Brand Guidelines - End User Survey Summary

August 2016

Survey Objectives

In July 2016, University Communications sent a survey to the UVA Brand Guidelines user community. Through this research, University Communications planned to:

(1) Assess how end users are currently using and navigating through the platform
(2) Confirm utility of current resources and assets
(3) Determine other resources that would be useful to the user community

150 surveys were completed for analysis.

The information gained through this research will help inform year two portal enhancements and content additions.
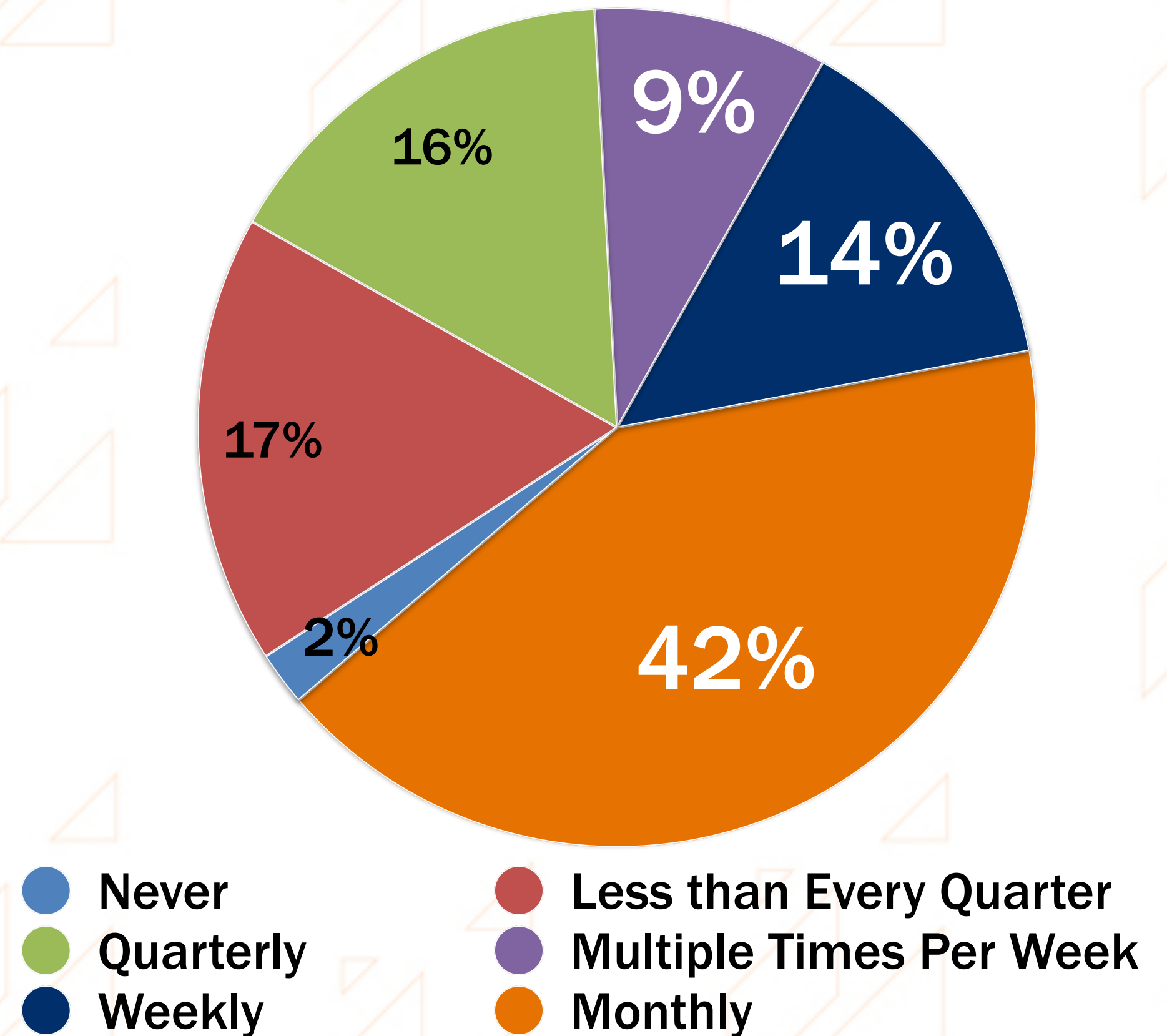
Key Takeaways

(1) Engagement with Brand Guidelines is strong; they are being used by a broad UVA audience on a regular basis.

(2) Users engage with Brand Guidelines for a wide variety of needs, and the resources and assets are highly valued.

(3) University Communications should consider how to further optimize the user experience, so end users can locate specific resources and assets more quickly.

(4) Some users wish to be further educated on how to utilize the available resources and apply them to their own work.

(5) There is an appetite for additional guidelines and assets.

Engagement with Brand Guidelines

Brand Guidelines are being used by a wide UVA audience on a regular basis.

- 600+ Registered end users to-date
- 65% of survey respondents access Brand Guidelines at least once a month
- 3,942 views & 3,727 downloads (Feb. 3 - Aug. 3)

9%

16%

14%

17%

2%

42%

Legend:
- Never
- Quarterly
- Weekly
- Less than Every Quarter
- Multiple Times Per Week
- Monthly

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Benefit of Brand Guidelines

Many of these users report that the Brand Guidelines are a useful resource for their teams.

"This is a great resource for the University, and I hope it continues to grow!"

"I think the guide is an incredible site! It is so nice to have a definitive reference for branding instead of crowd-sourcing and ultimately, often just guessing at it!"

"As someone who is responsible for creating large amounts of training content, brand.virginia.edu is a game-changer…"

"This central repository has been hugely helpful, really well designed."
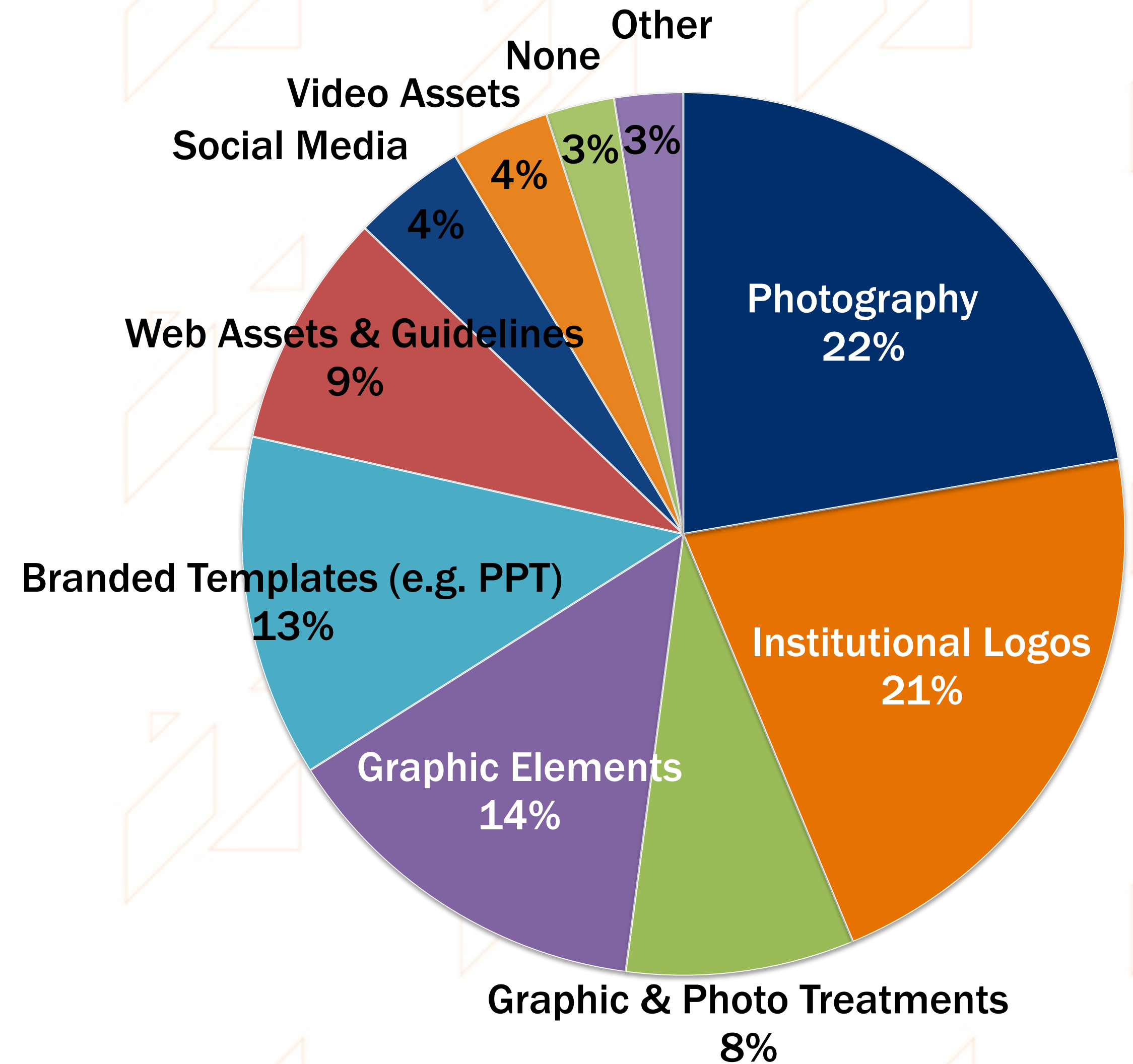
"My team and I love this resource!"

"Providing the brand assets/templates is incredibly helpful. Thank you! I'm sure that has taken a considerable amount of time and energy, so please know that it is very much appreciated."

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Use of Resources

Photography and Institutional Logos are the assets being used most often.

"I used to encounter almost daily instances where University staff and faculty would use a Google search to get images for their content…I can now point those individuals towards the brand site to mitigate these factors."

Pie chart:
- Photography 22%
- Institutional Logos 21%
- Graphic & Photo Treatments 8%
- Graphic Elements 14%
- Branded Templates (e.g. PPT) 13%
- Web Assets & Guidelines 9%
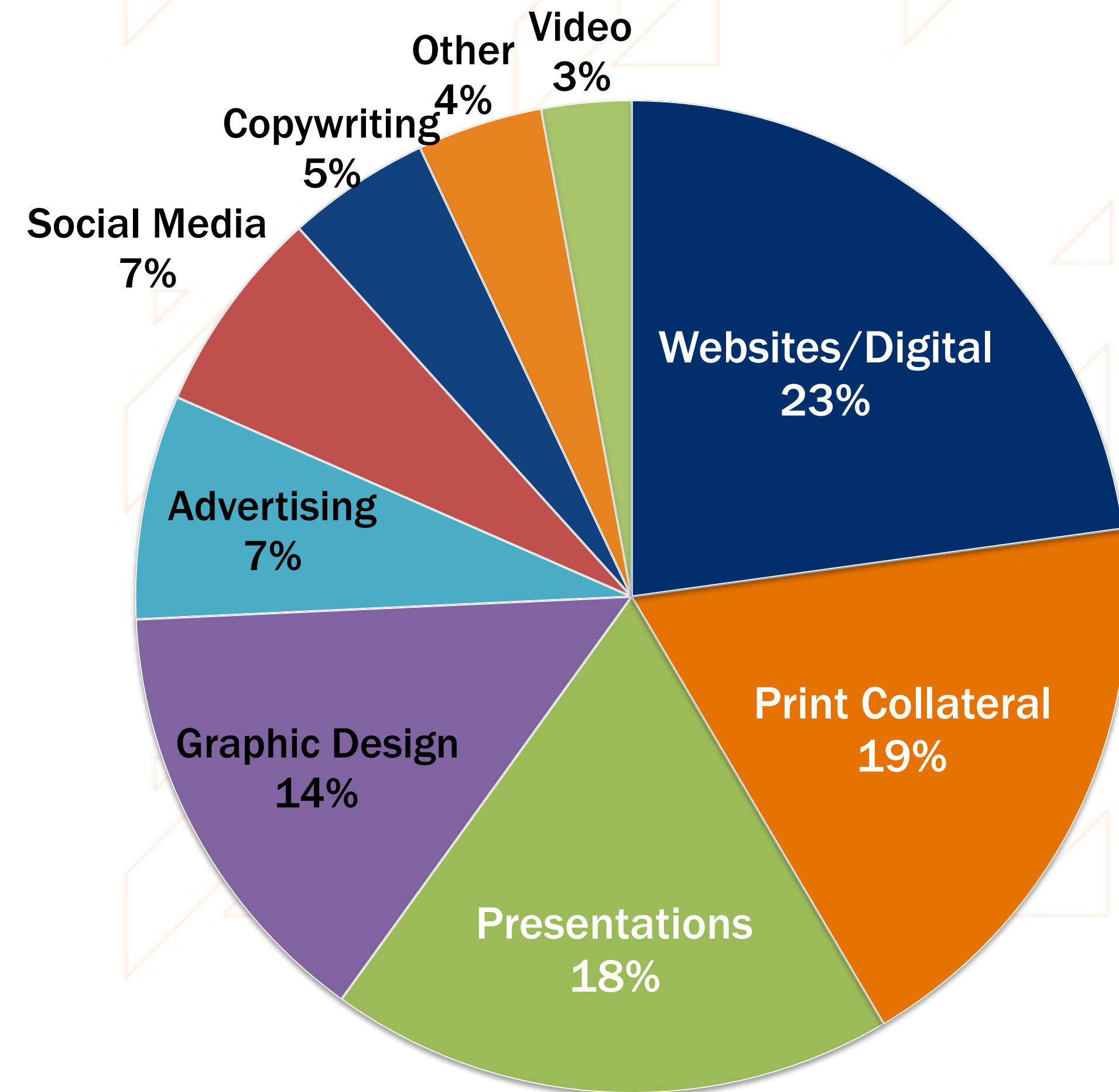- Social Media 4%
- Video Assets 4%
- None 3%
- Other 3%

Use of Resources

Assets are being used most often for the following types of projects:

(1) Websites/Digital
(2) Print Collateral
(3) Presentation Materials

How are you using the Brand Guidelines and assets in your work?

Navigation

While many users are finding what they need, there is an opportunity to further optimize navigation so end users can locate specific resources and assets more quickly.

On a scale of 1-4, how easy is it for you to find what you're looking for within the Brand Guidelines ?

3.06

1=very complicated
4=very easy
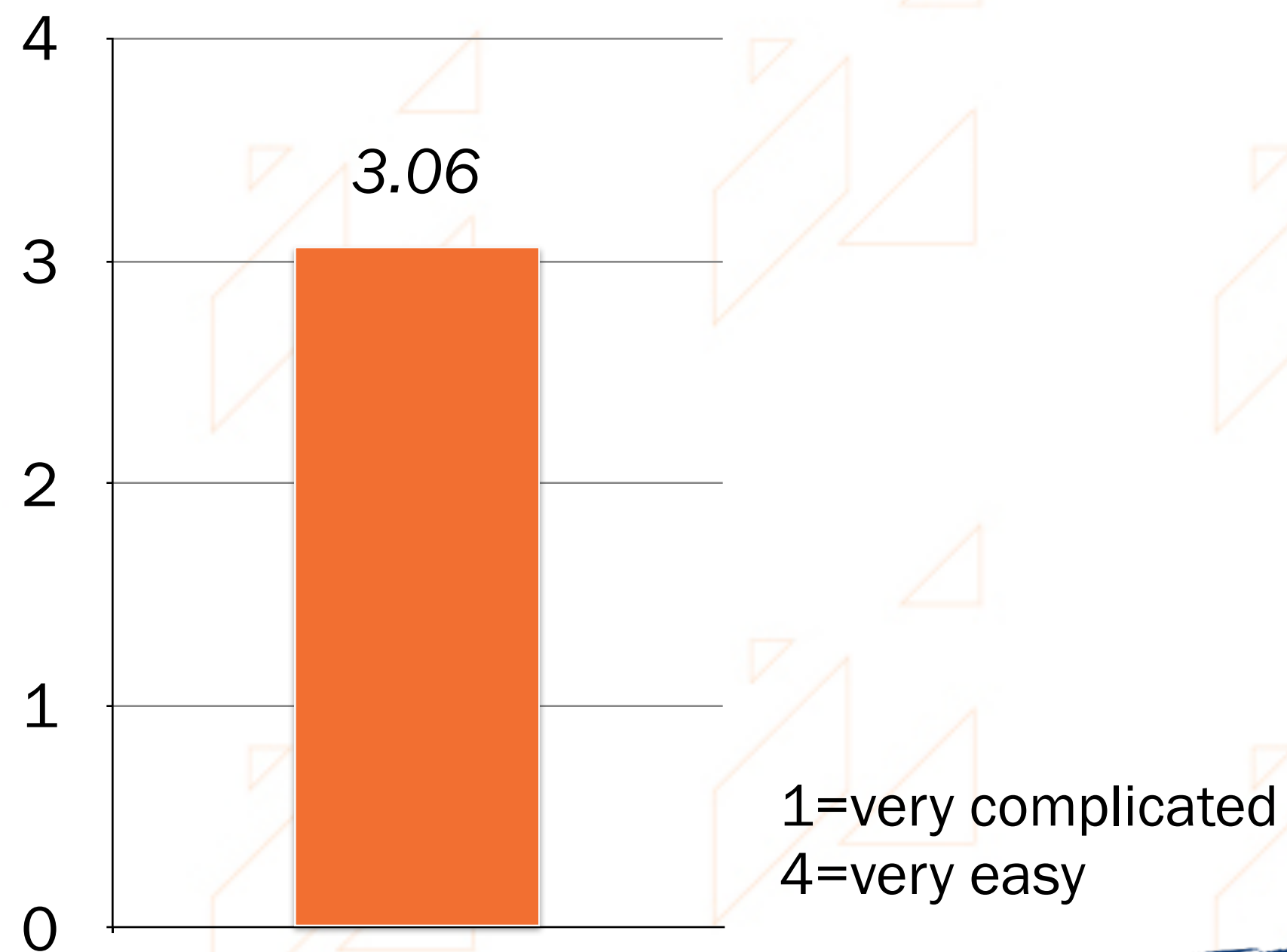
"The organization of the materials could be more clear. I often have to search through all the folders, menu items, etc. to find what I'm looking for."

"Page/sub-page titles are not intuitive to what I'm looking for..."

"There is so much information that it can be challenging to find what I am looking for. Many of the titles to the pages sound similar."

"The graphics and content are great. The WebDAM interface is not."

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Educating the Community

As we move into year two, we should consider opportunities to educate the community about proper ways to implement the tools available to them.

Within the user community, a large group of users have little to no design or branding experience. In their opinion, this does not lessen the value of what tools are available, but it does pose a challenge when trying to use them.

"I would also like to see the process that goes into creating these materials."

"Most smaller offices don't have graphic designers...it would be helpful to have simple instructions for these staff to use, showing them (perhaps videos?) how to use some of the resources available on software they are likely to have and use most often."

"...would like more help learning how to use the design pieces because some of us work in areas that don't have an in-house designer."

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The Appetite for More

There is an appetite within the community for continued expansion of the offerings. Suggestions provided:

Expanded Photography

"More professional photos of student events around Grounds and student interactions."

"Can we have images that depict non-academic staff — especially working in a team, celebrating success and assisting others?"

"It would be nice to get more photos that represent University Staff."

Copy Guidelines

"More direction/training in capturing the UVA tone and voice in communications."

"More information on UVA terminology/ style would be useful."

"I think the copywriter should provide some valuable advice."

Logos & Templates

"Stationery guidelines."

"Exterior signage (and rules for)"

"It would be nice if there was a way for schools and foundations to create logos for their groups based on the new UVA logo."

Many of these suggestions are already planned!

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