

North Greenville University

Transformational Brand for Transforming Institution

Challenged to create a new brand and online presence expressing unique experiences and stunning geography, Stamats delivered “Every Day. Epic.” NGU’s new brand identity was activated through experiential brand development, change agents, and leaders of influence.



**NORTH GREENVILLE
UNIVERSITY**
Christ Makes the Difference

Services:

Brand Platform,
Brand Identity, Brand
Message, Tagline,
Style Guide, Image
Guide, Website Design,
Content Development,
Site Development

Results:

Storytelling platform
built on flexible CMS
templates.

Instant ↑

Instant increase in site
visitors at launch.

310% ↑

Increase in Apply visits in
the first 3 months.

Enrollment Success!

40 applicants ABOVE GOAL
in June 2021 compared to
100 behind goal in June 2020.

Every day. Epic.



Current Palette



Proposed Expanded Palette

100%

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in Helvetica Light, eos et
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arum eu.

Georgia Bold. Georgia Regular.
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abo. Itas mo qui con pa volorum,
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Helvetica Bold. Helvetica Light.
Um que nos eossillum vero officia
qui is apiet et est, sum aut volentis
abo. Itas mo qui con pa volorum,
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adciliquo mi, soluptate acimivvel



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Georgia *Italic*
Georgia **Bold Italic**

Helvetica Light *Oblique*
Helvetica **Bold Oblique**

