

# SENIOR FAREWELL BOX: DESIGN CONCEPT

The tone of the design aims to evoke the nostalgic, personal, and intimate, while cloaked in a unique, engaging aesthetic.

This is achieved through illustrated versions of iconic elements around campus that will only be recognizable to someone that has spent time here. These may look like a random assortment of imagery to an outsider, but will be immediately recognizable to seniors: elements they've seen on an almost daily basis for four years, and therefore have significance to them, perhaps even tapping into their own personal associations or memories. This helps evoke the College in a strong and immediate way, but also helps them feel like an initiated member of a special community.

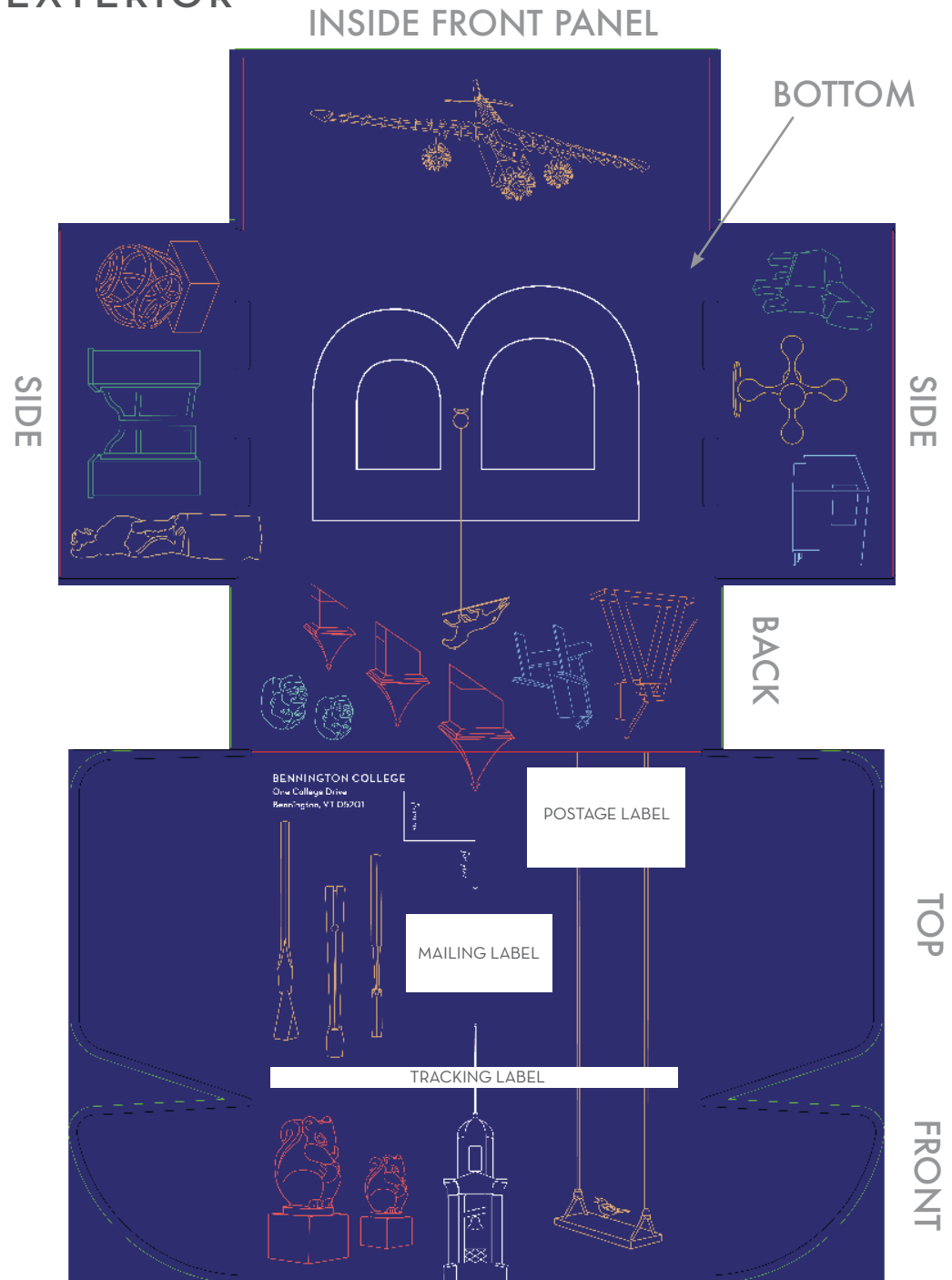
The package hopes to communicate, “You get Bennington,” but also, “You are Bennington: this place won’t be the same without you.”



# SENIOR FAREWELL BOX: EXTERIOR

A rich, saturated background color has been utilized to help illustrations “glow” in a variation of lighter hues.

The dominant deep blue-purple is evocative of a night sky, quietly representing the end of a chapter, and the students’ conclusion of their time here in order to seek something new.



## SENIOR FAREWELL BOX: INTERIOR

The idea of a night sky is punctuated by a unique illustration of the stars as they would appear over campus on the students' day of graduation, hinted at by the date and coordinates on the back panel. This illustration will initially be hidden on the bottom of the box, but hints of it will be visible on the sides, prompting students to dig deeper and discover it.

Finally, the idea of community, belonging, and intimacy is reinforced with an excerpt from the College's commencement statement on the top panel.



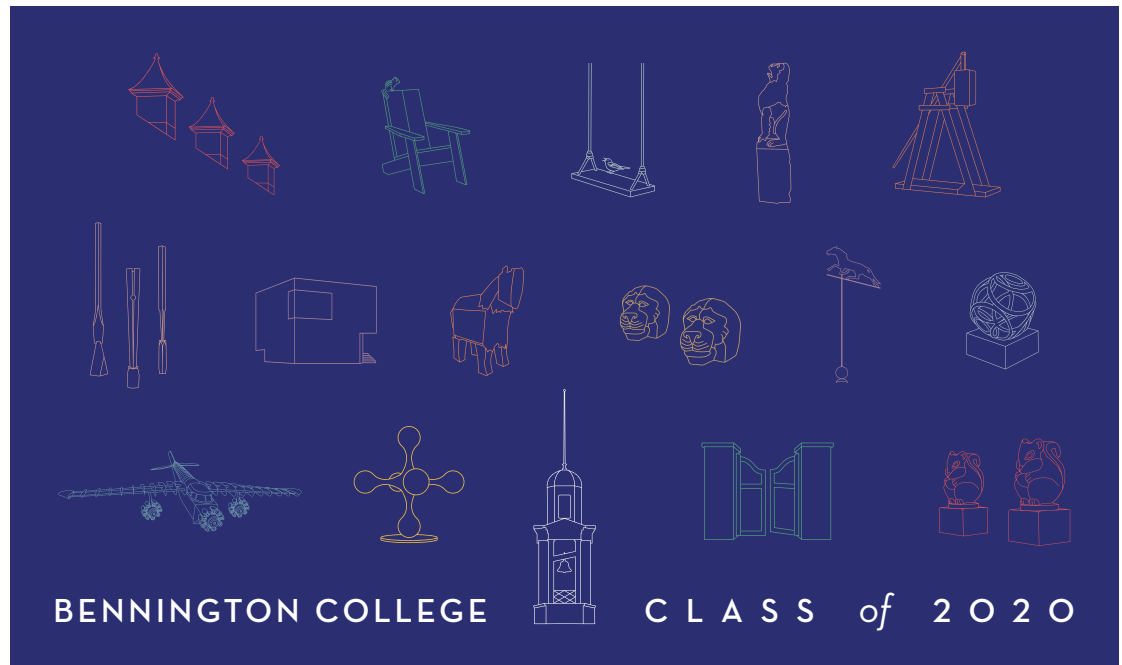
## SENIOR FAREWELL CARD: FRONT + BACK

A card will be placed in the box on top of the other contents. Its bold, oversized message of “congratulations” will be immediately visible once the box is opened.

The letters have been rendered in the same color palette and line-quality as the illustrations. All campus illustrations placed on the box are repeated on the back of the card for seniors to keep with them, accompanied by their class year.



FRONT



BACK

## SENIOR FAREWELL CARD: INTERIOR

The card's contents vocalize a proper "farewell" and give context to each gift included in the box.

A single golden color from the palette is utilized for the interior to keep the design clean while focusing attention on the copy.

Each gift is illustrated in an identical style to the campus elements. Stars are utilized as a spatial element, tying back to the night sky.

Though your time at Bennington has been more meaningful than any token could capture, we offer these keepsakes as snapshots of your time on this campus—a place you can always call home, even across the years, and across miles.

You'll carry forward, too, the spirit of Bennington into your next communities. As graduates of this College, you share a profound connection with each other, and with the generations of alumni who have come before you—the changemakers, ground breakers, and culture shapers of our time.

Bennington College is honored to have been a proving ground for you—a place where you grew up, made discoveries, changed your mind, fought for what you believe in, and, ultimately, pursued your path.

WE ✦ ARE  
PROUD ✦ TO  
SEE ✦ YOU  
BEGIN  
THIS ✦ NEXT  
ADVENTURE



A **Tricky Chickie Cookie**, as a tribute to the newfound loves you discovered at Bennington. **Stickers**, so you can carry home with you, wherever you go next. A **cap and tassel**, embodying this culmination of your academic accomplishments. A **key ring**, since Campo won't be there to help you if you're locked out at your new place. A **coaster**, cut from tree limbs that fell across the campus you call home.

A **luggage tag** to rep Bennington throughout your travels. **Photo booth props**, so you can celebrate in style. A **candle** to remind you to breathe deeply—relax—and take in your moment. And the **night sky over the End of the World**, as it will appear on the evening of your graduation—this time we'll share and rejoice in together, even as we're far apart.

INSIDE TOP

INSIDE BOTTOM

