



## Collateral Series Delivers Results for Gonzaga University School of Law.

Anderson Mraz Design recently completed a suite of recruiting materials for the Gonzaga University School of Law, which includes the 2004-2005 viewbook, a fact book, recruitment poster, and several specialty brochures used to maintain contact with prospective students.

The largest part of the project was the 64-page, full-color School of Law viewbook, which was completely redesigned to better represent the law school and its mission.

"It's by far the best viewbook and most comprehensive recruiting campaign we've produced to date. Not only are our new materials better looking, they're also more informative and easier to use," said Sheila Stillian, Assistant Director of Admissions. "We're getting an awful lot of compliments from new students and faculty alike."

The viewbook is mailed to prospective law students, handed out at recruiting events, and made available to undergraduate advisors at universities around the world. It contains detailed information about the school's curriculum, clinics, institutes, history and mission, and profiles recent graduates and legal cases handled through the Center for Law and Justice. The fact book provides information about the university, student demographics, and the city of Spokane.

"We approached this project like a lifestyle magazine production, hoping to convey the human and caring side of the School of Law, which is an accurate portrayal of their brand," said CK Anderson, Partner and Creative Director of Anderson Mraz Design. We included six feature-length articles and interviews with faculty, staff, and students, then brought it all to life with candid photography, which unifies the campaign across all the various components."

Founded in 1988, AMD is a full-service, multi-disciplinary design firm. The company's primary areas of expertise include brand strategies, corporate identity, print, packaging, website design, and environmental graphic design. For more information, visit [www.am-design.com](http://www.am-design.com).

