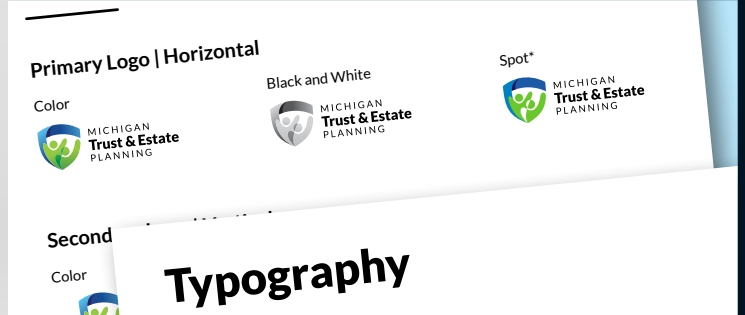


2023



LOOKBOOK



CREATIVE
CREATIVE
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2023 CREATIVE
LOOKBOOK



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01 / Saint Mary's University of Minnesota

Strategy / Display / Social

The University planned an omnichannel campaign to recruit adult learners advancing their study, and degree completer's. Fashioned with the new University identity system, the campaign furthers the agenda of the division and elevates awareness of the program to audiences most likely to use them.

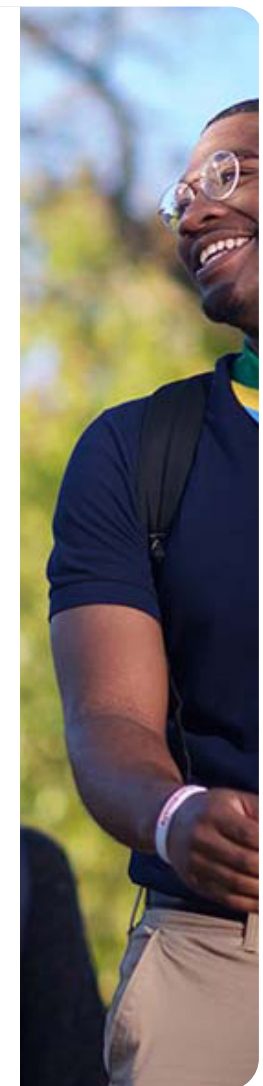
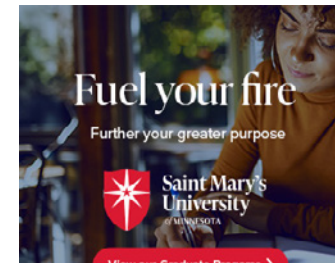
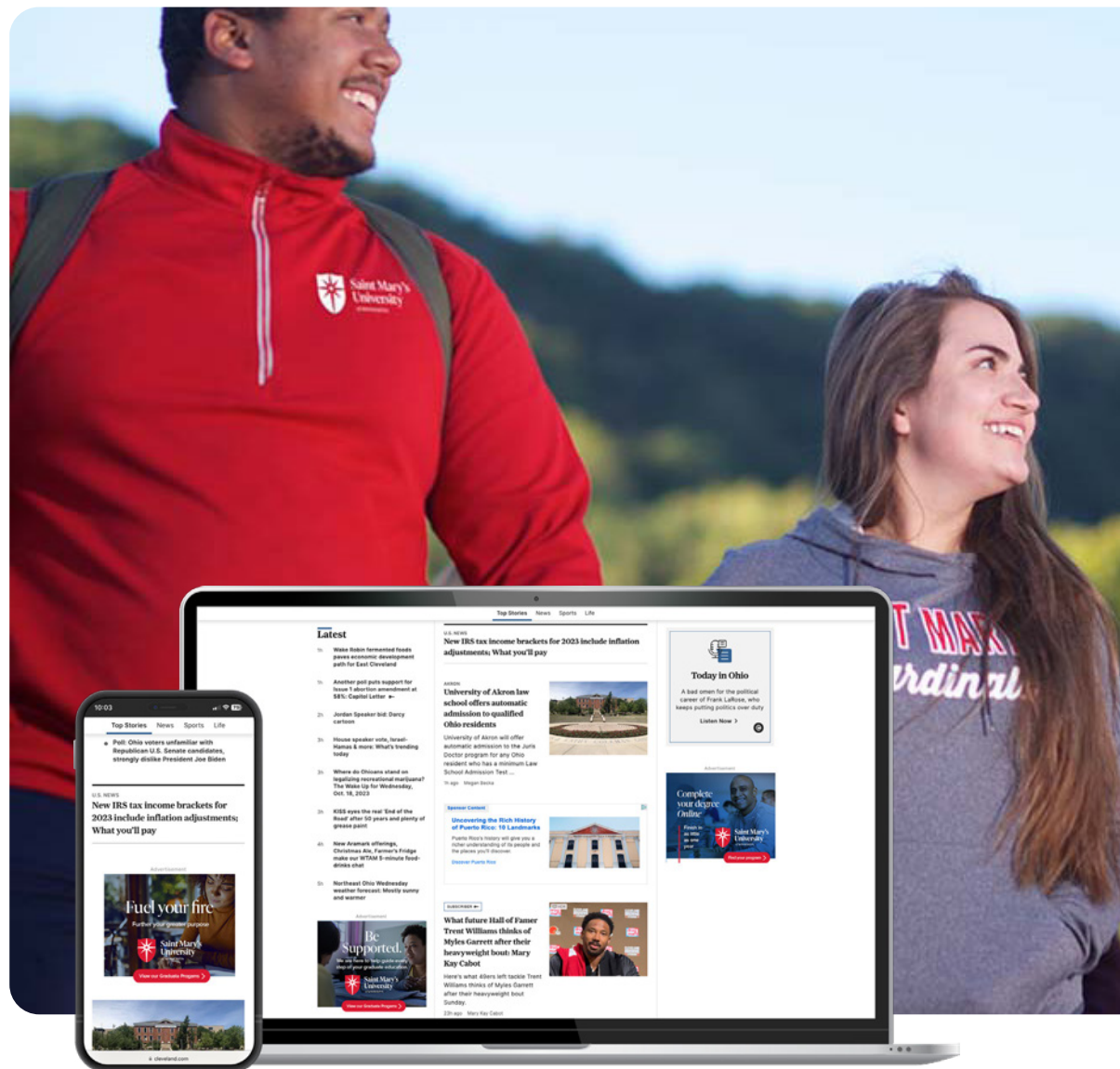


01

Saint Mary's University of Minnesota

Study of Saint Mary's Brand

To address awareness of the university, our work began with a study that measured audience responses around the St. Mary's Brand. This survey and the subsequent analysis identified awareness of the University and its programming. It also explored, where possible, key factors that may drive influence, such as the Lasallian Catholic heritage of the school, the ethics, values system or servant leadership focus.



01 / Saint Mary's University of Minnesota

Display Ads

Creative developed as a collection of clear, direct and purposeful creative assets intended to influence and drive performance and conversion. Watching the real-time performance of the various materials, optimizations were made that maximized those assets that performed best.

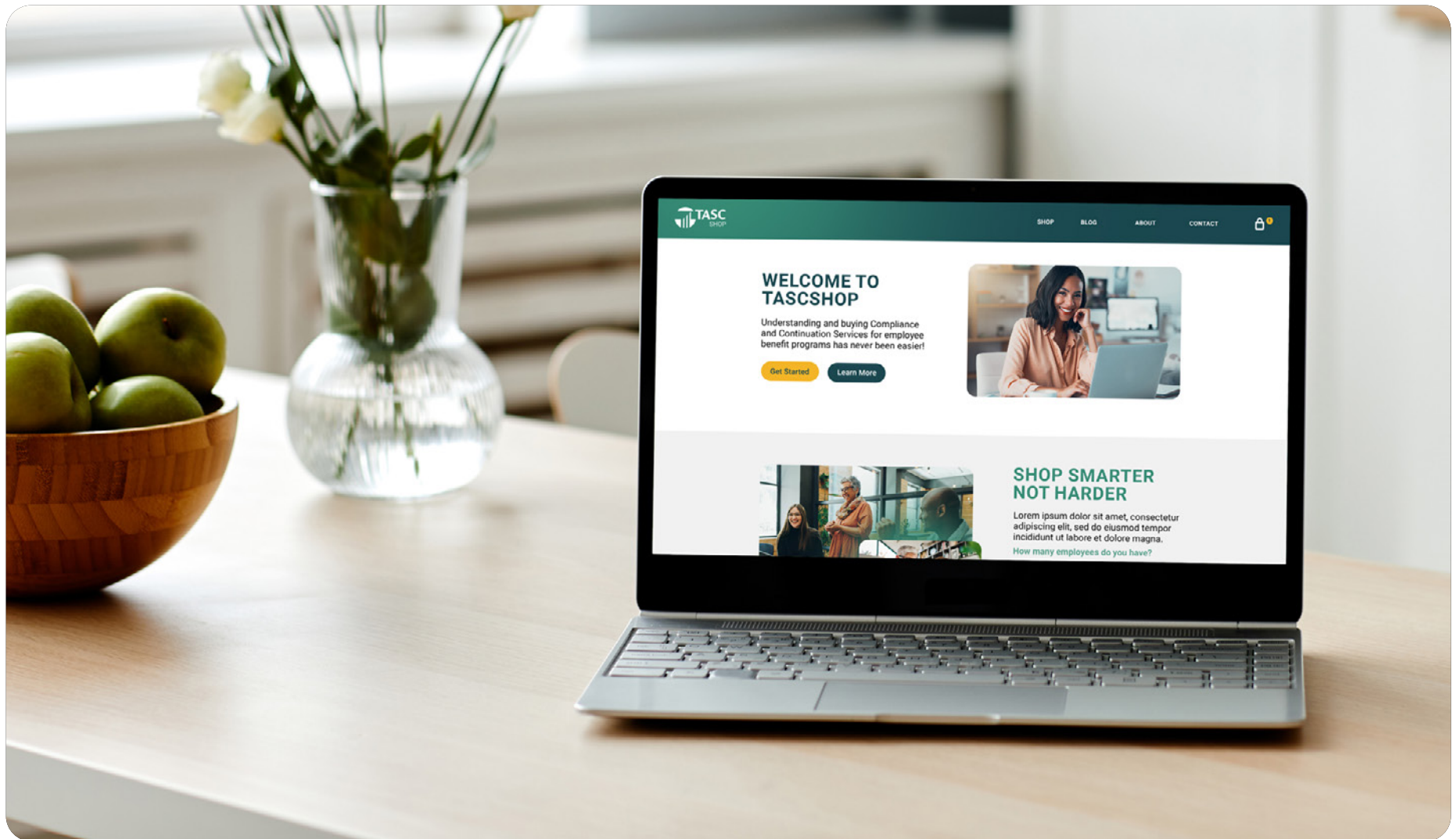


01 / Saint Mary's University of Minnesota

Social Ads

These visuals combined and introduced a “spectrum” of messages with a depth of purpose, including the examination of how the Catholic values appear, and to what degree. Three areas of concentration were St. Mary's University of Minnesota Brand at large, Returning Student Messaging and Graduate Student Messaging.





02 / TASC

Branding / Strategy / Logo / Web / Email / Display / Print / Infographic / Social

TASC provides its clients with easy to access health benefits, they are passionate team, and were eager to invest in their future. This is why they invited members of the marketing team, and sales to join them on location for several days of discovery sessions. The result of those meetings led to TASC utilizing almost every service we provide.



MyTASC

BENEFIT *greatly*

02 / TASC

Logo Design

TASC tasked us with introducing their streamlined serves to their sales teams, established members, and potential members as well. The new services needed to convey personal ownership of the client, as well as being supported by the very established brand.

Taglines

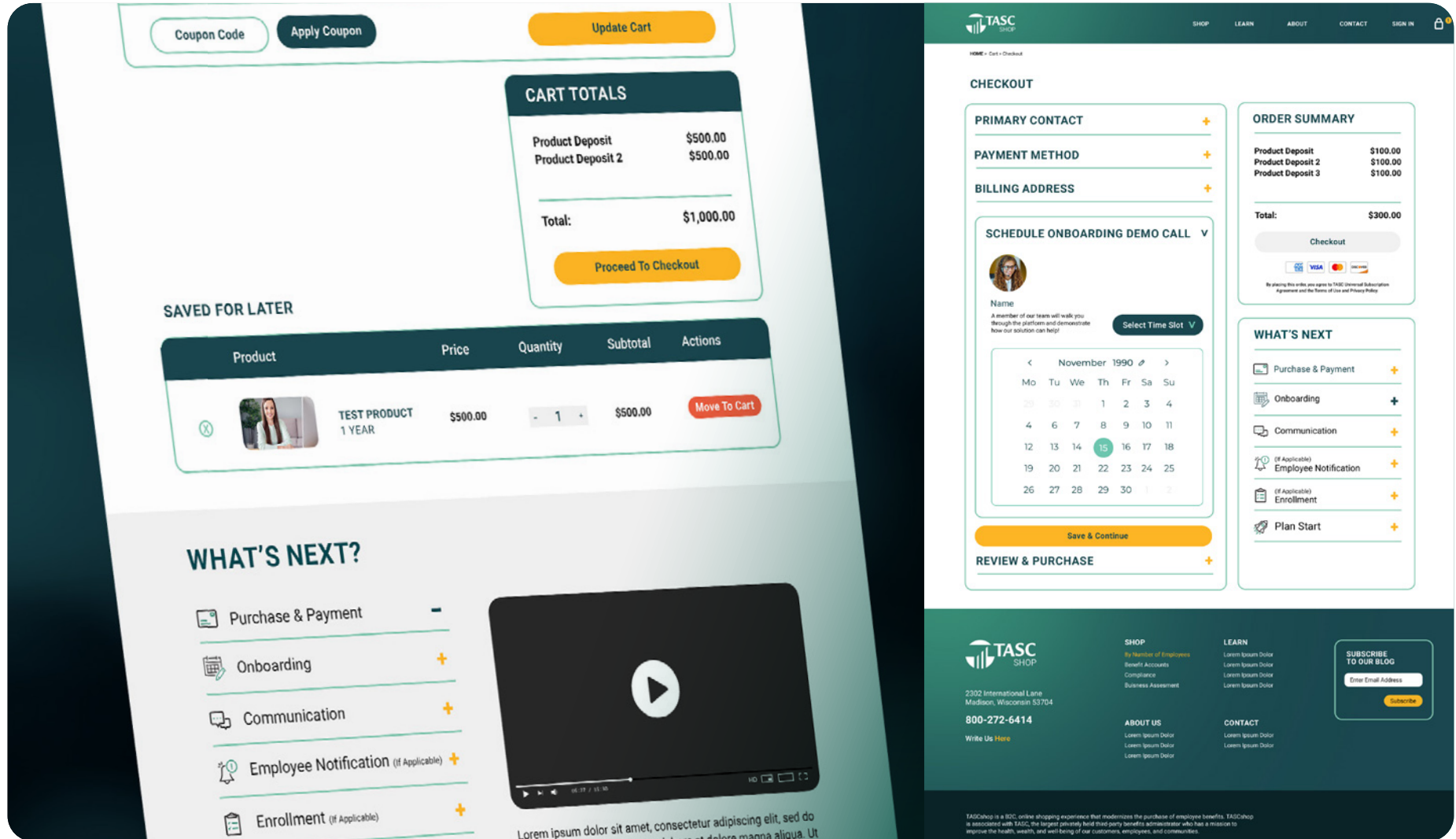
Taglines can be an important sales strategy. Taglines can be more agile and updated more frequently than the primary branding.



02 / TASC

Email Campaigns

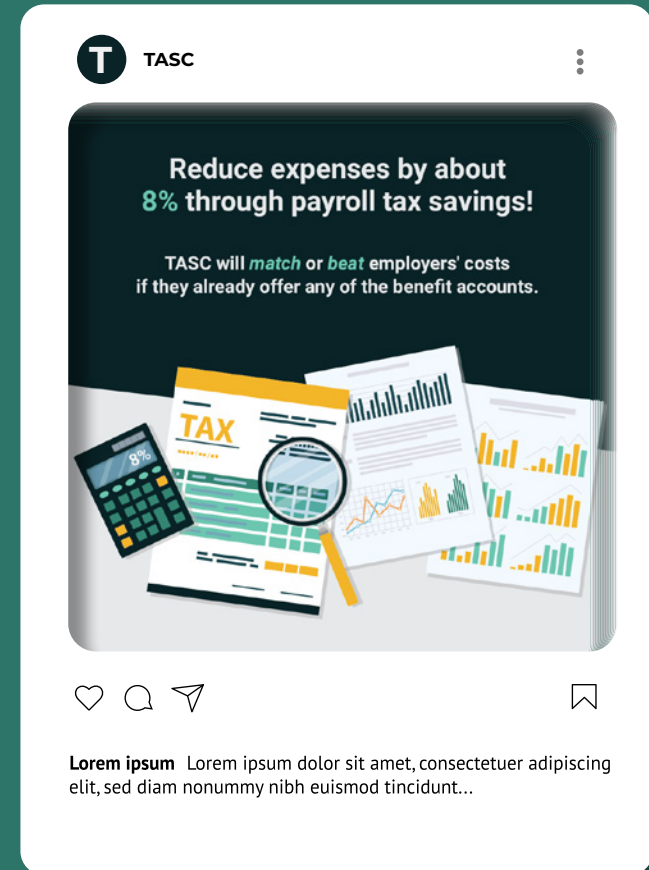
MyTASC utilized a robust email strategy that covered a wide variety of topics and initiatives. Email receivers would be provided with content that informed about important dates and deadlines, taught about cost saving practices, as well as positioned TASC as a benefits guiding light.



02 / TASC

Web Design / E-Commerce

The creative team also partnered with our development team to provide TASC with an updated site centered around e-commerce. The teams had to ensure a large amount of information was presented in bite size portions that ultimately lead the user to proceed to the checkout button.



02 / TASC

Infographic / Display / Social / Email

Infographics, a popular 2023 creative strategy, was incorporated as well. Infographics can be a great way for audiences to retain complex information, however we push them beyond that. Once a infographic is approved it then can be segmented into display, social, and video assets.

Infographic = Email?!

Did you know we can even utilize the creative made from the initial infographic into a email send?



It takes a

PLANNER

Lakefront Redevelopment with Planners,
Policymakers, & Cleveland Communities

THE PLAIN DEALER
©cleveland.com

APA



03 / APA CUSTOM EVENT

Logo / Signage / Print / Digital / Stair Wraps / Window Clings

APA hired our Events & Marketing team to plan and host their city planners event in the Ohio market. What drew APA to Advance Ohio was not only our capabilities, but our strong brand and involvement in the community.



03 / APA CUSTOM EVENT

Window Clings

Guest arriving to the venue would be greeted with what separates city planners from everyone else. These were used to inform decision makers of the need for planners, but to also uplift the city planners in attendance.

Fun Fact 1

Our very own and Kerry Pelesky and Anne Drummond installed the 10 window clings on the exterior doors of the venue.



03 / APA CUSTOM EVENT

Stair Wraps

The Events & Marketing team wanted to transform the venue, a restaurant, so that APA was represented throughout and also serve a functional purpose of leading guests upstairs to the reception.

Fun Fact 2

Stair wraps provided a unique challenge as no one on the creative team had never designed one before.

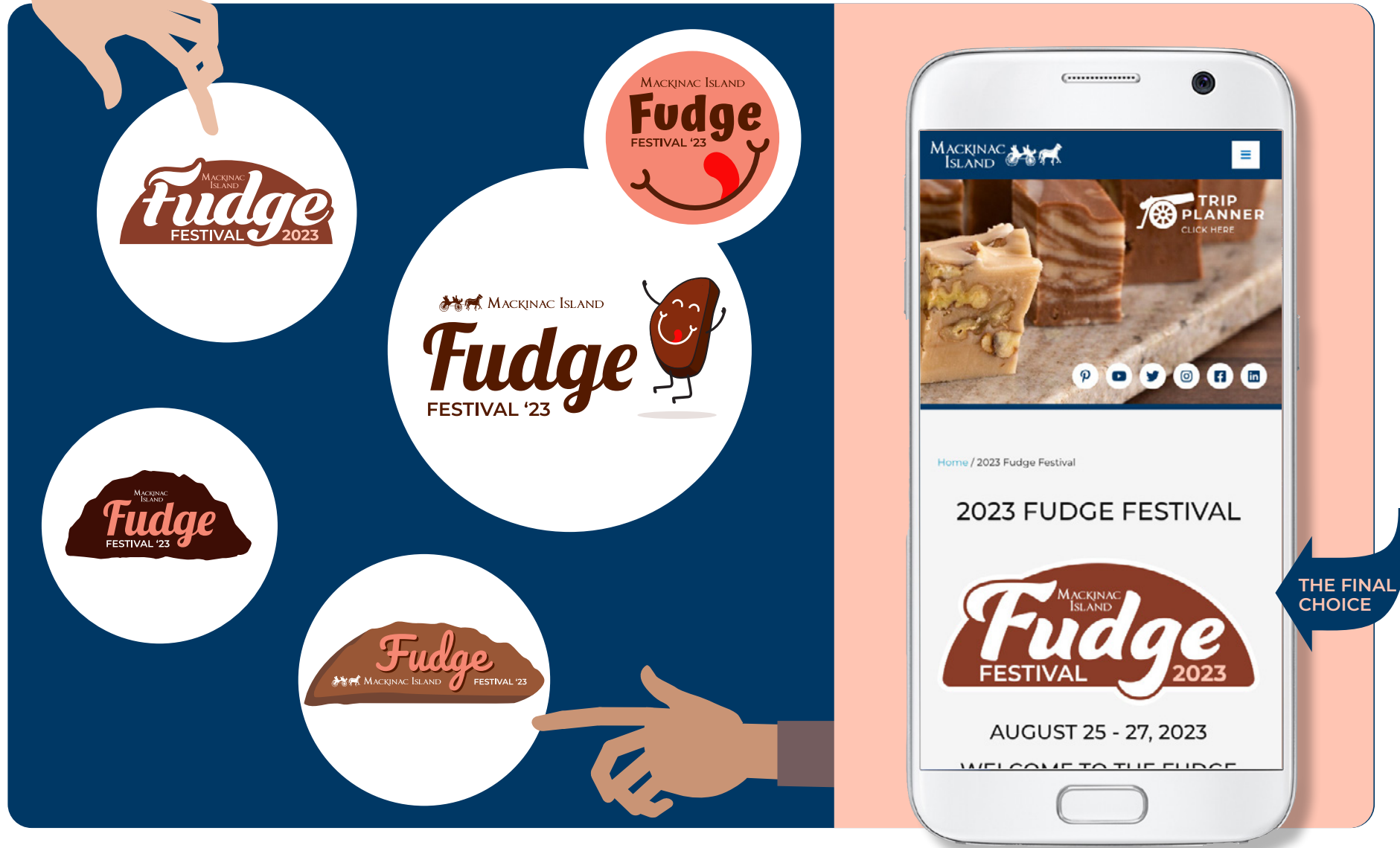


03 / APA CUSTOM EVENT

Signage / Ceiling Banners / Directional Signage

As for every event that the Events & Marketing host it is extremely important that guests are happy and relaxed. One way we achieve this is making everything easy to find, and messages are clear through signage through the venue.





04 / MACKINAC ISLAND

Branding / Logo Development

A premier travel destination wanted to promote their annual festival with a new look. Our design team developed several concepts to communicate a fun, memorable and tasty experience for fudge lovers to be used as stickers, pins and numerous branding opportunities.





05 / MLive Lovable Michigan

Branding / Logo/ Email / Social

The objective of this project was to breathe new life into MLive's Lovable Michigan newsletter. It involved a three-step process, beginning with a logo redesign, which would subsequently be integrated into the revamped email newsletter and social media imagery.

ORIGINAL DESIGN

*Lo♥able
Michigan*



REFRESHED DESIGN

***Lo♥able
Michigan***

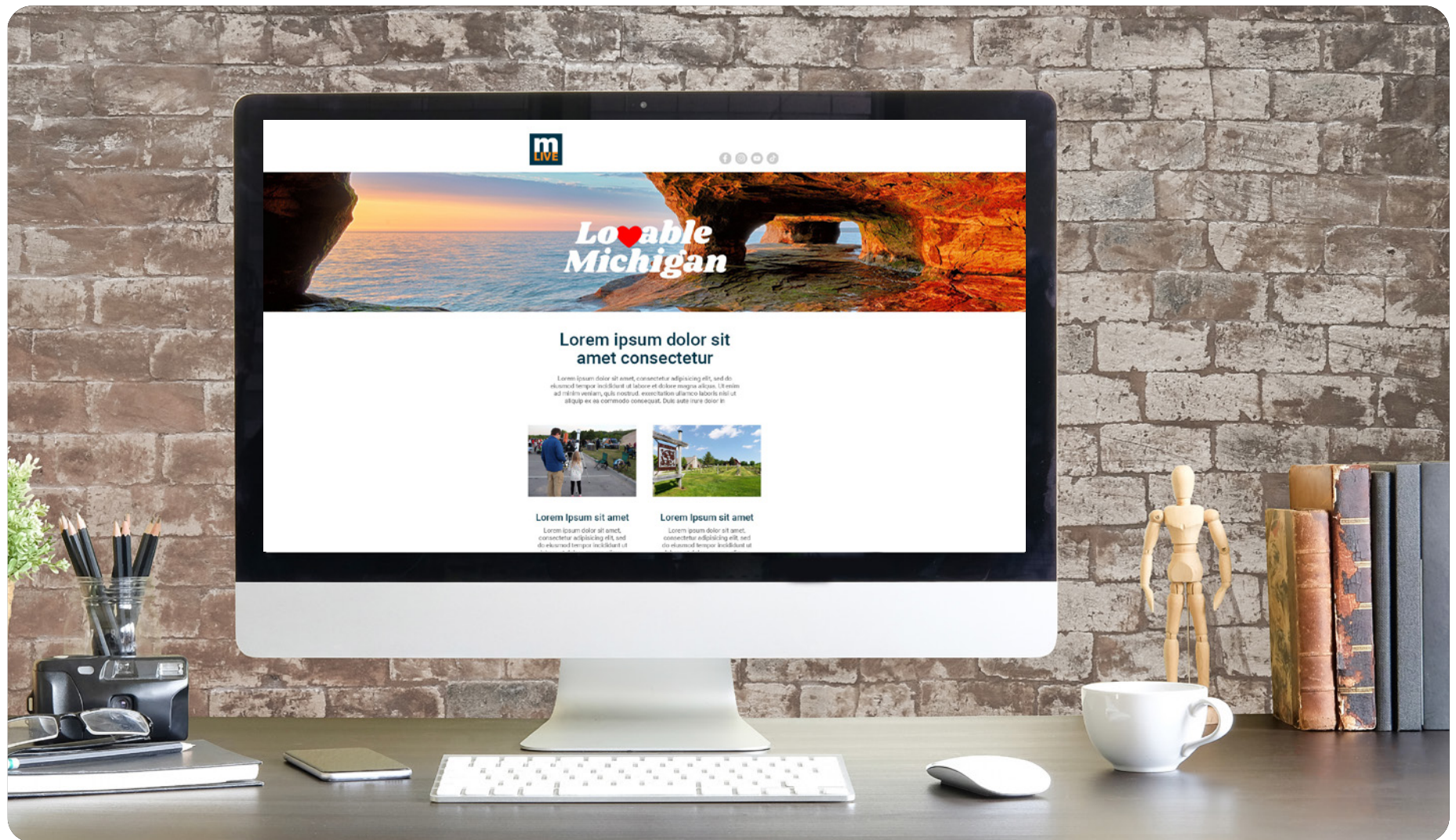
05



**MLive
Lovable
Michigan**

Logo Refresh

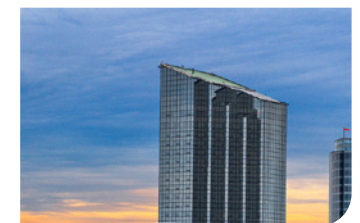
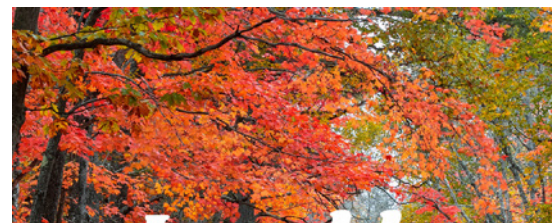
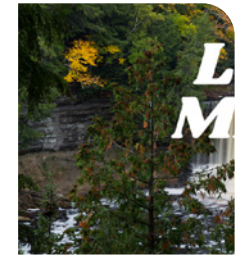
The existing Lovable Michigan logo was due for a rejuvenation. This part of the project entailed the challenge of giving the logo a contemporary appearance, all while preserving the recognizable script font style and the positioning of the heart element.



05 / MLive Lovable Michigan

Email Design

With the revised logo approved, it was time to integrate it into a revitalized email layout. This new design retains all the elements of its predecessor while harnessing the power of whitespace and captivating photography to engage the reader's attention.



05 / MLive Lovable Michigan

Social

To spotlight the revamped newsletter and attract fresh subscribers, the social media imagery underwent a comprehensive reevaluation. This involved the incorporation of the new logo, coupled with Michigan-centric visuals, along with compelling headlines that mirror the newsletter's contents.



MICHIGAN
Trust & Estate
PLANNING

Style Guide

July 2023



MICHIGAN
Trust & Estate
PLANNING

Logo & Usage

Primary Logo | Horizontal

Color



Black and White



Spot



Second

Color



Typography

Lato Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&'()

Lato Bold

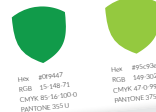
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567

Lato Regular

Aa Bb Cc
1234567

Download at
https://dribbble.com

Colors



Stationary



MICHIGAN
Trust & Estate
PLANNING



Customized And Detailed Planning
For Your Peace Of Mind.

BOOK A CONSULTATION

We Make Complex Issues Simple By
Customizing Solutions For Your Life's
Needs.

06

Michigan
Trust & Estate
Planning

Branding

A client came to us for help. They needed a look to represent their new brand that stood out from the crowd. We incorporated colors, fonts and shapes to create an inviting, friendly, trustworthy, innovative and transparent message.

A photograph of a man and a young girl sitting at a table, smiling and eating. The man is on the left, wearing a striped shirt, and the girl is on the right, wearing a white shirt. They are both looking at each other and smiling. The image is overlaid with a semi-transparent blue filter. The text "THRIVE" is written in large, bold, white capital letters, with a location pin icon replacing the dot of the 'i'. Below it, the text "in Southwest Michigan" is written in a smaller, white, cursive font.

THRIVE

in Southwest Michigan



07 / Thrive Southwest Michigan

Branding / Logo Design / Video / Display / Print / Social / Strategy

Partners invested in the advancement of Southwest Michigan approached us to develop a promotional campaign that brought all the great offerings the region has to offer to the forefront of the surrounding area's attention. After highlighting Southwest Michigan's opportunities to thrive professionally, socially, and personally, how could anyone looking for their next adventure not be drawn there?



07 / Thrive Southwest Michigan

Branding / Brand Guideline

We put together an extensive brand guideline that covered everything from the standard typography and color palette usage to animation and appropriate imagery.



07 / Thrive Southwest Michigan

Print / Billboard

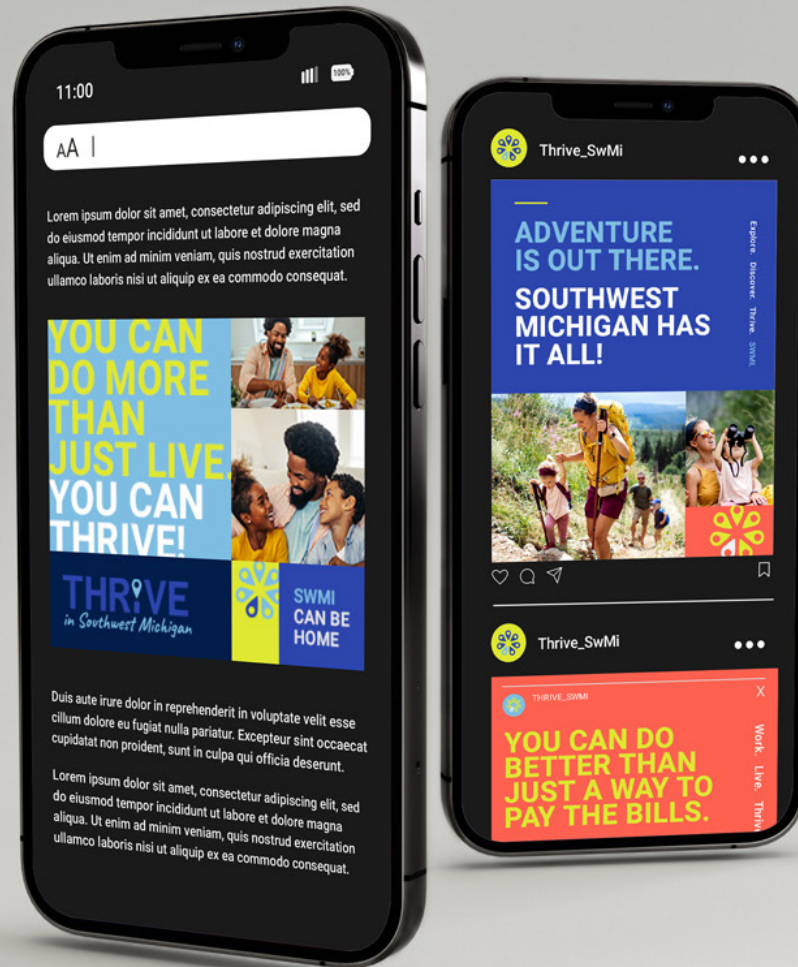
Billboard advertising is a great way to reach a vast variety of people from all walks of life. For this particular form of advertising it was important that drivers can safely read the primary message while traveling at high speeds. However, we wanted to tell many stories getting the most of our viewers' 4 seconds as they pass. Many different images were utilized to capture the imaginations of as many people as possible, and in case you viewed the billboard multiple times there would be something "new" each time you viewed.



07 / Thrive Southwest Michigan

Print

For a campaign that needed to fit in the lives of current and future residents we implemented a “give more than take” strategy. Signage was designed to provide useful information that promoted local events or business’s while increasing brand awareness, trust, and even support.



07 / Thrive Southwest Michigan

Display / Social

The Thrive Southwest Michigan campaign messaging had a primary rule. The message had to leave the viewer better after viewing. Whether they learned something new, discovered a event for the family, applied to a job in the area, or had seen enough and decided to move to the region. Communication was the first step in a potential fresh start, and our strategy revolved around that.

2023 CREATIVE LOOKBOOK



Saint Mary's University of Minnesota

Kerry Pelesky / Michelle Baker

myTASC

Michelle Baker / Josh Schimke

American Planners Association

Josh Schimke

Mackinac Island

Kerry Pelesky / Corina VanDuinen

Lovable Michigan (MLive)

Rob Bartko

Michigan Trust & Estate Planning

Corina VanDuinen

Thrive Southwest Michigan

Josh Schimke / Rob Bartko

See something you like?
Have a question or idea?

**TALK TO US
ABOUT IT!**

Anne Drummond

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