

Case Study

University of Toledo

The University of Toledo College of Engineering has a long hallway used by current students for studying and socializing, and is also a primary avenue for prospective students visiting the school. They wanted to use branding as a recruitment tool, allowing students to learn about the different concentrations available to study at the college.

Results:

Special features of the updated space include DIRTT technology embedded into the walls, a directory with changeable metal plaques, an alumni wall with images printed on aluminum, and a large-scale graphic of an iconic Toledo tower superimposed over three stories of the hallway atrium, all using the school's brand colors. Click here to watch our video case study.











