



Thayer School of Engineering at Dartmouth website design and development.



THAYER SCHOOL OF
ENGINEERING
AT DARTMOUTH

As is true of every client we serve, this engagement brought with it unique challenges. Here the challenge was two fold: to establish a strong and distinguished divisional brand (Thayer School) in the context of an even stronger but some less focused institutional brand (Dartmouth). At the same time, we set out to provide the Dean and his faculty with an effective way to position Thayer School amid the best of our nations far larger engineering schools. The strategic answer which developed involved finding new language to preempt those larger schools, each of which, in recent years, has in one way or another found ways to embrace the 40-year old Thayer School concept of an engineering education that de-emphasizes the traditional "silos" of engineering. (Hence the development of the School's new brand signature: "The box does not exist.") In addition to completing a full Market Voicing brand development study that produced a definitive codification of the Thayer brand, we developed a new identity system for the school (one that is distinguishing even while fitting elegantly into the overall Dartmouth identity system); messaging and graphic guidelines; and a completely new website. We were especially gratified that the School's internal advancement and communications team, with whom we collaborated intensely throughout the process of developing the brand and launching the new website, received the Faculty's Distinguished Service Award at the 2006-07 Investiture Ceremony.