Virginia Tech

FINAL BRAND TRAINING

BRAND TRAINING
AGENDA

- Inspiration

- University Communications Brand Work Review

- Selected individual units share their work and process
  - Student Affairs
  - Graduate School
  - Corp of Cadets
  - Engineering

- Areas for opportunity

- Q&A
OUT OF CATEGORY INSPIRATION

Some of the best branding work from 2017
REINTRODUCING A BRAND

- First fully-integrated brand campaign
- Celebrates the third transportation revolution
- Aims to expand its audience and encourage customers to reconsider the service they thought they knew
- Leads with benefit-driven messaging and reinforces commitment to treating people better
CREATING A CONSISTENT BRAND

- Continuation of their successful campaign from 2016 reframed as 2018 goals
- Uses data-driven approach for unique insights
- Bold graphics and clever messaging
GROWING A SUCCESSFUL BRAND

- Specific campaign driven by an event, while maintaining masterbrand alignment
- Deeply story-driven, documenting effort start to finish
- Secondary, soft sell of product
PEER INSPIRATION
GRAPHIC ELEMENTS:
- Light-leaked photos
- Trip-tych-like grounding bands
- Overlay of constellation elements

VERBAL ELEMENTS:
Confident tone that illustrates how Berkeley goes beyond what’s required to redefine what’s possible.
GRAPHIC ELEMENTS:
- Angular, thick slash lines and shapes
- Heavy emphasis on a revised purple

VERBAL ELEMENTS:
Heavy emphasis on stories of people pursuing and accomplishing seemingly opposite goals, with an open call to define your own “way”.

What do you call an engineer who creates organic solutions to global problems?
Neda Bagheri is taking a Northwestern Direction. She’s one of five Northwestern scientists pioneering the field of synthetic biology. Together, they are engineers, doctors, biologists, and computer scientists—reprogramming DNA to save and improve lives around the world.

There’s a name for a Theatre major who becomes an Emmy-award winning satirist.
Stephen Colbert took a Northwestern Direction. He went from starring on stage to lampooning the state of affairs—taking comedy, news, and performance to a whole new level.

Dr. Michael Barratt took a Northwestern Direction. As a doctor, he supported the crew of the international space station—pushing the entire field of medicine into new frontiers.

What do you call a physician who launches a practice in space?

What do you call a trained reporter who pens epic works of fiction?
George R.R. Martin took a Northwestern Direction. After graduating from the Medill School of Journalism, Media, Integrated Marketing Communications, he created A Game of Thrones, eventually launching the blockbuster new series that’s adored by fans everywhere.
GRAPHIC ELEMENTS:
- Cinematic photography
- Bold, integrated typography
- Emphasis on the color orange
- Unified icon system

VERBAL ELEMENTS:
Connecting the important issues tackled in Oregon to the impact around the globe—told through a tone that represents characteristics of the university’s beloved mascot, the beaver.
OUR BRAND VIEW
VIRGINIA TECH
PLATFORM: CLAIM YOUR ROLE

GRAPHIC ELEMENTS:
Rich, authentic photography with modern diagonal crops, punches of unexpected color, and technical patterns used strategically and purposefully.

VERBAL ELEMENTS:
An open invitation to define your roles at Virginia Tech and ultimately in the world.
BEST PRACTICES
IN REVIEW, WHAT MAKES A GREAT BRAND?

IT SHOULD BE:

• Simple
• Flexible
• Authentic

• Ownable
• Relevant
• Evolving
SURPASS
$1 BILLION ENDOWMENT MARKET VALUE

SMART DESIGN and Construction

Double annual fund raising $162M in new gifts and commitments in the last fiscal year

Reduce the rate of tuition increases to below those of the country

WHERE DOUBLE MAJORS

HUMANITARIAN FIND MEANING IN

IS MET WITH GRIT AND DETERMINATION

transform SOCIETY
In an effort to maintain the endowment's purchasing power, the payout rate for program support dividend, is paid quarterly. Over time to keep pace with inflation. Each gift entering the consolidated endowment fund a scholarship, the money is managed with the goal of maintaining the real value of the endowment year ending June 30 and an annualized return of 10.2 percent over the trailing five-year period. The June 30 allocation exposures of the foundation's pooled endowment fund consisted of 53.0 percent global equities, 8.4 percent real assets, 14.8 percent credit, 0.1 percent government bonds, annuities, contributions receivable, real estate partnerships, and other miscellaneous endowed consolidated endowment fund, while $49.3 million is held separately in notes, deeds of trust, gift Inc. totaled $995.8 million. Of that total, $946.5 million is invested in the foundation's pooled.

Consolidated endowment performance

Endowment highlights

Advancement financial highlights

Uses of new gifts and commitments

Exercises of new gifts and commitments

Designations of new gifts and commitments

Accomplishments and initiatives

Notable Development Stories

- "The power of collective giving through Hokie Club membership, with the goal of being able to support Athletics in a more meaningful way, they decided to create the Hokie Club. This initiative has brought us close to reaching our fundraising goals for the first time.

Facebook grant to support endowed projects

- "The Hokie Club announced its Drive for 25 Campaign in December, with an aim of reaching 25,000 members. Within months, the initiative generated strong results: a Hokie Club larger than ever.
You've applied and been accepted! Once you accept our offer, **CONGRATULATIONS!**

Complete your **housing and dining contract** and apply for a living-learning community now. It's your first step in becoming a member of the Hokie community! And check back with You're In… Now What? throughout the spring and summer. It's a great resource that will help you plan for your life at Virginia Tech.

The moment you decide to be a Hokie, you choose to have a LIVING-LEARNING COMMUNITY. Here is what you need to do to experience the great food and community now.

1. **Log in with your PID and password (and two-factor authenticate)**
2. Once your fee is processed, **create your PID at www.dsa.vt.edu/pid**
3. **Read and understand the terms and conditions of the contract and sign electronically**
4. **Follow the step-by-step instructions**
5. **Select Housing/Dining Contract from the tabs along the top of the page**
6. **Keep a copy of the e-mail confirmation for your records**
7. **Enter your PID in the e-mail address to complete the contract**
8. **Read and understand the terms and conditions of the contract and sign electronically**
9. **Submit your contract for your roommate(s)**
10. **Your contract will be reviewed and confirmation of your selection will be sent to you**

**LIVING-LEARNING COMMUNITIES AT VIRGINIA TECH**

**WHY CHOOSE A VIRGINIA TECH LIVING-LEARNING COMMUNITY?**

Try out a living-learning community at Virginia Tech that will help you grow both inside and outside the classroom. Our living-learning communities are open to students from every academic college and every class year. Make the most of your education now.

**THE BENEFITS OF A LIVING-LEARNING COMMUNITY**

- First-year LLC students have higher GPA than their non-LLC peers.
- LLCs have fewer student referrals than other housing options.
- LLCs offer more services and academic support for students.
- Students in the LLCs have maintained more than 500 hours of service to local communities and beyond.

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In Mozaiko, domestic and international students live together in community, sharing individual and cultural perspectives and experiences. International students have the opportunity to explore and learn about global perspectives in an environment that supports their personal and academic growth.

**SERVE, A SIGNATURE PROGRAM OF VT ENGAGE**

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**LEADERSHIP AND SOCIAL CHANGE COLLEGE**

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**STUDIO 72**

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**NEW PEOPLE, NEW INFINITE WAYS**

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**STUDENT AFFAIRS**

**SCHOLARSHIPS**

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**INFINITY PASS**

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**PARKING PASS**

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**HOUSING AND DINING CONTRACT**

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**HOUSING APPLICATION PROCESS 2018-19**

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**CONTRIBUTION**

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**ADDITIONAL INFORMATION**

In Mozaiko, domestic and international students live together in community, sharing individual and cultural perspectives and experiences. International students have the opportunity to explore and learn about global perspectives in an environment that supports their personal and academic growth.

For more information, visit:www.dsa.vt.edu/llc
Age and disease often result in the deterioration of tissues and organs in humans. Surgical transplantation can provide relief in some cases, but is not scalable due to the scarcity of viable donors, the difficulty in preventing adverse immune responses, and rising medical costs. Tissue engineering attempts to create replacements for living tissues and organs. Our goal is to define a new synthesis between tissue engineering and systems biology, using the computational sciences as a driving force. Our vision is that predictive computational models will drive novel experimental analyses of engineered tissues, while the demands of tissue engineering will inspire novel frameworks of analysis in computational science. We train students at the confluence of tissue engineering, molecular and cell biology, and computational science, with the goal of emerging as leaders in this field, spanning traditional disciplinary boundaries, and using the languages of tissue engineering, molecular and cellular biology, and computational science with ease.

Disaster Resilience

Concentrations of people, power, technology, education, and knowledge lower our resilience and increase our risks. Every time we add a link or create additional dependency, we generate a node that can fail, adding yet another risk factor. The Disaster Resilience IGEP is working to improve sustainability by changing the interdisciplinary paradigm. This trans-disciplinary approach tackles the three main drivers of vulnerability: the perspectives that lack understanding of the full complexity of risk and resilience, the disregard for the uniqueness of each community and culture, and the preoccupation with symptoms rather than the root causes of risk. Faculty and students in this program share a passion for addressing pressing problems that must be solved from multiple perspectives, and work closely together to accomplish that goal.
Congratulations

Welcome to the Corps of Cadets, where we are one of the oldest continually operating cadet programs in the United States. We are proud of our student leaders, and we are excited to have you join our Cadet Corps.

Still not sure? Visit us on campus.

*Open House

The Corps of Cadets holds an Open House on the first Saturday of every month. Check the Calendar of Events for details.

**Campus Tours

Campus tours are available on the first Saturday of each month. Check the Calendar of Events for details.

Create your PID

1. Log into the portal at osh.healthcenter.vt.edu with your PID and password using 2-Factor Authentication.
2. Complete the online survey.
3. Purchase your transmitter.

Military-Leader and Citizen-Leader tracks

Cadets enrolling in ROTC programs may need to provide them with medical forms separately. If you are DODMERB qualified, you can upload a copy of the qualification letter instead of the Corps medical form.

Complete your housing and dining contracts

Roommate requests

The Corps will make your room assignment once you complete your housing and dining contracts. Roommate requests will be considered but not guaranteed.

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AREAS FOR OPPORTUNITY
WHAT’S WORKING
Many are embracing the evolved palette

WHAT COULD IMPROVE
Secondary colors are ‘secondary’ but should still have purpose, not just sporadic placement
Age and disease often result in the deterioration of tissues and organs in humans. Surgical transplantation can provide relief in some cases, but is not scalable due to the scarcity of viable donors. The difficulty in preventing adverse immune reactions, the lack of effective treatments for some diseases, and the limitations of current attempts to create replacements for living tissues and organs. Our goal is to define new synthesis between tissue engineering and molecular and cellular biology, and computational science as a driving force. Our vision is that predictive computational models will drive novel experimental analyses of engineered tissues, while the elements of tissue engineering will inspire new frameworks of analysis in computational science. We train students at the confluence of tissue engineering, molecular and cell biology, and systems biology, using the languages of tissue engineering, molecular and cellular biology, and computational science with ease.

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Computational Tissue Engineering (CTE)
Age and disease often result in the deterioration of tissues and organs in humans. Surgical transplantation can provide relief in some cases, but is not scalable due to the scarcity of viable donors. The difficulty in preventing adverse immune reactions, the lack of effective treatments for some diseases, and the limitations of creating replacements for living tissues and organs. Our goal is to define new synthesis between tissue engineering and molecular and cellular biology, and computational science with ease.

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**GRAPHIC ELEMENTS**

**WHAT’S WORKING**
We’re seeing them everywhere!

**WHAT COULD IMPROVE**
We’re seeing them everywhere!

**BRACKETS**
- Be careful of overuse and oversizing
- They are meant to draw attention, so use them wisely on your most important content

**DASHED LINELINE**
- Be careful of overuse
- Be careful of using it as a button or complete housing unit
- Avoid using as a font

**GRID**
- Use it to fill white space, not over photos, unless creating an intricate graphic
- Use VERY sparingly, accessibility is a big issue, so it should be reserved for special placements
India, Postgraduate Program in Business Analytics

The Virginia Tech. India, Postgraduate Program in Business Analytics is designed for professionals, managers, and leaders in industry, government, and non-profits who are interested in advancing their skills in business analytics and data science.

The program is characterized by top-notch instruction coupled with practical hands-on training in state-of-the-art tools and technologies. The faculty comprises seven experienced and highly qualified professionals whose current research and consulting activities span analytics, business intelligence, data science, and associated research areas.

**PROGRAM DELIVERY**

The 12-month program requires students to meet over the course of the next 12 months to complete the program. Each 2-month residency includes classroom sessions, hands-on lab sessions, and technology-driven workshop-style learning experiences.

**FACULTY**

The program is designed to provide a comprehensive understanding of business analytics and data science. Students will receive instruction from leading experts in the field.

**PROSPECTIVE STUDENTS**

The program is designed for professionals who are committed to advancing their skills in business analytics and data science. Applicants must have a minimum of two years of professional experience in a relevant field.

**APPLICATIONS**

Applications for the Virginia Tech. India, Postgraduate Program in Business Analytics are accepted on a rolling basis. Please visit our website for more information and to apply online.

**BENEFITS TO STUDENTS**

- Students will gain skills in data modeling, predictive analytics, and big data management.
- They will develop the ability to analyze and interpret complex data sets.
- Students will learn to use cutting-edge tools and technologies.
- Students will network with other professionals in the field.

**BENEFITS TO COMPANIES**

- Companies will benefit from having highly skilled data analysts and business intelligence professionals on their teams.
- Students will be able to apply their learning directly to their job responsibilities.
- Companies will have access to a pool of qualified candidates for future hiring.

**PROGRAM DELIVERY**

The 12-month program requires students to meet once every two months in Chennai for a long weekend, Thursday through Sunday. Each two-month residency includes classroom sessions, hands-on lab sessions, and technology-driven workshop-style learning experiences.
 **HEADLINES**

**WHAT’S WORKING**

We’re seeing headlines that have a strong visual presence

**WHAT COULD IMPROVE**

- Avoid too many color variations
- Write content that will entice, not label
- Subheads don’t need to tell the entire story
The benefits of a living-learning community

First-year LLC students have higher GPAs than their non-LLC peers.

LLCs show fewer conduct referrals than non-LLC residence halls.

LLCs report higher rates of mentorship of students by faculty.

LLCs offer on-site tutoring services and Academic Resource Centers, with accessible University Studies advisors.

Students in the SERVE LLC have volunteered more than 800 hours of service to local communities and beyond.

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FEWER REFERRALS
MENTORSHIPS
TUTORING + ADVISING
800+ SERVICE HOURS
HIGHER GPA

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Pamplin College of Business
National Capital Region – Northern Virginia

vtmit.vt.edu | pamplin.vt.edu | mba.vt.edu

Define your role in Business and Information Technology

ONLINE MASTER OF INFORMATION TECHNOLOGY
Fully online interdisciplinary program offered jointly by Pamplin College of Business and the College of Engineering. Ranked #2 by U.S. News & World Report with areas of study including cybersecurity, software development, big data and decision support systems.

PAMPLIN COLLEGE OF BUSINESS
National Capital Region – North Carolina

Master’s Degree Programs

ONLINE MASTER OF INFORMATION TECHNOLOGY

EVENING MBA

PROFESSIONAL MBA

EXECUTIVE MBA

MS BUSINESS ADMINISTRATION

Concentrations in Hospitality and Tourism Management and Business Analytics.

vtmit.vt.edu | pamplin.vt.edu | mba.vt.edu

Part-time or Full-time study with evening classes in Falls Church, VA. Ranked #7 by U.S. News & World Report.

In-person classes meeting once a month in Richmond and Roanoke.

Cohort-based 18-month study with every other weekend class meeting on Fridays and Saturdays in Arlington, VA.

Concentrations in Hospitality and Tourism Management and Business Analytics.
WHAT’S WORKING
Our new logo is being used at the right scale and prominently.

WHAT COULD IMPROVE
Legibility should always be first and foremost. Also, we know the lock-ups are still being vetted, but as a general rule of thumb if there isn’t a proper lock-up available, the master VT logo should be positioned away from any sub-brand logo.
PHOTOGRAPHY

WHAT’S WORKING
Active, authentic photography is on the rise

WHAT COULD IMPROVE
• Avoid rigid grids that show “something for everyone”, rather tell a story with a grid
• Consider a great headline as the lead graphic element instead of always leaning on photography
• Even investing in a few great shots, and leaning heavily on them, can greatly affect the strength of a communication piece
The benefits of a living-learning community include:

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FEWER REFERRALS
MENTORSHIPS
TUTORING + ADVISING
800+ SERVICE HOURS
HIGHER GPA

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Housing and Residence Life
New Hall West, Suite 144, Virginia Tech
190 West Campus Drive
Blacksburg, VA 24060-9537

www.housing.vt.edu/llc
livinglearning@vt.edu
VT/1117/25M/1818972

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YOU ARE INVITED
to be part of a truly student-focused learning experience.
Saturday, November 11  |  8 a.m.– 4 p.m.
Haymarket Theatre, Squires Student Center
Register today at dsa.vt.edu/ssdl
FREE ENTRY, FOOD, AND SWAG!
PAST PARTICIPANTS HAVE CALLED IT
EYE-OPENING, LIFE-CHANGING, AND INSPIRATIONAL.
The Student Summit on Diversity and Leadership will help you:
Mobilize students and staff to be innovative in creating and sustaining more inclusive campus communities.
Address many facets of diversity -- not just one issue.
Dramatically increase your knowledge, skills, and competencies to be an effective leader.
Network with other Virginia Tech students, faculty, and staff.
Equip yourself with experience employers expect in a competitive job market.
The Student Summit on Diversity and Leadership is sponsored by: Student Affairs, the Office for Inclusion and Diversity, Housing and Residence Life, Student Government Association, Interfraternity Council, Panhellenic Council, and Cultural and Community Centers.
1. Don’t feel like you need to use ALL of the brand elements ALL the time.
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2. Make sure there is meaning behind each piece of the brand you use.
IN REVIEW

1. Don’t feel like you need to use ALL of the brand elements ALL the time.
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3. When in doubt, less is more.
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4. Good design practices first, brand implementation second.
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5. Start with simple and clean and work up to adding brand elements in gradually.
THANK YOU.