

Brochures & Booklets: Gardner-Webb University

Working within the existing brand guidelines, Gardner-Webb print projects were short on timeline and big on impact!

The brochures and booklet designs for Gardner-Webb University were requested as rush projects to assist the internal design team in making deadlines and meeting more complex design and file layout requirements. Often, existing concepts from previous pieces or others within a series were extended to new sizes, formats and messages.



Portfolio Sample

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One example of this extension of existing designs to new usage is the project to create a square, small format mini-book which matched the key elements of the larger format University catalogue book. The project required both the reduction of design elements in size, but also a condensing and distilling of the text content to fit within the projection needs of the mini-book.



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