

**APX Case Study**

Insomniac Event Graphics Production

**APX Print Group x Insomniac**

**9,000+ Graphics.**  
**400 Variations.**  
**10 Days.**

High volume event production for one of the most recognizable names in live entertainment.



# Overview

**Insomniac needed a production partner capable of moving fast, staying organized, and delivering a large volume of event graphics without sacrificing consistency.** APX supported the project with high output print production, version management, and production coordination built for a fast moving event timeline.

**The result:** a high volume graphics rollout delivered with speed, organization, and consistency.

# The Challenge

**Large scale events** move quickly. Graphics need to be produced accurately, organized by location or use case, and ready to install on tight deadlines.

For this project, the **challenge** was not just volume. It was managing hundreds of versions while maintaining consistent quality, color, materials, and finish across the entire production run.

# What APX Delivered

## 1 High volume print production

Produced thousands of graphics on a compressed schedule.

## 2 Consistent color and quality

Maintained visual consistency across a large number of pieces and production runs.

## 3 Version management

Organized 400 unique graphic variations for production accuracy and rollout efficiency.

## 4 Event ready execution

Delivered graphics prepared for real event environments, installation, and high traffic use.

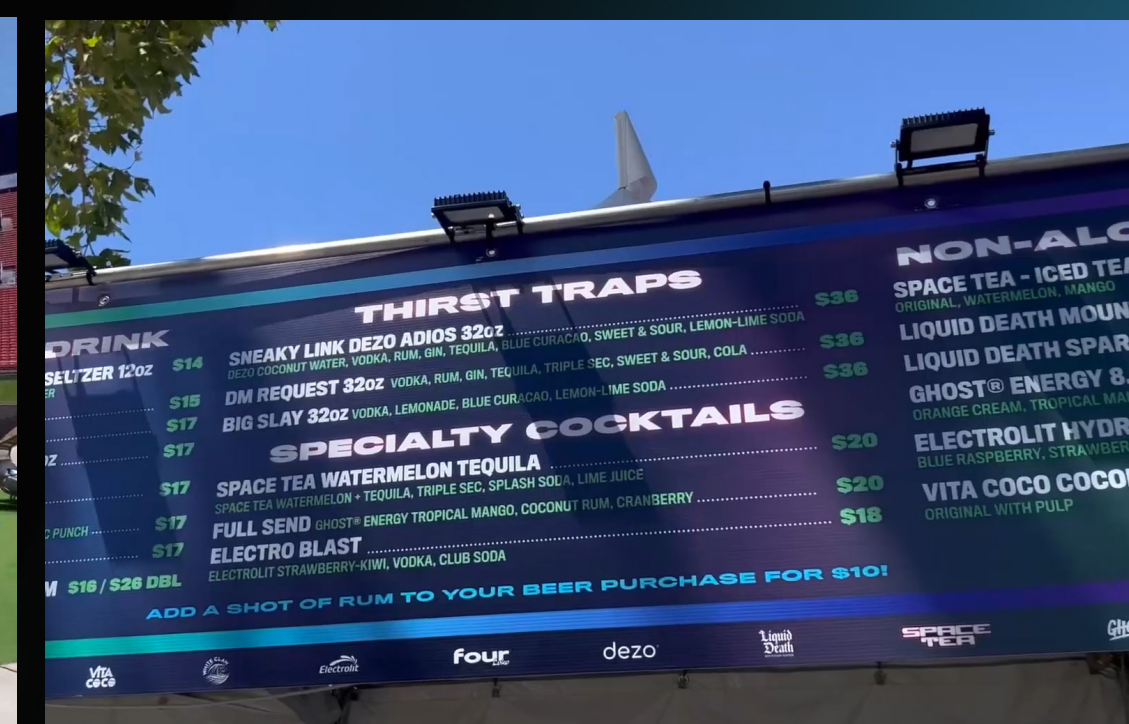
# Event Graphics at Scale

A high volume rollout spanning signage, wayfinding, branded graphics, and event environments.

 Site wide graphics

 High volume production

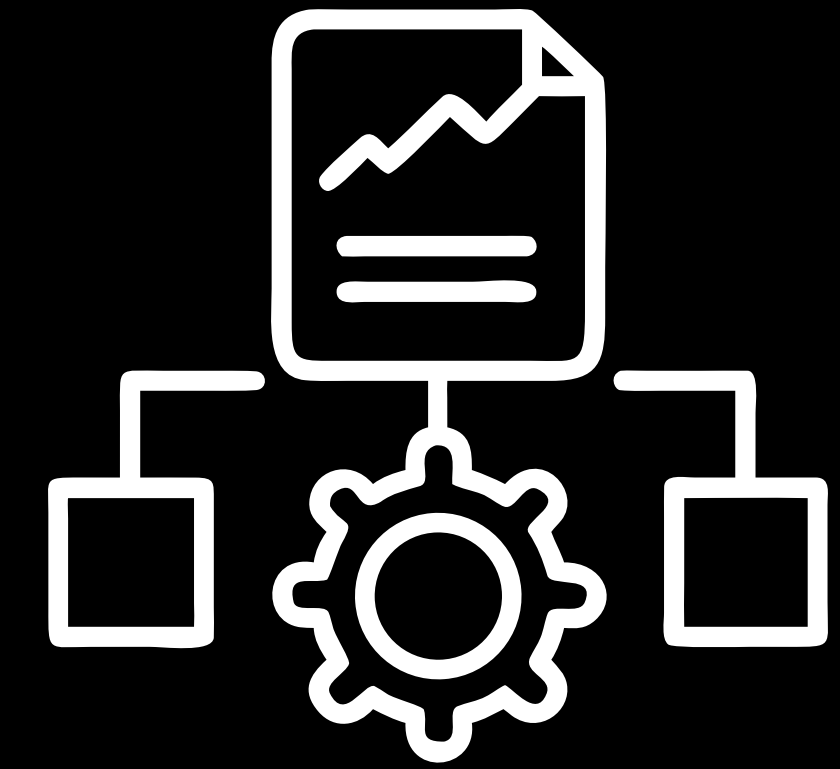
 Install ready delivery



# Production Capabilities Used

**APX's in house production model** gave the project tighter control over quality, speed, and turnaround.

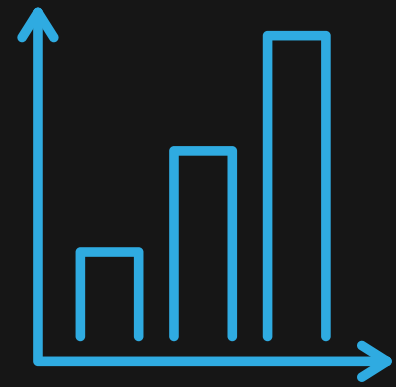
Grand format UV and superwide production supported banners, fabric, window perf, frontlit, backlit, building wraps, and billboard applications.



# Why It Matters

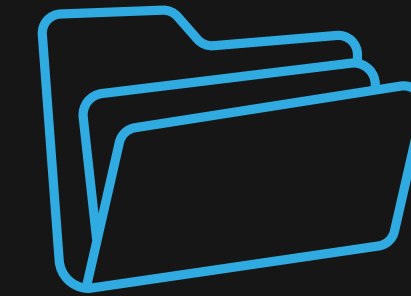
## Volume

Thousands of graphics produced quickly.



## Complexity

Hundreds of versions managed without losing control.



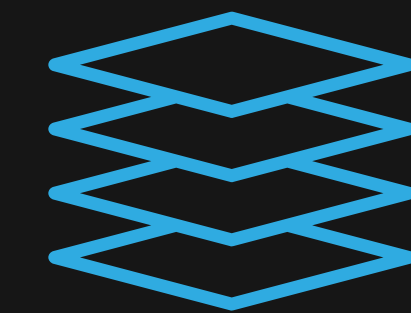
## Speed

A 10 day production window from execution to delivery.



## Consistency

Clean, repeatable output across every asset.



# Trusted Across Insomniac Events

High volume graphics production across Insomniac events, delivered with speed, consistency, and control.

The logo for EDC (Electric Daisy Carnival) features the lowercase letters 'edc' in a bold, rounded, white font.The logo for Beyond Wonderland is written in a white, hand-drawn, bubbly font.The logo for Wasteland is written in a white, blocky, stencil-style font.The logo for Nocturnal Wonderland is written in a white, slanted, hand-drawn font with a thick outline.The logo for Day Trip is written in a white, bold, sans-serif font with a dot between the words.The logo for HARD is written in a white, bold, sans-serif font with a slanted, blocky style.The logo for Escape Halloween features the word 'ESCAPE' in a large, white, blocky font with a distressed texture, and 'HALLOWEEN' in a smaller font below it.The logo for Dreamstate features a stylized white 'DS' monogram above the word 'DREAMSTATE' in a white, spaced-out, sans-serif font.

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