



UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
****Information Item****

1. **Project Number**
2. **Project Name** **UH Brand and Communications**
3. **Committee Date** **April 9, 2010**
4. **Requesting Department** **University Relations**
5. **Contact Name & Phone Number** **Karen Clarke, x3-8335**
6. **Presenter:** **Karen Clarke**
7. **Description**

This item presents an overview of the University's new brand and graphic standards.

A clear, consistent graphic image promotes the mission of the University of Houston to internal and external audiences, safeguards the traditions associated with the university and in doing so instills a sense of pride and respect. The brand program is further described in the attached file.
8. **Cost of Project** N/A
9. **Source of Funding:** N/A
10. **Proposed Start Date:** N/A

Spencer Moore
Executive Director
Facilities Planning & Construction

Date: _____

Attachments

UH Brand and Communications

University of Houston

University Advancement

“Learning. Leading.” Campaign

- Fresh and effective when it was launched
- No longer an active campaign
- No longer reflects the evolving nature of UH
- UH has new goals, new opportunities and new leadership. It’s time to update our communications to reflect our brand “position.”

A Bit About Branding

- An organization's brand or brand identity influences how the consumer perceives the organization and its product or services
- It's a lot more than just a logo or color scheme, although those things are part of the overall brand identity
- A well-researched brand identity helps an organization have a positive effect in the marketplace and community it serves

Research

- Tasked with steering the branding effort, University Relations reached out to Fletcher Martin
- Fletcher Martin is one of the Southeast's fastest-growing integrated communications firms
 - Helps clients stand out by providing insights to define unique market position and distinctiveness
 - Able to provide unbiased, third-party research insights.

Research

- Stakeholder Interviews
 - Key UH Leadership & Faculty
 - UH Board of Regents
 - UH Alumni
 - Student Body Leaders
 - Business and Community Leaders

- Focus groups

- Time on campus observing activities and environment

Audience Messaging Goals

- Students – enliven school spirit
- Houston Business Leaders - create preference for hiring UH graduates
- Alumni - give them permission to publicly flaunt their alma mater
- Faculty - re-engage beyond their curriculum
- Prospective Students - change perceptions to make UH a top choice, not a fall back

New Brand Ideas

- After research and analysis was complete, Fletcher Martin's professional team came up with a few ideas for a new UH Brand Identity
- These ideas were tested in focus groups from key audiences
- Many ideas were received well, the few that were not were eliminated or re-imagined

UH Identity & Positioning

- Fletcher Martin recommends establishing an identity that is unique to UH, to differentiate us from other universities
 - Take ownership for what we are; stop fighting in the shadow of others
 - Emphasize our strengths: diversity, entrepreneurialism, connection to the City of Houston, accessibility

Positioning Plan

- Focus on the students, not on the “university”
- Take academic-speak out of our brand message
- Re-engage the campus with brand love first, then reach out community wide
- Drive interaction and engagement among our students, faculty, alumni and business community; give them permission to speak with enthusiasm about UH
- Use faculty and academic achievements as strong “reasons to believe” lending critical credibility to our brand positioning
- Make an earlier, positive brand connection with students

New Brand Ideas

- Recommendations for the new UH brand identity:
 - Editorial – story-telling style, minimize “academic speak”, candid photos using actual students
 - Urban - more urban landscape and actual UH buildings and scenery
 - Emphasize benefits of being located in City of Houston: jobs, internships
 - Updated logo with more urban-style fonts and color scheme

New UH Logotype

UNIVERSITY of **HOUSTON**
YOU ARE THE PRIDE

UNIVERSITY of
HOUSTON
YOU ARE THE PRIDE

Magazine Ad Student Audience



MY FELLOW COUGARS-

The start of each semester brings an infusion of excitement and promise to the University of Houston, as students return and new members join our Cougar family. I would like to extend a warm welcome to each of you.

As students, you are the heart of this university. You strive every day to set a new standard of academic excellence. You take advantage of our world-class programs and diverse campus environment, and meet each new challenge with confidence.

Here at UH, you are making memories that will last a lifetime and laying the foundation for promising careers. Most of all, you are inspiring others with your determination to succeed.

YOU ARE THE PRIDE.

Renu Khator


Renu Khator
President, University of Houston

www.uh.edu/president



Magazine Ad

Alumni/Business Leader Audience

A black and white portrait of Dr. Jan-Åke Gustafsson, an older man with white hair and glasses, wearing a grey suit jacket over a white shirt. He is standing with his arms crossed, looking directly at the camera with a slight smile. The background is dark.

**TIER ONE SUCCESS:
IT'S MORE THAN STEPPING INTO THE LAB,
IT'S MAKING BREAKTHROUGHS.**

*DR. JAN-ÅKE GUSTAFSSON,
distinguished professor and director of the
Center for Nuclear Receptors and Cell Signaling at the University of Houston*

Early in your career, you made pivotal contributions in the field of nuclear receptor research. You've kept at it, making inroads in developing treatments for diseases such as cancer and diabetes. You've won prestigious awards and been recognized as one of the top minds in your field. Now, at the University of Houston, you are continuing your vital work and helping pave the road to Tier One. Jan-Åke Gustafsson, you are an innovator and a brilliant researcher.

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PHOTOGRAPH BY ANDREW S. GRIFFIN

Billboards

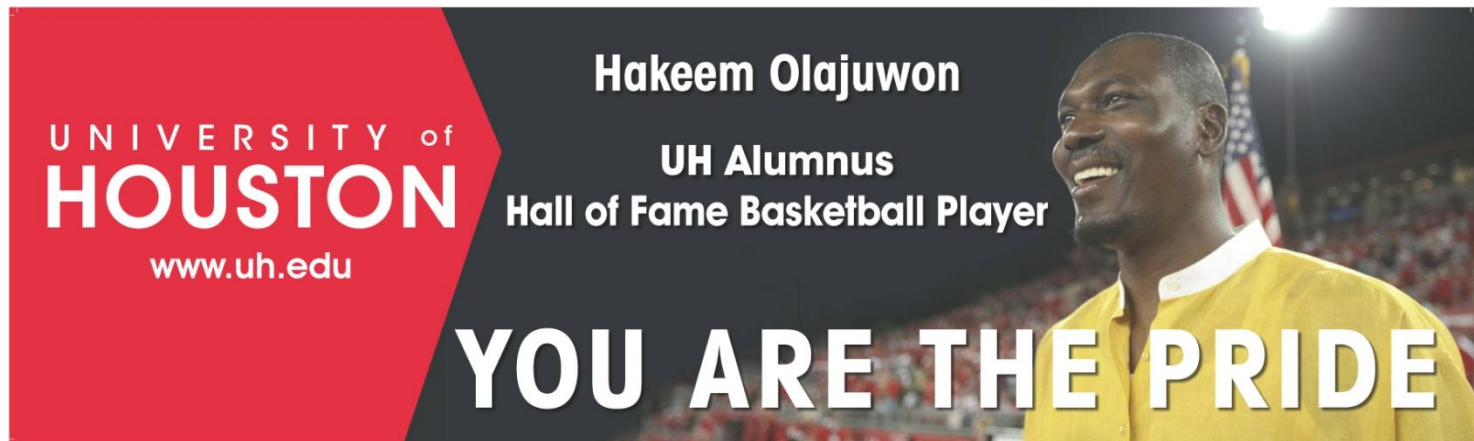
Student/Prospective Student Audience

A billboard featuring a smiling man in a blue flight suit with an American flag patch on the sleeve. The background is a blurred image of an aircraft hangar. On the left, there is a red graphic element containing the University of Houston logo and website. The text 'YOU ARE THE PRIDE' is overlaid in large white letters at the bottom.

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Danny Olivas (M.S. '93)
UH Alumnus
Engineer and Astronaut

YOU ARE THE PRIDE

A billboard featuring a smiling man in a yellow polo shirt. The background is a blurred image of a basketball arena with an American flag. On the left, there is a red graphic element containing the University of Houston logo and website. The text 'YOU ARE THE PRIDE' is overlaid in large white letters at the bottom.

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Hakeem Olajuwon
UH Alumnus
Hall of Fame Basketball Player

YOU ARE THE PRIDE

Using the New Word Marks

- New word marks can be used with or without the “You Are the Pride” tagline.
- Do not append other logos or marks onto the new UH logo.
 - Do not append the interlocking UH
 - Do not append current or past college/department logos or marks
 - Do not mix new UH word mark with past UH college/department word marks

The Interlocking UH

- The interlocking UH logo is **not** disappearing
- We will continue to embrace this “heritage” mark, using it mostly as an **Athletics** mark.

