Institutional Brand Review

by
Institutional Marketing
Brand Value

A Brand is:

• a collection of **words, images, ideas & emotions**

• the **first thing** that comes to mind

“A college or university’s **long-term image**…may be the most important intangible asset it owns.”

- Paul Herr
Brand Research

Research included:
• Competitor Analysis
• Brand Perception Survey
• Focus Groups / Discussions

Audiences Included:
General Public (Region), Students, Parents, Legislators, Donors, Alumni, Non-Matriculated Students, Staff, and Faculty
General Public
Question: What comes to top of mind when you think of UW?
Non-Matriculated Students

Question: What comes to top of mind when you think of UW?
Non-Matriculated Students - when asked about CSU
Brand Situation

UW is well known for providing a quality education and showing excellent team spirit. Go Cowboys! However, top of mind questions did not result in a greater depth of knowledge.

This provides an opportunity to leverage UW’s brand by telling our story.
Brand Map

Authentic
*humble, real, heritage*

People
*connectivity, community, diversity*

Location
*nature, resources, safe*

Global
*research, reach*

**Juxtaposition**
*balanced and diverse*

**Adventu**
*academic, recreation, preparation*

**Holistic**
*natural, all encompassing, values*
Adventure **Your Way**

- Education **Your Way**
- Research **Your Way**
- Culture **Your Way**
- Explore **Your Way**
- Connect **Your Way**
Adventure Your Way: Your Adventure Awaits

START YOURS.

Pharmacy Professor Susan Cartham: Leading researcher in organic medicinal compounds, and “kid-approved” grilled cheese chef for husband and three kids.

university of Wyoming
uwy.edu | 800.555.5555
Research Your Way: Your Research Awaits
Explore Your Way: Your Exploration Awaits

START YOURS.
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Education Your Way: Your Education Awaits

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Brand Launch Outline

Phase 1: Research  
Phase 2: Concept Development  
Phase 3: Full Design Platform Development  
Phase 4: Brand Standards Manual Development  
Phase 5: Internal Rollout & Training Workshops  
Phase 6: Launch November 15th (in coordination with website launch)
Design Disclaimer

Facts and titles of persons represented in these examples may not be accurate. The design is simply in concept phase. Real facts and titles will be used in final development.