

SWITCH EVENT COLLATERAL

The AESP WI Chapter requested a simple update, but with advanced planning, we were able to refresh the switch~ event's visual identity while maintaining brand recognition. After several years with the same look, we proposed a modern, energized redesign. The board selected a new poster style and refined logo direction that brought fresh energy while preserving continuity. We finalized the designs, coordinated production, and delivered updated sponsorship signage and event materials.



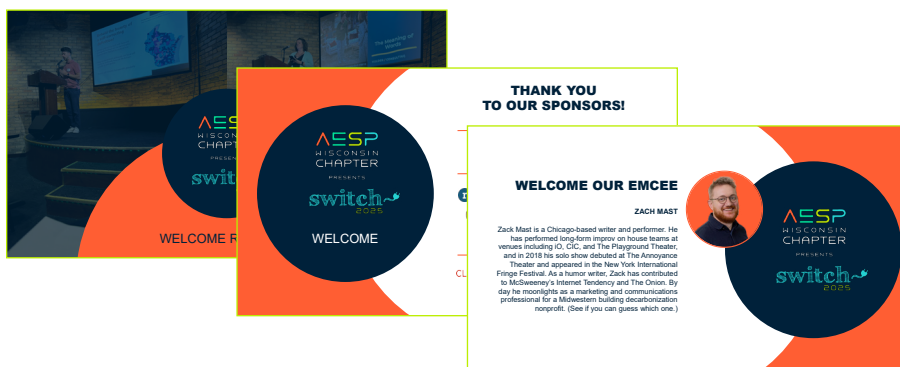
Logo concept



Welcome poster



Sponsor poster



PowerPoint Presentation