What’s this...
...and this
...have to do with this?
Branding  Slaughgaiirm  Credential
Brand Identity

Tagline

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

Mission & Strategy
(your goals and plans)

Behavior
(how your people act)

Communications
(your images and words)

Academic programs
(your “products and services”)

Environment/facilities
(your buildings, grounds, equipment)

NJIT Brand “elements”
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

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

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

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

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

**Grass Roots Messages**
- Word of Mouth
- Networking
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: delivering global solutions
- Innovativeness: delivering breakthrough solutions
- Progressiveness: always looking for a new and better approach
- Sheer: demonstrating environmental leadership

**SPECIAL EVENTS**

- Sponsorship of global yacht race

**CIVIC MARKETING**

- Support for major energy exhibit at science museum in London

**SPEECHES**

- Branding talks for motivational
- Beyond Petroleum.

**PUBLICATIONS**

- Reports on local issues and actions

**ADVERTISING**

- "It's a start" beyond Petroleum Campaign in U.S.A.

**CIVIC MARKETING**

- Education publications, programs and contributions

**PHYSICAL ASSETS**

- Vehicles, facilities, signage

**MEDIA RELATIONS**

- Consumer Focused (Print)

**PUBLIC RELATIONS**

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

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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

NJIT
New Jersey’s Science & Technology University
NJIT
New Jersey's Science & Technology University

THE EDGE IN KNOWLEDGE

ARCHITECTURE  ENGINEERING  HONORS

MANAGEMENT  SCIENCE & LIBERAL ARTS

COMPUTING SCIENCES

innovative
Welcome to the
College of Engineering
Consistent placement of logo/descriptor and college or school name

Consistent font, size and placement of brochure title

Consistent placement and style of photography

Welcome to the School of Architecture

8.5 x 11 brochure cover
Consistent placement of logo/descriptor and college or school name

Consistent font, size and placement of brochure title

Consistent placement and style of photography

8.5 x 11 brochure cover
Consistent placement of logo(descriptor and college or school name)
Consistent font, size and placement of brochure title
Consistent placement and style of photography

Welcome to the School of Management

8.5 x 11 brochure cover
Consistent placement of logo/descrator and college or school name

Consistent font, size and placement of brochure title

Consistent placement and style of photography

8.5 x 11 brochure cover
Welcome to the College of Computing Sciences

Consistent placement of logo/descriptor and college or school name
Consistent font, size and placement of brochure title
Consistent placement and style of photography

8.5 x 11 brochure cover