

## D&AD Mix Creatively



### Mixing with creative minds.

The D&AD Xchange programme provides a unique opportunity for the heads of the UK's top creative educational institutions and courses to mix and meet with some of the world's leading design practitioners — with two days of talks, case study presentations and lively debate, presenting a broad range of respected creative views and opinions.

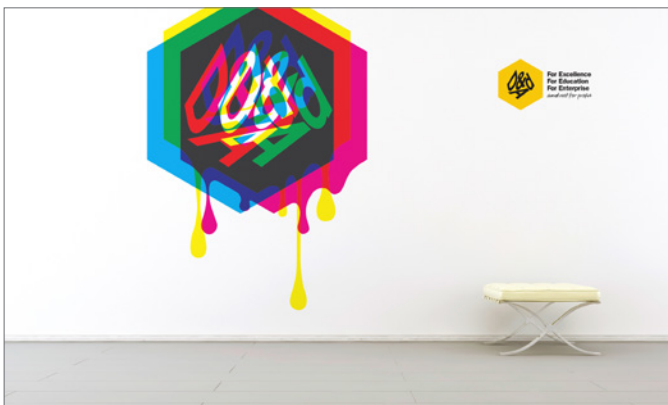
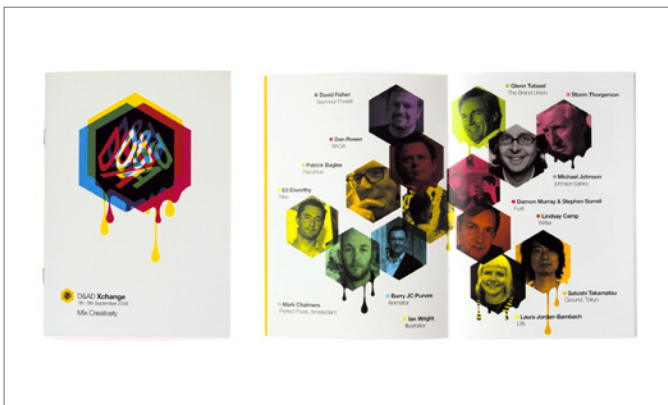
D&AD's brief? To create a campaign theme and signature graphic to promote the D&AD Xchange programme event — supported by posters, on-line graphics along with promotional literature, event graphics and ticketing. Our solution, the D&AD Mix Creatively campaign, taking the iconic D&AD mark and making it quite literally ooze with creative thinking, bringing to life all that creative talent mixing together with a painterly approach. The D&AD Mix Creatively campaign included promotional literature, posters, invitations and event and presentation animations.

### Kind words...

*"The D&AD Mix Creatively campaign — a great mix with D&AD and Neon. Neon's work is one of the boldest uses of the D&AD logo for some time, a clean, simple and elegant solution to the brief. It was a good experience working with them, they brought great enthusiasm and creativity to the project."*

**ROS FETANCI**  
Universities & Colleges Manager  
D&AD

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### PROJECT SUMMARY

- Campaign theme
- Signature graphic
- Promotional literature
- Promotional posters
- Animation