

Honoring Extraordinary Commitment

Seeking a way to recognize its most generous patrons, Carnegie Mellon University partnered with Brady Communications to create and brand a new society to honor its most generous and prestigious donors. The Highlands Circle was created to support this vision.

The goal for the society's identity was to create a graphic focal point befitting the exceptional caliber of its elite members. Three elements were intertwined within the logo: a circle that symbolizes the name of the society and the perpetual nature of philanthropy's influence; a stylized thistle that represents the Scottish Highlands and Andrew Carnegie's heritage; and the "Carnegie Mellon" wordmark to keep it in harmony with the university's identity

standards. The logo was designed to reflect the influential nature of the society as well as the ideas of philanthropy, heritage, and pride.

This was the beginning of a multi-faceted, ongoing program structured to honor the philanthropists for their giving, vision and to recognize their influence.

Inaugural Invite

These classically designed invitations served as a preview of the Inaugural weekend events, including photographs of each of the event venues. Extra pages were in the booklet for keepsake photographs.



Warhol Inspired

The event included a gala at The Andy Warhol Museum where members received keepsakes borrowing from the technique of this famous alumnus. Designed with the society logo and adapted to Warhol's popular silk screen style, the gift bag included themed items.

Event Information

The registration packet consisted of pamphlets offering information about the weekend's events, venues, and the Society itself. They were branded with the Highlands Circle Identity, placed in a foil-stamped pocket folder, and sealed with a branded belly-band.

Leading the Way

To help Highlands Circle members make their way around key locations, self-standing 14-foot banners branded with the society's logo were developed. Additional banners recognized each donor, foundation and corporation that was inducted into the society.



Welcome Basket

Upon arrival in Pittsburgh, members received deluxe gift baskets of leather totes with branded contents including champagne with a custom label, champagne flutes with an engraved logo, a DVD about the university, stationery, a branded chocolate bar and much more!