

# FACULTY SENATE **BRAND EVOLUTION UPDATE**

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Office of Communications and Marketing

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UNIVERSITY OF  
**LOUISVILLE**<sup>®</sup>

# INTRO & OVERVIEW

## WHAT WE WILL COVER

- The importance of brand strategy
- The evolved UofL brand: how we got here
- Positioning and communications framework
- Here & Beyond campaign
- Q & A

## What is the brand evolution initiative?

- Opportunity for UofL to evolve its culture and how we outwardly express who we are and what we stand for (our “why”); and
- Ensure the experience we provide to our students and other constituents aligns with that “why”
- There are two parts to the evolution:
  - Establish brand positioning and a communication framework for the UofL core identity so the entire university understands our “why” and is speaking with the same voice, tone and personality
  - Launch the “Here & Beyond” brand campaign

The background of the image is a rich, dark red color with a subtle, flowing texture that resembles draped fabric or silk. The lighting is soft, creating gentle gradients and highlights that give the fabric a three-dimensional appearance. The overall mood is elegant and sophisticated.

# THE IMPORTANCE OF BRAND STRATEGY

# IMPORTANCE OF BRAND STRATEGY

CORE BRAND

## A brand is:

- Not a tagline
- Not a logo
- Not a color
- Not even a marketing campaign

These are all aspects of a brand but ...

**A BRAND IS MUCH BIGGER THAN THAT.**

The background features a dynamic, abstract composition of flowing, ribbon-like shapes in shades of red and orange, set against a dark, almost black background. The shapes appear to be moving and swirling, creating a sense of energy and motion. The colors transition from bright yellow-orange at the top to deep red and black at the bottom.

**“PEOPLE DON’T BUY  
WHAT YOU DO. THEY BUY  
WHY YOU DO IT ...”**

- SIMON SINEK, AUTHOR AND  
COMMUNICATION STRATEGIST

The background is a dark red color with several bright, glowing red lines that flow and curve across the frame, creating a sense of movement and depth. The lines are most prominent in the upper right and lower right areas, while the rest of the background is a deep, dark red.

HOW WE GOT HERE

**CORE  
MESSAGING**

PLATFORM

**CAMPAIGN  
MESSAGING**

**CORE  
MESSAGING**

PLATFORM

**CAMPAIGN  
MESSAGING**

**CORE  
VISUAL**

PLATFORM

**CAMPAIGN  
VISUAL**

**CORE  
VISUAL**

PLATFORM UPDATE

**CORE  
VISUAL**

PLATFORM UPDATE

**CAMPAIGN  
VISUAL**

• **IT'S HAPPENING HERE CAMPAIGN**

**HERE & BEYOND CAMPAIGN** •

2008

2012

2018

2022



# HOW WE GOT HERE

Research

Testing

Integration

CORE BRAND & CAMPAIGN

## Research

2017-18

- Simpson Scarborough brand research

2019

- Interviews to discern the university's vision and key equities
- Strategy and creative testing to assess Vitality and creative platforms

2021

- Brand health study

*More than 6,100 participated in quantitative and qualitative research process*

## Integration

2020 - 2021

- More than 30 workshops and presentations; more than 500 participants

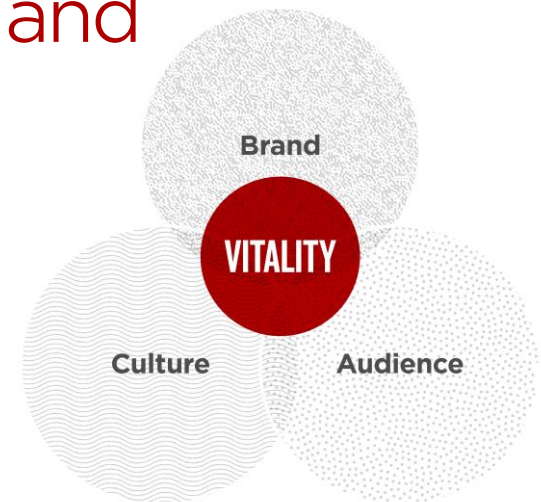
## HOW WE GOT HERE

Brand positioning is a concerted effort to explain to your target audiences who you are and what they can expect from your products, programs, services and experiences

## CORE BRAND

## Our brand positioning

UofL is a vital ecosystem that creates thriving futures for students, our community and society.



## VISION:

*Aspirational description that defines what we want to achieve*

The University of Louisville will be recognized as a great place to learn, a great place to work and a great place in which to invest because we celebrate diversity, foster equity and strive for inclusion.

## MISSION:

*Our reason for being, core philosophies and advantages*

The University of Louisville pursues excellence and inclusiveness in its work to educate and serve its community through:

- Teaching diverse undergraduate, graduate and professional students in order to develop engaged citizens, leaders and scholars.
- Practicing and applying research, scholarship and creative activity.
- Providing engaged service and outreach that improve the quality of life for local and global communities.

The university is committed to achieving preeminence as a premier anti-racist metropolitan research university.

## CARDINAL PRINCIPLES:

*Guiding values that shape our UofL community and our actions*

**Community of Care**

**Accountability**

**Respect**

**Diversity & inclusion**

**Integrity & transparency**

**Noble purpose**

**Agility**

**Leadership**



# Our communications framework

## POSITIONING:

*Succinct description of our brand benefit to audiences, aligns to vision and mission*

**UofL is a vital ecosystem that creates thriving futures for students, our community and society.**

## PILLARS:

*Primary message points that support our positioning and highlight our competitive advantages*

### Redefining Student Success:

We invest in the whole student to unleash their potential and prepare them for the careers, workplaces and complex challenges of tomorrow.

### Research & Innovation Powerhouse:

We create and apply knowledge that improves lives.

### Premier Metropolitan University:

We are dynamically connected to the local and global community.

## REASONS TO BELIEVE:

*Primary assets that support our pillars and lend credibility, not an exhaustive list of all reasons to believe for the university*

One of only 69 universities in the U.S. to earn recognition by the Carnegie Foundation as both a Research 1 and Community Engaged university, we both create and apply knowledge that makes a positive impact.

Dedicated to inclusion, access and impact: radically altering the trajectories of generations by providing resources and support to students from a variety of socioeconomic backgrounds, including underrepresented minorities, low-income and first-generation college students.

We support the whole student through transformative, purpose-driven and engaged learning.

International study programs with civic, cultural and social engagement opportunities.

Tight-knit campus connected to vast opportunities to learn, serve and invest in Louisville and beyond.

We address and solve grand challenges impacting the human condition, including fostering equity and resilience in underrepresented communities, advancing human health with preventative strategies and harnessing technological advancements to create a more prosperous future.

Entrepreneurial focus combined with translational research means breakthroughs get to market faster and positive impact is felt more quickly.

We harness the power of innovation-focused partnerships with civic and business leaders to drive progress for society.

Students at all levels collaborate with high-profile researchers to tackle big problems and enhance quality of life.

Demonstrated impact on the economic, social and cultural health and well-being of Louisville, the commonwealth and beyond.

Committed to becoming a premier anti-racist metropolitan university by working against structural racism, creating access and pathways for students of color and driving toward ideals of equity.

Internships and partnerships with local Fortune 500 companies create a direct path to potential.

UofL was founded as one of the nation's first city-owned, public universities, illustrating that the institution and Louisville fuel each other's successes.

We foster a service mindset in the classroom and community, empowering students to make a difference.

## PERSONALITY:

*Characteristics that define how we look, feel and act*

**Resilient** (persevering, strong)

**Passionate** (driven, spirited)

**Dynamic** (multi-faceted, energetic)

**Welcoming** (inclusive, accessible)

**Real** (grounded, genuine)

**Innovative** (entrepreneurial, leading)

Visit [louisville.edu/brand](https://louisville.edu/brand) for additional brand communications resources.

# BRAND OR CAMPAIGN?

## Brand

Macro expression of who we are intrinsically; a long-standing way to share our identity, DNA

- Long-term, enduring manifestation of who we are. Guiding principles.
- Broadly applicable across the university, to all audiences.
- Inspires all levels of communication and action: what we say and do.

## Campaign

Micro expression of our brand; serves a specific purpose in communications

- Shorter-term, focusing on timely goals, trends. A chapter in our story.
- Focused on specific audiences but can serve as a rallying cry for many.
- Focused outputs: ads, collateral, social media.

# HERE & BEYOND CAMPAIGN

[Louisville.edu/hereandbeyond](https://Louisville.edu/hereandbeyond)

# RESOURCES

# Brand Identity & Visual Standards

Guidelines for creating UofL-branded marketing materials and websites

[Louisville.edu/brand](https://Louisville.edu/brand)

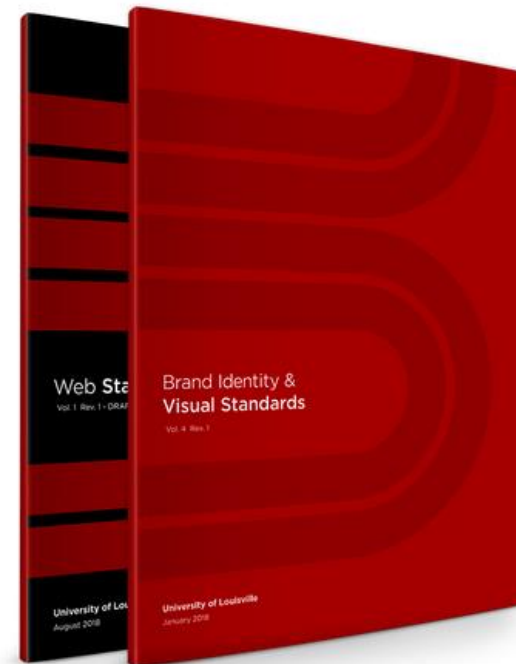
[Home](#) [About](#) [Strategy](#) [Messaging](#) [Visual](#) [Web](#) [Toolkit](#) [Policies](#) [Contact](#)

## Our brand, our story

UofL is part of the fabric of our city and a cornerstone of this community. We are a university powered by progress, never settling for mediocrity. Our academics and athletics, our programs and our people are on the move. Our momentum defines us. It carries us forward.

More than just a logo, colors or tagline, the University of Louisville brand represents the core of who we are—from what it feels like to be a part of the Cardinal family to the interactions that our faculty and staff have with students, families, fans and supporters.

[Learn More](#)



# BRAND COUNCIL

Admissions	Liz Fitzgerald
Advancement	Amanda LeDuke
Alumni	Matt Willinger
Arts & Sciences	Julie Wrinn
Athletics	Lottie Stockwell
Business	Sharon Handy
Dentistry	Paige Moore
DEI	Diane Whitlock
Education	Natalie Hewlett
Employee Success	Laura McDaniels
Graduate School	Michelle Rodems
Human Resources	Kristina Doan
Kent School	Diandre Glover-Thomas
Law School	Bethany Dailey

Libraries	Carolyn Dowd
Medicine	Tonya Augustine
Music	Chris Dye
Nursing	Adrienne Kelly
Online Learning	Laura Dorman
Public Health	Melissa Schreck
Provost	Sarah Lopez
Research	Baylee Pulliam
Student Affairs	Tim Moore
Speed School	Kari Donahue

## **Comms & Mktg**

John Drees, Kim Butterweck, John Karman, Brian Faust, Alicia Kelso, Amber Peter, Jill Scoggins, Erica Walsh, Chris Wooton



## ARTICULATING & LIVING THE BRAND

The whole is greater than the sum of its parts.

Our brand is a promise built from the inside, radiating out.

- The University of Louisville has a unique story to tell that is built on the foundation of the overall university brand strategy.
  - Each school/college/unit will draw on the established university core brand identity and communications framework to tell distinctive stories.
- To effectively live the brand, we must align our experiences (what we do) with our expressions (what we say)

QUESTIONS?

THANK YOU

