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2024

Love Bash Event Branding for Potter League

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WELCOM SIGN



FACEBOOK BANNER



BRAND STANDARDS



TYPE

EXAMPLE





INVITATION





Wyndham Newport Hotel

TICKETS

Individual Tickets: \$150

Tables of Ten: \$1,500

HONORING

SUB - HEADER: AMBROISE - BOLD - ALL CAPS

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!

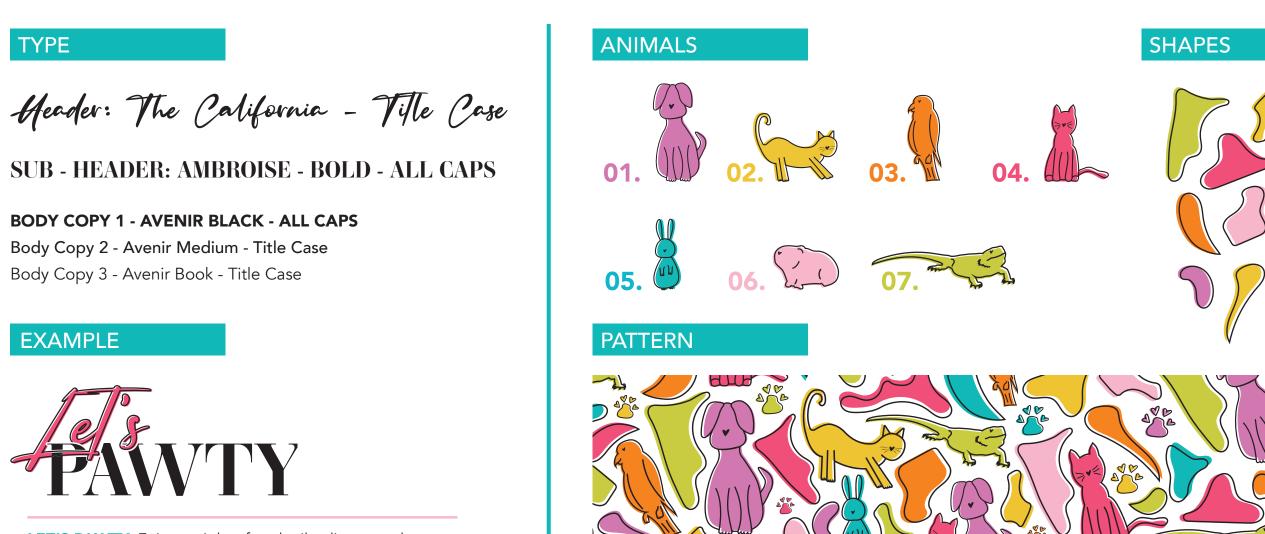
STAY CONNECTED: Have questions or need more details? Reach out to Connie Kile, Director of Events & Corporate

Relations, at ckile@potterleague.org or (401) 846-0592 x125

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Body Copy 2 - Avenir Medium - Title Case

Body Copy 3 - Avenir Book - Title Case





BACKDROP & PROPS





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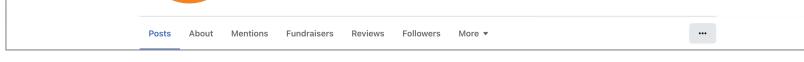


TABLE NUMBERS



TUMBLER









COASTERS



TOTE BAG











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.

SHEA LAMBERT & JULIA SHIELS