



**WI-FI:** Admiral\_Meetings

**PW:** @dm1ral1

**#HEMS2018**



# UNIVERSITY BRANDS:

WHO'S DOING IT WELL  
AND WHY?



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## Speaker

Creative Director | idfive

**MATT MCDERMOTT**



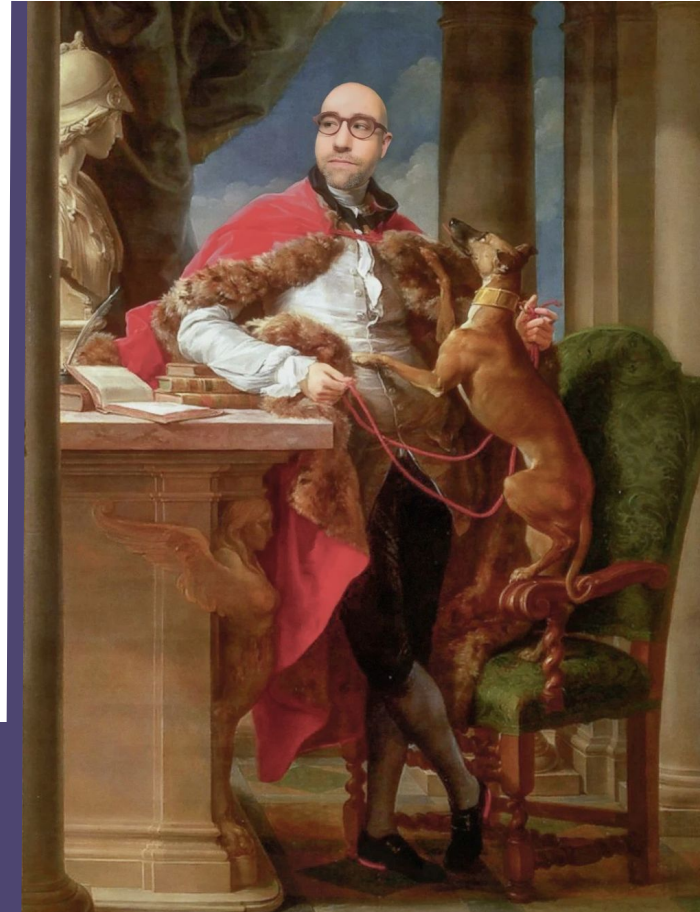
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## Speaker

- In “the business” 18+ years
- idfiver since 2012
- Former public school teacher
- Adjunct advertising faculty at Towson University & MICA/JHU

Creative Director | idfive

**MATT MCDERMOTT**



—

## **Disclaimer:**

A brand's appeal, like lunch, is largely a matter of opinion.

*(But can we all agree gluten-free-anything is terrible?)*

# — What is a brand?



—

# **Brand, a working definition:**

An evolving sum of experiences — tangible and intangible, deliberate and accidental — that shape the feelings people have about you.

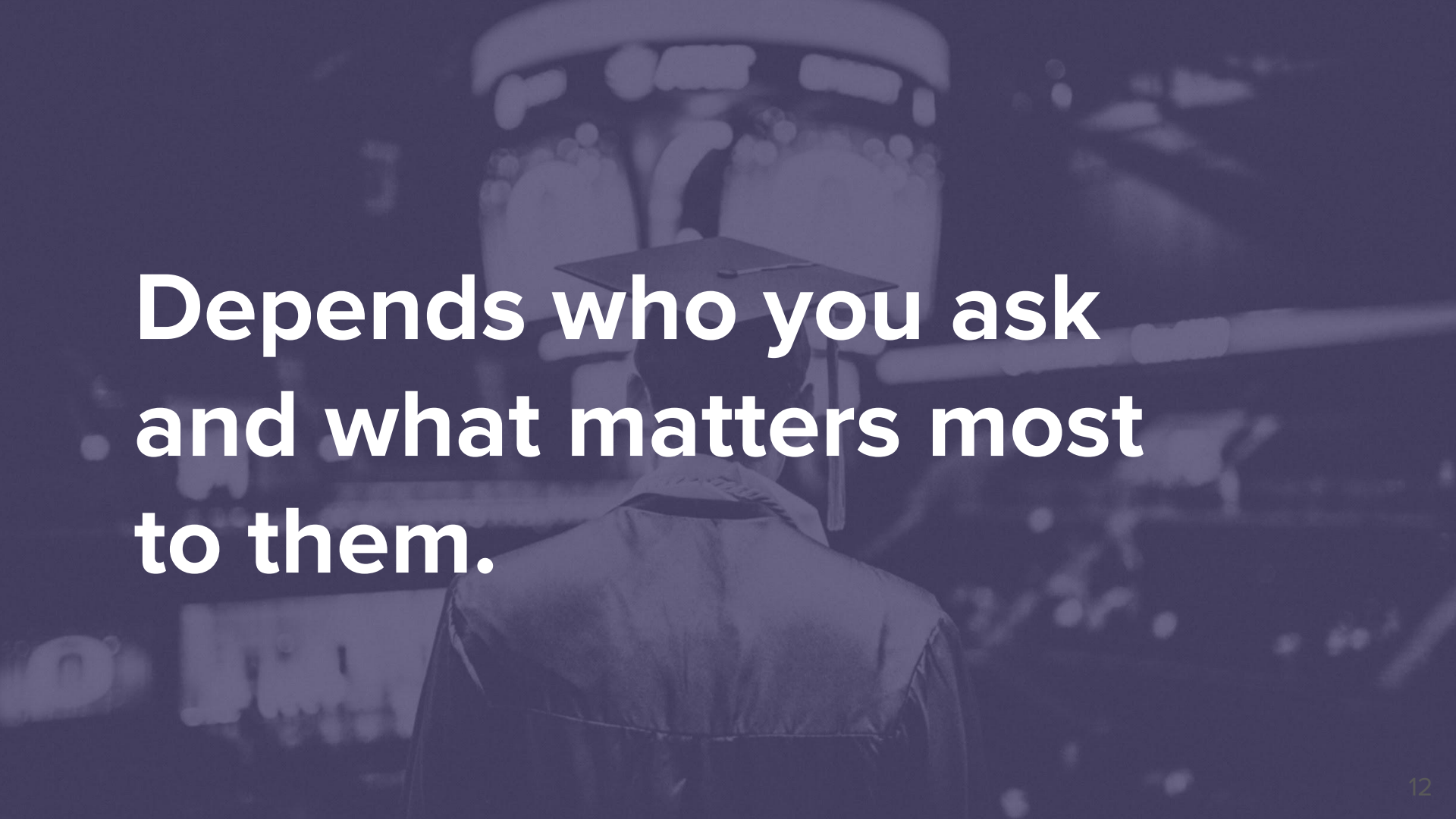


—  
**A college education may  
be the second-largest  
purchase a student makes  
in their lifetime.**

—  
**And yet, choosing a college  
is an extraordinarily  
emotional decision.**

A graduate in a cap and gown stands with their back to the camera, looking out over a large crowd of people seated in bleachers at what appears to be a graduation ceremony. The scene is dimly lit, with a purple tint, and the text is overlaid in white.

**So what schools have the  
best brands?**

A graduate in a cap and gown stands with their back to the camera, facing a large crowd of people seated in bleachers at what appears to be a graduation ceremony. The scene is dimly lit, with a strong purple or blue color cast over the entire image. The graduate is wearing a dark cap and gown. The crowd in the background is out of focus, showing many people seated in rows.

**Depends who you ask  
and what matters most  
to them.**

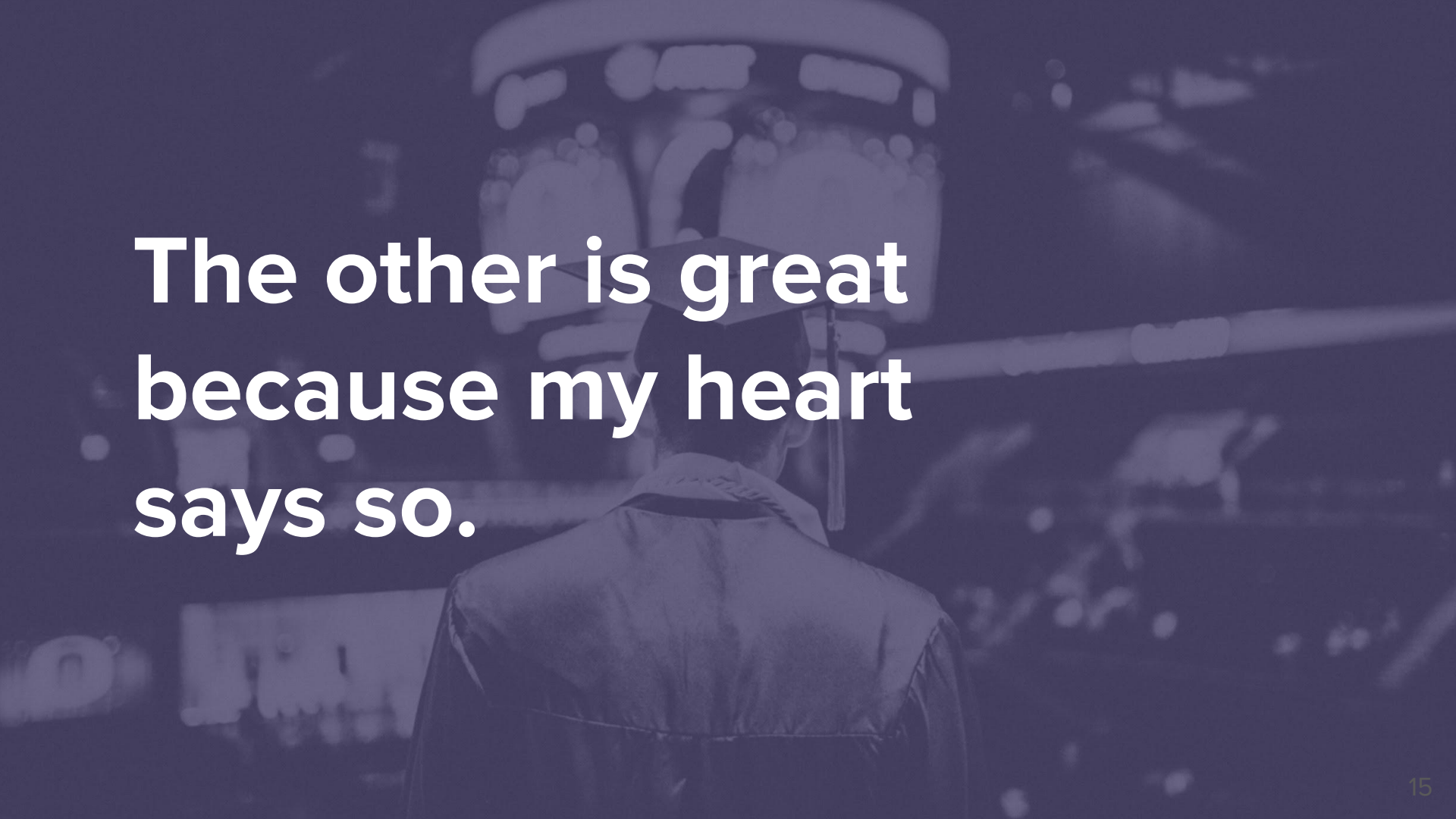


On the Menu Today:

**Two great brands.**

A graduate in a cap and gown stands with their back to the camera, looking towards a large, ornate building at night. The building has many lit windows and a prominent central tower. The scene is dimly lit, with the primary light source being the building's lights and the ambient night light.

**One brand is great  
because the data  
says so.**

A graduate in a cap and gown stands with their back to the camera, looking out over a large crowd of people seated in bleachers at a graduation ceremony. The scene is dimly lit, with the focus on the graduate in the foreground.

**The other is great  
because my heart  
says so.**

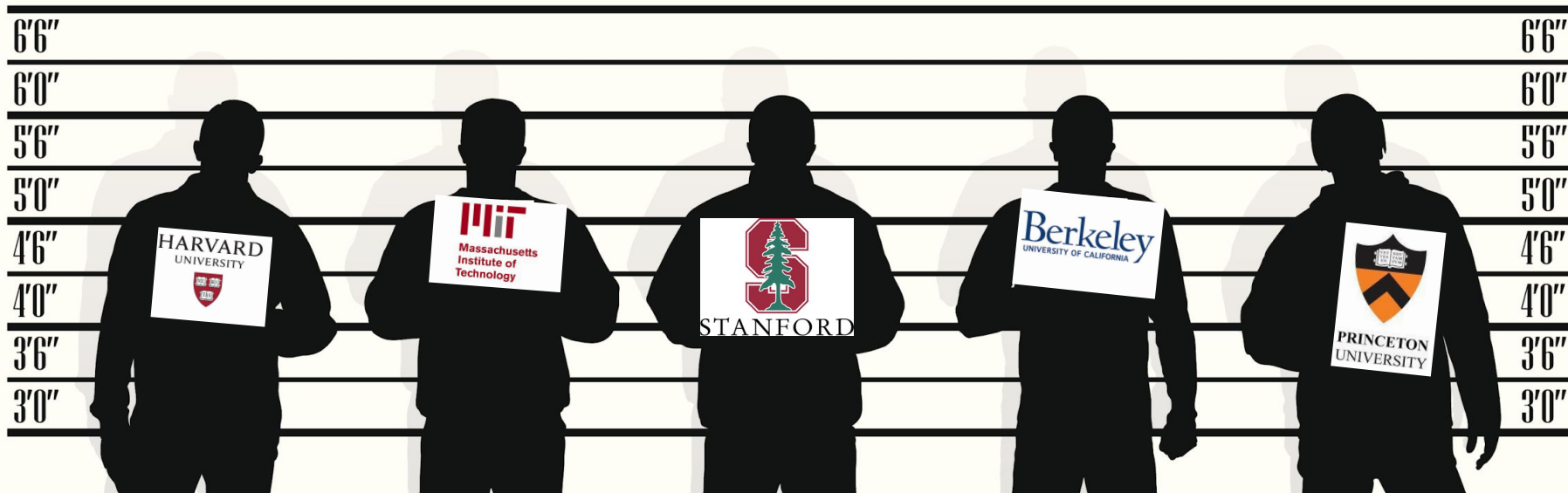


A graduate in a cap and gown stands with their back to the camera, looking out over a large crowd of people seated in bleachers at what appears to be a graduation ceremony. The scene is dimly lit, with a purple overlay. The text is overlaid on the left side of the image.

**For this exercise, I've  
tried to look beyond the  
“usual suspects.”**



These are the usual suspects.



---

A Brand by the Data:  
**Culling rankings  
of multiple experiential  
characteristics.**



**RICE**  
Unconventional Wisdom

—  
**What about the student  
experience?**



## Best Schools: Student Life

#1 Colleges with the Best Student Life in America

### Rice University

4 Year • Houston, TX • ★★★★★☆ 985

#2 Colleges with the Best Student Life in America

### Stanford University

4 Year • Stanford, CA • ★★★★★☆ 1,105

#3 Colleges with the Best Student Life in America

### University of Michigan - Ann Arbor

4 Year • Ann Arbor, MI • ★★★★★☆ 3,858

#4 Colleges with the Best Student Life in America

### University of Texas - Austin

4 Year • Austin, TX • ★★★★★☆ 5,527



## Best Quality of Life

Showing 1 - 20 of 20 results

#1

#### Rice University

Houston, TX • 102 Enrolled

Save School

#2



Featured

#### Vanderbilt University

Nashville, TN • 6,885 Enrolled

Request Info

Save School

#3

#### Kansas State University

Manhattan, KS • 19,472 Enrolled

Save School

#4

#### Emory University

Atlanta, GA • 6,861 Enrolled

Save School

#5



Featured

#### Virginia Tech

Blacksburg, VA • 25,791 Enrolled

Save School

—  
**Or the love graduates have  
for their alma mater?**

# Forbes

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**Best Schools: Alumni Giving**

**Rice is #26.**







**24% alumni participation.**

**(Avg: 9-10%)**

—  
**Perhaps it's the feelings  
employees have?**



## Best Schools: Faculty/Staff Satisfaction

Rank	University	Employer Rating			
1	<b>BYU</b>	4.4	6	 <b>WISCONSIN</b> <small>UNIVERSITY OF WISCONSIN-MADISON</small>	4.2
2	<b>Carnegie Mellon University</b>	4.3	7	 <b>RICE</b>	4.2
3	 <b>CLEMSON</b> <small>UNIVERSITY</small>	4.3	8	<b>Yale</b>	4.2
4	 <b>PRINCETON</b> <small>UNIVERSITY</small>	4.3	9	 <b>VirginiaTech.</b> <small>1872</small>	4.2
5	 <b>Cornell University</b>	4.3	10	<b>Stanford</b>	4.2

—  
**And, yes, maybe it's the  
expertise of the work  
coming out of the  
marketing department.**



## Best Schools: Communications & Design

- Aiglon College (Switzerland)
  - Brigham Young University (Utah)
  - Case Western Reserve University (Ohio)
  - Columbia University (New York)
  - Harvard University (Massachusetts)
  - Loughborough University (United Kingdom)
  - Oberlin College (OH)
  - Pennsylvania State University (PA)
- **Rice University (Texas)**
    - Temple University (Pennsylvania)
    - The University of Melbourne (Australia)
    - The University of Nottingham (United Kingdom)
    - University of Central Florida
    - University of Washington

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## **Unconventional Wisdom in Action.**

**Campus:** Urban setting that touts its trees.



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## **Unconventional Wisdom in Action.**

**Residential Colleges:** An uncommon approach that nurtures diversity and camaraderie. Like Hogwarts.





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## **Unconventional Wisdom in Action.**

**Campaign:** Promotes surprising concepts and the people who explore them.



[About](#)[Admission & Aid](#)[Academics](#)[Research](#)[Campus Life](#)[Alumni](#)[Athletics](#)

# Pursuing Educational Equity





riceuniversity

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1,198 posts 18.4k followers 669 following

Rice University Rice is a leading research university located in Houston, Texas. To share your shots of Rice with us, add the hashtag #RiceUniversity to your image.  
[ow.ly/CENZ30ig5yg](https://www.ly/CENZ30ig5yg)



Resources for: Undergraduates Graduates Parents Faculty & Staff



RICE | UNCONVENTIONAL  
Unconventional Wisdom



Home

Unconventional Research

Happy Students



## Unconventional Students 2017

That is what we do at Rice – apply unconventional wisdom to solve today's problems and deliver tomorrow's solutions. This leads to discovering batteries that spray on like paint and a super string that bends like thread, supports like steel and conducts like copper.



## Challenging Convention

Rice is a community of curious thinkers, passionate dreamers and energetic doers who believe that improving the world demands more than bold thought and brave action. It takes unconventional wisdom.

[Learn more](#)



Whalebeing.

How whale blood could someday save your life.

Unconventional?  
Not at Rice.



Leadership.

It's nonhierarchical.  
It's collaborative.  
It's evolutionary.  
And we measure it.

Unconventional?  
Not at Rice.



Asphalt  
that  
helps  
clean  
the air  
you  
breathe.



Unconventional?  
Not at Rice.



Sprays  
on like  
paint,  
powers  
like a  
battery.

Unconventional?  
Not at Rice.



[www.rice.edu/unconventional](http://www.rice.edu/unconventional)

The world requires unconventional wisdom.





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A Brand by the Heart:  
**Responding to the  
emotional impact and  
interplay of design,  
message and voice.**



UNIVERSITY OF SAN FRANCISCO

---

CHANGE THE WORLD FROM HERE

---

## A spiritually bold approach:

**Message:** Manages to reconcile the spirit of one of the most liberal cities in America with tenets of Jesuit Catholic doctrine.





**“Preach the gospel at all  
times. If needed, use words.”**

St. Francis of Assisi



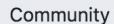
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**“Jesuit tradition defines USF’s  
approach to learning and our  
commitment to welcoming students  
of every faith and no faith.”**

An aerial photograph of a university campus at dusk. A large, multi-story building with a series of arched windows is the central focus. To its left, there are other campus buildings and trees. A stylized lightning bolt graphic is superimposed on the image, striking the central building. The overall lighting is dim, with some warm light from the setting or rising sun.

# About USF

As a premier Jesuit university, we inspire students to go forth and set the world on fire, to create a more humane, just, and sustainable world.



---

## **A spiritually bold approach:**

**Campaign:** “While USF may never be considered the same academic level as Harvard or Stanford, they could be the Harvard or Stanford with a heart.”

A graduate in a cap and gown stands with their back to the camera, facing a large crowd of people seated in bleachers at what appears to be a graduation ceremony. The scene is dimly lit, with a strong purple or blue color cast over the entire image. The graduate's cap and gown are dark, and the crowd in the background is out of focus.

**“If you can’t be better,  
at least be different.”**

Sally Hogshead

---

## A spiritually bold approach:

**Campaign:** Audacious, smart, and intrinsically truthful work that ties back to the brand's core principles.





**HUMANITY.  
JUSTICE.  
INTEGRITY.**

— YOU KNOW, —  
**WILD-EYED  
SAN FRANCISCO  
VALUES.**

— **CHANGE THE WORLD FROM HERE** —



UNIVERSITY OF SAN FRANCISCO



**BECOME  
WILDLY  
SUCCESSFUL**

— WITHOUT —  
**BECOMING A JERK  
NO ONE LIKES.**

— **CHANGE THE WORLD FROM HERE** —



UNIVERSITY OF SAN FRANCISCO



**OUR CEO**  
MASTERED  
SOCIAL NETWORKING  
**2,000 YEARS**

— BEFORE —  
**MARK  
ZUCKERBERG  
WAS BORN.**

— CHANGE THE WORLD FROM HERE —

 UNIVERSITY OF SAN FRANCISCO

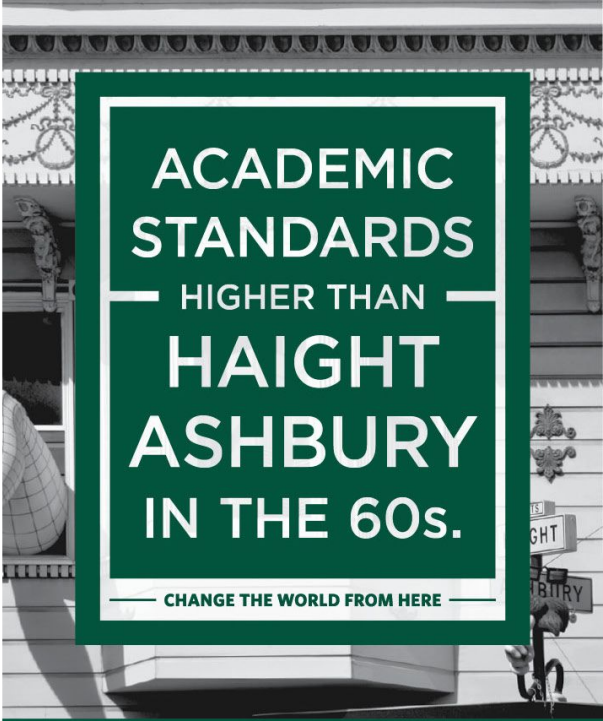


**FOR THE REST  
OF YOUR LIFE,**  
EVERY JOB INTERVIEW  
WILL BEGIN WITH YOUR  
POTENTIAL EMPLOYER

SAYING: —  
**“OH, I LOVE  
SAN  
FRANCISCO!”**

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**ACADEMIC  
STANDARDS**  
— HIGHER THAN —  
**HAIGHT  
ASHBURY  
IN THE 60s.**

— CHANGE THE WORLD FROM HERE —

 UNIVERSITY OF SAN FRANCISCO



— IN THE —  
**CITY**  
WHERE  
INNOVATION  
— IS THE —  
LITERARY  
TRADITION

Master of Fine Arts  
in Writing Program

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SAN FRANCISCO

— THE —  
**WORLD**  
**NEEDS**  
**GOOD**  
ECONOMISTS

Master's Program  
in Economics

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SAN FRANCISCO

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IN A  
**GREEN CITY**

M.S. in  
Environmental  
Management

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UNIVERSITY OF SAN FRANCISCO | School of Education



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School of Nursing and  
Health Professions

## Master of Public Health




MISSION IN  
HEALTH



An interprofessional degree for  
tomorrow's public health leaders.


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School of Nursing and  
Health Professions

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An interprofessional  
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public health leaders.



**LEARN MORE**



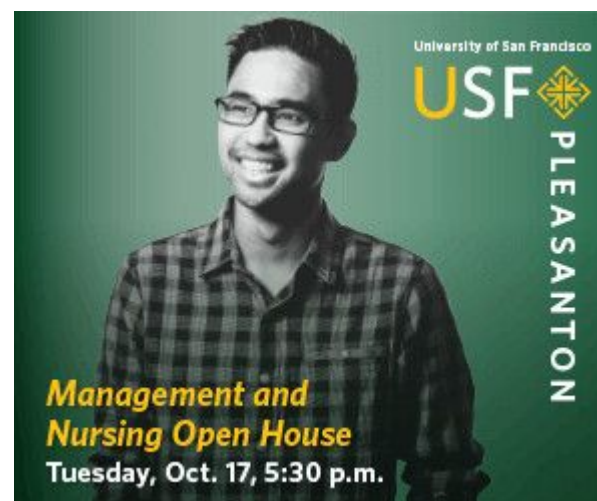
University of San Francisco

**USF**  **SAN JOSE**


## LEARN TODAY. CHANGE TOMORROW.

**OPEN HOUSE**  
Monday, Sept. 11, 12:00 p.m.

CHANGE THE WORLD FROM HERE



University of San Francisco

**USF**  **PLEASANTON**

## Management and Nursing Open House

Tuesday, Oct. 17, 5:30 p.m.

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## A spiritually bold approach:

**Design:** Uses bold, mixed fonts to reconcile **tradition and modern thinking** as well as warm, **people-focused imagery** — and student-generated content — to capture the **human and the humane.**





ABOUT USF • ACADEMICS • ADMISSION  
STUDENT LIFE • SAN FRANCISCO ADVANTAGE

Why Leave Your Heart at USF?

HERE ARE JUST A FEW REASONS TO FALL IN LOVE FROM THE HILLTOP.



CLICK  
FOR ALL THE FEELS



EXPLORE  
THE SF ADVANTAGE

San Francisco is **where academics meets unique opportunities.** 

## UNIVERSITY LOGO AND PRIMARY TYPEFACE

### Whitney Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Whitney Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## SECONDARY TEXT TYPEFACES

### Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Garamond Premier Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Garamond Premier Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## DEFAULT TYPEFACES

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Web applications—Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



usfca

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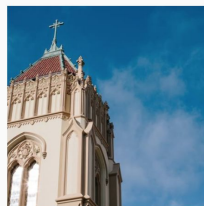
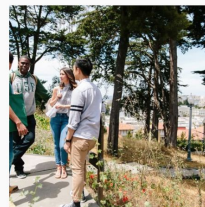
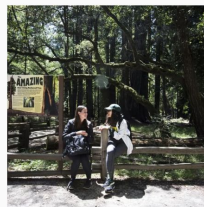
...

2,113 posts

14.2k followers

526 following

University of San Francisco The official USF Instagram | tag #USFCA | Find us on Snapchat & Twitter @usfca  
ow.ly/r18w30igimJ





# The Takeaways.

A graduate in a cap and gown stands with their back to the camera, looking towards a large, ornate building at night. The building has many lit windows and a prominent central entrance. The scene is dimly lit, with the primary light source being the building's lights and the ambient night light.

—  
A great brand is true to  
itself — and can admit  
it's not right for  
everyone.

—  
A great brand **can**  
**balance consistency and**  
**flexibility.**



—  
A great brand is  
**threaded through every  
experience.**

—  
**A great brand is in the  
eye of the beholder.**

(Unless your brand is gluten-free. In that case,  
nothing can save you.)



# Questions?