



# brand | creative

**UK**

UNIVERSITY OF KENTUCKY



# see blue \*University of Kentucky

## **Communicating the University of Kentucky's Brand**

A successful brand marketing initiative can translate the University's brand attributes in exciting, attention-grabbing, tangible ways. In this document, we present UK's selected concept with sample executions and a rich vocabulary of colors, images, and language that can help drive the creative development of a multifaceted, integrated, and institution-wide brand communication effort. By communicating the University's brand attributes, the primary purpose of this initiative is to shift and ultimately strengthen desired perceptions of the University of Kentucky.

## **Elements of University of Kentucky's Brand**

A brand clearly defines what audiences can expect from their interactions with the University of Kentucky; this is a school where future and career-focused students can take advantage of a wealth of extracurricular and academic opportunities, while enjoying great pride in the comprehensiveness of their chosen program, a genuine camaraderie with their teachers, and the excitement of an institution vital to broader community and national development.





### **Creative Objectives**

To transcend the pride and excellence of UK athletics into all aspects of the University, by highlighting academic opportunities and achievements.

To leverage the recognition of this pride through the use of school colors and community atmosphere.

To place UK foremost in the minds of outcome and career oriented students.

### **Concept Strategy**

To place UK academics and related accomplishments on a par with its sports fame.

### **Concept Tagline**

see blue

(\*in everything we do.)

(\*or other supportive messages)

### **Concept Rationale**

"see blue" rides the coattails of Wildcat sports fever by co-opting the school colors, which are more immediately associated with sports activity. Additionally, the concept also taps into the omnipresent pride and enthusiasm generated by simply being associated with the school. It conveys the idea that blue is not just a color, but a state of mind; a way of perceiving things and approaching tasks.

By transposing the sports correlations with academic and career achievement, See Blue begins to re-form opinion of the University as "just a sports school." Prospective students will come to know that a real education is well served at UK—a "Kentucky blue" education.

They come to know that by being "blue" they can envision and accomplish anything they want with a UK education on their resume. They will appreciate the University of Kentucky for all it has to offer.

### **Proof Points**

- 78% of in-state students and 65% of out-of-state students ranked UK amongst the top three Kentucky schools of which they are aware.

- However, UK is perceived to be weak in graduate success, strength of academic programs, faculty quality, and scholarship and financial aid availability.

- Retired NASA astronaut, Story Musgrave, now a public speaker and consultant to Disney's Imagineering group, graduated from UK in 1966 with dual master's degrees in physiology and biophysics.

- The Jack and Linda Gill Heart Institute is the first to use a first-of-its-kind class of blood-thinners. "This class of drugs is a very promising technology that allows for the development of 'designer' drugs and their antidotes simultaneously," said director of cardiovascular education and clinical research, Dr. Steven R. Steinhubl.

- The William T. Young Library is considered one of the nation's finest collegiate libraries, and boasts the largest book endowment of any public university.

- The Chandler Medical Center is one of only 10 academic health centers nationwide composed of all six schools of the health professions.



# brand | elements

## University of Kentucky's Brand Attributes

The following attributes effectively communicate the essential characteristics of the University of Kentucky experience in important, believable, and distinctive ways:

- Sociable and Accessible Faculty
- Comprehensive Program Curricula
- Significant Research Institution
- Pride
- Communal Atmosphere
- Opportunity-rich
- Safety Oriented

## Sociable and Accessible Faculty

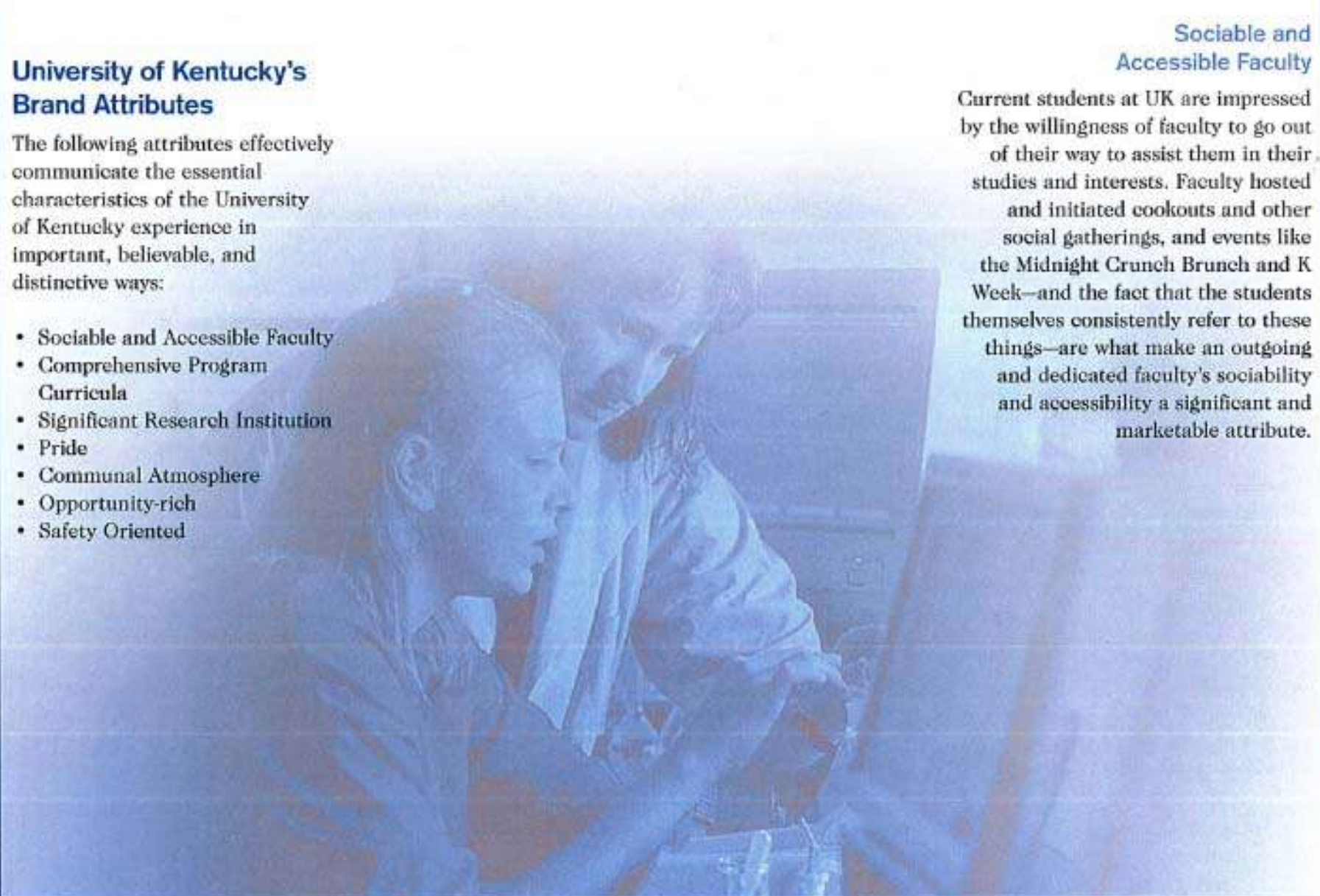
Current students at UK are impressed by the willingness of faculty to go out of their way to assist them in their studies and interests. Faculty hosted and initiated cookouts and other social gatherings, and events like the Midnight Crunch Brunch and K Week—and the fact that the students themselves consistently refer to these things—are what make an outgoing and dedicated faculty's sociability and accessibility a significant and marketable attribute.

## Comprehensive Program Curricula

In seven separate fields of study, students can go from undergraduate, to postgraduate, to terminal degree—at the same school. The University of Kentucky is one of only six universities in the country that can claim this level of program comprehensiveness in so many different fields.

## Significant Research Institution

In fiscal 2006 UK realized a record \$290.3 million in awarded research grants and contracts. Research was conducted in numerous areas, spanning work with children to high-tech advances in homeland security, pharmaceuticals and computational sciences. The National Sciences Foundation currently ranks UK 38th among public universities in science and engineering research, and it is because of UK that the National Institutes of Health (NIH) places Lexington 58th among top cities competing for NIH grants & contracts. Wide spread recognition of this and continued appreciation and support for research are in line with the University's Top 20 Business Plan.





### Progressive

Since 1997, much of UK's development has been driven by its Top 20 Business Plan; a University initiated state sanctioned and funded desire to join the ranks of the 20 top research schools in the nation, and boost the Commonwealth's health, wages and economy. Just a few small examples demonstrate the breadth of UK's view to the future and impact:

- UK is one of only four schools in the country, offering four years of guaranteed-stable medical school tuition.
- In 2007, the University expects to see the funding and development of a new undergraduate curriculum, aimed at better serving the students, university goals, and the surrounding community.
- CYFERnet (Children, Youth and Families Education and Research Network) is a practical, research-based information resource initiative undertaken by the University of Kentucky Cooperative Extension for military and non-military families, to aid them in dealing with the stress of wartime realities.
  - Fall of 2006 saw nearly 4,200 first-year students choosing to enroll at UK, including a 96 percent and 54 percent increase in African-American and Hispanic enrollment, respectively. Due in no small part to the campus community, scholarship availability and recruitment initiatives.

### Communal Atmosphere

With over 27,000 students enrolled, one can easily expect to become lost among the multitudes at a cold and impersonal institution. However, 'It's like being with a family. Even though it's huge, you have these close-knit people,' are the sentiments of a much acculturated Nigerian freshman at UK. Students in general express the pleasure of always seeing faces they know; of the openness and willingness of others to help and get involved; and of the generally communal feeling they experience on campus. The ability to engender such a close-knit atmosphere among so many people is certainly another point of pride for the University.

### Pride

In- and out-of-state students, and faculty express great satisfaction with their school, its facilities, its programs and people. (Kentuckians with only a secondary association with the school are proud of its athletic prowess.) All about the campus are banners, plaques and statues extolling the accomplishments of founders, faculty, departments, and alums.

Pride is something the University of Kentucky exudes—and it's infectious.

### Safety Oriented

Research was found that campus safety ranks as "very important" to 51% of in-state students and 34% of out-of-state students. Just a few of UK's efforts in this area include:

- a dedicated UK police force
  - Adopt-A-COPP and self-defense classes
  - dormitory card keys and 24/7 attendant-controlled entrances
- the well marked, lighted and patrolled Cat Path
  - the Women's Place and accompanying Student Education and Empowering to Develop Safety program
  - 24 hour transportation services and direct cell phone numbers to the police and campus security.

For both students and their parents—a great many of whom are first-generation and/or from rural areas—safety is a major concern, and UK is making every effort to make its campus so.

### Opportunity-rich

- 340 student organizations and activities.
- A diversity of travel abroad programs—often specific to areas of study.
- Numerous ways for seniors, juniors, sophomores and freshmen to participate in research activities.
- Internships integrated into nearly every study area.

UK exceeds the number of student opportunities seen on most any other campus.

# brand | elements

## Putting Concept into Practice

Before implementing a broad brand marketing campaign, Stamats has focused on the basics: fonts, color palette, photo styles and editorial tone. The regular use of these elements in communication with a wide variety of audiences will ensure consistency and reinforce key campaign messages.

## Editorial Tone

"Will UK get me where I want to go?" "Will it define the person I want to become?" "Will UK give me the tools, skills, and knowledge I need?" These are the questions "see blue" addresses, utilizing a simple and straightforward, second-person tone appealing to benefits-focused students.

## Sample Copy for Prospective Students

College. Time to step out and explore beyond your home town—discover who you are and how you'll make your mark upon the world. But what do you see when you think about college? A large, cold, impersonal place where you're just a number? Or a small, close-knit college community where everyone is familiar with one another and teachers make time for you as an individual?

But wait. You can have a multitude of opportunities, diversity of people, and new ideas offered at a large university, and still keep that small-town feeling. There *is* a school with more opportunities to discover yourself, and more challenges to test yourself, than you may ever be able to sample in four years, and you'll still feel like a part of the community. You just have to see the world in a different hue. You just have to see blue—"Kentucky blue," as a matter of fact—The University of Kentucky.

## Elevator Speech

You know, in terms of comprehensive curriculum, you can go from undergrad to graduate and then post graduate study in seven separate fields of study. And having the number one public university library in the nation helps a lot with that.

We're 38th on the National Science foundation's list of science and engineering research institutions. And 58th for NIH grants and contracts.

Our students and faculty tend to treat each other like small town neighbors, and there are plenty of school functions to reinforce that. And there are more travel, research and association opportunities than you can think about in four years' time. Actually, UK has as much or more going on in and out of the classroom than on any field or court.



# brand | images

## Photography

The style of the images should be action-oriented and academically focused. Avoid full-focus depth of field. Allow background or foreground elements to be out of focus. This creates depth and interest within each scene.

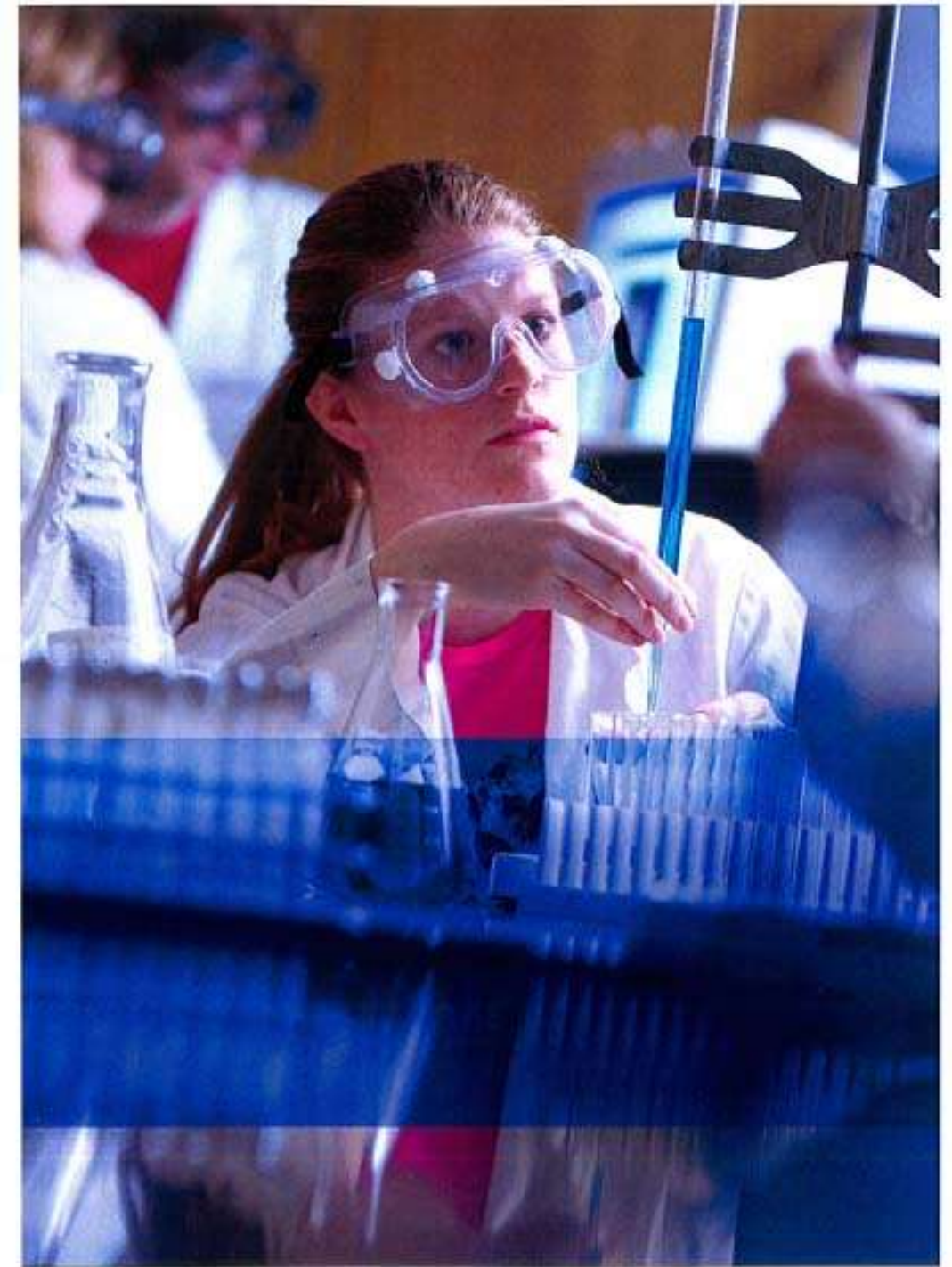
To further enhance the concept of "see blue" a special blue tint technique is used to cover (partially or fully) the images. This gives UK a unique approach in communicating its opportunities and allows text and other elements to be superimposed onto the photo for enhanced depth and readability.





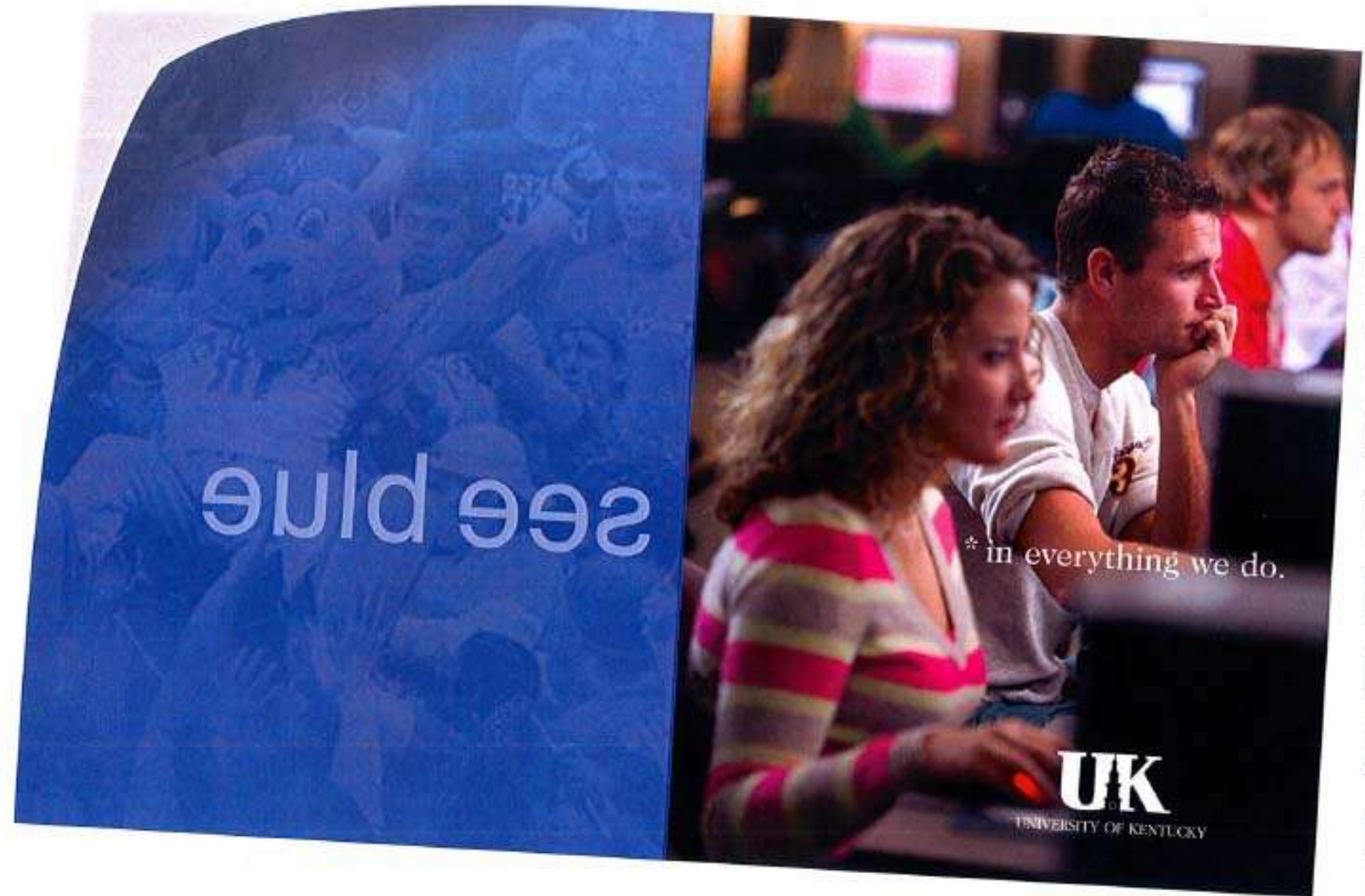
### Profile Imagery

To further leverage the *voice* of the institution, profile photography will be used in conjunction with a blue tint technique. It is important that profile images are non-camera aware to emphasize the engagement of the individual within each photo.





# brand | collateral





### View book example

Printed materials will leverage the concept "see blue" by showing academically focused imagery and messages that reinforce the pride and excellence in all UK opportunities.

Utilizing the blue tint technique and blue vellum cover allows depth and unique attention to UK's message of "see blue" in everything we do. Other graphic elements and layering creates a sophisticated and engaging piece.





# brand | collateral

## Campaign Example

This campaign brochure utilizes similar design elements as explained previously. This example, however, focuses on how to structure many messages within the concept of "see blue."

Many messages and information can be organized using a tabbed format. Colors, fonts and graphic elements of the brand create synergy between all other collateral.







Dear Friend of University of Kentucky,

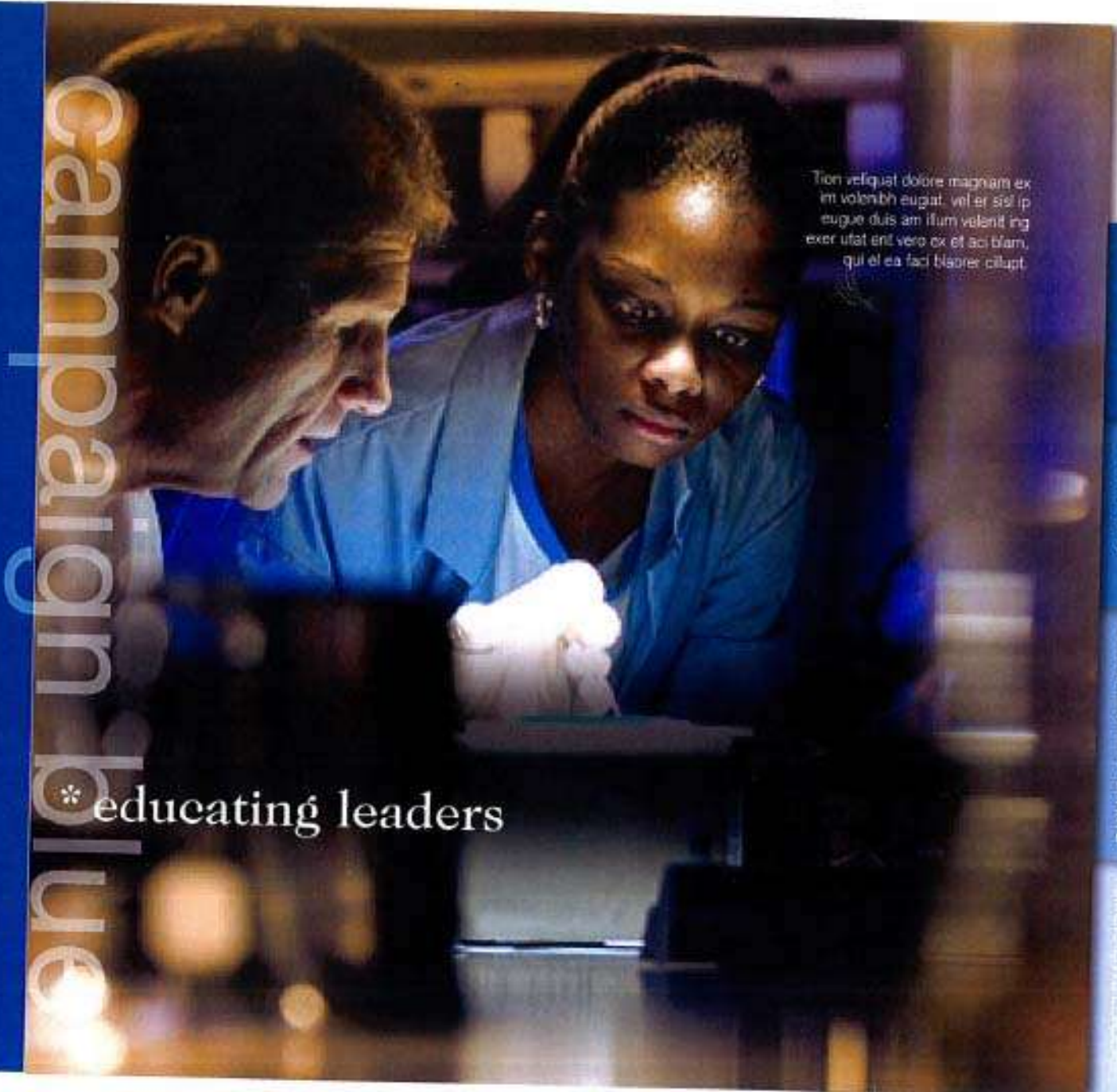


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Sincerely,

President Lee T. Todd Jr.



campaign b/ue

\*educating leaders

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RESEARCH

FACILITIES

SCHOLARSHIPS / GRANTS

TRADITIONAL EDUCATION



# brand | advertising

**:30 TV Commercial**  
(comprised of two :15 second spots)

An unlimited series of TV spots utilizing the concept of "see blue" is represented with sports sounds and transitions to academic facts and accolades. This approach allows for maximum flexibility in both subject matter and message, and allows the audience to see the transition from athletic success to academics.

:15 second spot



**VIDEO:** Solid blue color with animated text.  
**SFX:** Basketball dribbling, shoes squeaking on court, other basketball sfx's



**VIDEO:** Faint video of science lab in action fades in behind blue color along with animated text.  
**SFX:** Basketball sound effects fade away  
**MUSIC:** Low-level upbeat music rises



**VIDEO:** Lab in action  
**MUSIC:** Upbeat music continues to rise and peak



**VIDEO:** Lab in action with animated "academic fact" text and blue colored bar  
**MUSIC:** Upbeat music changes tempo and starts climax



**VIDEO:** UK logo fades in  
**MUSIC:** Upbeat music climaxes with solid tone at end for emphasis.

:15 second spot



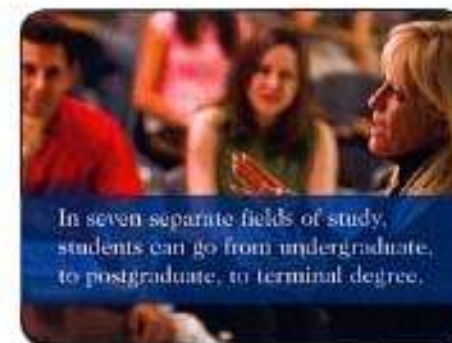
**VIDEO:** Solid blue color with animated text.  
**SFX:** Tennis ball hitting racket, players running back and forth, other tennis sfx's



**VIDEO:** Faint video of classroom in action fades in behind blue color along with animated text.  
**SFX:** Tennis sound effects fade away  
**MUSIC:** Low-level upbeat music rises



**VIDEO:** Classroom in action  
**MUSIC:** Upbeat music continues to rise and peak



**VIDEO:** Classroom in action with animated "academic fact" text and blue colored bar  
**MUSIC:** Upbeat music changes tempo and starts climax



**VIDEO:** UK logo fades in  
**MUSIC:** Upbeat music climaxes with solid tone at end for emphasis.



### Print Ad Example

Profile driven and specific academic focus is important to tell the story of *all* the opportunities at UK. This will communicate to all audiences—specifically to undergraduate students—that UK has more to offer than just sports, and those offerings are just as exciting and full of pride.



see blue  
\*In everything we do.

Cici switched majors three times in two years. Then she discovered nuclear biology, and soon was awarded the Ribble Undergraduate Research Scholarship from the UK Department of Biology. Now, having won 2nd place in the Hammond "Excellence in Chemistry" Competition, she still can't decide between genetic endocrinology, or space medicine. At least she won't have to move out of her apartment.

**UK**  
UNIVERSITY OF KENTUCKY



see blue  
\*In everything we do.

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**UK**  
UNIVERSITY OF KENTUCKY



# brand | direct mail

## Postcard Examples

A series of postcards can be sent to entice and communicate the abundance of opportunities—other than just sports—at UK. This design allows for different subject matters relating to academics, and can promote athletics as well. An offer or call-to-action for more information will keep the student engaged and UK at top-of-mind.





# brand | online



## UK Homepage

The brand look should also be adopted by the institution's online presence. This design allows for rotating features throughout the page. Other information is simplified for easy navigation and visual appeal.