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Love Bash Event Branding for Potter League

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WELCOME
TO A BENEFIT FOR POTTER LEAGUE

Love **BASH**

The image displays a set of multiplication flashcards. On the left, there is a 3x3 grid of cards. Each card has a colorful, patterned border and a central white area with a black outline. The numbers are written in a large, bold, black font. The top row contains 1, 12, and 24. The middle row contains 8, 16, and 32. The bottom row contains 8, 16, and 32. To the right of the grid, there is a single card with the number 8, mounted on a silver-colored metal stand with a circular base.

A white tote bag is centered against a solid teal background. The bag features a graphic design consisting of a 3x2 grid of six colored squares, each containing a stylized animal illustration. The top row shows a purple dog on a yellow square, a pink cat on a light green square, and a white hippo on an orange square. The middle row shows a green lizard on a magenta square, an orange bird on a light blue square, and a blue rabbit on a pink square. The bottom row features a yellow cat on a purple square, followed by the word 'Love' in a teal script font and the word 'BASH' in a large, bold, black sans-serif font. Below 'BASH' is the text 'potter league for animals' in a smaller, black sans-serif font. The bag has two long, white handles.

Header: The California - Title Case

SUB - HEADER: AMBROISE - BOLD - ALL CAPS

BODY COPY 1 - AVENIR BLACK - ALL CAPS

Body Copy 2 - Avenir Medium - Title Case

Body Copy 3 - Avenir Book - Title Case

EXAMPLE

Let's
PAWTY

LET'S PAWTY: Enjoy a night of cocktails, dinner, and puppy breath while raising critical funds for the Potter League for Animals! Bid your tails off in the silent and live auctions, and let the thrill of securing one-of-a-kind treasures be the grand finale of an evening filled with excitement and generosity!

STAY CONNECTED: Have questions or need more details? Reach out to Connie Kile, Director of Events & Corporate Relations, at ckile@potterleague.org or (401) 846-0592 x125

01.  02.  03.  04. 

05.  06.  07. 

 #F0C079
 #A93555
 #EDC532
 #DC9C2F
 #A0C9C4
 #A76D1C
 #D27918
 #9F273C

 #F7B4C9
 #E8529A
 #F58320
 #CE4139
 #09B8B8
 #005A67

A collection of colorful, hand-drawn party decorations on sticks. The decorations include a large 'Love BASH' sign with 'potter league for animals' written below it, a 'PANTY!' sign, and various animal-themed cutouts like a cat, a dog, a rabbit, and a frog. There are also heart-shaped cutouts and a sign that says 'POTTER LEAGUE FOR ANIMALS'. The decorations are arranged in a cluster, with some overlapping.



As part of a Directed Experiential Education course, we worked with Potter League for Animals to design new branding for their 2025 Love Bash event. The Love Bash event is a premier spring fundraiser that takes place at the Wyndham Newport Hotel in Middletown, Rhode Island. We were responsible for designing a logo and defining brand standards for this event that aligned with Potter League's existing brand. We were given a lot of creative freedom with limited constraints. These constraints consisted of incorporating the logo mark and brand colors so that the brand identity was recognizable. Our designs for the new Love Bash branding are intentionally playful yet dignified because it is representative of the event's objective. The event is meant to be an enjoyable night out for those attending, while also raising critical funds for the Potter League for Animals. Once the branding was solidified and approved, we moved on to designing other required deliverables. These deliverables included physical invitations, signage, swag items, interactive experience-themed backdrops, as well as social media components for Facebook.

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