



**TRANSFORMING  
LEARNING TRANSFORMING  
KETTERING**

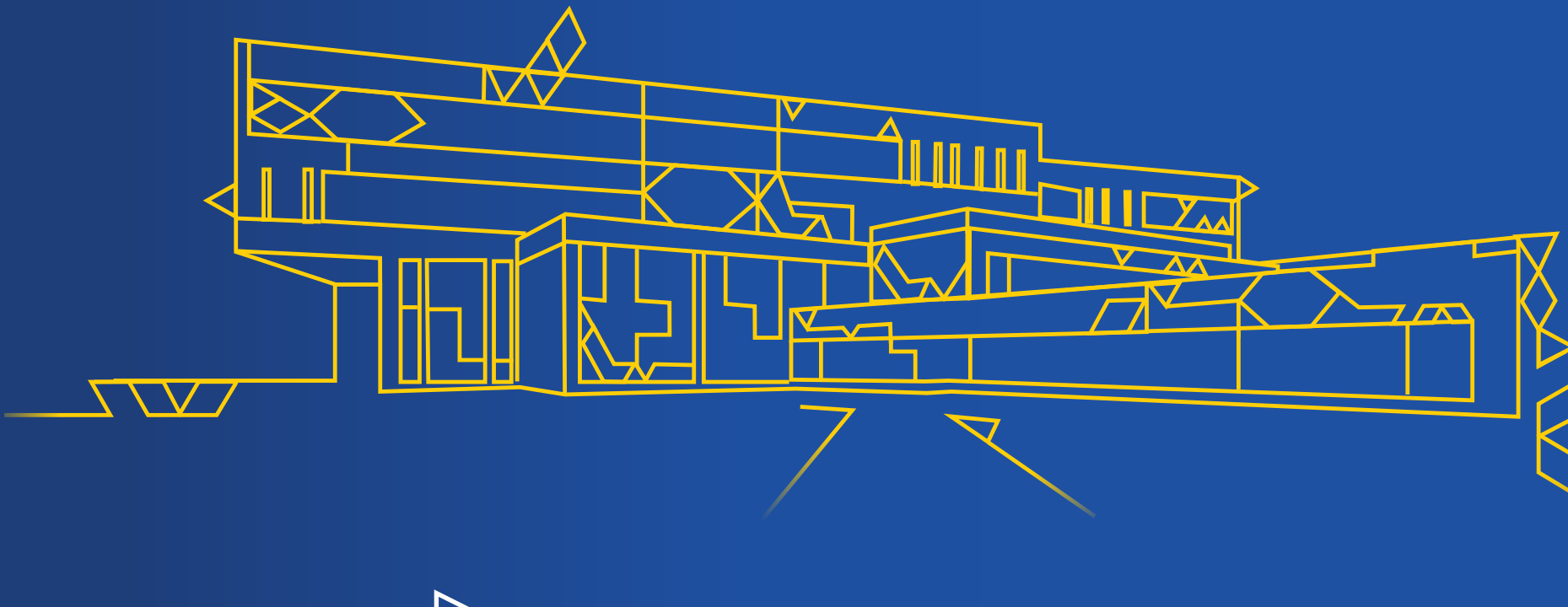


**Kettering**  
UNIVERSITY

Learning Commons Grand Opening  
Campaign Design Proposal

By: Felyn Grunwell | The Millerschin Group

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The following designs should provide an overall sense of what all assets should cohesively portray for the Kettering University Learning Commons Grand Opening.

Assets to be provided by  
The Millerschin Group:

- Save the date postcard
- Invitations, digital and print
- Donor flag design
- Donor flag promo mailer
- Donor flag promo magazine ad
- Banners
- Signage
- Souvenir programs
- Social media graphics
- Email banner/graphics

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## THEME:

“Transforming Learning, Transforming Kettering”

## INSPIRATION:

The design of this campaign will reflect the overall vision for the Learning Commons. The diamond grid graphic element is inspired by a tile pattern (pictured below) inside the building. It also reflects the intricate, eye-catching and clean architecture inside and out, and symbolizes the transformation in learning.



## LOGO:



## COLORS:

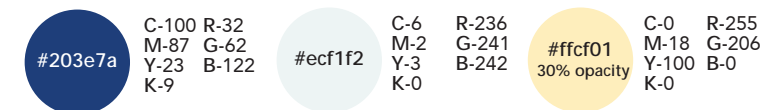
The following colors and fonts were chosen based on the official Kettering university color and typography brand guidelines.

“Kettering blue connotes strength and stability, and conveys a sense of trust. Our Kettering gold suggests a vibrant, regal, premium institution.”

### Primary:



### Secondary:



## FONTS:

The preferred typographic style is flush left, ragged right. Type size considerations:

Minimum of 9 point; 11 point if the audience is age 55+.

### Headings/Sub-headings:

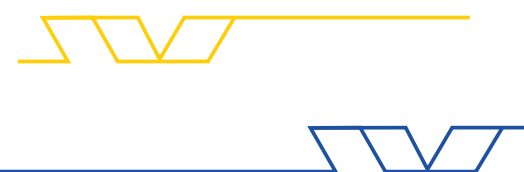
**AVENIR HEAVY (CAPS)**  
Avenir Heavy

### Body copy:

**Berkeley Oldstyle Bold**  
Berkeley Oldstyle Book

## VISUAL ELEMENTS:

All designs should include a minimum of two of the following elements to ensure a cohesive design across all assets.



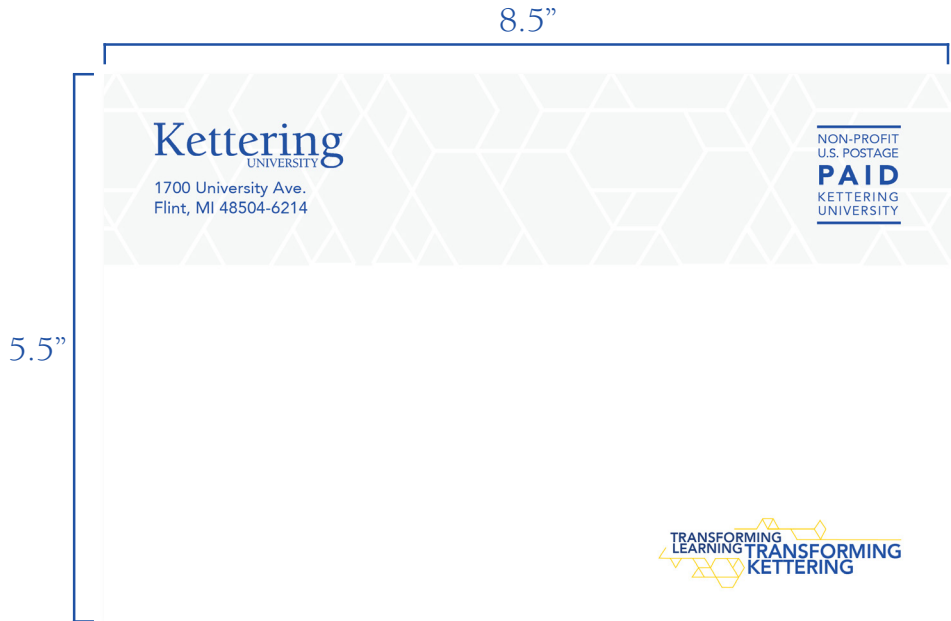
## IMAGES:

Images and renderings were provided by Kettering University to use across all assets where desired.



POSTCARD SAVE THE DATE:

Details:  
 Double-sided, 100 lb. dull/silk Cover



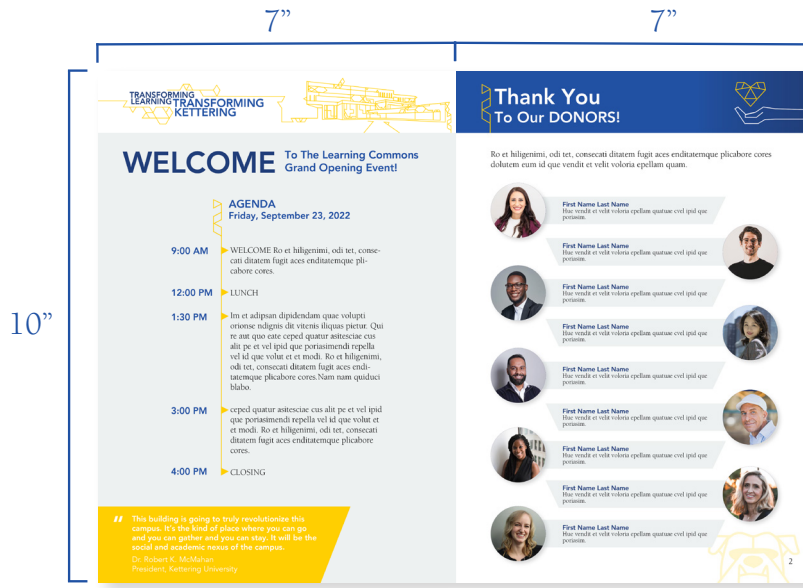
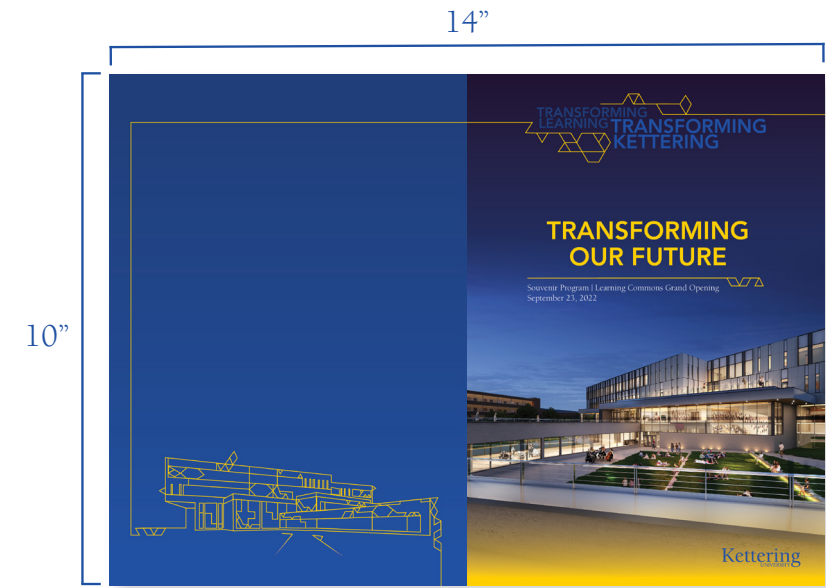
INVITATION:

Details:  
5x7" vertical invitation



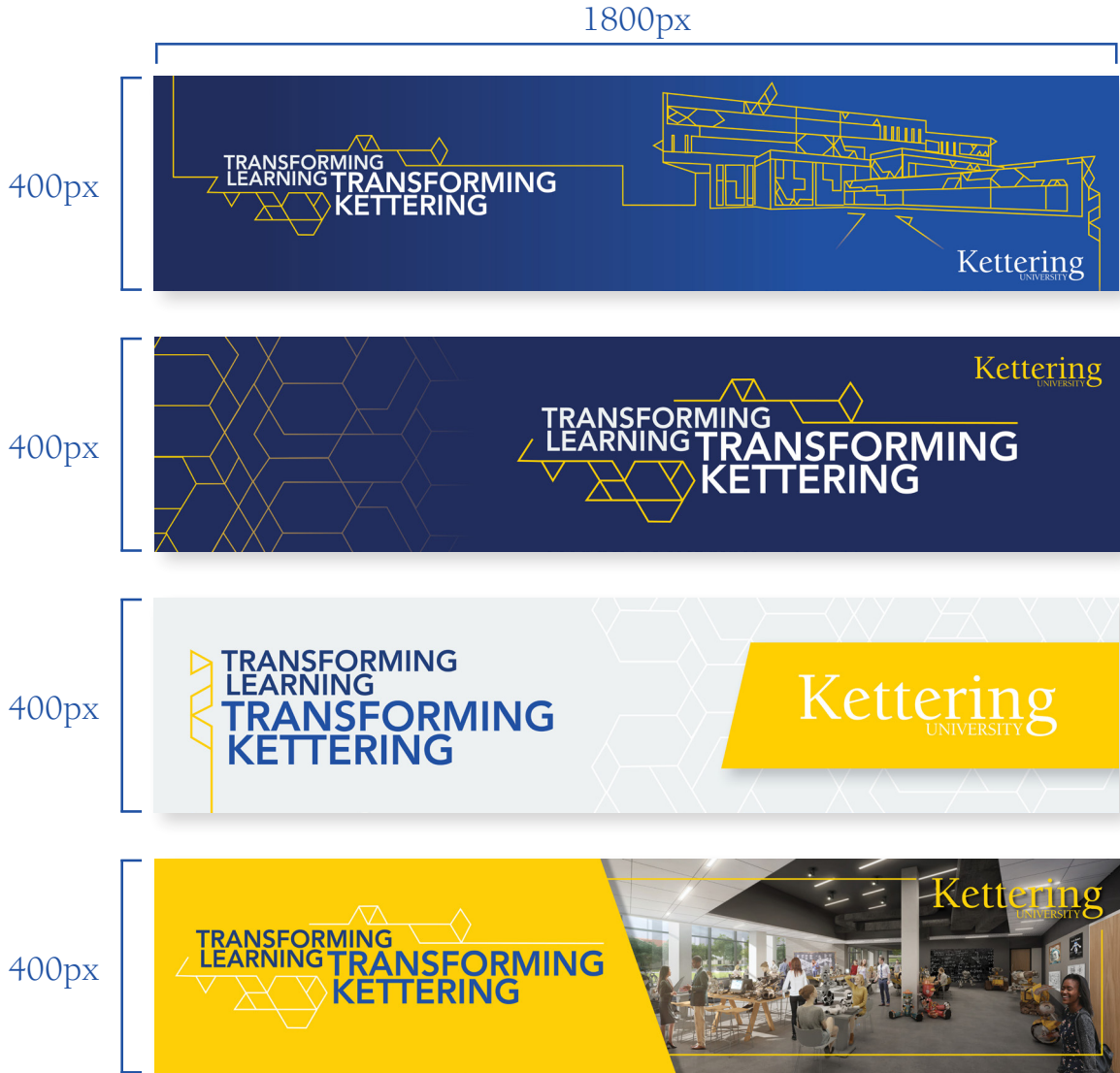
SOUVENIR PROGRAM:

Details:  
 7X10" program booklet  
 Pages designed: Cover/Back cover, Agenda, Donors, Story blurb spread



EMAIL BANNERS:

Details:  
1800px X 400px, 300ppi, RGB  
4 design options with and without images



**DONOR FLAG DESIGN:**

Details:

Vertical display, blockout fabric, double-sided (same design on both sides)

Fabrication: Hem: 1" All, #2 grommets, four corners





MAGAZINE AD:

Details:  
Horizontal 1/2-page ad to promote donor flags

8.5"

5.5"

**TRANSFORMING LEARNING TRANSFORMING KETTERING**

**TRANSFORMING OUR FUTURE**

Help celebrate the grand opening of the Learning Commons

Take a bold step into the future of Kettering University this fall. Play your part in our Learning Commons grand opening celebration. With a \$500 gift, you'll fund the facility's finishing touches and get recognized at the milestone event with a flag with your name on it along with the name of a faculty or staff member who positively impacted your Kettering University experience.

**Your donation also gets you:**

- A mention in our 2022 Fall Philanthropy report and at the grand opening.
- Your flag mailed to you.
- An event program mailed to you.

Join the individuals, corporations, and foundations who helped turn our bold vision into reality.

Make your \$500 gift by July 31 so you can fly your flag in the fall.

**GIVE TODAY AT [donate.kettering.edu](https://donate.kettering.edu)**

Option 1

8.5"

5.5"

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Option 2



**FLAG MAILER:**

Details:  
Folded card mailer



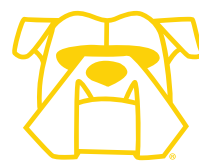
Outside



Inside



THANK YOU



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