

American Heart Association

Event Branding & Materials

Honoring philanthropic efforts in cardiovascular treatment, research, and education with a heart-felt celebration.

About the American Heart Association's Heart Ball

The Heart Ball is a philanthropic evening sponsored by the American Heart Association to honor selected individuals and companies for their philanthropic dedication to the mission of the non-profit. Realizing that the Heart Ball is one of the most prestigious annual black-tie events of the year in Orange County, we created an elegant identity in the spirit of the vascular-centric celebration. The refined system was applied to electronic save-the-dates, printed invitations and envelopes, a 40-page program, way-finding signage, auction boards, event presentations and more. The efforts contributed to a beautiful and successful event which raised nearly \$750,000.

