

CASE Circle of Excellence Awards

CATEGORY 04G: DESIGN: Invitations
The Preuss Promise Annual Benefit



INVITATION PACKAGE

We developed an unconventional invitation format to reflect The Preuss School UC San Diego's efforts to expand horizons and unfold possibility for the next generation of changemakers. What at first appears a simple rectangle divided into three triangles unfolds into a dynamic, multi-panel piece that offers an unexpected alternative to traditional invites.

FOLDED INVITATION DETAIL

The invitation package is a truly unique suite of materials. The nontraditional format plays into both UC San Diego's current fundraising campaign and institutional history of challenging convention, and The Preuss School's distinctive mission: to immerse low-income, first-generation students from across San Diego in a college-bound culture that will empower them, elevate their families, and transform communities.

