

From one Save the Date to a whole campaign

A flexible visual system for the Sleep Research Society's Advances in Sleep and Circadian Science (ASCS) 2027 conference in Austin: email, social, story, newsletter and Canva templates the SRS team can keep using all the way to February 2027.

CLIENT	ROLE	DELIVERABLES	TIMELINE
Sleep Research Society	Creative direction, graphic design, Canva template system	Email headers, social and story graphics, newsletter art, editable templates	Aug 2025 – Sep 2026



A new city, and a look that has to last a year

SRS was moving its scientific meeting from Clearwater Beach, Florida to Austin, Texas for 2027. They needed marketing that reflected the new home, starting with a Save the Date and carrying through every email, social post and program book until the meeting in February 2027.

The work would come in waves: one urgent piece now, then months of quiet, then a rush before each campaign launch. So the real job was a system the SRS team could pick up and use on their own, not a pile of one-off graphics.

My role: designed the original Save the Date, proposed and scoped a two-phase plan, built out the full campaign identity, designed every graphic, set up Canva-editable templates for the SRS staff, and tracked all deliverables and deadlines in a shared project sheet.

30+

finished designs

4

campaign launches

6

formats, email to story



The illustrated AUSTIN lettering that started it all, carried over from the Save the Date

Scoped in phases, delivered ahead of each launch

I split the work into two phases so the campaign could launch on time without waiting on the final program content: Phase 1 for the visual system and launch assets, Phase 2 for the program book once content is final.

Every deliverable was timed to a real milestone: SRS's June SLEEP meeting, the Call for Abstracts opening July 24, and Registration opening in August. Along the way I flagged date conflicts in the client's own scope document before they ended up in a graphic.

AUG-SEP 2025

Save the Date

Three concepts, one chosen, refined into the Austin design the whole campaign grew from.

MAY 2026

Scope and kickoff

Two-phase plan approved and contract signed in under two weeks.

JUN 8, 2026

Evergreen set delivered

Seven core designs ready ahead of the SLEEP meeting, shared in Canva for comments.

JUL 2026

Revisions, then two launches

One round of client edits applied in a week, then Call for Abstracts and Registration Open graphics.

AUG 5, 2026

Change of direction

SRS asked to put the science first and Austin second. Registration graphics redesigned and approved.

AUG 29, 2026

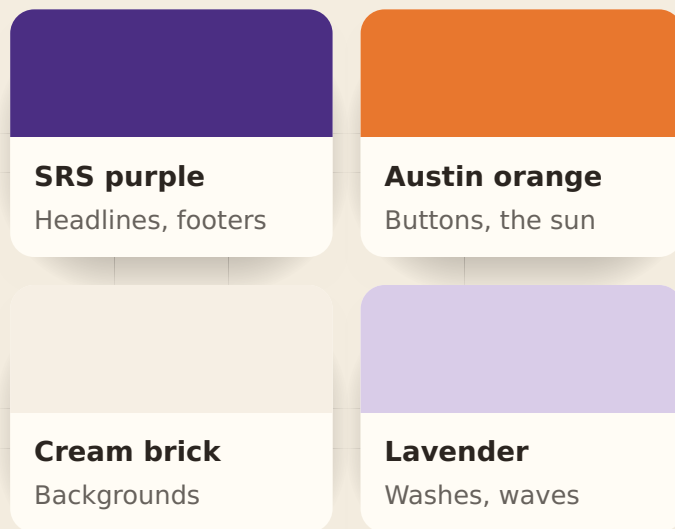
Templates, overnight

Testimonial, speaker and blank branded templates turned around the day after the request.

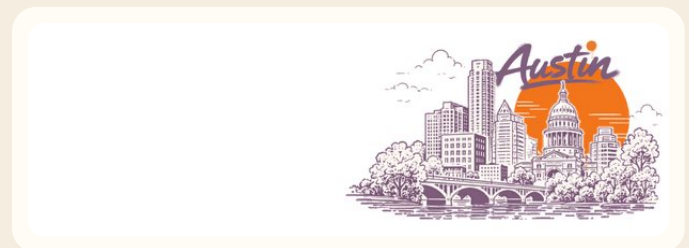
Polished and scientific, with a little **Austin** attitude

The goal was to bring in Austin's street-art energy without losing the credibility a scientific society needs. The system pairs SRS's purple with a warm Texas orange, a soft brick texture and hand-drawn city art.

Palette



Illustrated AUSTIN lettering



Hand-drawn skyline sketch

Reusable pieces

- **Illustrated AUSTIN lettering** with the city inside each letter and a rising orange sun
- **Hand-drawn skyline sketch** that works as a header accent or a quiet footer
- **Cream brick textures** in header and square sizes, so new graphics start on-brand
- **Purple and orange waves** that tie every footer together



AUSTIN + Texas lockup

When the client's focus shifted, so did the design

The first evergreen set leaned into Austin. SRS loved it, and then, as abstracts and registration got closer, asked for something different: the scientific meeting first, with Austin in a supporting role.

The first round of feedback was mostly about clarity: spell out the full conference name instead of "ASCS," remove the spray-painted "Texas," name the venue, and remove a line suggesting this was a joint meeting with another society. After the August call, Registration graphics moved to photo-led layouts with lab imagery, bigger type for the meeting itself, and the city art pulled back to an accent.

BEFORE



Original launch header: ANNOUNCING, a tagline and an arrow

AFTER



Revised: full conference name, cleaner layout

BEFORE



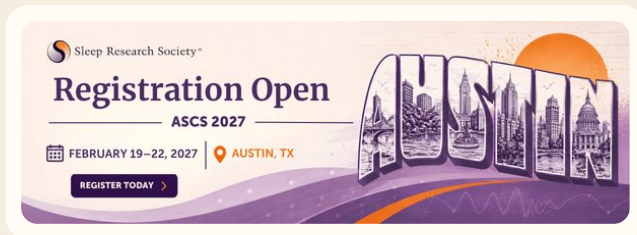
Original social: Now Announcing, a short name and a joint-meeting line

AFTER



Revised: full name spelled out, the joint-meeting line removed, a clear call to action

BEFORE



Austin-led Registration header

AFTER



Science-led Registration header with lab photography

Every launch, every **format**

Each campaign moment got a matching set across email, feed and stories, so a member saw the same message whether they opened an email or scrolled past it on Instagram.

Email headers and newsletter (600 × 200)



Registration Open



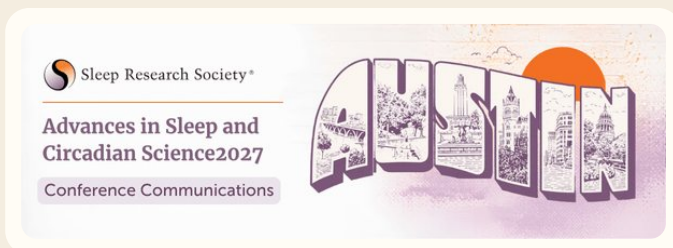
Call for Poster Abstracts



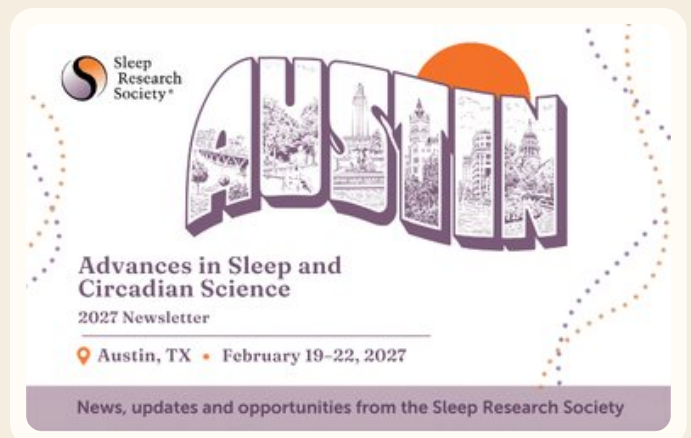
Conference launch, photo-led



Conference launch, Austin lettering



General conference communications



SRS newsletter masthead

Social posts (1080 × 1080)



Registration Open



Call for Poster Abstracts



Mark your calendar

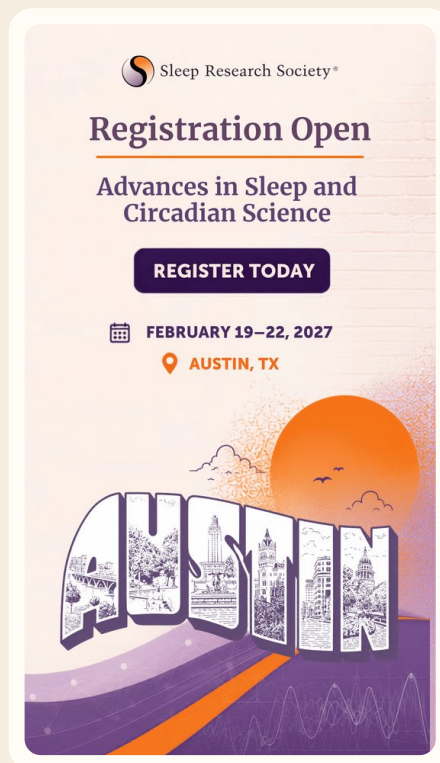
Story posts (1080 × 1920)



Registration Open



Call for Abstracts



Registration, Austin version

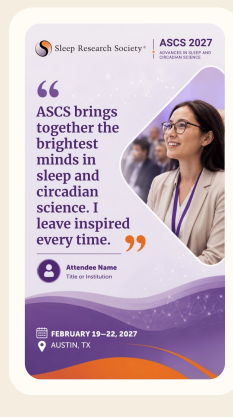
Built so SRS can keep going **without me**

The last set was all about independence: Canva-editable templates for attendee testimonials and speaker spotlights, plus branded blank backgrounds in square and story sizes. At handoff, the full Canva file became editable so the SRS team could copy it into their own account.

Testimonial and speaker templates



Attendee testimonial, square



Testimonial, story



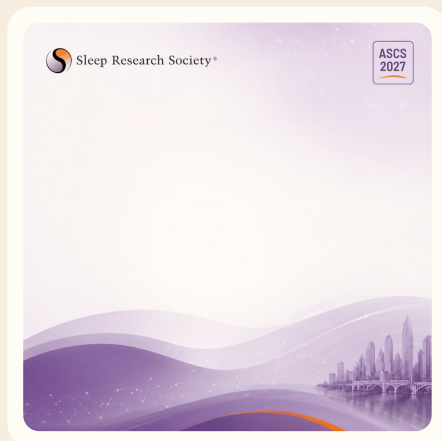
Meet the Speakers, square



Speakers, story

Names, photos and quotes in these templates are placeholders for the SRS team to replace.

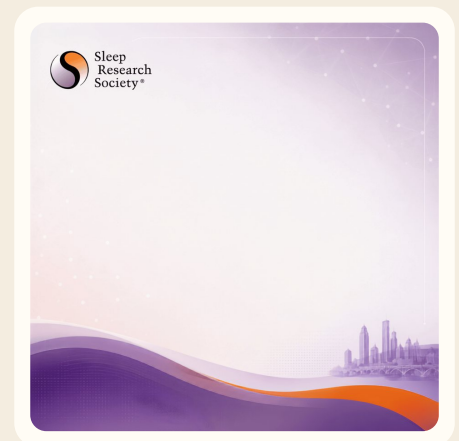
Branded backgrounds



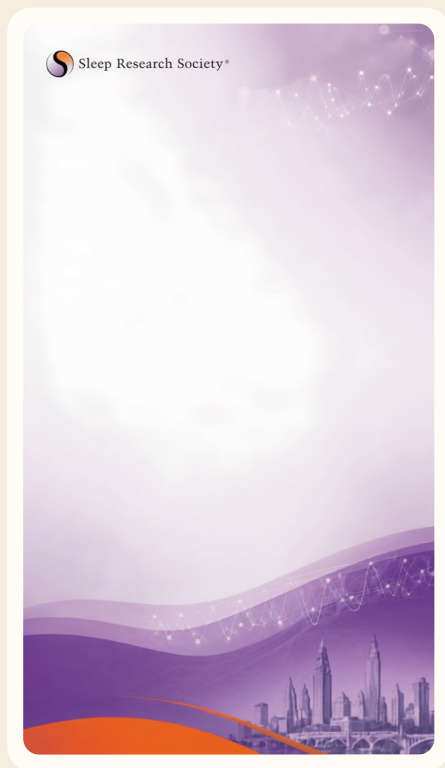
Square, with badge



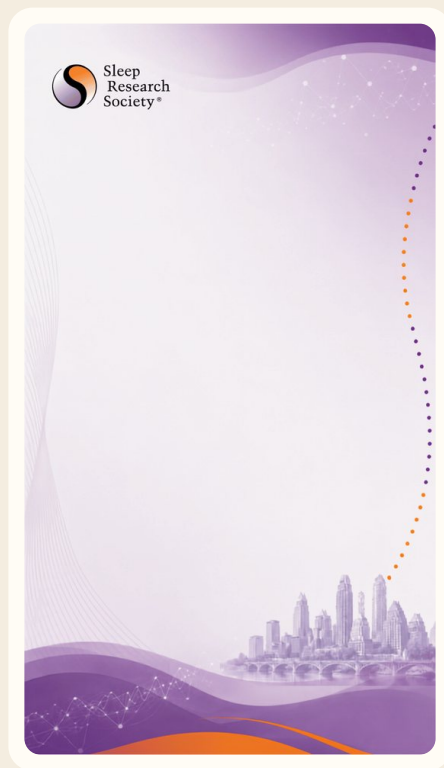
Square, framed



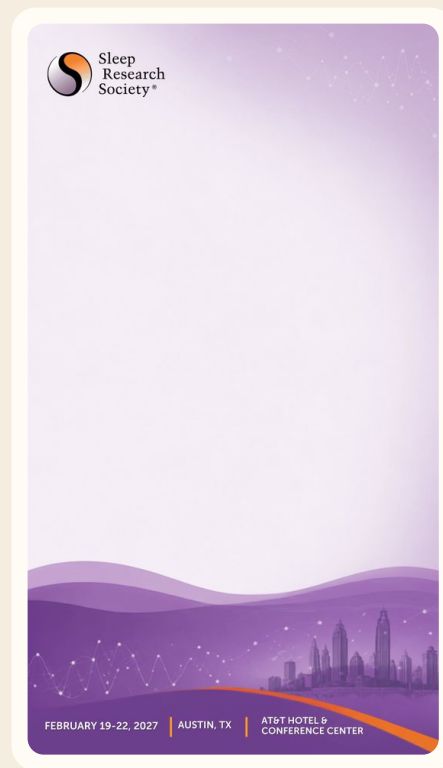
Square, wave footer



Story, open canvas



Story, side accent



Story, venue footer

On time, on brand, and in the client's own words

4

campaign launches supported on schedule

1 day

turnaround on the final template set

100%

handed off as editable Canva files

“Austin-inspired elements in a way that feels energetic and modern while still fitting the scientific nature of the meeting.”

SRS, FIRST EVERGREEN REVIEW

“The designs are capturing exactly the energy and personality we hoped to bring to ASCS 2027.”

SRS, AFTER REVISIONS

“You absolutely nailed the direction we discussed on our call.”

SRS, AFTER THE CHANGE OF DIRECTION

What I'd keep

01 Design a system, not a set

Shared textures, art and type meant every new request started 80% done and stayed on-brand.

02 Phase the work around real deadlines

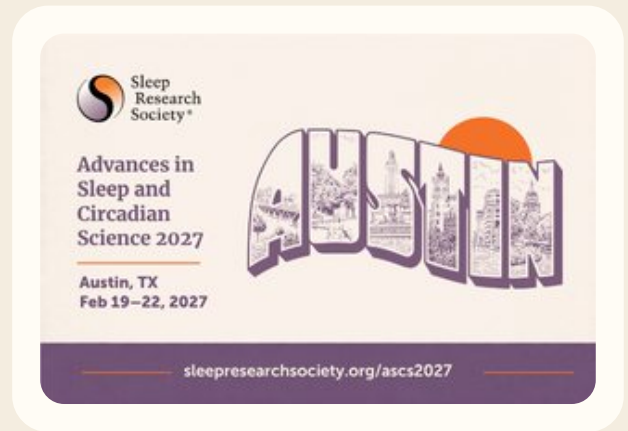
Separating the program book from the launch assets kept the campaign moving while content was still being written.

03 Read the scope as closely as the brief

Catching date errors in the request saved SRS from publishing the wrong deadline.

04 Hand over the keys

Editable templates turn a design project into something the client's team can run with long after the contract ends.



Landing page graphic, final version

LILAC CREATIVE

Stephanie Hall

Event and campaign identities, graphic design and marketing systems for mission-driven organizations.

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Campaign designed for the Sleep Research Society, Advances in Sleep and Circadian Science 2027, Austin, TX.