

A Rebranding Takes Flight

THE CHALLENGE In March 2022, the Saint Peter's University Peacocks men's basketball team completed the greatest Cinderella run in tournament history. The international spotlight shined bright, momentum was building, and the world wanted to know more. Yes& Lipman Hearne's challenge was to harness that momentum into a university rebranding effort that distanced itself from the "scrappy underdog" perception to something more accurate.

THE IMPACT What Saint Peter's needed was a brand story. A big idea that reflects the people that make this university special: When Peacocks fly, they lift up every-body. Our foundational brand work and the urban campus location inspired the campaign: The world needs more Peacocks. Like the culture at Saint Peter's, the visual design is student-centered, highlighting the spark, strength, and diversity of individual Peacocks.

PROJECT COMPONENTS

- Creative concept
- Campaign Identity
- Campaign brand/identity guide
- Brand narrative
- Messaging
- Original photography
- Original video/broadcast
- Radio
- Viewbook



When Peacocks fly, they lift up everybody.

They never forget their roots, they don't take anything for granted and they're not afraid to question the status quo. At Saint Peter's, they find a university that thinks like they do. We value their life stories, care about their whole person and build on their confidence by equipping them with the knowledge and experiences they need to belong anywhere and know anything is possible. That's why people look at what we offer and want to be part of it—why words like "grit," "tenacity" and "fearless" are so often evoked in talking about our students and alumni. Peacocks come here with big hearts and big dreams, and they leave ready to give back to the world in a big way—as role models for their families, their communities and their professions.



Brand narrative

Our professors are Peacocks, too.

They're people of uncommon dedication: Their doors are always open, whether it's to talk about the next assignment or...

Much more than the "Sixth Borough."

Yes, you can see NYC from here—Manhattan is just a 12-minute PATH ride away. But Jersey City is having its own moment...

**WHEN
PEACOCKS
FLY, THEY
LIFT UP
EVERYBODY.**

This is hands-on, first-person learning.

Eighty percent of Peacocks have some form of experiential learning, which is higher than the average...

We look like the world—and feel like home.

Many of our students are the first in their family to attend college. But with 40 languages spoken...

An education that's the total package.

Saint Peter's has terrific momentum: look at our 16 NCAA Division I athletic programs (heard about our men's basketball team...

Brand messages

“*Yes& Lipman Hearne listened, asked the right questions, and discovered the best way to communicate what makes this university special.”*

Sarah Malinowski Ferrary, Assistant Vice President for University Communications, Office of University Communications

Primary lockup with
feather font pattern



THE WORLD NEEDS MORE PEACOCKS



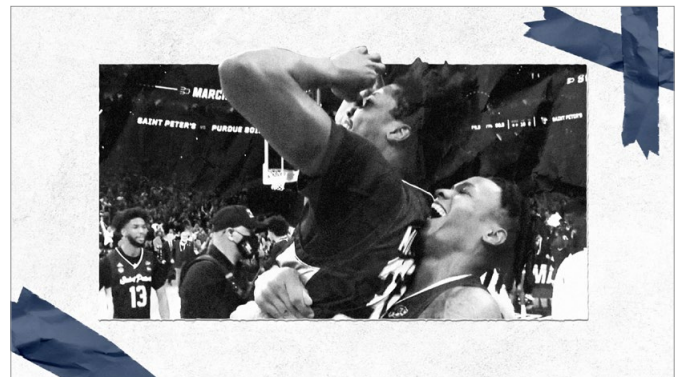
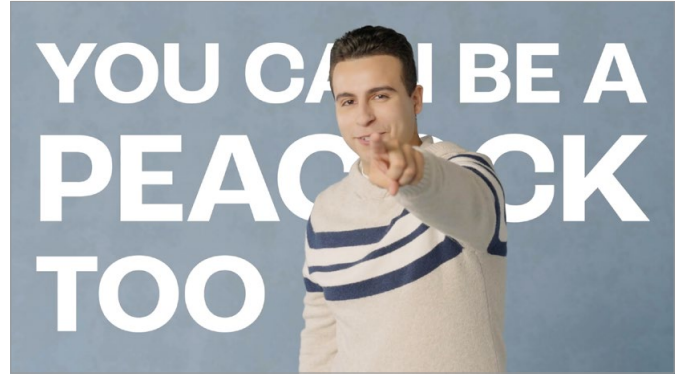
Swag concepts



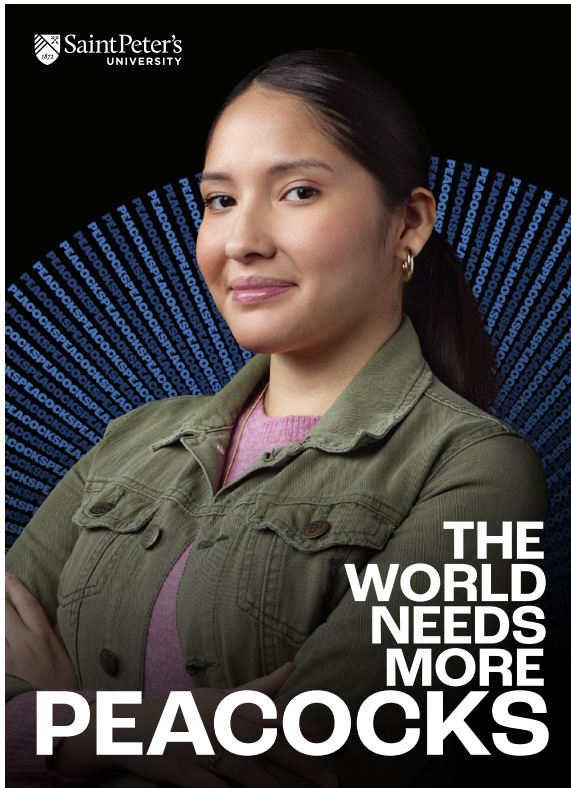
Out-of-home advertising



Original photography/videography



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Viewbook

