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AIGA Upstate New York

presents

# DEBBIE MILLMAN

What makes a brand stand out? Is there some magic that turns a simple script logo for a soda into the international graphic icon that is Coca-Cola, or makes us salivate over the latest product from Apple? Presented by Debbie Millman, partner at Sterling Brands and President of the AIGA, this presentation takes a deep dive into the influence branding has on our everyday lives, from branding ourselves and the world around us to the role branding plays in the products we buy and the way we live.

7:00 p.m., Thursday, April 1, 2010, Memorial Art Gallery, Rochester, NY

AIGA Upstate New York

AIGA

the professional association for design

Please register for this event at:  
[debbiemillman.eventbrite.com](http://debbiemillman.eventbrite.com)  
AIGA Members are free!

Early Registration Pricing through March 25 (save \$5):  
Non-AIGA Member Professionals: \$20  
Non-AIGA Member Students: \$10

Pricing after March 25/at the door:  
Non-AIGA Member Professionals: \$25  
Non-AIGA Member Students: \$15

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