

## December Featured Initiative

### BeaverNet Copy

#### **Featured Initiative: #BeaverBold Branding Project**

Beginning in fall of 2018, University Marketing and Communications began the comprehensive process of bringing the BVU brand to life. The project rose from the need to better represent the University and tell its compelling story through voice and visuals. This work redefines the narrative for communicating the BVU brand and is on the forefront of realizing the goals illustrated in the BVU strategic plan.

BVU partnered with the higher education branding firm, Ologie, which has extensive experience working with higher education institutions and looked at BVU from every possible angle to craft an authentic brand story with powerful and genuine messaging and design. A group representing all areas across campus was also crucial in ensuring the brand resonated with all. Through qualitative and quantitative research; deep conversations with constituents across campus; and analysis of peer, aspirant, and competitive institutions; information was gathered to ensure the success of the brand for years to come.

The new brand was officially launched on Sept. 17, 2019 when the University and its audiences saw it come to life on the website, social media, signage across campus, in a presentation, [video](https://www.youtube.com/watch?v=l8qNMZRgjuU&feature=youtu.be)<< <https://www.youtube.com/watch?v=l8qNMZRgjuU&feature=youtu.be>>>, and the distribution of booklets titled “See What We’ll Build” which included an overview of how the University will build this new brand with important stakeholders. University Marketing and Communications continues to find unique and creative ways to infuse the brand at every touchpoint across all audiences.

“The new BVU brand was truly an evolution of the old brand, built to prove what the University stands for and demonstrate our core values,” says Rick Pallister, chief marketing officer. “We also have a unique and timely opportunity to capitalize on our identity and offer audiences a broader definition of what it means to be a Beaver.”

Together with Ologie, UMC and the cross-functional work group developed three fundamental pillars upon which the BVU brand stands:

1. At BVU, we possess an innate instinct to build, so emphasis was put on our industrial nature.
2. There is a focus on rural vitality and entrepreneurship because we are committed to empowering our region.
3. Lastly, we are devoted to creating global-minded graduates, so we tell the story of being rural rooted, but seeing our innovation reach worldwide.

**Initiative Description:** Build and launch a comprehensive branding campaign to drive enrollment.

**Initiative Owner:** Chief Marketing Officer

**Cabinet Sponsor:** Chief Marketing Officer