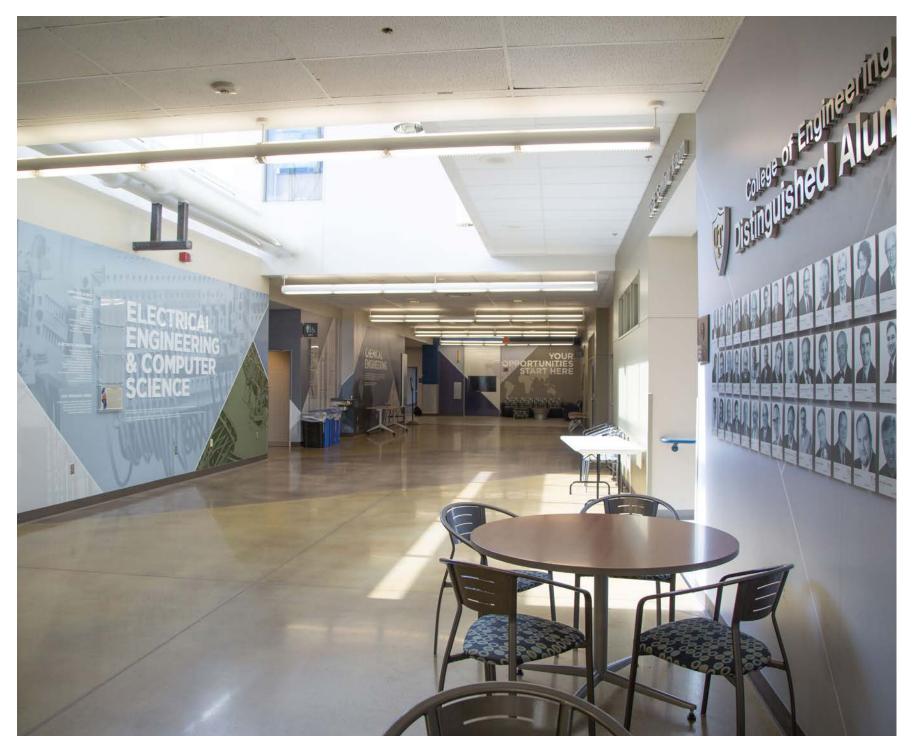
UNIVERSITY OF TOLEDO

COLLEGE OF ENGINEERING TOLEDO, OH

BRANDING CASE STUDY EDUCATION



Property of Continental Office ™



OVERVIEW

The University of Toledo identified that a long, sterile hallway in the College of Engineering building providing a blank canvass to engage prospective students. Through a collaborative process with Continental Office, the College of Engineering transformed the space into an engaging area that educates prospective students about various types of engineering so that the students can choose to pursue the area that is the best fit for them.

DESIGN

Special features of the updated space include a consistent identification system for the different departments in the College of Engineering. The system uses large scale duotone photography and large type.







RECOGNITION

The College of Engineering's Alumni wall honors outstanding students of decades past while inspiring the students of today.

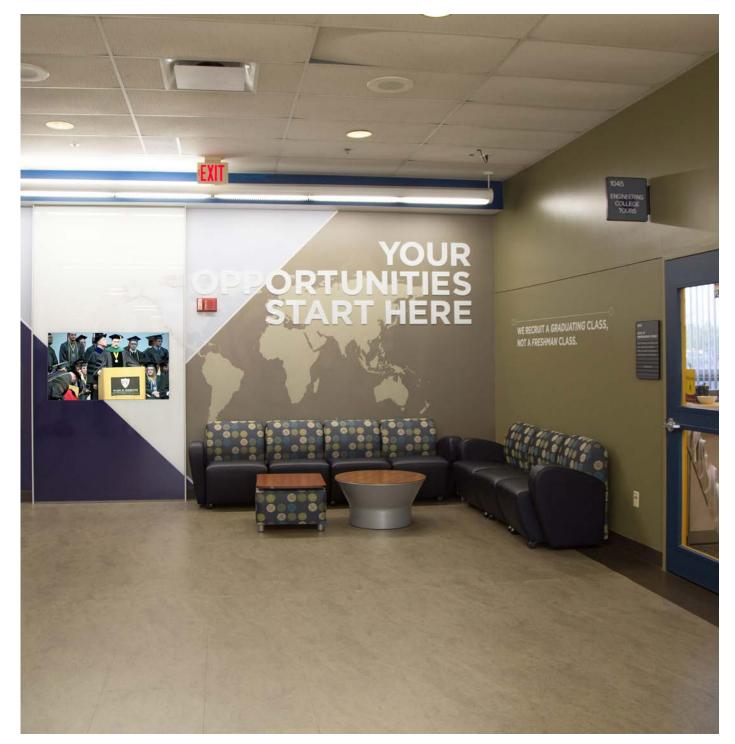


SUPERGRAPHICS

A multi-story graphic of the campus' iconic University Hall looks over the engineering college central atrium.







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CHEMICAL ENGINEERING

Constant argumenting consistent the paticipies of mathematics, chaminative, physics, and biology with angineering produces to improve the quality of the Chamical engineers transform raw materials from the land, water, or air into products that improve the tensor constituent. These transformations require chemical reactions and separations have out theChange without adverse environmental or accial effects.

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