

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.





COLLEGE OF ENGINEERING

- ADVANCED DESIGN CENTER
- CAREER DEVELOPMENT CENTER 1040
- CHEMICAL ENGINEERING 1000
- CIVIL & ENVIRONMENTAL ENGINEERING 1000
- COLLEGE COMPUTING 1010
- COLLEGE TOURS 1040
- DAWA CONFERENCE ROOM 1040A
- ELECTRICAL ENGINEERING & COMPUTER SCIENCE 1000
- ENGINEERING TECHNOLOGY 1010
- LIBRARY & STUDY 1040
- MECHANICAL, INDUSTRIAL & MANUFACTURING ENGINEERING 1000
- ROBOTICS AUTOMATION 1010
- OFFICE OF THE DEAN 1010
- RESEARCH & GRADUATE STUDIES 1040
- VICE CHANCELLOR 1010
- UNDERGRADUATE STUDIES 1000



THE UNIVERSITY OF TOLEDO

COLLEGE OF ENGINEERING





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.



