

Hello

## Sailing to Boston

Sailing on the Charles River is just outside the classrooms of Boston University. Every year BU has us produce a book that promotes their summer program. Then in late August they have us produce another for their academic season. That's now. The back cover of this one lists 20 Campus Resources, with phone numbers and email contact for each. It's a big boost for incoming students to have those references in one place. The front cover shows Charles River recreation out the front door. There's a Boston University t-shirt inside. It makes an exciting little package for new students!



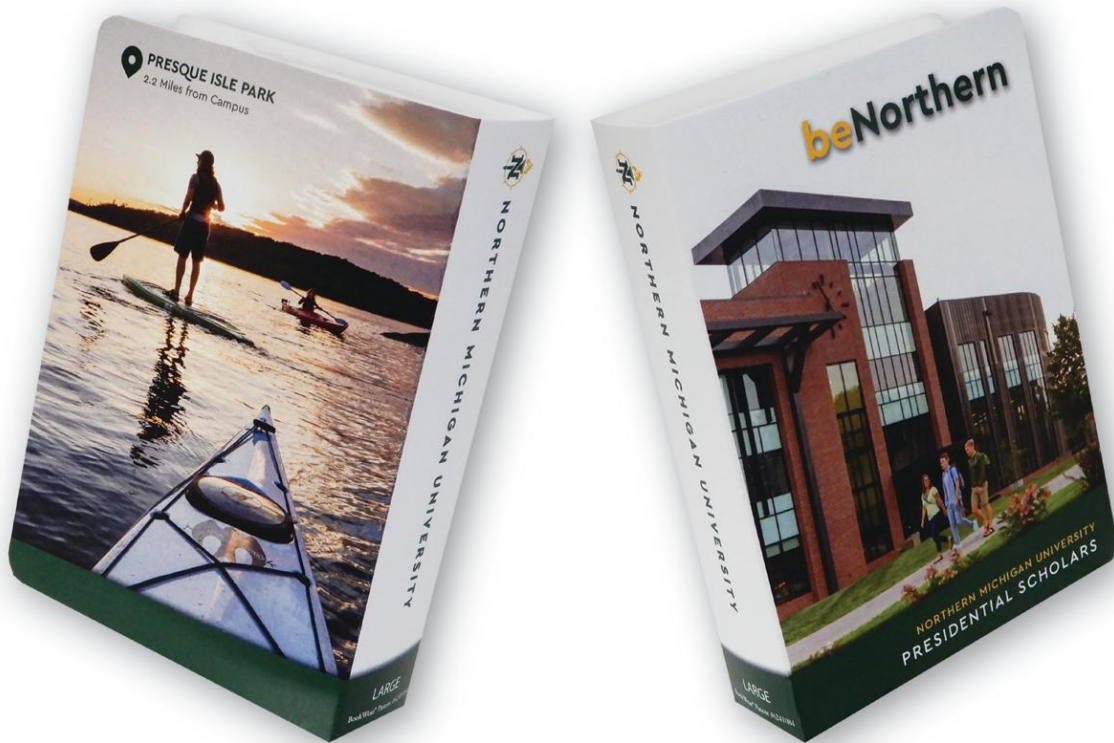
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## September 2019 Newsletter



Northern Michigan University sits on a beautiful campus near the Porcupine Mountains and Lake Superior and huge tracts of forest in Michigan's Upper Peninsula. It's a location that encourages outdoor activities. In the ten years we've done BookWear® for NMU they have always promoted their outdoor brand. This year a photo of a campus building on the front is juxtaposed by a sunset scene on the back with kayakers and paddle boarders and a note that those photos are just 2.2 miles apart. It's that easy from this campus to go from academics to outdoors. That is their brand.

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