



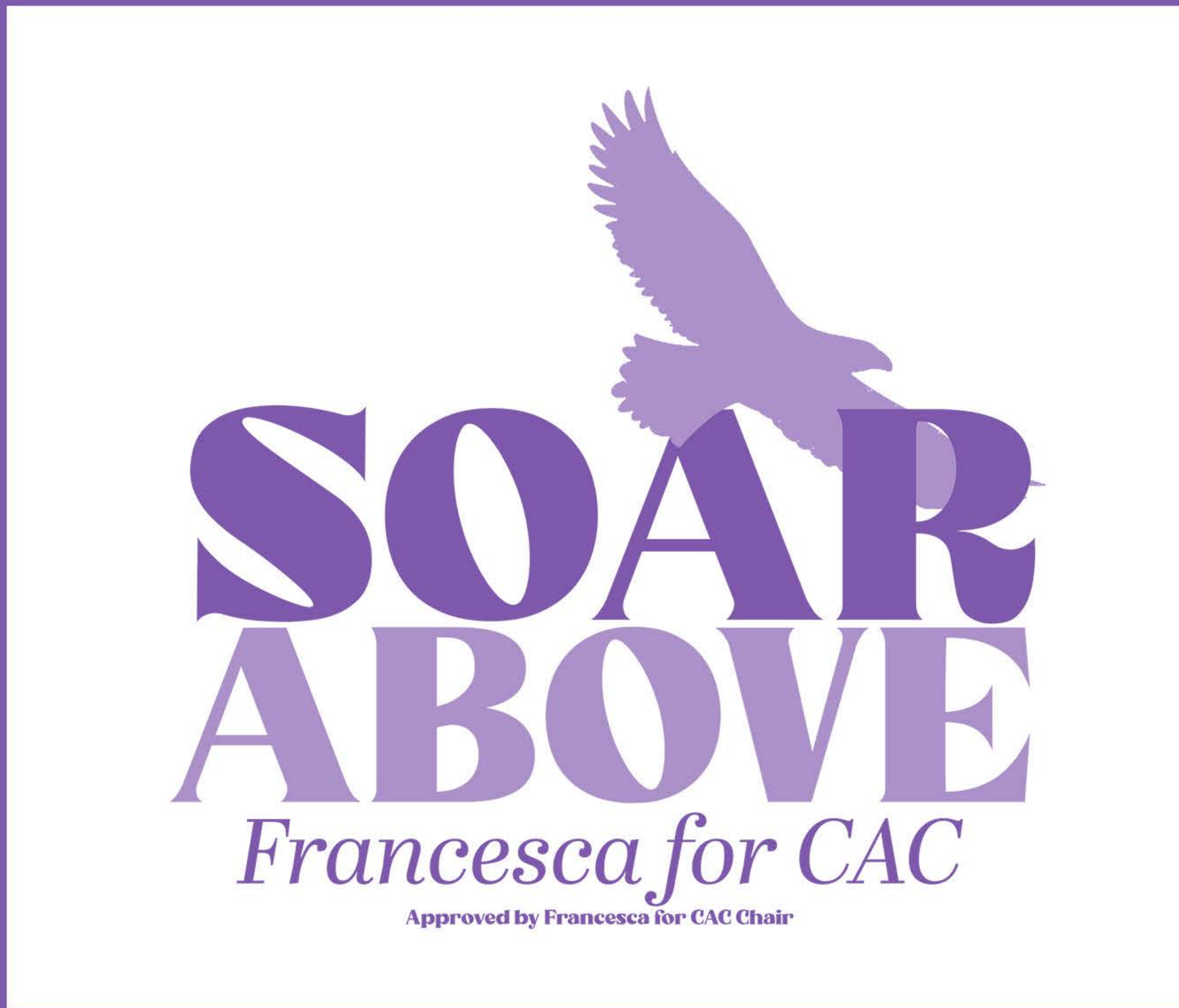
**SOAR
ABOVE**

Francesca for CAC

Approved by Francesca for CAC Chair

Branding Packet

Branding Packet



PRIMARY LOGO



SECONDARY LOGO

Prima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY FONT

Abril Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT



COLOR SELECTIONS

Branding Packet



Francesca for CAC
Approved by Francesca for CAC Chair

INSTAGRAM POST BORDER OPTIONS



YARD SIGN DESIGN



BUTTON DESIGNS



PROMO IMAGES

Branding Packet

Meet Francesca Losh!

Francesca Losh is a junior at the University of Oklahoma who has served with dedication and grace in her roles as the current Executive Treasurer for CAC and the past CAC Spring Family Weekend Chair. Francesca is from Chicago, IL, and is studying Chemical Biosciences (Pre-Med) with a Business minor.



“CAC is meant to help enhance the student experience, and with its 13 events, its reach is wide. As the only school in the Big 12 with a programming branch as part of the Student Government Association, our university gives a unique opportunity to students to program campus wide events. In order to improve CAC, we need to analyze procedure and tradition to create a comfortable environment for every student. I hope to have the opportunity to advocate for your voice this campaign season.”

The SOAR Platform was created with the student body's needs and interests in mind. Enhancing the student experience, having intentional outreach with the greater OU community, increasing financial accessibility, and having continuous retention and engagement will allow CAC to SOAR next year and the years that follow.



@francesca4cac @francesca4cac @francesca4cac

CANDIDATE BOOKLET

Student Experience

As the programming branch of SGA, it is crucial that all of our events represent the interests of the student body. The thirteen events represent a wide variety of interests, and displaying their individuality, while also analyzing procedure will help improve CAC events to better serve their audience. In addition, programming CAC wide events will help students to develop their leadership experiences so they are best equipped to take on their varying roles.



The SOAR Platform

Approved by Francesca for CAC

How will we SOAR?

CAC Development Day
Creating a CAC-wide development day for first year members will allow students to develop their leadership skills and equip them with tools, such as how to build a resume, and better prepare them for future roles within CAC. Additionally, programming activities that cater to their interests will allow students to build community with one another.

The past two years have created many challenges to students, and campus programming has been greatly disrupted by COVID-19. In order to adapt and move forward, we need to include students in the conversation as to how to best achieve this. Swipe to see more tangible ways as to how I plan to attain these goals.



PLATFORM POST COVER & ACRONYM EXAMPLE

Branding Packet



Emily Auer

She/Her/Hers | Senior | Human Relations
CAC University Sing | CAC Scandals | LEAD team | PLC | Women's Club Lacrosse | Kappa Alpha Theta



“I am voting for Francesca because she brings positivity to every room she enters and she stands for the change that our campus needs. Francesca makes a conscious effort to better every organization and person she meets. She stays true to her word and has integrity. Francesca would be a wonderful influence on CAC and the student body.”

-Emily Auer



Zack Lissau

He/Him/His | Junior | Public Relations / Pre- Law
PLC | CAC Scandals | CAC Univeristy Sing



“I’m casting my vote in the CAC Chair Spring Election for Francesca Losh. As we’ve all seen, this university and its organizations have faced many affects due to the COVID-19 pandemic. Francesca is the leader that CAC needs to get the programming branch of student government back on the right track. CAC is meant to develop leaders, build a community and leave a legacy. I have firm trust in Francesca and in her platform. Because CAC needs someone who cares and will follow the mission of bringing college to life.”

-Zack Lissau



Sophia Miller

She/Her/Hers | Senior | Finance / Marketing
CAC Executive Council- PR Coordinator | Price College of Business Student Ambassador | Delta Sigma Pi | Delta Gamma

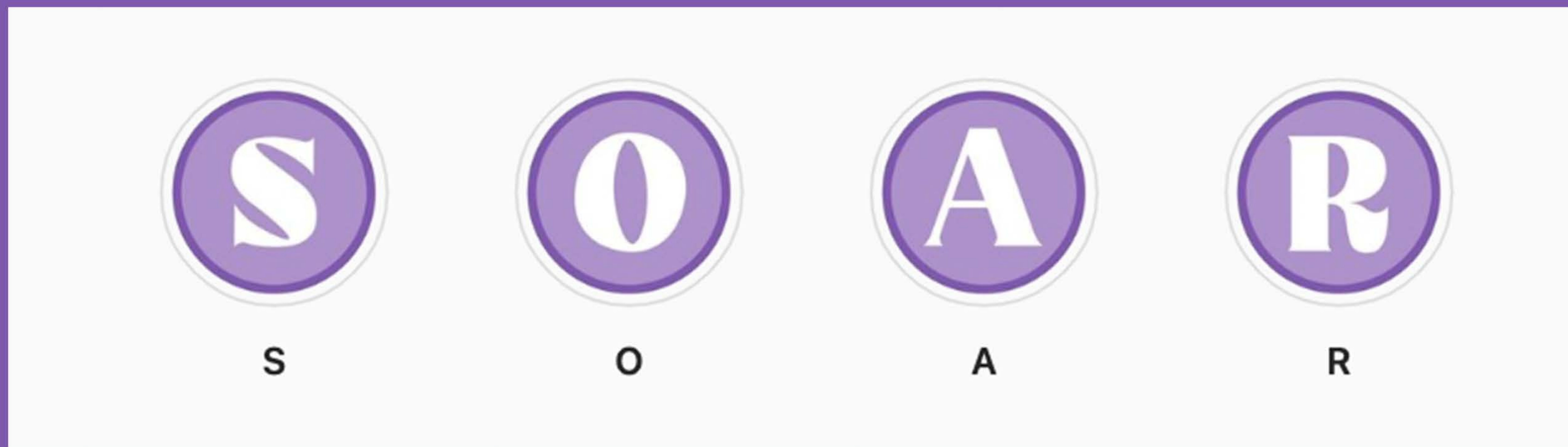


“Francesca is the only candidate with the experience to run an influential organization such as CAC successfully. She has the strengths, tangibles, and prowess to implement positive change to the entire OU community through the position of CAC Chair. Working alongside her, I have seen her take on every challenge, foster a wonderful community, and pour her heart into this organization. Campus Activities Council needs a leader willing to give their all, and we have that in Francesca.”

-Sophia Miller



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HIGHLIGHT BUBBLES



INTERACTIVE STORIES



Branding Packet



Dependable
Qualified
Resilient
Experienced
Passionate

Vote Francesca for CAC Chair
Approved by Francesca for CAC



SOAR ABOVE
Francesca for CAC
Approved by Francesca for CAC Chair

Meet the Team

Thank you.



SOAR ABOVE
Francesca for CAC

Happy Women's History Month



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Francesca for CAC

Approved by Francesca for CAC



Know available!

SOAR ABOVE
Francesca for CAC

Approved by Francesca for CAC



the big event × **SOAR ABOVE**
Francesca for CAC
Approved by Francesca for CAC Chair



Approved by Francesca for CAC

Branding Packet

1
HOUR
LEFT TO VOTE!

MARCH 29TH & 30TH on Engage



2
HOURS
LEFT TO VOTE!

MARCH 29TH & 30TH on Engage



6
HOURS
LEFT TO VOTE!

MARCH 29TH & 30TH on Engage



3
HOURS
LEFT TO VOTE!

MARCH 29TH & 30TH on Engage



12
HOURS
LEFT TO VOTE!

MARCH 29TH & 30TH on Engage



24
HOURS
LEFT TO VOTE!

MARCH 29TH & 30TH on Engage

