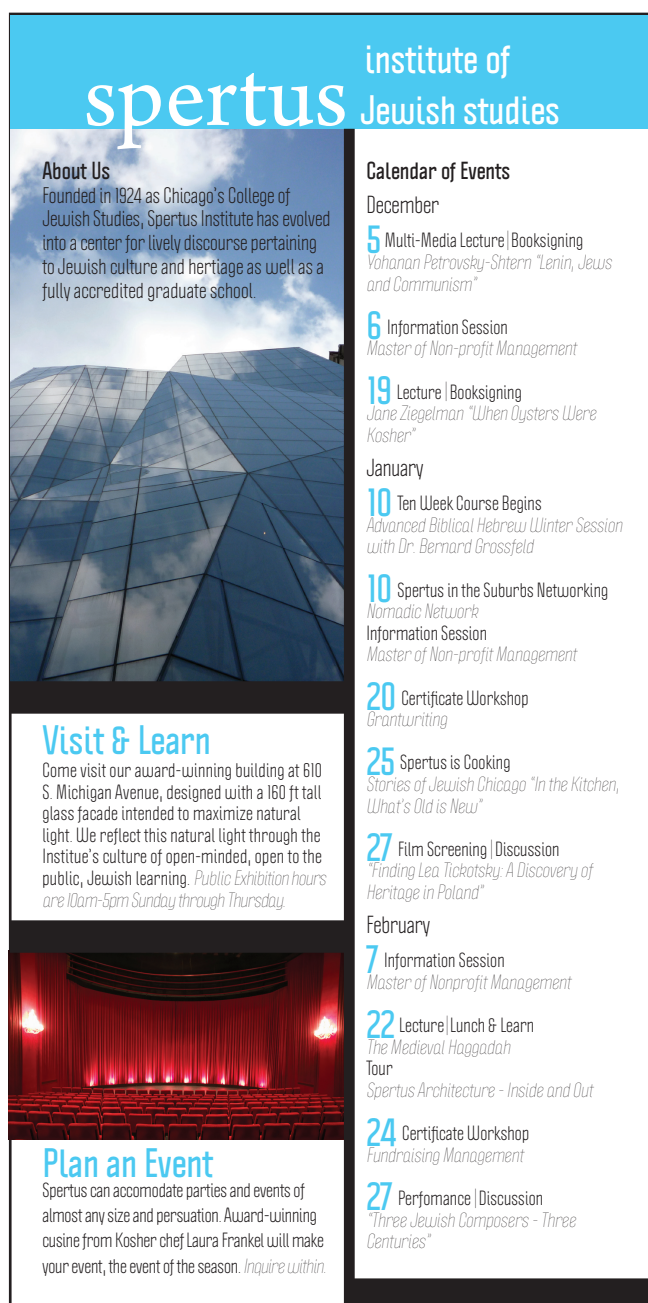


The Spertus Institute of Jewish Studies in Chicago is a higher-learning institution deeply rooted in Jewish tradition. The purpose of this campaign was to explore some slightly less traditional forms of marketing communications. Firstly is the calendar of events, a single-function piece of collateral to be distributed at the intitute itself. Spertus offers a wide variety of courses and seminars open to the public, as well as a gallery, museum and spaces for events. In addition to public events and services, Spertus has a number of graduate degrees available. The goal of this calendar of events was to convey the variety of things going on at the Institute. Spertus resides in an rather contemporary building in the South Loop of Chicago that has become somewhat of an icon in its short exsistance. Featuring this building as well as maintaing a modern aesthetic were important when creating an identity for Spertus.



Direct Mail Calendar of Events