

LOW-COST, HIGH-IMPACT BRANDING: TOOLS & TIPS FOR ENTREPRENEURS



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12 - 1PM
UNIVERSITY
CENTER BALLROOM
LOUNGE**

ABOUT THE WORKSHOP:

In this interactive workshop, Carson will share practical, low-cost design tools and strategies to help entrepreneurs enhance their branding. Drawing from his experience with high-performing startups, he will introduce free and budget-friendly resources, including design templates, AI tools, and how to use them correctly with the proper design thinking. Attendees will learn how to effectively use industry standard tools to create compelling visuals, even without a design background. This session is perfect for entrepreneurs looking to make a big impact with limited resources.