University of the Pacific

**SUMMER SESSIONS POSTER PROJECT**

**OBJECTIVE:**

To design a poster for Summer Sessions 2018, that visualizes the brand’s identity. Below are the keywords that we would like you to draw inspiration from:

* Think Forward
* Stay Ahead
* Fun
* Summer
* Bold Colors
* Energetic

**REQUIREMENTS:**

**Poster Size:** Tabloid 11” x 17” (.125” bleed)

Note: *When designing your poster, please consider that it will likely be folded in half to be able to send via mail. So no text or key elements in the fold line.*

**Color:** CMYK

Note: *Below is the PMS for Pacific Orange. Please use this orange when designing. If you would like to use an additional orange, make sure that Pacific Orange is dominant.*

**PACIFIC ORANGE**

**PANTONE 1595 C**

C:9 M:76 Y:100 K:1

HEX # DD5F13

**REQUIREMENTS** (cont.)**:**

**Content:**

In your design the following text has to be incorporated:

* University of the Pacific
* Summer Sessions
* 2018
* go.pacific.edu/summersessions

Note: *For “University of the Pacific” you can either choose to use your own font or use the official Pacific word mark. To download the official Pacific logos please visit* [*>> Pacific’s Media Download page*](http://www.pacific.edu/About-Pacific/AdministrationOffices/Office-of-Marketing-and-Communications/Marketing-tools-and-resources/Identity-Program-Standards/Media-Downloads-%E2%80%94-Wordmarks-and-School-Lockups.html)

**CRITIQUE:**

Mid-way through the process there will be a critique to assist and guide you in the development of your design. Professor Marie Lee will inform you of the critique date.

**WINNING DESIGN:**

The final designs will be displayed in hallways of Knoles Hall 2nd floor as well as online. Staff and students will get a chance to vote via printed ballot or online. The winning design will be announced after the votes have been tallied. The poster will be printed and distributed as marketing collateral for Summer Sessions 2018. This will provide the student with a great piece to include in their portfolio.

**CONTACT INFO:**

For any questions regarding the project please contact:

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