WELCOME
Communicators’ Forum – 5/30/13
UPDATES
UPDATES: New Employees

ROGER HART
Director
Michigan Photography

JENNY SCUCCIMARRI
Marketing Coordinator
Alumni Association

SYDNEY HAWKINS
Communications Marketing Manager
Museum of Art

TAMRA TALMADGE-ANDERSON
Communications Marketing Manager
Ross School
UNITED WE BRAND
Strengthening the University of Michigan’s Image
BRAND + IDENTITY + CAMPAIGN
=
BRAND EXPRESSION
BRAND

• Style Guide
• Editorial

KELLY FULIGNI
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IDENTITY

• Refreshed Logo
• Signature System

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MARKETING CAMPAIGN

- Campus Theme
- Public Service Announcement

LISA RUDGERS
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REVIEW
How we got here

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Vice President for Global Communications
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COMPREHENSIVE BRAND RESEARCH AND POSITIONING/MESSAGING TESTING
(July 2011 – Spring 2012)

• An assessment of the current brand
• A competitive analysis of selected peer schools
• Qualitative and quantitative research on brand perceptions among audiences:
  – Prospective students/parents, current students, alumni, faculty, staff, stakeholders and opinion leaders
• Analysis and synthesis of the research findings
• Creation of brand positioning and messaging
• Market testing of various brand-positioning approaches
ACADEMIC PRESTIGE

PUBLIC ETHOS

HISTORY, TRADITION & CULTURE
BRAND POSITIONING

Prestige for Public Good

A public powerhouse grounded in academic excellence and integrity that is leading meaningful change.

VALUE PROPOSITION


CREATIVE PLATFORM

BRAND CHARACTER

Academic Excellence • Global Engagement • Strong School Spirit
Priority Placed on Diversity and Social Equity • Strong Alumni Network

Academic Prestige

- World-class faculty and students
- 250 degree programs in 19 schools and colleges
- Nationally leading research portfolio
- Comprehensive health system
- Top-ranked and co-located professional schools: law, medicine, business, engineering
- Top 25 global university (QS, THE, SJTU)
- 99 graduate programs in USNWR's top 10 (4th nationally)

Public Ethos

- Priority on diversity and social equity
- Investment for the common good, not only individual attainment
- Passion for local and global impact
- Global engagement: more than 600 worldwide initiatives
- Commitment to the state of Michigan and its economic well-being

Heritage, Tradition, & Culture

- Thriving, global community of 500k alumni
- Over 30 Division I national championships in 10 sports
- Highly collaborative and interdisciplinary environment
- Transformational learning experiences
- Deeply embedded arts, culture and creativity
- Tradition of philanthropy and donors who have enabled transformation
- Iconic campus

KEY DIFFERENTIATORS

- Academic Excellence
- Global Engagement
- Strong School Spirit
- Priority Placed on Diversity and Social Equity
- Strong Alumni Network
BRAND

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BRINGING THE BRAND TO LIFE
STYLE IS WHAT YOU DO WITH IT
STYLE GUIDE: DESIGN PRINCIPLES

- Effective use of negative space
- Evocative photography
- Proper hierarchy
- Relevant copy
- Proper branding: Michigan Maize and Blue and the Block M
How to Pick a Typeface –

• Legibility
• Readability
• Suitability

- Concorde
- Gramond
- Minion Pro
- Weiss
- Electra LH
- Dispatch
- PMN Caecilia
- Georgia
- Times New Roman
- Avenir
- Benton Sans
- DIN
- Meta
- Arial
- Lucida Grande
- Verdana
- Tahoma
STYLE GUIDE: COLOR

One Maize. One Blue. One Brand.

PANTONE®
7406
::

PANTONE®
282
::

PRIMARY PALETTE

SECONDARY PALETTE
Because Words Alone Cannot Describe Michigan

- Emotional
- Evocative
- Diverse
- Global
- Spirited
The Voice of the University
Expressed through a style of writing—a tone—that is most appropriate for its audience

- Confident
- Contemporary
- Passionate
- Clear
### Our Brand Pillars and Key Messaging

#### Academic Prestige
- World-class elite faculty and students
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#### Heritage, Tradition, & Culture
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STYLE GUIDE: GALLERY
IDENTITY

• Refreshed Logo
• Signature System

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Why unify the University of Michigan brand?

“A brand is the most valuable piece of real estate in the world: A corner of someone’s mind.”
  – John Hegarty
What are the guiding principles for the brand refresh?

1. No logo can bear the full weight of a brand
2. All marketing and communications should utilize the logo
3. Individual units will own their brand expression
How will the brand rollout impact the university?

1. Rollout officially begins today
2. Online support tools are available
3. Use the next 12 months to exhaust existing materials
4. The brand manager is available to help
GLOBAL RECOGNITION: The Block M
Victors Font

ABCDEF

GHIJKLMNOP

QRSTU

VWXYZ

1234567890

UNIVERSITY OF MICHIGAN
ONE MAIZE, ONE BLUE: One Brand

Michigan Maize

Michigan Blue
BRAND REFRESH: The Official Logo
BRAND REFRESH: Regional Campuses

UNIVERSITY OF MICHIGAN-FLINT

UNIVERSITY OF MICHIGAN-DEARBORN
COMPLEMENTARY FONT: Univers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ12
34567890abcdefghijklmnopqrstuvwxyz
!@#$%^&*(){}?
SIGNATURE SYSTEM: Academic

M + [ ] + UNIVERSITY OF MICHIGAN + COLLEGE OF COLLEGE NAME =
<table>
<thead>
<tr>
<th>Ann Arbor</th>
<th>Dearborn</th>
<th>Flint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gerald R. Ford School of Public Policy</td>
<td>School of Dentistry, University of Michigan</td>
<td>College of Arts, Sciences &amp; Letters, University of Michigan-Dearborn</td>
</tr>
<tr>
<td>Horace H. Rackham Graduate School</td>
<td>School of Education, University of Michigan</td>
<td>College of Business, University of Michigan-Dearborn</td>
</tr>
<tr>
<td>Stephen M. Ross School of Business</td>
<td>School of Engineering, University of Michigan</td>
<td>College of Engineering &amp; Computer Science, University of Michigan-Dearborn</td>
</tr>
<tr>
<td>Penny W. Stamps School of Art &amp; Design</td>
<td>School of Information, University of Michigan</td>
<td>College of Education, University of Michigan-Dearborn</td>
</tr>
<tr>
<td>Taubman College Architecture &amp; Urban Planning</td>
<td>School of Kinesiology, University of Michigan</td>
<td>School of Education, University of Michigan-Dearborn</td>
</tr>
<tr>
<td>College of Literature, Science, and the Arts</td>
<td>Medical School, University of Michigan</td>
<td>College of Arts &amp; Sciences, University of Michigan-Flint</td>
</tr>
<tr>
<td>School of Music, Theatre &amp; Dance</td>
<td>School of Nursing, University of Michigan</td>
<td>School of Education &amp; Human Services, University of Michigan-Flint</td>
</tr>
<tr>
<td>School of Natural Resources &amp; Environment</td>
<td>School of Pharmacy, University of Michigan</td>
<td>School of Health Professions &amp; Studies, University of Michigan-Flint</td>
</tr>
<tr>
<td>School of Public Health, University of Michigan</td>
<td>School of Social Work, University of Michigan</td>
<td>School of Management, University of Michigan-Flint</td>
</tr>
</tbody>
</table>
SIGNATURE SYSTEM: Flexible & Appropriate

1. Formal Signature: Official Identity
2. Informal Signature: Marketing
3. Informal Signature: Horizontal
4. Informal Signature: Vertical
5. Sub-Unit Signature
SIGNATURE SYSTEM: Administrative

M + University of Michigan + Office of Unit Name =
ADMINISTRATIVE UNITS

- Office of the President
- Office of the Provost
- Office of the Chancellor
- Office of the Chancellor (Flint)
- Office of the Chancellor (Ann Arbor)
- Office of Research
- Office of Student Affairs
- Office of General Counsel
- Office of Development
- Office of Medical Affairs
- Office of Global Communications
- Office of Business & Finance
- Office of Government Relations
- Office of Undergraduate Admissions
- University Human Resources
- University Library
- Ross School of Business
- Ross Leadership Initiative
- Erb Institute
- Sustainability Institute
- Detroit Center
SIGNATURE SYSTEM: Flexible & Appropriate

1. Formal Signature: Official Identity
2. Informal Signature: Marketing
3. Informal Signature: Horizontal
4. Informal Signature: Vertical
5. Sub-Unit Signature
SIGNATURE SYSTEM: **Auxiliary**
SIGNATURE SYSTEM: Flexible & Appropriate

1. Formal Signature: Official Identity
2. Informal Signature: Vertical
3. Sub-Unit Signature
MERCHANDISE: New Opportunities
IDENTITY

• Signature System Demo
UNIT SIGNATURES

New Block “M”
New Victors Font
Univers 47 Light Condensed
Univers 57 Condensed

SIGNATURE GENERATOR
DOWNLOADS: TEMPLATES

POWERPOINT

Title
subtitle

Content Title
• Add content here
• Add content here

APP ICONS

COPY HERE

VIDEO BUMPERS

LITERATURE, SCIENCE & THE ARTS

LITSCI-UMICH
BRAND + IDENTITY + CAMPAIGN = BRAND EXPRESSION

LISA RUDGERS
Vice President for Global Communications
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COME A :60 TV

THIS SPOT SHOULD HAVE A FLUID, ACTIVE SENSE OF MOVEMENT TO IT. IT WOULD FEATURE QUICK CUTS AND ARRESTING IMAGES OF U-M STUDENTS, GRADUATES, ALUMNI (THE VICTORS), PARTICIPATING IN AMAZING RESEARCH, GROUND-BREAKING ARTS, WORLD-CHANGING TECHNOLOGY, INTELLECTUAL ACTIVITIES, ALTRUISIC PURSUITS AND MORE. IT WOULD BE A SENSATIONAL MONTAGE OF EXCEPTIONAL PEOPLE STRIVING, ACHIEVING, CREATING AT A VERY HIGH LEVEL, DISPLAYING WHAT IT MEANS AND WHAT IT TAKES TO BE A VICTOR.

VO:
Come
Come create and calculate.
Shatter both records and stereotypes.
Build improbable machines and impossible medicines.

Come because there is much to be done out there.
And to be undone.

Come find out everything of which you are capable.
Come believe in something greater than yourself.

An experience unlike any other awaits you here.
Here dreams are in need of your voice.
Fragile ideas await your strength.

Here you will unleash masterpieces and birth theories.
Here you will collaborate with the leaders and the best.

Come answer this call.
Join this assembling of minds.
It's time to put your grand imagination to work.

Come let your visions rattle these walls.
And help move the world forward.
Come join the victors valiant.

Come to Michigan

LOGO: UNIVERSITY OF MICHIGAN
This is our world.

What we choose to do with it is up to us.

Right now, our world needs help.

It has hunger. And disease.

It needs energy. And art.

Right now, our world needs breakthroughs.

Ground to be broken. Games to be changed.

It's going to take students and teachers.

Ideas and idealism.

A lot of brilliance. And a little crazy.

The leaders and best.

People who can believe in something larger than themselves.

Right now, our world needs victors.

And Michigan is where they are made.

Come join the victors valiant.

Come to Michigan.

Logo: UNIVERSITY OF MICHIGAN
TAKE-AWAYS
TAKE-AWAYS: U-M Brand Refresh

• U-M logo – freshening up what’s always been there
• Unit signatures – leveraging the U-M identity
• Universal adoption – academic, administrative, and auxiliary units
• Colors – one maize, one blue
• Leadership support – President, Provost, and Executive Officers
• Brand guidelines – umich.edu/brand
umich.edu/brand