



THE OBJECTIVE

The Harris School of Public Policy Studies is a dynamic graduate program that offers serious students an opportunity to obtain the tools and develop the serious analytic skills needed to be leaders in public policy and agents of world change. The school came to Brainforest with a goal of communicating a recognizable, ownable brand promise that would differentiate and communicate the Harris School and University of Chicago personality through their web presence.

THE RESULT

Clear, well presented information that reflects both the academic excellence and the human interaction that are both part of the University of Chicago style of study. The site has a strong visual appeal and crisp and intuitive navigation.

Brainforest is a creative agency rooted in strategy. We advise the top management of leading companies and institutions on issues of visual positioning, messaging, and communication programs. Through our strategically based AccessPaths™ process, we create access points—the myriad ways customers experience an organization. From collateral systems to environmental signage, from web sites to marketing promotions, we work with our clients to open a dialogue with their customers, employees, and stakeholders.