The Lab continues on March 27 with The Visual Side of Branding workshop!

Why is visual consistency a critical component of an organization’s brand? Join us as we examine case studies from UNC and the greater community to discuss the importance of developing and using consistent graphics to tell an organization’s brand story. We’ll also practice some creative thinking exercises to help jump start your organization’s visual identity (don't fret if you do not have an organization: these activities are still incredibly useful for creative brainstorming). In partnership with CUBE Social Innovation Incubator and Bonner Leadership Program.

Register here: bit.ly/TheLabVisualBranding

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