
THE MAKING OF

LIMITLESS WORDS

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LIMITLESS WORDS

A CONFERENCE FOR LEARNING NEW
INNOVATIONS AND ESSENTIAL SKILLS WITHIN
THE UNIVERSITY LITERARY COMMUNITY

Design priorities: align with conference values,
appealing visual identity, elevate content

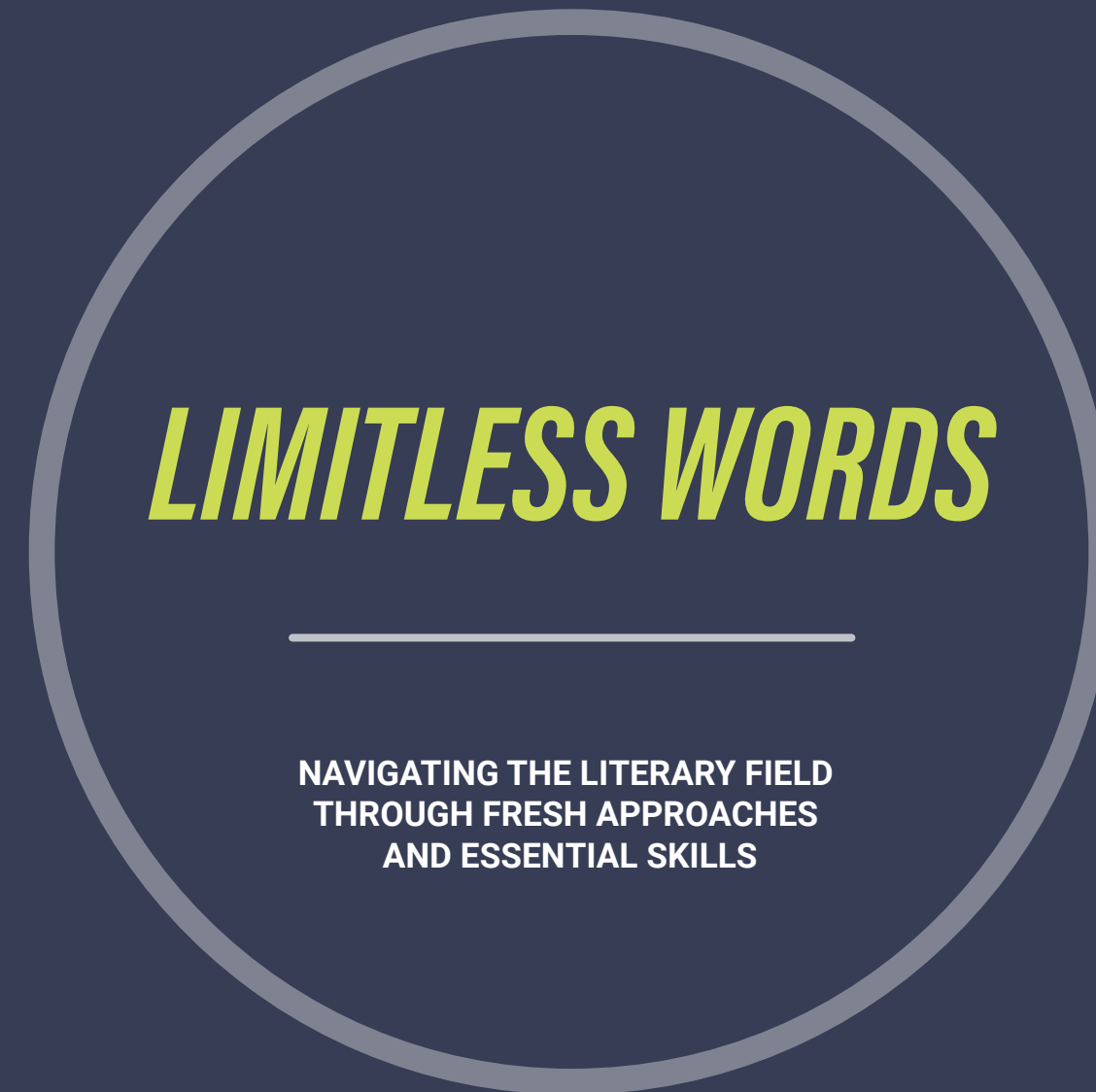
This concept stemmed from:
process exercise___ideation___development

BRAND GUIDELINES



COLOR PALETTE

Dark grays and blue, with
neon space-inspired colors



FONT PALETTE

ACUMIN PRO
(HEADER - BOLD, DYNAMIC)

ROBOTO bold
(SUBHEADER/BODY - DIGITAL, CLEAN)



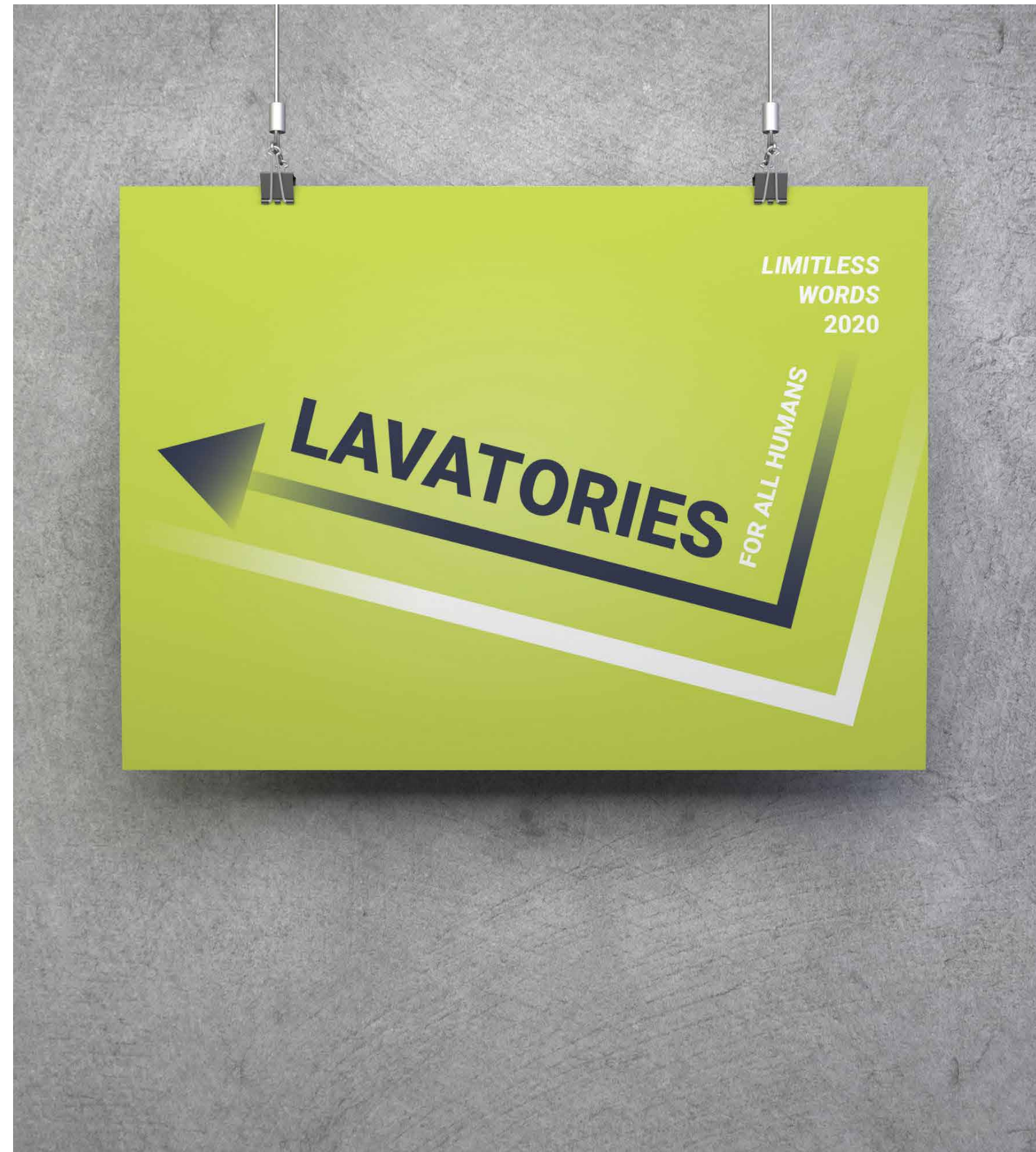
KEY GRAPHICS

Luminous, bright
space-themed graphics and
modern details



1

WAYFINDING SIGNAGE



2

Keep adding to the design here, as long as it moves the whole design forward overall

EVENT PROGRAM



EVENT PROGRAM



3

Don't overdo the copy text -- it doesn't have to be as large/bold as you think

ID BADGES



ID Badges for attendees and speakers

GIVEAWAY ITEMS



Reusable water
bottle with
conference
branding

GIVEAWAY ITEMS



Phone cases
with conference
branding



BIGGEST CHALLENGE

Maintaining a consistent brand system throughout all of the elements, while still keeping interest/variety

3 LESSONS

- Balance the type and the graphics
- Keep evolving the design
- Don't overdo the copy text