Quick recap | Design goals | Questions | Moodboard | Color palettes | Final thoughts

AAFP '18

Recruitment Booth

POMONA VALLEY HOSPITAL
MEDICAL CENTER
FAMILY MEDICINE RESIDENCY PROGRAM

Quick recap

Design goals

Longevity

Add more color

Use location to draw people into the booth

Highlight broad spectrum program

Showcase resident diversity

Questions

Questions

Demographic?

Questions

Diversity?

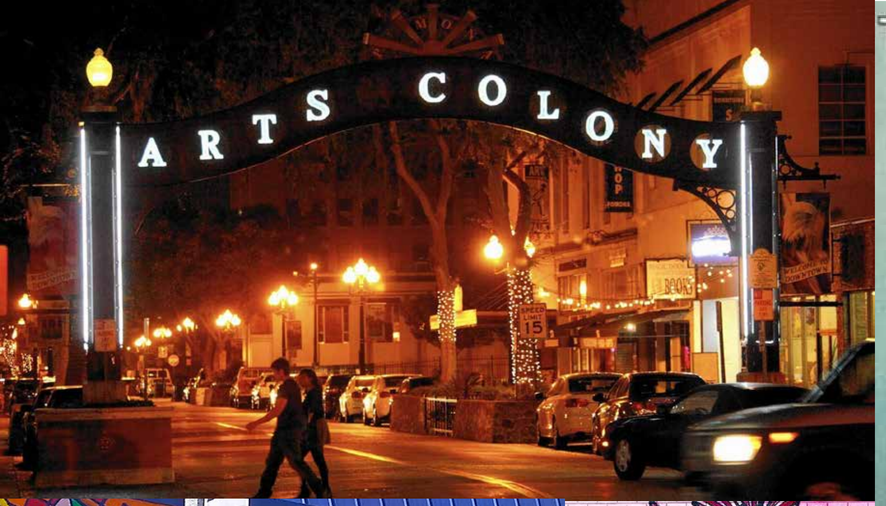
Questions

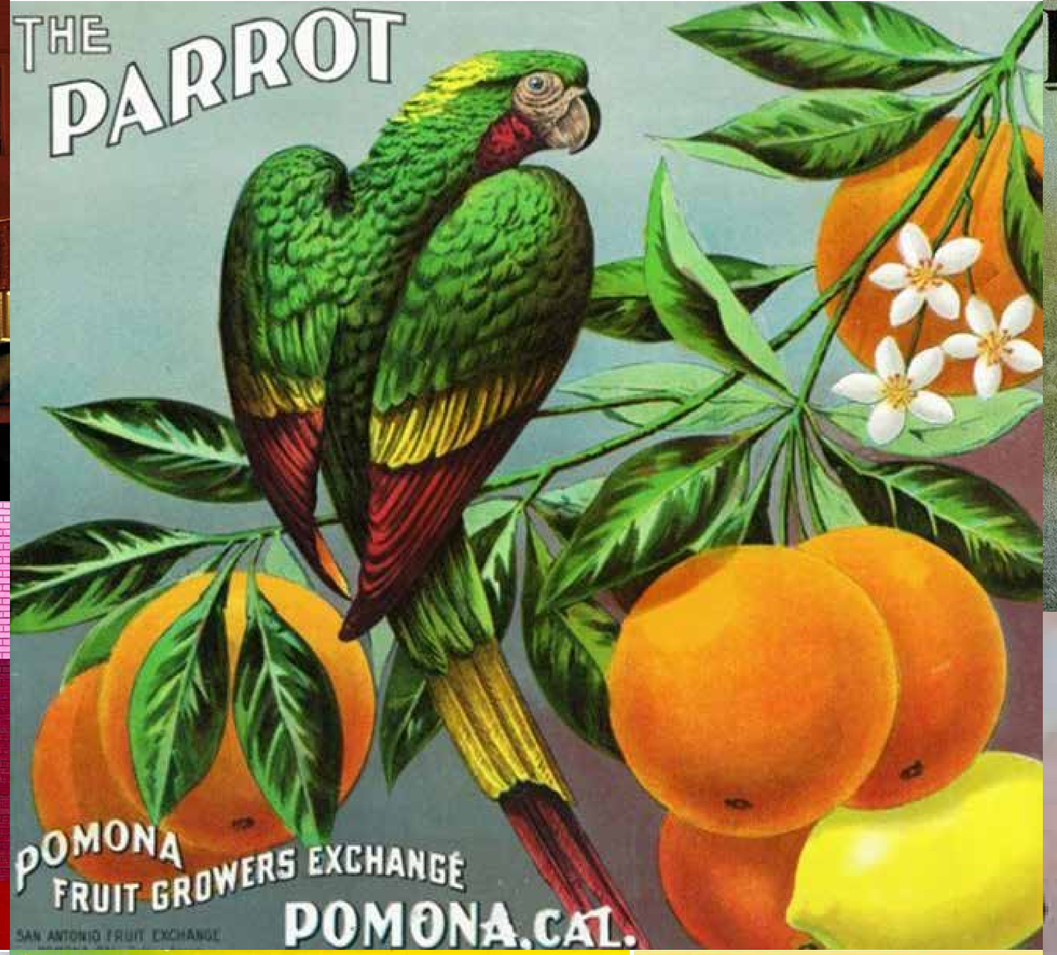
Social media?

Questions

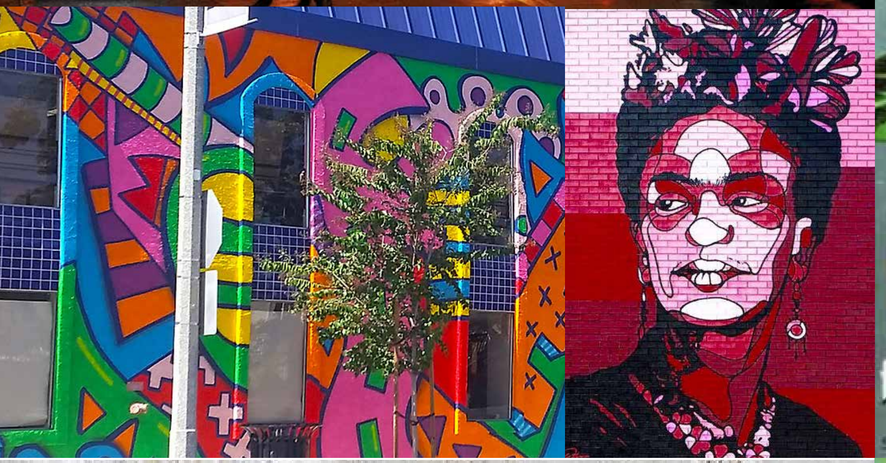
Feelings?

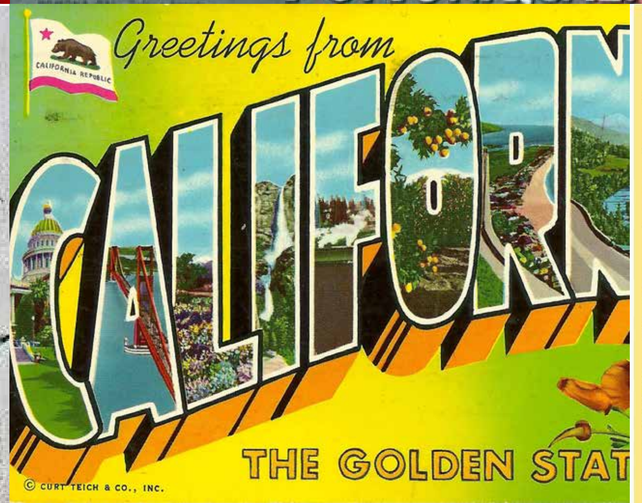
Moodboard

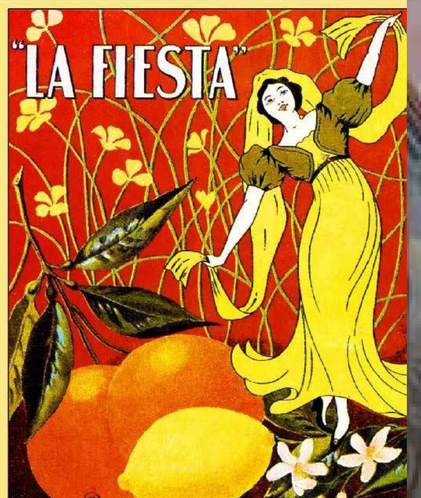

ARTS COLONY


THE PARROT
POMONA
FRUIT GROWERS EXCHANGE
POMONA, CAL.
SAN ANTONIO FRUIT EXCHANGE

FOOT HILLS BRAND
INDIAN HILL CITRUS UNION.
NORTH POMONA,
LOS ANGELES CO.
CALIFORNIA
SAN ANTONIO FRUIT EXCHANGE

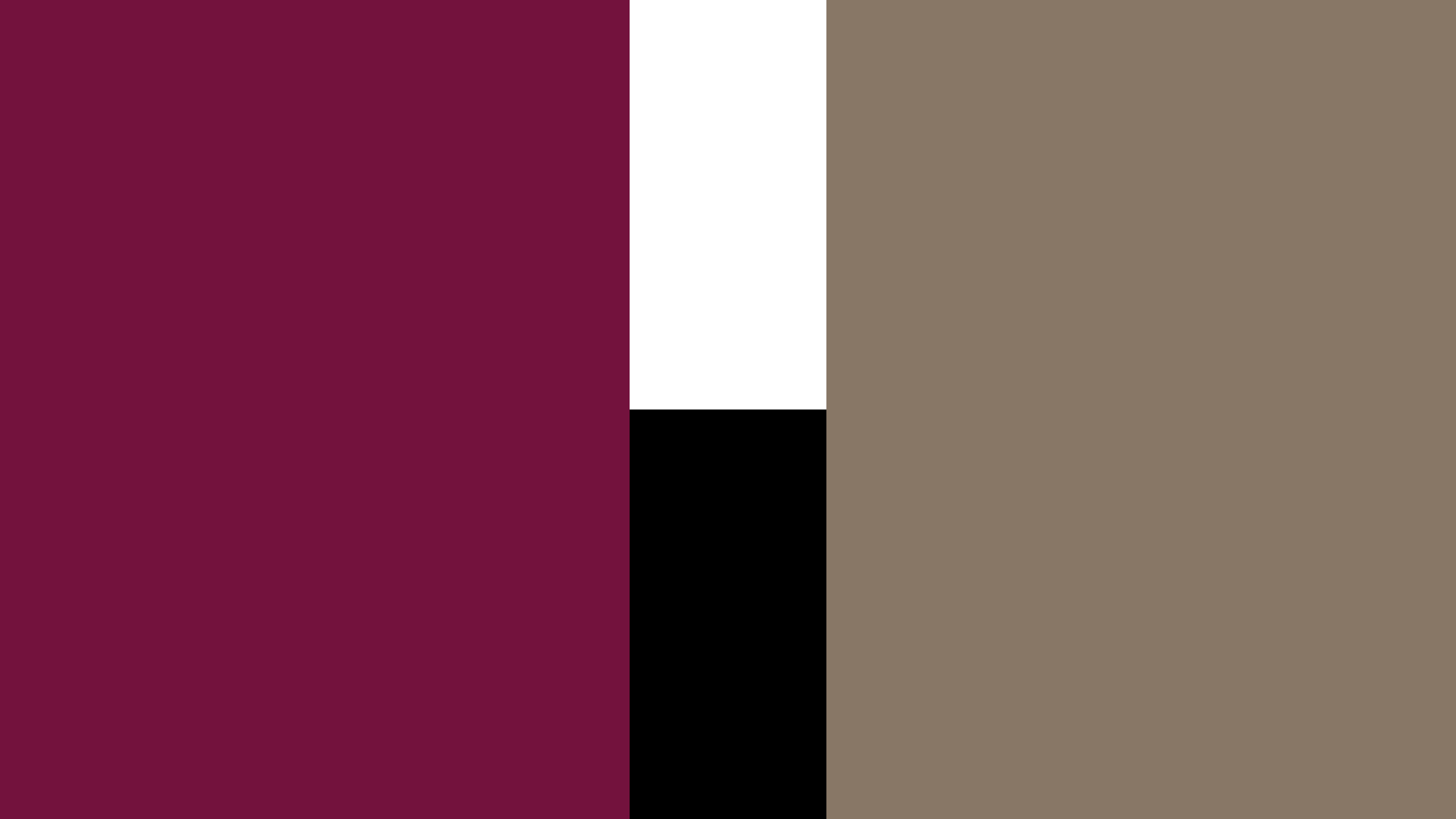



Greetings from
CALIFORN
THE GOLDEN STAT
© CURT TEICH & CO., INC.

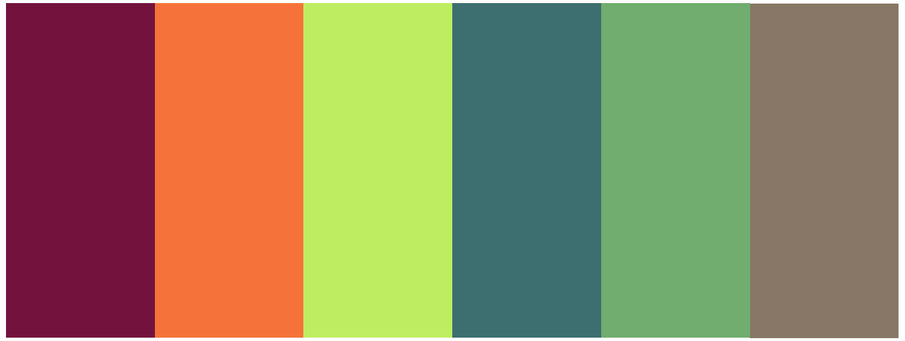

"LA FIESTA"

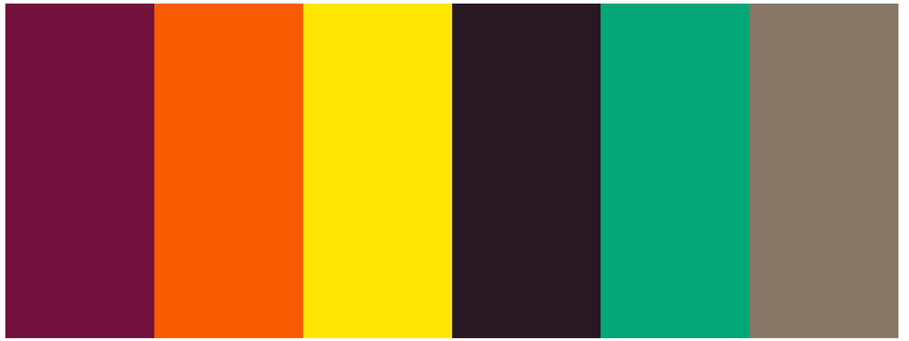
Brochure idea

Color palettes



Color palettes





Final thoughts?

Thank you!