

Visual Identity

Coming at it head on or backing into it ...
it works either way.

MALCOLM HOLMES

Director of Marketing and Public Relations
J. Sargeant Reynolds Community College

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Director of Creative Services
College of William & Mary

J. Sargeant Reynolds
Community College



INTEGRATING THE REYNOLDS BRAND ACROSS THE COLLEGE

Presented By:

MALCOLM HOLMES

Director of Marketing and Public Relations
J. Sargeant Reynolds Community College

TOPICS FOR REVIEW

J. Sargeant Reynolds
Community College



- College Overview
- Department Structure
- Defining the Brand
- Brand Integration

COLLEGE OVERVIEW

J. Sargeant Reynolds
Community College



- Youngest of 23 colleges in the Virginia Community College System
- 3rd largest—Serving 20,000 students in credit coursework and 14,000 in non-credit coursework
- 3 comprehensive campuses
- 4 schools; 83 academic programs

DEPARTMENT STRUCTURE

J. Sargeant Reynolds
Community College



OFFICE OF MARKETING AND PUBLIC RELATIONS

Media Relations | Internal Communications | Publications |
Graphic Design | Web Development | Advertising |
Special Events | Governmental Affairs | Speakers Bureau



DEFINING THE BRAND

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Community College



- Identifying the Problem
 - JSRCC’s Comprehensive Strategic Plan determined that the College was “the best kept secret” in the metropolitan Richmond area.
 - Teachers and counselors did not know enough about Reynolds to comment on the quality of our programs and services or to recommend JSRCC to their students.

DEFINING THE BRAND

J. Sargeant Reynolds
Community College



- We needed a plan that would:
 - Define the brand position of JSRCC
(i.e., find the College’s “One Thing” that sets us apart)
 - Recommend tactics to communicate this message to internal and external audiences
 - Develop a creative platform for the marketing materials

DEFINING THE BRAND

J. Sargeant Reynolds
Community College



- Desired Outcomes
 - For JSRCC to be viewed as a quality post-secondary institution
 - For JSRCC to be perceived as an important, contributing member of the community
 - For JSRCC to play an integral role in the community's growth and success

DEFINING THE BRAND

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- Based on qualitative and quantitative research, “**Opportunity**” was the number one value that students, faculty/staff/administrators, board members and business leaders associate with JSRCC

DEFINING THE BRAND

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Reynolds is perceived as the “opportunity college” and we want to live up to that expectation.

BRAND INTEGRATION— INTERNAL GOAL

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- Achieve buy-in for our core values, goals and Learning Environment Principles
 - Brand identity must start with members of the organization identifying with and buying into the organization's core values and goals. Ideally, this organizational identification will be reflected in the attitudes, behaviors and discourse of internal constituencies, leading to positive organizational identity for the institution.

BRAND INTEGRATION— KEY INTERNAL MESSAGE

J. Sargeant Reynolds
Community College



Our Promise:

We will create opportunities for our students by providing them with the education and skills they need to succeed in the workplace or at 4-year colleges and universities—and lead better lives for themselves and their families.

BRAND INTEGRATION— TACTICS

J. Sargeant Reynolds
Community College



- Brand Name Simplification
 - The name “J. Sargeant Reynolds Community College” has strong equity, but is too long for use in marketing and/or everyday conversation
 - A new moniker would help us reposition the College in people’s minds

BRAND INTEGRATION— TACTICS

J. Sargeant Reynolds
Community College



- Promote the College using the “REYNOLDS” moniker

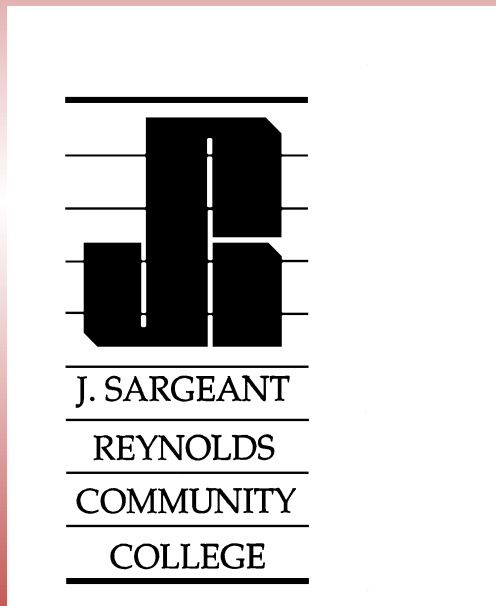
(Assure everyone that we are not changing the name of the college!)

BRAND INTEGRATION— TACTICS

J. Sargeant Reynolds
Community College



- Introduce a **new symbol**



BRAND INTEGRATION— TACTICS

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- Introduce brand promise/tagline

Your dreams are closer than you think at
Reynolds...The Opportunity College!

BRAND INTEGRATION— TACTICS

J. Sargeant Reynolds
Community College



- Introduce new graphic identity standards and guidelines

Historical Overview

Actual Timeline/Turn of Events...

J. Sargeant Reynolds
Community College



- **Spring 2002**—Elevation Advertising and Martin Branding Worldwide were hired to develop the marketing communications plan and creative platform; Dr. Burnette announces his retirement
- **Summer 2002**—Dean of the College assumed day to day management duties and decided to push external launch back to Spring 2003 because of budgetary concerns
- **Summer/Fall 2002**—We presented internal forums on the new brand and the forthcoming marketing communications campaign to keep up the buzz

Historical Overview

Actual Timeline/Turn of Events...

J. Sargeant Reynolds
Community College



- **November 2002**—Dr. Gary L. Rhodes was hired as new president
- **December 2002**—Dean of the College & Dean of Workforce Development retired; Associate Dean of Instruction announced retirement
- **January 2003**—Strategic direction of college changed and Dr. Rhodes started building a new cabinet

Historical Overview

Actual Timeline/Turn of Events...

J. Sargeant Reynolds
Community College



- **January-March 2003**—We reprioritized target markets, tweaked messages and creative to support college's new strategic direction and to gain buy-in from the president
- **March 2003**—Dr. Rhodes approved the roll-out and we launched internal and external campaigns

BRAND INTEGRATION

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INTERNAL BRANDING WORKSHOP:

(Now mandatory for new College administrators)

- POLICIES GOVERNING MARKETING AND PR
- PUBLICATIONS & PRINTING SERVICES
- GRAPHIC DESIGN SERVICES/GRAPHIC STANDARDS
- MEDIA RELATIONS
- ADVERTISING
- WEB DEVELOPMENT
- EVENTS/PROMOTIONAL GIVEAWAYS
- SIGNAGE
- *ARTS AND AESTHETICS*

BRAND INTEGRATION

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BUILDING RENOVATIONS



BRAND INTEGRATION

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CLASSROOM FURNITURE



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SIGNAGE



BRAND INTEGRATION

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SIGNAGE



Intermission

William & Mary

It's complicated.

An embarrassment of riches.

William & Mary



Muscarella



OIEAHC



Pres House



Presidents Council



Registrar



Richard Bland



Tribe





cypher



Cypher seal



cypher_new



IEAHC SEAL



Inst of Bill of Rights Law



mace





Boyle Legacy



Chancellors Circle



charter day logo



charter day logo



There's a perfect storm brewing...

- » The first step is recognizing you have a problem.
- » There are a rare combination of circumstances on campus

Toolkits (really a bag of tricks)

- » Web CMS
- » Super simple web-based tools
- » New Creative Services department
- » Visual Identity Committee

Web CMS

- » Put your content here.
- » Design elements are standard across William & Mary websites.



HIDE / SHOW

One alum's motto - clothe me, educate me, feed me. [More...](#)

Events

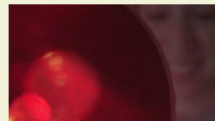
Rodgers & Hammerstein's OKLAHOMA!
November 12, 1:00 PM -
November 21, 1:00 PM

Pottery Sale
November 18, 12:00 PM - 4:00 PM

Give for 2010

W&M News / RSS

Joint Degree? St Andrews!



LaserFest: W&M celebrates 50 years of the laser



W&M alumns elected first house majority leader from Virginia



Acclaimed filmmaker speaks with students



STUDENT BLOGS

Krissa

As I sit on a brick staircase entrance in the Sunken Garden and write this, I cannot help but notice the beauty around me. [Krissa's Blog...](#)



WILLIAM & MARY

Law School



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Faculty Spotlight



Professor Alan Meese combines excellence in teaching, scholarship and service.

Try This



Tamar Jones '11, 2010-11 Student Bar Association President, first became involved in SBA as a 1L class representative.

Citizen Lawyers



John '72 and Brenda Scanelli have created a partnership to help provide school supplies to children in the Caribbean.

Events

December 1, 1:00 PM - 1:50 PM
World AIDS Day
Speaker: Kellie Rupert

January 28, 12:00 PM - January 29, 5:00 PM
William & Mary Environmental Law and Policy Review Symposium

News

Nov 17, 2010
Eric Cantor '88 Elected House Majority Leader
Congressman Eric Cantor, a 1988 graduate of the Law School, has been unanimously elected to serve as Majority Leader in the House of Representatives.

Nov 12, 2010
Senator Warner Lauds Law School's Lewis B. Puller, Jr. Veterans Benefits Clinic
Senator Mark Warner (D-Va.) joined the Law School community and members of the Puller family on Veterans Day to celebrate the naming of the Lewis B. Puller, Jr. Veterans Benefits Clinic.

Oct 29, 2010
\$1.1 Million Gift to Create Civil Liberties Project at William & Mary
A \$1.1 million gift from College of William & Mary alumni Timothy P. Dunn '83 and his wife, Ellen R. Stofan '83, will establish the H. Stewart Dunn, Jr. Civil Liberties Project at the College, officials announced today.

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Intellectual Life



The W&M Law School is a hub for scholarly debate on some of the hottest

topics in American and international law.
Read on...

Tribe Voices and Tribe Responses

- » Easy personal websites for W&M people
- » Super simple web form builder



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Deenesh Sohoni

Deenesh Sohoni received his PhD in sociology from the University of Washington in 2002. His sociological interests include globalization, immigration, and race relations. He is currently engaged in three research projects. For the past several years, he has been collaborating with Prof. Saporito on a project examining racial and economic segregation in U.S. public schools. This research has been published in the *American Journal of Education* (2009), *Social Forces* (2007) and *Sociology of Education* (2006). In addition, he is studying the social incorporation of Asian Americans—both through legal-historical research of anti-miscegenation laws and citizenship laws (*Law and Society* 2007), and through the demographic analysis of intermarriage patterns. Finally, he is examining the development of anti-immigrant attitudes in the United States (*Current Sociology* 2006).

Prof. Sohoni regularly teaches courses in demography (Soc. 311), race relations (Soc. 337), and global migration (Soc. 408). In addition, he helped develop and directs the study abroad program in Goa, India.

[Login to edit this website.](#)



Requesting the university photographer

When making a request for the university photographer, we appreciate notice of at least seven working days. And, while we appreciate your timely requests, we do not operate on a "first-come, first-served" basis. Creative Services prioritizes photography coverage to ensure that images from campus-related events can be used in multiple internal and external publications. We will do our best to cover critical events scheduled for evenings and weekends.

Our top priorities for the university photographer include:

- major university publications
- W&M News and releases to the media
- the William & Mary website
- Ideation Magazine
- faculty and key-staff portraits

We will be in contact with you, generally within one to two business days, to discuss your needs in greater detail.

Thank you.

*Name:

*Title:

*Department:

*Email:

*Phone:

*What type of photography session is needed?

- event photo non-event photo

@wm_creative

Committed to a lasting impression. We use words, graphics, photographs and multimedia to tell the William & Mary story.



Cue Creative Services

When we create it, we can make it look the way we want (apply visual standards).

Elements of visual identity are deployed through services we offer:
print | photography/multimedia | social media | wm.edu

Future enforcers



William & Mary

Visual Identity Committee

- » It's strategic! It's about time!
- » Deliverables and definitions
- » Open and transparent communication with stakeholders

<http://visualidentity.blogs.wm.edu>

Questions?

