Redefining the UNCG Brand

Jeff Shafer
AVC and Chief Communications Officer
University Communications
“When people talk about the top public institutions in the region, we need to be in that conversation. We deserve to be front and center...

We’ve come a long way, but we have farther to go. And I believe very strongly that we are poised now, more than ever, to take Giant Steps.”
Transforming a Brand

• Transform the **story**
  • Alignment to strategic plan and growth strategies
  • Redefine narrative/message
  • Reimagine look and feel (digital, traditional, environmental)
  • Drive consistency, cohesiveness and coordination

• Transform **content**
  • Shareable moments
  • Digital extension of traditional content
  • Unique, distinctive experiences

• Transform **engagement**
  • Channels: Media, Web, Social
  • Audiences: Students, Alumni, Faculty, Community, Influencers

• Transform **culture**
  • Strengthen communications community
  • Build University-wide momentum, collaboration

“... I’d rather take giant steps and fall rather than say, ‘Wow, let’s be 1 percent better than we were last year.’”
The Latest
Maximizing our Moments

They believed in the G: UNCG raises more than $500,000 in two-day blitz

School board stamps seal of approval for Moss Street Partnership School agreement

UNCG to Award More Than 2,700 Degrees to Largest-Ever Graduating Class

David, new stores in works for Golden Gate

Dressing the 99%
20,000 students strong and growing

75% of UNCG Alumni live in NC

17 NCAA Division I Sports

The best of both worlds: Outstanding teaching + Innovative research.

Nationally recognized for student success. Chronne of Higher Education, March 2017

95 Graduate degree programs. The Graduate School at UNCG
Enhance Statewide Footprint

Congratulations UNC Greensboro Graduates

More than 33,000 Spartans strong in the Piedmont Triad.

UNCG

Congratulations UNC Greensboro Graduates

More than 19,000 Spartans strong in Raleigh.

UNCG

Congratulations UNC Greensboro Graduates

More than 12,000 Spartans strong in Charlotte.

UNCG
Win Downtown

Greensboro Bound: A Literary Festival
May 18–20, 2018, Greensboro, North Carolina

UNCG presents
FAN APPRECIATION NIGHT WITH THE HOPPERS
August 24

UNCG presents
SPARTAN CINEMA AT LEBAUER PARK
Beginning May 4th

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>Sun. 4/29</td>
<td>BSO World Dance Day</td>
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<tr>
<td>May 4</td>
<td>Spartan Cinema (Coco)</td>
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<td>May 11</td>
<td>Spartan Cinema (Wonder Woman)</td>
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<td>May 18</td>
<td>Spartan Cinema (Brave)</td>
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<td>Spartan Cinema (Leap)</td>
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<td>June 1</td>
<td>Spartan Cinema (Queen of Katwe)</td>
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<td>June 8</td>
<td>Spartan Cinema (Mulan)</td>
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<td>Sat. June 9</td>
<td>LeBauer Live Concert (Jolo Abot)</td>
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<td>June 15</td>
<td>Spartan Cinema (Princess and the Frog)</td>
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<td>June 22</td>
<td>Spartan Cinema (Sing)</td>
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<td>Thur. June 28</td>
<td>Full Moon Fusion (food trucks, live music, dance, poetry)</td>
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<td>June 29</td>
<td>RAIN DATE FOR SPARTAN CINEMA</td>
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<tr>
<td>July 6</td>
<td>Spartan Cinema (Captain America: Civil War)</td>
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<td>Spartan Cinema (Hobbsbobbi Me 3)</td>
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<td>Sat. July 14</td>
<td>LeBauer Live Concert (The Mammals)</td>
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<td>July 20</td>
<td>Spartan Cinema (Lion King - 1994)</td>
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<td>July 27</td>
<td>Spartan Cinema (Sandlot)</td>
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<td>July 27</td>
<td>Full Moon Fusion (food trucks, live music, dance, poetry)</td>
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<td>Aug. 3</td>
<td>Spartan Cinema (Winnie)</td>
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<td>Aug. 10</td>
<td>Spartan Cinema (Toy Story)</td>
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<td>Sat. Aug. 11</td>
<td>LeBauer Live Concert (Red Baraat)</td>
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<td>Aug. 17</td>
<td>Spartan Cinema (Black Panther)</td>
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<td>Aug. 24</td>
<td>Spartan Cinema (Jumanji)</td>
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<tr>
<td>Sun. Aug. 26</td>
<td>Full Moon Fusion (food trucks, live music, dance, poetry)</td>
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<tr>
<td>Aug. 31</td>
<td>RAIN DATE FOR SPARTAN CINEMA</td>
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Celebrate Academics, Research

**UNCG Research**

**To Boldly Grow**

**THE ’60s**

It was an era when the world charged full-speed ahead, fearlessly pushing boundaries and shattering expectations. The Space Race, Civil Rights, Feminism, Environmentalism. Join UNCG Greensboro for a year-long series of events that examine, understand and celebrate the ’60s — an era that changed everything.

"THE ’60s: EXPLORING THE LIMITS."

For more information visit vpa.uncg.edu

**Newsweek**

**Children’s Optimism Comes with Psychological Pros and Cons | Opinion**

By Janet J. Rosevear

**Just How Disgusting Is That Used Car?**

April 2, 2020 at 4:06 PM by Matt Journey

Photos by Brian Relan

Multiple Illustrations

Celebrating 125 Years of Opportunity & Excellence
Maximizing our Moments: Greensboro’s Hometown Team

WOMEN’S SOCCER WINS SOCON TOURNAMENT CHAMPIONSHIP, NCAA TOURNAMENT BOUND

MEN’S GOLF WINS FIRST-EVER SOCON CHAMPIONSHIP

BACK-TO-BACK CHAMPS: MEN’S BASKETBALL CLAIMS SOCON TITLE
Maximizing our Moments: Greensboro’s Hometown Team

One signature win (beating NC State):
Media Hits: 285 media hits
Potential Reach: 260,253,605
AVE: $2.4 million

One big week (from SoCon title until selection Sunday):
Media hits: 970
Potential reach: 1.29 billion
AVE: $11.93 million
Tourney Week:
Media hits: 9,130
Potential reach: 8.13 billion
AVE: $75 million

UNCG.EDU traffic up 68% (Admissions up 18%)
week-to-week
Traffic coming from search engines up 94%.
Traffic coming from Greensboro up 122%.
Maximizing our Moments
Maximizing our Moments: Greensboro’s Hometown Team
Great way to start the day seeing @UNCGBasketball’s @Nike_Beast23 as the number 2 play on @Sportscenter Top 10 plays for his poster dunk last night! #letsgoG

---------- Forwarded message ----------
Date: Fri, Dec 22, 2017 at 7:58 AM
Subject: UNCG in ESPN Top 10 this AM!!!!
To: Jeffrey Shafer <jsshafer@uncg.edu>

Jeff, UNCG was on ESPN Top Ten this AM! That is Awesome! I wish the commentators didn’t say “UNC Greenville” but that’s pretty amazing!

Congrats!

A Pretty Important Person in the Community
Redefining the UNCG Brand: Goals and Challenges

• Find **compelling, authentic** voice that resonates with **diverse stakeholders**

• Drive **consolidation, clarification and consistency** across a **complex** institution

• Create **awareness and distinctive position**; stand out against the competition

• Build for the **long-term**
The Process: Engagement through Launch

- **Steering Committee**
  - The big 4: Admissions/Advancement/Alumni/Athletics
  - Academics: 2 deans + Faculty Senate chair
  - Facilities/Campus Enterprises and IT
  - Student representative
  - Agency

- **Focus groups and 1:1s**
  - 500+ people
  - Faculty, staff, students
  - Community leaders and influencers
  - Alumni from multiple eras
  - Regular chancellor/provost/CFO 1:1s

- **Constant strategy presentations across campus**
  - Emphasized transparency and trust
  - Risked rumor and confusion
Discovery:

Gather data/input; find the “truth” about our identity; understand context; set goals
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**Strategy:**
- Develop insights, set direction;
- socialize strategy to gauge mindset and expectations;
- Set from the top
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**Creative:**
Create, test, revamp and finalize brand assets (institutional and athletics in parallel)
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Gather data/input; find the “truth” about our identity; understand context; set goals

**Strategy:**
Develop insights, set direction; socialize strategy to gauge mindset and expectations; Set from the top

**Creative:**
Create, test, revamp and finalize brand assets (institutional and athletics in parallel)

**Launch:**
Develop interim guidance; create media/social media/PR plans; establish timing; leverage existing events
Outcomes: Where We Are Now
Naming
Identity: Naming

UNC
Greensboro

UNCG
Identity: Naming

UNC
Greensboro

UNCG
Messaging: Our Core Story
Collective and tenacious focus on student success

Proactive, intentional commitment with students; Passion for teaching.

Excellence

Everyday, real-world Impact

Balance academics, research and service to make a real-world difference every day with students, through alumni and in community

Impact

A welcoming environment where everyone finds their place

Creates opportunity for a vast array of students to thrive, belong, create, transform, succeed.

Opportunity
More than Words

5 Reasons I Chose To Attend UNCG

UNCG is an amazing university and here I shine a light on some of the reasons I chose this school in the beginning.
UNC Greensboro creates remarkable real-world impact, every day.

You see it every day. In the hard work, inventive ideas and powerful collaborations that define our communities. In schools, hospitals and businesses. The everyday and extraordinary achievements that add up to the remarkable impact of UNC Greensboro.

You see it in our students – those who have excelled their entire lives and those bursting with potential that needs to be cultivated. Students from right next door and around the globe share a beautiful and growing campus seamlessly woven into our community and deeply connected to our city. UNC Greensboro is home to a rich array of students who find one thing in common – a welcoming campus -- a place to belong, thrive and achieve their best, each in their own way. Here they immerse themselves in a transformative experience that combines rigorous learning with tenacious, intentional support. They develop their abilities, deepen their understanding and hone their work ethic.

You see it in faculty who – in the classroom, the lab, and the community -- create and share the knowledge that makes our region and our world healthier, more vibrant and more prosperous. Faculty with the vision to do great research, and the commitment to be great teachers.

You see it in the engagement of our faculty, staff and students with our hometown -- in the center of our state – where we are an engine of prosperity, innovation, creativity and service.

It is true today as it has been for 125 years: UNC Greensboro is relentlessly focused on helping each student unleash their potential and make a meaningful impact with their lives, in our community and around the world, every day.
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... a welcoming campus -- a place to belong ...
... thrive and achieve their best, each in their own way.
Here they immerse themselves in a transformative experience...
a basic component of our lives. not just *in* places but inevitably we are 'place-based' – which does *not* happen in a negative or *inist* sense.

... that combines rigorous learning ...
... with tenacious, intentional support.
They develop their abilities...
... deepen their understanding ...
... and hone their work ethic.
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... and make a meaningful impact with their lives...
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Campaign
Campaign Execution: Key Elements

- Tagline
- Photography style
- Graphic/Design platform
- Fonts
- Language guidelines
- Logo usage
Visual Identity
Institutional Identity: Logos and Icons

• Intent:
  • New identity-oriented institutional icon to identify and differentiate UNC Greensboro
  • Use Minerva as academic, mission and historical icon. Clarify and celebrate her story.
  • Integrate into cohesive system with room for creativity/flexibility among units
But...
Institutional Identity: Logos and Icons

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- New identity-oriented institutional icon to identify and differentiate UNC Greensboro
- Use Minerva as academic, mission and historical icon. Clarify and celebrate her story.
- Integrate into cohesive system with room for creativity/flexibility among units

**Outcome:**
- Creative exploration led to **key learnings** (icon style, meaning of Minerva symbol, need to balance new/change with existing/tradition)
- **Evolved/modernized** Minerva icon
- **Aligned** colors and fonts between institution and athletics/student life visuals
Athletics/Spartan
Athletic/Student Life Identity: Logos and Icons

• **Intent:**
  • Update Spartan as athletic and spirit icon.
  • Integrate into cohesive system with room for creativity/flexibility among units

• **Outcome:**
  • New set of Athletic/Student life marks
  • Addressed fundamental brand principles in graphic execution
  • Integrate into cohesive system with room for creativity/flexibility among units
Refreshed Spirit Marks Coming Soon
Next Steps
Rollout Plan

• Year-end **guidance** and **limited assets** this week
  • Refreshed Minerva logo, fonts, preliminary guidance
  • Brand guide and templates coming soon

• **Summer “rolling implementation” on institutional marks**
  • Case by case implementation where appropriate (e.g. Billboards, community events)
  • Preview presentations (alumni, staff senate, business services, etc.)
  • No formal media announcement
  • Ongoing creation of unit/department marks and assets

• **Athletic/student life** marks and new campaign launch
  • Aug. 7 (State of the Campus)/Navig8te
  • Integrate into Chancellor remarks

• **Ongoing throughout 2018-19**
  • Use existing assets fully; New work in new brand
  • Continued asset creation and stronger brand enforcement
Overall Checklist

- Core messaging
- Brand platform
- Brand campaign tagline
- Brand campaign/marketing “look and feel”
- Naming decision
- Color decision
- New athletic/student life visual identity system

- Alignment between athletic and university visuals

- New university visual identity system
“Let’s not be content to be a “secret.” Instead, let’s let the world know we are here, and we are making our mark!”
– Chancellor Franklin D. Gilliam, Jr.
THANK YOU