

# GRAPHIC THEMES FOR TWO MODELS: NITRO Z20 & NITRO Z21



**CLIENT:** TRACKER MARINE

**INDUSTRY:** MARINE

**PROCESS:** TEXTURED PATTERN

**SOLUTION:** THEME

## OBJECTIVE

Integrate a graphic theme into a boat's design.

## CHALLENGE

The main challenge was to achieve the look envisioned by the design team at Tracker Marine. They had developed a design that carried across the boat and we had to live up to it with multiple parts incorporating different colors, finishes and texture effects. Everything needed to match and fit together and we had to keep costs as low as possible.

## SOLUTION

Using the envisioned graphic theme, the key was to work with the design team, as well as the other component manufacturers to better understand how we could adapt each part to ensure a great fit, while also keeping each part's price as low as possible. The main idea was to play with each part's thickness as well as making sure that the main material we use would offer the same finish and the same «feel». This way, we made sure that each part not only shared the same graphic concept, but that the fit and finish would carry across the boat evenly, making it a whole, as it was designed to be.