



“THE BRANDING BERGERON CREATIVE DID A DECADE AGO IS STILL VALUABLE AND RELEVANT TO US TODAY. I HIGHLY RECOMMEND THEM!”

– Sue Ramey, Art Director

EASTERN NAZARENE COLLEGE

Many differences. One message.

Eastern Nazarene College wanted a unified brand identity consistent with its Christian values that would appeal to traditional-aged students who wanted a nontraditional educational experience.

Our award-winning campaign used hip and fresh imaging of a “Cross” that morphed to represent the College’s diverse population with very distinct messaging, themed “Many Differences, One Faith.”

TACTICS

- > Research
- > Marketing
- > Branding
- > Print
- > Interactive
- > Media