

Design for Scale: Event Branding for Cross-Sector Collaboration

Jianna So

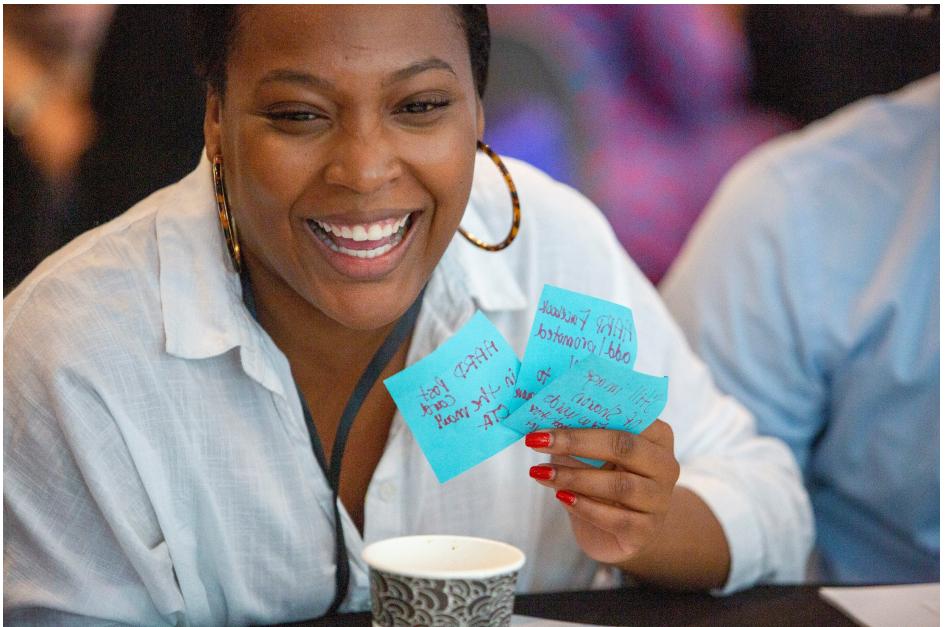
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Human-Centered Design Sessions



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REIMAGINING DEMO WEEK

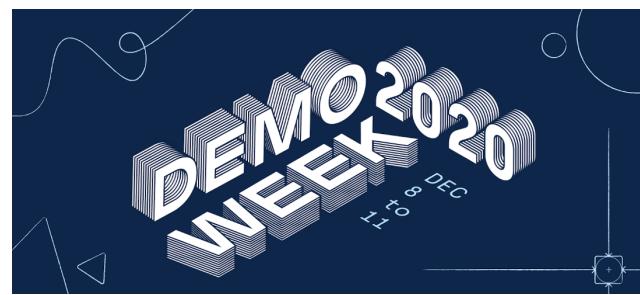
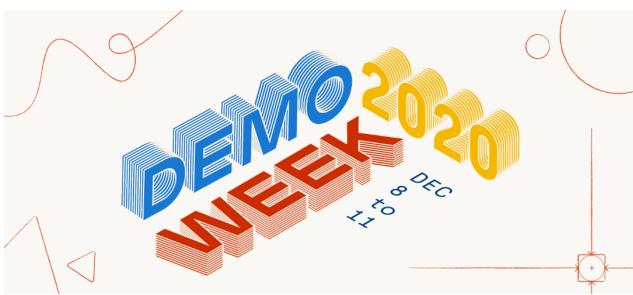
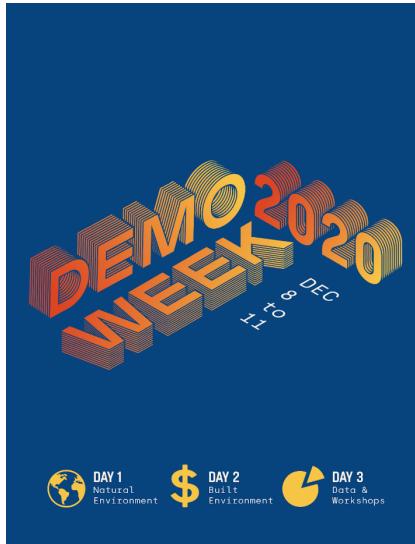
**How can we create an engaging &
inclusive online experience?**

Audience: public & private sector, grassroots organizers, frontline communities

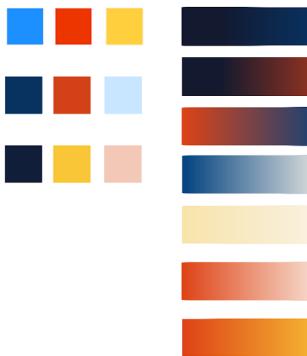
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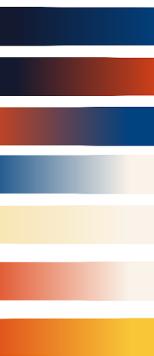
Creating a dynamic brand



VARIATIONS



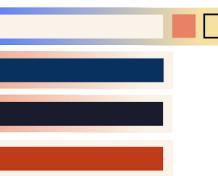
GRADIENTS



DARK COMBOS



LIGHT COMBOS

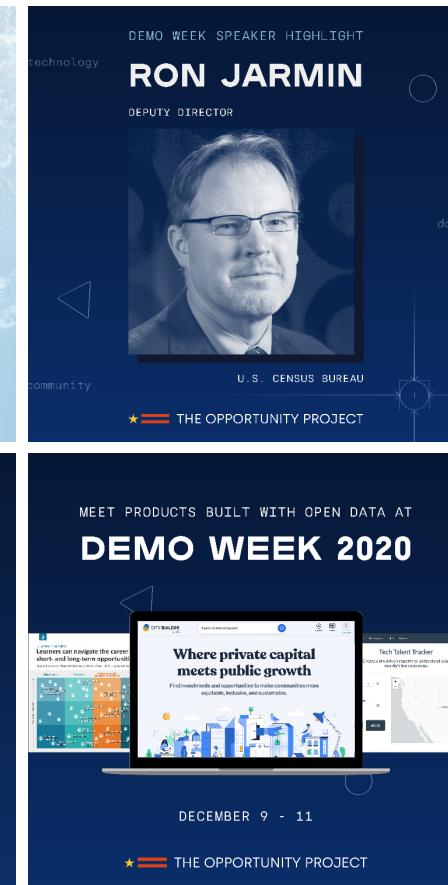


exploring form, type, & color

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Assets with *final branding*



created with Adobe Illustrator & After Effects

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Next steps:

Applying our learnings from Demo Week to future virtual events

Expanding our brand for future collaboration

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