



For Immediate Release:

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Barrett Creates Identity and Web Site for University-wide Program at Harvard

CAMBRIDGE, MASS—Barrett Communications recently completed the design and development of a logo and Web site for the Harvard University Program in Ethics and Health. As an university-wide program focusing on critical issues pertaining to global and population health, its central objective is interdisciplinary collaboration in research, teaching, and service within the Harvard University community and beyond.

Barrett Communications was charged with creating a logo and Web site that positioned the new program as a leader in issues of global ethics and health while reflecting its status as a Harvard University program. After close client collaborations and research and planning meetings, the selected logo was designed to integrate the concept of “global” while retaining graphical elements of the Harvard University shield. The Web site expands upon the colors established in the logo and presents images from throughout the world while communicating essential information about the program and its faculty, staff, and students.

To view images of this project, please visit the portfolio section of our Web site at <http://www.barrettcommunications.com/work/> or view the live site at <http://peh.harvard.edu>.

Founded in 1987, Barrett Communications is a big-picture integrated media design firm that believes successful communications involve an audience in a clear and motivating dialogue across a rich mix of print and interactive media. To achieve this goal, we engage clients in collaborative and honest interactions resulting in design solutions that speak, solve, and sell.

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