

What's in a Name? Everything.

THE UNIVERSITY OF SOUTHERN CALIFORNIA was in the early stages of developing a new university-wide undergraduate program, an Arts & Humanities Initiative.

challenge

The program was intended to transmit core values through cultural experiences. The shape and form of the initiative was still undefined when 4sight was called in to help shape its brand identity.

actions

We launched a process for developing a brand name and personality for the new program. Brainstorming sessions with groups of USC faculty and administrators kicked off the project and established clear intentions for the program's purpose and prospective identity. 4sight presented various creative reports designed to provoke meaningful conversations and decisions. Our creative reports provide a range of concepts and tactics that allow clients to visualize the possibilities and more confidently define their next step. With the USC team, alternative brand directions were evaluated in relationship to the still evolving character of the initiative.

Over time, a consensus emerged and *Visions and Voices* was christened. 4sight created final brand identity components and developed a tool kit offering loose guidelines for the program's introduction.

results

Visions & Voices was successfully launched in the fall of 2006. Living up to its lofty name, the program has attracted significant participation in a slate of events such as a presentation on the convergence of art and medicine, an Indian dance troupe performance and a new archeological view on the Trojan Wars.

FINAL BRANDNAME

VISIONS AND VOICES

The USC Arts & Humanities Initiative

TROJAN SPIRIT NAMING CONCEPTS

uscpalladia
Step up to the Future

PROMETHEANS
Lighting the Fire Within

centurions
TAKING THE FUTURE BY STORM

FRESH PERSPECTIVES NAMING CONCEPTS

uscANGLE
TAKE A NEW LOOK

PANORAMA
Take It All In

sc()pe
Look closer.

NEW INTELLECTUALS NAMING CONCEPTS

usc arts+humanities initiative
SALON
JOIN THE CONVERSATION

usc **PRODIGY**
Because you're the bright idea.

re:Think
CHANGE YOUR MIND

GOOD TIMES NAMING CONCEPTS

thirst
quench your mind

BRAINRAVE
A Party for the Imagination.

hotspot
get Connected.

ODYSSEY NAMING CONCEPTS

HORIZON
usc arts+humanities initiative
WHAT'S OUT THERE

POLARIS
Because You're the Bright Idea

voxmundi
A WORLD OF IDEAS