

CASE STUDY

# Indiana University Lilly Family School of Philanthropy

Project: Print communications

Lilly School has 8 different programs, each with its own need for a marketing sheet that can be used individually or as a suite.



In 2013 Lilly Family School of Philanthropy had become a bona fide school as opposed to just a center. Our task was to create nine new marketing flyers for each unit at the school that can be used separately or as suite to be included in the back pocket of the school's overview book.

Each sheet has a similar look and feel that is on-brand for Indiana University, but with varying amounts of copy, testimonials and images.

We also design their quarterly magazine, *Philanthropy Matters*, a process which included managing and directing the stock and original photography process, coordinating print bids, overseeing print production, and conducting a press check. ☹️



▲ PHILANTHROPY MATTERS MAGAZINE



DESIGN & BRANDING FOR NONPROFITS