

**MARCOM**  
CREATIVE | PRODUCTION

# Miami University

February 15, 2017



# Prepared by MARCOMCREATIVE

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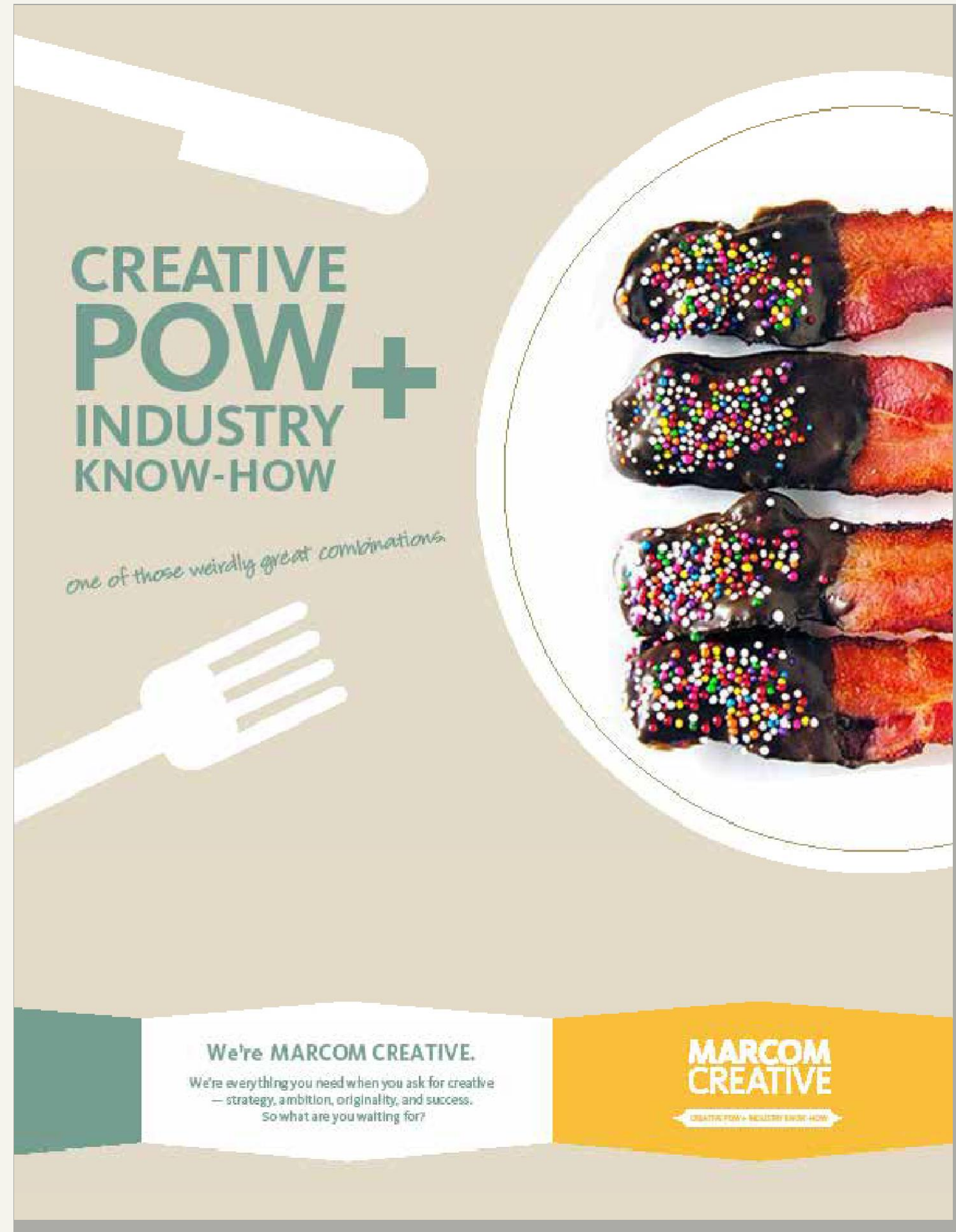
# Concept 1

Communication intent: **Partner.** We'll work closely with Miami University to help achieve shared goals.

Concept 1 weaves in Miami University's longstanding tradition of Miami Mergers – a term given to students and alumni of Miami University who get married. This theme branches off of that concept leveraging how we too can collaborate with Miami University to promote better health.

# Miami Mergers. Meant to be.

Miami University and Anthem – the right partnership for better health care.



## Typography

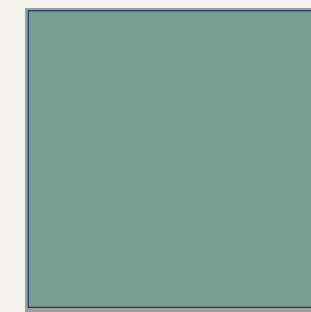
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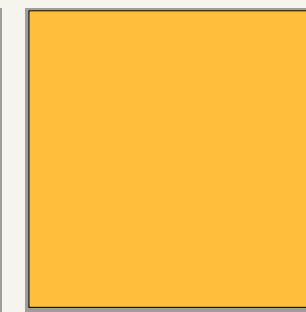
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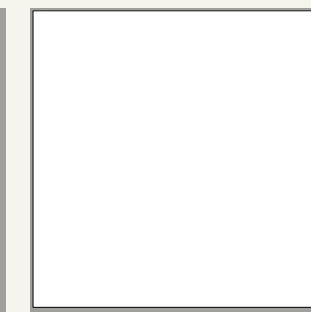
## Palette



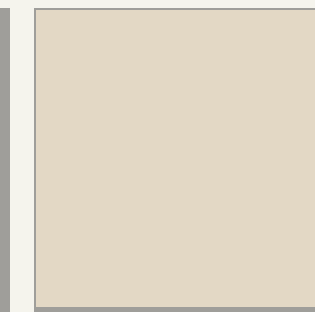
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HEX FFFFFFFF



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 C-11, M-5, Y-29, K-8  
 TINT =50%  
 PMS 7503



HEX 0C2577  
 C-100, M-85, Y-5, K-22  
 PMS 280

## Attributes

- Playful sophistication
- Stylish
- Attitude (copy)
- Minimal
- Retro trendy
- Modern (palette)

## Stylistic Elements

- Simple white silhouettes and shapes
- Handwritten typeface
- Patterns
- Accordion shapes
- Photography within silhouettes
- Iconographic images

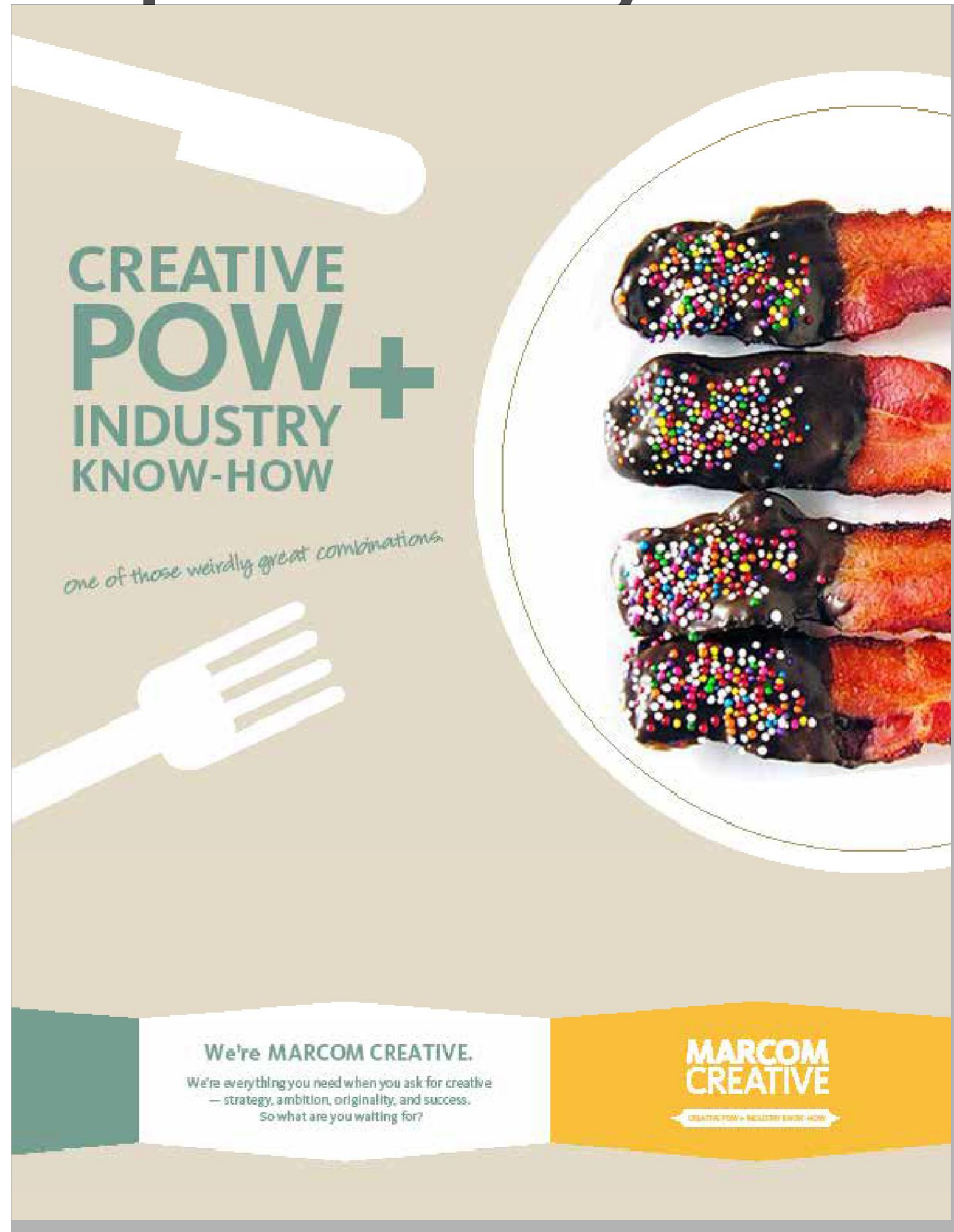
# Concept 2

Communication intent: **Partner.** We'll work closely with Miami University to help carry on its legacy of excellence.

Concept 2

# Excellence

## We practice what you teach



### Typography

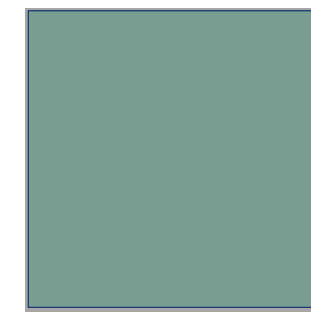
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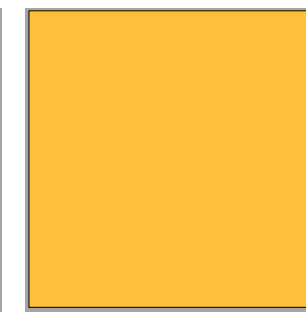
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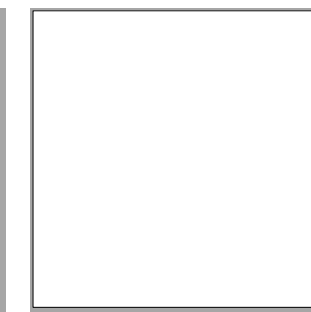
### Palette



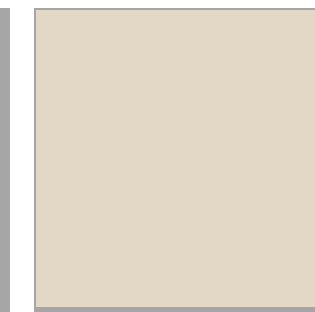
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PMS 642



HEX FEC246  
C-0, M-28, Y-87, K-0  
PMS 136



HEX FFFFFFFF



HEX E4E6D0  
C-11, M-5, Y-29, K-8  
TINT =50%  
PMS 7503



HEX 0C2577  
C-100, M-85, Y-5, K-22  
PMS 280

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