



JP MARKETING & COMMUNICATIONS

IMAGE • IDENTITY • INFORMATION

University of Colorado at Boulder Athletic Department Mentoring Brochure

PROJECTS

Mentor Program Brochure,
Folder and Inserts

CLIENT

University of Colorado at Boulder
Athletic Department
Assistant Athletic Director for Community Relations

TARGET AUDIENCE

Potential Students, Alumni, Business Executives

SITUATION

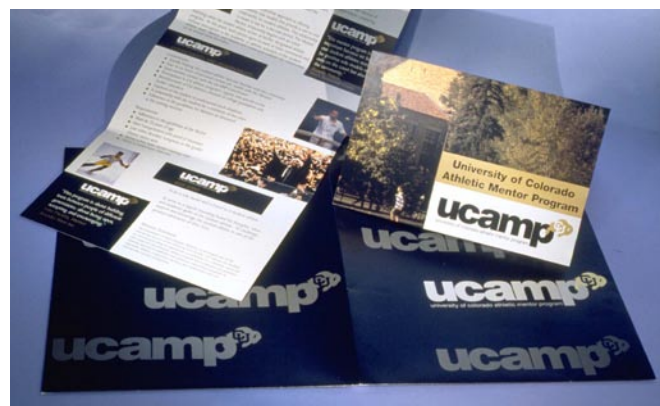
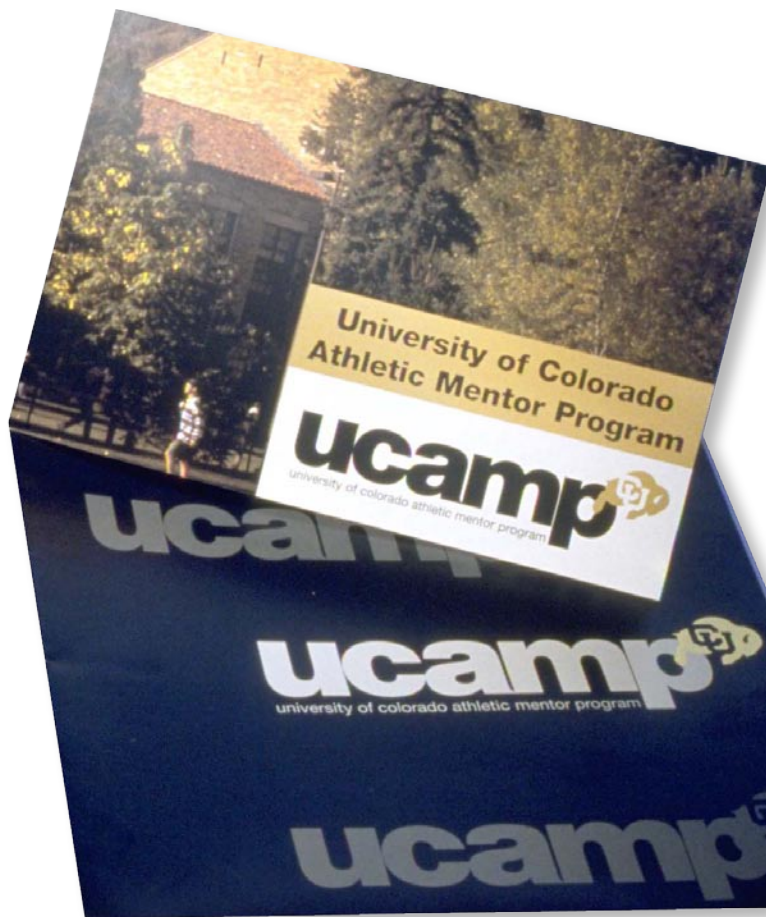
The mentoring program at University of Colorado at Boulder (CU) was created to facilitate interactive opportunities between adult business professionals, community leaders, university faculty and current athletes. The purpose of the program was to help prepare student athletes for life beyond college athletics. Collateral needed to appeal to a broad spectrum — from business executives to student athletes.

SOLUTION

Designed an oversize tri-panel brochure to stand out from other brochures. A campus shot used on the cover reinforced the school's commitment to life-long learning. CU's athletic logo placed on the cover immediately connected the mentoring program to athletics without being a dominate element. Photos of various sports activities used within the brochure further emphasize the program's focus. The use of four-color processing and gold ink give the brochure a rich feel, as does the gold foil stamp on the pocket folder. A response card prompted a "call to action" on the inside panel of the brochure.

DESIGNER'S ROLE

Responsible for all aspects of copywriting, design, printing and production, including press checks, and final print coordination.



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