



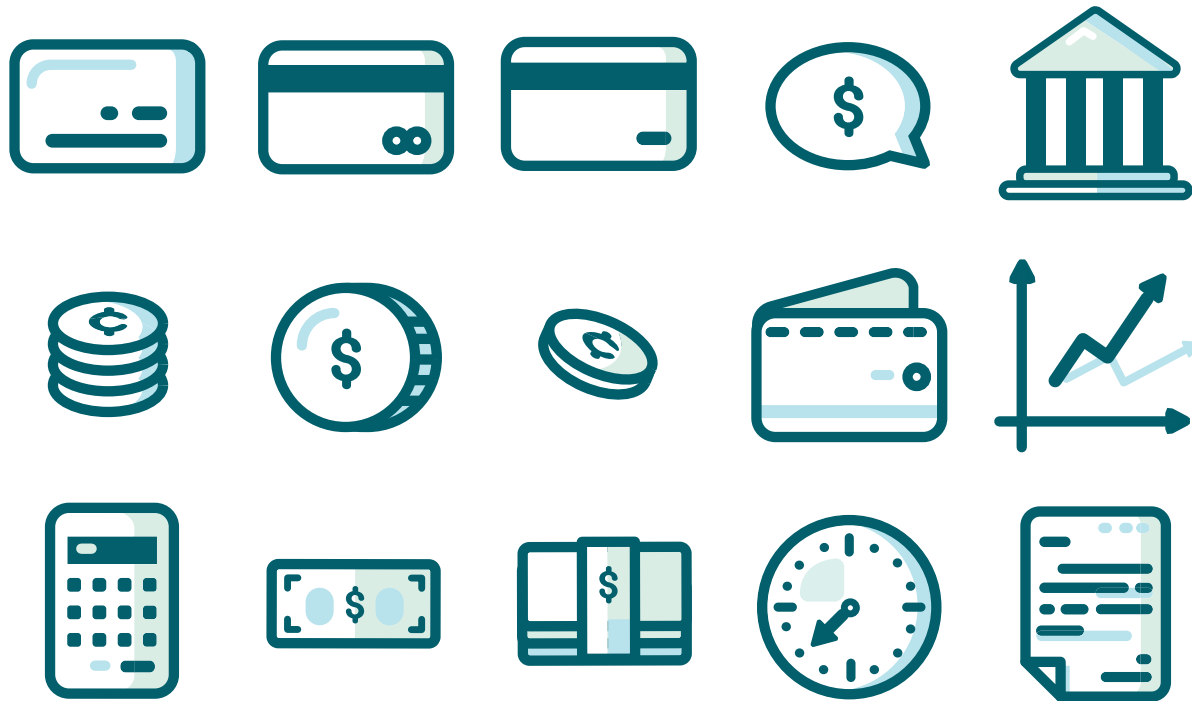
# **ECONOMICS & BUSINESS STUDENT ASSOCIATION**

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UNIVERSITY OF CALIFORNIA, DAVIS

## **Winter Quarter 2016 Visual Identity**

Sophie Maquiling, Design Chair



## Icons

The visual identity of this quarter is centered around a series of icons that depict different topics relating to the quarter's theme of *Finance*.



## Pattern

Created out of the set of icons, this pattern served as EBSA's main identifying visual for the quarter.



**ECONOMICS & BUSINESS  
STUDENT ASSOCIATION**  
 UNIVERSITY OF CALIFORNIA, DAVIS

**WINTER 2016**  
**THEME OF THE QUARTER: FINANCE**

**Stock Pitch Competition**  
 Compete in a team to research and pitch a stock to a panel of professionals. The winners receive a cash prize.

**Alumni Night**  
 Connect with EBSA alumni and listen to their career experiences at this annual formal networking event.

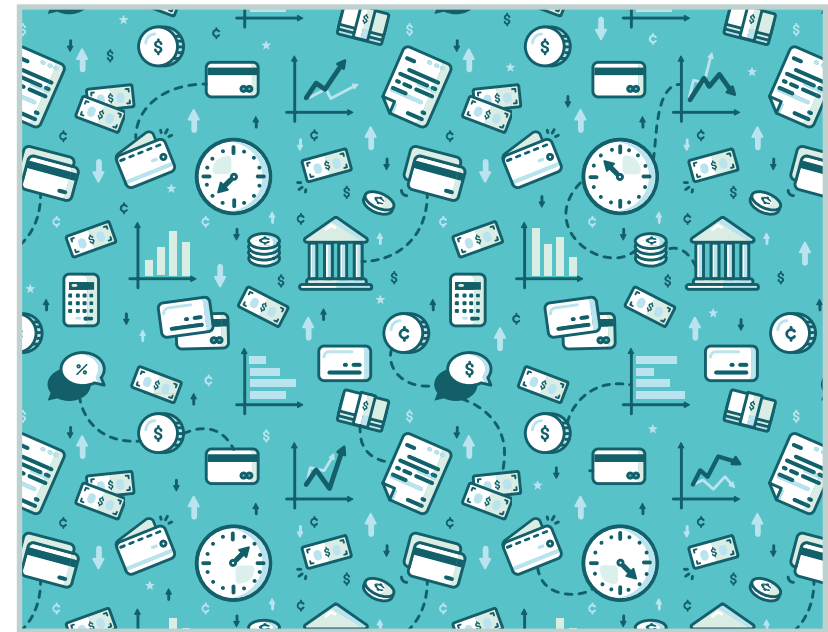
**Community & Discovery**  
 Participate in professional development workshops, guest speaker events, member socials, and IM sports.

**INFO SESSION**  
**LEARN MORE ABOUT BECOMING A MEMBER**

Tuesday, January 12th      Wellman 216  
 6 pm

**APPLY ONLINE BY JANUARY 15**  
[ebsaucd.com](http://ebsaucd.com)

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## Info Session Flyer

EBSA opens its member applications at the start of each quarter and hosts an Info Session for prospective members.

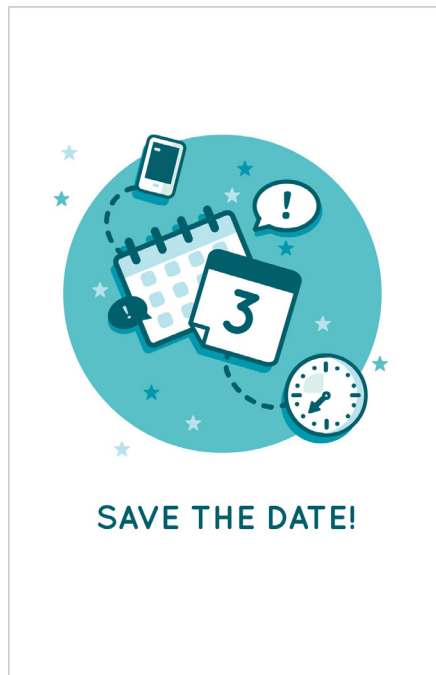


**Info Session Flyer**  
(cont)



## **Stock Pitch Competition Banner**

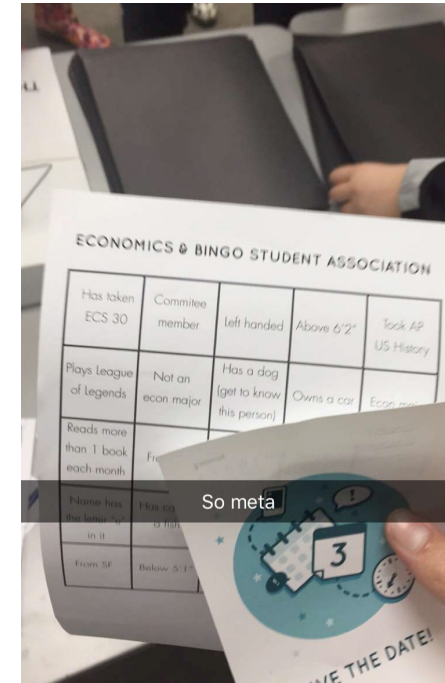
This banner served as the identifying image for this quarter's Stock Pitch Competition, where members competed in teams for the duration of the quarter.



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Tuesday, January 19 General Meeting # 1	<b>January</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31						
Tuesday, January 26 General Meeting # 2	<b>February</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29						
Saturday, January 30 Social # 1	<b>March</b> S M T W Th F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31						
Tuesday, February 2 General Meeting # 3							
Friday, February 5 Social # 2							
Saturday, February 6 Fundraiser #1							
Tuesday, February 9 General Meeting # 4							
Tuesday, February 16 General Meeting # 5							
Friday, February 19 Social # 3							
Saturday, February 20 Alumni Night							
Week of Feb 22 - 27 Fundraiser # 2							
Tuesday, February 23 General Meeting # 6							
Thursday, February 25 Guest Speaker # 2							
Saturday, February 27 Social # 4							
Tuesday, March 1 Stock Pitch Competition Preliminaries							
Thursday, March 3 Stock Pitch Competition Preliminaries							
Saturday, March 5 Stock Pitch Competition Finals Fundraiser # 3							
Tuesday, March 8 General Meeting # 7							

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## Calendar Card

A calendar card outlining the quarter's events given to members during the first meeting.





## Misc. Promotional Materials

Facebook banners and flyers for the different socials, fundraisers, and guest speaker events of the quarter.