What is Branded?
*Branded: Idea to Identity* is 12 hours of creative collaboration between SPU Art + Design students and SPU Social Venture teams. It is an opportunity for different disciplines to learn from each other and work together in multi-disciplinary teams to create a brand identity system for proposed Social Venture plans.

What your Social Venture team will leave with:
A brand identity: logo, graphic assets + brand guideline.

Information about the event:
**Day of the Event**
**Date:** Saturday, February 23, 2019
**Time:** 9am–9pm
**Where:** SPU Art Center
**Fee:** $15 per person, which includes three meals and snacks provided all day long.

Only one RULE: To make this experience successful ALL SOCIAL VENTURE TEAM MEMBERS MUST BE PRESENT THE ENTIRE BRANDED EVENT

How to Apply:
Submit a one-page proposal that includes the following:
> Working Title of Social Venture Project
> Description of Your Social Venture Business
> Who is Your Intended Audience?
> How Will Your Social Venture Plan Succeed?
> How will Your Plan Benefit Your Audience?
Include all team member names, contact information and whether your team is in an undergraduate or graduate program. Email proposal to SPU AIGA president Landan Earley at earleyl@spu.edu, no later than Tuesday, February 12th by 5pm. Late submissions will not be accepted.

Chosen teams will be notified by Friday, February 15th. All team members of accepted Social Venture Teams must be present the entire day of the event on Saturday, February 23rd. It is a great opportunity to learn about the creative side to business!

Email Proposal to:
SPU AIGA president Landan Earley at earleyl@spu.edu, or contact him for any additional questions.