

NAACP.

THRIVING TOGETHER

114th NAACP NATIONAL CONVENTION

Prepared by Bernadette Davis Communications



OBJECTIVES, DELIVERABLES & SERVICES

OBJECTIVES

- Create a visually compelling identity focused on the Thrive Together theme
- Incorporate design elements to show power and joy
- Develop more than 80 distinct assets to be used across digital, print and event locations

DELIVERABLES

- Brand concept and style guide
- Social media and web graphics
- Digital and print designs
- Merchandise artwork and layout

SERVICES PROVIDED

- Creative Concept Development
- Project Management
- Graphic Design
- Brand Communications

ASSETS

- T-shirt design (2 designs; front and back)
- Sticker designs (2)
- Mug design (1)
- Tote design (1)
- Button design (1)
- Website hero (1)
- Social media banners (2) (For Twitter, LinkedIn, Facebook)
- Magazine ads (3)
- Web page backgrounds (4)
- Zoom background (1)
- Convention slide backgrounds (4)
- Mobile convention banner (1)
- Email signature (2)
- Confirmation graphics (2)
- Speaker graphics (30)
- Keynote speaker graphics (10)
- Slide deck (1)
- Office directory (1)
- Exhibit Hall signage (1)
- Convention Pocket Guide (10-12 pages)
- Convention promo (3) (magazine, newspaper)
- Convention poster (Public Mass Meeting)
- Merchandise/boutique price list (1)
- Animated social media templates
- Registration site graphic

CONCEPT



NAACP

NAACP 114th National Convention Brand:

The event took place on July 28–31 at the Boston Convention & Exhibition Center. The team at Bernadette Davis Communications brought in Cimone Key Creative Studio to develop an innovative approach to the event's brand and assets based. Our combined teams dived into the NAACP's needs and explored various creative ideas to deliver captivating visuals. The assets were utilized on the NAACP's event website, emails, apparel, ads and more. This partnership also showcases the NAACP's commitment to empowering Black and woman-owned businesses.

Cimone Key Creative Studio Approach:

This year's convention theme is "Thriving Together." The BDC team brought in Cimone Key Creative Studio to develop the design concept and approach. The team developed a powerful, compelling, meaningful, and thoughtful visual through the lens of Black people who are unapologetically authentic, joyful and powerful. Using pop culture as a source of creative inspiration, the content designs feature bold fonts, curvy lines and an added pop of color. This strategy significantly amplified the event messaging.



ENGAGEMENT

Number of Event Attendees: Approximately 10,000

SOCIAL MEDIA:

Instagram

- 33 posts
- The templates used on Instagram averaged 300-500 likes per post
- 5-60 comments per post

Twitter

- Twitter banner
- 44 posts
- Content likes vary between 10-100 per post
- Content retweets vary between 4-30 per post
- Comments vary between 1-15 per post
- Highest content engagement had 192 retweets, 36 comments and 473 likes (Vice President Kamala Harris keynote)

Facebook

- Facebook banner
- 32 posts
- High engagement; averaging around 15-50 shares, 5-30 comments and 20-250 reactions per post

LinkedIn

- LinkedIn banner
- 32 posts; highest and most consistent engagement of all platforms*
- 0-20 comments
- 50-900 reactions
- 10-60 shares

T-shirt Design



Sticker Designs



Website Hero



Social Media Banners



Magazine Ads



NAACP
THRIVING TOGETHER
114th NAACP NATIONAL CONVENTION

July 26–Aug. 1
Boston, MA

Boston Convention & Exhibition Center

CALLING ALL MOVEMENT MAKERS, RISK TAKERS, AND CULTURE LEADERS.
Meet us at the 114th NAACP National Convention to plan for a thriving future. See you in Boston?



NAACP
THRIVING TOGETHER
114th NAACP NATIONAL CONVENTION

July 26–Aug. 1
Boston, MA

Boston Convention & Exhibition Center

CALLING ALL MOVEMENT MAKERS, RISK TAKERS, AND CULTURE LEADERS.
Meet us at the 114th NAACP National Convention to plan for a thriving future. See you in Boston?



NAACP
THRIVING TOGETHER
114th NAACP NATIONAL CONVENTION

July 26–Aug. 1
Boston, MA

Boston Convention & Exhibition Center

Calling all movement makers, risk takers, and culture leaders.
Meet us at the 114th NAACP National Convention to plan for a thriving future. See you in Boston?



Backgrounds





**Zoom
Background**

**Convention Slide
Backgrounds**



Mobile Banner



Email
Signature

NAACP.
**THRIVING
TOGETHER**
114th NAACP NATIONAL CONVENTION

REGISTER NOW
at naacp.org/convention

July 26 – August 1
Boston, MA

**THANK YOU
FOR REGISTERING!**

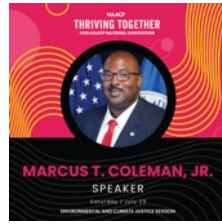
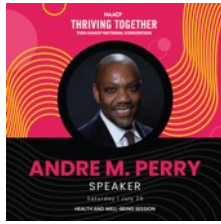
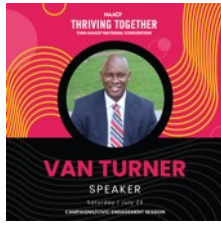
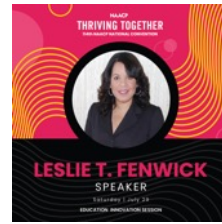
We look forward to seeing you.

NAACP.
**THRIVING
TOGETHER**
114th NAACP NATIONAL CONVENTION

Confirmation
Graphics

NAACP.
**THRIVING
TOGETHER**
114th NAACP NATIONAL CONVENTION

Speaker Graphics



NAACP
THRIVING TOGETHER
114th NAACP NATIONAL CONVENTION

Office Directory

DEPARTMENT	ROOM
Boston Branch	Room 152
Chairman of the Board	Room 156A
Communications	Room 101
Convention Oversight/Dias	Room 156B
Operations/Copy Center	Room 160A
Development/Strategy	Room 160B/C
Executive	Room 156C
Field & Membership	Room 151A
General Office (Events Planning)	Room 157BC
Hollywood Bureau	Room 154
Information Technology	Room 159
Legal	Room 153B
People & Culture	Room 150
Press Room	Room 103
Security/ Lost & Found	Room 153A
Sponsors Lounge	Room 153C
Volunteers	102
Youth & College	Room 151B

NAACP
THRIVING TOGETHER
114th NAACP NATIONAL CONVENTION

NAACP Boutique Hours

Thursday, July 27 Noon-4:00pm
 Friday, July 28 Noon-7:00 pm
 Saturday, July 29 11:00 am-5:00 pm
 Sunday, July 30 11:00 am-5:00 pm
 Monday, July 31 11:00 am-5:00 pm

PRODUCTS:

BWAS (Black Women Are Supreme) T-shirt
 S - 4X\$20

NAACP Rainbow T-shirt
 S-4X.....\$25

Thriving w/ Pride T-shirt
 S-4X.....\$25

Black and Thriving T-shirts
 S-4X.....\$25

Black and Thriving Hoodies (black)
 S-4X.....\$42

A Decade of Thriving T-shirt
 S-4X.....\$25

Journals.....\$20

NAACP Pins.....\$10

Catalina Bags\$15

Banners