

EDISON YEUNG

TECH ASSEMBLY

CONFERENCE CASE STUDY

WWW.EDISON-DESIGNS.COM

OVERVIEW

2025-2026

Tech Assembly is a conference brand focused on innovation, collaboration, and new ideas within the tech industry. This project builds on an earlier version called Tech Connect, where the foundation of the design was first created. Instead of starting over, the goal was to improve and expand what already existed into something more complete.

The focus was to make the brand feel more professional and consistent, while also making sure it works across different formats like social media, posters, and real event spaces. As the project developed, it became less of just a concept and more like something that could actually exist in a real conference setting.

INITIAL PROJECT — TECH CONNECT

Project Title: Conference Branding

Client: Tech Connect

Project Date: 2025

Role: Graphic Designer

PROJECT EXPANSION — TECH ASSEMBLY

Client: Tech Connect

Request: Brand Expansion / Repositioning

Project Date: 2025–2026

Role: Graphic Designer

OBJECTIVE

2025-2026

The main goal of this project was to create a clear and consistent visual identity that could work across multiple platforms. This includes digital, print, and environmental designs like banners or signage. The brand needed to feel modern and structured, but not too complicated or hard to understand.

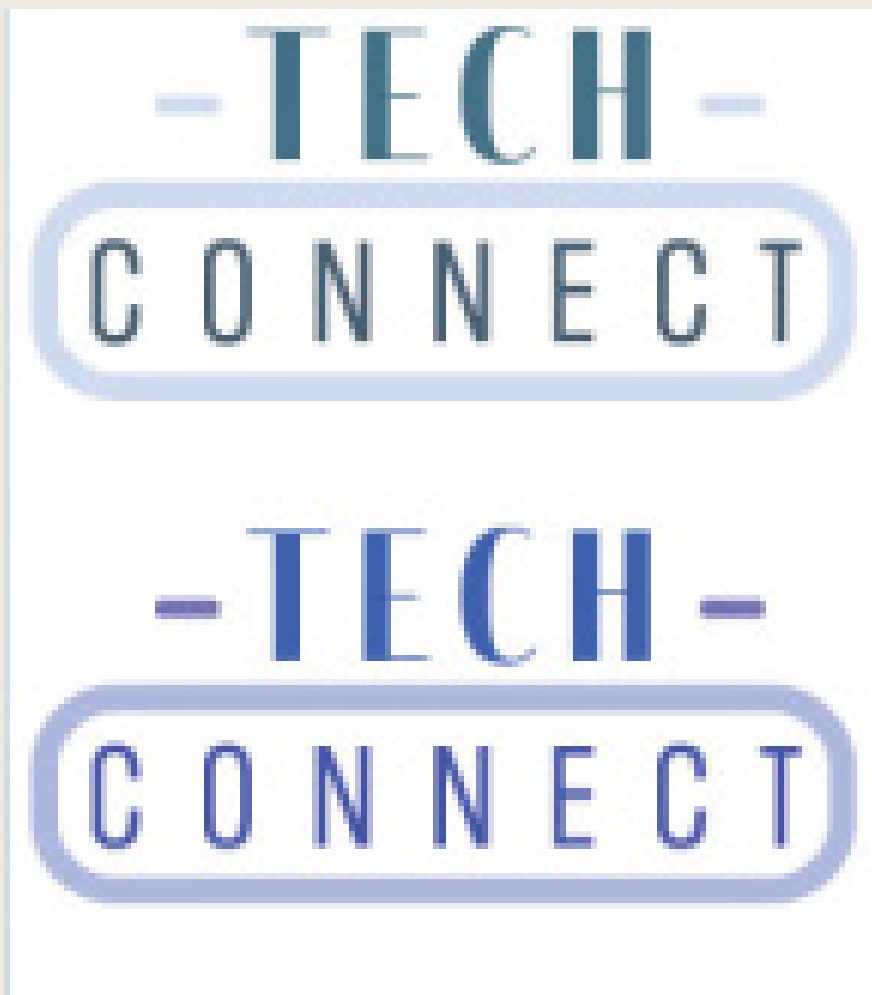
Another important focus was improving the flexibility of the original design. Some parts of the earlier version worked, but needed adjustments to make them more usable in different situations. Overall, the goal was to make everything feel connected and intentional.

PROJECT EVOLUTION

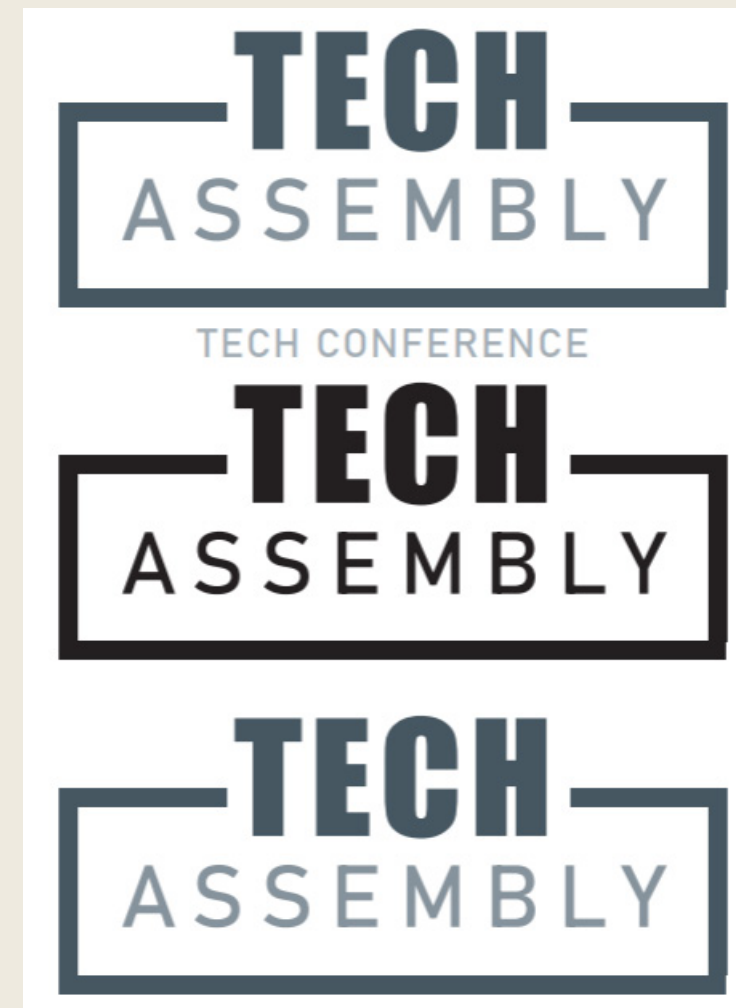
2025-2026

Tech Assembly is not a completely new project, but rather an improved version of the original Tech Connect concept. The core idea and visual direction stayed mostly the same, but the execution was refined and expanded. This allowed the project to grow naturally instead of restarting everything from scratch.

By continuing from the original version, it was easier to see what worked and what needed improvement. Things like spacing, structure, and overall clarity were adjusted over time. This process shows how a design can evolve instead of being replaced.



**From Tech Connect
to Tech Assembly**



PHASE 1

FOUNDATION

Initial Concepts (Tech Connect Phase)

This phase focuses on the early development of the project, including research, sketching, and first design ideas. These steps helped build the foundation of the brand and set the overall direction. Even though these designs are not final, they are important in understanding how the project developed.

RESEARCH

PHASE 1 - TECH CONNECT STAGE

2025-2026

The research phase focused on looking at how other conference brands present themselves visually. This included things like bold typography, grid-based layouts, and how information is organized across different formats. It was important to understand how designs can stay consistent whether they are on a screen or in a large physical space.

This also helped with understanding how to keep information clear and easy to read, especially in a fast-paced environment like a conference. These ideas helped guide the early design direction and influenced later decisions.

Project Conference Branding/Marketing

Client: TechConnect

Outcome: To develop a design and research report regarding TechConnect. We design up to 40 designs to create and then make 3 digital copies of it.

Deliverables: Networking, collaborating with business partners who think alike. Expanding their network and knowledge amongst many others who view the same.

Brand Positioning Statement: To Create new and innovative ideas, coming together and hosting events to showcase the real and ideal changes made to society. Technology that could differ across many different platforms.

Target Audience: For the target audience, I'd say you're more likely to find students at the age of 18 and up to 60+ of age for this field. From what I found and researched about TechConnect, their field showcases many different types of roles, that come into play. So realistically it's looking for students, investors, innovators, and professionals that are willing and interested in this focus.

Competition: One competition I found, is called TechCrunch. This company also focuses realistic on what TechConnect does. Which hosts meetings, and more. They typically view the same content as TechConnect, where they host meetings that allow you to get tickets, to join. A collaborative space that allows everyone to present their idea, to make a new real-world change.
<https://techcrunch.com>

Strategy: [Make sure you cover all the basic questions as it relates to the client.]

- o Why are we here? To create and innovate newfound research in the technology field, coming together with many others who think alike.
- o What do we do, and how do we do it? Host events that can be viewed on their website. This basically shows a list of events and press conferences that they plan to do. There should be one coming up soon, which you can also sign up for.
- o What makes us different? As for what makes them different, I don't really see much of a difference in the sense, of what makes them differ from other competitors. However, something that TechConnect has, compared to others, is that they're one of the largest innovative ecosystem, as stated in their "Our Story" section. They also have a wide selection of partners that work together with TechConnect, to build and research on new technologies, that could then be presented with hundreds and thousands of individuals.
- o Who are we here for? From what I know, TechConnect is here for anyone who's interested in becoming an investors, someone who thinks in a similar fashion to them. Many who are interested in the field of research, collaborating with peers, such as students, or even professional/researchers who also view this as a focus.
- o What do we value the most? I believe TechConnect values the collaborative approach above all, as there's no such thing as a team, without each role making

a difference when it comes down to making sure things work out. Research takes time and effort, so each role oversees a certain level of commitment, that differs from the rest. Hence why collaboration and cooperation with a group is very crucial.

- o What's our personality (brand voice)? Collaboration
- USP: [list the USP (Unique Selling Proposition) – the one feature or the perceived value which makes it unique from the rest of the competition. The reason that would motivate a buyer to act.]

We, who focus on the real-world changes, innovate and collaborate with many well-respected people who take the opportunity to create something meaningful.

Inspiration/Visual Research: [Provide links and/or images with a brief description to inspiration discovered during the research phase – cite all sources.]

TechConnect.org
<https://techconnect.org/2025-spring-smart-cities-connect-conference-and-expo/>
<https://techconnect.org/our-story/>
<https://techconnect.org/case-studies/>
<https://techconnect.org/techconnect-and-national-safety-council-announce-finalists-for-safety-innovation-challenge-heat-stress/>

Research references analyzing layout, typography, and structure across conference branding.

EARLY LOGO DEVELOPMENT

PHASE 1 - TECH CONNECT STAGE

2025-2026

These early logo variations show how the original Tech Connect identity began to evolve into Tech Assembly. The initial goal was to create a design that felt modern and easy to read, using a clean typographic structure.

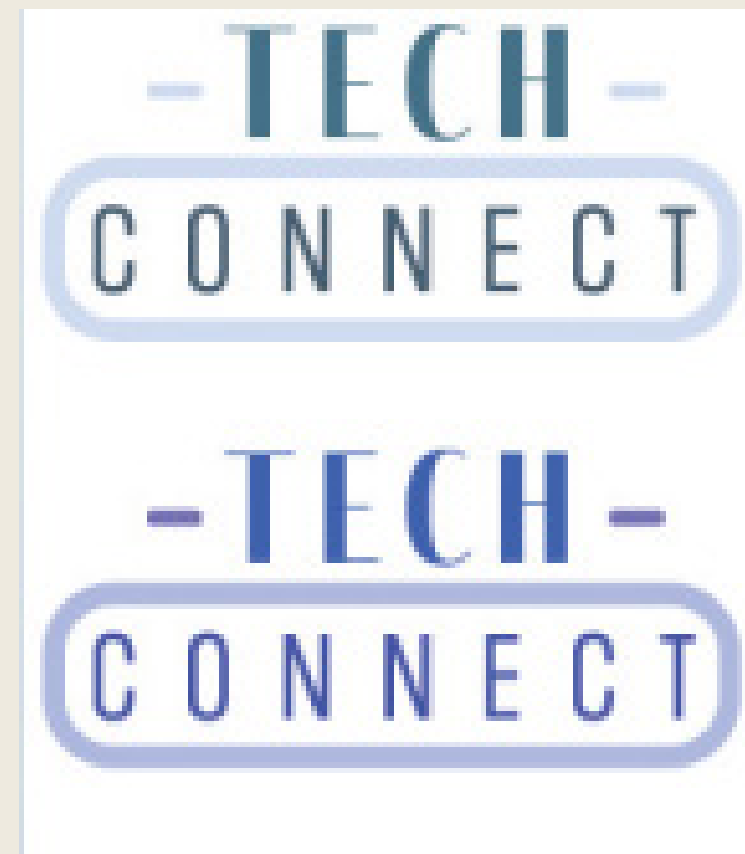
As the design developed, the direction shifted toward a more refined and slightly futuristic look. This included adjustments to spacing, weight, and overall balance to improve clarity while giving the logo a stronger visual presence.

These changes helped transition the design from a simple concept into a more polished and adaptable identity that could work across different applications.

Initial Variation



Refined Variation



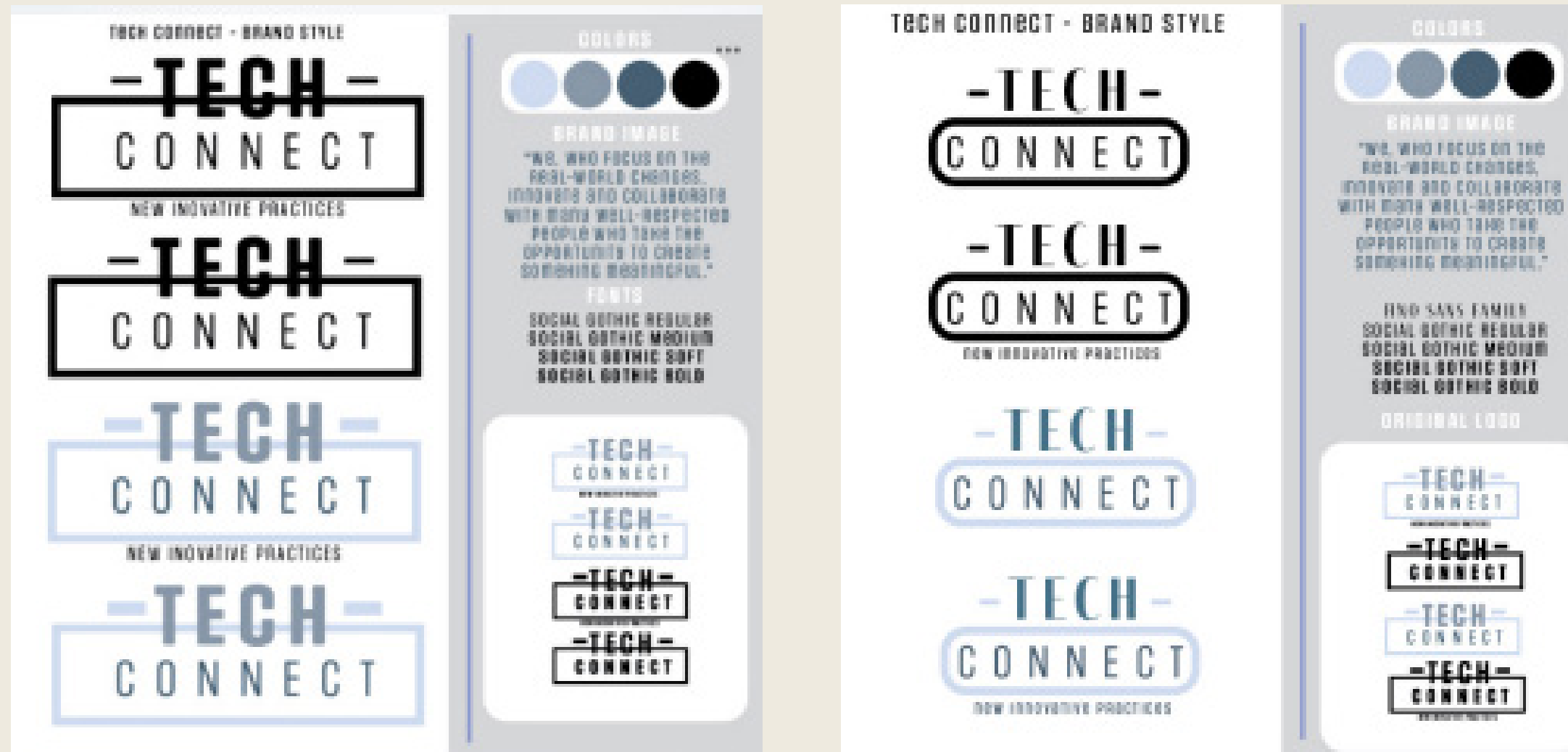
TRANSITION

PHASE 1 - TECH CONNECT STAGE

2025-2026

After building a strong foundation, the next step was to refine the design and expand it into a more complete system. This included cleaning up spacing, improving readability, and making everything feel more consistent. The goal was to take the existing ideas and make them more polished and usable.

This phase is where the project starts to feel more like a real brand instead of just separate concepts. Everything begins to connect and work together as a system.



PHASE 2

REFINEMENT & FINAL

Expanded System & Final Design

This phase focuses on improving the existing design and applying it across different formats. The goal is to make sure the brand works consistently in real-world situations, not just as a single design.

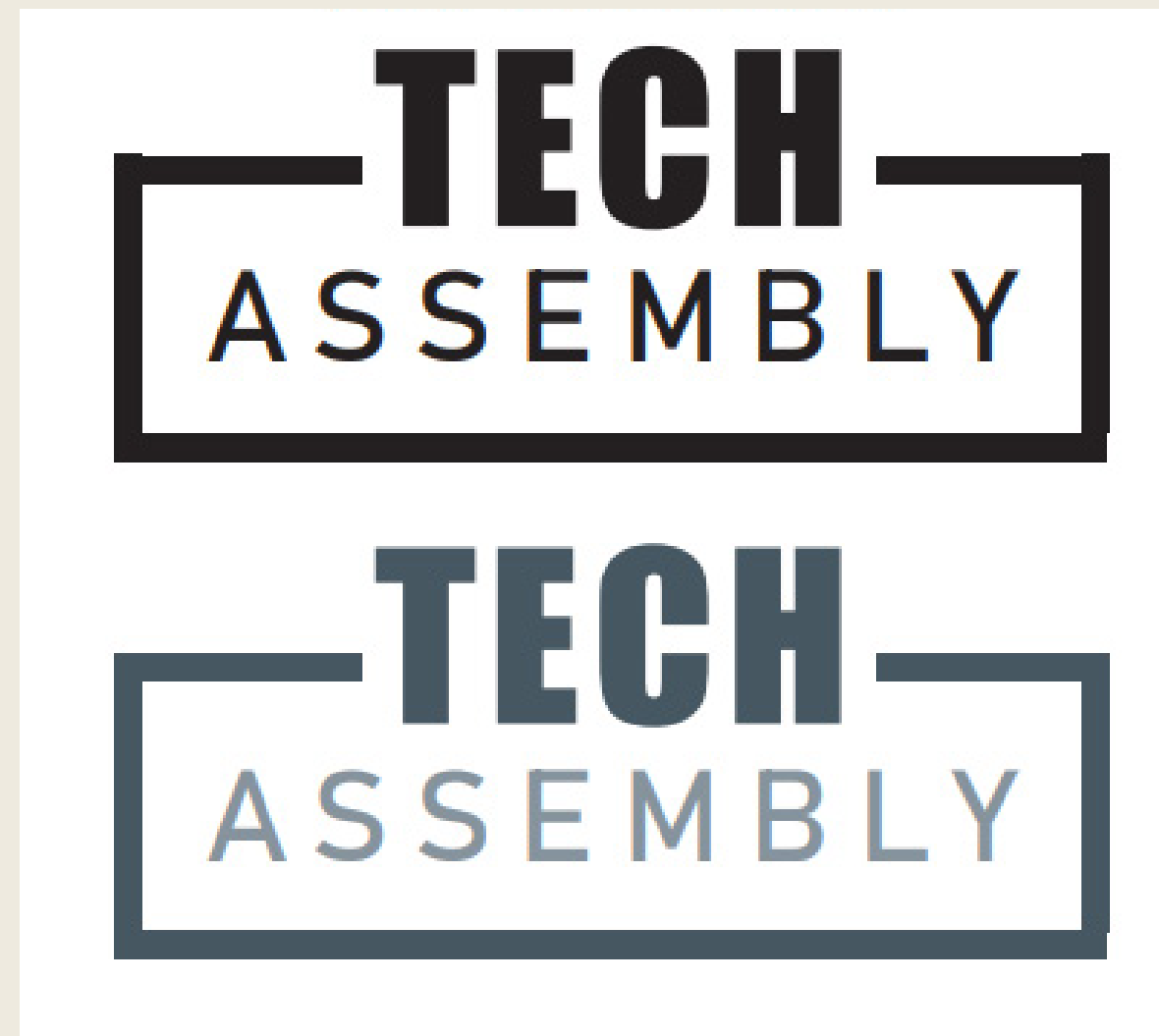
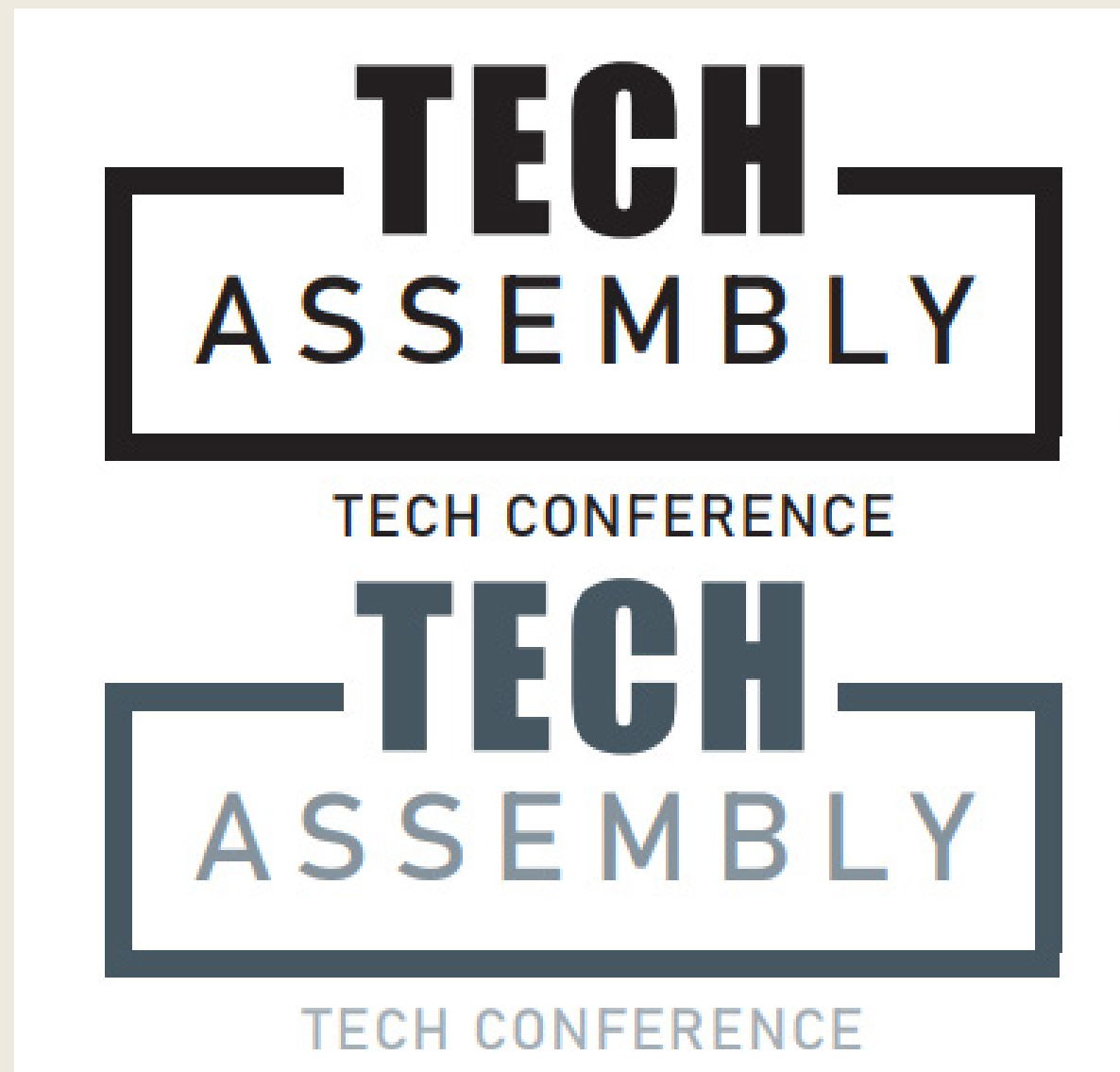
FINAL LOGO

PHASE 2 - TECH ASSEMBLY STAGE

2025-2026

The final logo builds on the earlier concept but improves the overall structure and readability. Adjustments were made to spacing, alignment, and typography to make it feel more balanced. These changes help the logo work better across different sizes and formats.

Instead of redesigning everything, the focus was on improving what already worked. This keeps the identity consistent while making it more refined.



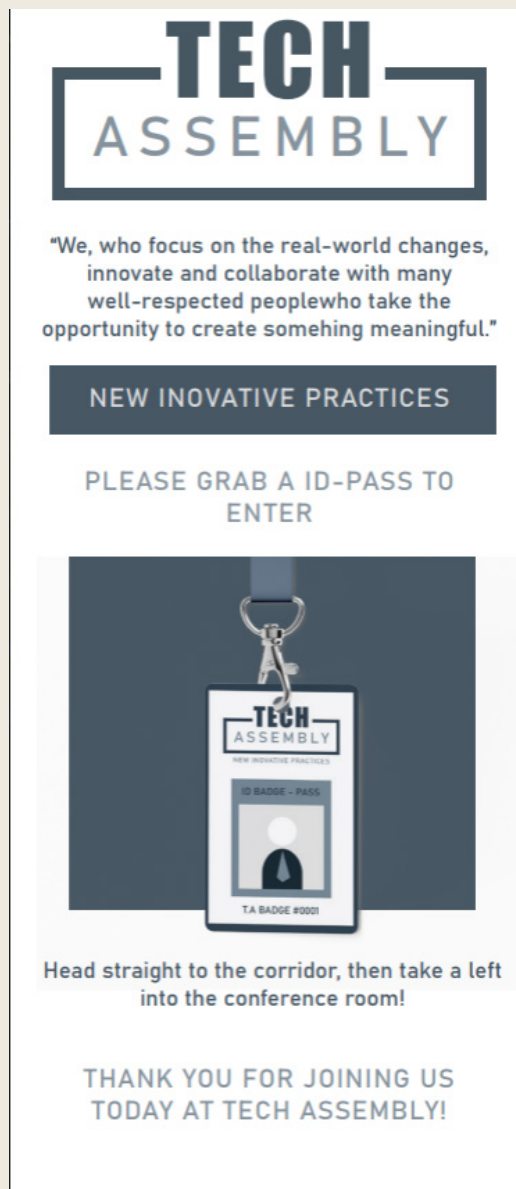
FINAL MOCKUPS & SWAG

PHASE 2 - TECH ASSEMBLY STAGE

2025-2026

The final designs show how the brand works across different formats, including social media, posters, banners, and branded merchandise. Each piece uses the same visual system, but adapts to fit its specific purpose.

By applying the design in multiple ways, it becomes clear how the brand functions as a complete system. This helps show how the identity would exist in a real conference setting.




TECH ASSEMBLY

"We, who focus on the real-world changes, innovate and collaborate with many well-respected people who take the opportunity to create something meaningful."

NEW INNOVATIVE PRACTICES

PLEASE GRAB A ID-PASS TO ENTER



Head straight to the corridor, then take a left into the conference room!

THANK YOU FOR JOINING US TODAY AT TECH ASSEMBLY!



TECH ASSEMBLY

ENTRANCE

TECH ASSEMBLY

EXIT

TECH ASSEMBLY

THANK YOU



TECH ASSEMBLY

COMING SOON!

3.18.26 - 3.19.26


For more information, check our website.



3.18.26 - 3.19.26

TECH ASSEMBLY

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TECH ASSEMBLY

TECH CONFERENCE

UPCOMING EVENTS

2026

March 18, 2026
Opening Keynote: The Quiet Shift — Invisible Interfaces and Ambient Computing


March 19, 2026
Synthetic Presence: The Future of Digital Humans in Communication

March 19, 2026
Security in the Age of Autonomous Systems

2027

April 7, 2027
Keynote: When Machines Create — Creativity in the Post-AI Era

April 9, 2027
Closing Session: Technology, Humanity, and the Shape of Tomorrow



TECH ASSEMBLY

SPRING 2026

3.18.26 - 3.19.26

For more information, check our website.



3.18.26 - 3.19.26

SPRING CONFERENCE

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LET'S COLLABORATE!

If you'd like to work together or discuss ideas, feel free to reach out.

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WWW.EDISON-DESIGNS.COM