

Greening Your Brand

Orly Zeewy, a brand identity consultant for Fortune 500 companies will be the guest of the Design & Merchandising Program for a talk on creating stronger products and companies through the use of sustainability and environmentally conscious strategies. Orly provides strategies to make company brands both greener and more visible to the public. Her talk, *Greening Your Brand: Standing Out in the Green Economy* will be Thursday, March 5th at 6:30 PM in Stein Auditorium.



With over 25 years of experience in design, marketing, communications and brand development, Ms. Zeewy currently consults with The University of Pennsylvania, Titan North America and W.S. Cumby. She directed all of the marketing materials for The Vanguard Group as senior design manager. Orly was the principal of Zeewy Design and Marketing Communications whose work was featured in leading design publications *Print*, *How* and *Graphis*.

DETAILS:

- ❖ Orly Zeewy, *Greening Your Brand: Standing Out in the Green Economy*
- ❖ Thursday, March 5, 6:30 PM
- ❖ Stein Auditorium, 33rd and Market Sts.
- ❖ Free and open to the public
- ❖ For more information, please call 215-895-1029