

CASE STUDY

Wells College (page 1)

Project: Print communications

Working with many offices across campus (Advancement, Admissions, Marketing), Stone Soup has become very familiar with the Wells College brand, doing our part with printed visual communications to further their brand promise of offering an extraordinary education.

Background

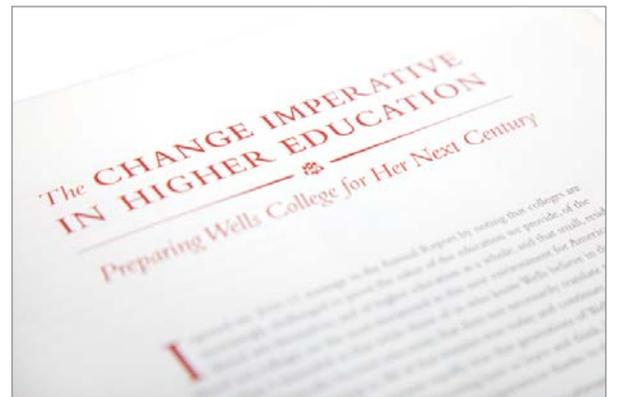
Wells College is a small, private, co-ed liberal arts college located in a picture-perfect setting on the shores of Cayuga Lake in central NY state. Since 2006 we've been working with Wells College and many of their campus wide offices: Communications, Admissions, Advancement, and Student Life. These projects include a variety of internal and external communications such as invitations, direct mail campaigns, an alumni magazine, fundraising appeals, and student orientation materials.

Challenge

One of the largest projects we handled was *Express* magazine, the school's main form of outreach to the alumni community. The school's Office of Communications had employed a roster of rotating designers on this publication with less than optimal results - until they brought us in to re-design it in spring of 2012.

Solution

Stone Soup Creative has become very familiar with the
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▲ WELLS EXPRESS QUARTERLY ALUMNI MAGAZINE



“From concept to end product, working with Julia Reich and her team of talented, conscientious and accessible professionals—who crafted a beautiful design for us—was truly a pleasure.”

—CLARE SCOTT, COMMUNICATIONS ASSOCIATE, OFFICE OF COMMUNICATIONS & MARKETING, WELLS COLLEGE



DESIGN & BRANDING
FOR NONPROFITS

CASE STUDY

Wells College (page 2)

Project: Print communications

Wells College brand, and we do our part to protect and further their brand promise: an experience for students that is “small, smart, connected”, and the ability to offer an extraordinary education.

Within the guidelines of the brand strictures we’ve experienced some freedom to innovate with creative concepts and visual explorations, depending on the specific needs and goals of each office and project we’re working with and on.

Express has been no different. While each issue has a consistent look & feel, the individual themes of each issue, such as the Honor Roll of Giving and the Presidential Tribute Issue - allow us push the grid and experiment with the design and layout a little.

Results

Communications and fundraising collateral that forms a cohesive, engaging and professional picture of this small liberal arts school. ☺



▲ NEW STUDENT POSTCARD CAMPAIGN



ASPIRING STUDENTS

At Wells, a wonderful transformation takes place. For students like Abena Poku '18 and Brad Murray '15, college means more—much more—than academics, their schooling. More than sports or loans or a senior thesis. Their Wells experience revolve around a compelling education that integrates intense academics with a practical approach.

Every student. Every day.
Abena Poku '18 remembers coming to Wells when she first arrived in Aurora, "I just got a glimpse of the school and I loved it. All you see coming up in the lake, and you just think, oh my goodness, I don't know a place like this existed!"
Abena spared no time in making Wells her home away from home. By the end of her first semester, she was vice president of the Women's Resource Center and the PR rep for the steering club. She's also taken on leadership roles as a Programming Board officer, contributor to The Spectrum, chair of the Publications Board, and—perhaps most proudly—on faculty coach. Being such a trailblazing woman, she really appreciates that there is "literally always something going on!"
Nonetheless, with such varied interests—she's really relied on her faculty to help focus her talents, and to encourage her exploration. "My teachers have guided me. They've all been really great advisors." **Your giving paves her way.**

Every gift. Every year.
Sociology major and Community Court Chair Brad Murray '15 sees himself as a champion of the Honor Code. He's harbored an interest in justice since high school, and hopes to court experience. In an annual trip to Washington, D.C., with the political activism club (which he chairs), and coursework in his political science minor will serve him well in his upcoming law career. On top of all that, he serves as co-director of Henry's VIII and holds down a campus job. "Being so involved helps me focus more on schoolwork," he says.
As he looks ahead to what's next, Brad recognizes that with all of his leadership positions and work study responsibilities he's cultivating valuable and transferable lifelong skills. And for now, he's grateful that at Wells "You can change things. You have a voice." **Your gift lifts his voice.**
They'll always remember the opportunities you gave them.
For generations, Wells has helped students such as Brad and Abena explore new possibilities and prepare for their life's work. **Your gifts each year help make their experiences possible. WHO'S NEXT?**

WHO'S NEXT? WHAT'S NEXT?

Courtesy Wells '15 on projects which facilitate them with scientific tools and methods, including a project that focuses on a protein called Kappa B1—known for its architectural, anti-viral, and immunologic properties. Using molecular dynamics simulations, the students are analyzing the protein's functioning structure—a tedious task in the backbone of the protein that is required for its unique properties. Of course, their research also includes plenty of reading of the history and current scientific data on such proteins! **Experiences like these are underwritten by the Wells Fund.**

The Intellectual & The Practical
"In today's world, it's important for colleges to deliver graduates who possess both intellectual and practical skills," notes Provost Cindy Spitzer. "Wells is gratefully responding to a changing world—even as we reinforce the core value and foundation tenets of a Wells education." In infusing our liberal arts curriculum with new programs that are more directly career-oriented, today's Wells offers a balance between what students want, what they need, and especially, what the world needs of them.
This past year, over a dozen new programs emerged. Challenged to unleash their passion, creativity and expertise, our faculty members—who have their fingers on the pulse of what interests today's students and who really know the application of their life's work—developed academic programs in areas such as health health studies, museum studies, sport management, sustainable food systems, to name just a few... all the way through to conceptualizing and launching the Center for Sustainability and the Environment. **Tangible, immediate progress is made possible by your gifts through the Wells Fund.**

Generations of Progress
Since its founding nearly 150 years ago, gifts from alumni, parents and friends have provided versatile, vital resources for Wells College that create an environment in which faculty and students have the freedom, flexibility and support to develop their ideas and talents, to explore their interests, and pursue their passions. **Your gifts fuel progress. WHO'S NEXT?**

Today's Wells students rely on your next gift to become tomorrow's leaders. In question, seek new ideas, and take risks—all in real-world settings. At Wells, wonderful transformations take place as students **SEE** new possibilities, new ideas, new perspectives. **LEARN** to think, to reason, to question. **BECOME** explorers, leaders, groundbreakers.

What will your next gift make possible?
Make your gift today.
www.WELLS.edu • 315.364.3200
Wells College
170 Main Street
Aurora, NY 13026

The education of an extraordinary life...

▲ FUNDRAISING BROCHURE



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