What’s this...
...and this
...have to do with this?
Branding

Slaughgaiirm

Credential
Building a Brand in Today’s World
The Big Picture

Mission & Strategy
(your goals and plans)

Communications
(your images and words)

Behavior
(how your people act)

Academic programs
(your “products and services”)

Environment/facilities
(your buildings, grounds, equipment)
What a brand is . . . and is not

"NJIT"

• This symbol is NOT your brand.

• How people “feel” and “think” about you IS your brand.

• Your mark is a “trigger”— sparks your brand in people’s minds.

• The brand perception triggered may be “strong” or “weak,” “good” or “bad” — depending on what has been connected to and infused into it over time. (Experiences, images, environment, stories, word-of-mouth, behavior, etc.)
Branding is about creating meaning in the minds of every one of your audiences — it is about creating reality and managing perception. Brands live in the minds of every stakeholder.
Every “touchpoint” is an opportunity to add meaning to your brand

**Active Paid Messages**
- Advertising
- Direct Mail
- Publications
- Web Sites
- Web Banners
- Trade Shows
- Exhibits
- Images

**Active Institutional Messages**
- Speeches
- Presentations
- Public Relations
- Media Relations
- Public Affairs
- Civic Marketing
- Affinity Marketing

**Environmental Messages**
- Vehicles
- Facilities
- Grounds
- Signage
- Uniforms

**Behavioral Messages**
- Employee behavior
- Programs
- Special Events

**Electronic Messages**
- Telephone
- E-Mails
- Voice Mails

**Passive Institutional Messages**
- Stationery Systems
- Business Cards
- Business Forms

**Grass Roots Messages**
- Word of Mouth
- Networking
In an ideal world . . .

Brand messages and visuals must be planned, coordinated, targeted and managed in line with a master blueprint to ensure a consistent and effective program that over time will forge your brand in the minds of your audiences.
Brand building is not one thing... it is many things supporting one vision

**INSTITUTIONAL INFORMATION VIA WEB SITE AND PUBLICATIONS**
Major issues and BP's values, views and actions

**BP CORE BRAND VALUES**
- Performance - enabling global customers to be innovative, delivering breakthrough solutions
- Progression - always looking for a new and better approach
- Shape - demonstrating environmental leadership

**SPEECHES**
- “It’s a start” Beyond Petroleum Campaign in U.S.A.
- Issue Focused (Print)
- Consumer Focused (Television)

**ADVERTISING**
- “It’s a start” Beyond Petroleum Campaign in U.S.A.
- Issue Focused (Print)
- Consumer Focused (Television)

**CIVIC MARKETING**
- Support for major energy exhibit at science museum in London
- Supported by BP, the Energy Gallery is the newest addition to the Science Museum in London.

**PUBLIC RELATIONS**
- BP Magazines: one targeted at tech & science audiences, the other at employees, retirees and interested external audiences

**PHYSICAL ASSETS**
- Vehicles, facilities, signage

**PUBLICATIONS**
- Reports on local issues and actions

**CIVIC MARKETING**
- Education publications, programs and contributions

**MEDIA RELATIONS**
- Vehicles, facilities, signage
Communicating the NJIT Brand
Visual identity is a management tool

A change in your identity is about a change in the institution.
• The **meaning** behind that change must be conveyed.
• The “style,” i.e., visual, must not overshadow the “substance.”

The greatest challenge in the launch of a new identity is not in what is created...it is in:

• Communicating what it means
• Sustaining implementation and follow-through over time
Core Identity with Descriptor
Welcome to the College of Science & Liberal Arts

Welcome to the School of Management
Welcome to the Honors College

Welcome to the College of Computing Sciences