

Client Case Study

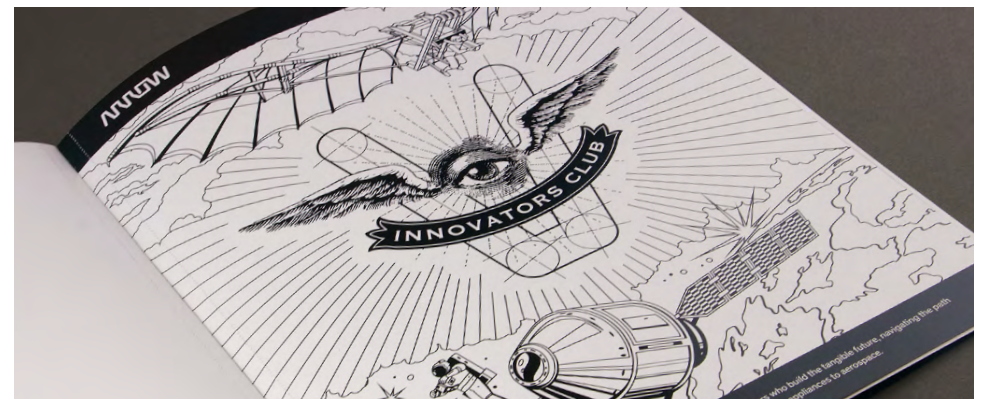
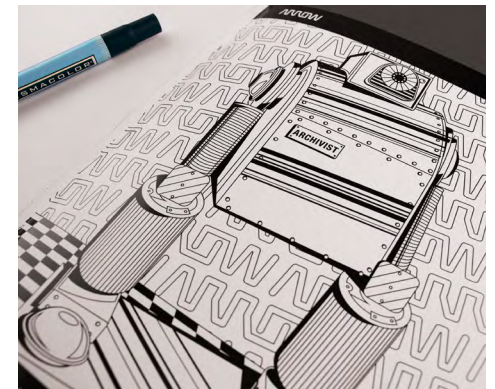
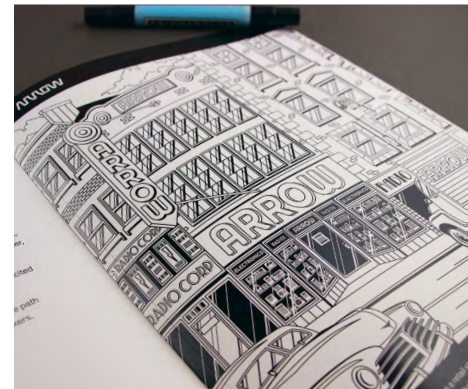
Graphic Design

Arrow Electronics Custom Coloring Book Illustrations

From humble beginnings selling used radios in New York City, Arrow is now a leader in technology and innovation, spanning more than 80 countries. Offering solutions on everything from telecommunications to aerospace, Arrow has earned a top spot on the Fortune 500 list for over twenty years. Arrow's brand message is "Five Years Out," signifying their role as the leader in electronics design for a better tomorrow.

Looking to present their corporate history in an innovative way, Arrow requested a custom-branded coloring book designed to use as both a marketing tool and a unique corporate giveaway. Clay Pot Creative designed and drew custom illustrations for the book, weaving together imagery of Arrow's past, present and future.

Created not only to serve as a fun and playful piece, the book also helped educate about the Arrow brand, and the philosophy of innovating for a better future. In addition to providing custom illustrations, Clay Pot also designed the book's pages to accept crayon or ink without bleed-through, including spine perforations that allowed for easy finished page removal.



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