

OUR PRIORITY:

BUILDING AND LEVERAGING BRAND VALUE



Define the brand

- **Assess** current situation; **identify** key needs.
- Review and refine **logo systems**.
- Review and refine **fonts and color systems**.
- Design **cohesive visual branding elements**.
- Develop the most useful **phase 1 templates**.
- Update/create **brand guidelines**.
- Establish/refine **brand review process**.
- Continuous **stakeholder communications**.



Manage the brand

- Create a **Brand Center** to house guidelines, assets and resources.
 - Interim: Brand Center on current platform.
 - Long-term: Digital Asset Management (DAM) system.
- **Create templates and workflow system** (via DAM) for brand consistency.
- Create **educational tools**, train users.
- Create efficiencies and **empowerment via brand champions** within colleges/units.



Advance the brand

- Commission a **brand health study**.
- Define **target personas, brand values, positioning, voice**.
- Input from stakeholders; **messaging/content strategy sessions**.
- Develop **creative concepts**.
- **Testing, refining** (aligned to strategic priorities, vision, values, positioning).
- Develop **communication strategies**.

COMMUNICATING A STRONG BRAND

As communicators we are uniquely positioned to maximize the value of our beloved Auburn brand by leveraging expertise, resources and processes, driving unified, consistent communications and ensuring high-quality creative application and visual representation across all touch-points.

Defining the Auburn University brand is critical to successfully connecting with our diverse audiences. In doing so, we can more effectively position the university and its value proposition to help drive student and faculty recruitment, alumni engagement and development efforts.

Brand building requires a disciplined approach to long-term communications and marketing strategy, guided by Auburn's strategic priorities.

OBJECTIVE:

Elevate the value of the Auburn brand by ensuring:

- 1 Cohesive and consistent brand application
- 2 Unified, integrated communications
- 3 Optimal use of resources, data and channels

PLAN PROGRESSION SNAPSHOT

✓ = completed ➤ = is in process ◻ = starting soon

2021

DEFINE THE BRAND

- ✓ Brand consistency discussions with stakeholders and leadership.
- ✓ Assessed brand usage across colleges and units; evaluated other universities' brand guidelines and communications.
- ✓ Developed brand strategy and socialized with stakeholders.
- ✓ Development of updated font and color systems.
- ✓ Focus groups and surveys of faculty, students, campus communicators and designers to test updated logo wordmark and fonts.
- ✓ Creation of Brand Center to house logo files, guidelines, assets and resources.
- ✓ Visual identity graphic elements concepted and designed.
- ✓ Brand narrative developed for phase 1 launch.
- ✓ PSA used to launch the brand creative element (arrow) and connect to the brand story.
- ✓ Brand council formation representative of key stakeholder groups.
- ✓ Identified finalist vendors for DAM (Digital Asset Mgt) system.

2022

MANAGE THE BRAND

- ✓ Creation of brand launch presentation and video to engage and inspire campus to adopt.
- ✓ Campus communicator and designer kick-off meeting – brand soft launch.
- ✓ Completion and delivery of all logo files for campus.
- ✓ Phase 1 templates completion/posting and support.
- ✓ Follow up and refinements based on stakeholder implementation needs.
- ✓ Brand Guidelines updates/refinement based on feedback and testing.
- ✓ Creation of Templates Catalog including Phase 2 templates.
- ✓ Brand healthy study vendor proposal agreed.
- ✓ Brand training planning with HR Learning.
- ✓ Brand Review and project/logo submission process updates/testing; incorporation into Wrike workflow.
- ✓ Established measurements for brand adoption.
- ✓ Stationery vendor RFP complete, vendor contracted by PBS; ordering portal development.
- ✓ Finalist DAM vendors identified and trials underway.

2023

ADVANCE THE BRAND

- Continued completion of broader brand and other related guidelines (photography, social, video, editorial, promotional).
- Completion of all graphic elements asset files and usage guides for campus designers.
- Phase 2 brand rollout communication; follow-up meetings and feedback surveys with colleges/units.
- Brand health study launch with RHB and identified stakeholders.
- DAM vendor selection and contract completion.
- ◻ Phased implementation of DAM to begin among pilot groups; asset identification, migration, user permissions, structure set up, templates creation, brand portal creation, testing, training.
- ◻ Complete brand training modules with HR Learning.
- ◻ Use brand health study results to define brand positioning: identify target personas, articulate brand purpose, personality/voice, value proposition and ultimately Auburn's brand essence.
- ◻ Development of brand messaging structure informed by the brand positioning.
- ◻ Creative development and testing for application to various executions.