WELCOME
Communicators’ Forum — 10/24/13
UPDATES: Congratulations to…

HR COMMUNICATIONS
Nick Kaleba, Communications Manager

ALUMNI ASSOCIATION
Dan Lijana, Director of Communications
Katherine Kowalski, Marketing Coordinator
Logan McGrady, Communications Assistant

UNIVERSITY HOUSING
Kate Glahn, Marketing Communications Coordinator

MICHIGAN CREATIVE
Wally Kolcz, Web Developer
Rebecca Lowenstein, Account Manager
Diana Racek, Account Manager
Ben Schaaf, Web Developer
Scott Tolinski, Web Developer
REVIEW
 REVIEW: United We Brand

• Refreshed the U-M logo
• Campus-wide signature system (700+ to date)
• Brand guidelines website: umich.edu/brand
• Printing Services brand templates
• Transition to new standards by June 2014
• Help? idStandards@umich.edu
UPDATES
UPDATES: Notable news

• New gateway: umich.edu
• New University Record web and print editions
• University News Service new website
  — Global reach: Hindi, Mandarin, Portuguese, Spanish
• Gershwin Initiative—prestige for the public good
• Top Graduate Program in Entrepreneurship 2013
• Professor Susan Murphy earns MacArthur Fellowship
• #18 Times Higher Ed World University Rankings
  — Brand site: Style Guide > Editorial > Rankings
• New 30- and 60-second PSA “Come to Michigan” (22,000 views)
REVIEW: “Come to Michigan” PSA
THE YEAR AHEAD
THE YEAR AHEAD: **Transitions**

- Next steps on marketing/branding, global, digital/social
- Affordability communications
- Change management/AST, budget, tuition, cost savings
- Upcoming projects: Arts/Culture Sub Branding; Engaged Learning/Entrepreneurship/Learning Technologies; Bicentennial Planning/Heritage Site; Sustainability continued; Detroit Focus
- President Coleman's legacy
- Introduction of new president
- Victors for Michigan campaign
FEATURED EVENT
A LOOK BEHIND THE CURTAIN
CAMPAIGN MARKETING
SPOILER ALERT
WHEN DOES CAMPAIGN BEGIN?
JOIN US
THIS FRIDAY, NOVEMBER 8!

THE COMMUNITY FESTIVAL
5:00 P.M. - 7:30 P.M. | INGALLS MALL
Enjoy music and free food with students, faculty, staff, and friends of the University.

THE MAIN EVENT
8:00 P.M. - 9:00 P.M. | HILL AUDITORIUM
Join President Mary Sue Coleman, Campaign Chair Stephen M. Ross, and Regent Andrea Fletcher Newman as students from across campus reveal through their personal stories, why Michigan needs victors.
HOW MUCH WILL WE RAISE?
HOW MUCH HAVE WE RAISED?
A LOOK BEHIND THE CURTAIN
CAMPAIGN MARKETING
SINGLE BRAND STRATEGY & UNIFIED VOICE
ACADEMIC PRESTIGE

PUBLIC ETHOS

HERITAGE TRADITION SPIRIT

Prestige for the Public Good
Come.
Create and calculate.
Shatter records and stereotypes.
Build improbable machines and impossible medicines.

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

Come believe in something greater than yourself.

Come join the leaders and the best.
And 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.
VO:
This is our world.
What we choose to do with it is up to us.
Right now, our world needs help.
It needs food. Energy. Art.
Our world needs breakthroughs.
It needs students and teachers.
Ideas and idealism.
A lot of brilliance. And a little crazy.
People who believe in something bigger than themselves.
Our world needs victors.
And Michigan is where they are made.
Come join the victors valiant.
Come to Michigan.
JOIN THE **VICTORS** VALIANT

OUR WORLD NEEDS **VICTORS**

**VICTORS** FOR MICHIGAN
CASE STATEMENT
v.28
For the University of Michigan to accomplish our vision of preparing tomorrow’s leaders and addressing the complex problems facing our world, we seek to:

- **STUDENT SUPPORT**
- **ENGAGED LEARNING**
- **BOLD IDEAS**
For the University of Michigan to accomplish our vision of preparing tomorrow’s leaders and addressing the complex problems facing our world, we seek to:

**STUDENT SUPPORT**
Guarantee that a diverse group of the world’s brightest students will be able to study at Michigan. Providing sufficient financial support is the campaign’s highest priority.

**ENGAGED LEARNING**
Transform the Michigan education by extending academic excellence from the classroom into real-world experiences that develop students’ global purview and a creative, entrepreneurial mindset.

**BOLD IDEAS**
Serve the public good by collaborating on bold new ideas to solve the world’s most challenging problems.
THIS IS OUR WORLD
Sustainability is being explored all over U-M. Faculty members at the Taubman College of Architecture and Urban Planning are engaged in research projects to create dynamic building envelopes. Based on information the envelope receives from environmental conditions such as temperature, light, carbon dioxide, airborne pollutants, and even the breath of the people inside, the building adjusts its own air quality while minimizing energy consumption.

OUR WORLD NEEDS VICTORS

THIS IS OUR WORLD:

What we choose to do with it is up to us.
Right now, our world has hunger, disease.
It needs energy, medicine, and art.
Our world needs breakthroughs.
There is proof that we can do things to change.
And it’s going to take all of us to do it.
It’s going to take care and attention.
It’s going to take courage and collaboration.
A lot of brilliance and maybe a little daring.
It’s going to take people who believe in something larger than themselves.
Be a victor for Michigan.
Because the world needs victors.
Mary Frey and James McKay
Stanley and Judith Frankel
Robert and Janet Fiske
Joan and Allan Fisch
Max Goldman
Michael and Jan Fayhee
Jonathan and Kathryn Ferrando
Charlie Munger
Arthur Eaker and Medha Sinha
Robert Epstein and Joan Chernoff-Epstein
Vincent and Gloria Gorguze
John Evans and Steve Wozenickraft
Nate and Catherine Forbes
David and Joan Evans
Carol Ann and James Fausone
William and Lisa Ford
Maxine and Stuart Frankel
Al Glick
Roe Stamps
Len Zell
Adrian Carlson and Jeanette Leehane
Ben and Susan Havens Lang
Family Foundation
Bruce and Jacquelline
Ho Voigtlander
Maurice and Linda Bin
Roberta Barnes and Clark Chandler
Cynthia and Steven Armstrong
Charles Aldrich
Alan and Cynthia
Betty Chao
Sam Zell
Joseph and Anne
Samuel and Franckel Foundation
Eugene and Marcia Appell
William and Delores
Lydia + Robert Altman
Alfred and Taub
CAMPAIGN KICKOFF

You are invited to participate in a campus-wide celebration launching one of the most ambitious fundraising campaigns in the history of higher education, the Victors for Michigan campaign. Participate in two days of festivities, food, football, friends, and fun. Please watch for additional activity updates and invitations from schools, colleges, and units.
This is my world.

I've come to the realization that for four years, we have the honor of being student-athletes at an institution known for being the Leaders and Best—the chance to gain perspective, network, learn, and grow. We have a platform and are called to use our experiences and talents to make the world a better place.

Ainsley McCallister, Class of 2014
School of Kinesiology

My world needs victors.

This is my world.

This is absolutely a prime example of people giving something that is important to them so they can help others. When someone comes in today and we diagnose the same tumor, I give them far more hope.

Dr. Lawrence J. Mearesette, MD
Professor, Otolaryngology

My world needs victors.

This is my world.

Whether it is through my research experience, leadership opportunities in student groups, or the multiple scholarships I've received that have made my education a reality, the Michigan Engineering Fund has opened doors for me.

Dwayne Gardner, Class of 2014
College of Engineering

My world needs victors.
CAMPAIGN GUIDELINES

The Victors for Michigan campaign guidelines provide the standards for the campaign’s overall identity. Guidelines are simply that. They are the shared practices that define the Victors for Michigan campaign with enough detail and clarity to enable you—its guardians—to represent it effectively and consistently. They also help all of us speak to our donors with a common voice.

Why the Style Guide?

For nearly two centuries, the University of Michigan has brought together some of the greatest minds to teach, learn and change the world. As we begin our next campaign, a thinking that same level of excellence is more important than ever.

The campaign style guidelines have been created to provide clear and consistent graphic standards that can be successfully used to promote the University and engage our potential donors.

You know your donors. We know how they think and how they respond. Your personal connection with your donors is what gets the job done. By working together, we can accomplish both university and department-wide goals.

Working in Tandem

This style guide brings together the U-M brand and U-M development guidelines. It is about much more than the proper use of a logo or a color. It’s about consistent communication. About achieving a common look and feel. About speaking with one voice.

A successful campaign will bring together all campus partners. When the entire university works together toward the common goal with a clear message, it can only make us all stronger and more effective. The whole truly is greater than the sum of its parts. This is how we can all be Victors for Michigan.
CAMPAIGN STYLE GUIDE

OUR MARK

Our campaign mark is more than a logo. It is the primary symbol of the Victors for Michigan campaign, representing the collective performance of every person involved in these efforts.

VERTICAL VERSION:

The vertical version is our primary mark and should be used for both print and web. It also works well for applications with little space, including business cards and social media.

HORIZONTAL VERSION:

This secondary horizontal version is most appropriate for digital applications like horizontal wall banners or across the banner of a PowerPoint slide.

HORIZONTAL VERSION WITH TAGLINE:

This variation of the horizontal mark allows school or units to reinforce the Victors for Michigan platform with a subhead. We might also use the subhead for specific periods of time—like the university bicentennial.
OUR COLORS

Color affects and influences each of us emotionally and psychologically. Consistent use of colors plays a vital role in establishing a clear and authentic image of our brand.

Our Color Palette

PRIMARY—Signature Colors

The palette we use is a powerful tool for our brand and a direct reflection of our personality. Appropriately and consistently applied, our color palette provides another layer of distinction for our brand.

Our signature colors are maize and blue, the powerful, branded color palette that remains true to the brand of the University of Michigan.

SECONDARY—Supporting Colors

The colors that make up our supporting palette complement our primary maize and blue, providing added depth and shine to our marketing materials. This combination of colors is inspired by our distinctive buildings and landmarks across campus.

NEUTRAL COLORS

Muted Colors

Bright Colors

NOTE: 410 is used primarily for the 4.5 inch Power Bowl.
CAMPAIGN ASSETS

OUR CAMPAIGN PLATFORM

Campaign Voice

A DECLARATION
This is the Victors for Michigan campaign—to be written out exactly as. But the official campaign name is also a declaration. One that says that the university is always moving forward, making change, innovation and justice for something bigger than ourselves. We’re confident but not boastful, contemporary but not overly casual, passionate but not offends, and always clear and thoughtful.

AN INVITATION
We need you. This is the moment when you can make the most impact—a time when your participation can make all the difference for this great university. Your participation in this campaign is critical to us attracting the best students and providing the best educational experience. Invite others to do the same. Invite others to be a Victor for Michigan.

A STORYTELLING PLATFORM
The name of our campaign, Victors for Michigan, also serves as our creative platform. It can be leveraged to enhance your storytelling and to connect with your audiences in helpful and relevant ways.

As part of a story, you may invite donors to “be a Victor for Michigan Engineering.” The phrasing, though, should never replace the name of the campaign.

Alternatively, you may wish to use a shorthand in conjunction with the campaign name. This action should modify but not change the name of the campaign.
UMich.edu/BRAND

Downloads: Other Logos

The marks available for download comprise the University of Michigan wordmarks, initiatives and events. The primary University of Michigan logo can be downloaded created here.

Before downloading any logo, please read our logo guidelines.

Downloads

When To Use

VICTORS FOR MICHIGAN
As the University of Michigan’s brand, it is important to use our educational excellence and the spirit of victory in all initiatives. The campaign mark is used for the campaign.
VICTORS FOR MICHIGAN
Because the World Needs Breakthrough Engineering
Relentlessly Striving to be the Leaders and Best in Every Way.

Join Us. Come Be a Victor for Michigan.
UMHS Campaign Kickoff Luncheon
FRIDAY, NOVEMBER 8, 2013
11:30 A.M. – 1:30 P.M.
U-M NORTH CAMPUS RESEARCH COMPLEX
BUILDING 18
2800 PLYMOUTH ROAD
ANN ARBOR, MI 48105
http://victors.us/Nov8lunch
30% ACTUAL SIZE

ACTUAL SIZE

IMPRINT COLOR(S): 2466 YELLOW
NAVY TO MATCH ITEM
THANK YOU for Making a Positive Difference
A LOOK BEHIND THE CURTAIN
CAMPAIGN MARKETING
COMMUNICATORS’ FORUM CHANGES
COMMUNICATORS’ FORUM: Two formats

Communicators Forum:
- Continues to feature broad U-M topics
- Meets 6 times a year, every other month
- Intended for all marketers and communicators

Specialty Forums:
- Tailored content for specific roles & responsibilities
- Meets 4 times a year, once per quarter
- Intended for smaller informal groups
SPECIALTY FORUMS
SPECIALTY FORUMS: Tailored and immersive

- Hosted by you, for you
- Meet quarterly
- Supports responsibilities, goals, objectives
- Connect with similar U-M employees
- Exposure into best practices on campus
- Share resources, strategies, tactics
- Cohesive brand attributes (institutional priorities)
- Turns up the U-M brand volume
SPECIALTY FORUMS: Tailored and immersive

• WRITING (storytelling / news / copywriting)
  – Lara Zielin, LSA Editorial Director
• DESIGN (layout / photography / infographics)
  – Kelly Fuligi, U-M Creative Director
• VIDEO (storytelling / social / documentary)
  – Dan Kim, Engineering Executive Director MarComm
• DIGITAL (web / mobile / social)
  – Chris Billick, U-M Digital Director
• MARKETING (planning / strategy / metrics)
  – John Trierweiler, Ross Chief Marketing Officer
Communicators are the coolest ones

YOU WANT ME TO WHAT NOW?

- More communications meets fewer resources
- How to tell good stories quickly and effectively (and stay sane)
- Getting the most bang for your storytelling buck

ALL THE NEWS THAT’S FIT TO PRINT

- The 411 from Laura Lessnau at Michigan News

INTEGRATED COMMUNICATIONS

- A website, a newsletter, and a social media feed walk into a bar…
- Strategy and metrics
- Communicating about communicating
DESIGN

Session 1
**LAYOUT:** keeping the “good” in good design

Session 2
**PHOTOGRAPHY:** because words alone can’t describe Michigan

Session 3
**INFOGRAPHICS:** seeing is believing
VIDEO  Telling the stories of the University

EXPLORING FORMS
- Instagram and Vine
- News and expert features
- Documentaries
- Marketing
- Fun and funny

GETTING GOOD
- How to shoot
- How to edit
- How to work with interns

SUPPORTING THE CAMPAIGN
- How to highlight key donors
- Using student stories to support the campaign
- Strong storytelling about scholarships
VIDEO  Telling the stories of the University

Session 1
**ANALYTICS:** What should you be watching?

Session 2
**MOBILE**

Session 3
**SOCIAL MEDIA**
MARKETING

Session 1
THE UNDERPINNING: Analysis ➔ Strategy ➔ Execution ➔ Measurement

Session 2
POSITIONING: The art and science of building your brand house

Session 3
DATA (BIG or SMALL): Sources, uses, integration, and best practices

Session 4
PAID ADVERTISING: Working together for efficiency and effectiveness
SPECIALTY FORUMS: Sign up now

- Go to: vpcomm.umich.edu/brand/communicators-forum
- Select a forum
- Sign up!
COMMUNICATORS’ FORUM: Up next

GLOBAL MICHIGAN

January 23, 2014
THANK YOU

You can go back to work now :)