



Quinnipiac University (QU) hired SME as their branding agency of record in 2001 as they entered into a period of rapid institutional growth. SME served to rebrand QU to reflect the overall transition occurring within the university and athletics department. Milestones to emphasize include QU's evolution from a small regional college to the 12th ranked master's university in the northern region, the increasing number of schools and colleges from three to seven (including the development of the Quinnipiac University School of Law), the rise of student enrollment from 1,900 to 7,200 and the growth of the university's endowment from \$5 million to more than \$200 million. In addition, QU established a nationally renowned Polling Institute and built the state-of-the-art TD Banknorth Sports Center, the premier collegiate athletics facility in the region. QU Athletics became a Division I program in 1998, a move that influenced a name change of its athletic teams in 2001 to "Bobcats." SME developed a strategic branding and communication campaign, **Quinnipiac Rising**, that emphasizes QU's commitment to successfully sustain growth, while emotionally engaging the university and community under one brand.

**STEP 1: DEFINITION**

SME reevaluated the QU brand by conducting a brand study among students, university and athletic leadership to better understand what the universal personality traits were and how QU's brand is now perceived. Common themes among the audiences were:



UNIVERSITY LIGATURE

- QU has grown into a first-class university.
- QU students, faculty and alumni provide significant support to their local community.
- QU has undergone tremendous growth, increasing campus pride and passion.
- QU understands the importance that technology has to influence the overall college experience.

# QUINNIPIAC RISING

**STEP 2: EXPRESSION**

Quinnipiac Rising emphasizes QU's academic and athletic institutional growth since 2001 and the university's mission to provide a supportive and stimulating environment for the intellectual and personal growth of its students.

As part of the **Quinnipiac Rising** program, SME developed the following branding tools:

- Interactive Development Presentation
- Outdoor and Print Advertising Campaigns
- University Brand Video
- University Brand Identity
- Athletics Brand Identity
- Brand Graphics Guidelines
- Look Tools Kit

**STEP 3: ENGAGEMENT**

The QU Brand Engagement Program is designed to inspire, educate and enable the university to deliver the QU brand across all platforms. The **Quinnipiac Rising** positioning will shift the brand to focus on the future growth and academic excellence at the university. This new focus is now the driver of internal business choices, decisions and partnerships. The result of the QU brand engagement and alignment is a transformation in the way that both internal and external communication and training, event management, merchandise production and environmental décor are conducted throughout the campus, delivering a differentiated higher education experience.



INTERACTIVE DEVELOPMENT PRESENTATION



BRAND VIDEO



ATHLETICS FACILITY OUTDOOR ADVERTISING

**RISING TO THE CHALLENGE OF HIGHER EDUCATION**

*"Quinnipiac University was poised for incredible growth and it was critical that we position our brand accurately to capitalize on all current and future opportunities.*

*SME helped us find and articulate the soul of our brand, helping us better communicate our essence to all of our audiences. Quinnipiac Rising promises and positions QU as a premier higher education provider."*

Lynn Bushnell  
VP for Public Affairs at Quinnipiac University