

Tradition Teamed with *Innovation*



>> Branded Environments for Athletics & Higher Education

Miller Zell designs and delivers engaging collegiate experiences for students, student-athletes, professors and donors.



Foundation in Retail

With a heritage built on decades of retail experiences, Miller Zell brings our experience of successful in-person and digital strategy, design and execution to the campus environment.



Collegiate Brand Implementation

Students and student-athletes might choose the same university as another student or student-athlete, but your subculture could be very different. Respecting and serving differences creates recognition and celebration.



Concept to Completion

Miller Zell has full-service engineering, procurement, production and installation. Transparency and accountability are built in with our best-in-class technology, REACH™.

School Pride Everywhere you Look

Miller Zell creates optimized environments that nurture success and foster brand connection between the school, athletes and fans.



Athletic Facilities

Recruiting efforts are often won when facilities anticipate the needs of student-athletes and exceed their expectations. But it's not about imitation or a fleeting "wow" factor. It's about amenities that are impressive, purposeful and customized for each sport and its distinct needs and subculture.



Campus Experience

From concept to completion, Miller Zell focuses on blending innovation and functionality, from digital to wayfinding. We create optimized experiences that are tailored to each building's culture and purpose, from the business school, to the student center, to the humanities building.

Environmental Solutions Athletics & Higher Education

From concept to completion



Culture & Subculture | Brand & Sub-Brand

Branding from the inside out

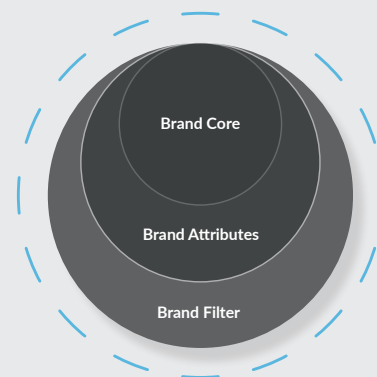
DIFFERENT SPORTS, MAJORS & CULTURES.

You might be from the same street, same town, same school and choose the same university as another student or student-athlete, but your subculture could be very different. Respecting and serving these differences creates a parity among revenue and non-revenue sports because of this subculture recognition and celebration.

DEVELOPMENT OF SUB-BRAND & MESSAGING

Miller Zell data mines each sport or student/academic grouping: What distinguishes your culture within the university? This cultivates “Buy-In” with student, athletic and academic leaders as they participate in the creation of a sub-brand and know the process is about them. This recognition and celebration of subcultures and sub-brands elevate recruiting, both athletically and academically — “They know us! They honor us!”

- ✓ **Brand Core**
The core of who you are and what you offer
- ✓ **Brand Attributes**
Guides + filters for creative work
- ✓ **Brand Filter**
Verbal + visual journey through the brand



Ready to Learn More?

Contact Jeremy Buttson at Jeremy.Buttson@millerzell.com