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# DESIGN FOR SPECIAL EVENTS

500 OF THE BEST LOGOS, INVITATIONS, AND GRAPHICS

**PELEG TOP** { TOP DESIGN, LOS ANGELES }





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PRESENTED BY TOP DESIGN, LOS ANGELES ([topdesign.com](http://topdesign.com))



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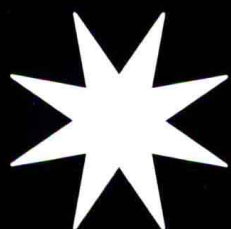
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# CONTENTS

- 06 INTRODUCTION
- 09 ABOUT THE AUTHOR
- 16 CASE STUDY:  
SPIRIT OF LIFE AWARDS GALA | TOP DESIGN
- 22 ART & DESIGN
- 34 CASE STUDY:  
HOW DESIGN CONFERENCE | HOW
- 54 CASE STUDY:  
THINKING CREATIVELY CONFERENCE | THE DESIGN STUDIO  
AT KEAN UNIVERSITY
- 68 BUSINESS
- 82 CASE STUDY:  
DCM HOLIDAY PARTIES | GEE + CHUNG DESIGN
- 100 CASE STUDY:  
WORLD PORK EXPO | TRILIX MARKETING GROUP
- 114 FUND-RAISERS
- 116 CASE STUDY:  
AFAN AIDS WALK | CDI STUDIOS
- 130 CASE STUDY:  
AVON WALK FOR BREAST CANCER |  
ENDLESS POSSIBILITIES PRODUCTIONS, INC.
- 142 CASE STUDY:  
FONK FEST | GO WELSH
- 154 CASE STUDY:  
HIGH MUSEUM ATLANTA WINE AUCTION | THE JONES GROUP
- 166 CASE STUDY:  
THE MODERN BALL | ELIXIR DESIGN
- 172 COMMUNITY & EDUCATION
- 188 CASE STUDY:  
CREATIVE FUTURE 2007 | UMS DESIGN
- 208 ENTERTAINMENT
- 210 CASE STUDY:  
HOT WHEELS HALL OF FAME | MORRIS! COMMUNICATION
- 220 CASE STUDY:  
NORTHWEST FILM AND VIDEO FESTIVAL | PLAZM
- 228 CASE STUDY:  
HARRISBURG SHAKESPEARE FESTIVAL | PAVONE
- 236 CASE STUDY:  
SUNDANCE FILM FESTIVAL | ADAMSMORIOKA, INC.
- 246 CASE STUDY:  
V FESTIVAL | AUTUMN:01
- 252 PRIVATE PARTIES
- 272 AWARDS
- 290 SPORTS & AUTOMOTIVE
- 294 CASE STUDY:  
THE 2006 NCAA FINAL FOUR | DEAN JOHNSON DESIGN
- 302 CASE STUDY:  
VEGAS GRAND PRIX | CAMPBELL FISHER DESIGN
- 310 CASE STUDY:  
THE NATIONAL COLLEGIATE ROCK PAPER SCISSORS TOURNAMENT |  
ARCHIVAL
- 314 DESIGN DIRECTORY
- 320 SPECIAL THANKS



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THINKING CREATIVELY CONFERENCE | THE DESIGN STUDIO  
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- 68 BUSINESS
- 82 CASE STUDY:  
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ARCHIVAL
- 314 DESIGN DIRECTORY
- 320 SPECIAL THANKS



## A B O U T   T H E   A U T H O R

Peleg Top is principal and founder of Top Design, a Los Angeles–based studio specializing in design for special events. Founded in 1991, the studio has a rich portfolio of design and branding work for an array of distinguished clients.

With roots in the entertainment and nonprofit sectors, Top Design has worked with notable industry leaders such as the Grammys, City of Hope, Tiger Woods Foundation, and Toyota.

Top Design has been featured in such major design publications as *Print*, *HOW*, and *Communication Arts* and has received numerous awards for design excellence.

Author of *Letterhead & Logo Design* (Rockport Publishers, 2003), Top Design is known for clean, simple, and sophisticated work. It brings a strong history of successful design and branding experience to the event-planning arena.

# INTRODUCTION

As a studio focused on design for special events, we often look for sources of creative inspiration, but had difficulty finding books showcasing incredible invitations, spot-on promotions, or other outstanding designs for events. So we decided to write our own.

The process of putting this book together was full of pleasant surprises. After we issued a call for submissions, we were thrilled by the response from the design community and the number of projects we received. In this generation of electronic invitations, we were at first shocked and then encouraged to see that print is still alive and well in the special event industry. We were impressed by the obvious care, inventiveness, and the high production values exhibited in many of these pieces.

Creative professionals recognize that designing for special events is a distinct discipline because its designs are inherently short lived, generally seen only for the duration of the event, and then never seen again. Because it doesn't need to stand the test of time, the work can be completely of the moment. This ephemeral nature affords the designer the freedom to take risks, to be innovative and creative—the qualities we specifically wanted to include in this book.

While most graphic design aims to promote a company or product, special event design promotes a singular experience. Special event designers need to capture the mood and excitement surrounding the event, even before it begins, by creating a promotional piece that evokes those emotions while



identifying what makes the event memorable or unique. The initial project—a save-the-date mailer, an invitation or a promotional poster—must make the guest eager to attend. When we were judging submissions for this book, we looked for this engaging quality, asking about each piece, “Does this make us want to attend?”

In sifting through the nearly 1,500 submitted pieces, we were struck by the overall quality of the work and by the variety of events represented. We saw designs for everything from benefits to elaborate sporting events, to film festivals, and weddings, and a myriad of other types of gatherings. We were especially surprised at the number of beautifully designed fund-raising and nonprofit pieces received and were thoroughly impressed with how designers were able to meet the difficult challenge of promoting a cause that affects people in a personal (and often tragic) way, while capturing the fun and positive nature of a fund-raiser.

In organizing all of these projects, we found that everything fit into one of eight categories: fund-raising, entertainment, sports and automotive, community and education, business, awards, art and design, and private parties.

Among the 500 exceptional designs that we compiled to create this book, we’ve singled out nineteen events for case studies. The selected pieces either showed the seamless evolution of design in multiyear events or involved elaborate systems that were carried through an entire event, from invitations to signage and elements of the décor. Each of these nineteen case studies represents a unique special occasion, a serious fund-raiser, an energetic sporting event, or an exciting music festival for which each designer perfectly captured a mood and sentiment.

The quality and scope of event designs that we discovered while creating this book were both eye opening and encouraging. We hope you have a similar experience as you flip through the pages.

1 |

EVENT 29<sup>th</sup> Annual Festival Ball

CLIENT City of Hope

2 |

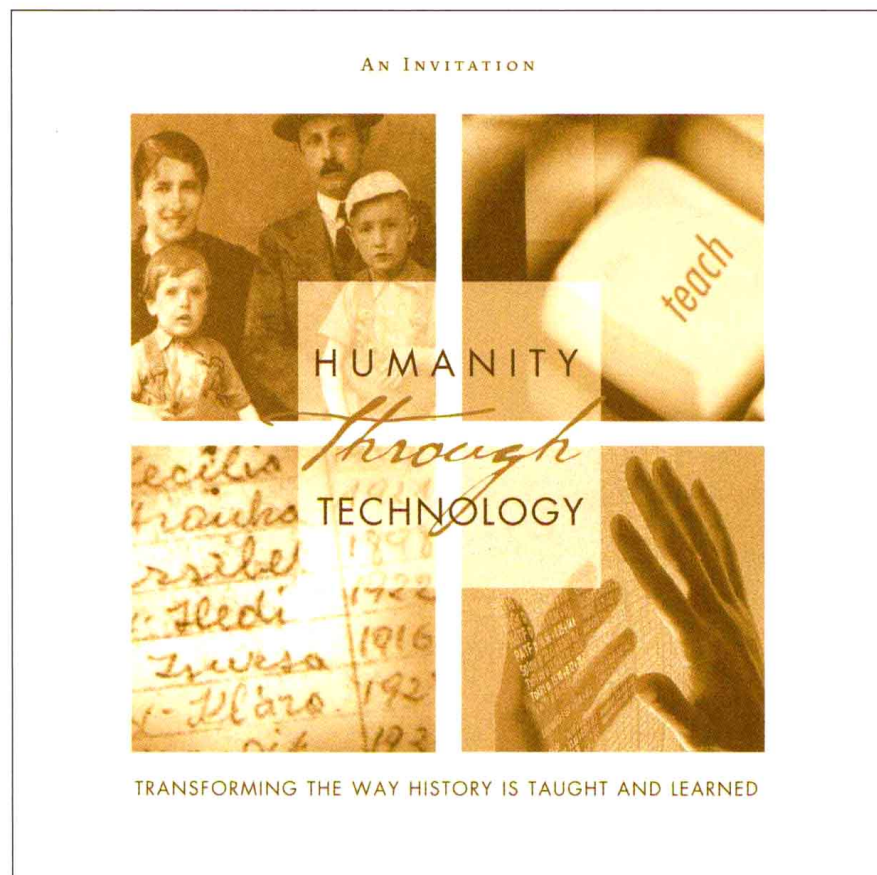
EVENT Humanity through Technology

CLIENT The Shoah Foundation

1



2







- 1 |  
EVENT 26<sup>th</sup> Annual Festival Ball  
CLIENT City of Hope
- 2 |  
EVENT 24<sup>th</sup> Annual Festival Ball  
CLIENT City of Hope



1 |

EVENT 40<sup>th</sup> Grammy Awards  
CLIENT The Recording Academy

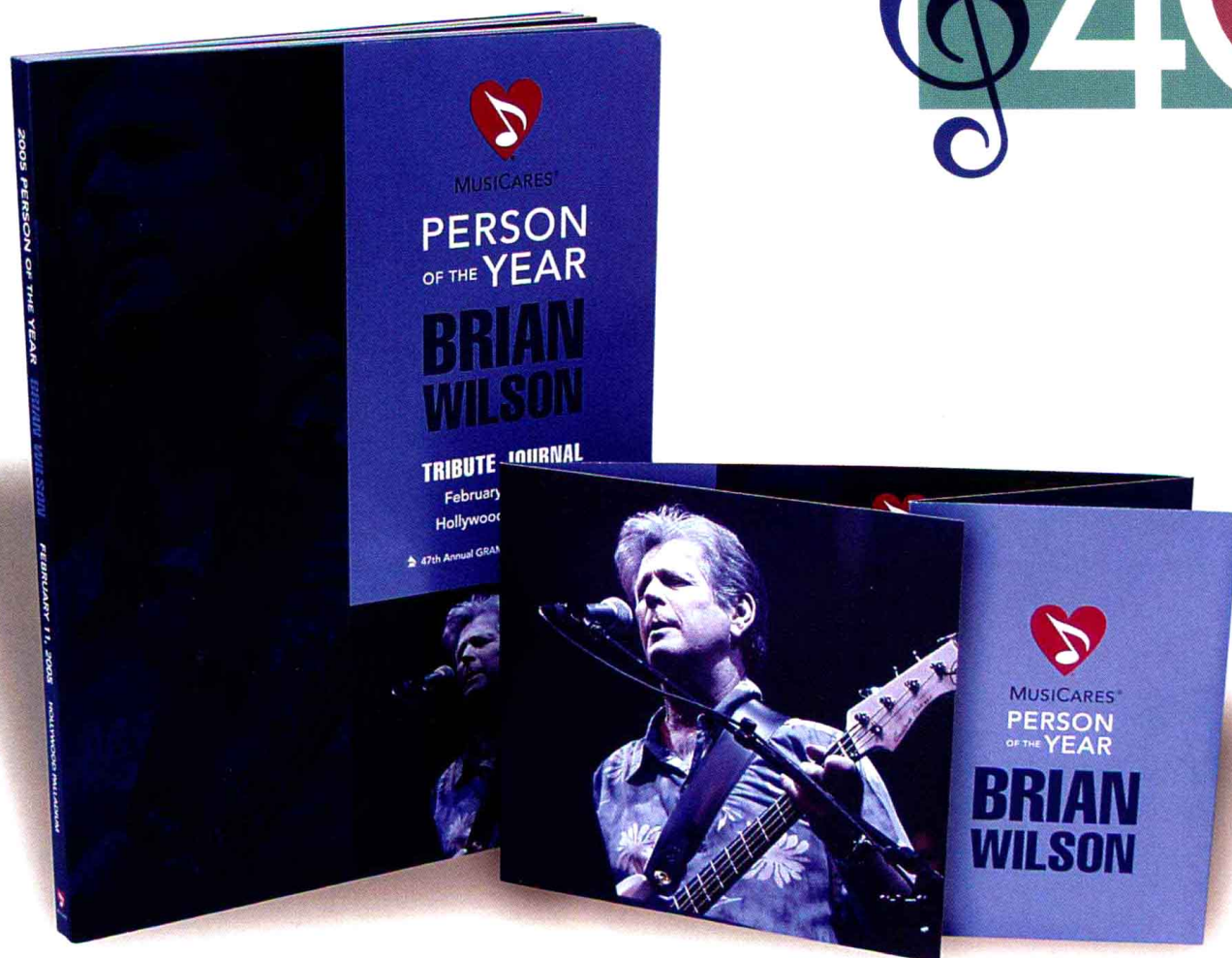
2 |

EVENT MusiCares Person of the Year  
CLIENT MusiCares Foundation

1



2





1



2



# The RECORDING ACADEMY HONORS™

1 | 2 |

EVENT The Recording Academy Honors  
CLIENT The Recording Academy