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 creating a visual brand identity and tell the visual story of your social venture.

Information about the event: Saturday, February 23, 2019 | 9am–9pm | SPU Art Center | $15 per person, which includes three meals and snacks provided all day long.

IN ORDER TO BE ELIGIBLE all SPU Social Venture Team Members must be present at the event!
What is it and what should you expect?

Branded is like a “creative think-tank” for your Social Venture Plan. You will spend an entire day with a creative team, developing the name of your business and building creative assets that you can use to help tell the story of your business. In the past student groups have been able to accomplish naming, logo, brand guidelines, web style pages and other fun stuff.

This opportunity will give you and your team the ability to professionally present your business plan using a cohesive visual language.

It will be a busy day learning from your creative team the process of visually branding your plan!
What are the details?

If your team would like the opportunity to have a great looking business plan that has a cohesive visual brand than you need to do the following:

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 Social Venture Plan Benefit Your Intended Audience?

Include all team member names, contact information and whether your team is in an undergraduate or graduate program.

Email proposal to Landan Earley at earleyl@spu.edu, no later than Tuesday, February 12th by 5pm. Late submissions will not be accepted.
What else do you need to know?

In order to make this a win-win for everyone, ALL members of each SPU Social Venture Team MUST be present the ENTIRE DAY of the event. This way we are ALL learning from each other.

We will start at 9am and finish at 9pm, Saturday, February 23rd. Invite your friends to come to the presentation of the work from 8pm-to 9pm in the Art Center-Rm 5, it is really inspiring!

If your proposal is accepted you will be asked to sign a copyright contract (basically saying that you will give the creative team credit when using the logo and graphic assets.)
Don’t worry you won’t go hungry?

Each team member must pay $15 for a day full of food. And yes there is a lot of food. We will feed you breakfast, lunch and dinner and lots of snacks!

Enjoy this video of Branded

or Enjoy this video

Hope to see you at Branded 2019!
Proposal Submissions Due—Tuesday, February 12th, no later than 5pm. Late submissions will not be accepted. Send proposals to Landan Earley at earleyl@spu.edu

2019 Branded, SPU Art Center, Saturday, February 23rd, 9am-9pm