

SHARING UTOLEDO'S STORY

Meghan Cunningham

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THE UNIVERSITY OF
TOLEDO

UNIVERSITY MARKETING AND COMMUNICATIONS

We are specialists in:

- Strategic storytelling
- Creative design
- Integrated marketing and communications
- Web strategy
- Compelling photography and video
- Media relations and crisis management



COMMUNICATIONS

We tell the UToledo story. We enhance our reputation by highlighting unique programs, research, success stories and events.

Key Services:

- UToledo News (print, online, email)
- myUT
- News releases
- Speechwriting
- Crisis management



MARKETING

We offer comprehensive, strategic solutions to support UToledo's brand and reputation.

Key Services:

- Marketing campaign development
- Message refinement
- Brand standards compliance
- Creative coordination
- Digital and print ads
- Direct mail





DESIGN

Our designers use a variety of brand elements — colors, logos, typography, imagery — to present information in a strategic and effective manner.

Key Services:

- Brochures, flyers and posters
- Viewbooks
- Email templates
- Social media graphics
- Advertisements





WEB

UToledo is our most visible marketing and communication channel.

Key Services

- Establish web strategy
- Account setup
- Help accomplish your goals for conversions
- Solve technical issues with your site



PHOTOGRAPHY

Photography is more than simply taking pictures. We strive to give the viewer the sense of being there and connected to the people, places and things in each image.

Key Services:

- Studio/Portrait
- Location/Event





SOCIAL MEDIA

Our team develops strategy and campaigns, creates content and posts daily, and responds to all inquiries through our channels.

Key Services:

- Setting up official accounts
- Training in best practices and analytics
- Developing campaigns



VIDEO

All videos are shot on cinema-quality Canon technology and delivered digitally in UHD.





TRADEMARKS AND LICENSING

Protect — control, provide consistency and establish parameters for usage

Promote — increase public and institutional awareness of UToledo

Profit — generate revenue through sale of officially licensed merchandise helps with operational costs and supports mascot program





FUELING TOMORROWS



LAUNCHING OUR NEW BRAND

Market research interviews in 2018 with key stakeholders including: administration/senior leadership, admissions, Board of Trustees, college deans/faculty and student leadership.

Messages of Distinction

- Comprehensive
- Accessible
- Impactful

Defining Characteristics

- Caring
- Gritty
- Complete

BRAND ATTRIBUTES

- Focused
- Determined
- Inquisitive
- Supportive
- Community-minded
- Innovative
- Impactful



Fueling Tomorrows represents The University of Toledo's persistent dedication to discovery. It champions the infinite potential of driven minds — and the progress that results from pressing toward the future together. With equitable access to opportunity and a strong support system, all at The University of Toledo are empowered to dig deeper, find answers, and explore possibilities. This is a testament to the determination necessary to better oneself, our community, and the greater human condition.

CREATIVE IMPLEMENTATION

- Bold, confident typography
- Aspirational messaging
- Expanded blue & gold color palette
- Modern, modular design
- Emphasis on personal stories

FUELING TOMORROWS

Action

Outcome

EMPOWERING PARTNERS

Above all, **we are your partners.** We help you promote your good news!

- **Brand Guide** — explains writing styles, logos, colors, typography, visual language, photography and digital spaces.
- **Toolkit**
 - Branded templates (Email signature, Excel, PowerPoint)
 - Mascot request
 - Submit news idea form
 - Photo request
 - Web training tools

utoledo.edu/offices/marketing

419.530.2299



THANK YOU

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