



STUDENT UNION QDOBA AREA
WALL WRAP

THE GOAL is to update the wall wrap near Qdoba to more accurately represent the interests and style of the current Chapman University student body.

The new design of the wall wrap should be **PLAYFUL, BRIGHT, and INVITING**. We are proposing to do a postcard style graphic that read “Greetings from Chapman” and have each letter feature cartoon illustrations of recognizable traits and features of campus and student life.



The illustrations should consist of these two styles. Each Letter will have 1 main vectored illustration of an iconic Chapman location.

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-Hide easter eggs of Chapman specific terms (college names, building names, etc)

-Fenestra window = hidden mickeys

C- Orange trees

H- Leatherby Library

A-Formosa fountain

P-Beckman

M-Schmid Gate

A-Orange Circle

N-Dodge College

DRAFT OF MURAL

Greetings From
Cuisine OT Pro

STUDENT UNION QDOBA AREA
WALL WRAP

CHAPMAN U

Gill Sans Nova Ultrabold

Hex:

Hex:

Hex:

Hex:

Hex:

CMYK:

CMYK:

CMYK:

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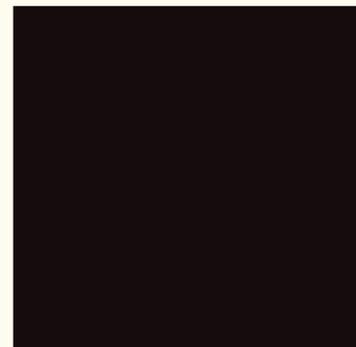
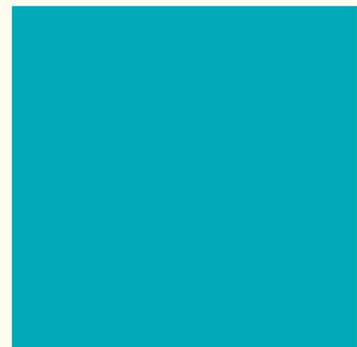
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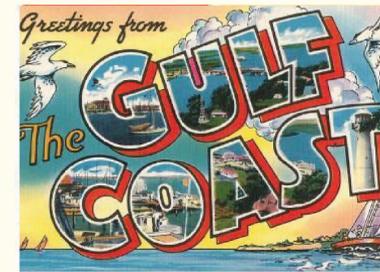
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Option 1: Traditional Chapman



Option 2: Light and Bright

