



## technology

*New image for Sun's corporate university*



## Sun Microsystems

### The Problem

SunU was looking for ways to encourage participation and reinforce the benefits of its learning programs.

### The Solution

Vaughan and Company developed a new identity for SunU highlighting the 'u' as 'you' to communicate the idea of individual learning paths. A series of posters and other collateral highlighted key benefits of learning both for the individual and the corporation.