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And as a result of the meteoric rise in digital power, today’s machines can enable big data discoveries, supercharge...
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

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Athletics Brand Development
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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
WE
STAND
AT A
PIVOTAL
JUNCTURE
WITH NEW LEADERSHIP IN PLACE,
NOW IS THE TIME TO DEFINE WHO WE ARE, WHERE WE’RE GOING, AND WHY THAT MATTERS.
TO DEVELOP THE WELL-ROUNDED LEADERS OF TOMORROW THAT STUDENT-ATHLETES ARE EQUIPPED TO BECOME
FOR OUR NATION
FOR
THE COMMONWEALTH
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Redefining Victory

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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.
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
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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…”
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TODAY

A COMMUNITY OF 2,313 COMMUNICATORS
NEARLY 7,000 ASSETS DOWNLOADED SINCE LAUNCH OF THE SITE
(OVER 20,000 SINCE 2015)
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TO DATE: USER COMMUNITY

Over 1,000 new users in the last 12 months

Percentage Increase: 78%
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Q: WHICH OF THE FOLLOWING BEST DESCRIBES YOUR ROLE AT UVA?

- Creative/Production Specialist: 16%
- Administrative: 42%
- Marketing/Communications Leader: 14%
- Licensed Vendor: 7%
- Faculty: 8%
- Other: 13%
Q: WHAT RESOURCES FROM BRAND.VIRGINIA.EDU DO YOU USE MOST OFTEN?

- Institutional Logos
- Branded Templates
- Photo Assets
- Stationery
- Graphic Elements
- Photo Treatments
- Web Guidelines
- Social Media Guidelines
- Video Guidelines
- Other
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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?

Yes

No

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

It has a meaningful impact on my work

It’s interesting, but doesn’t influence my work

It’s not helpful to me
YOU ASKED, WE’RE DEVELOPING

PHOTOGRAPHY

• UNIVERSITY BUILDINGS
• ARTS
• LIBRARIES
• REGION/BLUE 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 USAGE
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TELL US MORE

THIS IS YOUR PLATFORM.

SEND US: YOUR MOST RECENT WORK
SUGGESTIONS
QUESTIONS
COMPLIMENTS
IDEAS
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2015

ADMISSION
PURSUIT: CAMPAIGN
BRAND STANDARDS

LAUNCH OF THE FIRST
BRAND.VIRGINIA.EDU
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It Takes Great People to Make a Great University
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EVALUATING TOOLKIT 2015 UX DESIGN
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COMMUNITY 2018 CLOSED
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SOLVED A PROBLEM
CHALLENGED CONVENTION
CHOSE SELF GOVERNANCE OVER EXCLUSIVE CONTROL
CREATED A NEW MODEL FOR HIGHER EDUCATION
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