

Ly | ONE

AGAPE CAMPAIGN

Created by Camille Ligon

MISSION STATEMENT

"LU ONE reinforces Liberty's mission of Training Champions for Christ. We do this through value-driven recruitment, growth-minded retention, and service-oriented community outreach. In addition, LU ONE provides services for international students and students with disabilities."

-LU ONE Website

VALUES

LU ONE operates within the objective of fostering unity within the student body. The department's values are drawn directly from Scripture, offering a biblical take on diversity, equity, and inclusion within the academic environment.

OBJECTIVE

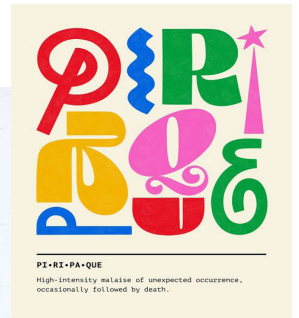
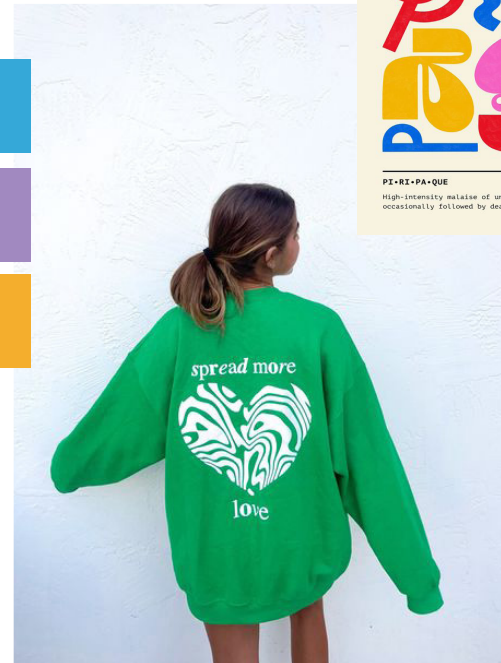
LU ONE is seeking to amplify their message of “Promoting Biblical Unity” within the student body. Inventive graphic materials are needed to raise awareness about LU ONE’s theme in a way that is relevant and engaging for the Gen Z target audience.

SOLUTION

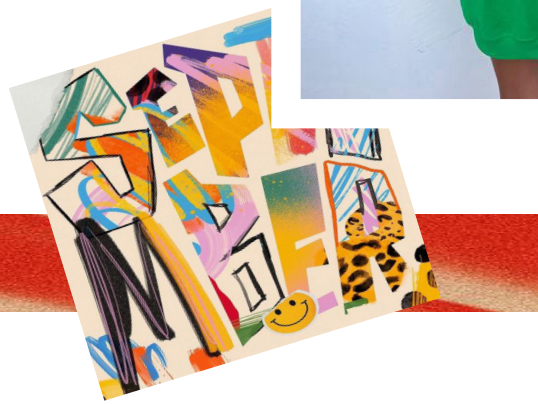
To bolster the department’s core message of “Promoting Biblical Unity,” I have created a proposal for the Agape Campaign, a graphic-driven outreach that functions as a curated division of LU ONE’s central theme.

Agape is a Greek term referring to the unconditional, divine love of God. According to Romans 5:5, this incredibly unique love has been spread out in the heart of believers by His Spirit. Colossians 3:14 calls believers to “put on love [agape], which is the perfect bond of unity.” The love of God lived out by students is key to forming biblical unity in the student body. The Agape Campaign visually embodies how God’s love is a universal language spoken through what we do, how we live, and who we are. As believers coming from a beautiful mix of backgrounds, races, and abilities, LU ONE is calling students to unite under the greatest virtue: love.

MOOD BOARD



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BEHIND THE DESIGN

The body of Christ is beautifully diverse. Each member has their own distinct background and formative experiences. However, though cultural context may vary, all believers are able to experience the agape love of God. It's a universal language that is spoken not only through words, but actions. This language of agape can be spoken and understood by everyone, no matter their physical abilities or native tongue.

To represent this concept visually, each letter in the word "agape" is from a different typeface and of a different color. Brought together in unity, they form a collective unit representing the body of Christ. The corresponding tagline frames "agape" in a circle (a symbol of unity), further underscoring how the love of God binds us in perfect unity.



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VARIATIONS

Included is the primary logo and secondary variations created during the design process.

Primary



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Secondary





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PURPOSE

The primary asset of the campaign is a vivid, one-of-a-kind graphic that can be applied and distributed on all relevant forms of media. Using this graphic, three tangible deliverables have been prototyped in keeping with current interests of the Gen Z target audience: graphic shirts, tote bags, coffee mugs. The versatility of the logo allows it to function well in both a print format (posters, flyers, stickers) and digital format (social media posts).

Graphic t-shirts are a popular form of self-expression among college students. Additionally, aesthetic tote bags and coffee mugs are in-step with trending culture. With these products, LU ONE will be equipped to fulfill popular demand while also forging a direct, relevant connection with students.

DELIVERABLES



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