

PRSA Minnesota Chapter



Background:

The Public Relations Society of America - Minnesota Chapter, was looking for a design partner to assist them with both the web and print identity for their annual awards program called Classics 2000. This event was going to be attended by over 450 local public relations professionals.

Objective:

Design a new identity for the Classics 2000 awards event. Since the event was being held at the Minnesota History Center, it should include imagery centered around an inaugural ball. Also, we were to use images from past political events held in Minnesota. Finally, the identity needed to be easy to recreate in print, web, multimedia and event signage.

Result:

Apex Marketing Group worked with Minnesota Historical Society photo archivists to identify appropriate imagery from past political inaugural balls during the last seventy-five years. Once these images were found, we created an upscale look that was translated onto the web as well as a printed invitation, show program and show signage.

The website was built to provide information on the event as well as the submission rules for 48 different public relations categories. Submitters could only get this information from the website. The show invitation was sent to over 1500 industry leaders and the show program was distributed to the almost 400 people that attended the show.

» *Did you know?*

“In 1962 the first Minneapolis skyway was built. Eventually, a system of 50 skyways turned much of the downtown area into an enclosed city within a city.”

Minnesota Historical Society

