



2019 Branding Program

Idea ▶ Vision ▶ Reality ▶ In One Year!



Summary

The best kept secret ... no longer

Since its founding in 2002, the University of Ontario Institute of Technology was the best kept secret in higher education. We needed to change that, *and fast*.

We had successfully established ourselves as Canada's newest publicly-funded research university, but after 17 years and multiple re-branding efforts, our university was not as well-known as it needed to be. This lack of awareness was getting in the way of attracting the best students, faculty and staff while limiting the resources and partners we were able to attract. We had an incredible and compelling story to tell, but our confusing long name and dull branding just didn't set the stage for the story of a dynamic, innovative and relevant institution.

With a new president focused on telling our story to the world, we knew we couldn't take forever to explore, develop, and implement this new brand (especially after several unsuccessful efforts). But, at the same time, we needed to bring people along on the journey and get the inside onside. Our entire re-brand went from idea to reality in less than one year.

Between September and December 2018, we went from idea to vision. We engaged the campus community in the need for a change and listened to ideas for a simpler, more compelling brand name. Initial concepts for the new brand were developed in January 2019 and a proposed new identity was shared with the community in February 2019 along with the results of comprehensive market research. We adjusted with final feedback, launched the new brand internally in March 2019, and went on to complete a massive re-branding implementation across all aspects of our marketing, communications, and place branding.

Our entire campus is onside with the change and the messages supporting our brand have been internalized quickly. Our new identity and key brand messages have even been anchored in our new academic-research plan. And, most importantly, our research is showing that the brand is already working to build interest and appeal among all our audiences.

2002

2006

2012

2014

Fall 2018

January 2019

February 2019

March 2019

September 2019



Priority declared:
University of Ontario
Institute of
Technology needs a
rebrand/new visual
identity.

Market research,
campus community
consultations, agency
partner engagement.

Introduction to new
name and visual
identity, showcase
sessions, feedback
process.

Ontario Tech University
brand announcement.
Communication,
engagement, activation
and deliverables
process begins.

Students are welcomed
back to **Ontario Tech**.
New visual identity has
been implemented
across all major
touchpoints.



Say hello to **Ontario Tech**

On March 27, 2019 we officially became known as **Ontario Tech University** with a new positioning:

*At **Ontario Tech**, we strive for a better future and we're always open to new emerging possibilities. And we do it all with a no-nonsense attitude that recognizes being too traditional, or too formal, are not prerequisites for being great.*

*Technology is a driving force in society, bringing advances that improve our lives and well-being. At **Ontario Tech**, we're not only at the forefront of possibilities, but also exploring the questions that guide consideration of tech with a conscience.*





Strategy & Methodology

Re-branding Program Strategy

1. Develop a new brand platform that:

- Simplifies the university name and differentiates among other institutions as a being uniquely “tech-focused”
- Reinforces our positioning as a modern, forward-thinking institution, open to new ideas
- Supports advancement of the university’s key strategic priorities
- Aligns all related brands including athletic and spirit brands as well as faculty identities
- Demonstrates a new tech-focused brand with strong web, digital, and mobile interactions

2. Get the inside, onside:

- Initiate discussion, create excitement and sense of urgency for the change
- Build engagement and ownership of the new brand and supporting messages

3. Execute flawlessly – deliver a quick, confident and unified transformation across all touchpoints:

- Students, faculty, staff – rebrand
- Prospective students – re-imagine and re-position all recruitment marketing
- External partners – communicate new brand to donors, community partners, and industry
- Alumni – successfully transition to the new brand

4. Lay the foundation for results:

- Increase aided brand awareness from 60% to 90% within five years
- Double enrolment from 10,000 to 20,000 students over the next decade
- Raise awareness to support major new fundraising campaign



Methodology – Key Activities of the Re-brand

1. Campus community consultation and engagement
2. Brand Advisory Group to inform and drive the change
3. Multi-agency brand development process
4. External market research to make the case for change and track progress
5. Comprehensive implementation program, tightly manage budget
6. Transform the digital experience (don't just re-brand it)
7. Athletics and spirit branding to create an injection of new energy



1. Campus Community Consultation and Engagement

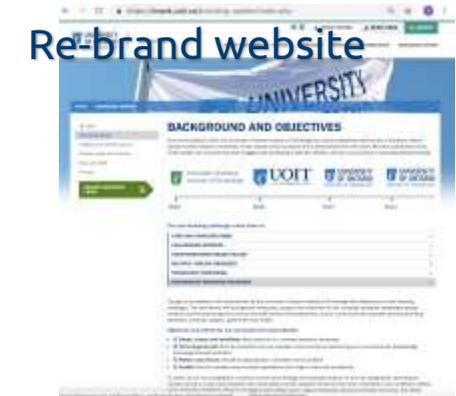
- Introduced the Ontario Tech University concept to the campus community with a presentation that was live streamed and recorded for on-demand views.
- Conducted open in-person showcase sessions to gather feedback; online feedback encouraged via our brand information and updates website.
- Assembled a Brand Advisory Group comprised of campus community stakeholders (Students, Staff and Faculty).



- More than 1,300 views
- 628 views (239 live; 389 on-demand)
- 50 attended in-person
- 3,454 video views since presentation day



- 7 campus showcase session locations
- 400 estimated visits
- 250 estimated conversations
- 180+ visual identity feedback emails received



- 1,200 visits to re-brand website
- 800 unique views to campus emails and updates



2. Brand Advisory Group

- Assembled a Brand Advisory Group comprised of campus community stakeholders (ten members representing Students, Staff and Faculty) to inform and drive the change.
- Advised on all aspects of brand development, engaged in consultations with the campus and stakeholders.
- Drove the change within faculties and departments.

3. Multi-agency brand development process

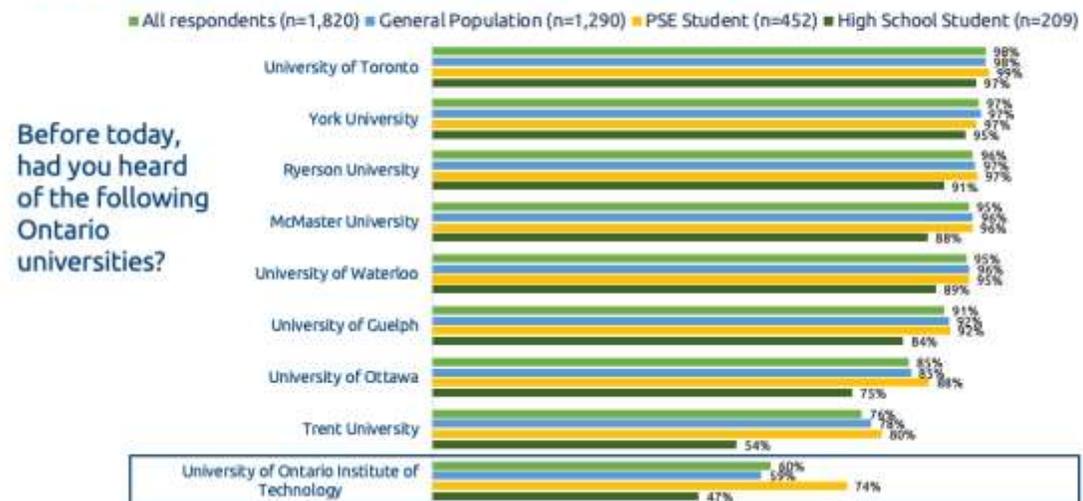
- Engaged two external agencies to develop a new brand concept based on a defined set of criteria.
- Agencies pitched over 20 unique concepts; we picked one agency to work with and refined down to the winning concept.
- Unique process solved for **both** university name and visual identity at the same time, significantly increasing complexity of the exercise.



4. External Market Research

- Established baseline and made the case for the change.
- Highlighted that the existing UOIT brand was not achieving level of desired awareness despite being in existence for 17 years.
- Provided market research from key audiences about appeal of the new brand, demonstrating that the brand had strong potential to positively impact perceptions.
- Survey conducted for prospective students and general population – the key audiences for the re-brand.

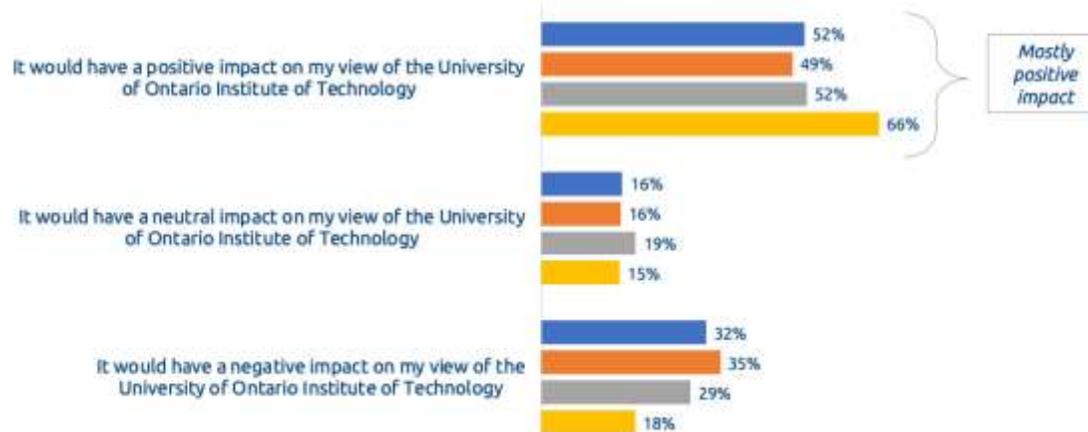
Overall Awareness – Current



Impact on perception

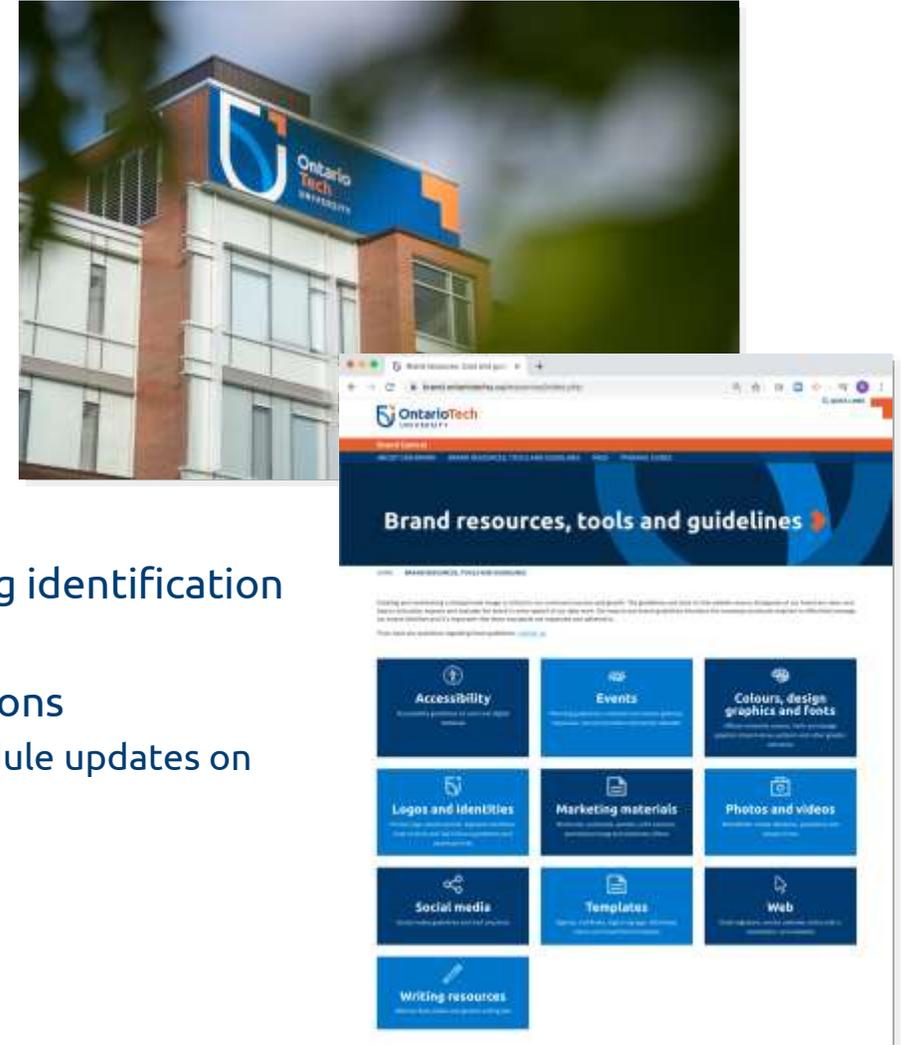
You said that the new name and logo would change your view of the University of Ontario Institute of Technology. How would your view change?

Legend: ■ All respondents (n=803) ■ General Population (n=541) ■ PSE Students (n=232) ■ High School Students (n=98)



5. Comprehensive Implementation Program

- Internal and external communication plans
 - Telling Our Story – Positioning and key messages document for staff and faculty to use externally
- Comprehensive brand guidelines were created and communicated.
- Brand central website for access to brand information, guidelines, assets, materials and templates.
- E-Store for ordering new business cards, stationary, etc.
- Promotional items featuring new brand and commitment to sustainably responsible materials and packaging.
- Over 100 exterior signage updates on campus including 30+ building identification installations completed between June and August.
- 200 street pole banners downtown and around north campus locations
 - Regional and GO Transit bus digital sign updates, and route maps/schedule updates on website
 - Directional signage in Oshawa community
 - Municipal and highway signage converted to Ontario Tech.



6. Transform Digital Experience

- Brought the new tech-focused brand to life through digital transformation of existing channels and introduction of new channels.
- Website redesign with enhanced digital experiences to demonstrate tech leadership (for example, real-time visualizations of solar power generated on-campus, hours of food-service operation).
- **New Mobile App:** design, build and launch with full functionality for students, faculty, staff, visitors, alumni.
- Promotional videos – student recruitment, institutional positioning video, intro/outros, b-roll.
- Digital signage and kiosks updated with new look, animations and templates.
- @ontariotechu.ca email domain change.
- Social media promotional content featuring the new brand and messaging.



7. Athletics and Spirit Branding

- A distinct Athletic and Spirit brand we created with usage details within the comprehensive Ontario Tech Brand Guidelines
- Ridgebacks signage installed across various campus recreation facilities
- Ridgebacks van and bus wraps completed
- Various Varsity team uniforms and spirit wear developed
- Event and promotional signage (tents, zap stands, tablecloths, etc.)
- New mascot to inject fun and excitement behind the new brand
 - Development of new mascot based on new dog logo





Identity Strategy

Strong, meaningful, break-through visual identity



The brand identity signals the start of an exciting new era and reflects a stronger, emboldened campus spirit. It is a strategic evolution of the university's old mark and is now simple, unique and identifiable.

Our brand identity instills every university touchpoint including merchandise, website, printed collateral, way-finding and building signage, and social media. **More than just a logo, the identity helps to tell our story with consistency, unity and pride.**



ONEbrand Strategy: Our brand is more than a logo

ONEbrand Architecture is a system that categorizes the various units of our brand:

Masterbrand | Spirit Brand | Signature Identities

Our ONEbrand strategy brings the campus community together as one by using only:

- The **Ontario Tech University** logo system
- Consistent messages
- Pantone colours from the logo



Benefits of the ONEbrand strategy:

- Improved brand presence
- Integrated communications
- Simple, easy to navigate
- Cost effective
- Leverages brand investment



Not just a logo, a new message

- We went beyond developing a new name and logo.
- We wanted to get our faculty and staff to own the new brand share the story behind it.
- We integrated the university's strategic priorities into key messages that would help ensure everyone was enabled to help spread the word in a focused and purposeful way.
- We identified four key messages and created this simple pamphlet for everyone to become effective story-tellers and champions of Ontario Tech.
- The four key messages also became the framework of our Integrated Academic – Research Plan to ensure alignment of messages and strategic priorities. This made it easy for everyone to see how the brand translated to the work everyone is focused on.

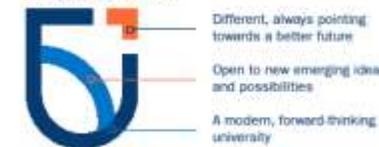


About us

We advance the discovery and application of knowledge to accelerate economic growth, regional development and social innovation. We inspire and equip our students and our graduates to make a positive impact in a tech-focused world.



What does it mean?



Our priorities

Tech with a conscience

We aim to improve the lives of humans and the planet through the ethical application of technology. It's a key component in our teaching and learning practices, administrative processes and innovative research projects.

- For us it's not only about developing the next tech breakthrough. Understanding and integrating the social and ethical implications of technology differentiates us as a university.

Learning re-imagined

We adapt to the ever-changing educational landscape by experimenting with the most effective ways to deliver flexible and dynamic learning, giving more choices to more people.

- By offering a range of credentials and experiential learning opportunities, and sparking entrepreneurship activities, we provide learner-centred educational options.

Creating a sticky campus

We promote positive social change and encourage an accessible, equitable, diverse and inclusive culture for our campus community.

- Whether it's conducting research in one of our more than 80 high-tech labs, meeting in collision spaces like The Hive Café or Brilliant Catalyst, joining a club or participating in the hundreds of events held on campus, our university is a place to make lasting connections.

Partnerships

We help industry, community, government and academic partners be more effective by bringing them together with students and researchers to uncover innovative solutions for our partners' most pressing problems.

- We team with organizations, local and abroad, to bring synergies, ideas and insights into our research and teaching environment—dynamic spaces that contribute to a more prosperous social fabric and planet.

Creative use of resources

Focus:

- Re-brand the campus as Ontario Tech University (prioritize exterior signage)
- Align all branded communications, events, and marketing materials
- Build and establish the foundational brand
- Establish new key messages with a focus on external communications – new messages align what we do with what we say

Key Deliverables:

- Campus re-branding: High impact-signage
- Branding and Wayfinding Strategy for new campus signage systems; begin rollout
- Brand guidelines, new eStore launch, new marketing and communications collateral and assets to support the brand
- **All these deliverables generated significant results within just one year (see results page). The results were generated with almost none of the budget spent on advertising. This means that almost all of our budget was spent in a way that can be leveraged on an on-going basis (i.e. not expendable on media).**

People Resources:

- 16 full-time team members within Communications & Marketing - re-purposed to focus on re-brand priority





Overview of Deliverables

Brand Guidelines



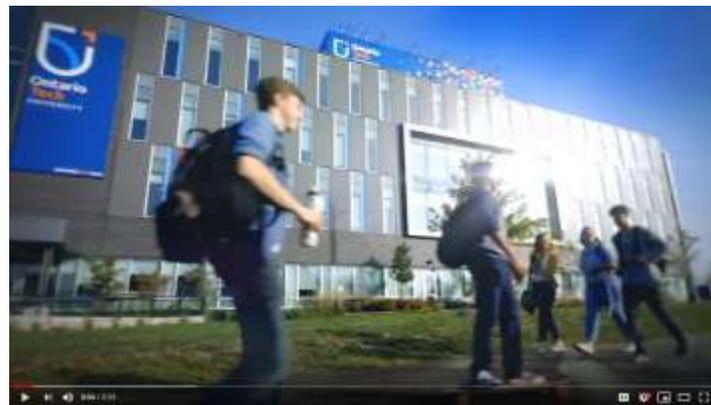
Campus Signage



Brand Intro Video



Student Recruitment Video



Website ontariotechu.ca



Mobile App



Promotional Materials



Viewbooks



Ontario Universities' Fair Booth



Spirit Brand & Athletics

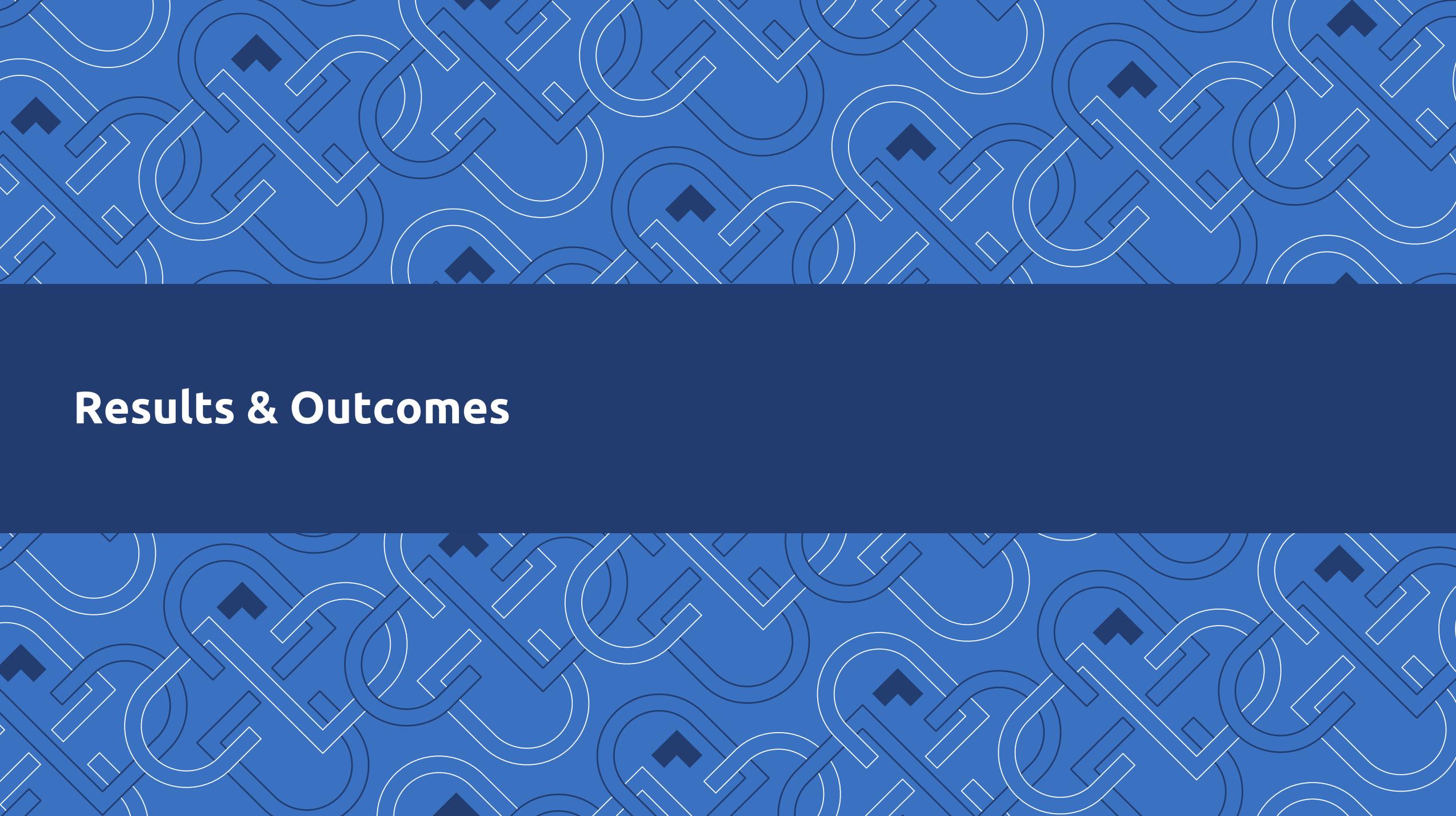


Promotional Items



Social Media



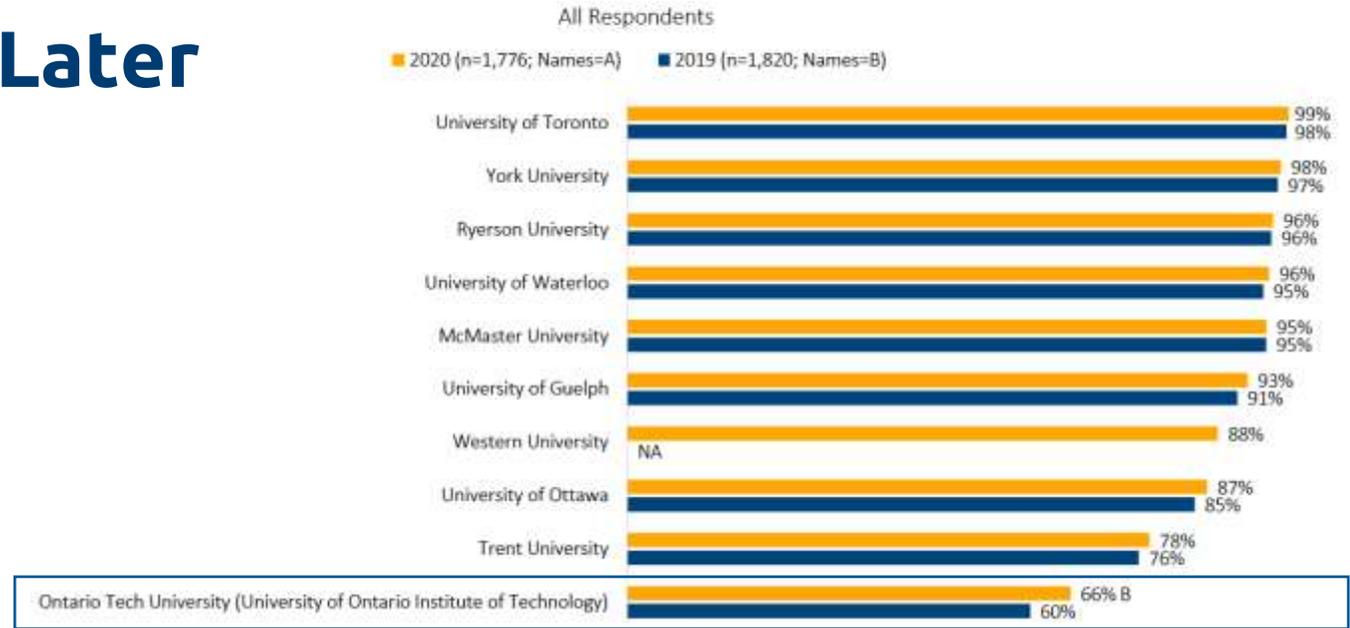


Results & Outcomes

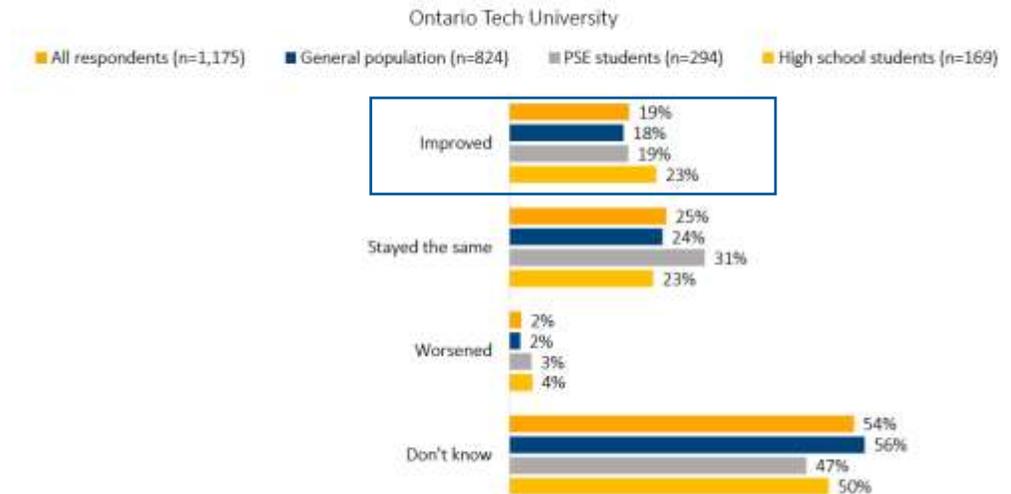
Market Research: 1-Year Later

- Beyond the impactful visual transformation of our brand across touchpoints, the results speak for themselves.
- Just 1-year since introducing the new brand, awareness has increased +10%, to 66% across all audiences.
- Among the key audience of high-school students results, results are VERY encouraging:
 - awareness has almost doubled to 77% from 47%
 - 23% feel that that our reputation has improved over the last year
- These are incredible results in such a short period of time and with almost no advertising, just a re-brand.**

Aided Awareness



Changes in Overall Reputation



Thank you