



# CREATIVE PORTFOLIO

*EVERY BRAND HAS A STORY. LET'S TELL YOURS RIGHT.™*

# ABOUT US



Dr. Benjamin Dunn, PCC



Olivia Dunn, M.Ed.

At **Dunn Right Brand and Leadership**, we collaborate with businesses, organizations, and individuals to create compelling brand strategies that inspire connection and drive results. Our services include:

Brand Consulting & Graphic Design (logos, event flyers, marketing materials)

Certified Leadership Success Coaching

Event Photography

Leadership Development Facilitation & Speaking Engagements

Benjamin brings a wealth of experience in marketing, branding, higher education, and consulting. He holds an Ed.D. in Higher Education Administration, with research centered on first-generation professionals, student success, and equity in education. With more than a decade of branding expertise, Benjamin blends strategic insight with a creative vision to elevate every client's presence.

Olivia is an accomplished education strategist with deep expertise in fundraising, alumni engagement, cultural programming, and fraternity and sorority life. Known for her impact-driven approach, she has successfully led development initiatives and played a key role in expanding culturally based fraternal communities.

Together, we're passionate about helping you grow, lead, and make a lasting impression.

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# EVENT BRANDING AND MARKETING





# EVENT BRANDING AND MARKETING



Justin Camp  
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A Full -Immersion Conference Experience for Culturally-Based Fraternities and Sororities (CBFOs)

12th Annual  
**ROADTRIP!**  
OCTOBER 2023

Harbor Institute presents #HIroadtrip™

WASHINGTON D.C.

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KABHE  
BREAKING BARRIERS  
& EMPOWERING CHANGE  
SHAPING THE FUTURE OF HIGHER EDUCATION  
RICHMOND, KY  
2025 ANNUAL CONFERENCE

SAVE THE DATE  
Hosted by KABHE Southeast Region at EKV  
April 20 – 22, 2025



Service First  
Initiatives, Inc.

Service 1st Initiatives in partnership with Phi Beta Sigma Fraternity, Inc. Iota Mu Sigma Chapter Presents

ΦΒΣ

**SNEAKER Ball**  
CASINO NIGHT

OCTOBER 27, 2023  
7:00PM - 11:00PM  
(COCKTAIL HOUR 6PM - 7PM)

THE ROUTE JACKSON CENTER  
3013 S. CARRIER PARKWAY  
GRAND PRAIRIE, TX 75052  
FORMAL ATTIRE REQUIRED

Scan to Purchase Tickets



ΦΒΣ  
GREAT LAKES REGION

**Regional STROLL COMPETITION**

350 W. MARYLAND ST, INDIANAPOLIS, IN 46225  
FOR MORE INFORMATION: COLLEGIATEAFFAIRS@PBSGREATLAKES.ORG  
OVER \$800.00 IN PRIZES!

DOORS OPEN AT 7PM  
8:00PM

\$15 IN ADVANCE (NO TICKETS ON SITE)  
APRIL 26, 2024



ΦΒΣ  
GREAT LAKES REGION

**LEADERSHIP Summit**  
ONE SIGMA: FROM GREAT TO GREATNESS  
MINNEAPOLIS, MINNESOTA  
APRIL 10-15, 2023

VIRTUAL  
**COLLEGIATE ROUND UP**

Bro. Avery Wells  
Great Lakes Regional 2nd Vice Director  
Zoom Meeting ID: 876.030.7163

Wednesday, April 12, 2023  
7:00pm CST



# SOCIAL MEDIA FRAMES AND CAMPAIGNS



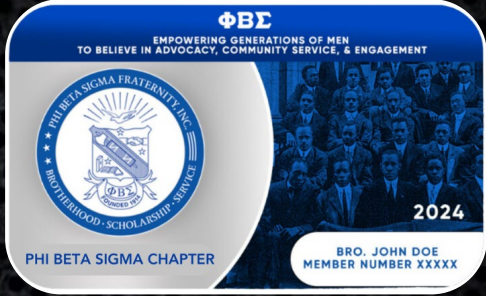




**WE'RE HIRING!**  
WORK AT B-SC TODAY!

- DIRECTOR OF INFORMATION TECHNOLOGY
- GRAPHIC DESIGNER
- ASSOCIATE PROVOST/DIRECTOR OF ONLINE EDUCATION
- ADJUNCT FACULTY
- DIRECTOR OF STUDENT ACTIVITIES AND LEADERSHIP
- DIRECTOR OF CAREER SERVICES
- DIRECTOR OF ATHLETICS AND RECREATIONAL SPORTS

#BSCRISE **APPLY NOW!** [B-SC.EDU/CAREERS/](https://b-sc.edu/careers/)



**ΦΒΣ**  
EMPOWERING GENERATIONS OF MEN  
TO BELIEVE IN ADVOCACY, COMMUNITY SERVICE, & ENGAGEMENT

PHI BETA SIGMA FRATERNITY, INC.  
BROTHERHOOD • SCHOLARSHIP • SERVICE

2024

BRO. JOHN DOE  
MEMBER NUMBER XXXX



**2025 NASPA ANNUAL CONFERENCE**  
NEW ORLEANS, LA  
MARCH 15-19, 2025

**HARBOR WILL SEE YOU IN NOLA!**  
SUN. MARCH 16 - WED. MARCH 19TH, 2025

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**HAPPY FOUNDERS' DAY!**

TO THE MEN OF PHI BETA SIGMA FRATERNITY, INC.  
FROM THE 32ND GREAT LAKES REGIONAL DIRECTOR BRO. CHARLES L. JONES



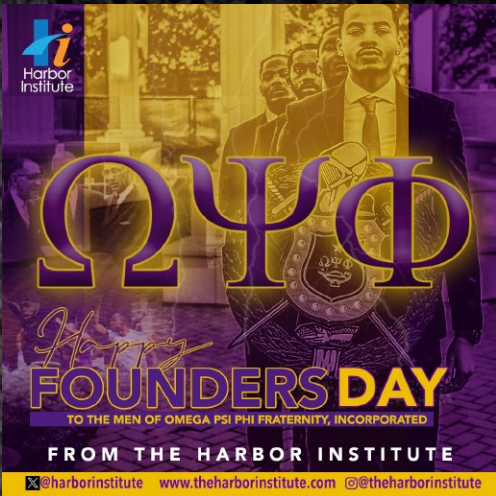
**3RD ANNUAL NASPA HOMECOMING**  
HBCU STUDENT AFFAIRS PROFESSIONAL DEVELOPMENT EXPERIENCE

**SATURDAY, MARCH 9, 2024**  
1-4 PM PST  
HYATT REGENCY 404 ENTIAI ROOM

For more info contact [Laquala.M.Coleman@sums.edu](mailto:Laquala.M.Coleman@sums.edu)

Sponsored by **Harbor Institute**

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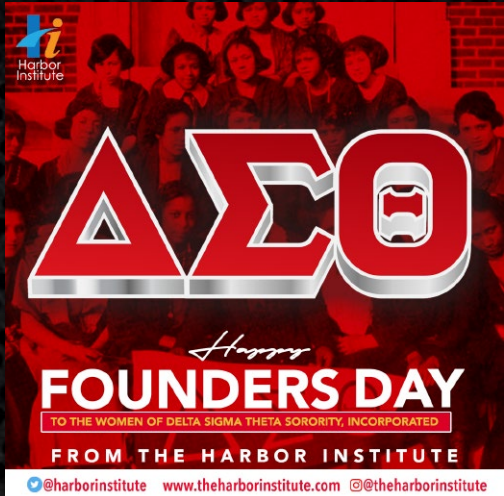


**ΩΨΦ**

**HAPPY FOUNDERS DAY**  
TO THE MEN OF OMEGA PSI PHI FRATERNITY, INCORPORATED

FROM THE HARBOR INSTITUTE

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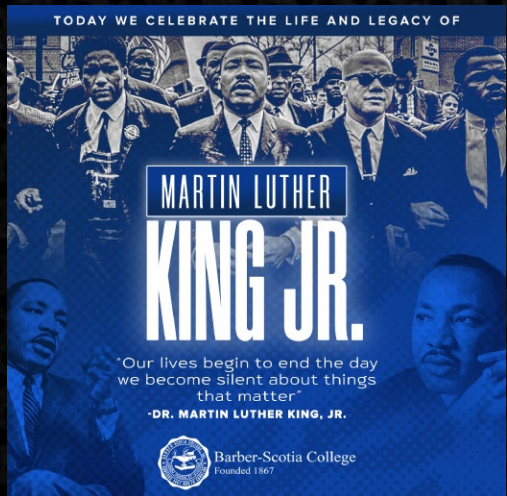


**ΔΣΘ**

**HAPPY FOUNDERS DAY**  
TO THE WOMEN OF DELTA SIGMA THETA SORORITY, INCORPORATED

FROM THE HARBOR INSTITUTE

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TODAY WE CELEBRATE THE LIFE AND LEGACY OF

**MARTIN LUTHER KING JR.**

"Our lives begin to end the day we become silent about things that matter"

-DR. MARTIN LUTHER KING, JR.

 Barber-Scotia College  
Founded 1867



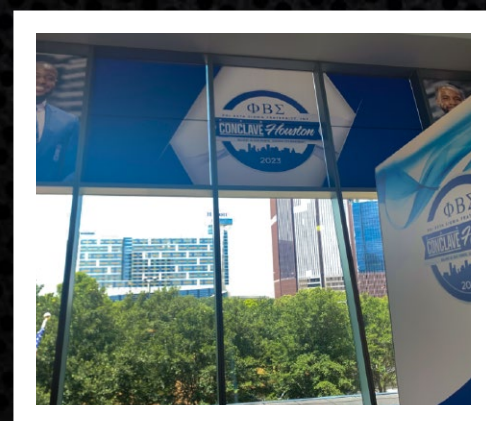
# PHI BETA SIGMA FRATERNITY, INC. CONCLAVE 2021



In 2020, our logo was selected to represent the Phi Beta Sigma Fraternity, Inc. 2021 international Conclave in Myrtle Beach, SC. Designed to capture the spirit of brotherhood and the coastal energy of the location, the logo incorporated palm trees, ocean waves, and a dynamic aesthetic fitting for this historic event. The 2021 Conclave went on to set a record for the highest registered attendance in the fraternity's history.



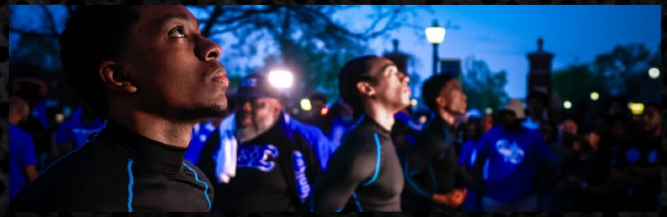
# PHI BETA SIGMA FRATERNITY, INC. CONCLAVE 2023



In 2022, our logo was selected to represent the Phi Beta Sigma Fraternity, Inc. 2023 international Conclave in Houston, Texas. Inspired by the city's bold and dynamic spirit, the design reflected the strength of brotherhood and the energy of Houston's culture. This Conclave once again made history, setting a new record for the highest registered attendance in the fraternity's history.



# SELECTED PHOTOGRAPHY



Here is a collection of selected photographs that we have had the privilege of capturing. Specializing in event photography, we focus on documenting moments in motion, highlighting authentic expressions and dynamic energy. Whether it's a keynote speaker commanding the stage, a candid exchange between colleagues, or the electric atmosphere of a celebration, we strive to preserve the essence of every event. Our approach blends creativity with attention to detail, ensuring that each image tells a compelling story. Through our lens, we aim to capture not just images, but emotions, experiences, and the lasting impact of each moment.

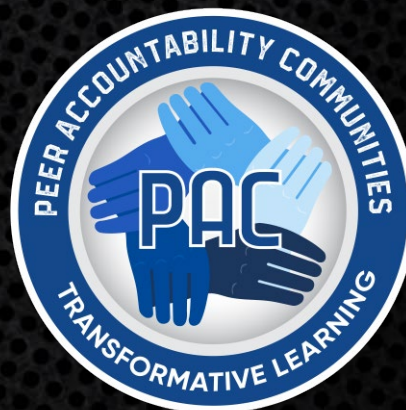
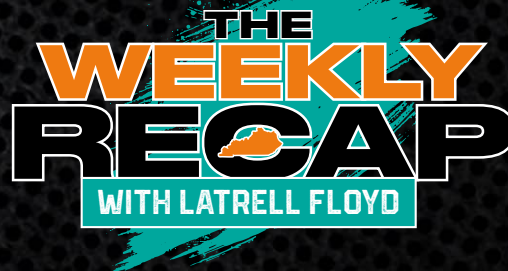
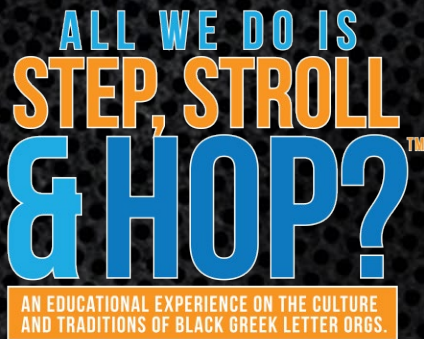




## ASSORTED LOGOS









These are selected brands that we have partnered with to expand their presence through strategic marketing, branding, and design solutions.

- Barber-Scotia College
- Berea College
- C and B Consulting
- Claycomb ACCademy, Inc.
- Coyle Logistics
- Eastern Kentucky University
- Fairfax Church of Christ
- Hensley's Woodcraft & Engraving
- Kentucky Association of Blacks in Higher Education
- Max Jax & Jyles Foundation for Autism Spectrum Disorder
- Omicron Eta Sigma Community Foundation
- PBS Impact Foundation
- Phi Beta Sigma Fraternity, Inc. (International Headquarters and Local Chapters)
- Phi Beta Sigma Fraternity, Inc. Great Lakes Region
- Service First Initiatives, Inc.
- The Harbor Institute
- Vitality Leadership

**We would love to add your company's name to this list. Let's connect and grow your brand together!**



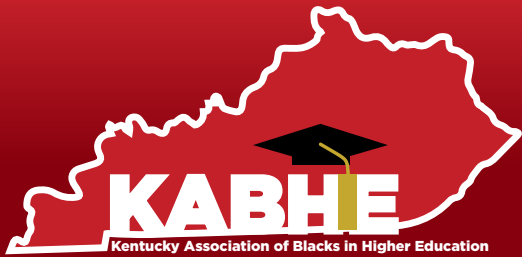
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**[thedunnrightbrand.com](http://thedunnrightbrand.com)**

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# SELECTED TESTIMONIES



*"Since 2020, Dunn Right Brand and Leadership has been responsible for creating all marketing materials for the Kentucky Association of Blacks in Higher Education. They led the rebranding of our organization's logo and have designed the logo for every conference since 2020. Additionally, they have adapted logos for various promotional materials, including shirts, mugs, and notebooks. We appreciate working with Dunn Right Brand and Leadership because they take the time to understand our organization's vision, helping us maximize our potential." – **Dr. Ashley Sweat, President of KABHE***



*"Working with Dunn Right Brand and Leadership truly lives up to its name—every project is done right from start to finish. They involve you in every step of the process, from initial concept to final execution, ensuring transparency and collaboration throughout. Their team is easy to work with, making the experience seamless and enjoyable. I genuinely look forward to projects that require graphic design because it means another opportunity to work with Dunn Right Brand and Leadership." – **Gerald Tillery, Vice President of Max Jax & Jyles Foundation for Autism Spectrum Disorder***



*"Working with Dunn Right Brand and Leadership has been an incredible experience where I truly felt heard. Often, my vision is perceived as too big, too bold, or unclear, but with Dunn Right Brand and Leadership, the experience was completely different. Their thoughtful questions helped me gain clarity on my vision, making the process both insightful and empowering. For the first time, I felt truly understood. Dunn Right Brand and Leadership knows how to get things 'Dunn'—and done right!" – **Casey Grimes, Founder of Vitality Leadership***



# DUNN RIGHT BRAND AND LEADERSHIP PRICE LIST

## Flyer Design – Starting at \$80

Single or double-sided promotional design for events, businesses, or announcements.

## Logo Design – Starting at \$150

Custom logo creation with multiple concepts and revisions.

## Headshot Photography – Starting at \$50

High-quality professional headshots for personal branding, business profiles, and social media.

## Business Card Design – Starting at \$50

Custom, professional business card layouts ready for print.

## Social Media Graphics – Starting at \$60

Custom branded graphics for social media posts, stories, and ads.

## Brochure Design – Starting at \$125

Tri-fold, bi-fold, or booklet-style brochures for businesses, organizations, and events.

## Website Banner & Ad Graphics – Starting at \$75

High-quality digital banners, headers, and advertisements for websites or online platforms.

## Branding Package – Starting at \$300

Includes logo design, business card design, and social media branding assets.

## Custom Design Requests – Pricing varies

Specialized design services based on project needs and complexity.







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**THANK YOU**