

Submission for
CASE 2019 Circle of Excellence Awards
Design: Single-Page Publications

Alumni Leaflet

HKUST Business School

March 2019

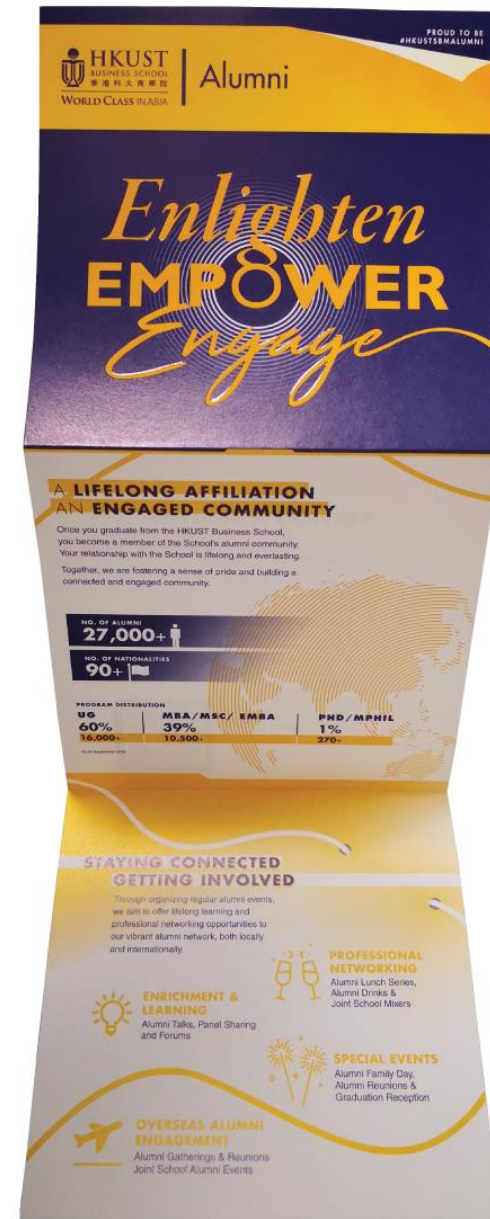
Objectives

- To **stay connected** with our vibrant alumni community and to introduce our works.
- To give **an overview** of our mission and services and highlight different options for our alumni to get involved.
- To convey a key message – alumni are like our **‘amplifiers’** who can help us spread the words.



Creative Design Concept

- **Simple lines and concentric circles:** visualizing sound transmission – amplification, spreading out and expanding
- **Ribbon-like illustration:** ties together all aspects of alumni development
- **Two colors:** – blue and yellow, which are the School's corporate color to align with the School's branding
- **High quality spot UV coating:** adopted the latest digital printing technology – SCODIX UV



Creative Design Concept

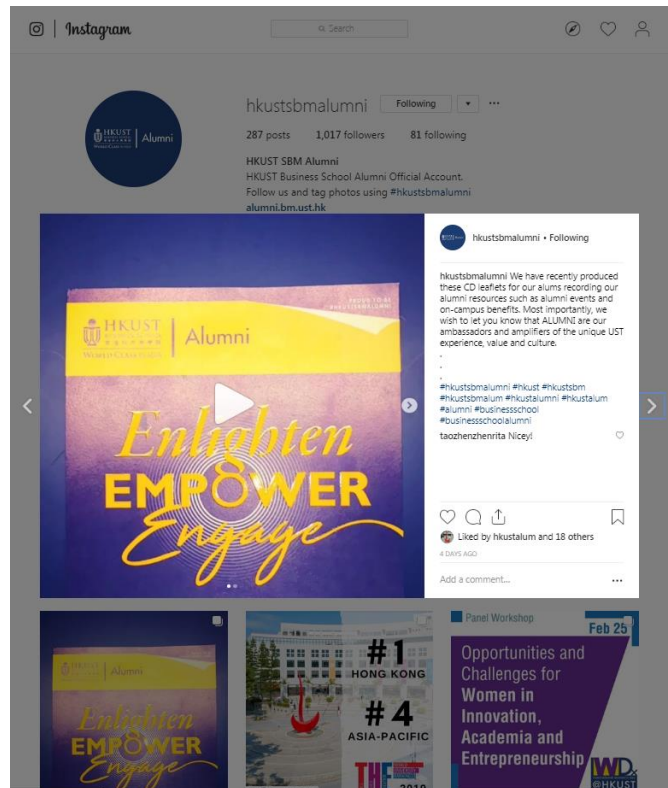
- **“Hand-holding” illustration:** engagement, getting involved and interconnecting
- **QR code:** direct recipients to check out more information online
- **Social media platforms:** refer to Facebook & LinkedIn, to encourage alumni to stay connected virtually



Social Media

To create a synergy effect, the Team used the Alumni Leaflet design as a base to develop other images for the social media platforms, and to produce other alumni souvenir.

Instagram



Facebook

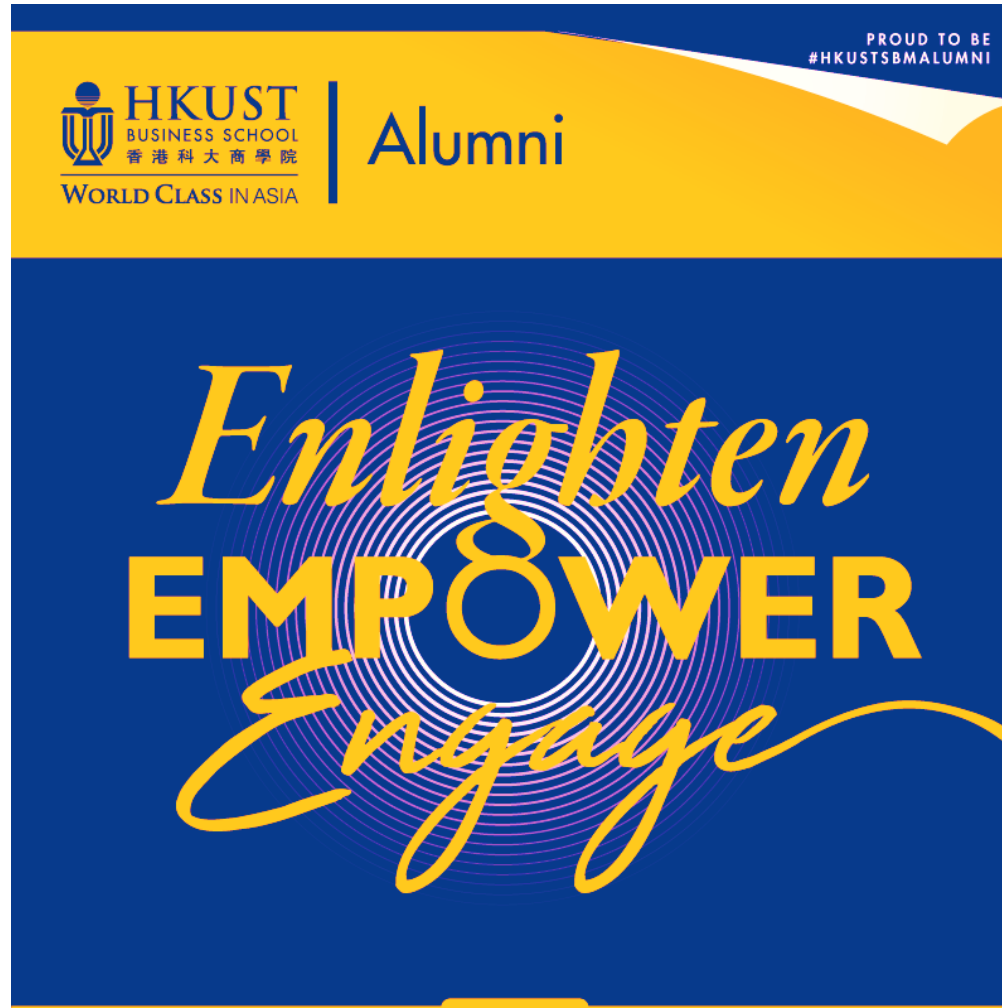


Special Alumni Souvenir Pack

A keychain replicating the display plate for the designated minibus travelling to HKUST – a collective memory of all HKUST graduates



Leaflet Artwork – Cover



Leaflet Artwork – Front & Back

HKUST BUSINESS SCHOOL
WORLD CLASS IN ASIA

Alumni

PROUD TO BE #HKUSTALUMNI

Enlighten
EMPOWER
Engage

A LIFELONG AFFILIATION AN ENGAGED COMMUNITY

Once you graduate from the HKUST Business School, you become a member of the School's alumni community. Your relationship with the School is life long and everlasting.

Together, we are fostering a sense of pride and building a connected and engaged community.

NO. OF ALUMNI
27,000+

NO. OF NATIONALITIES
90+

PROGRAM DISTRIBUTION		
UG	MBA/MSC/EMBA	PHD/MPHIL
60%	39%	1%
16,000+	10,500+	270+

As of December 2019

STAYING CONNECTED GETTING INVOLVED

Through organizing regular alumni events, we aim to offer lifelong learning and professional networking opportunities to our vibrant alumni network, both locally and internationally.



ENRICHMENT & LEARNING
Alumni talks, Panel Sharing and Forums



PROFESSIONAL NETWORKING
Alumni Lunch Series, Alumni Dinners & Joint Schools Mixers



SPECIAL EVENTS
Alumni Family Day, Alumni Reunions & Graduation Reception



OVERSEAS ALUMNI ENGAGEMENT
Alumni Gatherings & Reunions
Joint School Alumni Events

EVERY SUPPORT COUNTS!

Our alumni are diverse, energetic, proactive and professional. With their support in terms of time, expertise, connections and donations, our alumni are helping to advance the work of the School and support its mission in nurturing future business leaders.



If you are interested in offering your support, please contact us.

ALUMNI SERVICES & BENEFITS

Our alumni are eligible to enjoy a wide range of exclusive services and benefits. Stay tuned for new offerings and updates!

- Lifelong Alumni Email Account
- Alumni News & e-Magazine
- On Campus Parking & Catering Discounts
- Library Services & Sports Facilities
- Discounted Rental Fee at HKUST Business School Central (located at the Hong Kong Club Building)
- Free Booking of Alumni Club House in Shenzhen
- SBM Alumni Channel
- SBM Career Resources

CHECK OUT MORE:



CONTACT US

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HKUST BUSINESS SCHOOL

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🌐 <http://alumni.bm.ust.hk>

📘 [fb.com/HKUST.Business.School.Alumni](https://www.facebook.com/HKUST.Business.School.Alumni)

📷 [instagram.com/hkustsbmalumni](https://www.instagram.com/hkustsbmalumni)

📍 [lnked.in/school/15093572](https://www.linkedin.com/school/15093572)

#hkustsbmalumni