

# Oxford University, North American Office

*Projects: Website design and  
alumni communications*

A valued client since 2006, our collaboration provides the North American Office of the University of Oxford with an ongoing variety of print and online communications for fund raising and alumni relations.

## Background

Based in England, the University of Oxford is the oldest university in the English-speaking world. Their North American Office in New York City focuses on programs and events for fund raising and alumni relations.

## Challenge

The NA office has an ongoing need to create of a variety of print and online communications. The look and feel of these pieces are based on the existing internationally renowned, historic University brand.

## Solution

Printed materials we created include invitation packages to reunion events and fundraising kits.

One recent project was their North American Reunion invitation package, a multi-page brochure which includes registration details, an engraved VIP invite, and program with a schedule of talks, meetings, and speaker descriptions.

We also designed and built their website ([www.oxfordna.org](http://www.oxfordna.org)) which was distinct from - but related to - the main Oxford site. The site features:

- forms to capture alumni information;
- alumni profiles;
- a calendar of upcoming events;
- news; and
- the ability to process donations.

Our solution utilizes Adobe Contribute as a content management system to allow their administrators to make simple, frequent changes. ☹



▲ OXFORDNA.ORG



▲ REUNION INVITATION BOOKLET



▲ ENGRAVED VIP INVITATION



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