

## Case Study:

### USF



The University of South Florida (USF) is a high-impact global research university located in beautiful Tampa Bay on Florida's spectacular western coast. It is one of the largest public universities in the nation and among the top fifty universities, public or private, for federal research expenditures. The university is one of only four Florida public universities classified by the Carnegie Foundation for the Advancement of Teaching in the top tier of research universities; this distinction is attained by only 2.3 percent of all universities.

USF's business school offers two undergraduate degrees, a bachelor of arts and a bachelor of science, give students an understanding of the arts, humanities, and sciences while being narrow enough to provide a thorough understanding of business and management tenets. Students may pursue the general business degree or major in the following areas: accounting, advertising, economics, finance, management, marketing, information systems, and international business. There are sixteen graduate programs offered through USF's Muma College of Business.

**The Challenge:** In October 2014, after receiving a large gift, the USF School of Business was renamed as the USF Muma College of Business.

The main objective was to develop a complete line of custom, branded apparel and accessories to be worn during the announcement of the renaming that would create awareness and a positive public image; attract students, qualified personnel, and volunteers; and build community support through a strategic marketing effort.



**Our Solution:** From the Stamped Herd of Thunder to the Green and Gold Guys, the respected traditions, celebrations, and overall branding that have become part of the culture and identity of USF are preserved, and the new Muma College of Business complete line of apparel and accessories were designed.

**The Results:** [Click here](#) to see Muma College of Business celebrate its new name.

