

The West40 Circle Puzzle Brand Kit was created to provide a centralized and engaging way to communicate who we are and what we do. Designed to reflect the colors and energy of West40, the kit is interactive and thought-provoking, visually represented by the completed circle and our logomark. Each card features a QR code linking to a specific West40 department's webpage, allowing for real-time updates without the need to reprint materials. This approach ensures sustainability while keeping stakeholders informed with the most up-to-date information about West40 through our website. The circle puzzle pieces are stored in small tins that are often distributed to guests who visit West40. These kits are indicative of the way West40 strives to be "different" while providing the best possible support to students, educators and community members. The circle puzzle kit is representative of how West40 engages with stakeholders by listening to what their needs are, collaborating with them, and providing solutions.