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
IDENTITY

• Refreshed Logo
• Signature System

STEVE BUSCH
Brand Manager
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MARTIN SOAVE
Creative Services Manager
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MARKETING CAMPAIGN

• Campus Theme
• Public Service Announcement

LISA RUDGERS
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REVIEW

How we got here

LISA RUDGERS
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

PRESTIGE FOR THE PUBLIC GOOD
PRESTIGE FOR PUBLIC GOOD

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

Among the top 25 global universities (QS, THE, SJTU) and in USNWR's top 10 (4th nationally), Michigan delivers:

**Academic Excellence**
- World-class faculty and students
- 250 degree programs in 19 schools and colleges
- Nationally leading research portfolio
- Comprehensive health system
- 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 800 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

**BRAND CHARACTER**

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

• Style Guide
• Editorial

KELLY FULIGNI
Creative Director
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LARA ZIELIN
Editorial Director, LSA
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BRINGING THE BRAND TO LIFE
LOGO GUIDELINES

UNIVERSITY OF MICHIGAN

= serif height
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

FROM MY EXPERIENCE, THIS IS AS GOOD AS IT GETS. IT IS THE PERFECT BALANCE BETWEEN EXCELLENCE IN RESEARCH AND SURROUNDING YOURSELF WITH PEOPLE WHO REALLY CARE ABOUT YOUR EDUCATION.
How to Pick a Typeface –

• Legibility
• Readability
• Suitability
STYLE GUIDE: COLOR

One Maize. One Blue. One Brand.

PRIMARY PALETTE

SECONDARY PALETTE
STYLE GUIDE: PHOTOGRAPHY

Because Words Alone Cannot Describe Michigan

• Emotional
• Evocative
• Diverse
• 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
- 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
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### Heritage, Tradition, & Culture
- Thriving, global community of 500K alumni
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IDENTITY

• Refreshed Logo
• Signature System

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MARTIN SOAVE
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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

Ann Arbor, Flint & Dearborn Campuses
Health System
Athletics
EXCLUSIVE LIKE US: Victors Font

V

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

UNIVERSITY OF MICHIGAN
ONE MAIZE, ONE BLUE: One Brand

Michigan Maize

Michigan Blue
BRAND REFRESH: The Official Logo

M + UNIVERSITY OF MICHIGAN = UNIVERSITY OF MICHIGAN
BRAND REFRESH: Regional Campuses

UNIVERSITY OF MICHIGAN-FLINT

DEARBORN

UNIVERSITY OF MICHIGAN-DEARBORN
ROBUST: The Signature System
COMPLEMENTARY FONT: Univers

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

M + UNIVERSITY OF MICHIGAN + COLLEGE OF COLLEGE NAME =
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
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

M + UNIVERSITY OF MICHIGAN + AUXILIARY UNIT =
AUXILIARY UNITS

ALUMNI ASSOCIATION
UNIVERSITY OF MICHIGAN

ATHLETICS
UNIVERSITY OF MICHIGAN

HEALTH SYSTEM
UNIVERSITY OF MICHIGAN
SIGNATURE SYSTEM: Flexible & Appropriate

1. Formal Signature: Official Identity
2. Informal Signature: Vertical
3. Sub-Unit Signature

HEALTH SYSTEM UNIVERSITY OF MICHIGAN
HOSPITALS & HEALTH CENTERS UNIVERSITY OF MICHIGAN HEALTH SYSTEM
MEDICAL SCHOOL UNIVERSITY OF MICHIGAN

DEPARTMENT OF SURGERY UNIVERSITY OF MICHIGAN HEALTH SYSTEM
TRANSPLANTATION SURGERY UNIVERSITY OF MICHIGAN HEALTH SYSTEM
TRANSPLANT CENTER UNIVERSITY OF MICHIGAN HEALTH SYSTEM
MERCHANDISE: New Opportunities
IDENTITY

• Signature System Demo

STEVE BUSCH
Brand Manager
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UNIT SIGNATURES

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
UNIVERSITY OF MICHIGAN
BRAND + IDENTITY + CAMPAIGN = BRAND EXPRESSION

LISA RUDGERS
Vice President for Global Communications
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COME ALUMNUS 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, ALTRUISRIC 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 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.

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 A:60 TV

OPEN ON THE VIEW OF EARTH FROM SPACE.
THROUGHOUT THE DOCUMENTS, WE CUT TO VIEWS OF THE WORLD
FROM OVERHEAD — FARMS AND RAINFORESTS,
CITIES AND NEIGHBORHOODS, MOUNTAINS AND
OCEANS. WE WILL SEE HUMANITY THROUGHOUT.
WE SHOULD GET A SENSE OF BOTH THE SMALLNESS
AND THE ENORMITY OF THE EARTH, AND HOW WE
AS PEOPLES FIT INTO IT AND AFFECT IT.

VO:
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 visionaries.
And Michigan is where they are made.
Come join the visionaries: 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