

NJIT

New Jersey's Science &
Technology University

What's this...



...and this



...have to do with this?



Branding



Slaughtgairm



Credential



Brand Identity

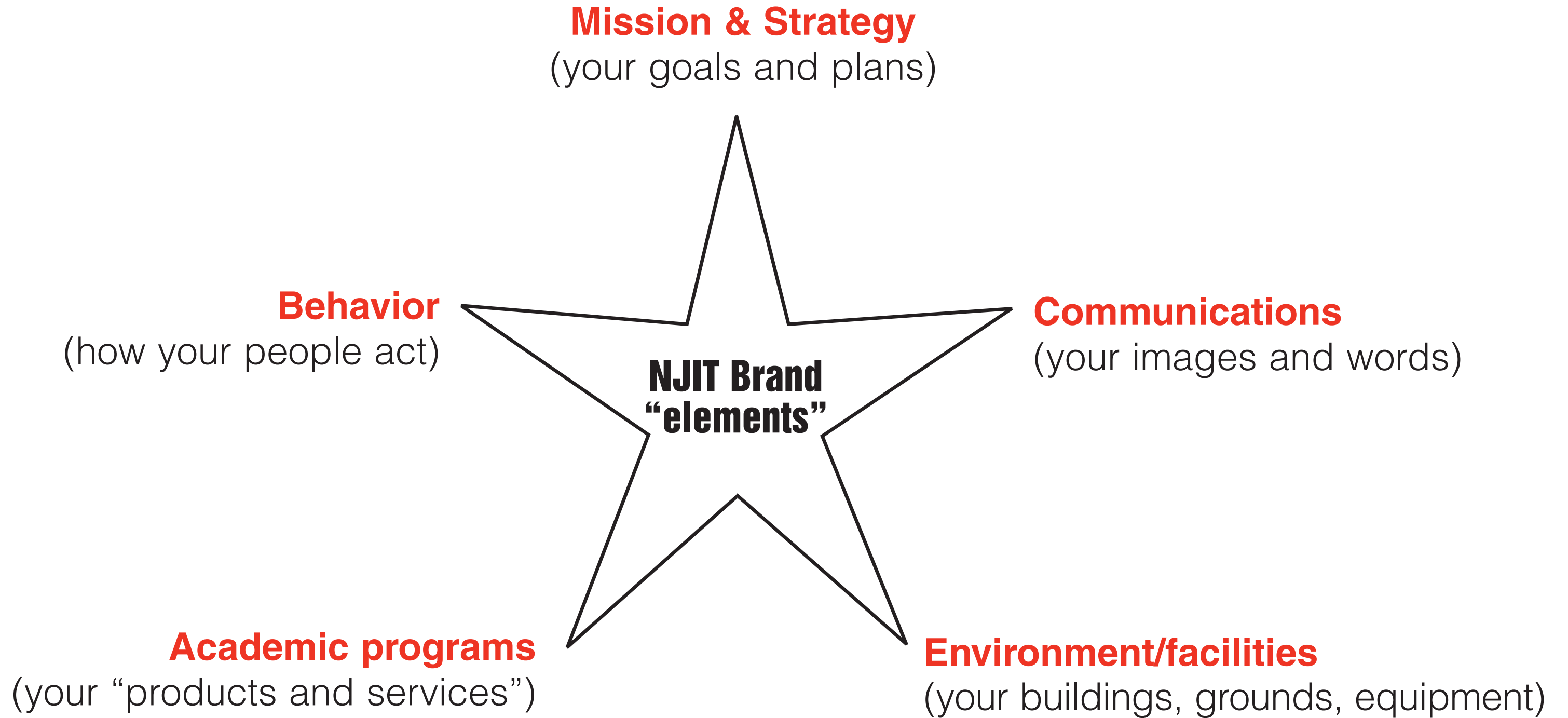
Tagline (slogan)

Diploma



Building a Brand in Today's World

The Big Picture



What a brand is . . . and is not

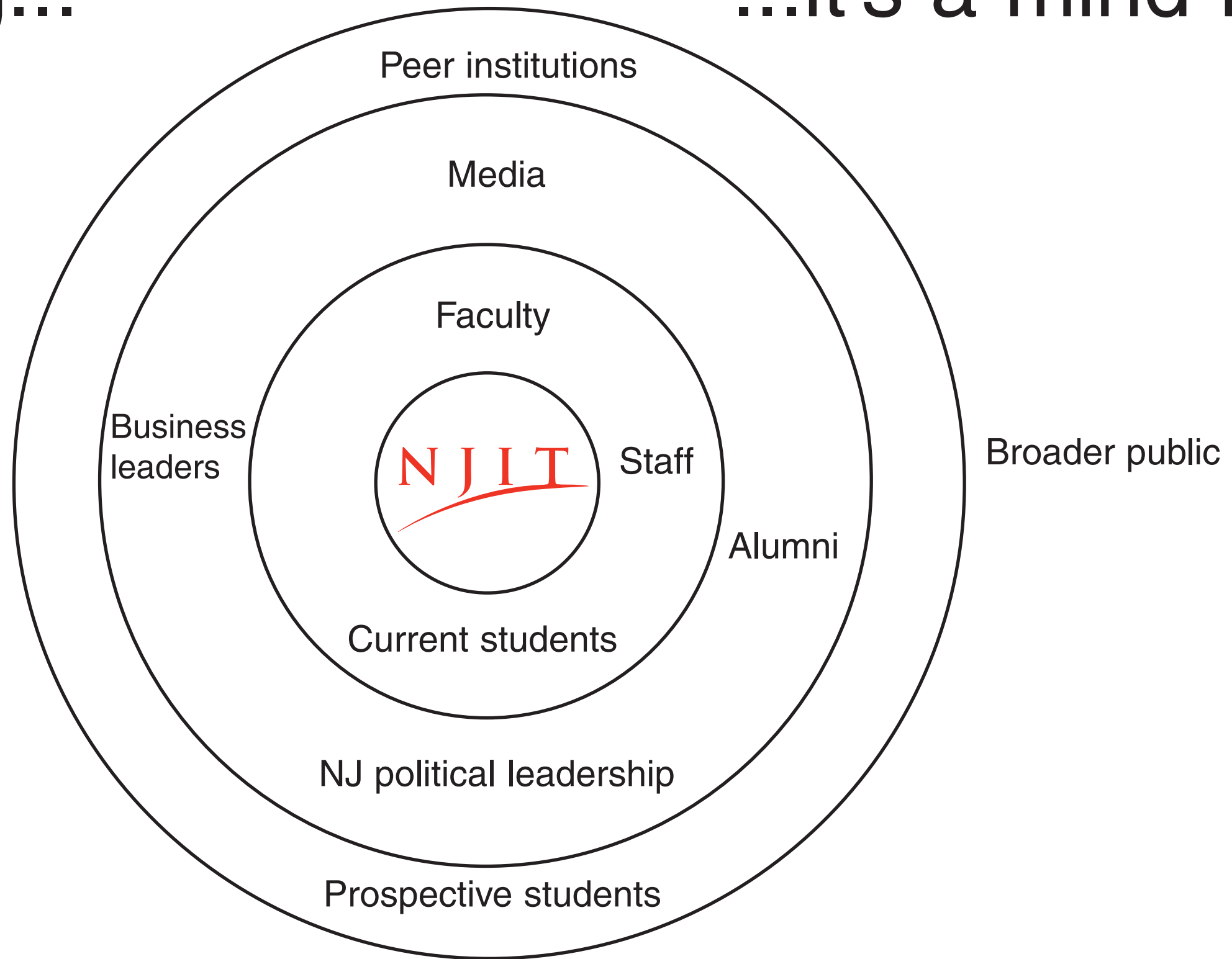
“NJIT”

- 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...

...it's a mind field

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

Passive Institutional Messages

Stationery Systems
Business Cards
Business Forms

Active Institutional Messages

Speeches
Presentations
Public Relations
Media Relations
Public Affairs
Civic Marketing
Affinity Marketing

Grass Roots Messages

Word of Mouth
Networking

Environmental Messages

Vehicles
Facilities
Grounds
Signage
Uniforms

Behavioral Messages

Employee behavior
Programs
Special Events

Electronic Messages

Telephone
E-Mails
Voice Mails

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

BP CORE BRAND VALUES

Performance - setting global standards
Innovative - delivering breakthrough solutions
Progressive - always looking for a new and better approach
Green - demonstrating environmental leadership



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

- Stakeholder dialogue**
How building dialogue helps us understand the impact our business has around the world
- Business benefits**
As a successful global business BP delivers economic and social benefits
- Case studies**
BP in society
Making a difference around the world
- Technology**
Technology is all about scientists and engineers making a real and sustained difference to BP's business and the world in which we live
- Environment and society**
Finding a better balance
Taking steps to make BP a company that respects the environment and contributes to social progress
- Climate change**
Taking action on greenhouse gases
- Human rights**
Protecting and advancing human rights: our position and performance in 2003
- Our people**
Why we make people a top priority; how we promote diversity and inclusion
- Introducing BP Ultimate**
Cleaner fuels for better performance

SPEECHES

- Bringing Solar into the Mainstream
30 August 2004
- Will LNG displace North Sea Gas?
24 August 2004
- Defining the path to a sustainable environment
23 August 2004

PUBLICATIONS
 Reports on local issues and actions

The Alaska location report
 Read about our environmental, social and business performance in Alaska

CIVIC MARKETING
 Education publications, programs and contributions

my brand

Investing in education
 Education has a powerful impact on human progress. Supporting and investing in education can help to sustain social and economic development.

MEDIA RELATIONS



PHYSICAL ASSETS
 Vehicles, facilities, signage



SPECIAL EVENTS
 Sponsorship of global yacht race

The Global Challenge yacht race reflects our brand values, our unshakeable belief in our people and our commitment to safety in everything we do

© Dan Towers

CIVIC MARKETING
 Support for major energy exhibit at science museum in London

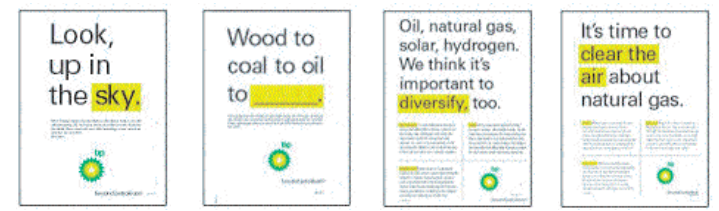


Consumer Focused (Print)



ADVERTISING
 "It's a start"
 Beyond Petroleum Campaign in U.S.A.

Issue Focused (Print)



Consumer Focused (Television)



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



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

NJIT

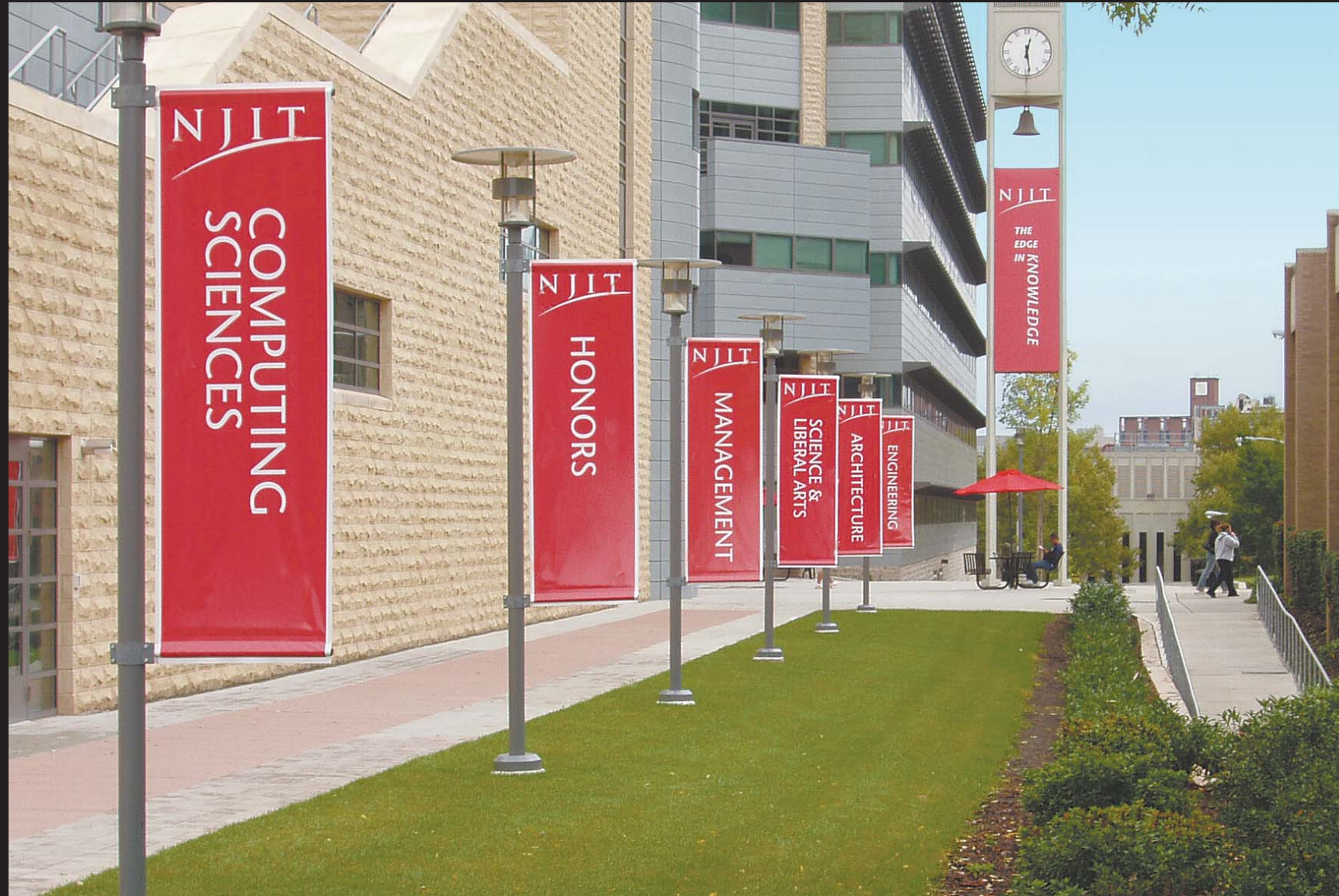
Core Identity

NJIT

New Jersey's Science &
Technology University

Core Identity with Descriptor









New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax

NEWARK COLLEGE OF ENGINEERING



New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax

NEW JERSEY SCHOOL OF ARCHITECTURE



New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax

COLLEGE OF SCIENCE & LIBERAL ARTS



New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax

SCHOOL OF MANAGEMENT



New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax

ALBERT DORMAN HONORS COLLEGE



New Jersey Institute of Technology
University Heights
Newark, NJ 07102-1982
123.456.7890
123.456.7890 fax

COLLEGE OF COMPUTING SCIENCES

NJIT

New Jersey's Science &
Technology University

NEWARK COLLEGE OF ENGINEERING

Welcome to the
College of Engineering

THE EDGE IN KNOWLEDGE



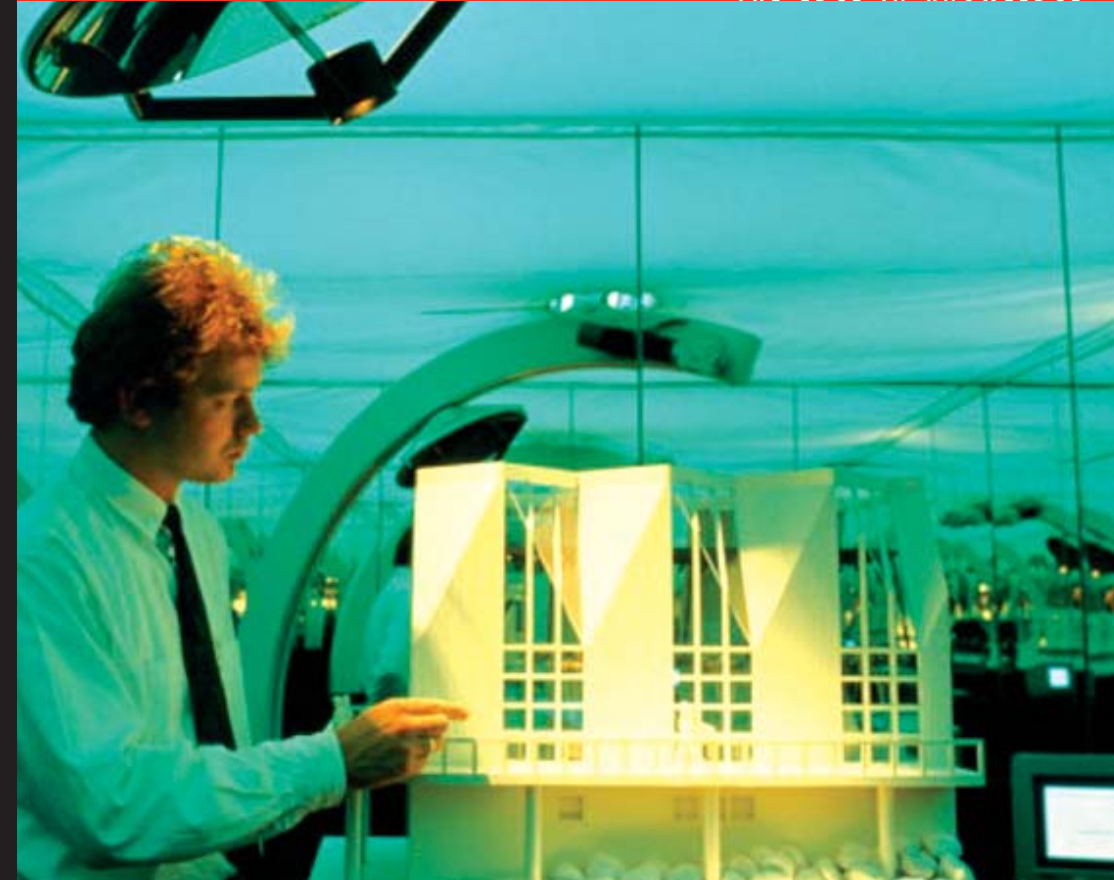
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NEW JERSEY SCHOOL OF ARCHITECTURE

Welcome to the
School of Architecture

THE EDGE IN KNOWLEDGE



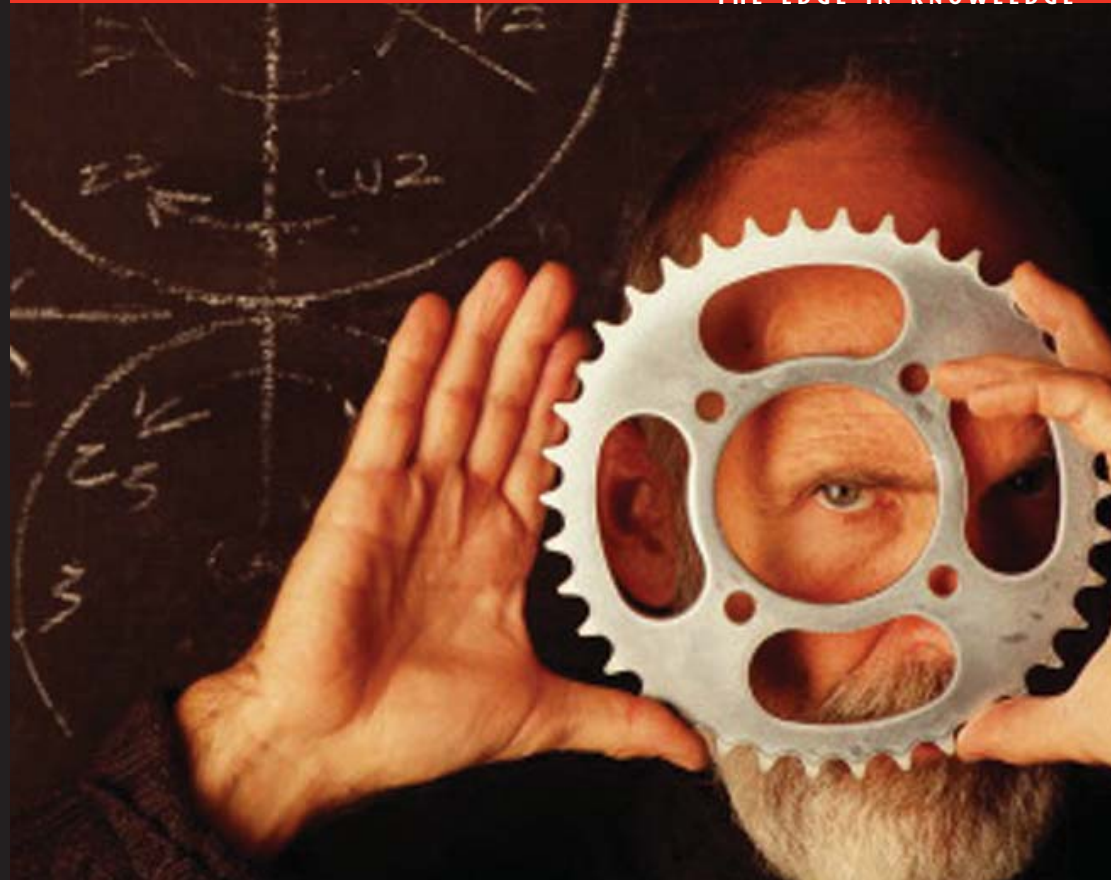
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New Jersey's Science &
Technology University

COLLEGE OF SCIENCE & LIBERAL ARTS

Welcome to the College
of Science & Liberal Arts

THE EDGE IN KNOWLEDGE



NJIT

New Jersey's Science &
Technology University

SCHOOL OF MANAGEMENT

Welcome to the
School of Management

THE EDGE IN KNOWLEDGE





ALBERT DORMAN HONORS COLLEGE

Welcome to the Honors College

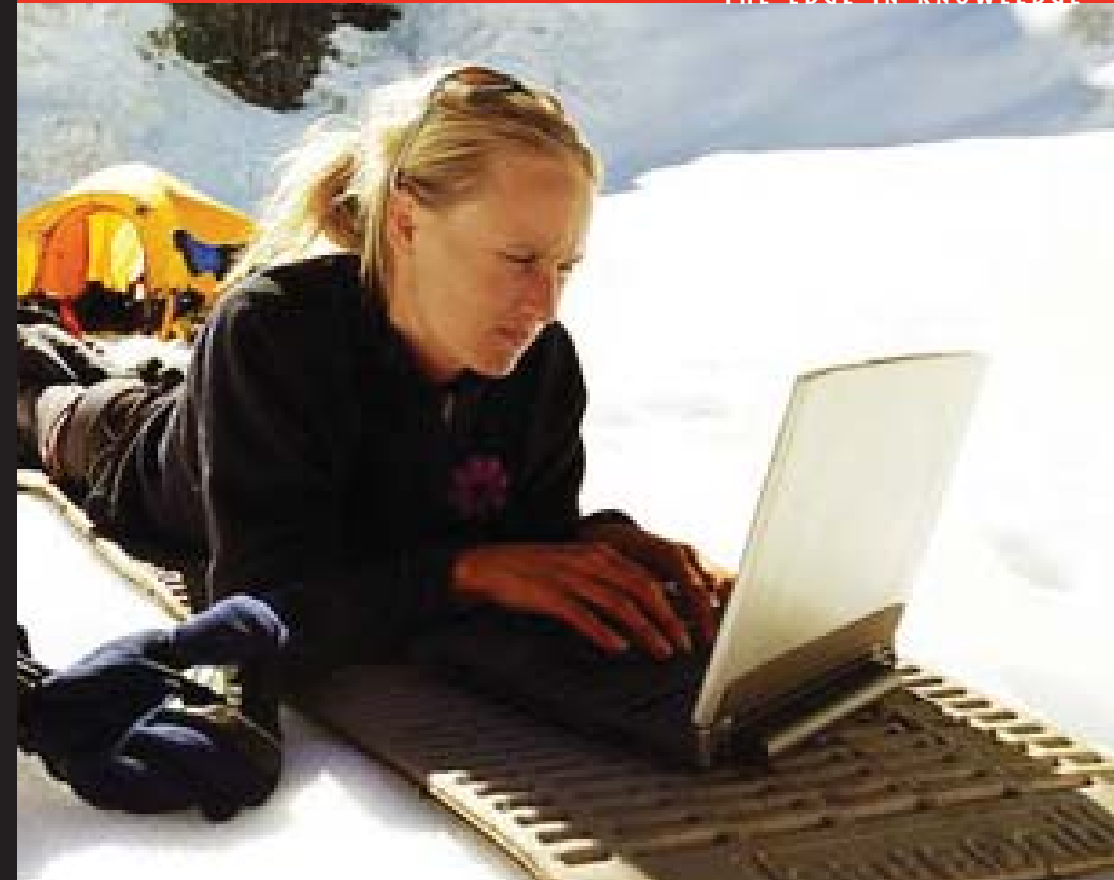
THE EDGE IN KNOWLEDGE



COLLEGE OF COMPUTING SCIENCES

Welcome to the College
of Computing Sciences

THE EDGE IN KNOWLEDGE



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