

# exacta

the online spot for photographic gear  
[www.exacta.com](http://www.exacta.com)



## Convention bag

Nothing feeds a photographer's lust for gear like bright colors and great photographs. Large size for maximum visibility and capacity.

# exacta

## Identity

Identity for online photo gear sales firm uses stark black and white scheme to stress the essential element of photography: light.

## T-shirt

Promotional T-shirt is black, emphasizing Exacta's stark color scheme and minimizing light-spill in the darkroom.

