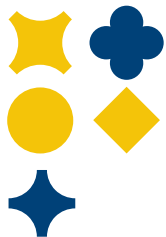


All In CAMPAIGN + EVENT IDENTITY

A complete visual identity was created for the university's multi-year "All In" fundraising campaign. The campaign needed to coordinate and complement both the overall Trinity College brand as well as with their special Bicentennial visuals. Leveraging the existing color palette and expanding the visual language of the architectural glyphs, the All In campaign spoke of this moment in time as well as to the future of the college. The inaugural event, for which a pop-up invitation was created, featured a 300 person, sit-down dinner for influential alumni ambassadors and high-end donors. The dinner — held at the distinctive Gotham Hall landmark building in NYC — served as a "thank you" for early supporters of the fundraising initiative and marked the official beginning of the public campaign. The invitation needed to feel unique to the university and to that moment in time, while creating momentum for the future. All touchpoints for the event identity leading up to the

dinner and leveraged after the launch event were designed to reflect the values of a close community, to create a sense of high energy, and to be imbued with a feeling that *this* campaign is special. The joyful surprise of the pop-up letters as well as the interaction of the recipient with the invitation reflect the vivacity and engagement of this university's alumni — who are involved with their alma mater statistically at a significantly higher rate than the majority of other universities' graduated populations. Utilizing traditional techniques and quality materials, the printed piece is not only an invitation to the event, but also a memento of the event... and, indeed, a reminder of a personal connection to the school that recipients are proud to display. Subsequent online and print materials continue to expand the visuals and to brand the various events and giving opportunities specifically to the All In campaign.



WE ARE ALL IN ● WE ARE PROUD ✕ WE ARE FIERCE ◆ WE ARE DETERMINED ●

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Are you ready to
Trinity Athletics
JANUARY 29 - FEBRUARY 5

Join us for TAG Week, where
all the difference. Go online
early lead and stay tuned
opportunities to support
together and show our
Are you All in?
Together, let's take Trin

ALL IN

TRINITY ATHLETICS
GIVING WEEK
JANUARY 29 - FEBRUARY 5

OUR CAMPAIGN FOR
TRINITY COLLEGE

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or give on
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Trinity College

ALL TRINITY

OUR CAMPAIGN FOR TRINITY COLLEGE

Drawing upon the deeply rooted con
fierce pride that binds and sustains
community, this historic and ambitio
will propel the College into its th

KICKOFF EVENT
November 27, 2023
Gotham Hall
1356 Broadway, New York,
6:00 p.m.
Cocktails, dinner, and t

Please respond by
November 13, 2023



Be our guest in New York
of the historic Trinity

NAME _____
 Will attend
 Will not attend
 GUEST NAME (1) _____

PLEASE LET US KNOW OF ANY DIETARY REQUIREMENTS



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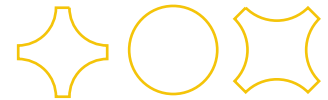
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