TRUTH ON THE ROCKS

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

EVENT BRANDING. PRINT & DIGITAL DESIGN.

OVERVIEW

The **National Center for Civil and Human Rights (NCCHR)** created its recurring Truth on the Rocks series to attract Atlanta's millennial and young professional audience. The series would combine an evening of cocktails, music, and impactful conversations to shed light on issues of voting, education, historical truth-telling, equal dignity, and justice.

I developed concepts for the visual branding and supporting collateral that included social media ads, print & digital signage, banners, and flyers.

ROLE(S)

Art Director





COPYRIGHT ©2026

CONCEPT DIRECTION







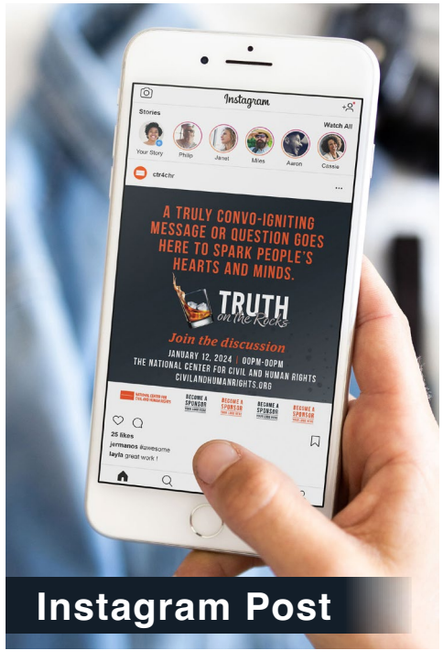
CONCEPT MOCKUPS



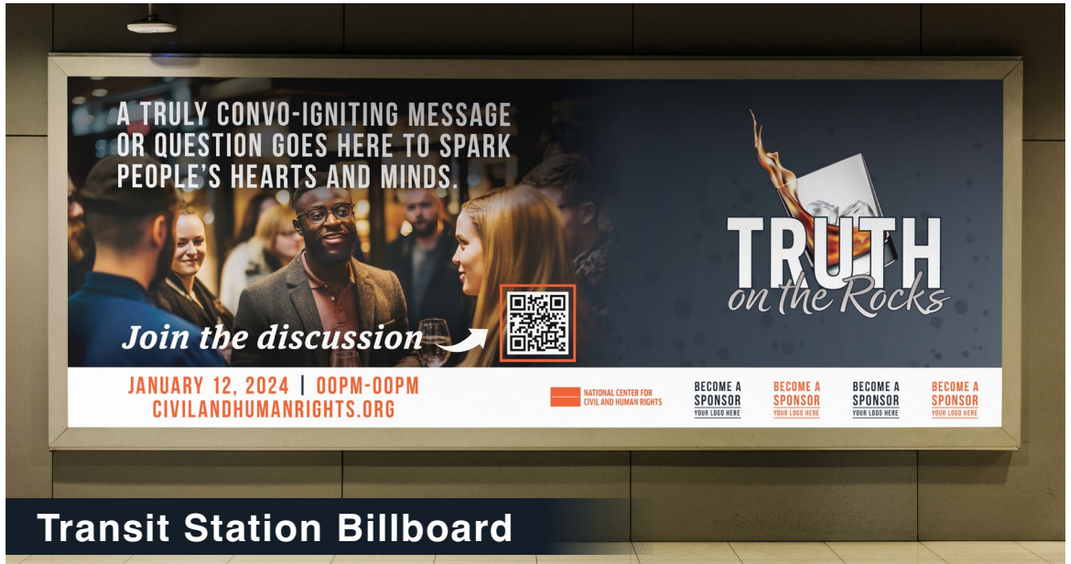
Transit Station Signage



Instagram Ad



Instagram Post



Transit Station Billboard



Social Media Threads



Discussion Cards


TRUTH
on the Rocks
JANUARY 12, 2024 | 7PM-10:30PM
AT THE CENTER
Who said history wasn't fun?
Cocktails, music, dance, and impactful conversations as we unveil the Spring 2024 MLK Collection.
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
ALVIN AILEY AMERICAN DANCE THEATER
RESERVE TODAY


TRUTH
on the Rocks
Join us to celebrate
A DECADE OF CHANGEMAKING
FRIDAY, JUNE 21, 2024 | 7 PM–10:30 PM
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
100 IVAN ALLEN JR. BLVD | ATLANTA, GA 30313
RESERVE TODAY
10YEARS
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
BECOME A
Enjoy the perks and be
of The Center all year long!
All Membership Levels Include:
Unlimited visits to the Museum
A Subscription to The Center's digital newsletter, SPARK
FREE or reduced admission to public programs & events*
Invitation to member-only events which include temporary exhibit previews & community networking events*
Deals on gift memberships and 20% off in our gift shop*
*Does not apply to the college membership level.
JOIN NOW
10YEARS
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS


TRUTH
on the Rocks
Join us to celebrate
A DECADE OF CHANGEMAKING
JUNE 21, 2024 | 7 PM–10:30 PM
AT THE CENTER
RESERVE TODAY
10YEARS
NATIONAL CENTER FOR
CIVIL AND HUMAN RIGHTS


TRUTH
on the Rocks
Who said history wasn't fun?
Join us for our next evening of cocktails, music, and immersive experiences.
RESERVE TODAY
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS


TRUTH
on the Rocks
Who said history wasn't fun?
Join us for our next evening of cocktails, music, and immersive experiences.
RESERVE TODAY


TRUTH
on the Rocks
Who said history wasn't fun?
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
ALVIN AILEY