



CARNEGIE MELLON UNIVERSITY

Case Study

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Environmental Motivation at Carnegie Mellon University

Carnegie Mellon is always on the cutting edge...business, tech, the arts. Helping to inspire students and support community recognition, University spaces have been going through a metamorphosis which needed new materials and state of the art solutions. From the new plaid that is taking over the campus to the diversity of welcoming imagery, Reed & Witting has been there to help bring these inspirations to life in a Large Way! The environment has never been more inviting.

Over 10 locations have had the special treatment and the list is continuing to grow. This includes multi-dimensional installs that can grow with the space such as the chalkboard Blue Buggy Wall which allows the students to keep track of the fastest buggy times at Carnival. Our partnership continues to thrive and grow in new and focused ways.

DIVERSE PROJECTS CALLED FOR A WELL-DIVERSIFIED PARTNER...REED & WITTING STEPPED IN TO ASSIST IN THE ONGOING BRAND AWAKENING ON CAMPUS!

[SOME PROJECTS THAT WE SUPPORTED >](#)

Event Signage
Point of Purchase
Prototyping and Testing
Wayfinding
Yard Cubes
Yard Signs

Banners
Column Wraps
Wall Graphics
Floor Graphics
Lifesize Cut-Outs
Concrete Graphics

REED & WITTING

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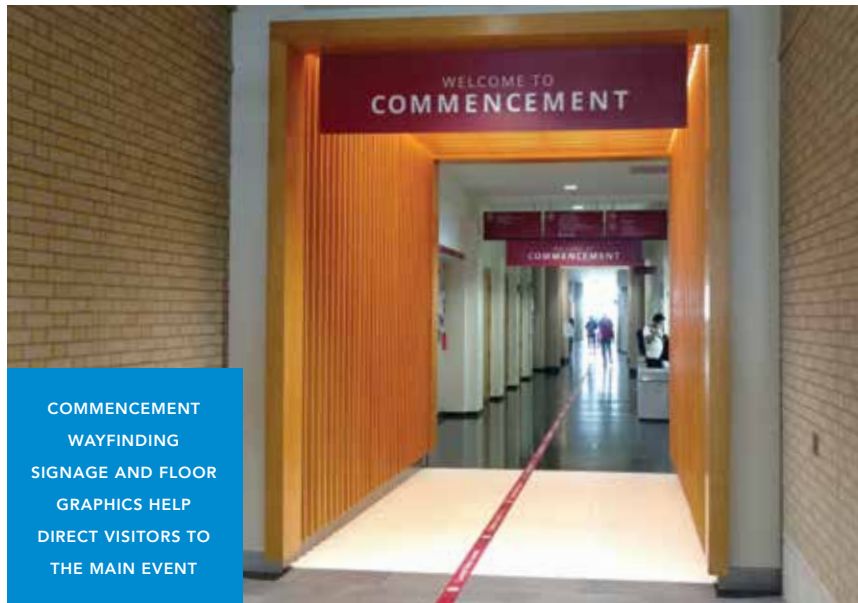
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BUGGY WINDOW
FROSTING HELPS
INSPIRE THE
NEXT BUILD IN THE
DORM LOUNGE



DIRECTIONAL FLOOR
GRAPHICS HELP
STUDENTS FIND THE
UNIQUE RESOURCES
LOCATED IN THE
LIBRARY BASEMENT



COMMENCEMENT
WAYFINDING
SIGNAGE AND FLOOR
GRAPHICS HELP
DIRECT VISITORS TO
THE MAIN EVENT



INSPIRATIONAL
GRAPHICS TAKES ON
MORE THAN ONE
SURFACE TO KEEP
THE PASSION
FLOWING ON CAMPUS

Reed-Witting.com

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