

2018 ANNUAL

COMMUNICATORS
BRAND FORUM

WHAT WE'LL COVER

- **ATHLETICS, BRAND DEVELOPMENT CASE STUDY**
- **THE YEAR IN REVIEW**
- **RESULTS OF THE 2018 SURVEY**
- **WHAT'S NEXT**
- **FOR THE PEOPLE**
- **BEST OF THE BRAND**
- **Q&A**



ATHLETICS BRAND DEVELOPMENT



“THE QUOTABLE UNIVERSITY”
UNWEALTH / ROB SEAL / KORRIN MONTGOMERY / 09.20.2017

The memory was the result of early structure, based on the separation between processors and data storage devices.

CONNECTING WIRE

DATA STORAGE

Who did we speak to? /

- Athletic Director
- Dean, Frank Batten School of Leadership and Public Policy
- Director, Miller Center
- VP for Communications and University CMO
- VP for Advancement
- Senior Associate Dean and Chief Strategy Officer
- Dean of Students
- Associate Dean for Undergraduate Academic Programs and Professor of Archaeology
- Faculty Athletics Representative and Associate Professor of Commerce, Marketing
- Deputy Athletic Director
- Chief Financial Officer, Athletics
- Chief of Staff, Athletics
- Senior Associate Athletics Director for External Affairs, Licensing Director
- AVP, Marketing
- VAF Executive Director
- VAF Chief Operating Officer
- VAF Director of Membership and Development
- Donors
- Head Coach, Men's Baseball
- Head Coach, Men's Basketball
- Assistant Coach, Men's Basketball
- Director of Cross Country and Track and Field
- Head Coach, Women's Lacrosse
- Head Coach, Field Hockey
- Head Coach, Football
- Wide Receiver Coach, Football
- Head Coach, Men's Golf
- Head Coach, Women's Golf
- Head Coach, Men's Lacrosse
- Head Coach, Women's Lacrosse
- Head Coach, Rowing
- Head Coach, Men's Soccer
- Associate Head Coach, Men's Soccer
- Head Coach, Women's Soccer
- Head Coach, Softball
- Head Coach, Men's Squash
- Head Coach, Women's Squash
- Head Coach, Swimming & Diving
- Director of Tennis and Head Coach, Men's Tennis
- Head Coach, Women's Tennis
- Head Coach, Wrestling
- Head Coach, Volleyball
- Associate AD for Football Administration
- Director of Player Personnel
- Director of Human Performance
- Academic Affairs Leadership Team
- Director of Equipment Room Operations
- Head of Strength and Conditioning for Olympic Sports
- Associate AD for Strength and Conditioning
- Senior Associate AD for Programs
- Associate AD for Student Services
- Associate AD for Compliance
- Assistant AD, Marketing & Promotions
- Director of Marketing, Athletics
- Marketing and Promotions Team
- Media Relations Team
- Video Services Production Team
- Staff Photographer
- Graphic Designers
- Content Creation / Social Media Team
- VSP Vice President
- VSP Property GM
- VSP Operations Manager
- Voice of the Cavaliers
- Business Office
- Ticket Office
- UVA Student Game Day Marketing Interns
- Student-Athletes:
 - SAAC and SAM Executive Committee
 - Football Squad Leaders & Assistant Leaders
 - Men's & Women's Basketball
- Alumni & Non-Alumni

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- Head Coach, Men's Basketball
- Assistant Coach, Men's Basketball
- Director of Cross Country and Track and Field

4 days on Grounds 125+ Individuals

- Head Coach, Women's Lacrosse
- Head Coach, Field Hockey
- Head Coach, Football
- Head Coach, Men's Soccer
- Head Coach, Women's Golf
- Head Coach, Men's Lacrosse
- Head Coach, Women's Lacrosse
- Head Coach, Rowing
- Head Coach, Men's Soccer
- Associate Head Coach, Men's Soccer
- Head Coach, Women's Soccer
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- Director of Performance
- Academic Affairs Leadership Team
- Director of Equipment Room Operations

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- Associate AD for Student Services
- Associate AD for Compliance
- Assistant AD, Marketing & Promotions
- Director of Marketing, Athletics
- Marketing and Promotions Team
- Media Relations Team
- Video Services Production Team
- Staff Photographer
- Creative Services Team Members
- Content Creation / Social Media Team
- VSP Property GM
- Virginia Sports Properties Staff
- Voice of the Cavaliers
- Student-Athletes
- Alumni and Non-Alumni
- Donors
- Interns and Volunteers
- Student-Athletes:
 - SAAC and SAM Executive Committee
 - Football Squad Leaders & Assistant Leaders
 - Men's & Women's Basketball
- Alumni & Non-Alumni

Leadership and Deans

Board and Foundation Members

Head Coaches and Staff

Athletics Support Staff

Academic Affairs Leadership and

Career Services

Marketing and Communications

Creative Services Team Members

Content Creation & Social Media

Virginia Sports Properties Staff

Student-Athletes

Alumni and Non-Alumni

Donors

Interns and Volunteers

EVERY
GAME DAY
IS LIKE
EXAM DAY

BALANCE

MAKE IT FEEL LIKE

HOME

ARISTOCRACY
OF TALENT

DO THINGS
THE RIGHT WAY

**“WE BUILD
RESILIENCE”**

GRIND vs. **GIVEN**

**CHARLOTTESVILLE'S
PRO TEAM**

WHAT WE HEARD

“AND”

**FIERCELY
COMPETITIVE**



> ≠



WE MUST
**OWN
VA**



**ALWAYS A
CAVALIER**

ARMS RACE
— US —
ENDOWMENT

**UVA ATHLETES LEAD
ON EVERY FIELD**

400%



**STANFORD
OF THE EAST**

**BEAT
TECH**

**UNCOMPROMISED
EXCELLENCE**

**FIRST
TEAM LAST
ALWAYS**

**CREeping
STATE
U ISM**

**MADE
— VS. —
MAKE**

CULTURE
— precedes —
COMPETITIVENESS

COMMUNITY

**UNDERDOG
MENTALITY**

WE HOLD
OURSELVES
TO A

HIGHER STANDARD

WE ARE
POISED

TO CHAMPION A
LEADERSHIP
DRIVEN

ATHLETICS PROGRAM,



DRIVEN BY THE
VERY
IDEALS

THAT HAVE MADE
UVA ICONIC

FOR MORE THAN
200 YEARS

—
**WITH NEW
LEADERSHIP
IN PLACE,**
—

**WE
STAND
AT A
PIVOTAL
JUNCTURE**



**NOW IS
THE TIME**

**TO DEFINE WHO WE ARE,
WHERE WE'RE GOING, AND
WHY THAT MATTERS.**



AND
REDEFINE
WHAT
COLLEGE
ATHLETICS
CAN BE



**TO DEVELOP THE
WELL-ROUNDED**

LEADERS OF TOMORROW

**THAT STUDENT-ATHLETES ARE
EQUIPPED TO BECOME**



FOR
OUR NATION



FOR
THE COMMONWEALTH

FOR
ALL HOOS



Redefining Victory

Competitors to the Core

Elevating Achievement

Unified Intensity

Potential Unbound

Purposeful

Dynamic

Unafraid

Intelligent

Tenacious

Honorable

Connected

Resilient

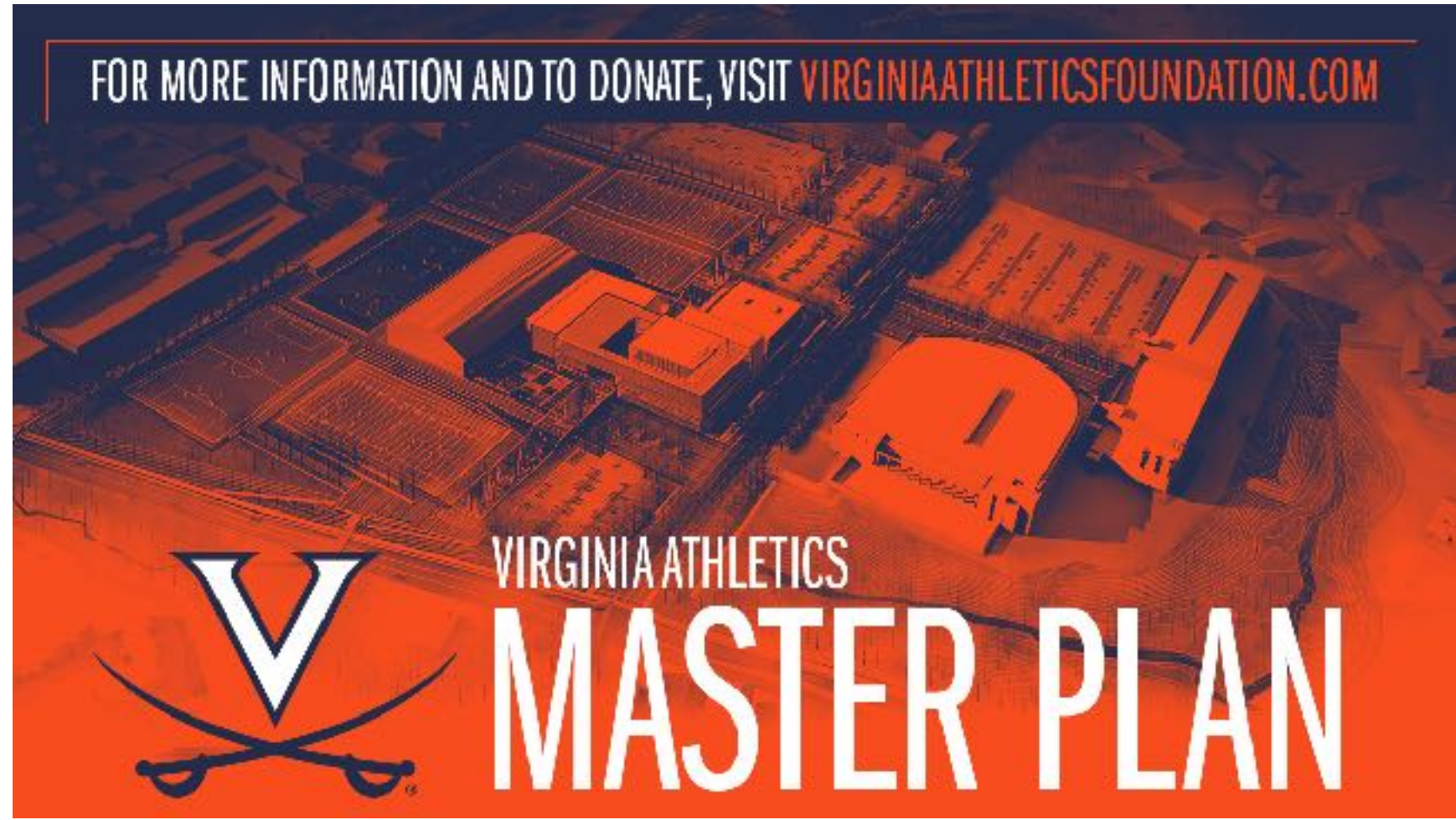


ATHLETICS BRAND




**BRINGING THE IDEAS
TO LIFE**

FOR MORE INFORMATION AND TO DONATE, VISIT VIRGINIAATHLETICSFUNDATION.COM



VIRGINIA ATHLETICS
MASTER PLAN



CLICK HERE FOR TICKETS



SENIOR DAY
NOV 10 vs LIBERTY 3PM



CAREER RECEPTION RECORD



OLAMIDE ZACCHEAUS

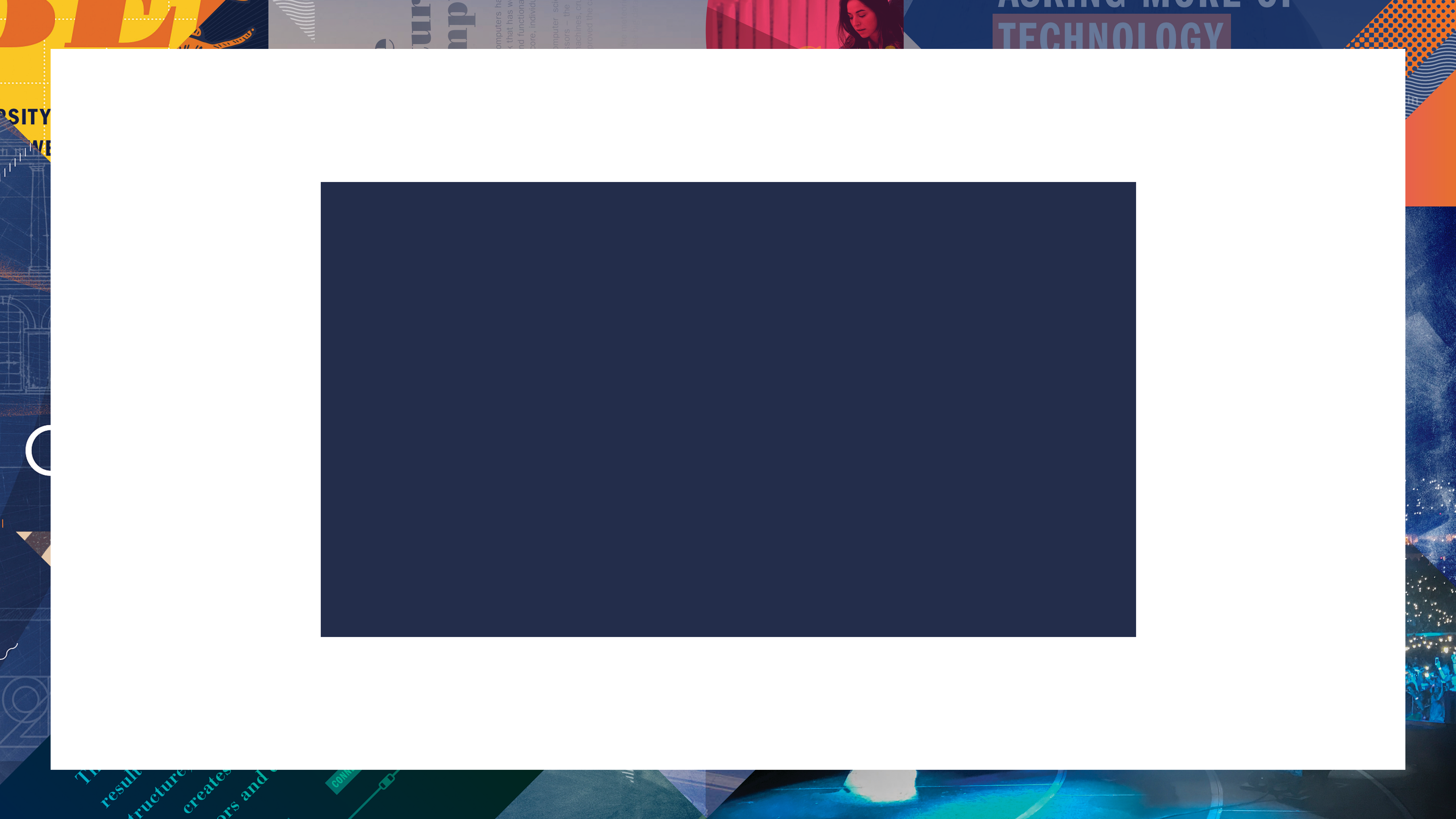


VIRGINIA 76
BASKETBALL
57 vs GEORGE WASHINGTON



FINAL





PSITY
VE

ASKING MORE OF
TECHNOLOGY



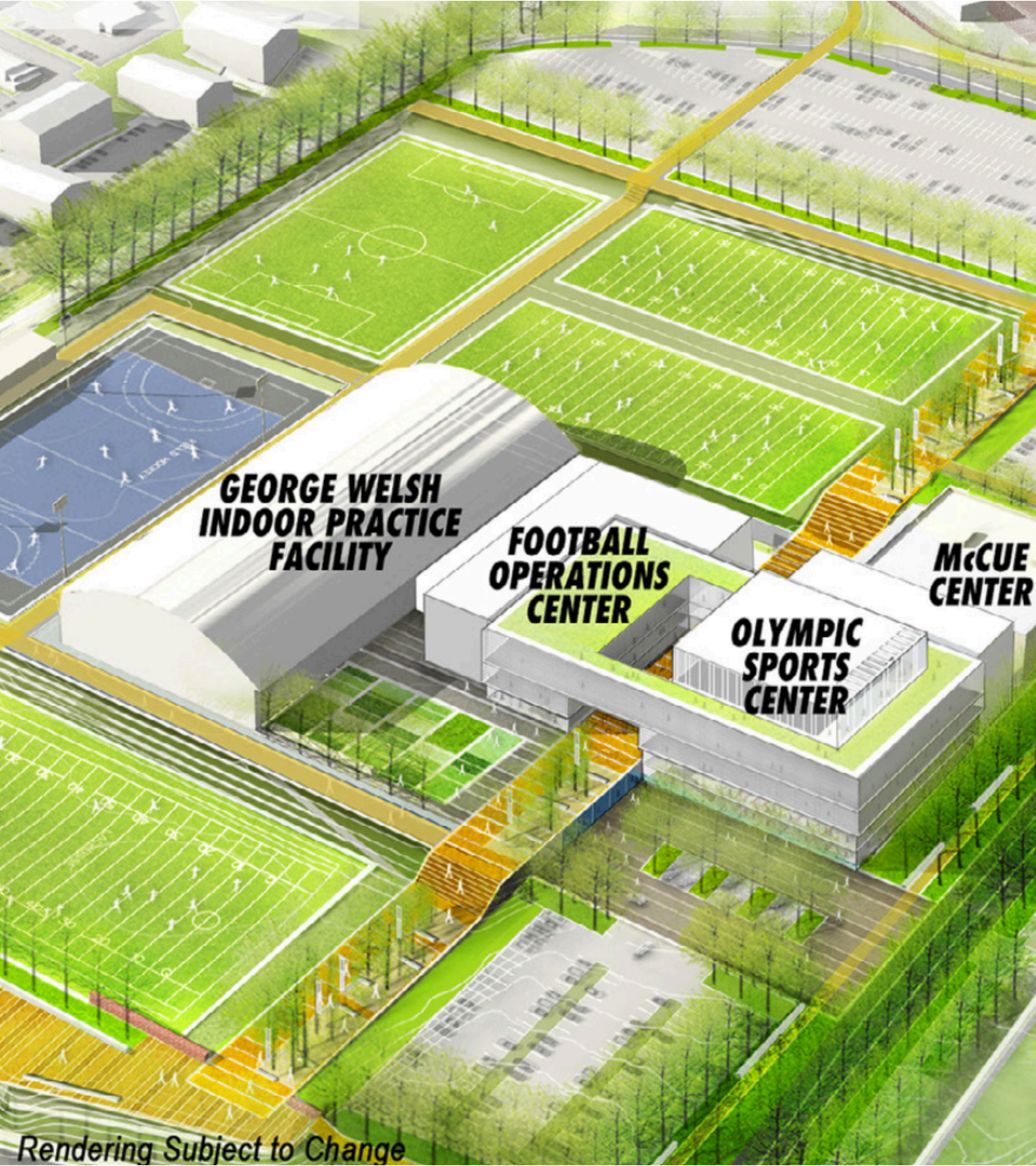
The result structure creates and

COMM

An aerial photograph of the University of Virginia campus, showing a mix of green spaces, buildings, and athletic facilities. In the foreground, there is a large green field, a red running track, and a baseball field. The background shows a dense forest and rolling hills under a cloudy sky.

Virginia Athletics Master Plan

Honor the Future: The Campaign for the University of Virginia



The new complex, with an estimated cost of \$180 million, includes a new Football Operations Center, a new Olympic Sports Center designed to provide support to all 750 student-athletes competing in 27 varsity sports, three new natural grass practice fields and the renovation of the McCue Center, the current home of Virginia football and the primary office building for athletics administration and a majority of our coaches.

Rendering Subject to Change

WE CAVALIERS





“It is an honor and a privilege for us to represent the University and the Commonwealth. The facilities master plan is our path forward and we simply cannot do it without the support of our donors.” – UVA ATHLETICS DIRECTOR CARLA WILLIAMS

COMPETITORS TO THE CORE

WHAT'S NEXT FOR ATHLETICS

WELCOME
TO THE
STARTING
LINE
COME

STEP INSIDE TO SEE
OUR PLAN FOR THE FUTURE



EXPERIENCE
YOUR FUTURE
PROVING
GROUND.

VISIT
REDEFINING.VIRGINIASPORTS.COM
FOR PROJECT DETAILS



VVA ATHLETICS
REDEFINED.





BRAND.VIRGINIA YEAR IN REVIEW



UNIVERSITY OF VIRGINIA

The Future of Computing

Getting a Read on Ryan

ASKING MORE OF TECHNOLOGY

In January 2017 a second APOGEE instrument was installed in Chile. Its southern hemisphere location gives access to stars that are impossible to observe from the northern hemisphere.

a much fuller view of the galaxy, and

Way formed and is evolving

identify potential

“THE QUOTABLE UNIVERSITY”

UNWEALTH / ROB SEAL / KORRIN MONTGOMERY / 09.20.2017

The memory of early structure, based on the separation between processors and data storage devices.

CONNECTING WIRE

DATA STORAGE

THIS TIME LAST YEAR

THE REIMAGINED BRAND PLATFORM HAD JUST BEEN LAUNCHED

A COMMUNITY OF 1,300 COMMUNICATORS

AVERAGING 6,000 DOWNLOADS ANNUALLY

SURVEY RESPONSE

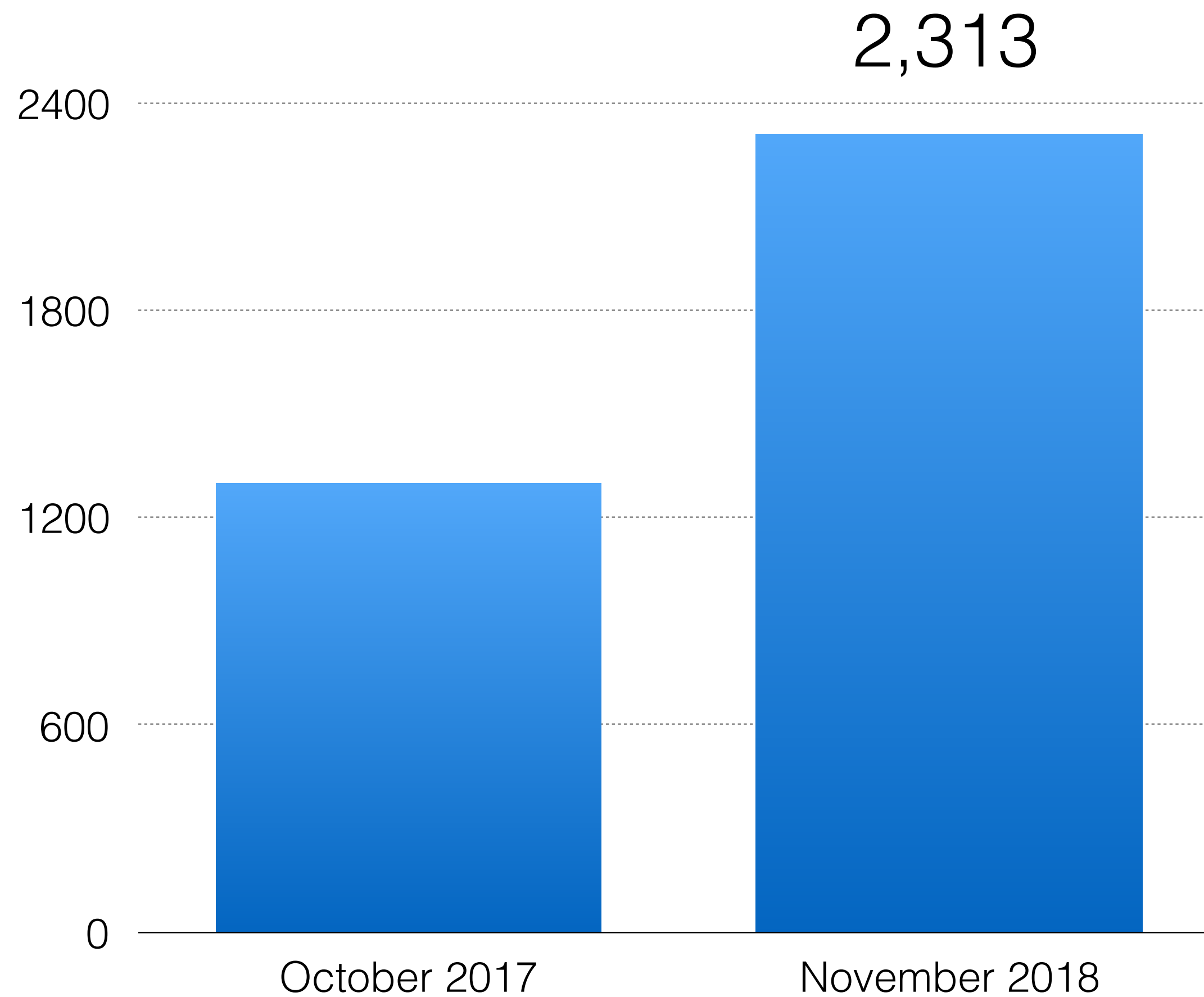
“THIS NEW BRAND.VIRGINIA.EDU HAS BEEN A GAME CHANGER. DESPITE THE ASSETS THAT WERE AVAILABLE TO THEM, I PREVIOUSLY HAD TROUBLE CONVINCING COLLEAGUES IN MY DEPARTMENT TO USE THE PLATFORM BECAUSE IT WASN’T INTUITIVE AND CONSTANTLY HEARD FOLKS COULDN’T FIND WHAT THEY NEEDED. THAT IS NO LONGER THE CASE...”

TODAY

A COMMUNITY OF 2,313 COMMUNICATORS

**NEARLY 7,000 ASSETS DOWNLOADED SINCE LAUNCH OF THE SITE
(OVER 20,000 SINCE 2015)**

TO DATE: USER COMMUNITY



Over 1,000 new users in the last 12 months

Percentage Increase: **78%**

WHO WE ARE

- ARTS & SCIENCES
- HEALTH SYSTEM
- ARCHITECTURE
- ITS
- SCHOOL OF MEDICINE
- UVA ARTS
- BARKELY REI
- EXECUTIVE SEARCH
- CURRY
- ADVANCEMENT
- UVA FOUNDATION
- RESIDENCE LIFE
- MILLER CENTER
- ATHLETICS
- ALUMNI ASSOCIATION
- VP RESEARCH
- DARDEN
- HUMAN RESOURCES
- EMERGENCY PREPAREDNESS
- ADMISSION
- SUSTAINABILITY
- ENGINEERING
- UVA BOOKSTORE
- OFFICE OF THE PROVOST
- MCINTIRE
- FACILITIES MANAGEMENT
- CONTINUING/PROF STUDIES
- LAW SCHOOL
- OFFICE OF THE PRESIDENT
- CAREER CENTER
- LIBRARIES
- STUDENT AFFAIRS
- BATTEN
- UVIMCO
- PARKING & TRANSPORTATION
- NURSING
- EVP/COO
- JOURNEY GROUP
- FINANCE
- CENTERS/INSTITUTES

SURVEY RESULTS

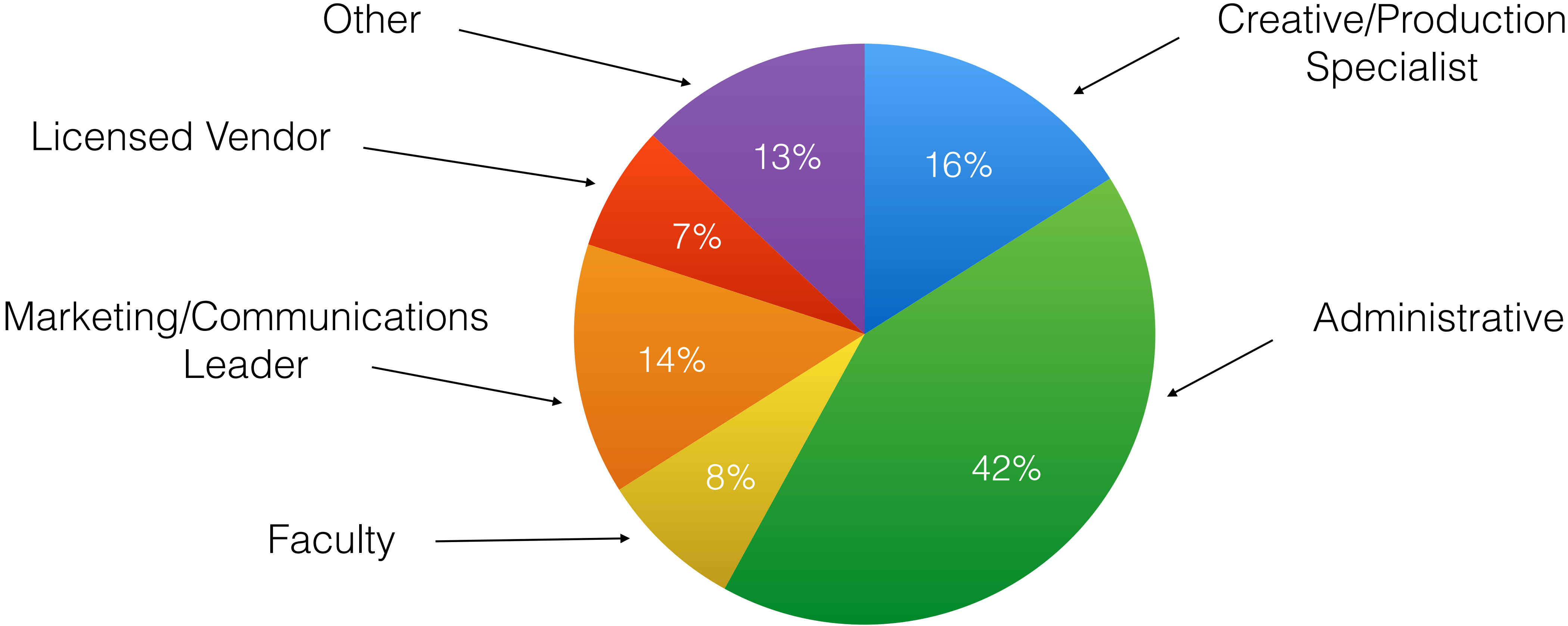
OVERVIEW

JUNE 2017

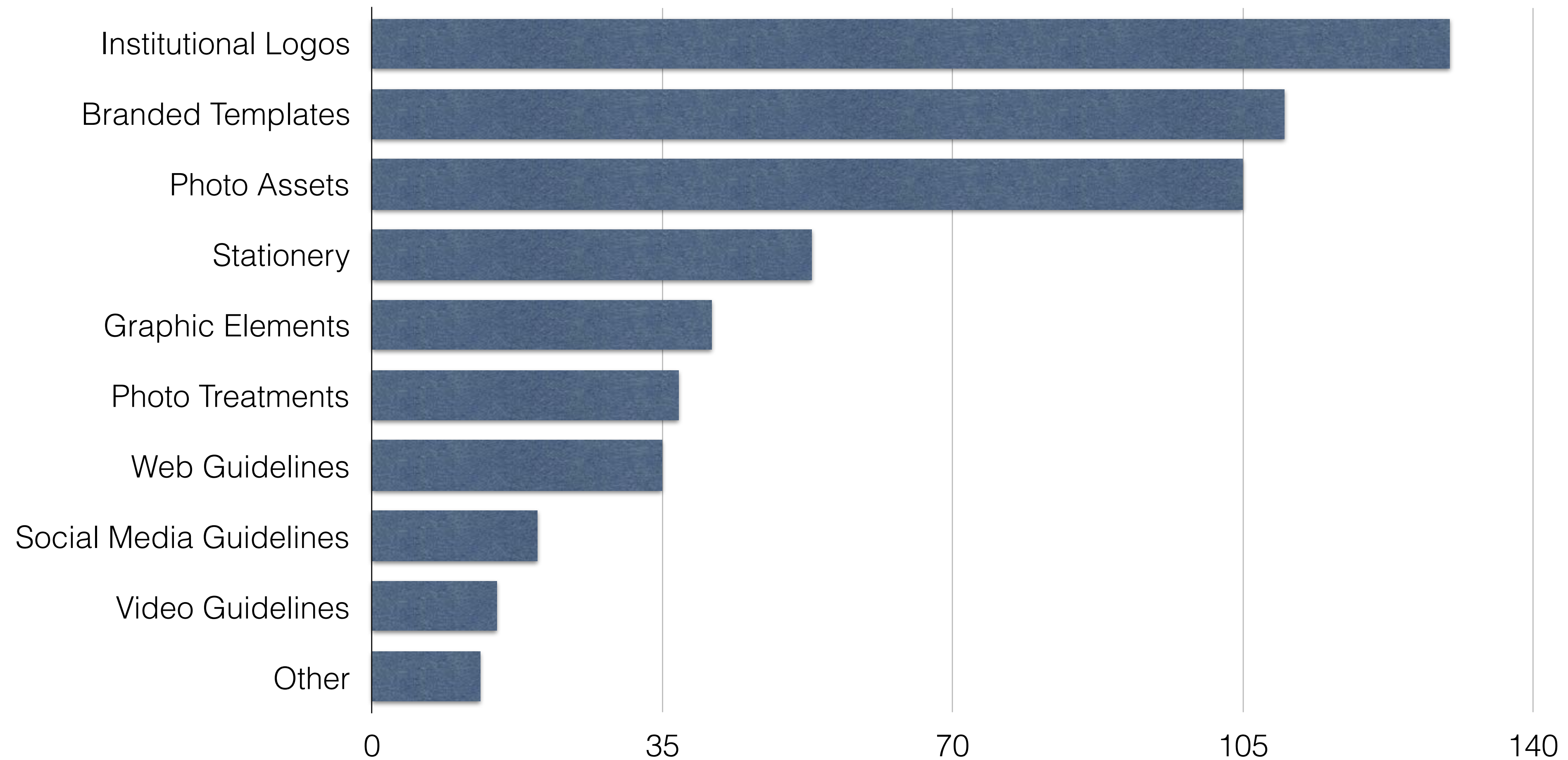
11 QUESTIONS

196 RESPONSES

Q: WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ROLE AT UVA?



Q: WHAT RESOURCES FROM BRAND.VIRGINIA.EDU DO YOU USE MOST OFTEN?



BRANDED TEMPLATES

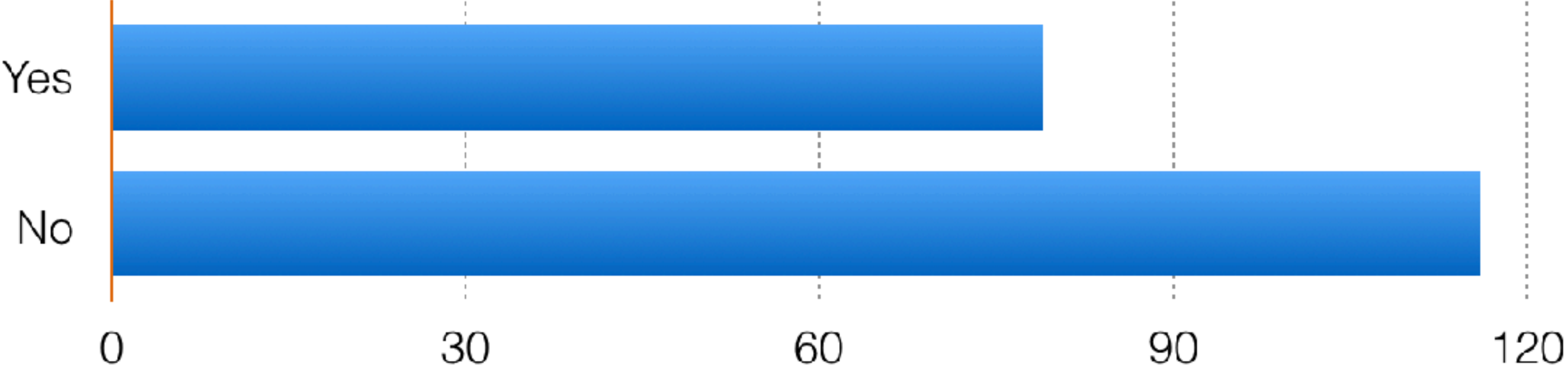
DYNAMIC TEMPLATES BUILT FOR CUSTOMIZATION

KEYNOTE/POWERPOINT PRESENTATIONS

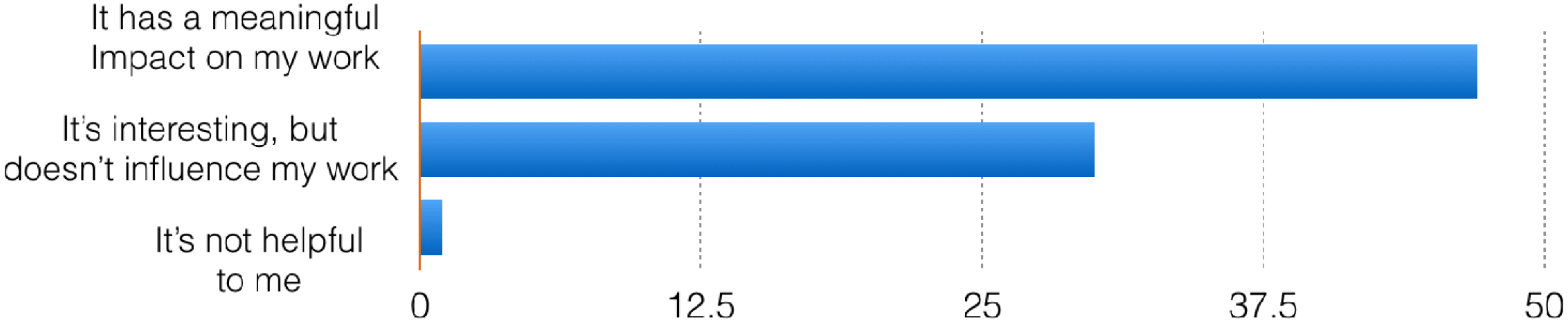
ONE-SHEETERS

BINDER COVERS

Q: Have you explored the Brand-in-Action section of brand.virginia.edu?



Q: How helpful and/or inspiring is it to you to see how others around Grounds are using the brand?



YOU ASKED, WE'RE DEVELOPING

PHOTOGRAPHY

- **UNIVERSITY BUILDINGS**
- **ARTS**
- **LIBRARIES**
- **REGION/BLEUE RIDGE**
- **RESEARCH**
- **STUDENTS IN ACADEMIC CONTEXTS**

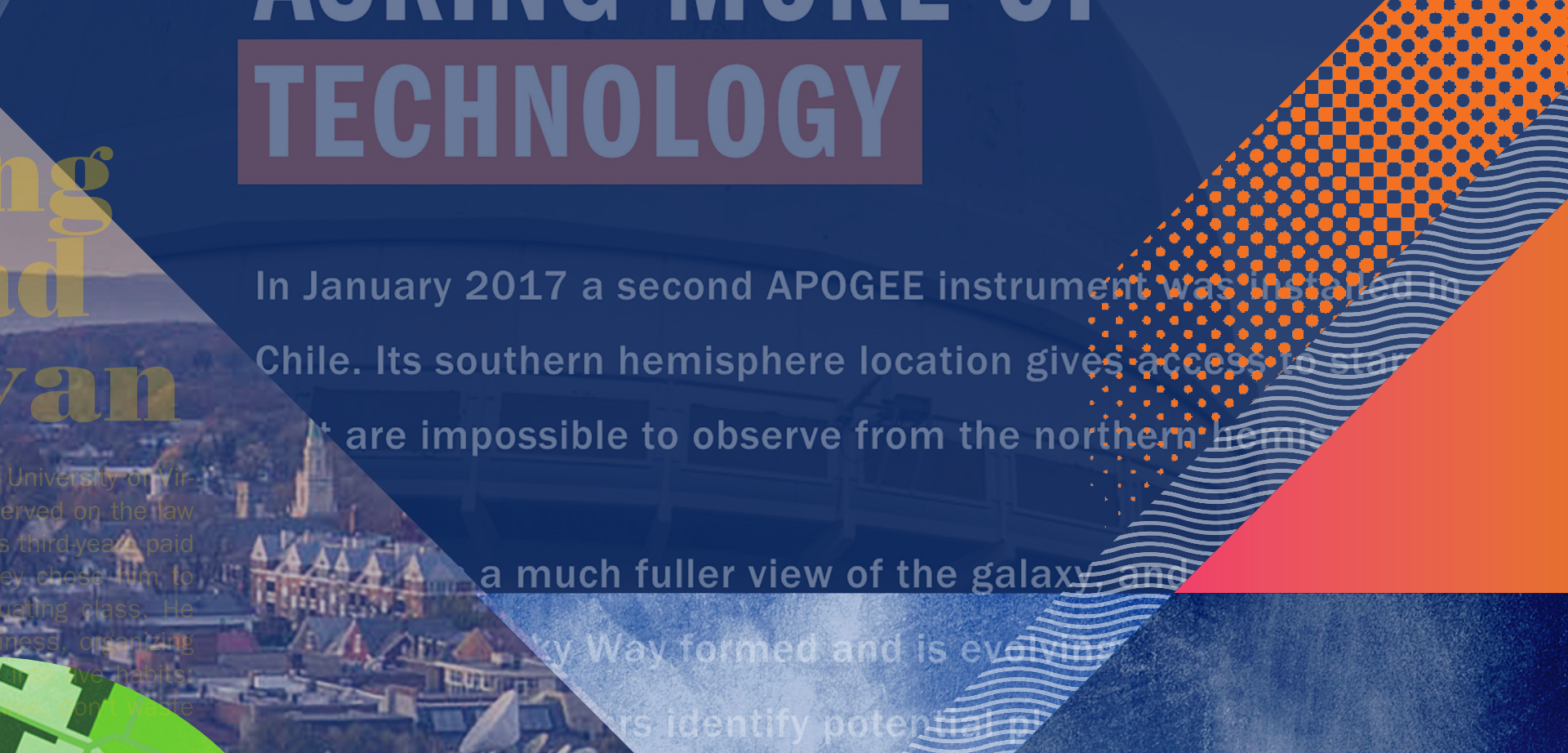
TOOLS AND TEMPLATES

- **INDESIGN TEMPLATES AND FILES**
- **EVENT MATERIALS**
- **VIDEO FOOTAGE OF GROUNDS**
- **ONE-SHEETERS (SIMPLY DESIGNED)**
- **GUIDANCE ON TRADEMARK USEAGE**

TELL US MORE

THIS IS YOUR PLATFORM.

**SEND US: YOUR MOST RECENT WORK
SUGGESTIONS
QUESTIONS
COMPLIMENTS
IDEAS**



WHAT WE DID WHY IT MATTERS



2014



2014

BRAND PLATFORM
DEVELOPED

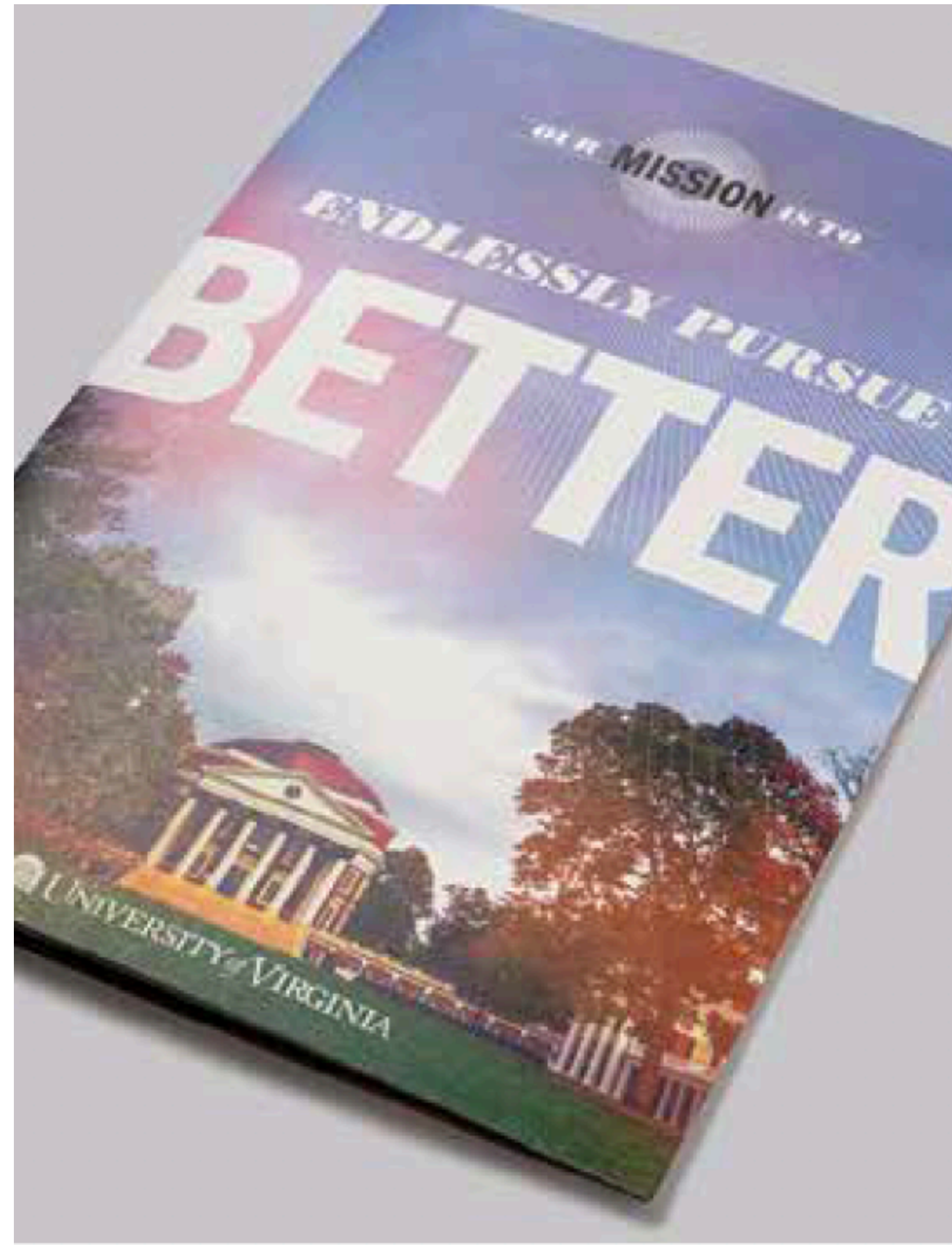
250+ PEOPLE
ENGAGED



2015

ADMISSION
PURSUIT: CAMPAIGN
BRAND STANDARDS

LAUNCH OF THE FIRST
BRAND.VIRGINIA.EDU



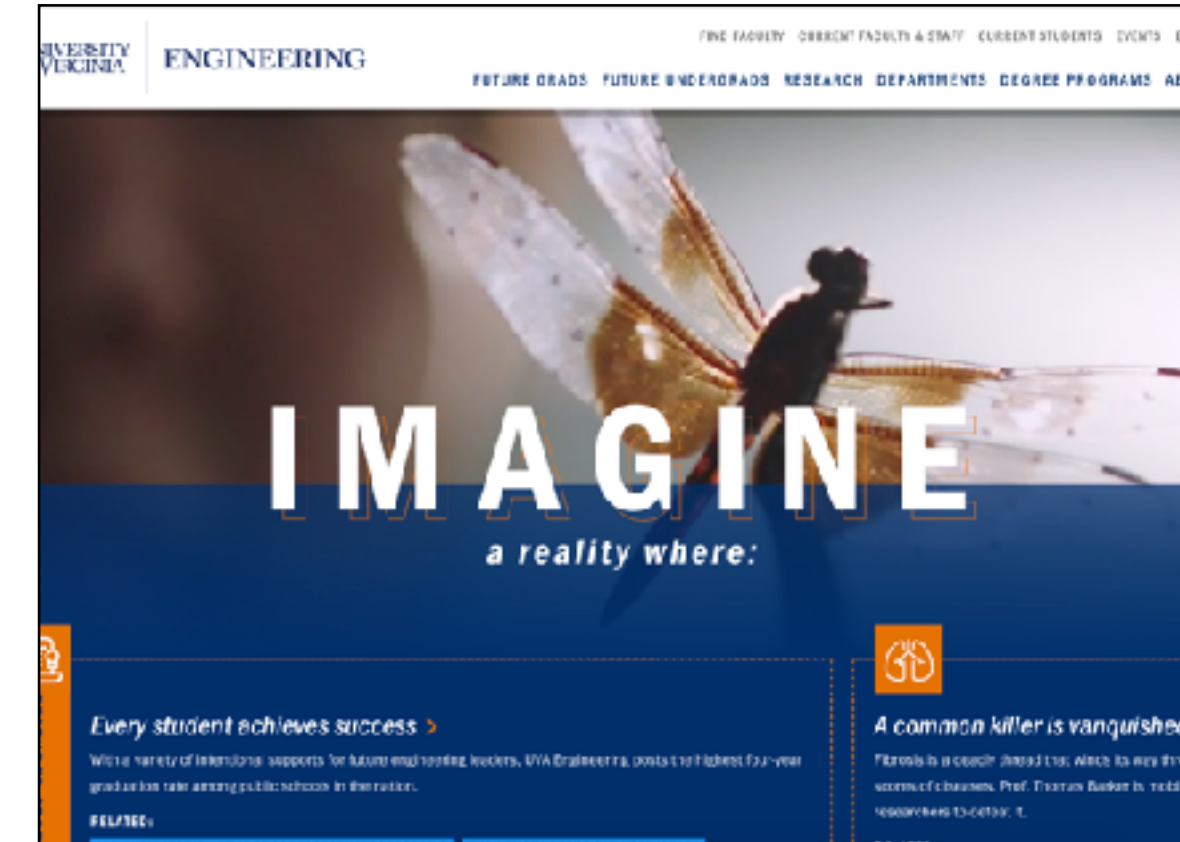
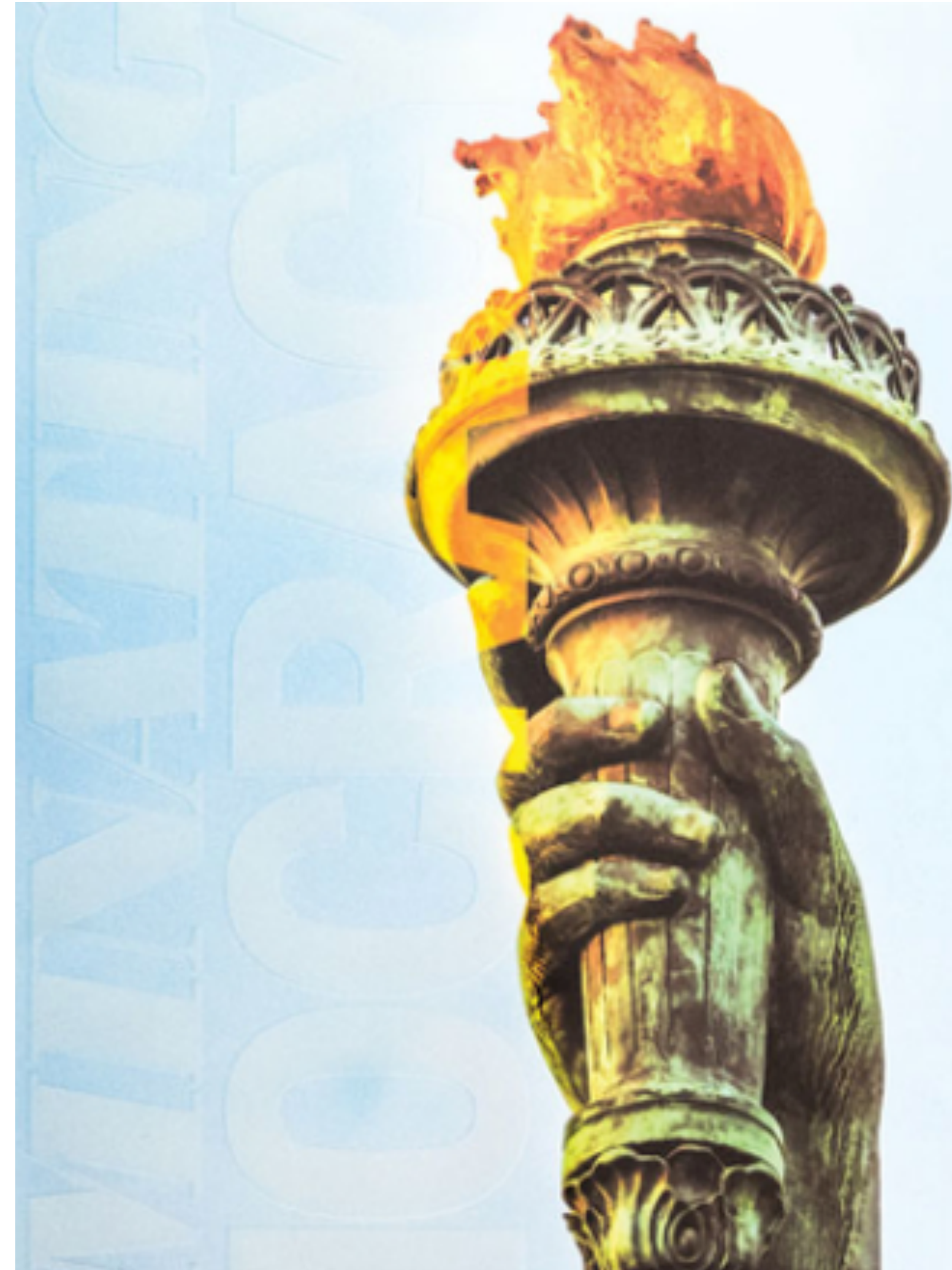
2016

ENGINEERING

BRANDS DEVELOPED;

- MILLER CENTER
- CURRY
- DATA SCIENCE INSTITUTE
- BATTEN

COMMUNITY REACHES 650



2017

HEALTH SYSTEM,
ADVANCEMENT BRAND
APPLICATIONS

PUBLISHED STUDY

BUILT THE NEW
BRAND.VIRGINIA.EDU

COMMUNITY REACHES
1,300



**MOVE FREELY.
MOVE FORWARD.**

Devon Hail, G

At UVA Orthopedics, we make a difference in our patients' lives by seeing healthcare differently. Never relying on what is, always moving forward. From preventing athletic injuries to performing complex surgeries, UVA Orthopedics knows that when we work together as a team, anything is possible.

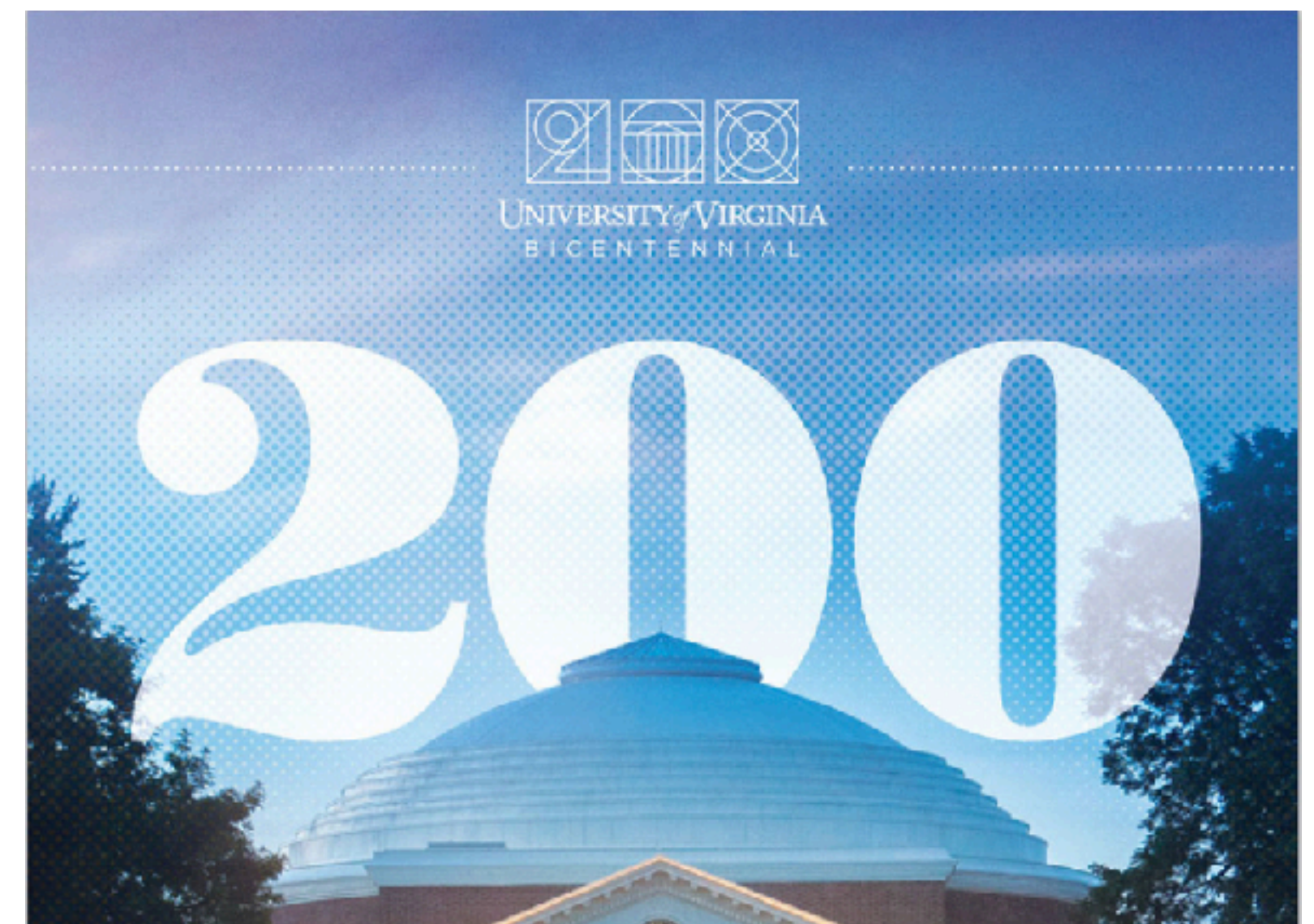
Learn more at
uvahealth.com/ortho

To schedule an appointment with a UVA physician, please call 434.243.SPRT (7778).



**EXCEPTIONAL CARE
IS CALLING**

Learn About Our Brand Messaging



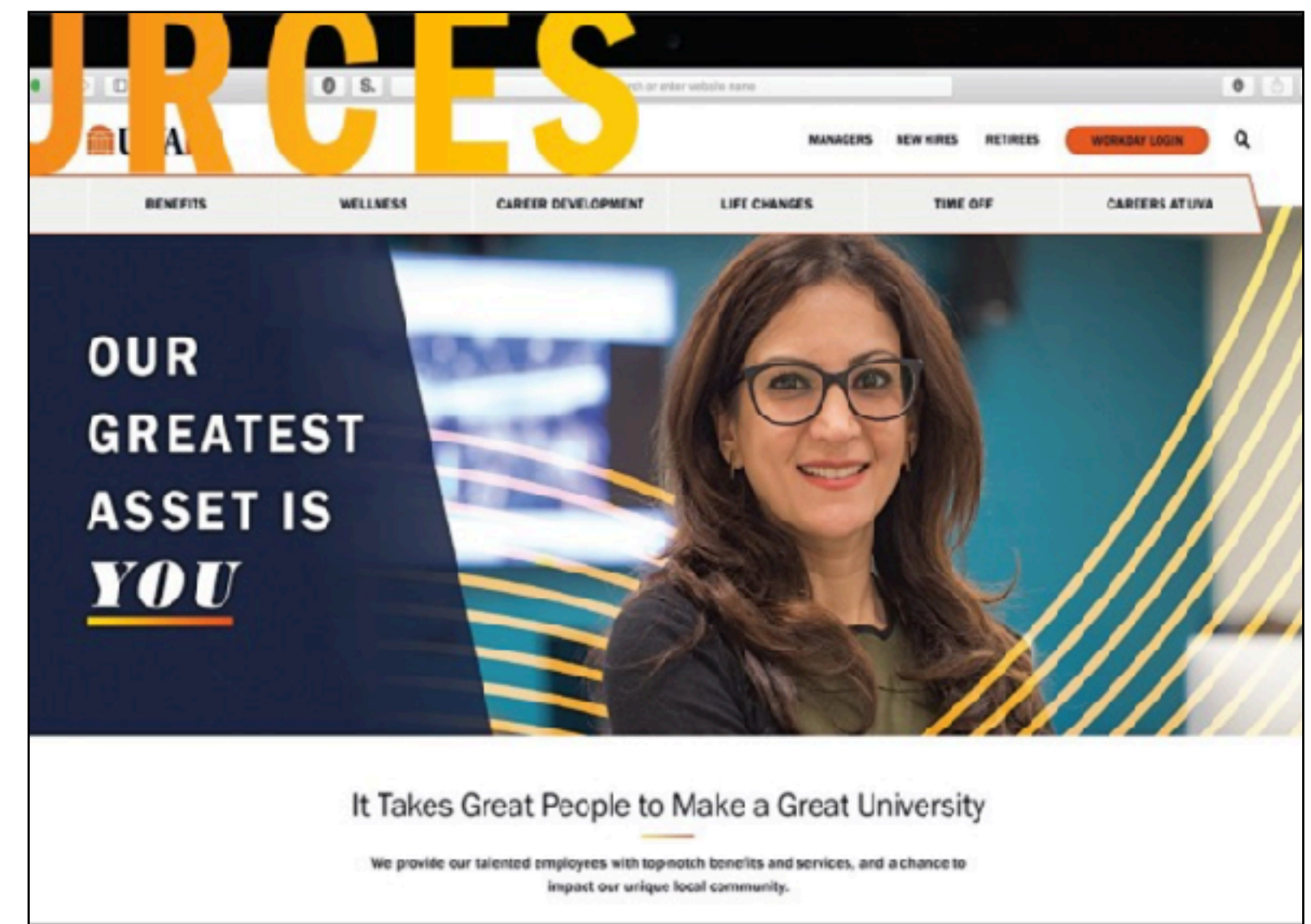
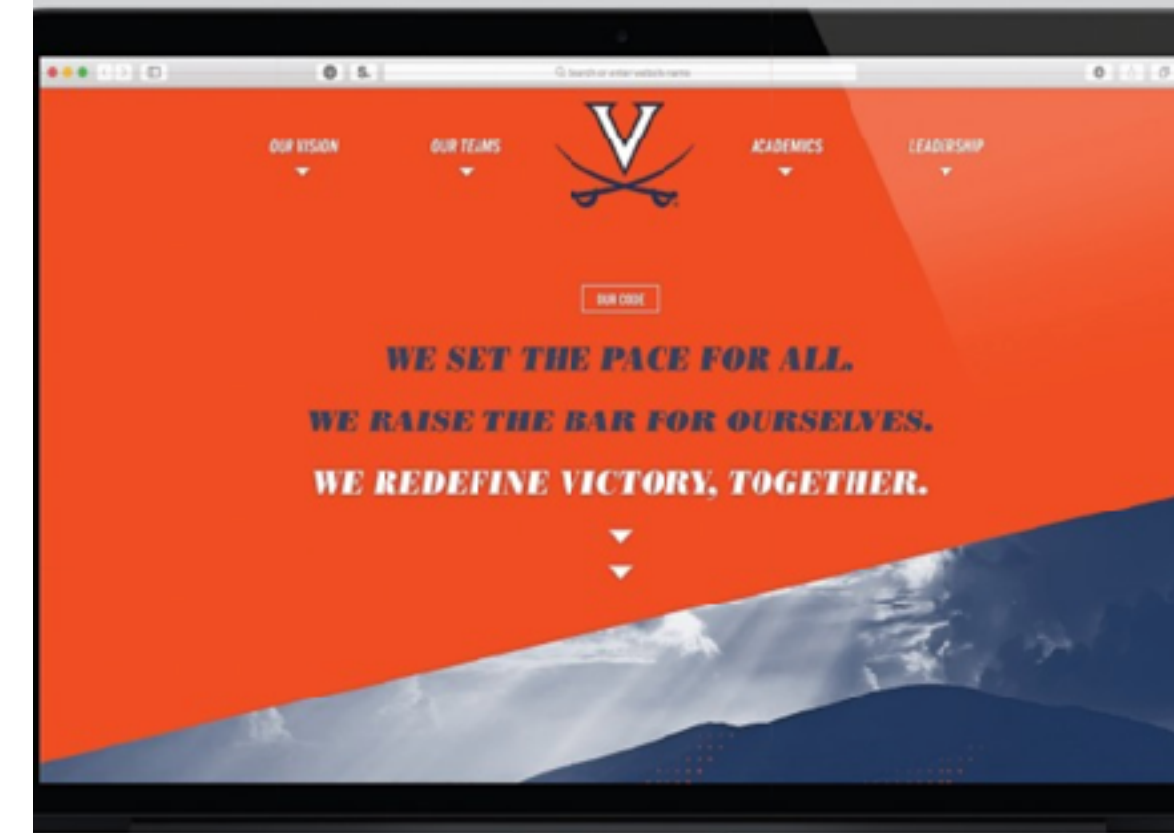
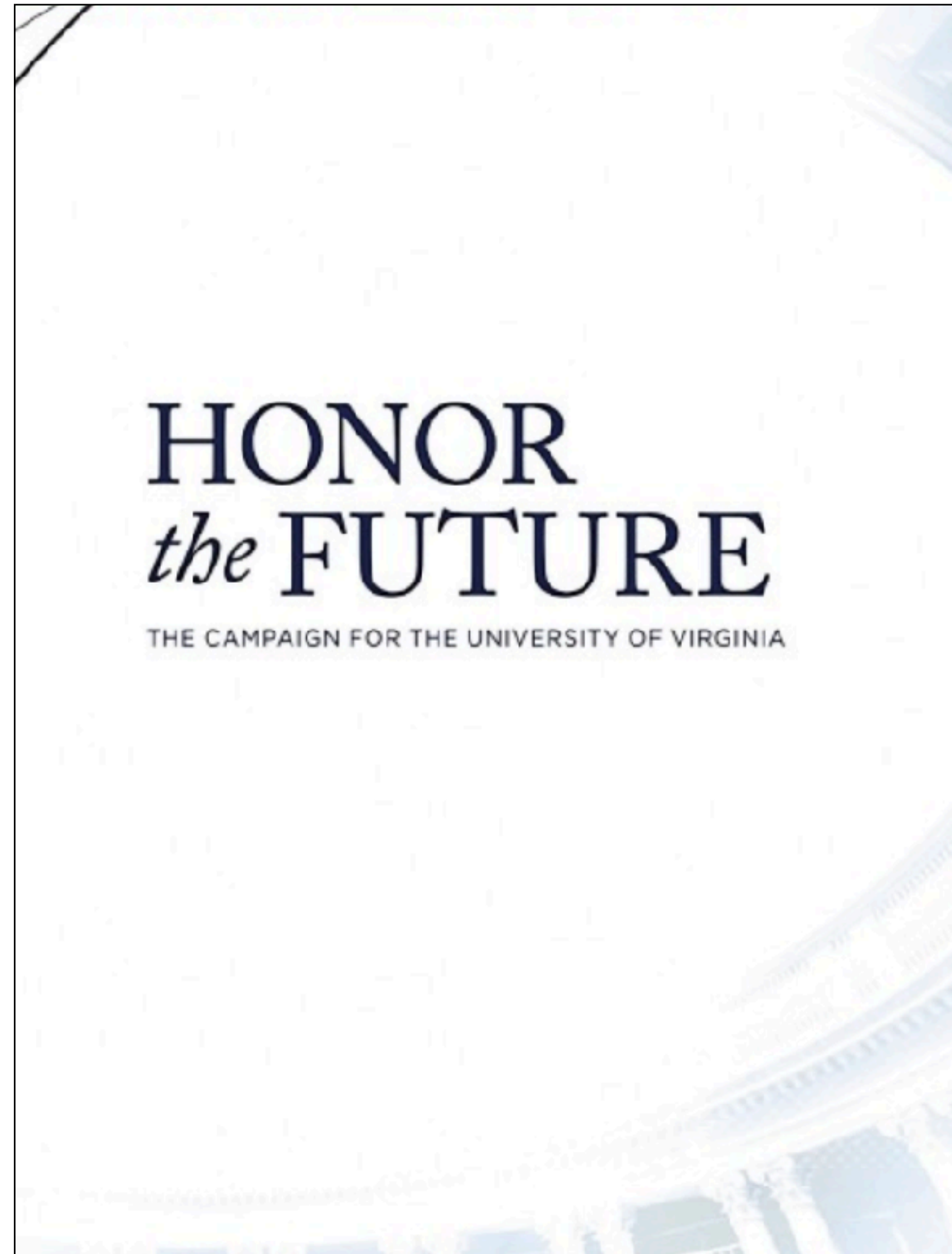
UNIVERSITY OF VIRGINIA
BICENTENNIAL

2000

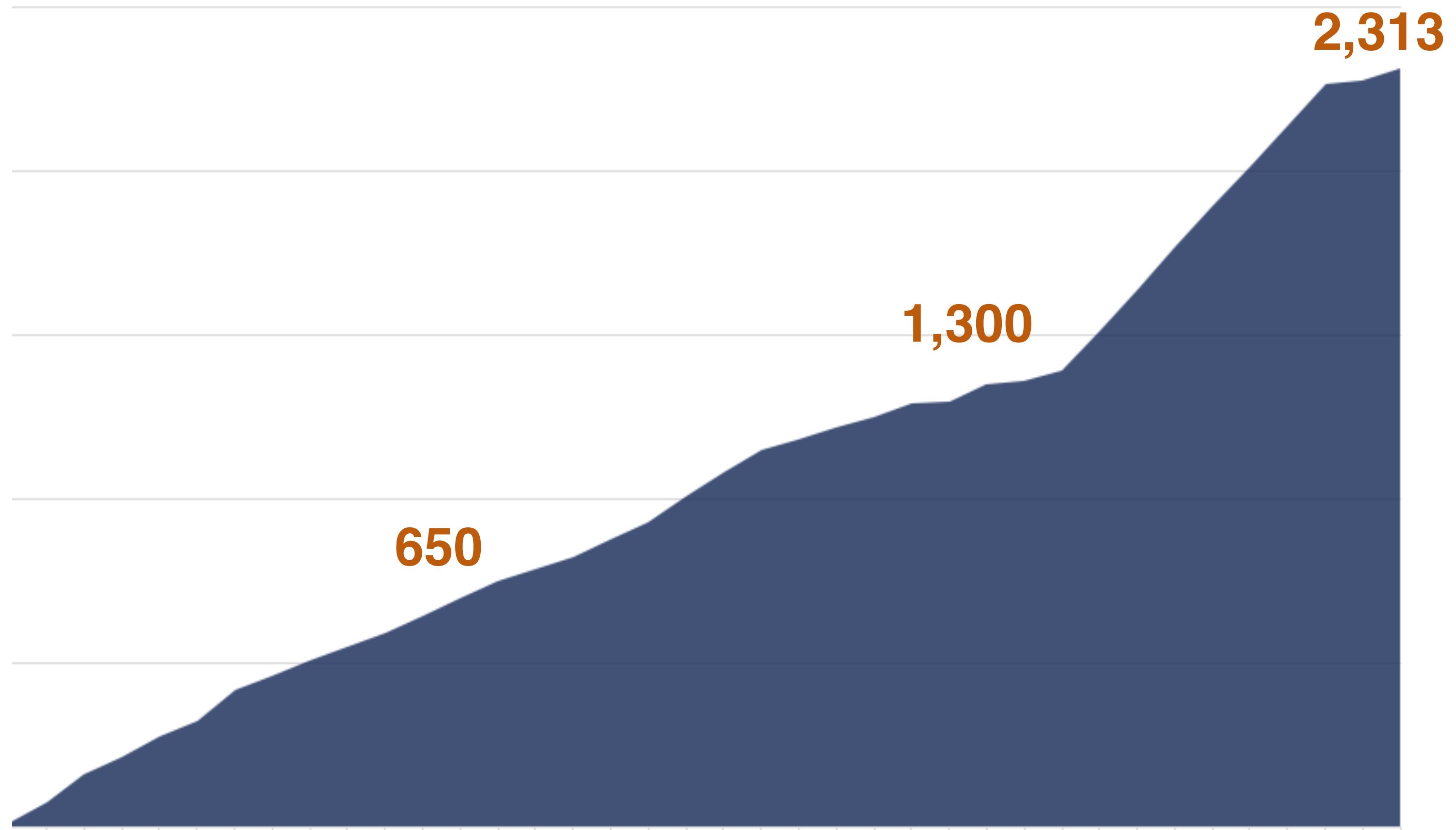
2018

CAPITAL CAMPAIGN
HUMAN RESOURCES
ATHLETICS

COMMUNITY REACHES
2,300



—
BUT WAIT
—



2014

2015

2016

2017

2018

BRAND
PLATFORM

OPEN
ACCESS

EVOLVING
TOOLKIT

COMMUNITAL
UX DESIGN

ECOSYSTEM

SO WHAT DID WE DO?

SOLVED A PROBLEM

CHALLENGED CONVENTION

CHOSE SELF GOVERNANCE OVER EXCLUSIVE CONTROL

CREATED A NEW MODEL FOR HIGHER EDUCATION

NEED THE ORIGINAL CREATIVE DECK FOR THIS IMAGE



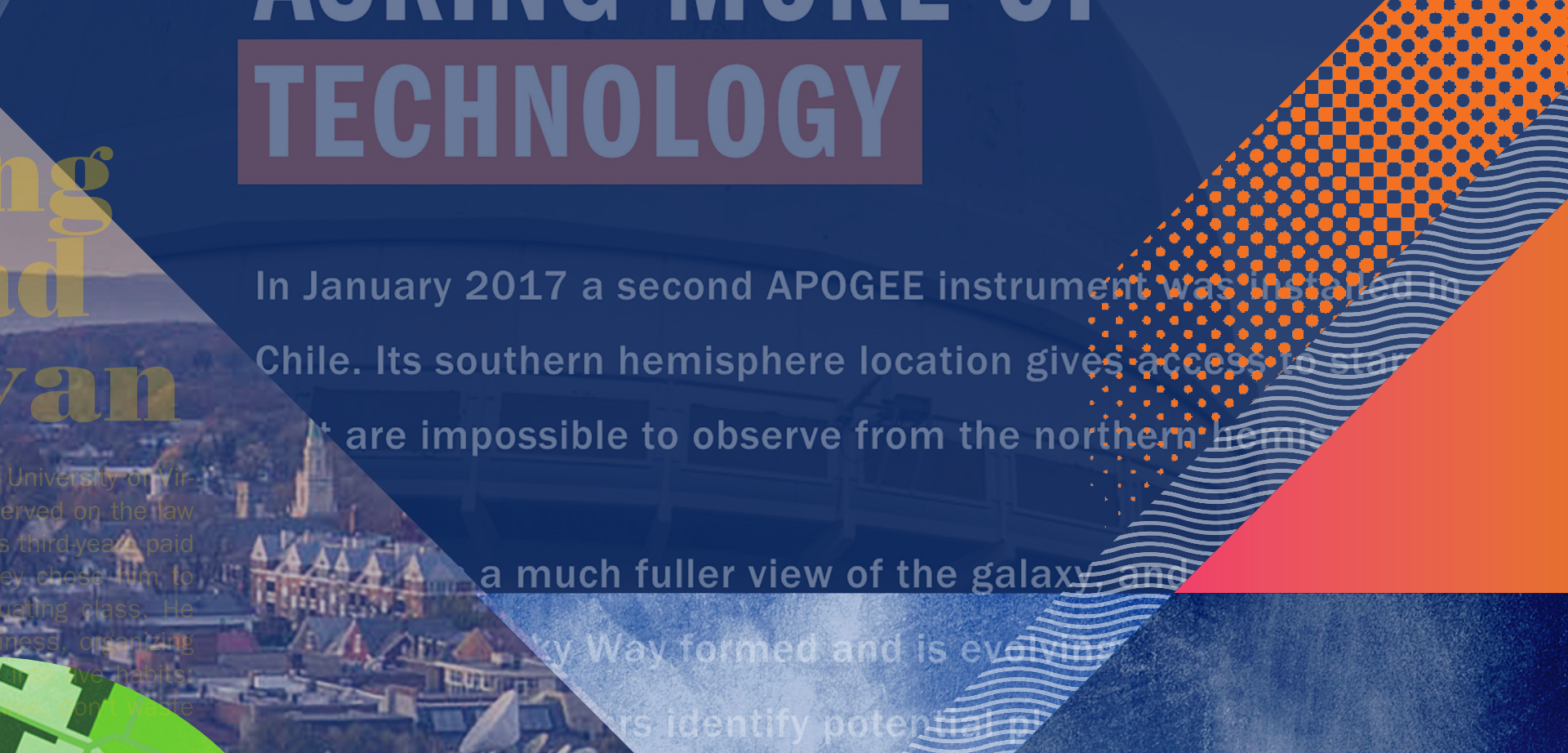
WHY DOES THIS MATTER?

**BECAUSE OUR CHALLENGES ARE NOT UNIQUE.
BECAUSE OTHER INSTITUTIONS WANT A BRAND THAT
GOES BEYOND COMPLIANCE.**

**BECAUSE OTHER INSTITUTIONS HAVE TO SERVE THE MANY NOT THE FEW
BECAUSE NO INSTITUTION HAS EVER BUILT A COMMUNITY LIKE THIS.**

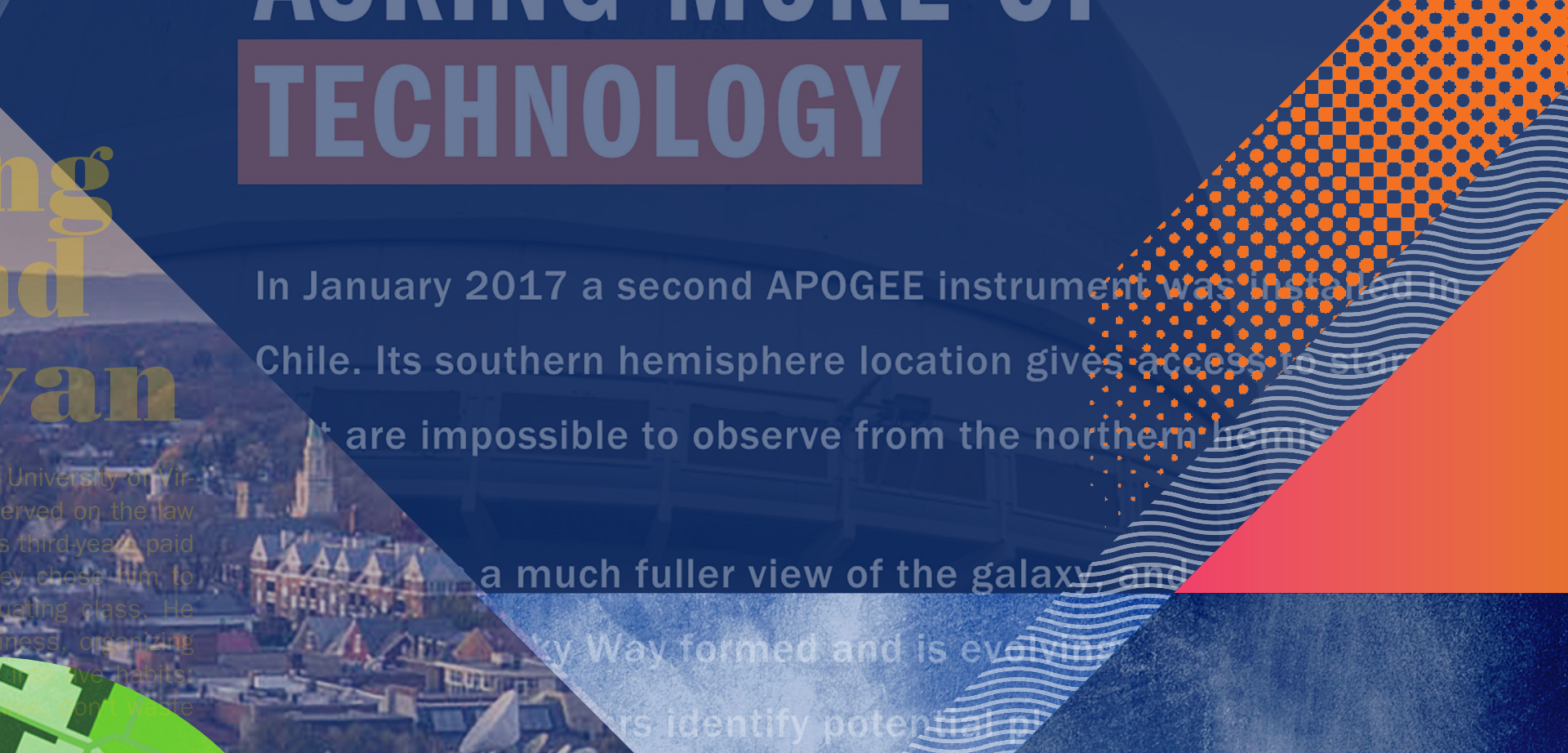
YOU ARE THE PROOF





BEST OF THE BRAND





ATHLETICS



TOBIAS CAN YOU ARRANGE THESE WELL AND GET BEST RES VERSIONS FROM KORRIN THANKS



“WE CAVALIERS”

BRAND STRATEGY, CONCEPT AND INITIAL PSA



PUT YOUR WHY TO WORK

BRAND CONCEPT, CREATIVE, COLLATERAL, ADVERTISING



FACILITIES MANAGEMENT

“THE QUOTABLE UNIVERSITY”

UNWEALTH / ROB SEAL / KORRIN MONTGOMERY / 09.20.2017

The memory was the result of early structure, based on the technologies of the time. This creates the separation between processors and data storage devices.

CONNECTING WIRE

DATA STORAGE



NEED TO FIND PICTURE OF ENVIRONMENTAL INSTALLATION



TITLE FOR IMAGES HERE

Subtitle and Description for Image Here if Needed



PICTURE OF DARDEN PAGENATRY



PIC FROM INAUGURARION WITH PAGEANTRY

QUESTIONS, COMMENTS
THANK YOU!

