



CASE STUDY:

ESALEN FALL 2020 MAGAZINE

CLIENT PROFILE:

Esalen is a nonprofit institution in Big Sur, California. They have a wide array of health and wellness offerings, including workshops and on-site retreats at their twenty-seven-acre location. **Their mission** is to be a leading center for exploring and realizing human potential through experience, education, and research.

WHAT INDUSTRY ARE THEY IN?

Nonprofit

WHAT CHALLENGE DID ESALEN HAVE?

Esalen has a devoted readership and very popular printed magazine. It was very important to find the right balance between information, promotional offerings, and brand consistency. Getting the design elements just right was imperative in this project.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

BCG Connect was able to collaborate with Esalen and help them achieve their vision. Many custom graphics were used throughout the magazine, including beautiful photos of their Big Sur location. Using brand-specific items like fonts and tone were taken very seriously in order to create a beautiful final product.

[You can view this project here.](#)

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