

CREATIVE SAMPLES

ALUMNI WEEKEND

CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING

CASE DISTRICT VIII | CIRCLE OF EXCELLENCE

UC San Diego
ALUMNI

Main



ALUMNI WEEKEND 2016

Verticle



ALUMNI
WEEKEND
2016

Mark



Palette



ALUMNI WEEKEND 2016

CREATIVE SAMPLES | LOGO & PALETTE
CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING

Poster Series (11" x 17")



ALUMNI WEEKEND 2016

CREATIVE SAMPLES | POSTERS

CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING

Pull Up Banners (36" x 84")



Banner (115" x 54")



ALUMNI WEEKEND 2016

CREATIVE SAMPLES | SELECTED SIGNAGE
CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING

Branded Staff T-shirts



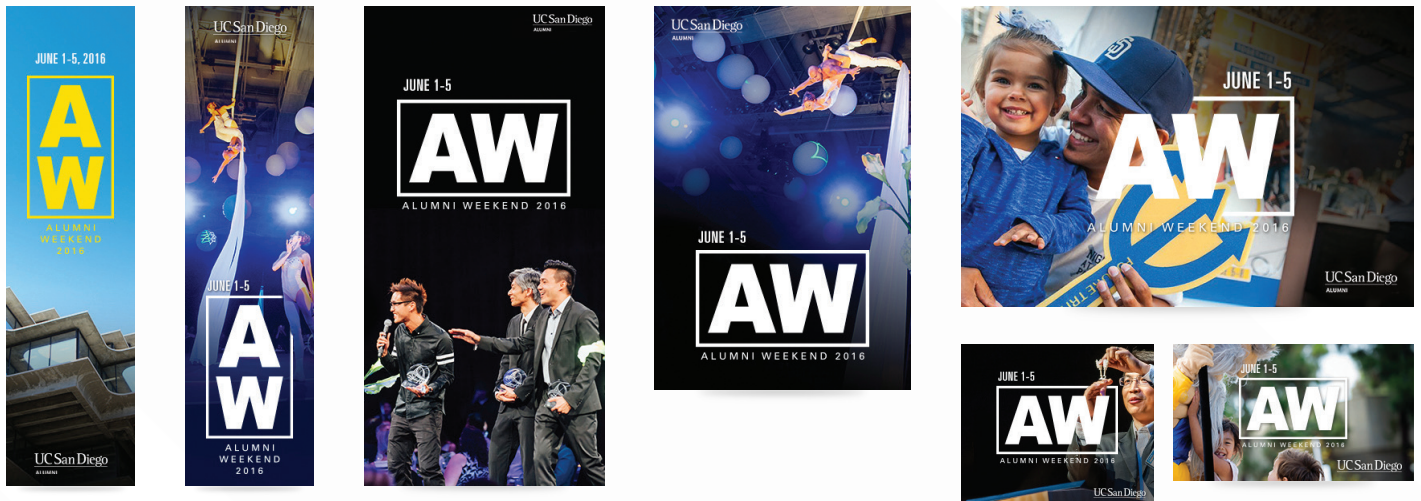
ALUMNI WEEKEND 2016

CREATIVE SAMPLES | T-SHIRT
CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING

Print Ad (Full page)



Sample retargeting ads

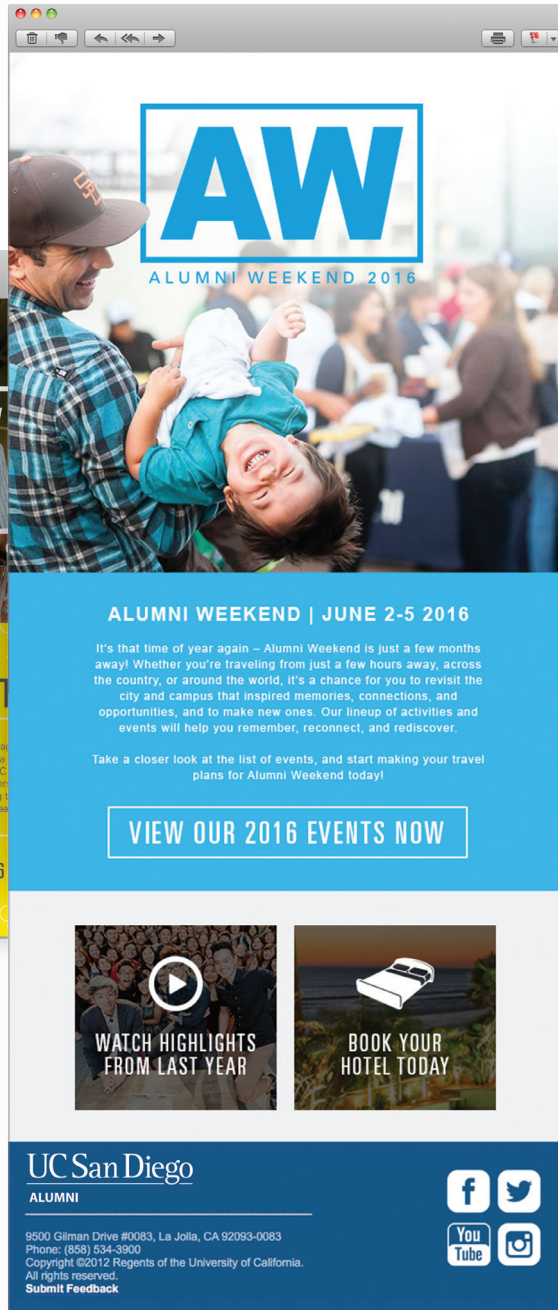


ALUMNI WEEKEND 2016

CREATIVE SAMPLES | SELECTED ADS (PRINT & DIGITAL)
CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING

UC San Diego
ALUMNI

Sample Emails



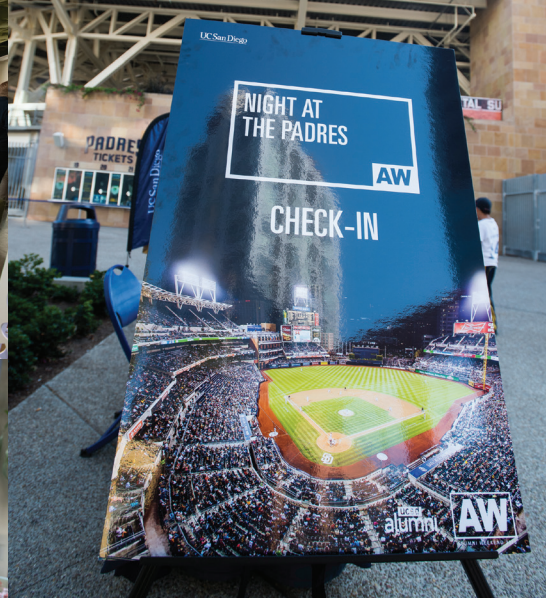
ALUMNI WEEKEND 2016

CREATIVE SAMPLES | EMAIL EXAMPLES
 CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING



ALUMNI WEEKEND 2016

CREATIVE SAMPLES | EVENT WEBSITE
 CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING



ALUMNI WEEKEND 2016

CREATIVE SAMPLES | EVENT PHOTOS
CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING



ALUMNI WEEKEND 2016

CREATIVE SAMPLES | EVENT PHOTOS
CATEGORY | ALUMNI RELATIONS PROGRAMS | MARKETING AND BRANDING