

Brand Strategy
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USM



Established in 1969 as the former University of Penang, Universiti Sains Malaysia (USM) has grown to become a well-known university, both locally and internationally. It offers undergraduate and post-graduate courses to approximately 20,000 students. In 2008, USM was the first and only university to be awarded APEX status by the Malaysian Ministry of Education. APEX or Accelerated Programme for Excellence is an initiative started by the government to raise the quality of Malaysian tertiary institutions to international standards.

discover

The issue – To qualify for APEX, USM underwent a comprehensive capability and strategic review. The result was outlined in “Transforming Higher Education for a Sustainable Tomorrow” – its blueprint for future growth. USM needed to define a visionary strategy, one that would unite the USM community while positioning it as the country’s leading institution.

develop

Our solution – We defined a positioning opportunity for USM based on research of other leading universities followed by an internal alignment programme designed to engage multiple and diverse stakeholders. Innovative visual thinking brought the final positioning and key messages to life supplemented by a new identity system that contributed to the overriding USM brand identity.

deliver

Sustainable impact – USM now offers a single face to the world, one that represents its unique positioning and its leading role in developing a sustainable future. Its new external image befits its status as Malaysia’s leading university and its essential role in achieving its over-riding objective of transforming the socio-economic well-being of the bottom billions.

