

STAFF SENATE MEETING **BRAND EVOLUTION UPDATE**

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Office of Communications and Marketing

December 14, 2021

UNIVERSITY OF
LOUISVILLE[®]

INTRO & OVERVIEW

Today's session

WHAT WE WILL COVER

- The importance of brand strategy
- The evolved UofL brand: how we got here
- Positioning and communications framework
- Creative execution
- Alumni perceptions
- What's next
- Q & A

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, orange, and yellow, set against a dark, almost black background. The shapes appear to be moving and swirling, creating a sense of energy and motion.

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

- SIMON SINEK, AUTHOR AND
COMMUNICATION STRATEGIST

IMPORTANCE OF BRAND STRATEGY

The key is creating unique value and a clear point of differentiation.

- Answer for our audiences: “So what? Who cares? What’s in it for me?”
- Values lead to emotion, emotion leads to action
- We didn’t create the evolved brand, we uncovered it. Now we’re articulating it.

CORE BRAND

IMPORTANCE OF BRAND STRATEGY

To effectively live the brand:

We must align our experiences
(what we do) with our
expressions (what we say)

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

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

In total, more than 6,100 people weighed in during the process.

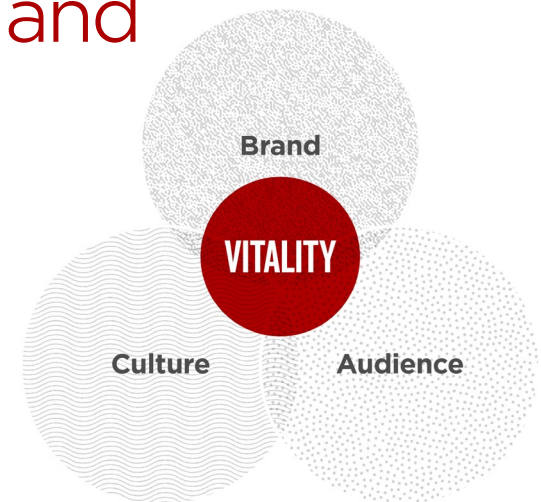
HOW WE GOT HERE

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.

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.

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

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.

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

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.

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

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

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

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

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

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.

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

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 for additional brand communications resources.

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HOW THE BRAND INFORMS CREATIVE EXECUTION



HOW IT ALL WORKS TOGETHER

CAMPAIGN VISUALS
CARDINAL ESSENCE + PHOTOS

CAMPAIGN MESSAGING
CAMPAIGN GUIDE + HEADLINES

CORE VISUAL PLATFORM
LOGOS, COLORS + TYPOGRAPHY

CORE MESSAGING PLATFORM
COMMS FRAMEWORK + COMMS GUIDE

Core Brand vs. Campaign

CORE 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.

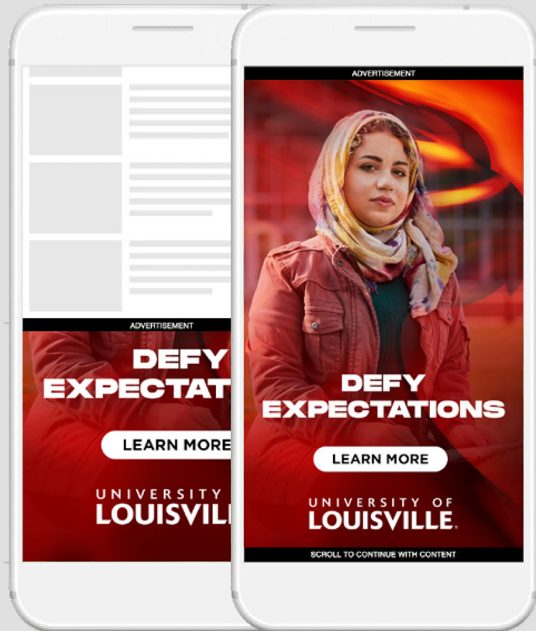
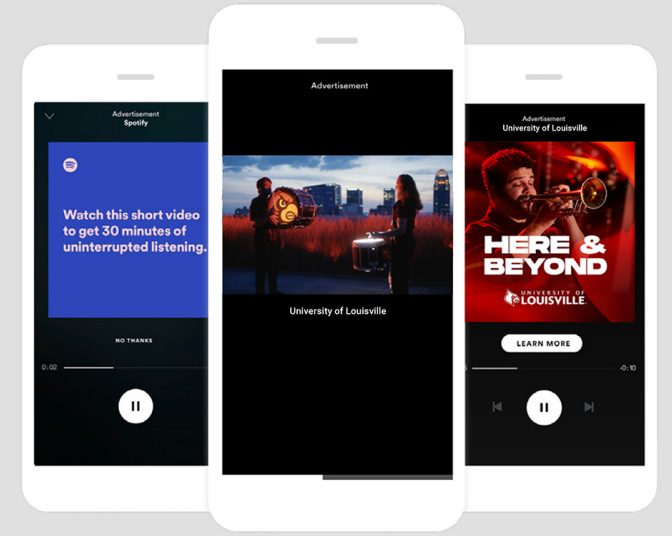
CAMPAIGN

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

- 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.

THE HERE & BEYOND CAMPAIGN







ARTICULATING THE BRAND

The whole is greater than the sum of its parts.

CORE BRAND

The University of Louisville has a unique story to tell and is built on the foundation of the overall university brand strategy. Each school/college/unit will draw on the established university brand and identity framework to tell distinctive stories.

BRAND TOOLKIT

Assets, guidelines and resources for supporting the creation of messaging and visual elements

louisville.edu/brand



SAVE THE DATE

HERE & BEYOND LAUNCH PARTY

FRIDAY, JANUARY 14, 2022

STUDENT ACTIVITIES CENTER

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QUESTIONS?

THANK YOU

