



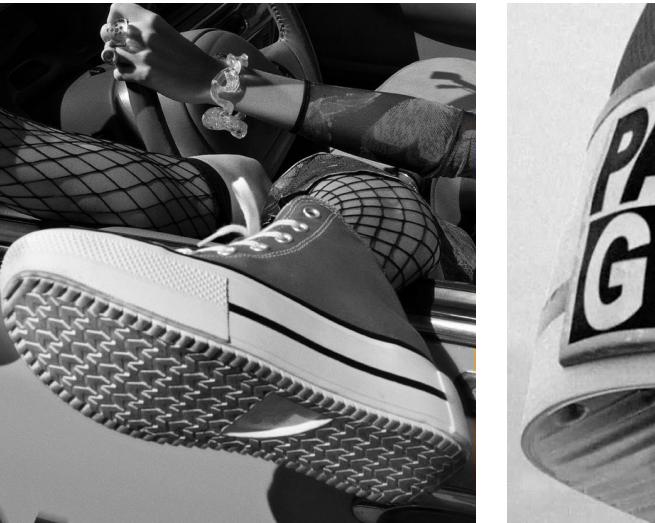
WEAR **YOUR** PASSION

CONVERSE X SHINEDOWN

COLLABORATION

CONTENTS

Vision	06
Brand Guide	08
Mission	13
Collateral	14
Merchandise	18
Wireframes	22
Experience	26



VISION

To unite music and style by blending Shinedown's emotional power with Converse's iconic design sparking a movement of self-expression and creativity.



This collaboration celebrates the fearless spirit of both brands, inspiring fans to wear their passion, walk their truth, and step boldly into the sound.

BRAND GUIDE

TYPOGRAPHY

BEBAS NEUE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * []

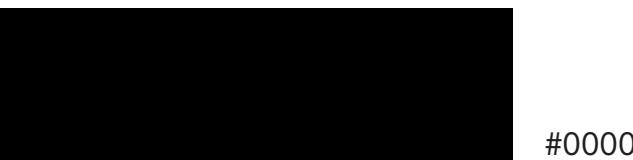
BEBAS NEUE BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * []

PERMANENT MARKER REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ~ ! @ # \$ % ^ & * ()

COLOR PALETTE



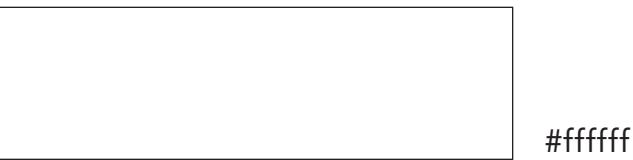
#000000



#ad2515



#a1a1a1



#ffffff

MATERIALS



Canvas



Leather



Rubber



Floors/Ceilings



MISSION

To deliver a limited-edition experience that fuses
Shinedown's rock energy with Converse's iconic streetwear,
inspiring self-expression, confidence, and connection through
bold design and fan-centered storytelling.

COLLATERAL

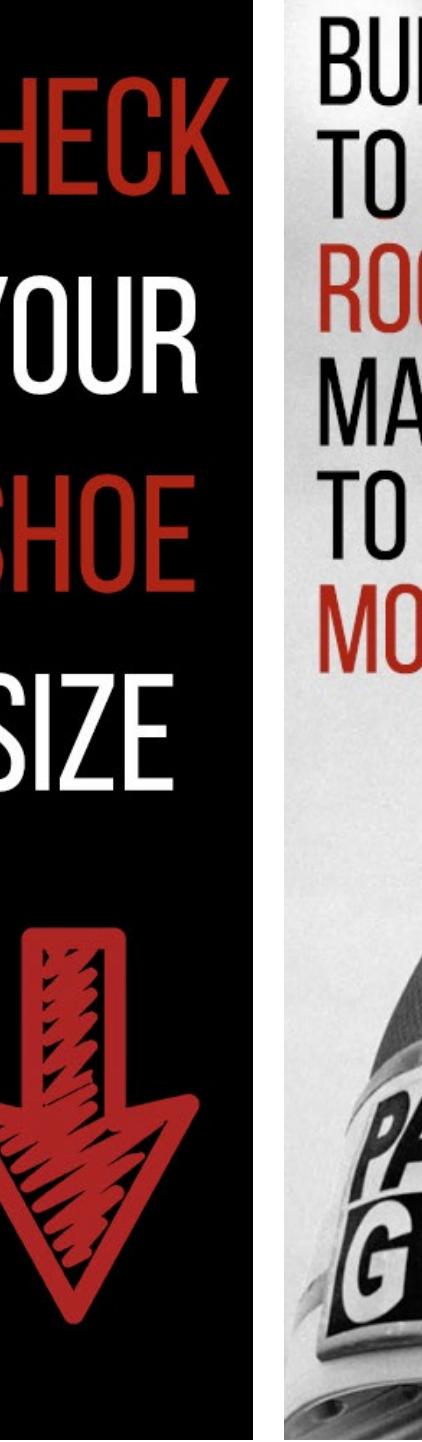
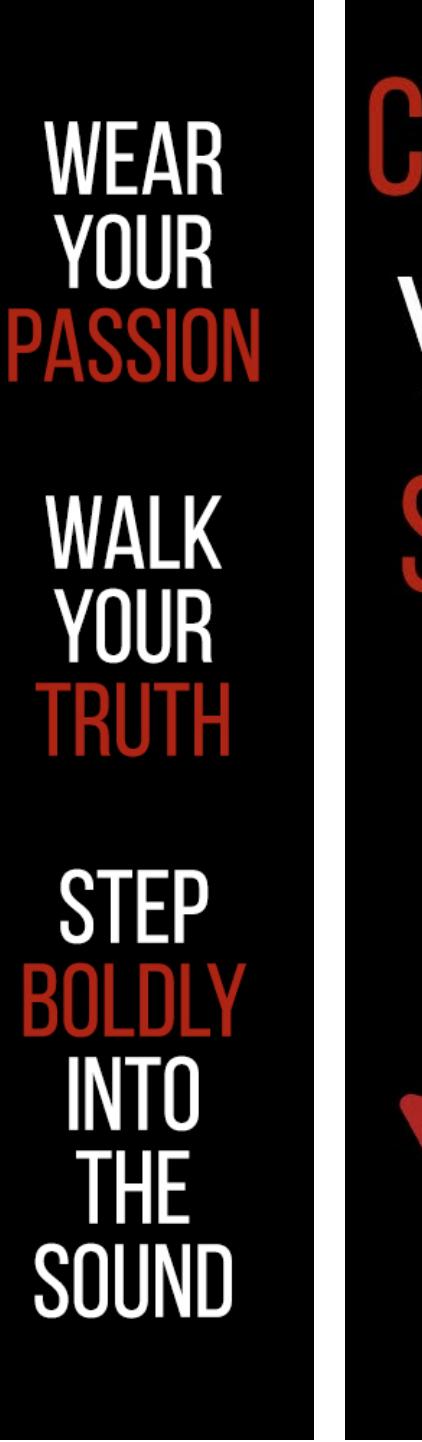
CONVERSE ➤



SHINEDOWN

AN EXPERIENCE INSPIRING SELF-EXPRESSION, CONFIDENCE, AND CONNECTION

BUILT TO ROCK. MADE TO MOVE.



VERTICAL SIGNAGE

Images featured throughout the experience serve a dual purpose - they not only enhance visual engagement but also function as natural dividers, distinguishing and transitioning between each section.

ADDITIONAL IMAGES

Informational signage is strategically placed throughout the experience to provide context and guidance at key points.



MERCHANDISE



| 18

SHOE DESIGNS

Converse and Shinedown unite for an exclusive collaboration featuring four bold shoe designs inspired by the band's most iconic albums. Each pair transforms the energy and emotion of its album into wearable art: from Sound of Madness's rebellious grit to Planet Zero's futuristic edge. This collection celebrates Shinedown's powerful legacy and Converse's timeless style - where rock meets street.



The Sound of Madness



Attention Attention



Amaryllis



Planet Zero

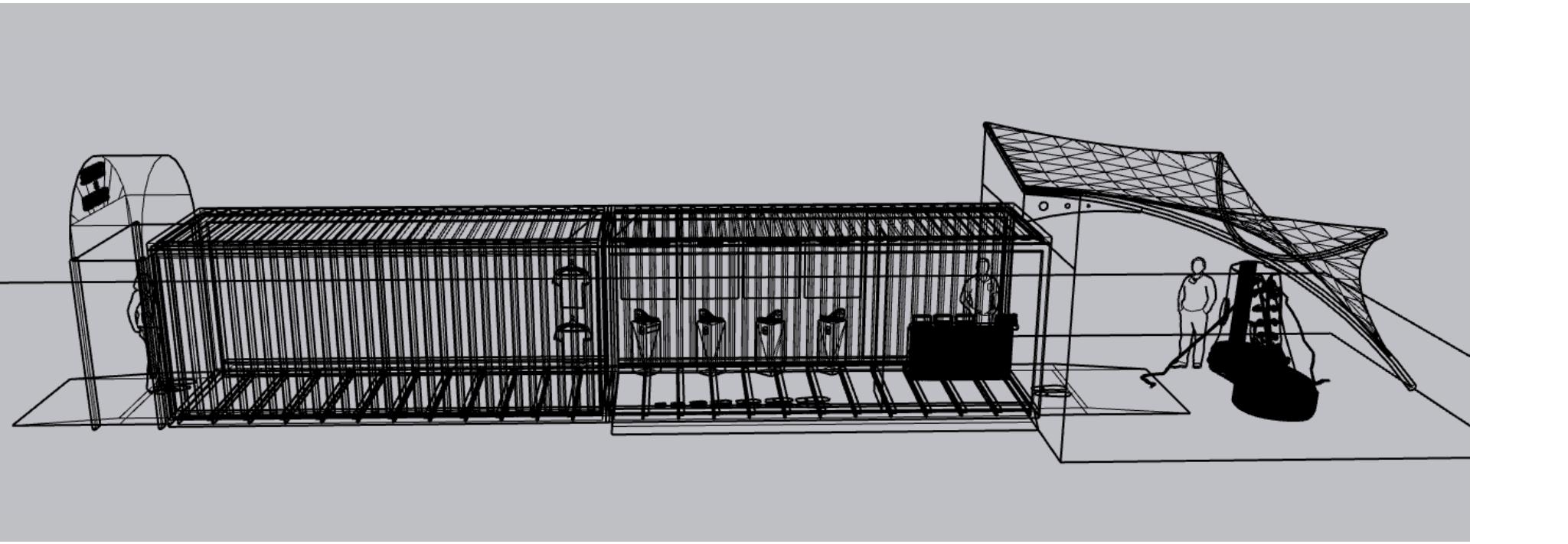
| 19

TAKE AWAY BAGS

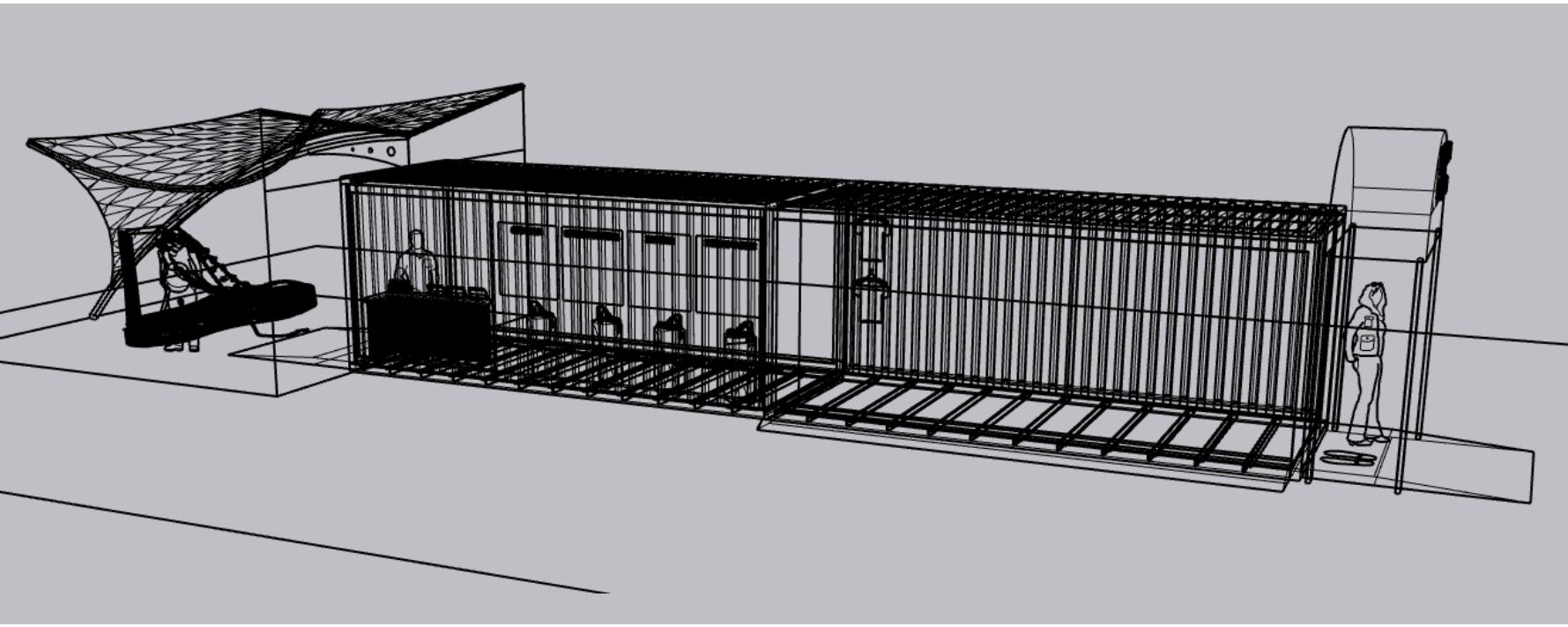
Each participant receives a specially curated bag filled with pins, badges, keychains, and informational cards highlighting the Converse x Shinedown collaboration. These keepsakes let fans engage with the collection, learn more about the brands, and take home a piece of the experience.



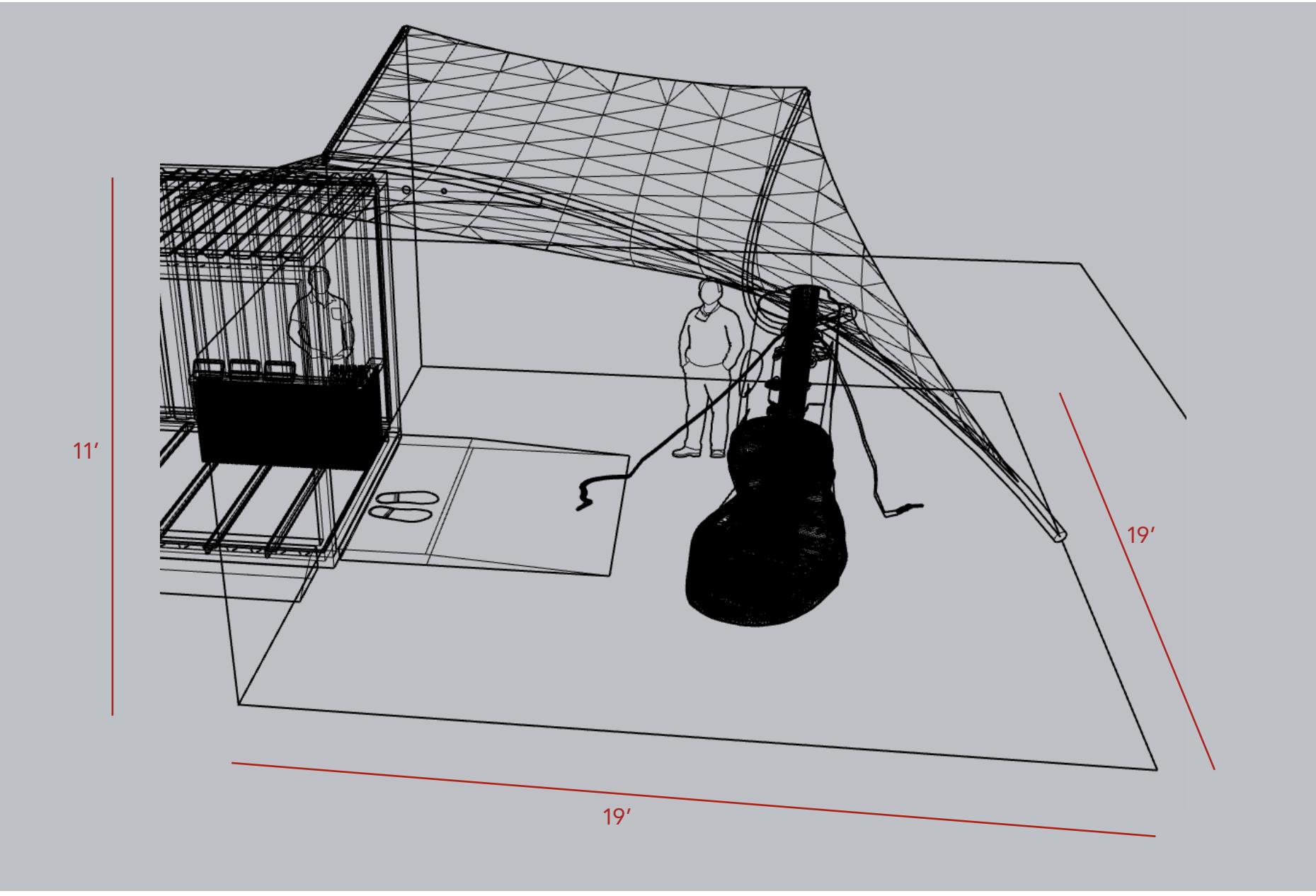
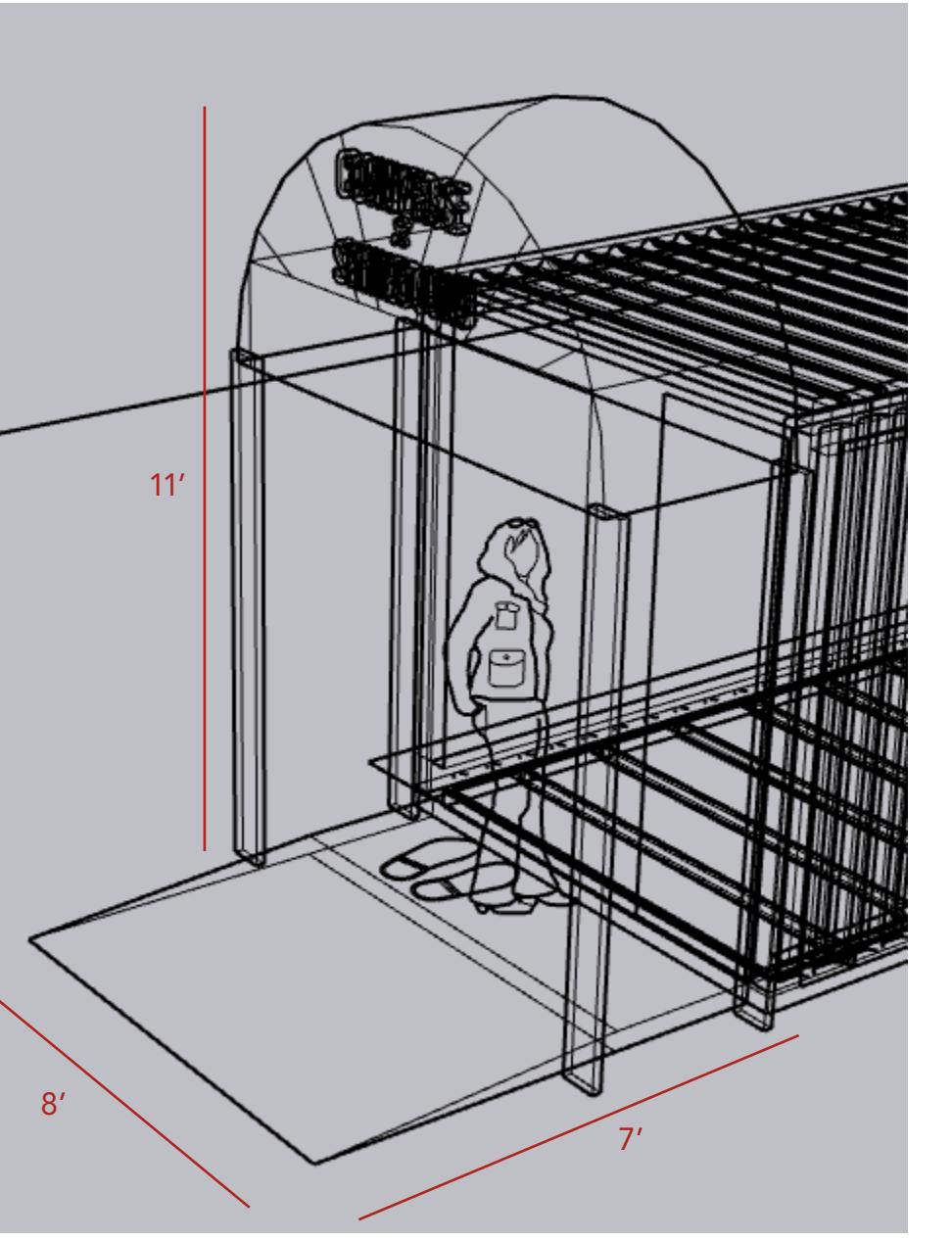
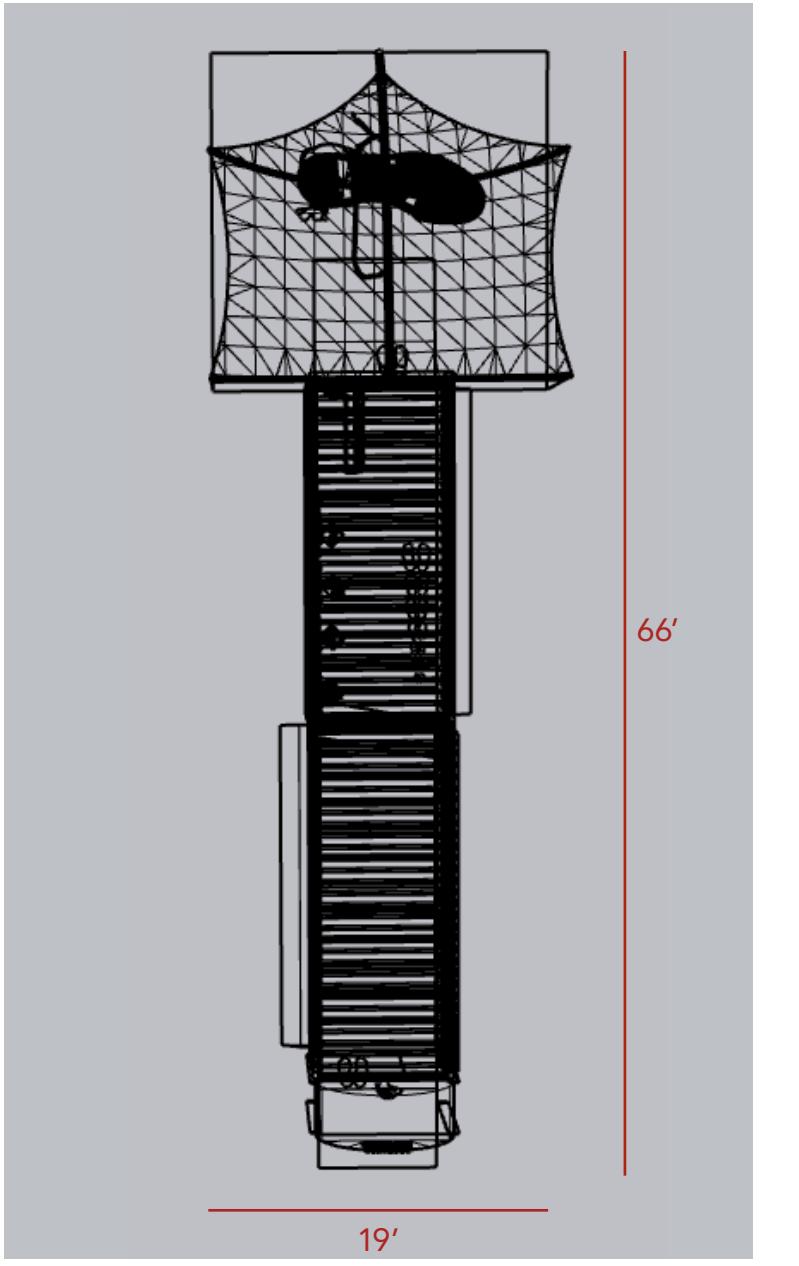
WIREFRAMES



Side view



Side view



EXPERIENCE





Entrance / Presents the collaboration's name and tagline, offering visitors an immediate sense of identity and purpose.



Entrance / Bold signage introducing the collaboration, with floor and ceiling graphics that echo the pulse of concert lighting.



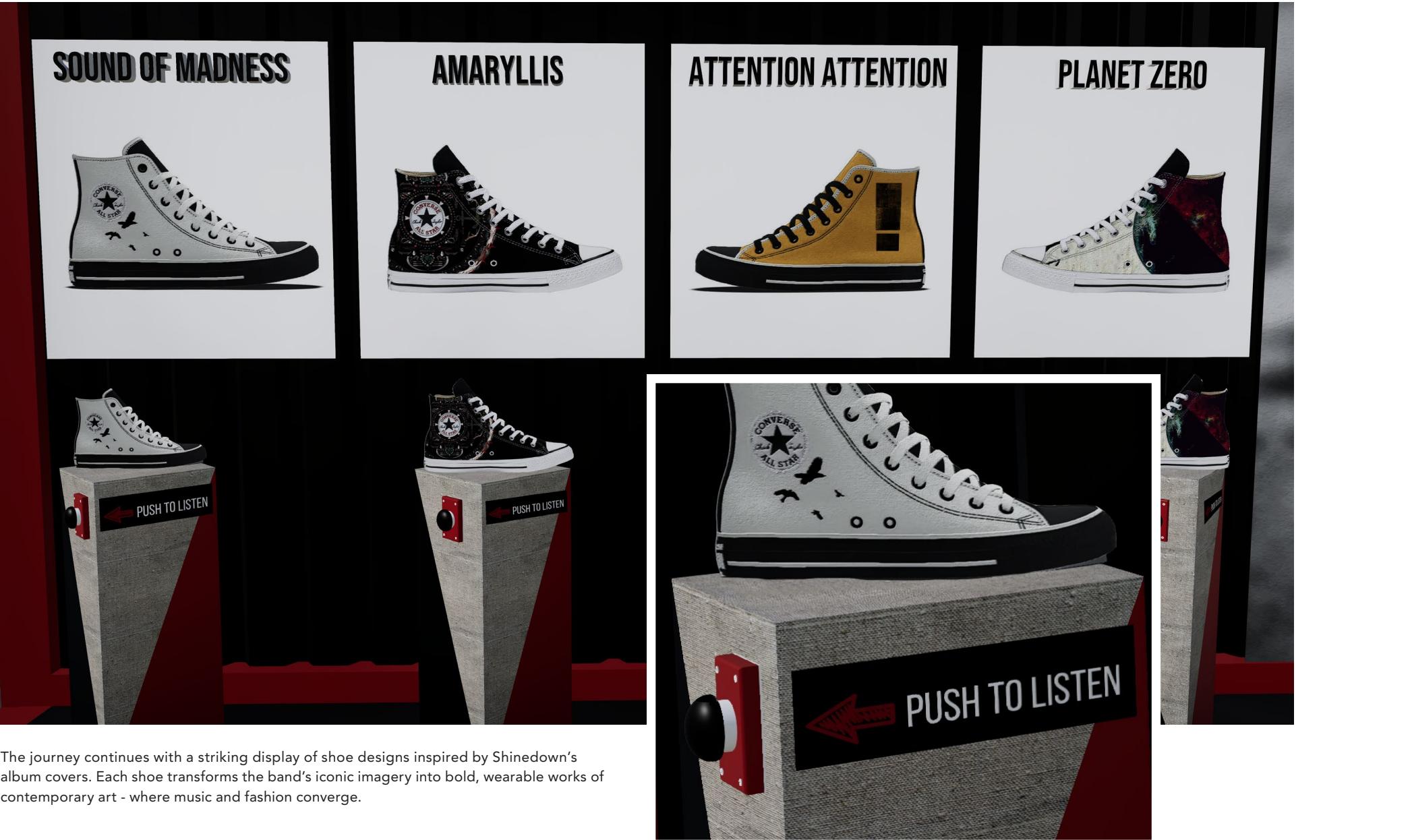
Entrance / Signage introducing the collaboration, also with floor and ceiling graphics that echo the pulse of concert lighting.



Close-up view of hanging t-shirt.

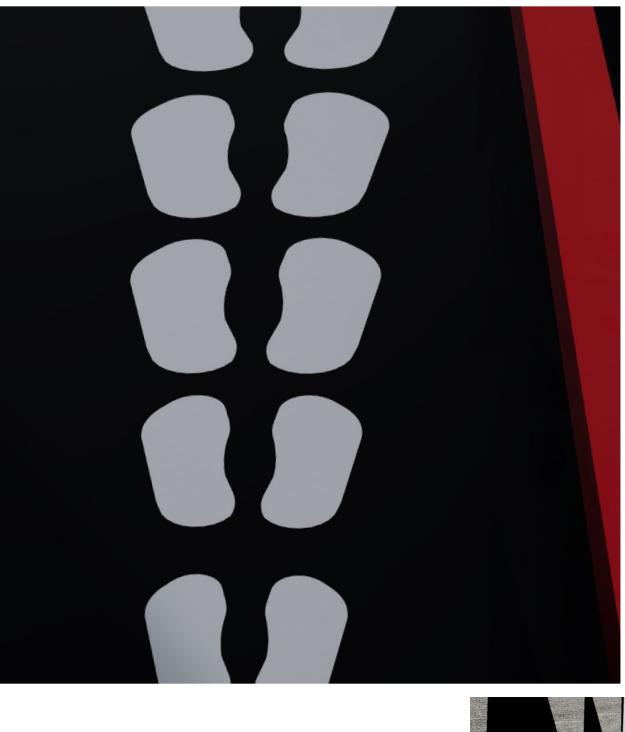


Entrance / Signage displaying the t-shirt design available for pre-order.



The journey continues with a striking display of shoe designs inspired by Shinedown's album covers. Each shoe transforms the band's iconic imagery into bold, wearable works of contemporary art - where music and fashion converge.

Close-up view of push button to hear a song snippet from the album.



Close-up view of shoe prints on the floor.



As visitors move forward, they notice shoe prints on the floor - a playful cue leading to a sign that encourages them to step up and find their current shoe size.

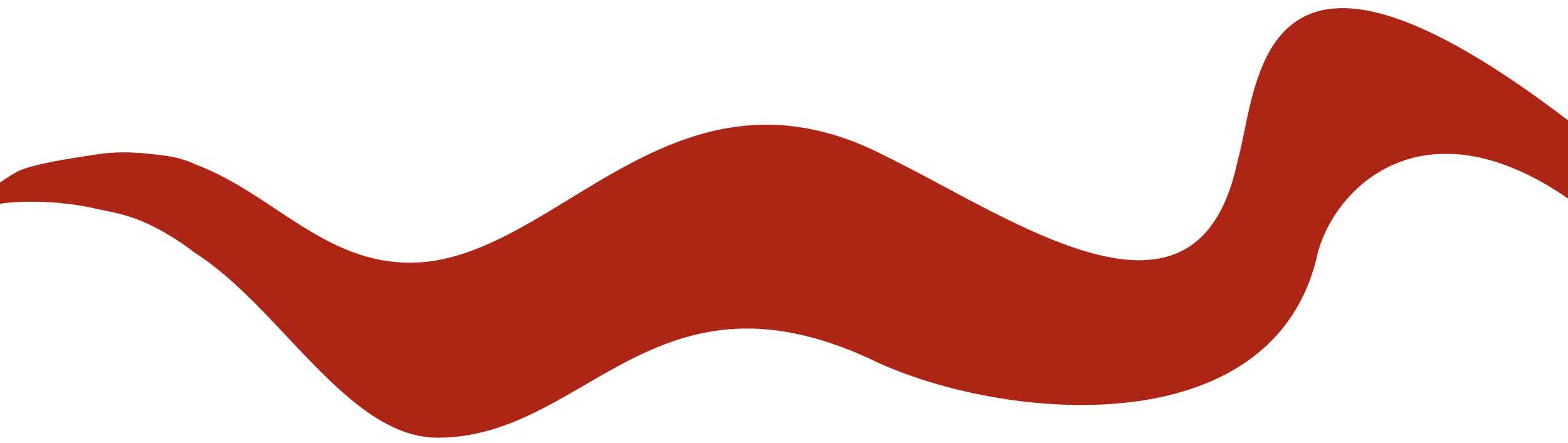


In the final section, a sign-up desk invites visitors to enter their information for pre-order details and collect a take-away bag filled with collaboration keepsakes.



Before leaving, visitors can capture a moment at the photo op station - posing beside a statement Converse shoe showcasing the Shinedown logo.

STEP INTO THE SOUND



TYPOGRAPHY

Bebas Neue
Bold / 24pt

Avenir
Regular / 8pt, 12pt, 14pt

Permanent Marker
Regular / 72pt, 150pt

PROGRAMS

Adobe InDesign v20.5
Adobe Photoshop v26.11
Sketchup 2025

PHOTOGRAPHY

Pixabay.com
Converse.com
Shinedown.com

HINE

Windows 11 Home v24H2
d 26100.6725
RAM / 5.5TB memory

ERS

eConnect Visualizer

DESIGNER

r Yurko
21
25
a State University
ger Institute for Design
e Arts

