

Master Brand **Creative Review**

APRIL 2019

WHAT DOES SUCCESS LOOK LIKE FOR THE UNIVERSITY OF KENTUCKY BRAND?

Our Goals

- Define what makes the University of Kentucky **Rare, Relevant,** and **Real.**

RARE

Few universities can
say the same thing.

RELEVANT

Your key stakeholders
care about the message.

REAL

It is authentic to
who you are.

- Establish **verbal** and **visual** consistency in all communications across the University.

Why is this project important for UK?

- UK is a **“tale of two brands.”**
- **See Blue** has run its course and is **not speaking to prospective students** in a compelling way.

Yet, there is a compelling story to be told—
alumni, students, and faculty are deeply proud of what is happening here.

OUR PROCESS

Interviews, Small Group Discussions and Focus Groups

Current
Students

80

Faculty &
Administration

56

Prospective
Students & Families

104

Alumni &
Board of Trustees

28

OUR BRAND STRATEGY

Why you exist –
Your Brand Promise

ACHIEVE MORE THROUGH GRACE AND GRIT

Brand personality

Persistent, Big-Hearted, Life-Changing

The who, what and why

For prospective students who are looking for a life-changing college experience at a well-regarded university, UK is the best choice because UK inspires and illuminates your path forward by delivering an educational experience that combines grace and grit to ensure your success in Kentucky and beyond.

The Pillars drive our unique promise and proposition in the marketplace, and frame how we communicate and innovate

INSPIRES YOUR PATH FORWARD

The breadth and depth of opportunities at UK empower each student to steer his/her own destiny and illuminate new talents and true passions. Sixteen colleges, world-class research opportunities and diverse extra-curricular activities open doors to future success in Kentucky and beyond.

WITH GRACE AND GRIT

Grace and grit is how UK goes about educating students and interacting with each other. By grace, we mean a commitment to community, generosity toward each other, and diversity without divisiveness. By grit, we mean encouraging effort, determination, and perseverance. Grit gives you the drive to succeed and grace gives you the attitude to thrive.

PRIDE OF AFFILIATION

We are UK - One Big Blue Nation of 250,000+ students and alumni. No matter where you are in the world, there is a UK community who shares a bond of extraordinary achievement and a culture of grace and grit.

Foundational elements (antes)

Well-trained, knowledgeable faculty; Broad-based, world-ready curriculum; Accessible faculty; A range of value-added, transformational experiences to fit diverse interests; Unparalleled living and learning facilities; Safe environment; Strong alumni network; Accessible career office

CORE MESSAGE

Attributes
(what we offer)

University of
Kentucky sparks...

the heart to step up and the will to press on

Benefits
(what they get)

together
becoming...

a powerhouse for change

**CORE
MESSAGE**

PARENT AND STUDENT RESPONSES

The most popular concept emphasized **discovery and potential** and how UK **facilitates and fosters** these things.

At the University of Kentucky, we know in our hearts that everything is possible.

It is possible to stay resilient when you are supported by a caring community.

It is possible to push further when you are part of a hardworking culture.

And it is possible to make real change when you are willing to step up and press on.

And this is what you will have at the University of Kentucky.

Goals that are wildly ambitious – achieving more, doing more, and become more.

A community that is wildly strong, empowering us all to get back up after every setback.

A commitment that is wildly powerful, with the drive and persistence that leads to new discoveries.

This is what can happen when anything could.

And for every member of the Wildcat community, this is what's Wildly Possible.

Wildly Possible
University of Kentucky



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Key Takeaway

At UK, you will **achieve** your individual dreams because you are part of a community that **supports** and challenges you.

Pre-testing:

- Traditional
- Average
- Proud
- Welcoming

Post-testing:

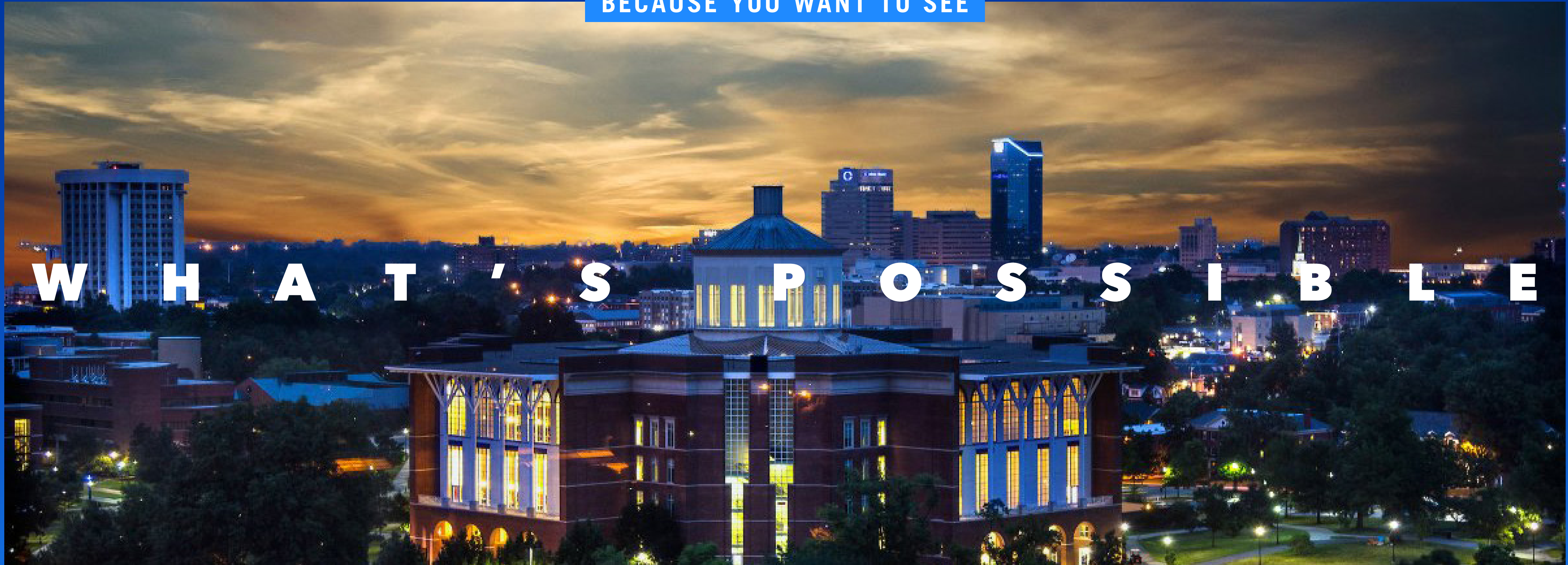
- Life-changing
- Supportive
- Powerful
- Proud

BRAND NARRATIVE

You'll come to the

**UNIVERSITY OF
KENTUCKY**

BECAUSE YOU WANT TO SEE



WHAT'S POSSIBLE

FROM ACROSS OUR

COMMONWEALTH

AND OUR

NATION





AROUND THE

WORLD



AND FROM EVERY WALK

OF LIFE





**PEOPLE COME HERE FOR LOTS
OF DIFFERENT REASONS.**

**Although we bring a diversity of perspectives,
there's one thing that unites us:**



THE LIMITLESS
POSSIBILITIES

WE FIND HERE.



Here,
you'll
find

Here
WHAT
you'll
DRIVES
and
YOU

BECAUSE YOU'LL HAVE THE
SUPPORT OF A
COMMUNITY

THAT
NEVER
GIVES UP
ON YOU.



And
you'll
find

And
WHAT
you'll
IGNITES
kind
YOU

BECAUSE YOU'LL BE PART
OF A
HARDWORKING
CULTURE





WITH DEDICATED
FACULTY WHO DRIVE
YOU TO GREATER
SUCCESSSES.

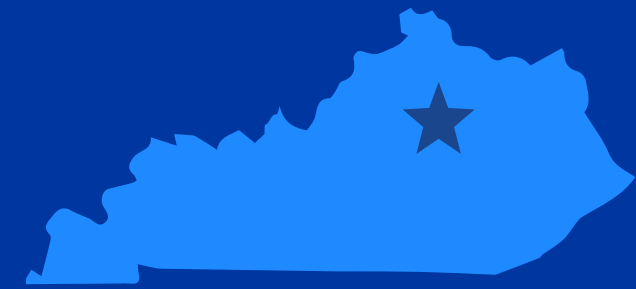
And
you'll
find

And
WHAT
you'll
INSPIRES
kind
YOU

WHEN YOU SEE THE
IMPACT YOU
CAN HAVE



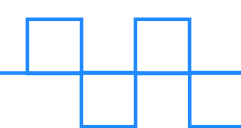
**WHEN YOU'RE
EMPOWERED TO
STAND UP AND
SPEAK OUT**



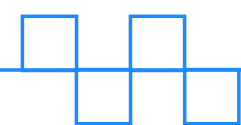
**Because here,
you matter.**

**At UK, this is
what we make
possible.**

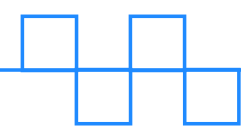
WORLD



WILD
**This is where
you'll find all the
things you'll need**
L D



WORLD
**to do all the things
you never thought
you could.**



HERE IS WHERE YOU'LL CHASE

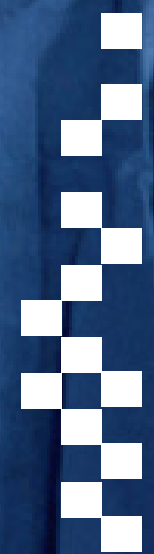
W I L D I D E A S





KNOWING THEY COULD LIGHT THE

WAY FORWARD



WHERE YOU'LL EXPLORE YOUR



WILDEST

AMBITIONS

A man with dark hair and safety glasses on his head is focused on his work in a workshop. He is wearing a dark blue t-shirt and is using a yellow and black power tool, possibly a sander or a drill, on a piece of wood. The background is slightly blurred, showing a workshop environment with various tools and equipment. The lighting is warm and focused on the man's face and hands.

**AS YOU
FIND
OPPORTUNITIES
YOU NEVER
REALIZED
WERE
OUT THERE**

AND YOU'LL UNCOVER THE
WILDEST



NOIION

OF ALL

THAT
YOU'VE
FOUND
YOURSELF
IN A
PLACE
WHERE
EVERYTHING
IS
ACHIEVABLE
AND
NOTHING
IS OUT
OF
REACH.





When your goals are

WILDLY AMBITIOUS





in a community that's

WILDLY STRONG





and with a commitment that's

WILDLY POWERFUL



YOU'LL SEE WHAT'S



YOU'LL SEE WHAT'S

W I L D L Y
P O S S I B L E





University of
Kentucky®

BRAND TACTICS

VISUAL LANGUAGE PAGE

PRIMARY TYPEFACE

Avenir

SECONDARY TYPEFACE

TRADE GOTHIC

DISPLAY TYPEFACE

Blackbike

Surveyor Display

TYPOGRAPHIC COMPOSITIONS

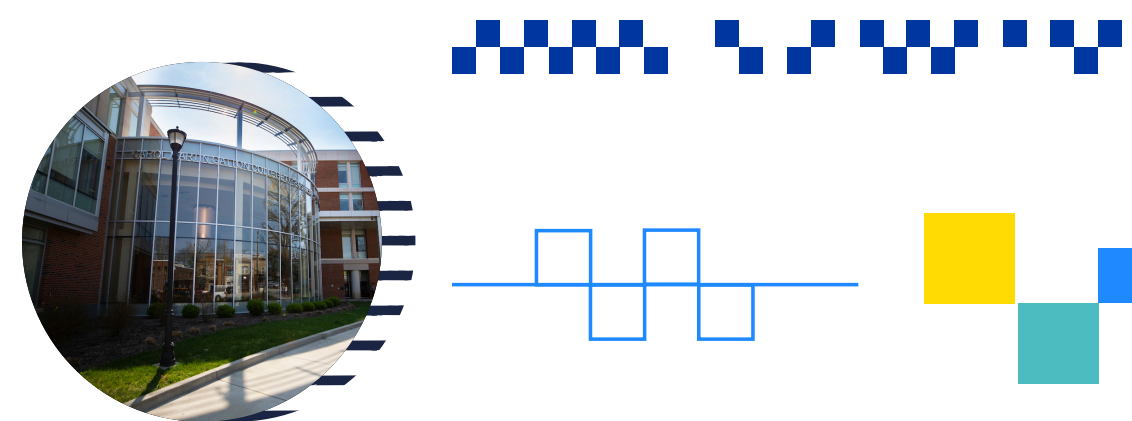
P U S H F U R T H E R

**WILD
CASTS**

*And
you'll
find
YOU*
**WHAT
INSPIRES**

**PUSH
FURTHER**

GRAPHIC ELEMENTS



PATTERNS AND TEXTURES



PHOTOGRAPHY

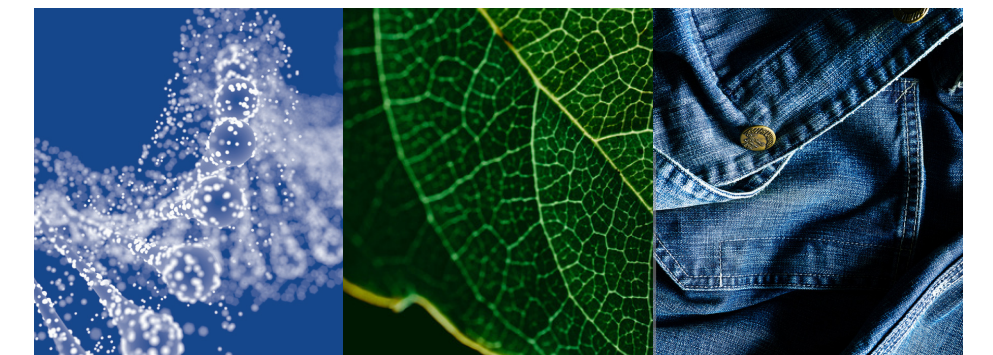
SEEKER PORTRAITS



COLLABORATIVE AND SUPPORTIVE



TEXTURAL



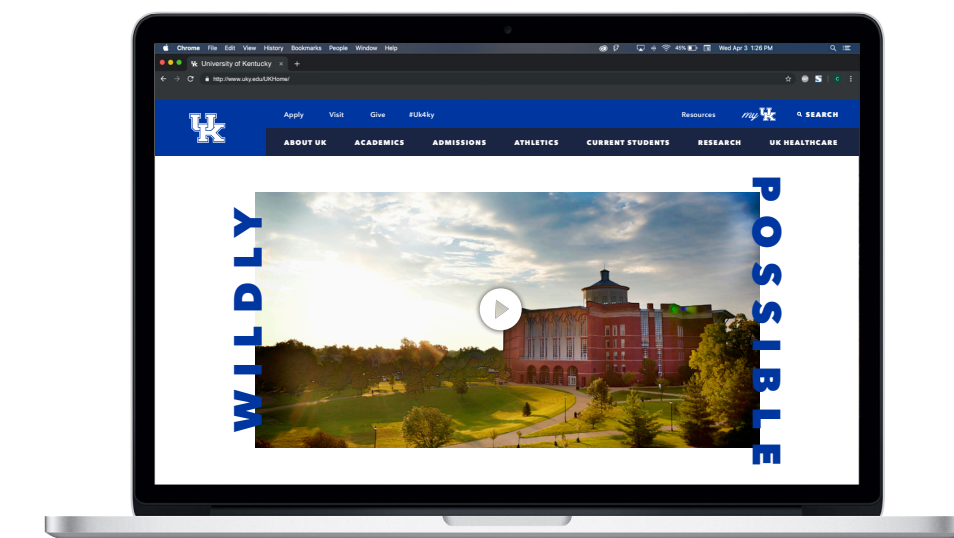
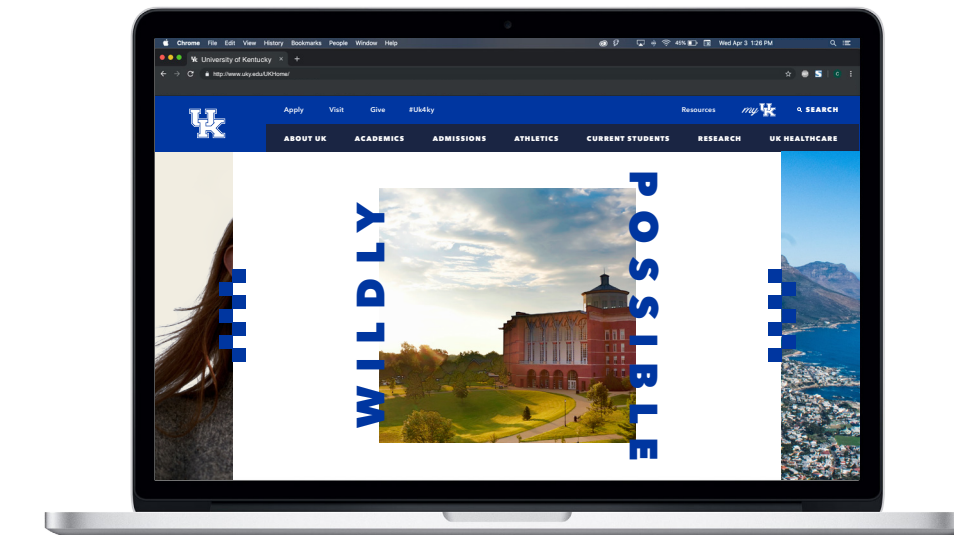
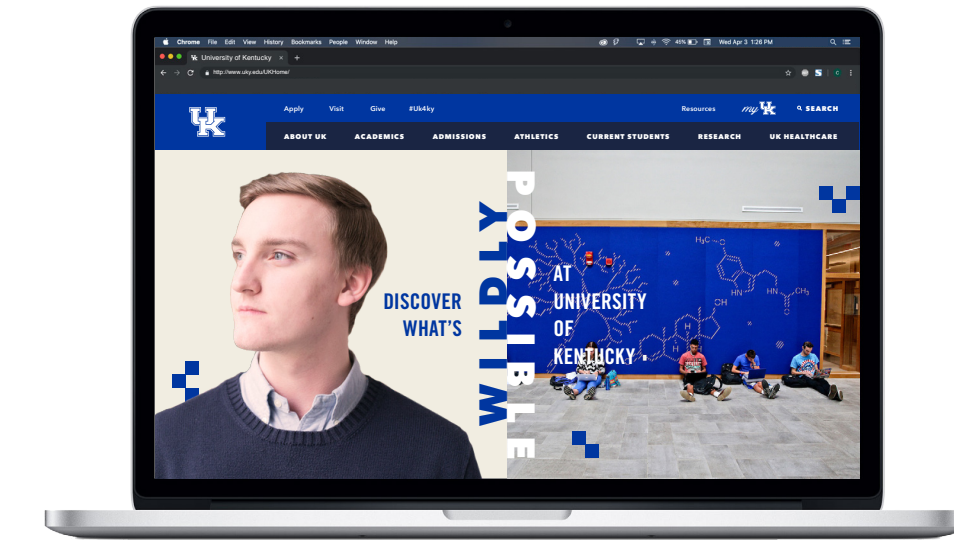
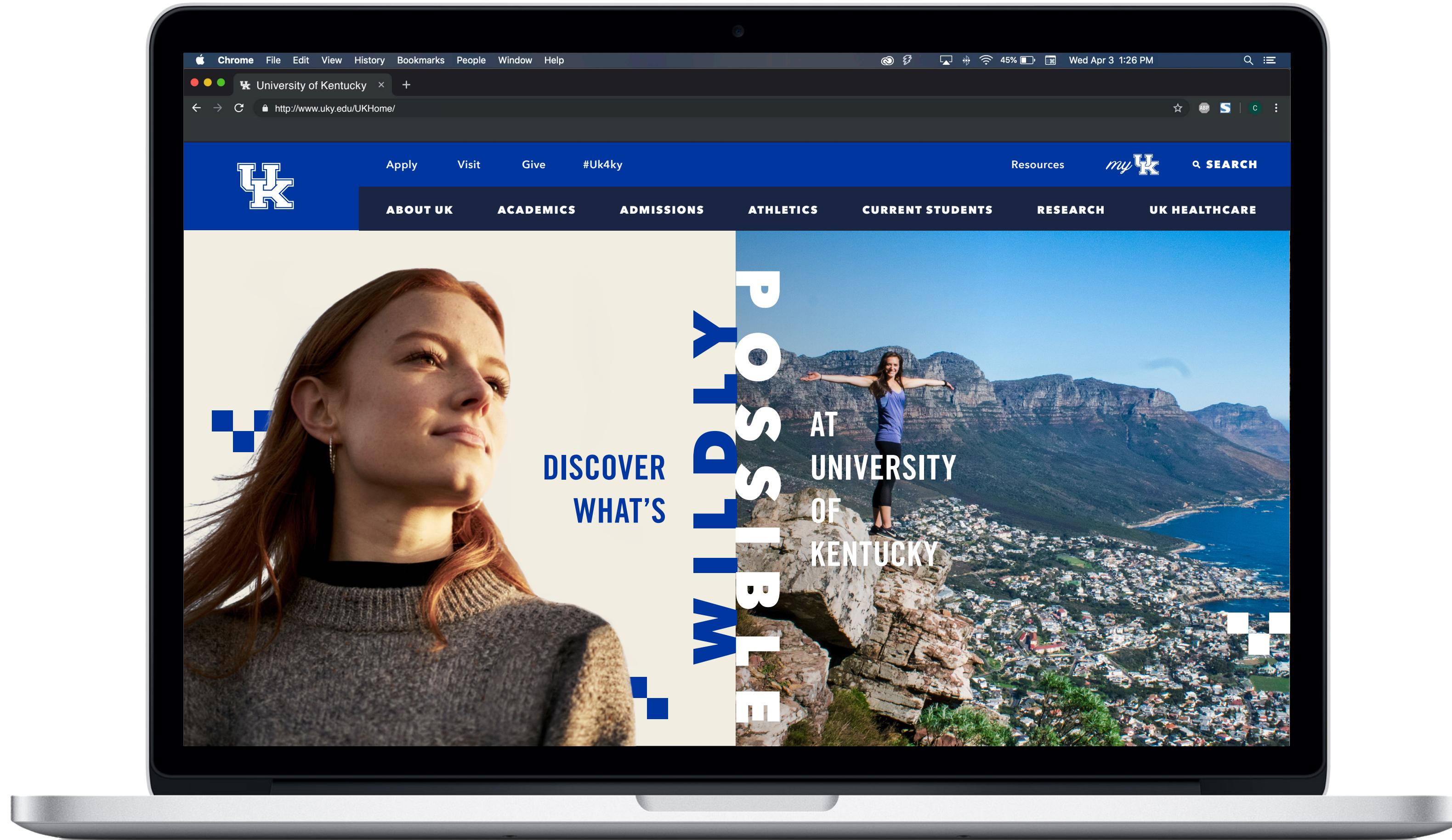
EXPANSIVE



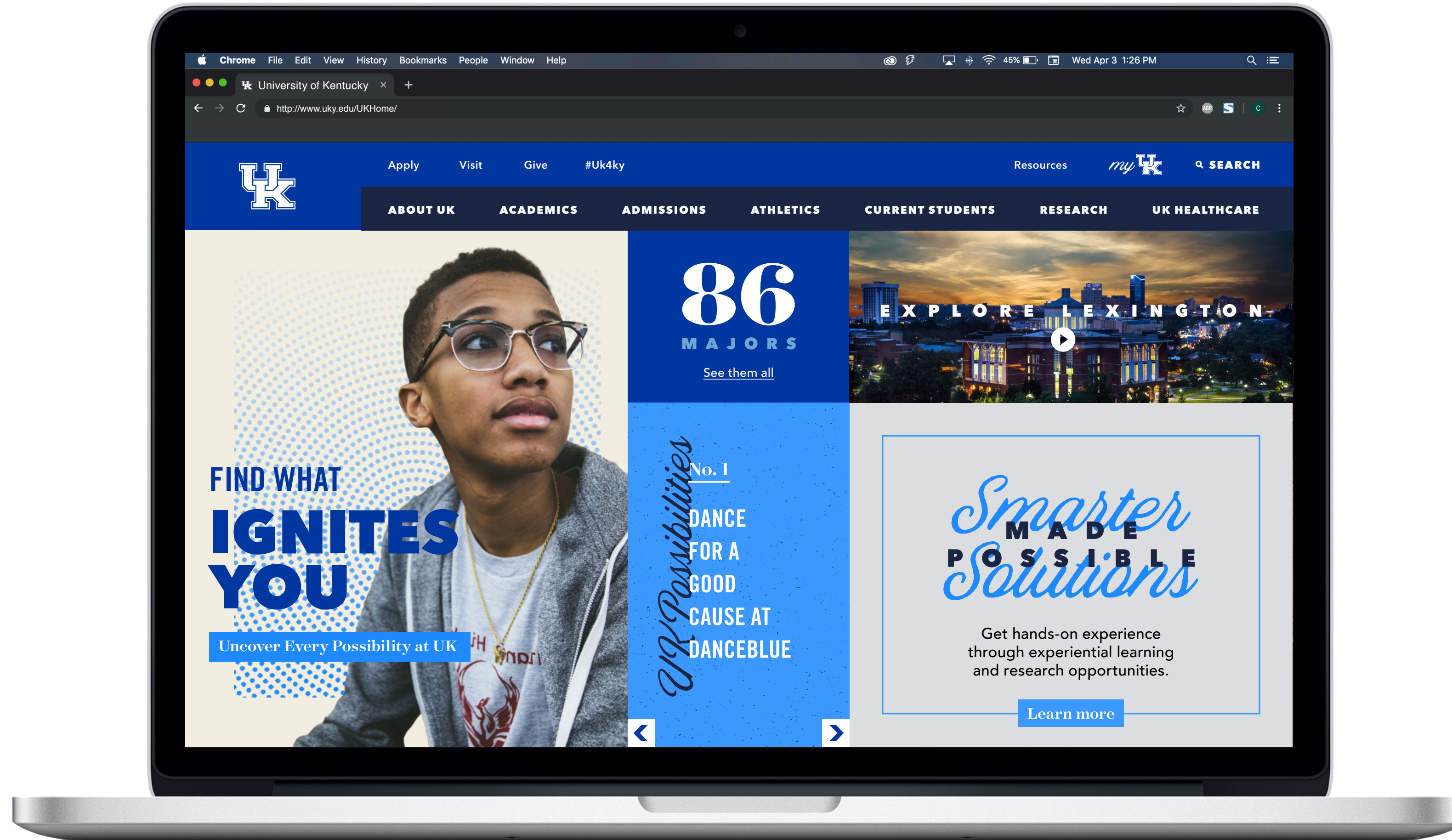
COLOR PALETTE



WEBSITE—HOMEPAGE



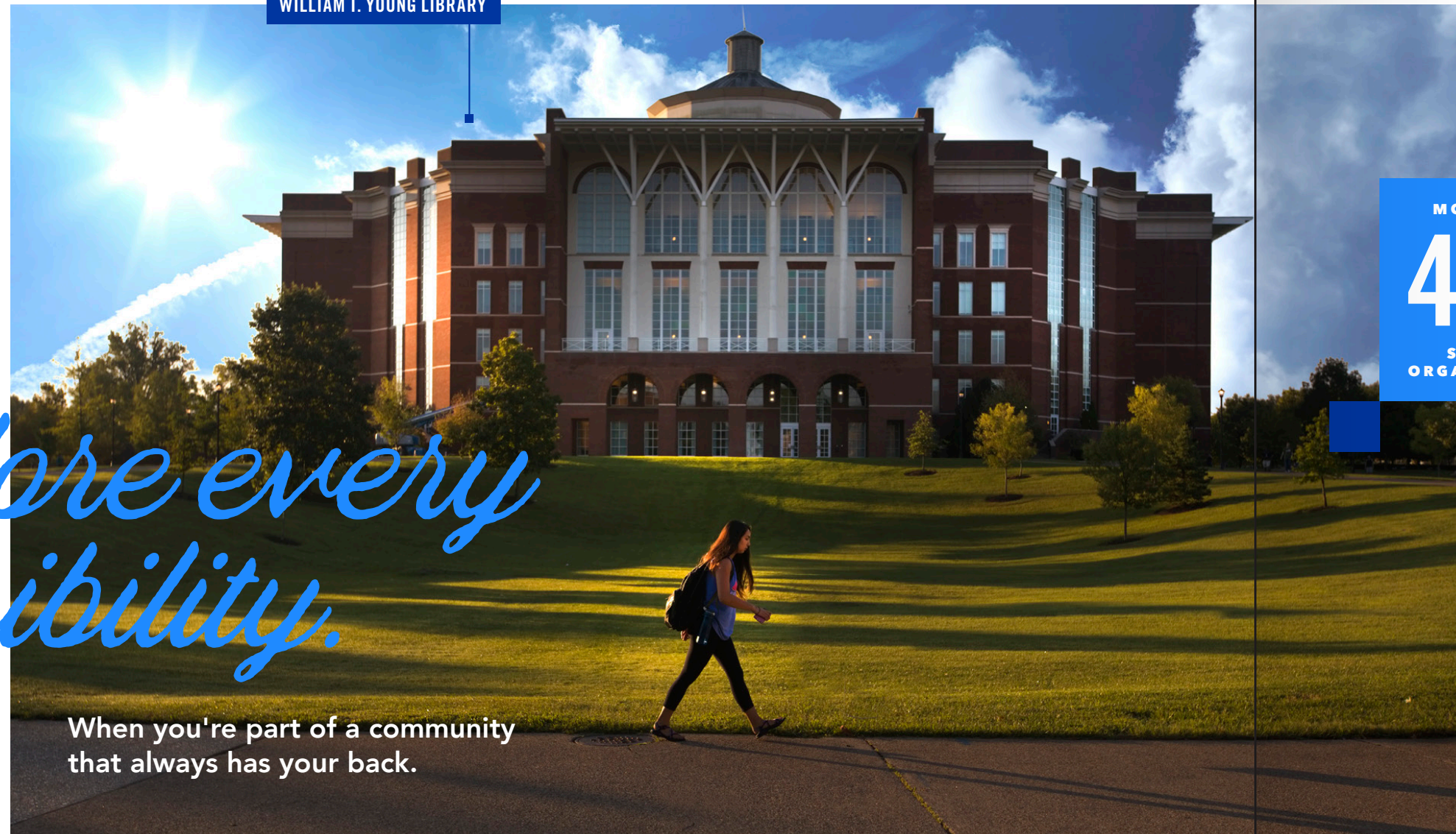
WEBSITE—ADMISSIONS PAGE





STUDENT LIFE

WILLIAM T. YOUNG LIBRARY

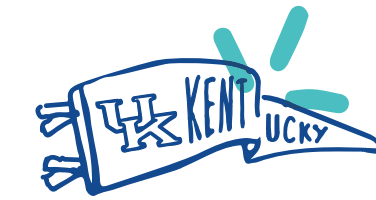


Explore every possibility.

When you're part of a community that always has your back.

MORE THAN
450
STUDENT ORGANIZATIONS

DON AND CATHY JACOBS SCIENCE BUILDING



Dunt mil essi necta et latquisite pero doluptint debis autectorrum.



GATTON STUDENT CENTER

Nullabo atem laut in nulpa pre dolup ti uribus incium voleseq uaspelem.



DANCE BLUE DANCE MARATHON

Inctata ni quam, sam in ralem demoluptatia nobitem quet.

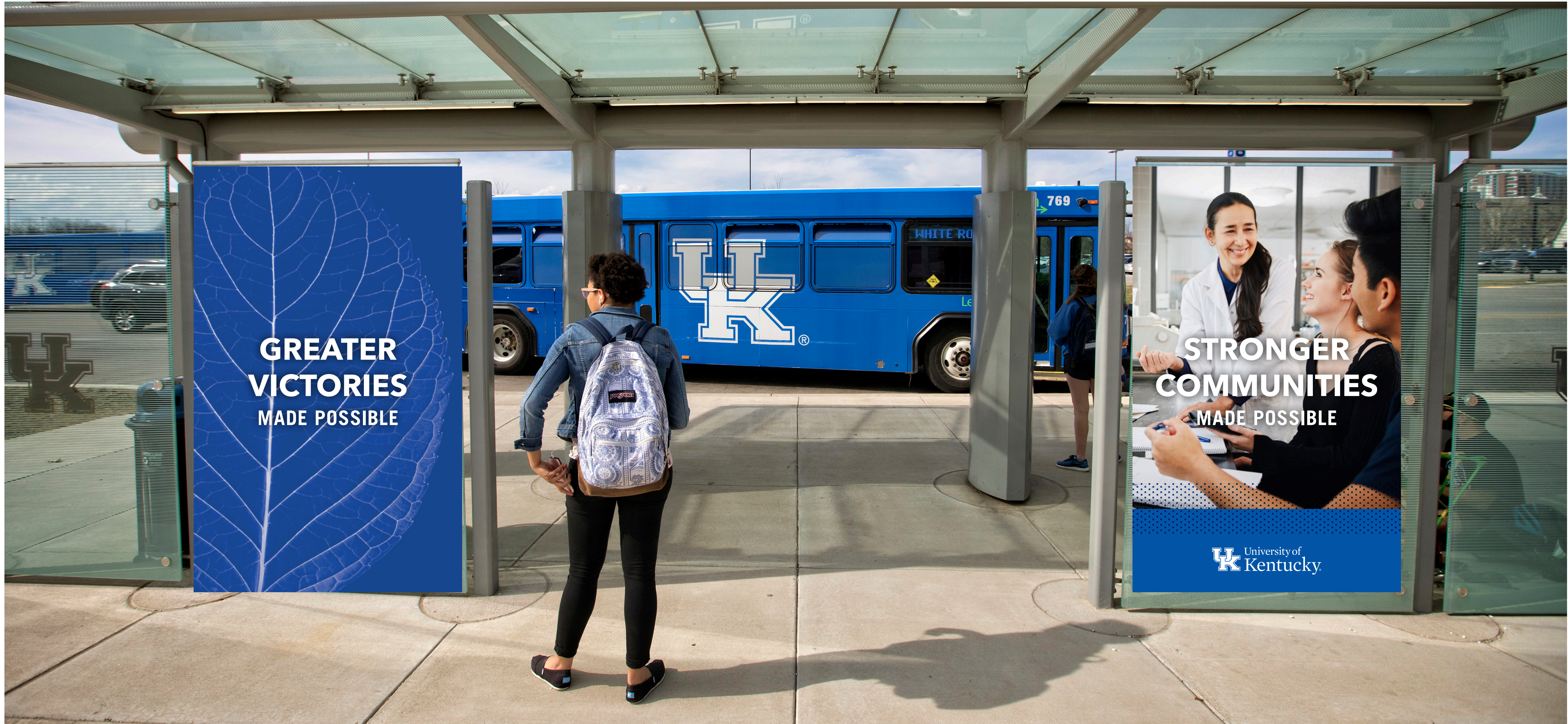
ENVIRONMENTAL—BANNERS



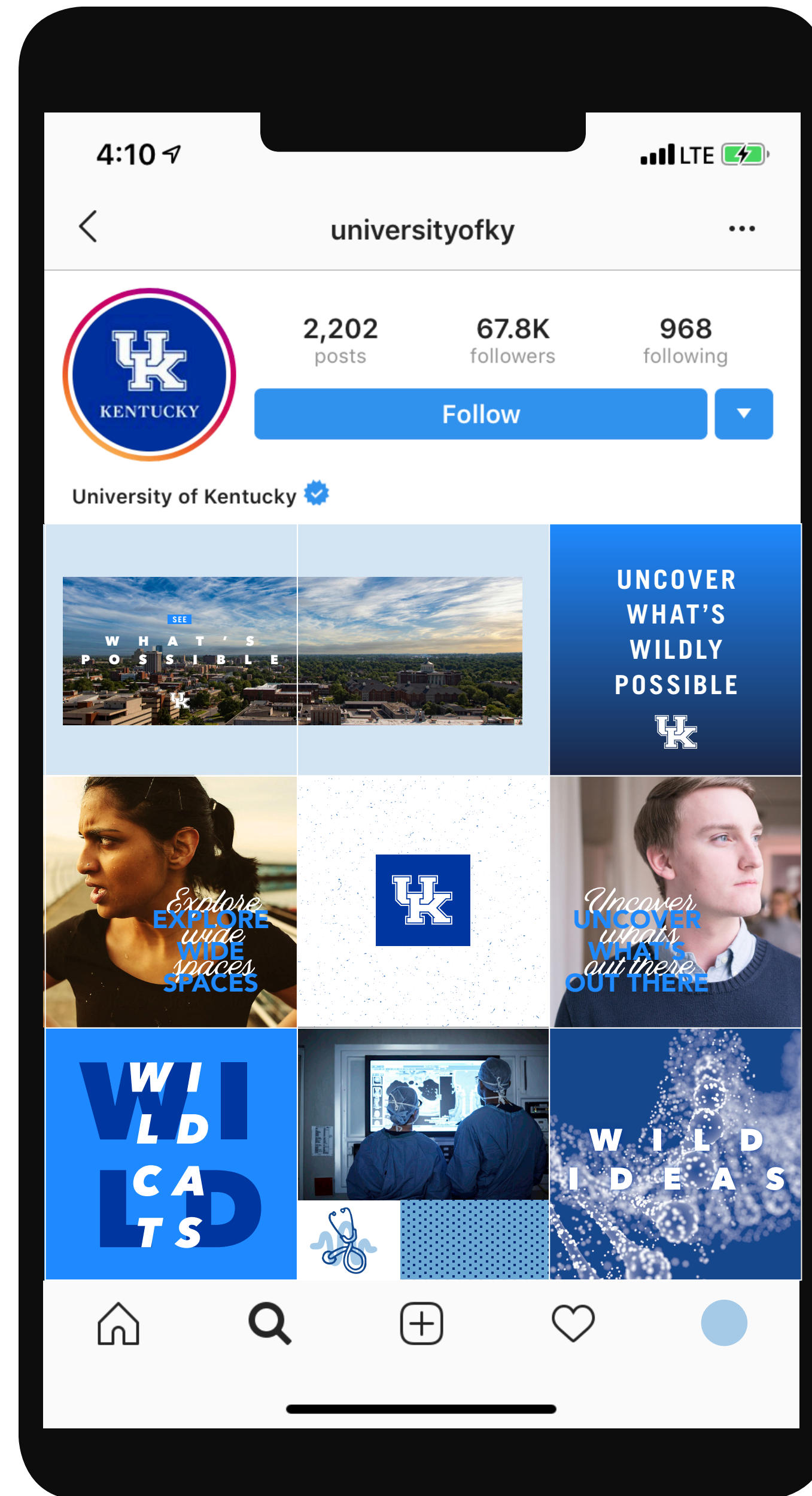
ENVIRONMENTAL—VINYL



ENVIRONMENTAL—BUS STOP



SOCIAL MEDIA—INSTAGRAM



RECAP

Master UK strategy:

"Achieve more through grit and grace."



Creative testing:

- "What you will achieve because of what we provide"
- One-two punch: pushing + support



Existing, ownable brand elements

Wildly: Draws from the grit, the push, our Wildcat spirit, and all that University of Kentucky provides.

Possible: Represents the grace, the support, the achievement, the relentless optimism and the limitless opportunities students have.

At the University of Kentucky, See What's Wildly Possible.

Next Steps