



2024

CREATIVE LOOKBOOK

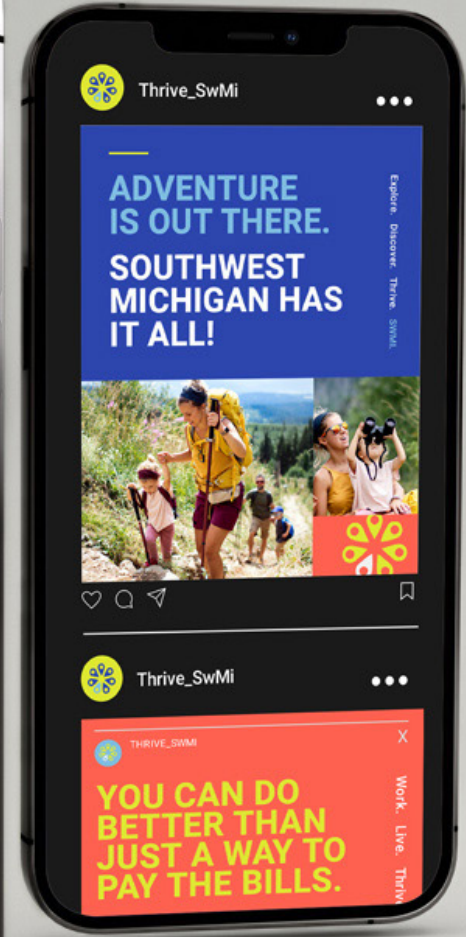


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LAKE ERIE COLLEGE

Project 1

Rob Bartko | Josh Schimke





PROJECT DETAILS

Lake Erie College requested our help to breathe new life into their brand and increase enrollment. We took this opportunity to elevate their branding, craft a compelling campaign refresh, and simplify their cumbersome brand guidelines.

- Branding
- Display
- Social
- Photography
- Print
- Email Signature

COLOR PALETTE

LEC's official brand colors are a bold green known as "LEC Green" and a lighter green called "LEC Sage". LEC Green and Sage should be used as primary colors in all marketing.

Supporting colors such as LEC Orange should be incorporated sparingly to call attention to important information.

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LEC GREEN Primary	CYMK 91 / 47 / 73 / 50	RGB 0 / 68 / 56	HEX #004438	PANTONE 3318
LEC SAGE Primary	CYMK 42 / 20 / 54 / 0	RGB 157 / 176 / 137	HEX #E0F112	PANTONE 7494
LEC ORANGE Support Minimal	CYMK 2 / 54 / 100 / 0	RGB 242 / 139 / 0	HEX #F38800	PANTONE 144
BLACK Support	CYMK 73 / 66 / 66 / 80	RGB 21 / 22 / 21	HEX #151615	PANTONE BLACK
WHITE Support	CYMK 0 / 0 / 0 / 0	RGB 255 / 255 / 255	HEX #FFFFFF	PANTONE WHITE

USAGE: 35% 35% 12.5% 12.5% 5%

FONT USAGE

Formatting in example 1 is reserved for all high-level branding of Lake Erie College or its programs. Leading is reduced, and each line of text touches. Headlines can "break" containers, or rest at the container's edge.

Formatting in example 2 is reserved for program-specific marketing materials, wherever more information is present.

Bebas Neue Regular and Lato are used for in both examples.

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1

LOREM IPSUM DOLOR SIT AMET

SUBHEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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A condensed guideline was crafted to minimize the time learning how to represent the college and more time supporting staff and students.

ACHIEVE YOUR GOALS
LAKE ERIE COLLEGE

MAJORS IN EQUINE STUDIES

- Equine Business Administration
- Equine Pre-Veterinary Science Program | **NEW**
- Equine Therapeutic Horsemanship
- Equine Facility Management
- Equine Teacher/Trainer

Ed essei custione voluptam foreqat albertorum, cum hampid sciamod iquaenda vendat anaperolatus aut hancip-quest aibhiliqai officit. Leantet orpionemda faga. Aquam erumpat non arbio voluptanda et quid quia velle quee mimum ut et uantit ina.

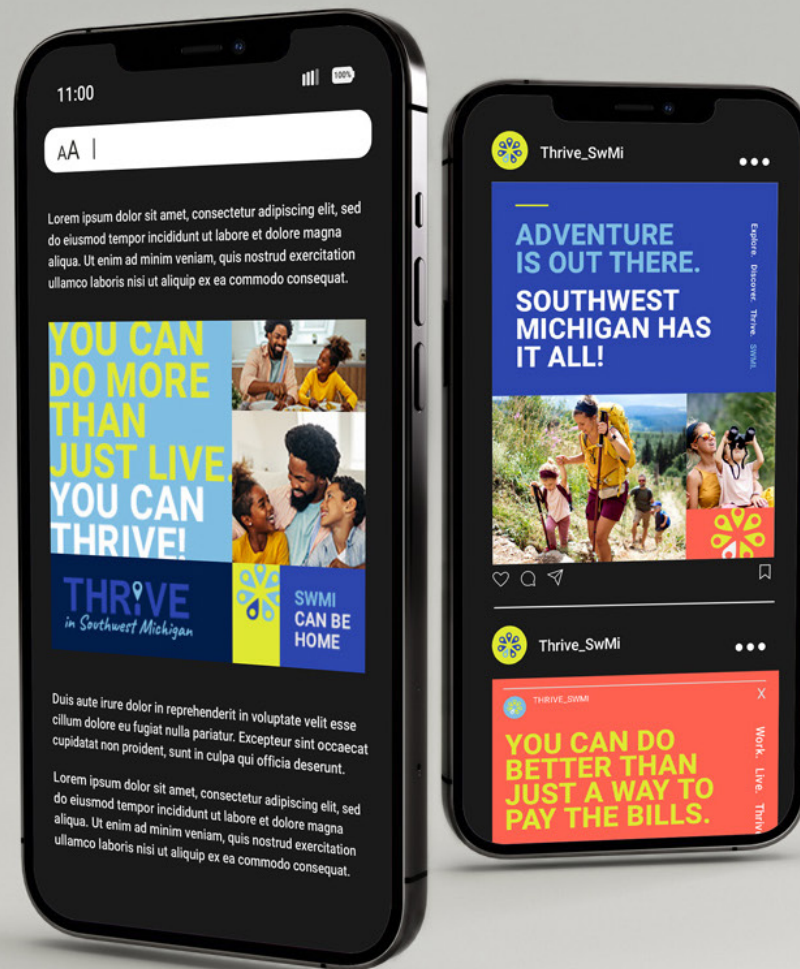
Prepared Standard US postage PAID Danversville, OH Permit #0000

SCAN OR APPLY AT LEC.EDU

THRIVE SW MICHIGAN

Project 2

Josh Schimke | Rob Bartko





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



PROJECT DETAILS

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.

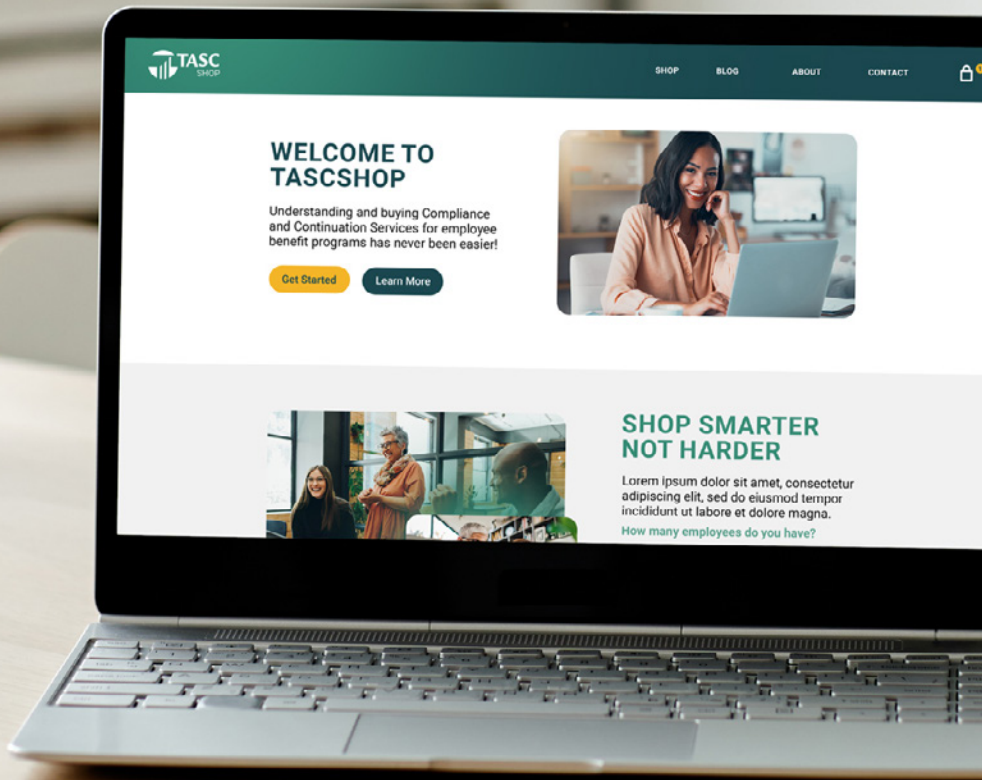
- Branding
- Strategy
- Display
- Social
- Print
- Video

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.





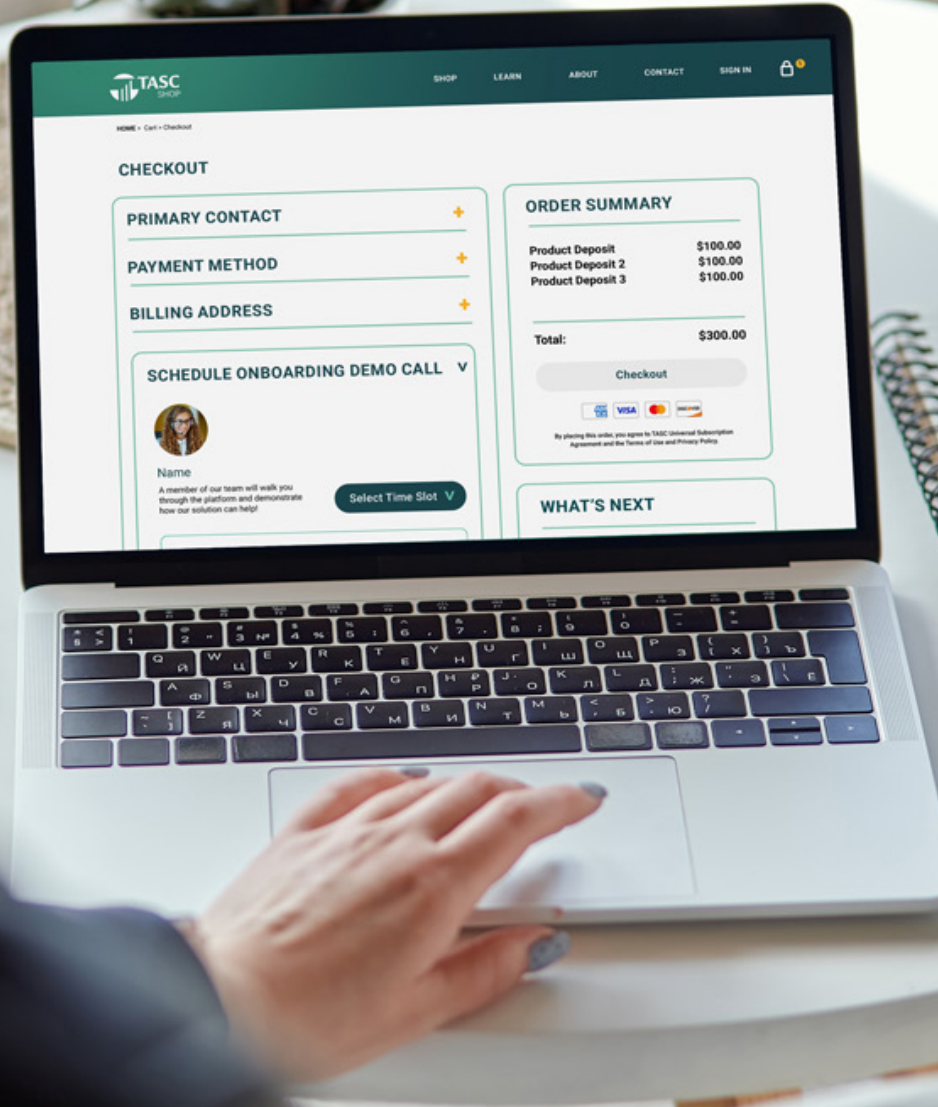


PROJECT DETAILS

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.

- Branding
- Strategy
- Display
- Social
- Print
- Web Dev
- Data

Our organization collaborated with different internal teams to provide TASC with an updated site centered around e-commerce.



APA EVENT

Project 4

Josh Schimke | Beate Blaich-Smith | Lauren Logan



Where most see an

OBSTACLE

Planners see

ACCESSIBILITY

APA

It takes a planner

Where most see

SEPARATION

Planners see

CONNECTION

APA

It takes a planner

Where most see the

UNDERUTILIZED

Planners see a

GATHERING PLACE

APA

It takes a planner



PROJECT DETAILS

APA partnered with 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.

Event Planning

Logo

Signage

Print

Display

Email



IT TAKES A PLANNER

IT TAKES A PLANNER

IT TAKES A PLANNER

IT TAKES A PLANNER

IT TAKES A PLANNER



American Planning Association

Creating Great Communities for All



Guest arriving to the venue would be greeted with a variety of signage. Each speaking to 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.

MACKINAC ISLAND

Project 5

Kerry Pelesky | Corina VanDuijn





PROJECT DETAILS

Branding
Strategy
Print
Product

The premier travel destination wanted to promote some of their annual festivals with a new look. Our design team developed several concepts to communicate a fun, memorable and tasty experience for fudge lovers, flower sniffers, and star gazers to be used as stickers, pins and numerous branding opportunities.

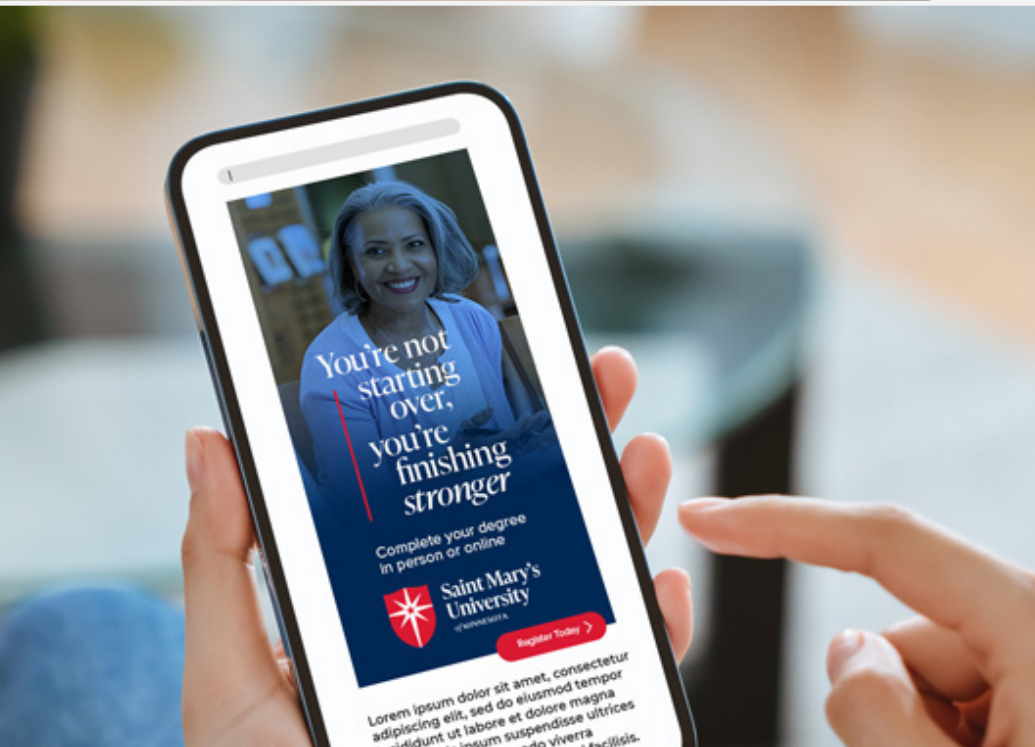


SAINT MARY'S UNIVERSITY

Project 6

Kerry Pelesky | Michelle Baker





PROJECT DETAILS

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.

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.

- Data
- Strategy
- Display
- Social



Our team watched the real-time performance of various ads making optimizations which maximized assets that performed best.

MICHIGAN TRUST ESTATE & PLANNING

Project 7

Corina VanDuijn





PROJECT DETAILS

Our client came to us for help needing 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.

Branding Strategy

READ ONLINE OR IN PRINT

A JUVENILE JUSTICE SERIES

**DELINQUENT:
OUR SYSTEM,
OUR KIDS**

ADVANCE OHIO
THE PLAIN DEALER
© cleveland.com

The billboard features a large silhouette of a child with braided hair, seen from the back, against a bright yellow circular background that resembles a sun or moon. Below this central figure are several smaller silhouettes of other children. The text is arranged on the left side of the billboard, with a yellow banner at the top containing the text 'READ ONLINE OR IN PRINT'. The main title 'DELINQUENT: OUR SYSTEM, OUR KIDS' is in large, bold, white letters. At the bottom left, there is a logo for 'ADVANCE OHIO THE PLAIN DEALER' and the website '© cleveland.com'. The billboard is set against a dark cityscape at night, with streetlights and building lights visible in the background.



PROJECT DETAILS

Display
Social
Print
OOH

Our own Cleveland.com and Plain Dealer editorial team was in need of spreading the word for an impactful and in-depth editorial series. Taking an illustration developed by their team, a campaign was designed and published using social display, animated digital display, out of home billboard, and print.



2024 CREATIVE LOOKBOOK

See
something
you like?

Have a
question
or idea?

Talk to us
about it!



Anne
Drummond

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