### **Today's Agenda**

- Featured Event: A Conversation with President Schlissel
- **Updates:** Welcome New Hires
- Show & Tell: Redesigned Brand Website





### WELCOME Communicators' Forum — February 6, 2020

#### A CONVERSATION WITH PRESIDENT MARK SCHLISSEL AND KALLIE BILA MICHELS, VICE PRESIDENT FOR COMMUNICATIONS



### A CONVERSATION WITH PRESIDENT SCHLISSEL



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## UPDATES





Eric Anderson Marketing Content Strategist Office of Enrollment Management



Alex Bienkowski Writer School of Nursing



Bob Cameron Multimedia Designer Office of Enrollment Management



Mario Channey Digital Marketing Designer Michigan Creative

Deborah Bracken Web and CRM Administrator Office of Enrollment Management



Erica Colaianne Public Engagement Communications Manager Public Engagement/UM Social





Destiny Cook PR Specialist School of Public Health



Emelia Hennessy Content Specialist Division of Public Safety and Security



Adam Fisher Sustainability Communications Manager Office of the Vice President of Communications



Mark James Web and CRM Administrator Office of Enrollment Management



Lyndsey Glaze Communications Specialist Penny W. Stamps School of Art & Design



Jesse Johnston Associate Director for Information Strategy and Research Development Mcubed in the UM Office of Research





Drew Moser Marketing Communications Specialist School of Kinesiology & Michigan Concussion Center



Elisabeth Paymal Center for RNA Biomedicine Public Relations Specialist



Jana Navratilova Marketing Communications Project Manager SEAS



Mackenzie Schondelmayer Coordinator of Social Media, and Website LSA Museum of Paleontology



Nargas Oskui Instructional Learning Specialist Senior ITS Teaching & Learning



Katie Steeb Digital Marketing Specialist Michigan Creative





Colleen Stone Digital and Communications Strategist Department of Surgery



#### REFRESHED BRAND WEBSITE BRAND TEAM



	VICE PRESIDENT FOR COMMUNICATIONS UNIVERSITY OF MICHIGAN	crisis communication   contact f yr I Vgu Tube
•	BRAND STANDARDS	
BRAND STRATEGY		
STYLE GUIDE		

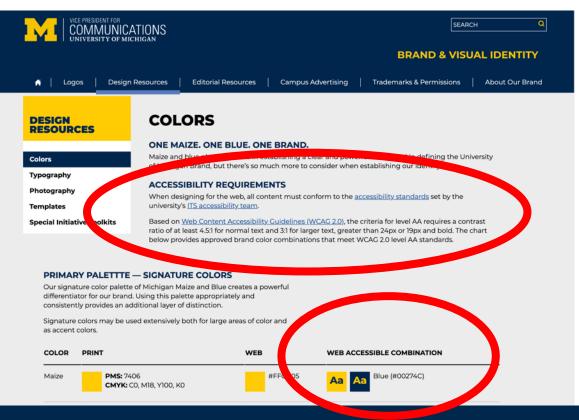
## brand.umich.edu

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### Colors





### **On-Campus Advertising**

VICE PRESIDENT FOR COMMUNICA UNIVERSITY OF MIC	TIONS	SEARCH Q BRAND & VISUAL IDENTITY	
👫   Logos   Design	Resources Editorial Resources On-Campus Advertising	Trademarks & Permissions About Our Brand	
ON-CAMPUS ADVERTISING	ON-CAMPUS ADVERTISING		
Selected advertising opportunities on the U-M campus			
	There are many ways you can raise awareness about your school, college or bus signs, print ads, Diag boards and much more below.	unit. Get more details on digital banners,	
	BUS SIGNS		
	Advertising on the blue campus buses is an effective and inexpensive way to convey your message to campus commuters. Ad space is available on a week-by-week basis. Minimum reservation is one week; maximum reservation is one semester.		
	DIAG BOARDS		
	Despite their name, <u>Diag boards</u> are not limited to the Diag. These plywood ad boards can be found in over 70 different locations on campus, from the Arch to the Hill Area to North Campus. Advertisers can reserve Diag board locations on a week-by-week basis during the academic year (month-by-month in summer). The minimum reservation is one week; the maximum reservation is one semester.		
	Due to high demand for Diag boards, a lottery is conducted each semester. Co	ontact SORC staff for more information.	
	DIAG BANNERS Due to high demand for Diag banners, a lottery is conducted each semester. C	Contact <u>SORC</u> staff for more information.	
	There are 9 banner pole locations on the Diag. Advertisers can reserve them a academic year (month-by-month in summer). Advertisers create their designs drivers install the banners.		



### **Style Guide**



CLEAR SPACE AND MINIMUM SIZES

position the logo for maximum impact and give it plenty of loom to help to ensu-

LOGO DOWNLOADS

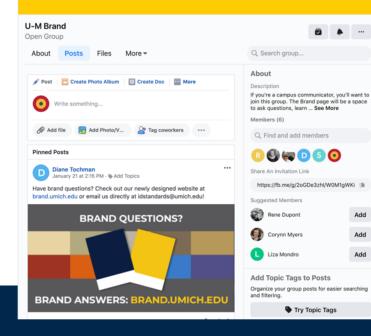
EXAMPLES OF THE PRIMARY LOCO IN USE



### **U-M Brand Workplace**



#### THE BRAND. THE BRAND. THE BRAND.





UNIVERSITY OF MICHIGAN

### Brand Tip No. 1 (video)



Available on U-M Brand Workplace & YouTube



# SAVE THE DATE June 4



## THANK YOU

