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:

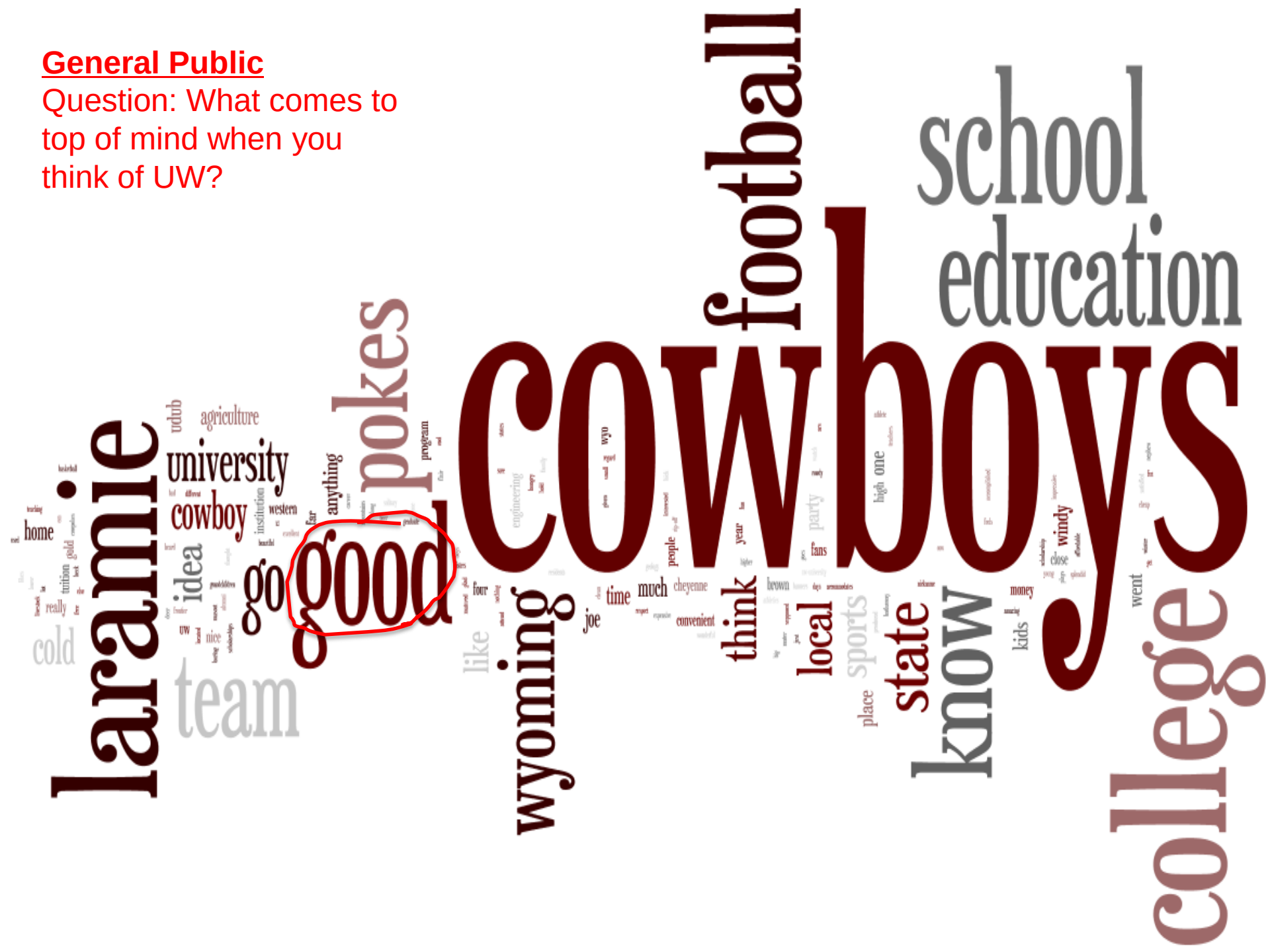
- Competitor Analysis
- Brand Perception Survey
- Focus Groups / Discussions

Audiences Included:

General Public (Region), Students, Parents, Legislators, Donors, Alumni, Non-Matriculated Students, Staff, and Faculty

General Public

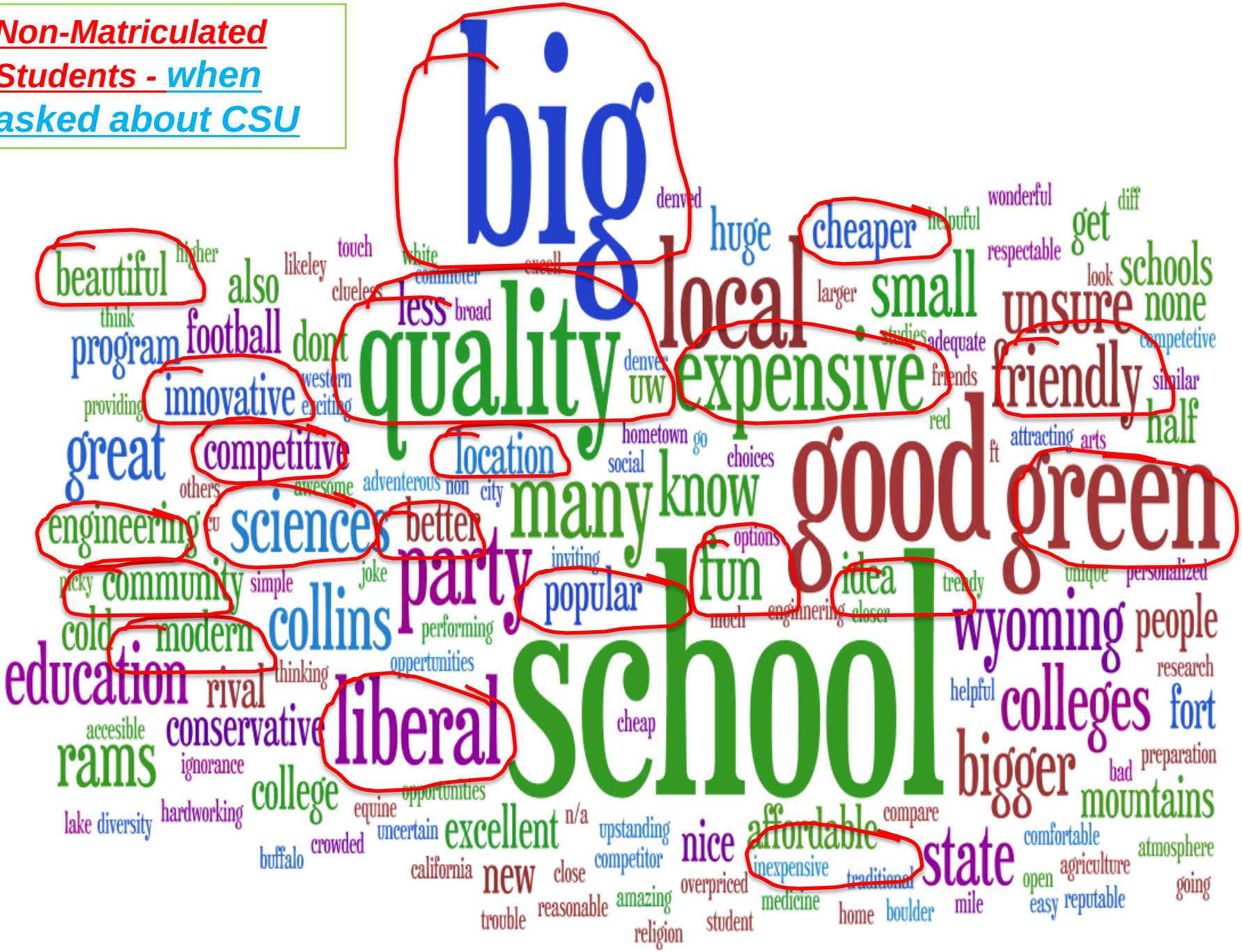
Question: What comes to top of mind when you think of UW?



Non-Matriculated Students

Question: What comes to top of mind when you think of UW?

Non-Matriculated Students - when asked about CSU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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

Adventure

academic, recreation, preparation

Holistic

natural, all encompassing, values

Adventure Your Way

Education Your Way

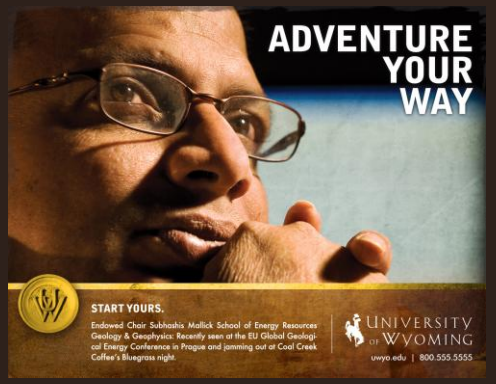
Research Your Way

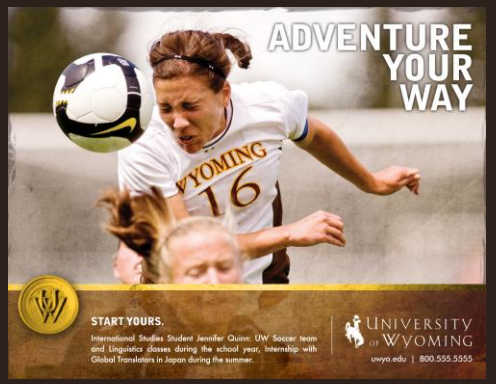
Culture Your Way

Explore Your Way

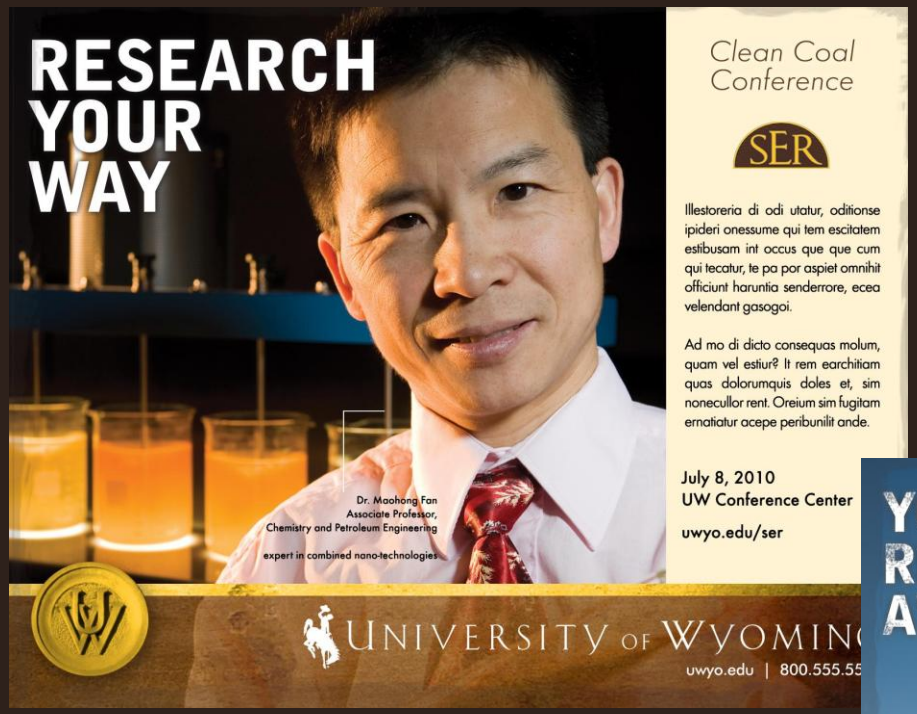
Connect Your Way

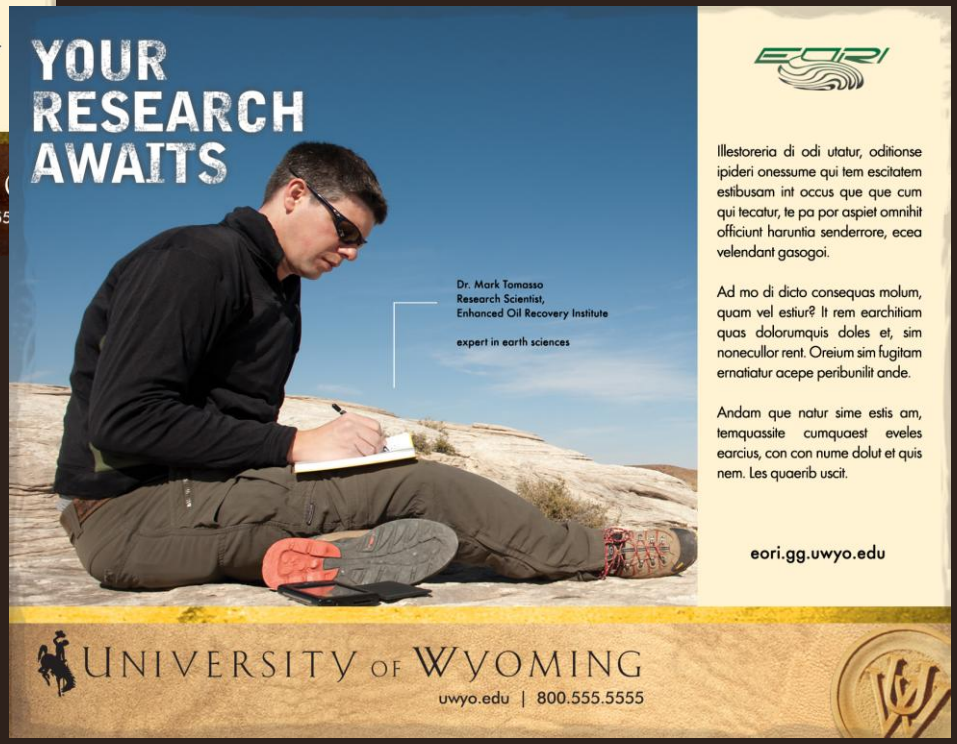
Adventure Your Way: *Your Adventure Awaits*





Research Your Way: *Your Research Awaits*

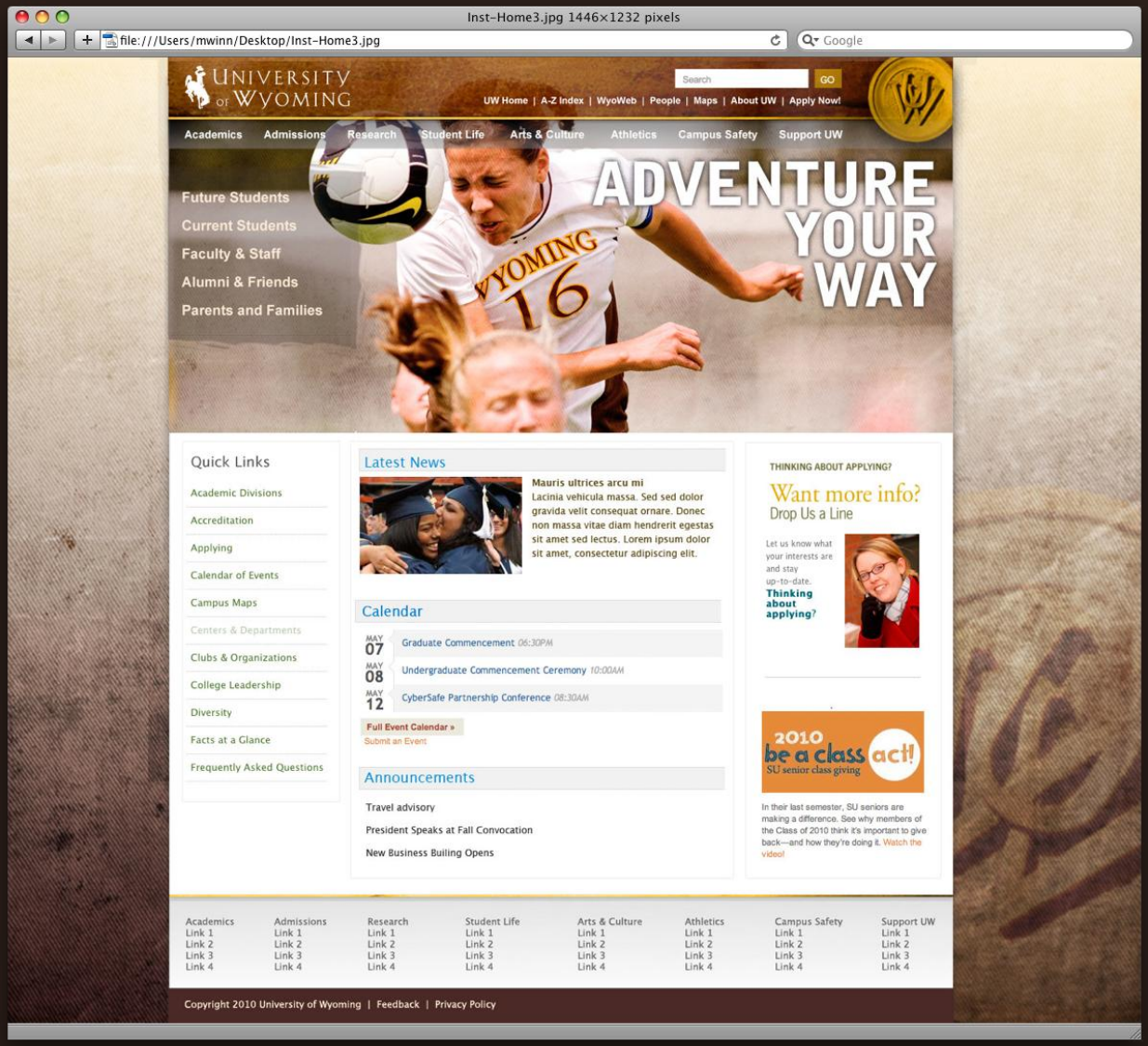




Explore Your Way: *Your Exploration Awaits*

Education Your Way: *Your Education Awaits*

Website Homepage



Website College & Department Pages

Admissions Viewbook Interactive Design

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.