

Event Branding

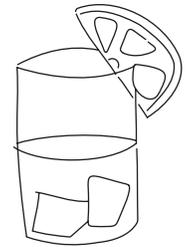
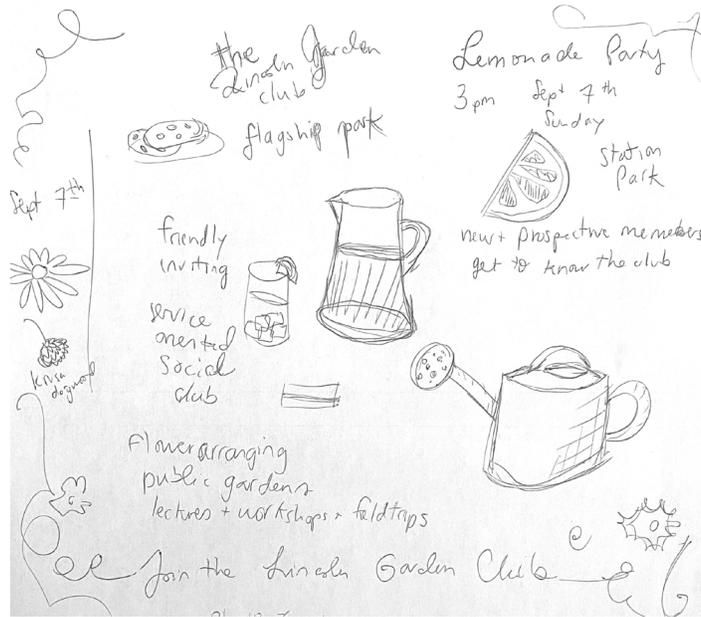
This suite of materials was designed for a party to attract new members to a social club. The client requested a poster, printed invitations, and social media graphics.

Concept & Sketching

The Lemonade Party is an event hosted by the Lincoln Garden Club to attract new members and welcome those who have recently joined the club.

The client wished to target potential members interested in the club's service-oriented activities. The materials for the event needed to be beautiful, friendly, and approachable.

Initial sketches featured a "homemade" blend of handwriting and fine line drawings. The final project materials feature bold colors and lemon imagery along with the sketches.





Poster Design

Intended to hang at local libraries, coffee shops, and other places where people gather, the poster features bold color and retains the fine line drawings of the initial sketches.

Paper Invitations

The client planned to mail a small number of paper invitations. The round invitation is folded in half to create a lemon slice, signaling a fun and friendly event.





Paper Mockups

These mockups show how the round invitation is folded to fit inside a half-letter envelope. The invitation can be printed smaller as needed.

Social Media

The client planned to attract a younger audience by posting the invitation on social media (specifically Instagram).

