRAP DESIGN #2. ELEMENTS & MAIN REPEAT TILE**



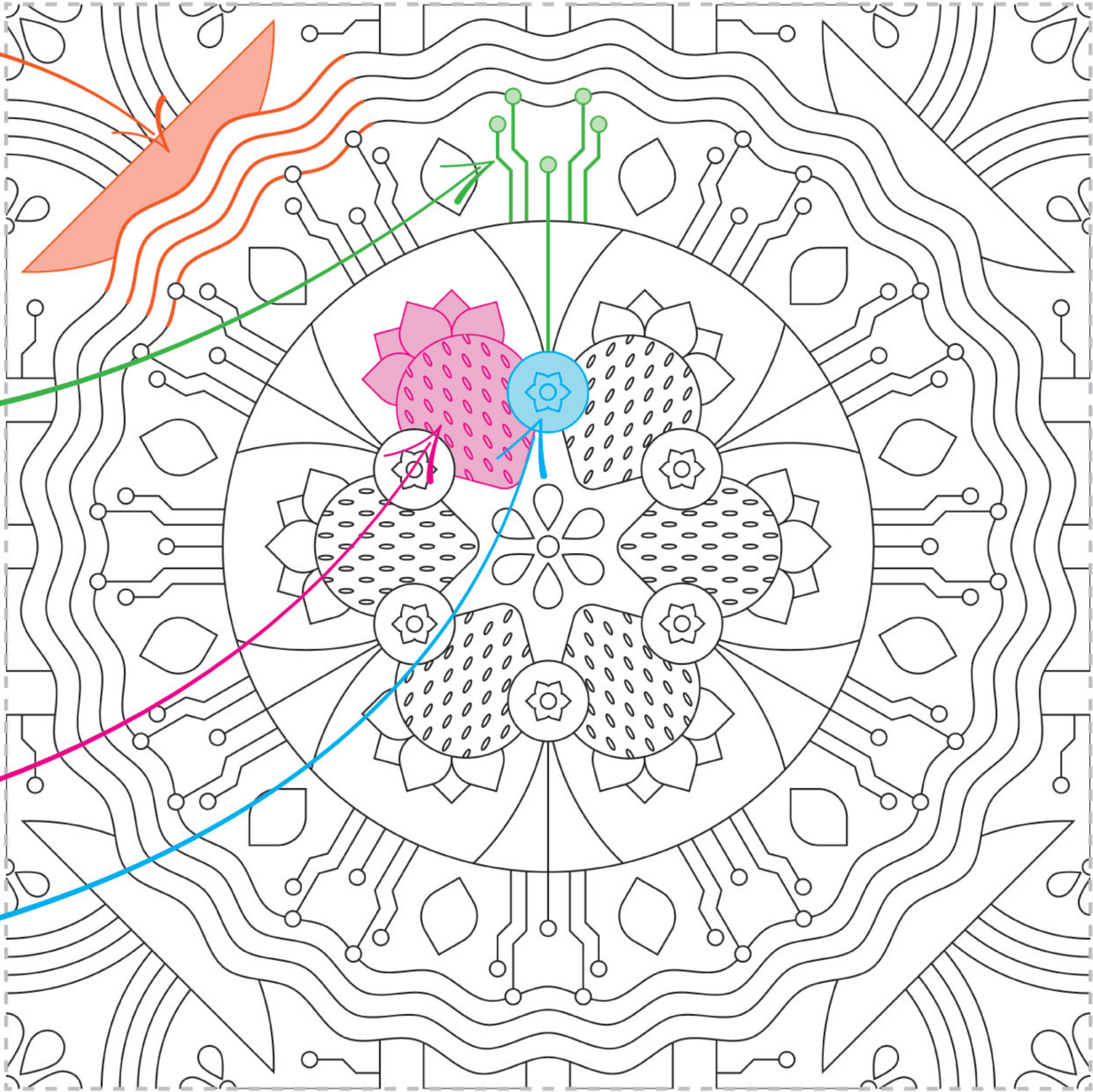
Boating on the Mercer Slough and other waterways in Bellevue



Nodes on the light rail map and traces and vias on a circuit board

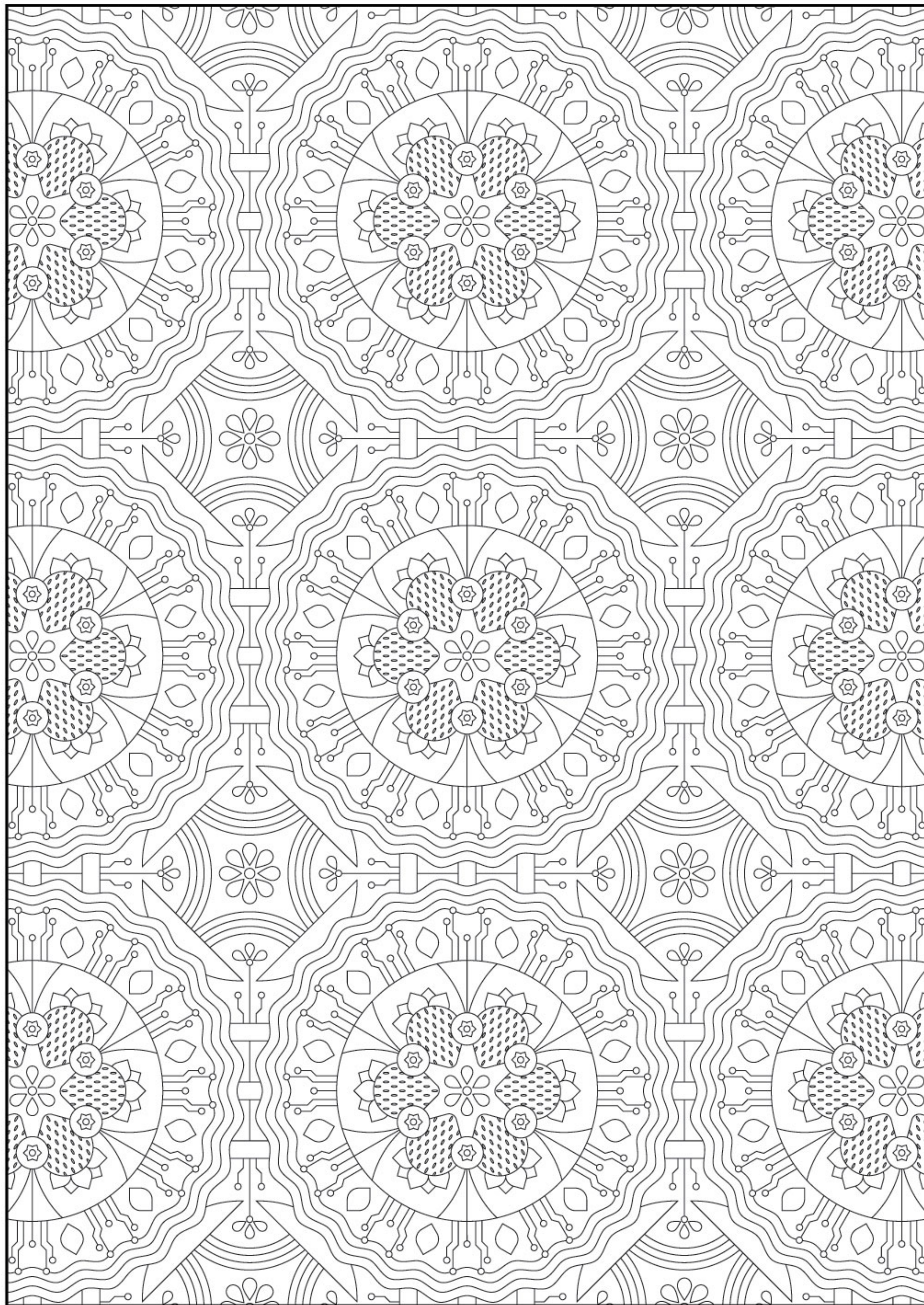


Strawberries and blueberries from various farms located in Bellevue

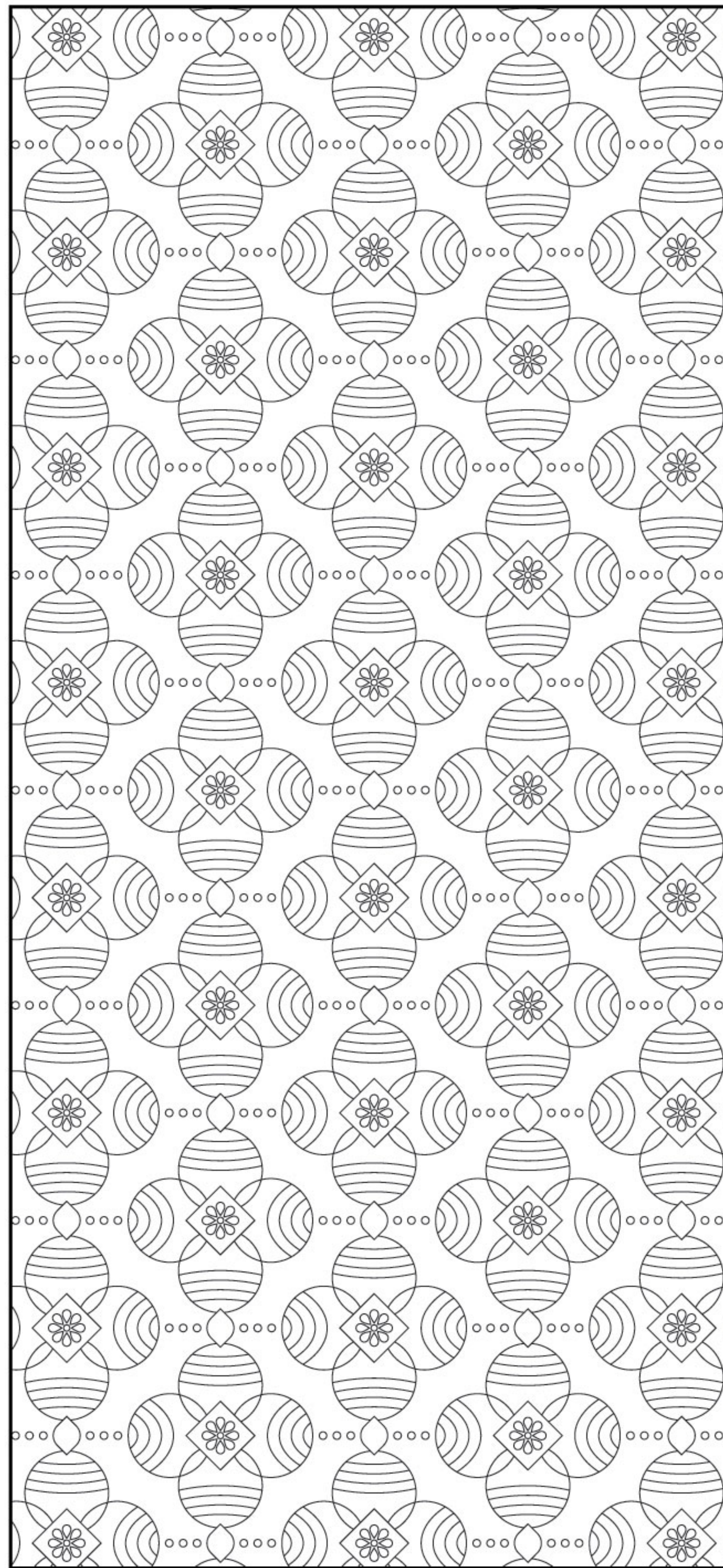


**FULL REPEAT TILE OF MAIN PATTERN WITH COLORS HIGHLIGHTING INSPIRED ELEMENTS**





**MAIN PATTERN:**  
Front, top, and back of larger box - sides of smaller box



**COMPANION PATTERN:**  
Sides of larger box - front, top, and back of smaller box

## BOX DUO WRAP DESIGN #2. LAYOUT

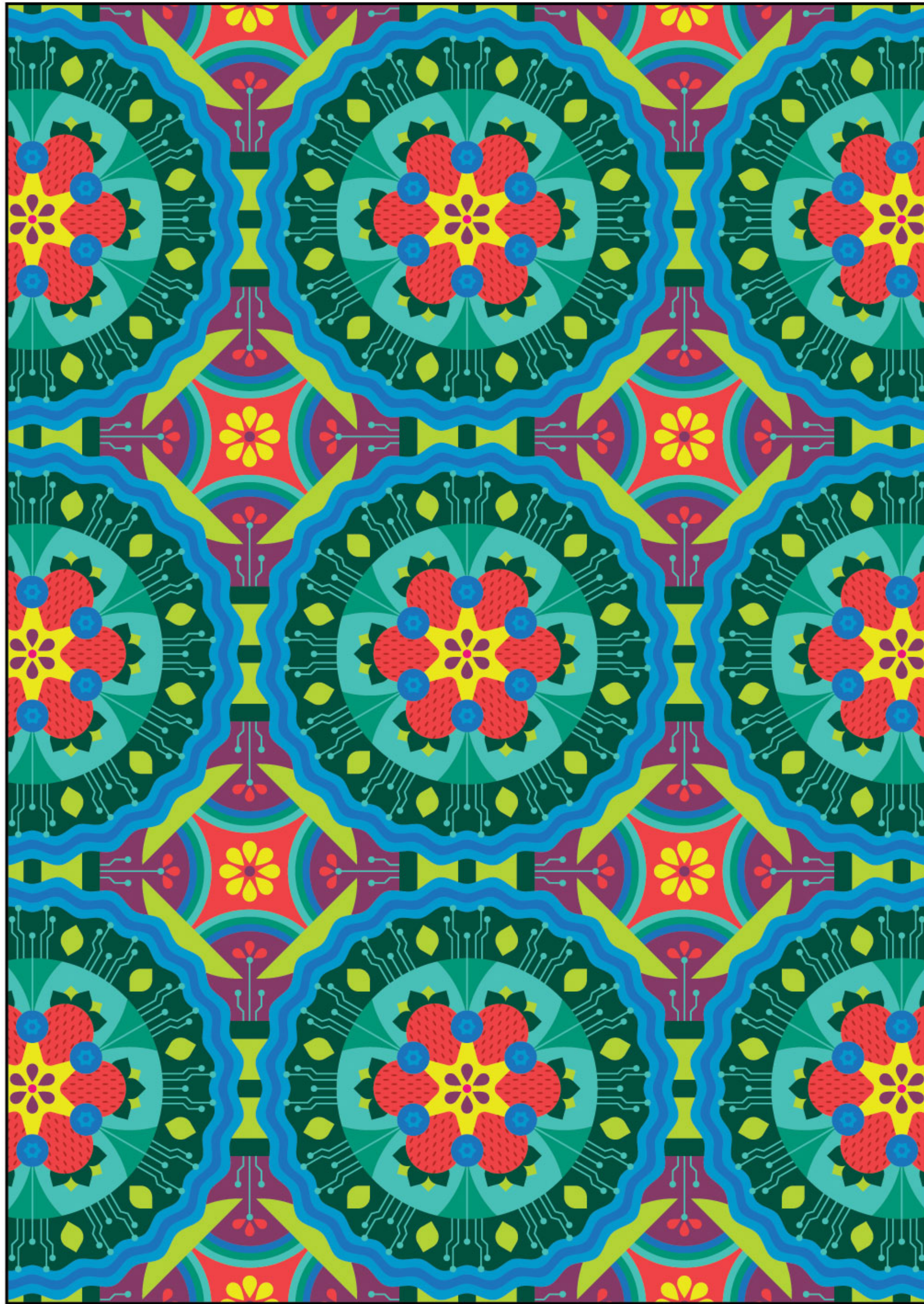
### *Design notes:*

This design has a more "organic" feel, that pays homage to Bellevue's natural spaces and farming history while still incorporating tech elements in the layout.

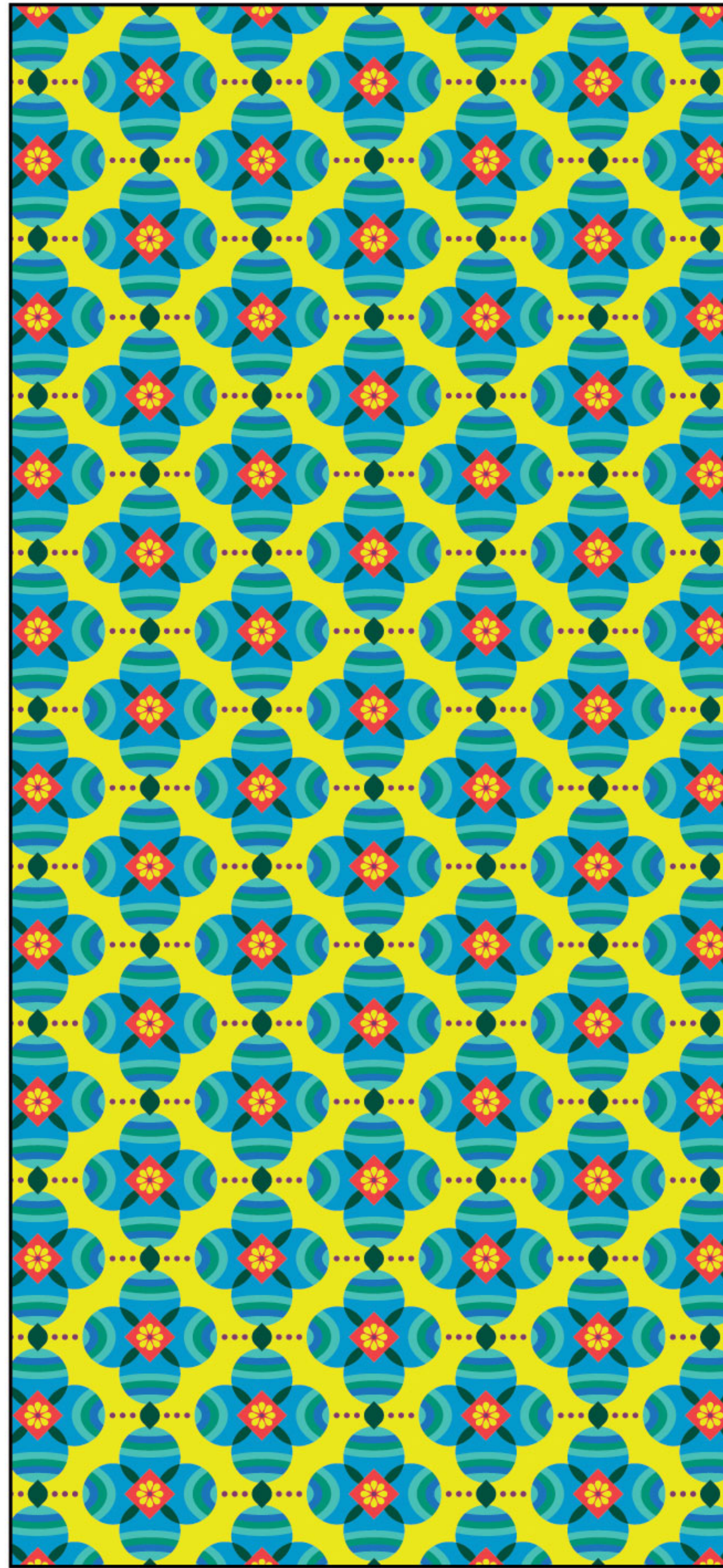
In addition to the elements shown on the previous page, there are also flowers, leaves, and water ripples incorporated into the design that represent the parks, green spaces, and waterways within Bellevue.

As with the design for wrap #1, the color palette for these two coordinating patterns is intended to be bright, fun, and incorporate visual depth.





**MAIN PATTERN:**  
Front, top, and back of larger box - sides of smaller box



**COMPANION PATTERN:**  
Sides of larger box - front, top, and back of smaller box

## BOX DUO WRAP DESIGN #2. COLORS

### *Past Present*

As with *Urban Tech*, *Past Present* also has a bright color palette that has a range of colors with contrast to enable it to stand out from the surrounding landscape/streetscape and deter graffiti.



ADOBE PHOTOSHOP MOCK-UP