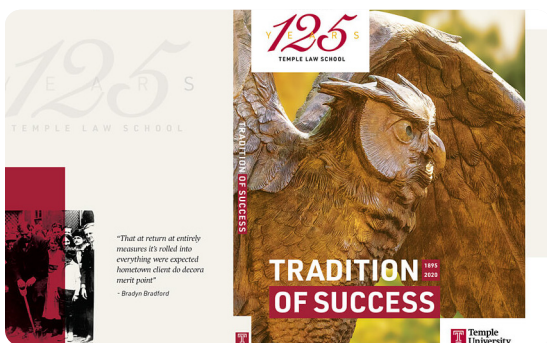
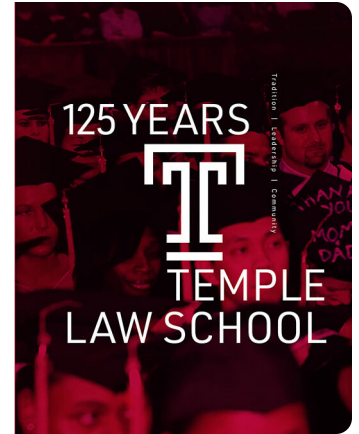
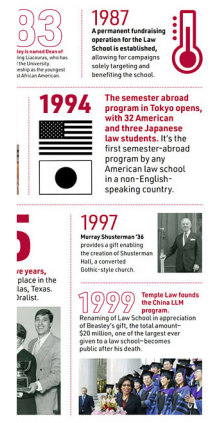




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TEMPLE UNIVERSITY
XHILARATE PARTNERS WITH TEMPLE
UNIVERSITY BEASLEY SCHOOL OF LAW TO
SPOTLIGHT THE SCHOOL'S 125TH ANNIVERSARY.



OVERVIEW

In 2019 Xhilarate was selected as a preferred branding agency by Temple University's Strategic Marketing & Communications team. Most of Xhilarate's design projects have been in partnership with the Temple Beasley School of Law to help celebrate its 125th Anniversary throughout the 2020-2021 academic year. This momentous occasion sparked the need for visual and verbal communications across a range of print and digital touchpoints.

ENGAGE

The commemorative logo designed for Temple Law School's 125th Anniversary was purposely created for use across all print and digital applications. The logo immediately establishes engagement with its constituents and helps to increase awareness among all stakeholders—present and past faculty & administration, current and prospective students, alumni, donors and the business and local community. As the Law School was approaching its 125th Anniversary, it also wanted Xhilarate to explore a complete redesign of its alumni publication—ESQ. The goal was to use design and content to create a new publication that increased engagement, interest and support among its core constituents. Xhilarate collaborated closely with the Law School to craft a dynamic publication that not only celebrated the institution's rich history but also fostered a sense of belonging and pride among its diverse community of readers. The revamped ESQ publication celebrated heritage and highlighted alumni and faculty achievements.



SERVICES

- Brand Identity / Look and Feel
- 125th Anniversary Logo
- 125th Anniversary View Book
- ESQ Alumni Publication Redesign
- ESQ Fall 2020 + ESQ Spring / Fall 2021
- Impact Report 2019 / 2020
- Photography & Videography
- Art Direction / Design / Illustrations
- Content Creation / Copywriting / Editing

EXCITE

"Cherry Red," Temple University's brand color, is used dominantly across all 125th Anniversary print and digital communications due to its strong Temple brand association and stopping power. The combination of the cherry red with imagery, typography and compelling content creates a level of excitement and anticipation with each turn of the page or with each new video frame. Whether it be the 125th Anniversary Viewbook or recruitment video, the redesigned ESQ, the Impact Report or the US News and World Report campaign there is an overall look and feel that achieves consistency and ties all the pieces together yet achieves distinction across all touchpoints. This cohesive visual identity reinforces Temple's enduring impact and legacy.

INSPIRE

Working in close partnership with the Temple Law School has been very inspiring for our strategy, design and content teams. Recognized by U.S. News and World Report as the #1 Trial Advocacy Program in the country and #53 Law School overall, we took a personal interest in creating design concepts and content across many print and digital applications that reinforce the reputation of the school—its faculty, administration, students, alumni, donors and the business and local community.



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