

University  
*of* Portland



# REUNION 2020

Special Event Pivot | Design: Illustrations

University of Portland  
Best of Case VIII | October 2020



# BRIEF SUMMARY

## CONCEPT & CREATIVITY

University of Portland Marketing & Communications partnered with Alumni Relations to create cohesive branding and versatile design and illustrations for Reunion 2020. Our materials were designed inspired alumni through playful, but nostalgic illustrations that invoked nostalgia, a sense of community, a desire to hear and tell stories of “The Bluff” and ultimately motivate Alumni to attend Reunion events.

Storytelling and place were paramount to the theme for the event, with alumni developing a deep sense of place during their time “On The Bluff” at University of Portland, and coming together again to share their stories and reminisce. We used both in- and out-of-house designers to create two custom illustrations of immediately recognizable landmarks and features from the University and Portland, OR area. These illustrations were intended to be broken down easily and reconfigured into different collateral with endless possibilities. We creatively stretched a limited budget by creating a toolkit, allowing for flexibility and ease-of-use. The design and illustrations were playful, yet invoked a sense of nostalgia. This range of depth and meaning to the illustrations allowed us to pivot the event when it was postponed to 2021 due to COVID-19. A deceptively simple change in wording supported by the innovative illustrations conveyed a sense of community and belonging in a time of isolation and uncertainty.

## MEDIUM & MATERIALS

Digital Illustrations were created entirely in Adobe Illustrator, using special brushes and swatches from Retro Supply. Illustrations were printed in 4-color on Cougar 100# paper.

## TYPOGRAPHY & ILLUSTRATION

We used two typefaces from the Restless Youth Family: Restless Youth Sans and Restless Youth Script. We paired these with Open Sans for the body copy. Our outsourced graphic designer, Hayden Walker, created two illustrations of famous landmarks from our campus and the Portland area. From these two illustrations our in-house graphic designer could disassemble and recreate endless pieces of collateral using combinations of the illustration elements.

## MESSAGING

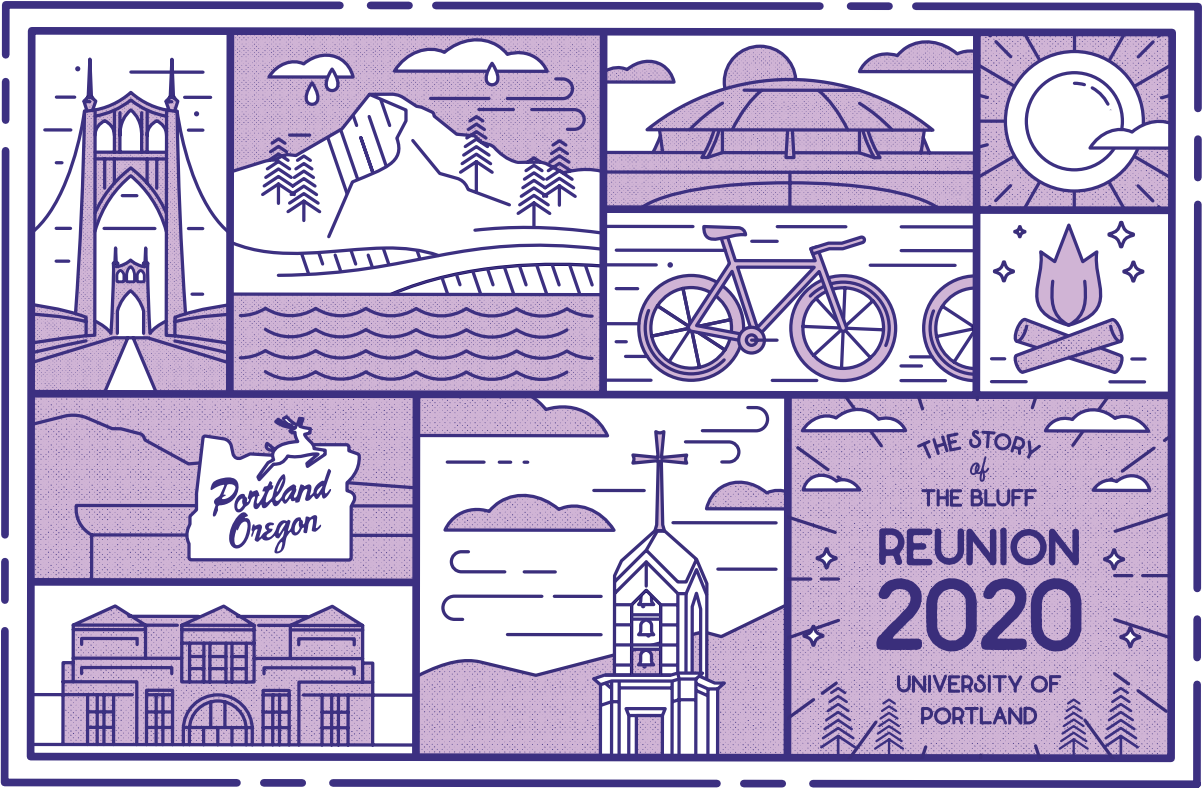
Because a sense of community and storytelling were central to our theme, “Story of The Bluff” was our original tagline to inspire alumni to come together and tell their stories, and hear the stories of others. But when COVID-19 hit, we were able to quickly pivot. After making the difficult decision to postpone, we were able to quickly alter a design that was already in progress, and send a postcard with the illustrations and a deceptively simple phrase: ‘Til We Meet Again. The tagline, combined with the illustrations, imparted a sense of community and comfort in uncertain times.

## EFFECTIVE USE OF BUDGET & RESOURCES

Our strategic use of the graphic and illustrations allowed us to stretch a limited budget. We outsourced two master illustrations that our in-house designers could then use, adapt, deconstruct and reconstruct to create endless fresh material. The illustrations became icons that were both personal and universal, inspiring nostalgia. Our in-house designer also created a tool-kit for more end-users on campus to use to easily create email headers, social media posts, and more.

When we needed to pivot and postpone due to COVID-19, we wanted our designs, illustrations, and messaging to still impart the same sense of community and nostalgia. With a simple change to a tagline: “Til We Meet Again”, we pivoted our materials easily, stayed true to our messaging and brand, and imparted a sense of comfort to our audience. Because the designs are so adaptable and perennial, we plan to use the same design and branding for the postponed event in 2021, so there is no need for a new campaign.

# MAIN ILLUSTRATIONS





# INVITATION SUITE

A

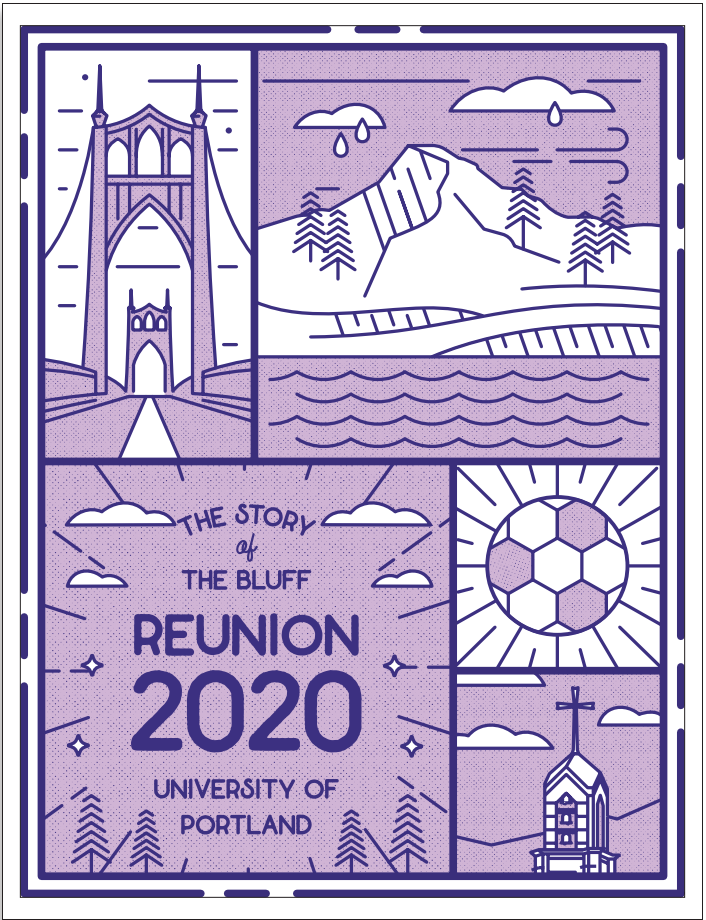


C

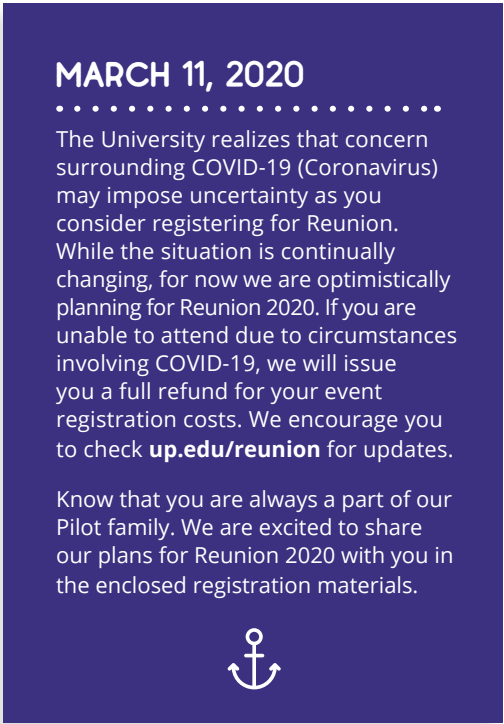


B

- A. Highlights and Schedule of Events. Double Gate / Closed Gate Fold. 5.25 x 7.5"
- B. 50-Year Insert. 7 x 5"
- C. Outer Envelope. 8.5 x 5.5"
- D. RSVP Tri-Fold. 5 x 6.5"
- E. COVID-19 Insert. 3 x 5"



D



E



## HIGHLIGHTS & SCHEDULE OF EVENTS



An excerpt from  
"A HOME FOR YOUR HEART"  
by  
BRIAN DOYLE

“...Let me try to use salt and laughter and pain to describe that crucial aspect of life on The Bluff; a part of the extraordinary education made possible here.

It is howling with laughter with friends who know you so well after thousands of hours together that you can drop the defenses you built to survive teenagerhood...It is arguing at two in the morning about the existence of God and not being able to sleep because you are so upset and stimulated and it matters so much...It is a thousand dinners with friends who will turn out to be friends for life. It is a thousand casual games of hoop and frisbee and chess and xbox that turn out to be the intricate strands of friendship. It is a hundred new cousins, a hundred new ways to pray, a thousand new neighbors, the plays you find yourself fascinated by, the late-night talk with

without your clan clamoring for you to get out of the room and let's go! It's less loneliness. It's more merriment. It's an ocean of possible. Never again in your life will you throw in with so many men and women your own age, from so many states and countries, so many creeds and convictions, so many passions and pastimes; and among all these riveting and sad and joyous and exhausting people and moments you will, we are absolutely sure, begin to find your best self—as much, and maybe more, as you will in classrooms and laboratories and chapels and internships and study-abroad programs.

But there's only one way to see if that's true; which is to take up residence here, and perhaps find a home for your heart."



An excerpt from  
**"A HOME FOR YOUR HEART"**  
 by  
**BRIAN DOYLE**

“...Let me try to use salt and laughter and pain to describe that crucial aspect of life on The Bluff; a part of the extraordinary education made possible here.

It is howling with laughter with friends who know you so well after thousands of hours together that you can drop the defenses you built to survive teenagerhood...It is arguing at two in the morning about the existence of God and not being able to sleep because you are so upset and stimulated and it matters so much...It is a thousand dinners with friends who will turn out to be friends for life. It is a thousand casual games of hoop and frisbee and chess and xbox that turn out to be the intricate strands of friendship. It is a hundred new cousins, a hundred new ways to pray, a thousand new neighbors, the plays you find yourself fascinated by, the late-night talk with a gentle genius priest, the hilarious road trips, the concerts you'd never have caught

## SCHEDULE of EVENTS

## THURSDAY, JUNE 25

3:00 p.m. Reunion Headquarters open until 8:00 p.m.

6:00 p.m. GOLD Backyard Bash – young alumni only

## FRIDAY, JUNE 26

8:00 a.m. Reunion Headquarters open until 8:00 p.m.

9:00 a.m. National Alumni Board Meeting – invite only

12:05 p.m. Opening Mass

2:00 p.m. Campus Tour

3:30 p.m. Franz Campus (River Campus) Tour

6:00 p.m. **An Evening of Impact** – 6:00 p.m. Reception,  
7:00 p.m. Dinner and Alumni Awards Ceremony

## SATURDAY, JUNE 27

8:00 a.m. Reunion Headquarters open until 4:30 p.m.

8:00 a.m. Alumni Breakfast Buffet

8:30 a.m. Pilot Pride 5k & Kids Dash

10:30 a.m. Milestone Mass

11:30 a.m. 50-Year Club Brunch

## SATURDAY, JUNE 27, CONT'D.

12:00 p.m. Class of 1980 Milestone Luncheon

12:00 p.m. Class of 1990 Milestone Luncheon

1:30 p.m. Sigma Tau Omega Memorial & Social

2:00 p.m.	Campus Tour
-----------	-------------

2:00 p.m. Painting Class with Fr. Mark Ghyselinck, C.S.C.

2:30 p.m. Estate Planning Drop-in Session

3:00 p.m. Wine Tasting Workshop with Willamette Valley Vineyards

3:30 p.m. Franz Campus (River Campus) Tour

4:00 p.m. Class of 2000: 20 Years in 2020 Celebration

4:00 p.m. Class of 2010 Happy Hour

4:00 p.m. Alumni Social in Pilot House

5:30 p.m. Welcome Home BBQ & Kiddie Funland

**SUNDAY, JUNE 28**

10:30 a.m. Alumni Mass

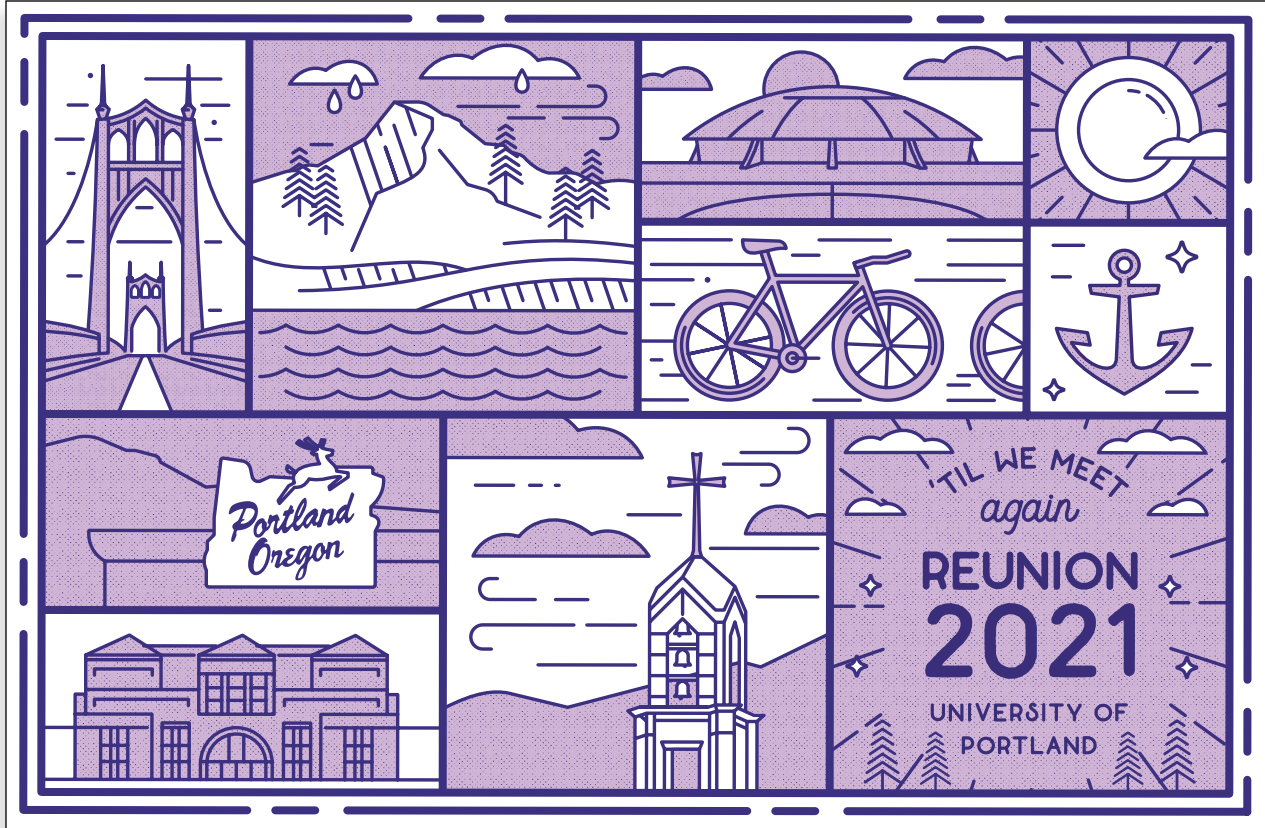
11:30 a.m. Alumni Brunch

- A. Outside of the Double Gate / Closed Gate Fold. 10.5 x 7.5"
- B. Inside of the Double Gate / Closed Gate Fold. 10.5 x 7.5"
- C. Partially unfolded brochure. 15.75 x 7.5"

C



# CANCELLATION CARD



A

- A. Front of Cancellation card.  
8.75 x 5.75"
- B. Back of Cancellation card.  
8.75 x 5.75"



B



# DESIGN TOOLKIT

## COLOR

C 95 / M 100 / Y 17 / K 0      #3e3181

C 40 / M 75 / Y 0 / K 0      #a05da5

## PHOTO TREATMENTS



## TYPOGRAPHY

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Kern @ 25 pts. or more

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890*

Kern @ 0 pts. and use sparingly

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Kern @ 0 pts. and use for body / paragraphy copy

## WORDMARKS

THE STORY  
of  
THE BLUFF  
REUNION  
2020  
UNIVERSITY OF  
PORTLAND

THE STORY OF THE BLUFF  
REUNION  
2020  
UNIVERSITY OF PORTLAND  
JUNE 25-28