



# University Brand Update

February 2019



# Our Objective & Process

## **Our objective:**

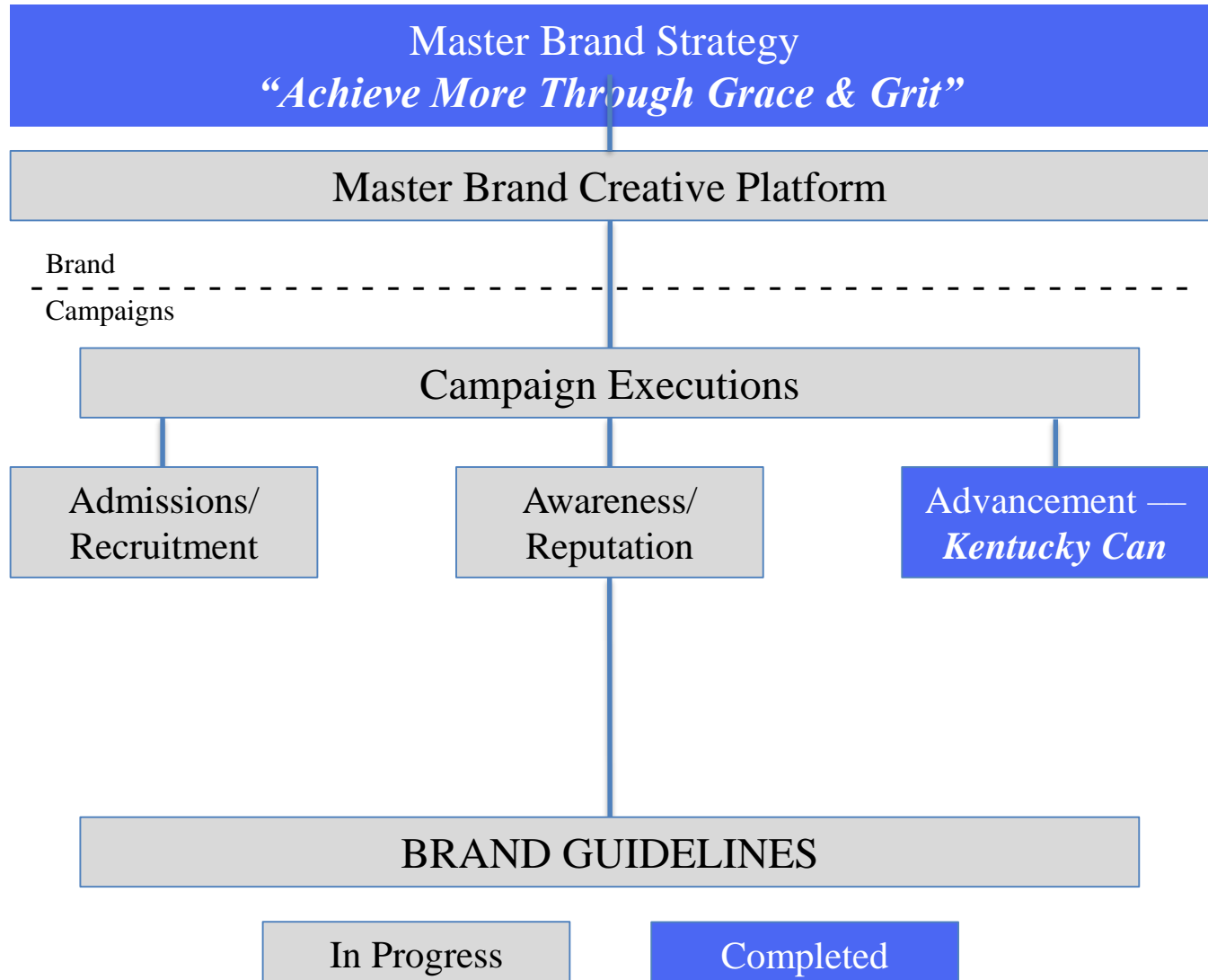
- To execute with excellence UK's new brand strategy
- Consistency: All communication and materials have the same voice, look, and feel

## **Our process:**

1. Restructure the Office of Marketing and Communication to support brand-related activities
2. Partner with experts: Suzanne Oldham, Ologie
3. Collaborate with faculty, staff, students, parents, and others through more than 100 stakeholder interviews
4. Develop creative platform for institution and for enrollment management
5. Develop and rollout brand guidelines and templates so communicators can execute successfully

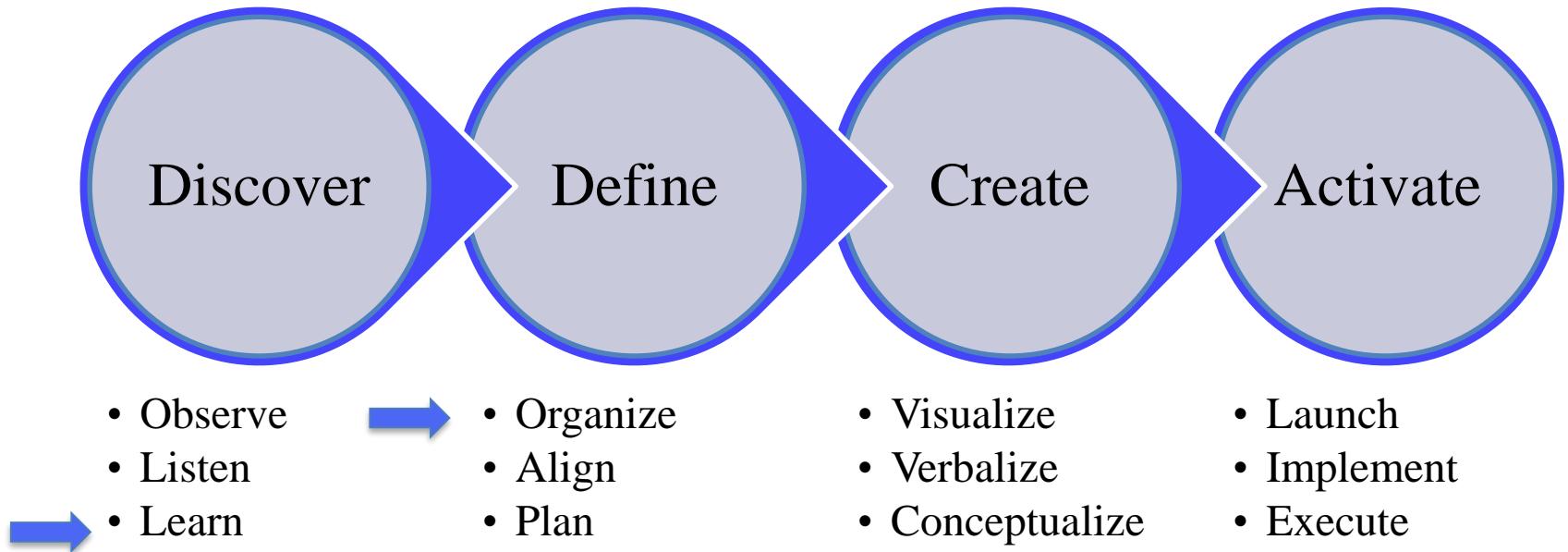


# A Brand Ecosystem





# The Creative Process





**Questions?**