

UT SYSTEM BRANDING UPDATE

December 5, 2016

Interbrand GSD&M



THE UNIVERSITY of TEXAS SYSTEM
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.



GSD&M



Interbrand

An aerial photograph of a city skyline featuring a river, a bridge, and several tall buildings. The scene is captured during the golden hour, with warm sunlight reflecting on the water and illuminating the buildings. Lush green trees are visible in the foreground.

TEAM

GSD & M

An aerial photograph of a city skyline, likely New York City, featuring a river, a bridge, and several tall buildings. The scene is captured during the golden hour, with warm sunlight reflecting on the water and illuminating the buildings. Lush green trees are visible in the foreground.

TEXAS

Interbrand

INSTITUTIONAL EXPERIENCE



Boston University Questrom School of Business



BIG 12 CONFERENCE



BlueCross BlueShield



COMMERCIAL EXPERIENCE



UNDISPUTED TRUTH

The environment in which the University of Texas System operates is rapidly changing.



IN EDUCATION

Drop-offs in the journey from K2C and beyond result in a talent gap.





IN EDUCATION

Debt puts pressure on the value of degrees.





IN EDUCATION

There is no longer a “traditional student”—demographics or expectations.







IN HEALTHCARE

Mandate for finding cost efficiencies.





IN HEALTHCARE

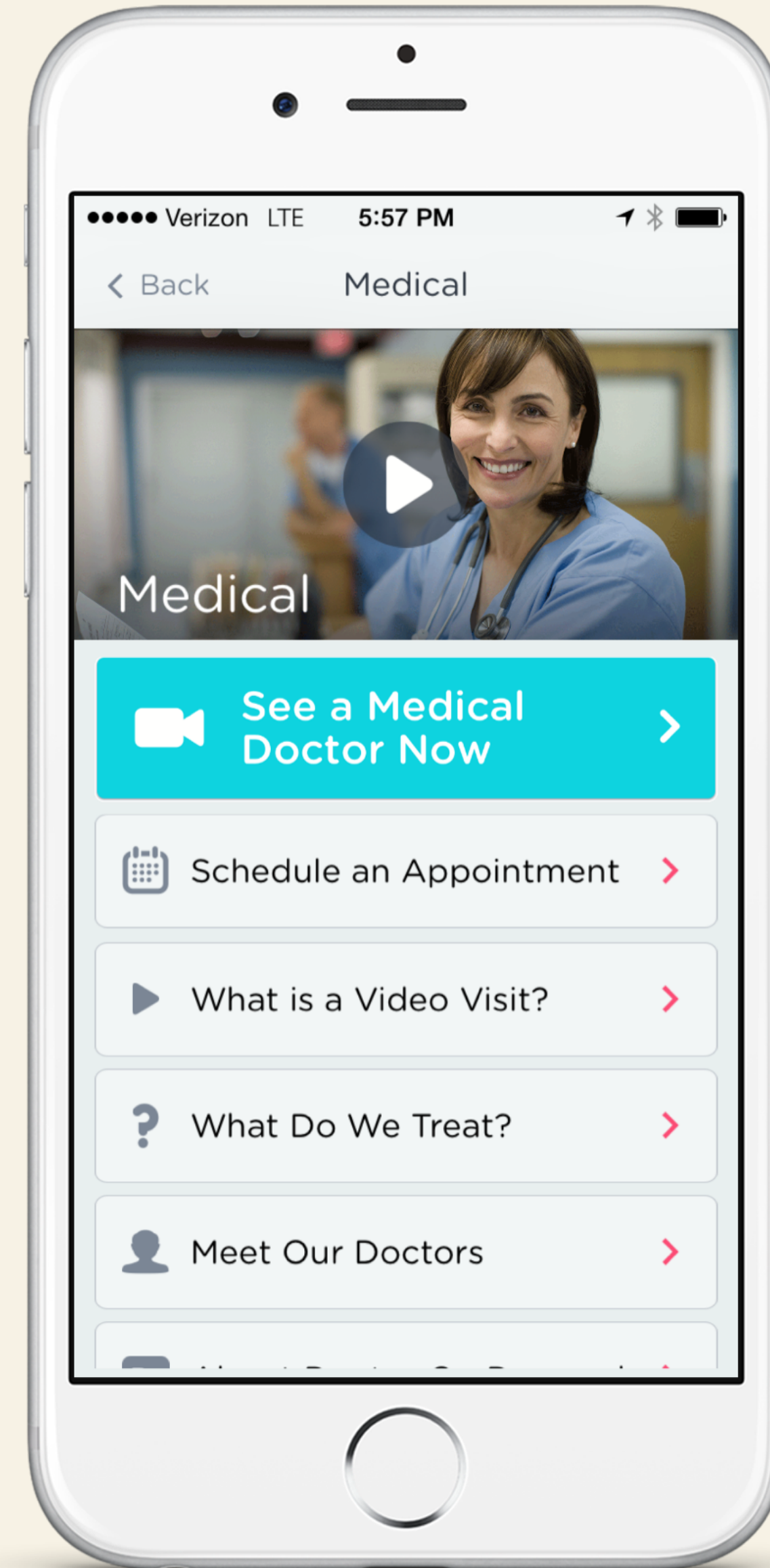
Consolidation increases competition.





IN HEALTHCARE

Patients are taking control of their care.



OPPORTUNITY

Create a “mutually supporting system in climate, culture and practice, where the strengths of one institution help reinforce the quality and competitiveness of the other members.”

MEANING + MODEL

MEANING

+

MODEL

The meaning is the role and significance of the System—its purpose in the world.

The model is the relationship between the System and its institutions—its presence in the market.

THE PROJECT WILL BE LOOKING TO SOLVE FOR:

What's the purpose of the UT System?

How do we tell the most compelling story across The System?

How and where do we bring that story to life?

Work Plan

Discovery + assessment

Creative brand concepts

Brand roll out materials



Develop brand strategic
framework/platform

Brand guidelines
Brand architecture
Identity + toolkit

Specific execution

Work Plan

DISCOVERY +
ASSESSMENT

Creative brand concepts

Brand roll out materials

////////// 1 //////////

////////// 2 //////////

////////// 3 //////////

////////// 4 //////////

////////// 5 //////////

//// 6 ////

Develop brand strategic
framework/platform

Brand guidelines
Brand architecture
Identity + toolkit

Specific execution



DISCOVERY + ASSESSMENT

Key Activities

Kick-off

Materials review

Competitor brand
assessment

Stakeholder
discussions/interviews
+ site visits

Work Plan

Discovery + assessment

Creative brand concepts

Brand roll out materials



**DEVELOP BRAND
STRATEGIC
FRAMEWORK/
PLATFORM**

Brand guidelines
Brand architecture
Identity + toolkit

Specific execution



DEVELOP BRAND STRATEGIC FRAMEWORK/PLATFORM

Key Activities

Initial positioning
territories

Focus group interviews

Tracking +
measurement plan
development

Story platform
development

Work Plan

Discovery + assessment

CREATIVE BRAND
CONCEPTS

BRAND ROLL OUT
MATERIALS



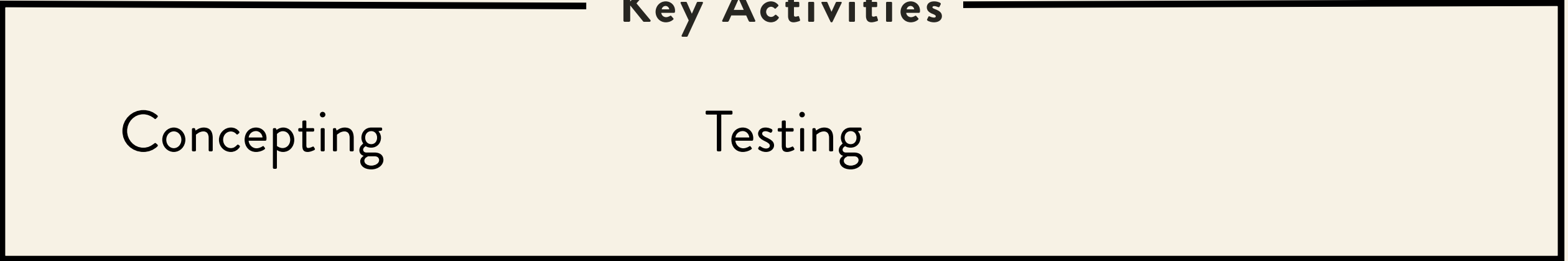
Develop brand strategic
framework/platform

BRAND
GUIDELINES
BRAND
ARCHITECTURE
IDENTITY + TOOLKIT

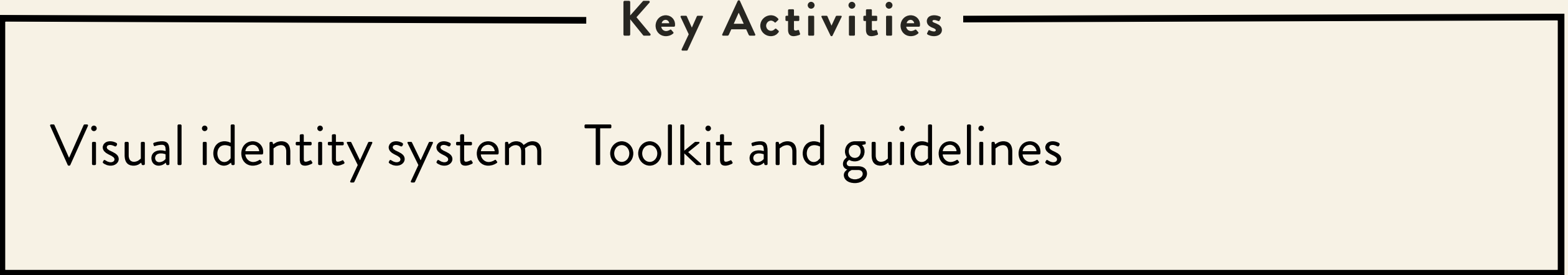
SPECIFIC
EXECUTION



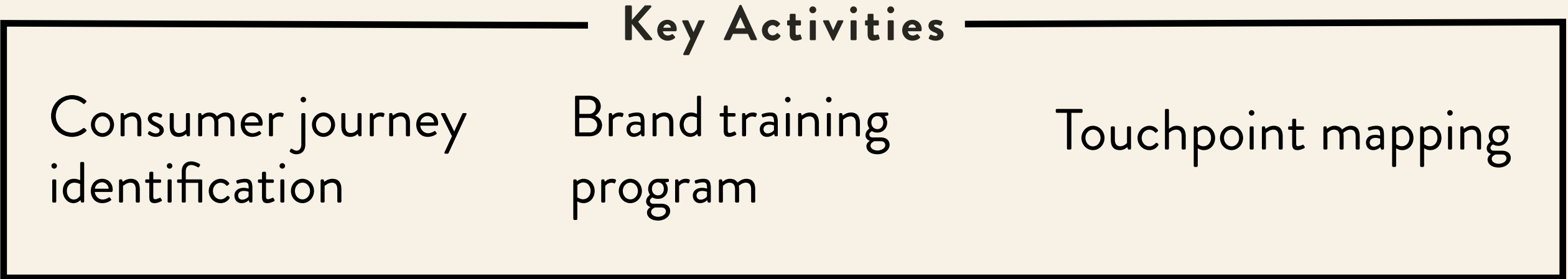
CREATIVE BRAND CONCEPTS



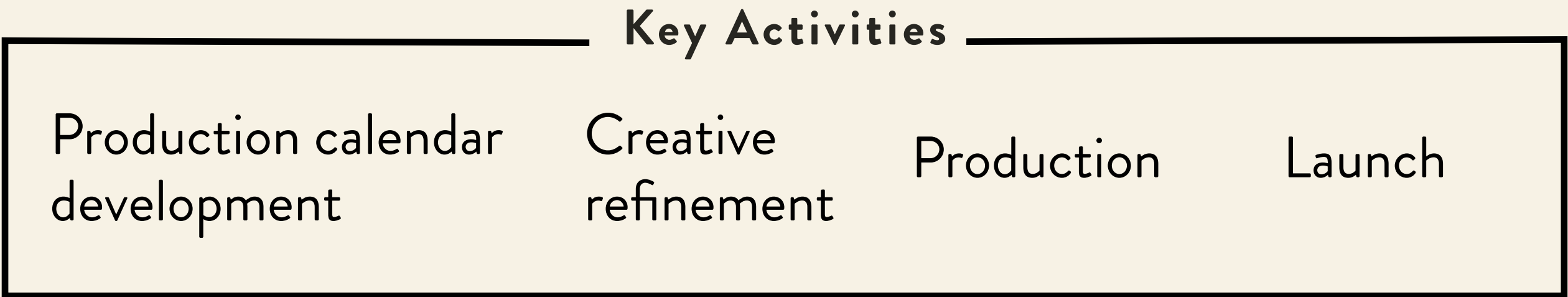
BRAND GUIDELINES, BRAND ARCHITECTURE, IDENTITY + TOOLKIT



BRAND ROLLOUT MATERIALS



SPECIFIC EXECUTION



QUESTIONS

A stylized map of the United States in shades of orange and brown. The map features white location pins and dotted lines connecting them, suggesting a network or travel routes. The pins are distributed across the country, with a higher concentration in the eastern half. The background is a solid dark orange color.

Interbrand GSD&M

THANK YOU