

The Bushnell Annual Message 2024|25

This non-profit performing arts center is at a transitional moment; launching a fundraising campaign to solidify its foundation and racing toward the celebration of its 100th anniversary. Their Annual Message materials needed to reflect their forward momentum.

The 2024|25 year was the perfect time to reassess their annual report design to closer align the Annual Message materials with the overall brand identity—and to weave in the recently launched visual system for their fundraising appeal. The fundraising campaign will encompass a total of five years with various milestones along the way—and the Annual Message was strategically designed to expand on this messaging. As the performing arts center moves through the next five years, the individual fiscal year reports will create a strong and cohesive narrative. The Annual Message feels unique to The Bushnell and to this moment in time, while creating momentum for the future.

The Annual Message is a 60-page plus cover book. Appropriate for a theater, the book is divided into three separate Acts; Act One discloses their financial information, Act Two describes how their mission is brought to life, and Act Three acknowledges their community and donors. Within the copy and imagery, emphasis is placed upon the welcoming warmth of the ever-expanding Bushnell community and on individual personal narratives of connections to the theater.

Tight budgets define parameters for a non-profit arts center. Extra care was taken to ensure that the Annual Message was built economically. The design system has structure and consistency—but was also created with flexibility. This ensures an expanding design universe for the next four annual reports leading up to the 100th anniversary of the arts center.