

The Brand

2012



Colorado State University



Our brand is the total Colorado State University experience. Who we are, what we do, why we do it, how we do it, and who we do it for.



Brand

What is it and why is it so important?

Logo usage. Color schemes. Name. Design style.

While these elements are all vital to upholding the University's brand, they are only part of the equation.

Sophisticated brands involve much more than a visual identity.

A brand is the set of expectations that stakeholders associate with our university and our services. At the core of every brand is a pledge to those you serve – a promise to consistently do or offer something in a way they come to expect. What our constituents come to expect of us is built upon the foundation of what we expect of ourselves. And we expect and achieve excellence, every day.





- ▶ ***A strong brand builds an emotional bond with stakeholders, creating a sense of loyalty, and ultimately influences how constituents interact with us.***



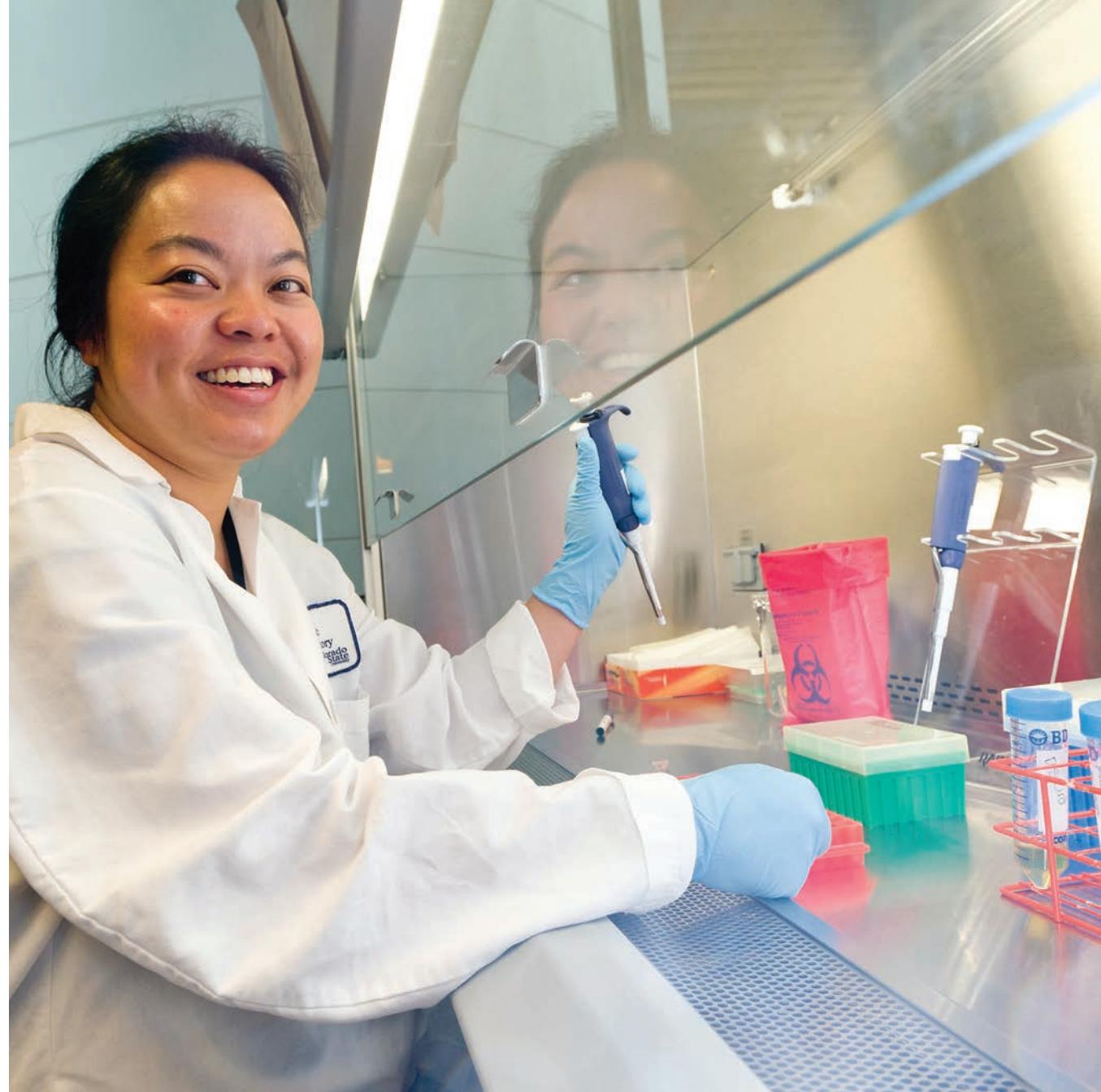
Our brand unites us and makes us stronger.

The word “university” derives from the Latin word, universitas, meaning, “the whole, total; the universe, the world.” CSU is a universe of colleges, departments, divisions, centers, and many, many other entities whose reasons for existing encompass a broad variety of individual and group missions. Yet, each of these many and varied parts share in the combined strength of reputation for excellence and credibility that comes with being part of the Colorado State University brand.

Building the Brand

Consistency Is Key

Each time constituents come in contact with CSU, they naturally form and reshape their opinions of Colorado State University. When they encounter consistent approaches and delivery of services through our communications and our actions, stakeholders feel a sense of familiarity and confidence. The end result: we continue to improve the status and reputation of the University, illustrating to our publics that we do, in fact, deliver what we promise. That they can trust us. That we have integrity.



What Is the Brand Position?

Institutional positioning is a broad statement of who we are and what we do. Positioning articulates how we are perceived in the most general sense. Understanding this perception is the first step in effective communication. Every CSU employee should ask, “How do I embody the brand position?”





The Colorado State University Brand Position:

From the base of the Rocky Mountains, Colorado State University advances a distinctive model of a modern public research university, where striking natural surroundings and the heritage of the American West come together with academic, intellectual, and personal discovery. An institution on the rise, CSU engages every student and faculty member in the transformative work of improving the lives of citizens throughout Colorado and the world.

Core Messages

Core messages drill down from the brand position to provide greater detail about our offerings and how they are unique and world-class. Not every core message will apply directly to every CSU entity, but every CSU entity should be able to identify with one or more core messages.





Core Message: Research – and Results

CSU is committed to research as an instrument for the improvement of humankind, but also as a thoughtful process and creative enterprise through which faculty and students learn to pursue meaningful inquiry in any area of life. Though it bears the hallmarks of a premier research university, CSU's greatest achievement is the opportunity for students to work side-by-side with faculty who are leaders in their fields, transforming ideas into exploration and exploration into useful tools for the betterment of society.



Core Message: Faculty as Partners

CSU faculty members are as accessible as they are accomplished. They pride themselves on being available to students and to each other – in labs, offices, studios, and homes – and on cultivating the next generation of scientists and thinkers, artists, and entrepreneurs. Dedicated to the CSU community and steadfastly committed to their university, faculty members collaborate with students and colleagues, casually and formally, across disciplines and job descriptions – fostering learning, excellence, and productivity at every turn.





Core Message: The Ram Community

CSU brings together students, faculty, and staff from every corner of Colorado and the world to form a lively community in constant, forward motion. Every person contributes, every day, to the creation of a new idea, a new expression, a new effort to improve the lives of others. The Ram community is an embodiment of the authentic spirit of the American West – genuinely supportive, generous, and kind – allowing each individual to flourish while holding all accountable to the highest personal standards of excellence, dignity, and respect.





Core Message: **Inspiration and Impact**

CSU strives to enhance the lives of its students, improve the well being of Coloradans, and address the needs of citizens around the globe. CSU students and faculty are thoughtful investigators and responsible stewards of the world they inhabit and the knowledge they acquire; they work to balance the needs of many with the needs of a few. Faculty set students on a path toward a purposeful, passionate, directed life, and together they pursue the possibility of transformative action and achieving excellence in all they do. They are a force for positive change, at home and afar.

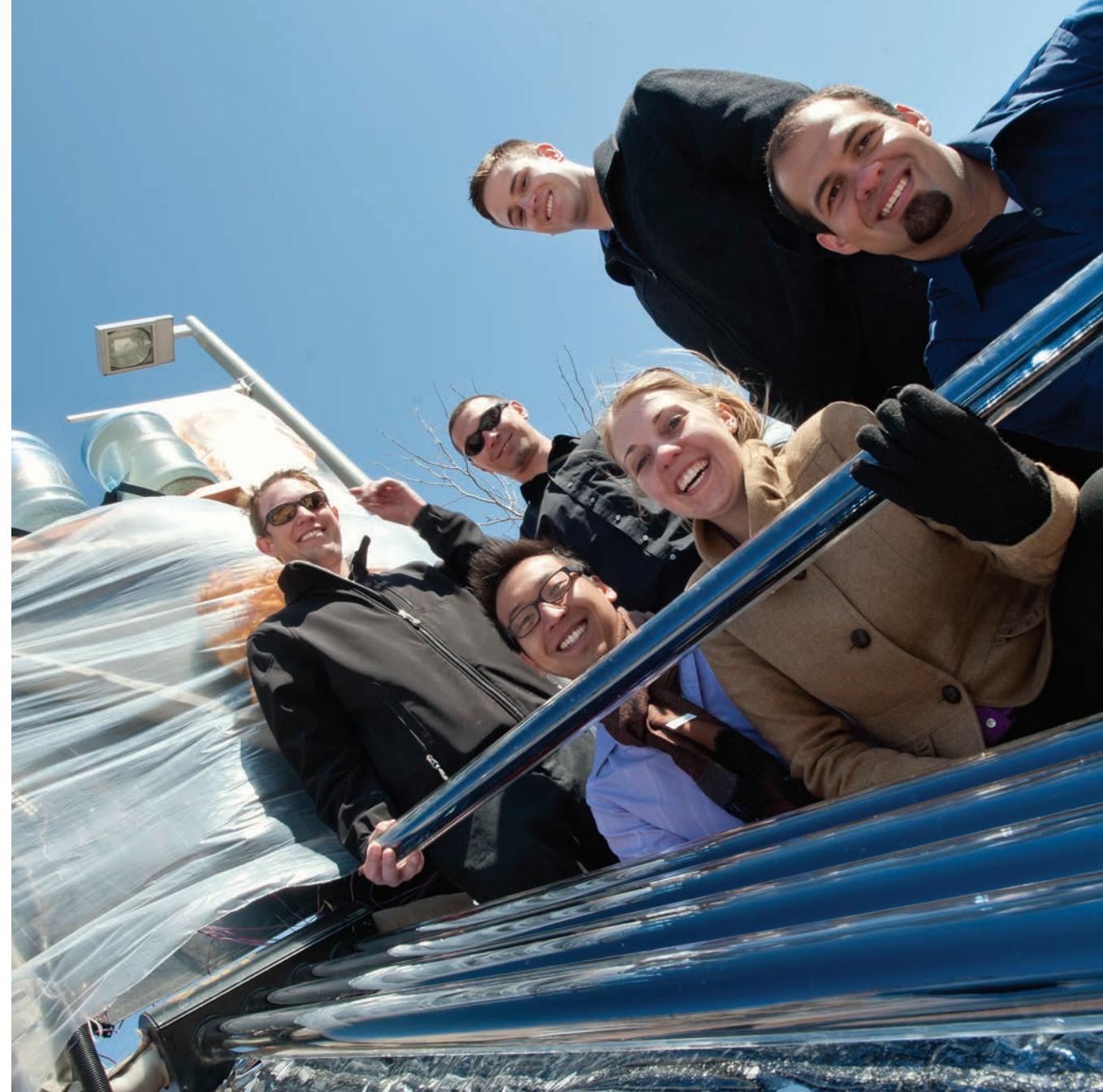


Core Message: **Access Is Opportunity**

CSU offers a first-class education guided by faculty achieving real results in their fields – all for significantly less than the cost of a private education. As the state’s premier public research university, CSU provides opportunity to students from all walks of life – and an environment in which they may remain authentic and true to themselves, even as they acquire new knowledge and experience. As alumni, many return to their communities, bringing with them a revised world view, expanded scope of vision, and clarity of purpose.

Brand Illustrators

Brand illustrators are proof points – the stories that each of us tell and retell to illustrate the Colorado State University brand. It is the story of the students who developed clean snowmobile engine technology for their engineering capstone class and went on to found a company that uses that technology to improve air quality around the world; it's the story of the professor who created a fun program to let kids see how science concepts are cool and who now takes his show on the road to some 20,000 K-12 students every year; and it's the story of the CSU janitorial staffer whose primary means of transportation, an ancient, three-wheeled bicycle, was stolen, and the employees who worked in one of the buildings he cleaned who banded together to buy him a new one. Every Colorado State University entity will have its own brand illustrators that can be developed and more broadly communicated in partnership with External Relations.



Brand Demeanor

It's the University attitude – how we go about accomplishing our goals. How we project ourselves. It's what makes us who we are. By consistently adopting these characteristics when we reach out to constituents, we continue to strengthen their perception of our brand so it matches the excellence of our university community.

■ ■ ■ Pragmatic

A problem solving, results-oriented perspective

Ambitious

A strong desire that drives us toward success and excellence

Engaged

A friendly openness that leads to acceptance and collaboration

Innovative

A creative and inventive approach to achieving success

Global

An inclusive perspective that encompasses the world

Authentic

A genuine and inspired commitment to CSU's core principles



Colorado State University

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