

Creative Brief

EBI 10th Anniversary Gala and Auction Design

Assignment

Escuela Bilingüe Internacional, an independent PK-8th grade school in the San Francisco Bay Area, is seeking a design/mark for its 10th Anniversary Gala and Auction, its largest fundraiser.

Background

EBI's is a tight-knit community of families and has reached the key milestone of 10 years, which makes this year's gala and auction even more celebratory. Every year, the gala and auction has a theme to help generate excitement about the event throughout the community. Through parent feedback, this year's theme will be:

EBI's eXcellent adventure / La aventura eXcelente de EBI.

The theme was chosen to be inclusive, create a sense of celebration, and allow for real expression of diversity. See positioning below.

Target Audience

All parents with children enrolled at EBI are invited to the gala and auction. We expect 300+ people to attend the event. The entire community is exposed to the gala and auction regardless of event attendance through email publicity, signs at the campuses, flyers and the online auction.

There is a mix of tenure with the school, from 10 years to brand new. Families also represent a diverse culture, in all of its meaning.

Positioning

EBI has been on an amazing adventure to date. The school has come a long way from its small beginnings and has achieved many important milestones. At the highest level, the school provides excellent academic education, an international perspective, and a supporting community for students and families. (More background on the school can be found at www.ebinternacional.org.) Ten years is a meaningful milestone and of course there is much more to come. The design and event will look forward more than the past.

- At the gala and through gala communications, we'll celebrate the community's sense of adventure and the excellent education EBI students receive.
- The X represents 10 years (EBI 10 year anniversary). The X should be emphasized in color, boldness or font. Note that we are also planning to leverage the X in other copy points, such as get eXcited, eXtra fun, eXpress yourself!
- The design should be active, expressing that we are continually on the move and moving forward. This party is one stop along the way to celebrate what has passed and what comes next.

- The design should also be enthusiastic and celebratory. We would like to see futuristic futuristic concepts. We are open to comic book style (possibly super hero) or other concepts that key off the adventure-focused positioning.
- The design should be welcoming and inviting to everyone in the community. This event is inclusive.
- While the theme name plays off the movie “Bill & Ted’s Excellent Adventure”, the design need not be visually tied to it.

Net Take-Away

This gala and auction event will be EBI’s best ever. It’s a party not to miss!

Copy Points

- **La aventura eXcelente** (note: the X should be over-sized and prominent as noted above)
- 2016 Gala Escuela Bilingüe Internacional
- if it fits: ¡Celebrando 10 años!

Executional Guidelines

- The design should be flexible enough so that it can be leveraged across mediums (web, email, large format sign, flyer, postcard). Square shape is preferred.
- There may be a follow-up assignment to produce necessary components.
- Please reference EBI Brand Guidelines, including color palette (BUT be creative as this project is a brand extension). Font should definitely be in the Sans Serif variety.
- Concepts can be presented as PDF or other options. Final file should be delivered as eps in highest resolution.

Contact

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