

Harrah's Resort SoCal 2021 New Years Eve Extravaganza

Made for
Harrah's Resort
Southern California

Release Date
Dec 31, 2021

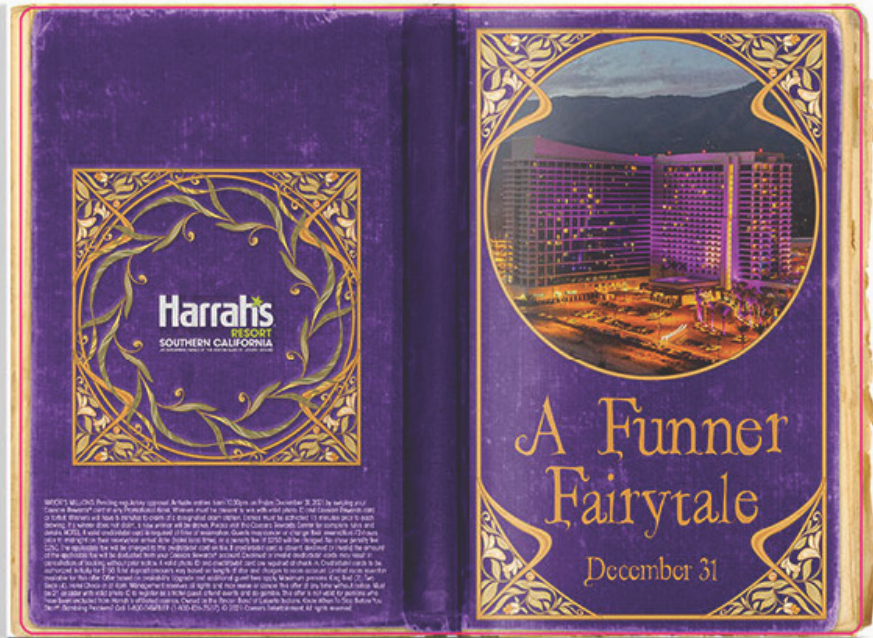
EVENT

Every year, Harrah's Resort SoCal has a large New Years Eve party for 2021 the theme was Fairy Tales. It was important for the theme to not look childish since the casino is an 18 and up area. To turn the casino into a fairy tale area, a large assortment of items were created with multiple photo-op locations each featuring a different fairy tale.

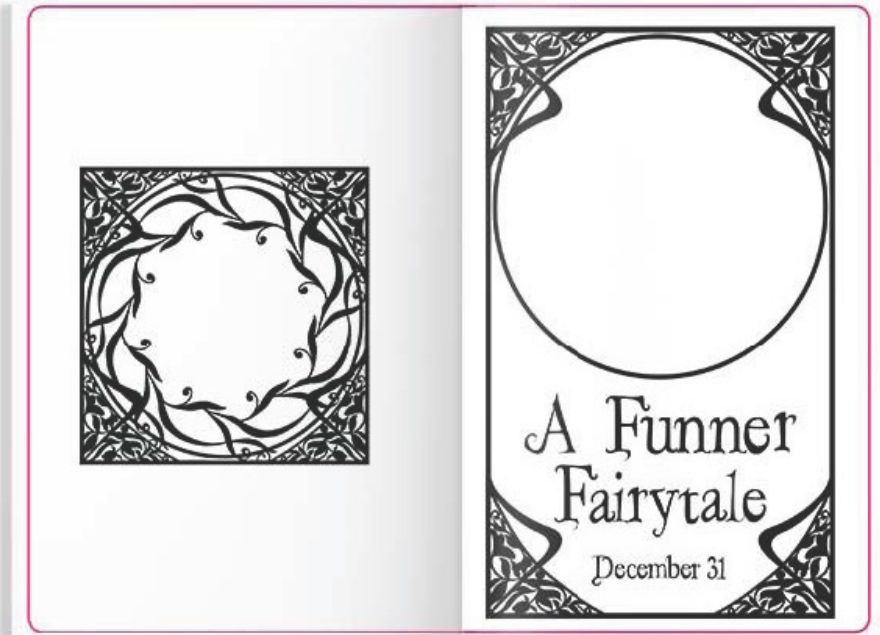
FEATURES

Harrah's has 3 mascots they wanted incorporated in to the design. Illustrations of the animals were made to fit the theme and spread throughout the designs. Parchment types were limited and supply chains were effected due to covid. To create variation with limited supplies, Spot UV and Dielines were utilized on many items including the invitations, large checks and claim station signs.

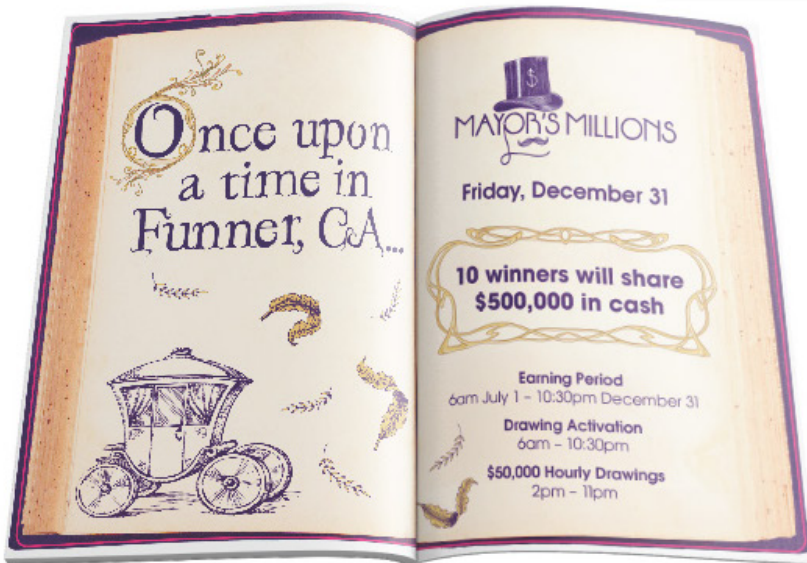




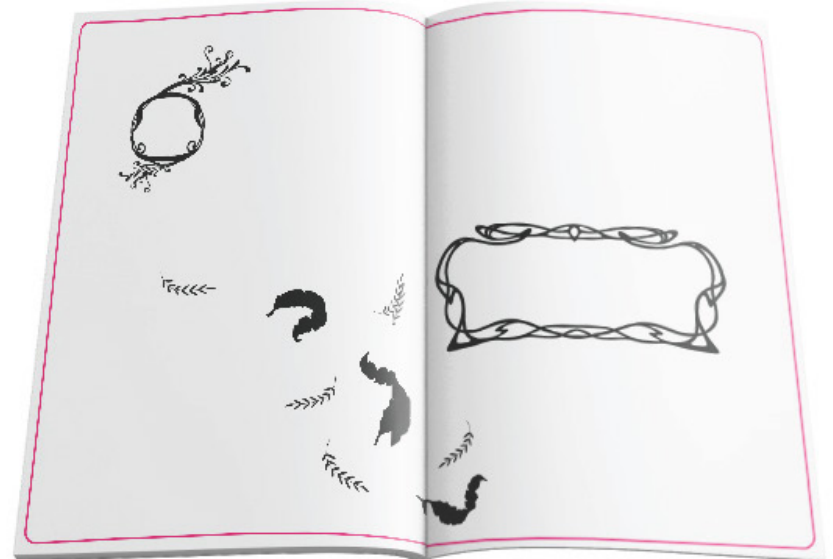
Invitation - Exterior



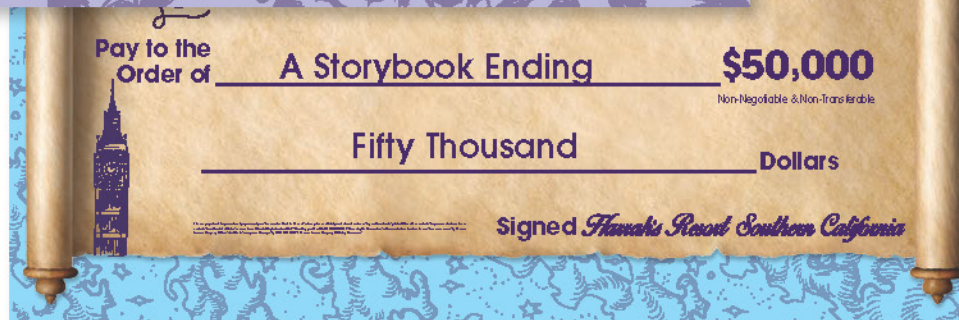
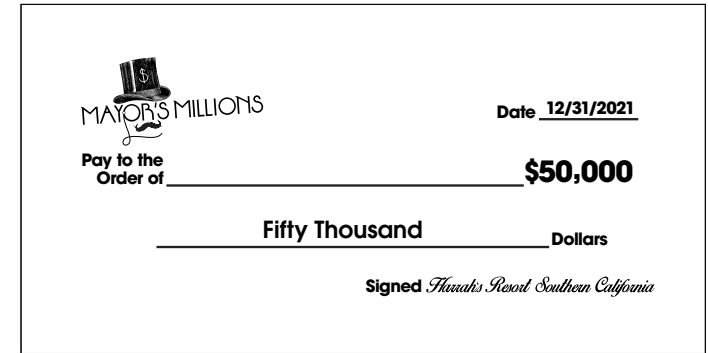
Invitation - Exterior - Spot UV



Invitation - Interior



Invitation - Interior - Spot UV

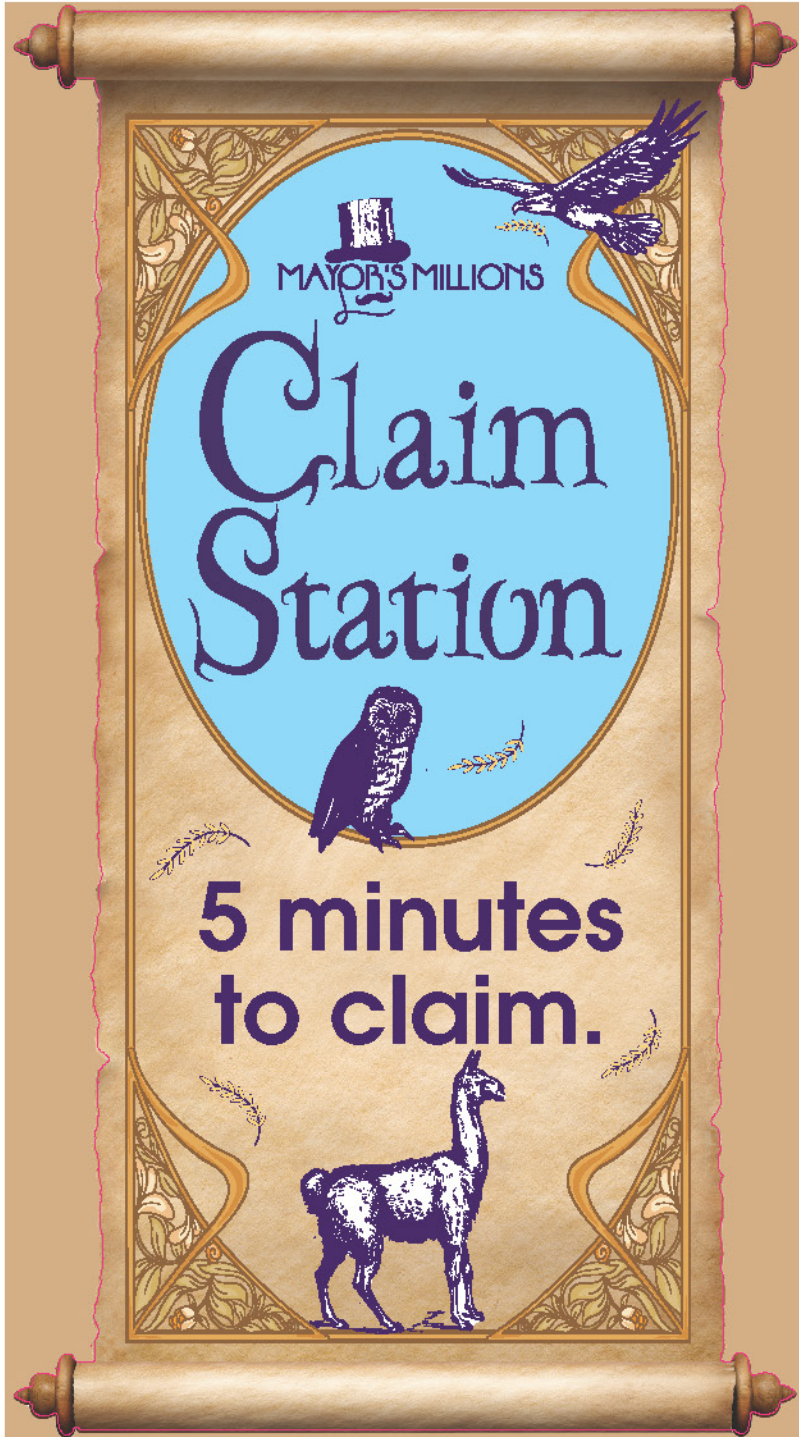


Giant Winner Checks

4 Winners were selected on New Years at random. Each person won \$50,000 and was photographed with a 2ftx4ft check. The checks were made to look like scrolls overlaid on a patterned background, each having it's own fairytale theme. Most of the purple text and design on the parchment was treated with Spot UV to contrast the matte parchment look.

Left
Giant Winner checks in the design of Snow White, Sword in the Stone, Beauty and the Beast, and Peter Pan.

Above
To allow for quicker turnaround the Spot UV was kept consistent throughout the designs.



Claim Stations

3ftx1.5ft signs were posted throughout the casino designating locations to claim winnings. To keep with the fairytale theme the signs were printed and die cut on foam board to resemble scrolls.

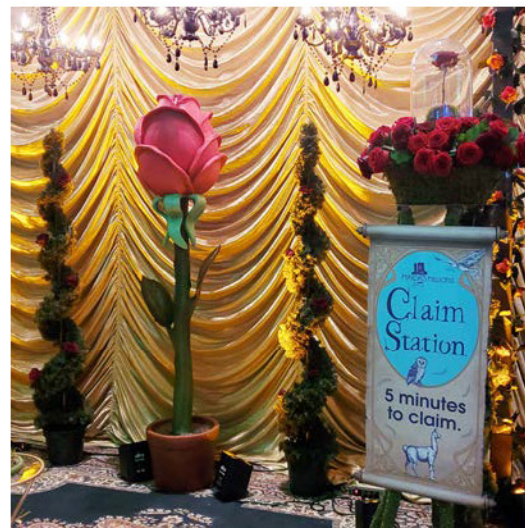
Left

Claim Station Sign provided to print company with dieline.

Bottom

Claim Station Sign posted in the casino. Image taken at The Goose that Laid the Golden Eggs station.







2020 GivingTuesday for Health Care Workers

Made for
Harrah's Resort
Southern California

Release Date
Nov 2020

EVENT

GivingTuesday is a global generosity movement created in 2012. Every year, companies, and brands show their commitment to doing good in creative ways. For 2020's GivingTuesday, Harrah's Resort SoCal delivered courtesy meals and a ticket for a free day at the resort to first responders, military and healthcare workers.

FEATURES

Multiple items needed to be designed for this event, but with the event taking place at multiple locations the items needed to be portable. It was decided that stickers would be placed on the meals, and Golden Tickets would be added to every meal as a gift. The meals were packaged by volunteers in an assembly line, the final ribbon and sticker were placed by me.

Lunch Box Stickers

A printed ribbon was tied around the box to seal and guarantee cleanliness. A sticker was placed to hold down the ribbon and send a message thanking the workers. In total there were 4 individual headlines created.

Printed on sticker paper and then foiled they popped on the plain white box. This was a quick and cost effective way to get the message of “Thank You” out to the community. The stickers also look great when photographed.





Above
The stickers were printed with yellow text to guarantee the copy was crisp. On top of the yellow text the gold foil was applied, this allowed the stickers to look very clean even if the printing was slightly off. The turnaround rate for these stickers was very fast, during a time with limited resources.

Right
The Golden Tickets were printed on gold metallic paper. On one side the words "Golden Ticket" with minor design was printed to allow the paper to pop. On the backside the tickets were required to have a lot of copy so a white plate was designed. The purple and yellow ink was applied after. The main

headline and palm tree were the only sections that allowed the paper to show through. A version showing the palm tree and headline as gold was created to allow the client to visualize the final design. It was also provided to the print shop as a proof of concept sample.

