STAFF SENATE MEETING
BRAND EVOLUTION UPDATE

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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 IMPORTANCE OF BRAND STRATEGY
IMPORTANCE OF BRAND STRATEGY

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

- SIMON SINEK, AUTHOR AND COMMUNICATION STRATEGIST
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.
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
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.

Our brand positioning

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

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

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.

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

POSI M C T A EIN:
Primary message points that support our positioning and highlight our competitive advantages

 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 from 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.

PERSONALITY:
Characteristics that define how we look, feel and act

Resilient (persevering, strong)
Passionate (driven, spirited)
Dynamic (multi-faceted, energetic)
Innovative (entrepreneurial, leading)

Visit louisville.edu/brand for additional brand communications resources.
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
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
QUESTIONS?
THANK YOU