

Client: Humber College

Project Description Virtual Convocation Welcome Kit

Lowe Martin was contacted by the Chair of Convocations, and the Humber College creative designer, as a result of a referral from existing contacts within the Office of the Registrar.

Benefits & Solutions

The requirement was for a Welcome Kit to be sent to graduates prior to a virtual convocation to be held on November 25th, 2020. The kit contained a stole colour coded per Faculty, confetti popper, necklace, graduation pin, welcome brochure and sticker sheet. Working with the Humber College design team, Lowe-Martin recommended a suitable material and engineered a custom presentation box to display the components. Blank mock ups were cut to shape, assembled and tested for functionality prior to being sent to the Convocations team and designer for final approval.

With less than 1 month to produce, kit, and have the finished boxes in place, Lowe-Martin utilized PDF proofing technology to allow for quick client approvals. Printing and finishing was completed on schedule. The fulfillment requirements for the initial quantity of 12,651 kits were provided by Humber College and the assembly, distribution and shipping logistics plan was established. The fulfillment team executed the plan to ensure that all kits were completed and shipped to arrive at each destination on time.

