

# OHIO UNIVERSITY

HERITAGE COLLEGE OF OSTEOPATHIC MEDICINE  
ATHENS, OH

**BRANDING CASE STUDY**  
EDUCATION



Property of Continental Office™



## OVERVIEW

Opened in 2021, the Ohio University Heritage College of Osteopathic Medicine building enhances innovative medical education while also improving research and community outreach. The building is known as Heritage Hall.

Continental Office's branding team worked with the Heritage College Executive Team and the Osteopathic Heritage Foundations to transform the new building into a welcoming, professional and inspiring space.

## DESIGN

Heritage Hall leaves an impact on the community through its authentic branded moments. The designs are inspired from natural beauty to complement the bright, modern architecture.

Messaging throughout the space is personable, positive and energetic to help the space speak to both current and prospective students, guests and faculty.











## FIRST IMPRESSIONS

The Heritage College admissions lounge is the first opportunity for prospective Athen's students to be introduced to the college's brand. College leaders aspired to create a welcoming and inviting space that informs prospective students about the college's presence throughout the state.





## THE GREAT WHITE TRILLIUM

The atrium design features a macro Trillium grandiflorum flower, commonly known as the great white trillium. Native to all 88 Ohio counties, the plant is the official state wildflower and was used historically for medicinal purposes.

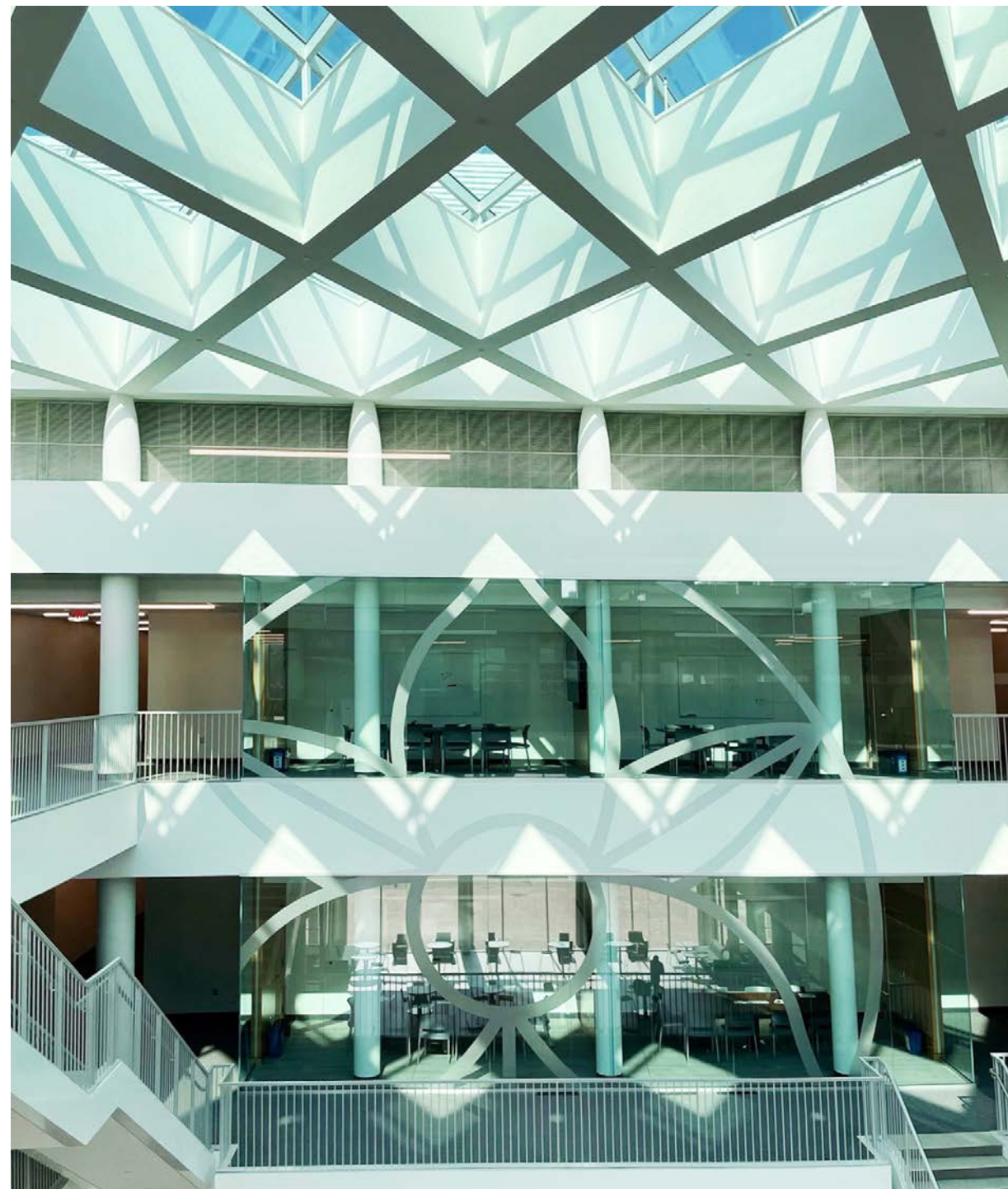
For these reasons, the Heritage College of Osteopathic Medicine embraces the great trillium as a symbol of its commitments to healing and to Ohio. The trillium's three petals further represent Heritage College's three campuses.





## BRANDING WITH THE ARCHITECTURE

While the trillium is light, airy and subtle in design, it manages to have a large impact in the space. The architecture of the lattice ceiling and the lines of the trillium graphic interact to make a breathtaking statement in the three-story atrium. On sunny days, the top of the trillium is completed through the shadows of Heritage Hall.







Property of Continental Office™



**GLASS BRANDING**

Various vinyl techniques were applied to Heritage Hall’s glass windows. The miniature-dot pattern creates a desirable haze from the bottom of the glass to waist height that provides privacy throughout the atrium’s open concept. The dashed lines serve a safety purpose — alerting guests that glass is in front of them to prevent unwanted collision.





## RECOGNITION

This donor wall honors the Osteopathic Heritage Foundations. The supersized outlined letters serve to attract interest, while the white tone-on-tone elements bring a professional energy to the wall through their green edge accents.



