

SU:VPA

SYRACUSE UNIVERSITY
COLLEGE OF VISUAL + PERFORMING ARTS

SETNOR
SCHOOL OF
MUSIC

CRS
COMMUNICATION +
RHETORICAL STUDIES

SCHOOL OF
ART

DEPARTMENT OF
TRANS
MEDIA

SCHOOLS OF
DESIGN

DEPARTMENT OF
DRAMA



We positioned SU:VPA as a diverse creative college within Syracuse University.

We partnered with Syracuse University College of Visual and Performing Arts (SU:VPA) on a large-scale rebranding and website redesign. Extensive quantitative and qualitative research pinpointed positioning challenges, and a detailed peer review identified the competition. Our process included a brand audit and an analysis of the existing website, developing entirely new information architecture. We refined the college name and established brand positioning around SU:VPA's unique identity as a collaborative creative college with specialized programs housed within a University setting. The dynamic college logos are constructed of six typefaces,

each representing one of six academics, with each academic and program housed beneath assigned its own distinct logo. The identity leverages existing University elements, and allows the college, academics and programs the flexibility to work harmoniously together or on their own. The responsive website features work created in the community as well as striking campus imagery to demonstrate all the college has to offer. Creative testing with a third-party research company produced positive feedback from prospective students and parents. We created detailed brand guidelines for developing future materials on campus.