



***Driven.*** The University of Minnesota Campaign

# BRAND BASICS



## CONTACTS

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## CONTENTS

Campaign facts.....	1
Campaign editorial.....	2
Priorities.....	3
Messages.....	9
Editorial usage.....	11
Voice.....	12
Brand and visual attributes.....	14
Campaign wordmark.....	15
Co-branding examples.....	17
Driven and U of M wordmark lockup.....	18
Graphic Elements.....	19
Color palette.....	21
Typography style.....	23
Photography style.....	24
Digital basics.....	25
Website consultations.....	26
Social Media.....	27
Other available assets.....	27



## MESSAGE FROM SARAH YOUNGERMAN

University of Minnesota Foundation Vice President of Marketing and Communications

Colleagues:

Welcome to *Driven: The University of Minnesota Campaign* and our university's first comprehensive fundraising campaign in more than a decade. Reaching our \$4 billion goal by 2021 will rely on a collective effort from the entire U of M community.

Integrating the campaign into your work and sharing it with your audiences will be a key to the success of *Driven*. To assist you, the U of M Foundation has created a set of campaign tools and guidelines.

This is our first campaign in the digital age, and so the full suite of tools related to *Driven* are hosted online at [umf.umn.edu](http://umf.umn.edu) (click on "Toolkits" in the main navigation). There you'll find customizable templates, sample case statements and impact stories, as well as tips for everything from social media to crowdfunding.

We hope you'll make the most of this opportunity to energize your marketing communications with the momentum of the *Driven* campaign. Let us know if we can help along the way.

Sarah Youngerman  
UMF Vice President of Marketing and Communications



## CAMPAIGN FACTS

Leadership phase begins: 2012

Public launch: September 2017

Campaign complete: 2021

Goal: \$4 billion

### Significance

The campaign goal of **\$4 billion** is the largest in the University of Minnesota's history. Driven is the first comprehensive fundraising campaign in more than a decade.

### Campaign co-chairs

John and Nancy Lindahl

### Director of campaign operations

Tracy Ketchem, [tketchem@umn.edu](mailto:tketchem@umn.edu)

## Fundraising units

College of Biological Sciences

Carlson School of Management

College of Liberal Arts

College of Continuing Education

University of Minnesota Crookston

College of Design

University of Minnesota Duluth

College of Education and Human Development

University of Minnesota Extension/4-H

College of Food, Agricultural, and Natural Resource Sciences

Global Programs and Strategy Alliance

Humphrey School of Public Affairs

Institute on the Environment

Intercollegiate Athletics

Law School

Libraries

Minnesota Landscape Arboretum

University of Minnesota Morris

Northrop

University of Minnesota Rochester

College of Science and Engineering

U-wide Scholarships

Weisman Art Museum

School of Dentistry

Medical School and M Health

School of Nursing

College of Pharmacy

School of Public Health

Center for Spirituality and Healing

College of Veterinary Medicine



# EDITORIAL GUIDE



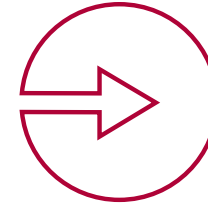


## Elevate a world-class student experience

Students arrive at the University of Minnesota talented and curious. Surrounded by thought leaders, mentors, and opportunities, they grow in ways they never could have imagined. In classrooms, labs, libraries, and studios, they perfect the craft of learning.

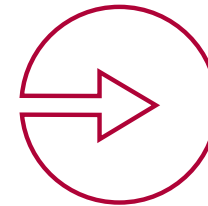
Your gifts transform students' lives so they can transform the world. Scholarships and fellowships provide an affordable education for students from Minnesota and around the world. Thanks to philanthropic support for experiential learning, our globally minded students study, work, and volunteer abroad in record numbers. Through research and internships, they gain real-world experiences and hands-on learning to prepare them for life after college.

# STUDENTS



**41,251**

undergraduate students on five campuses in spring 2017



The first-year retention rate has grown for a third straight year on the Twin Cities campus to

**93.2 %**

That has contributed to an increase in the four-year graduation rate to

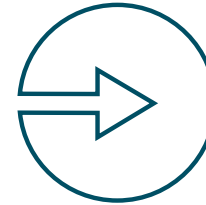
**65.2 %**, which ranks fifth among Big Ten peers.



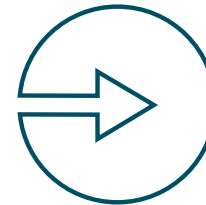
## Accelerate advances in health

At the University of Minnesota, creative collaborations bring new approaches to research and care. Our impact continues to grow, thanks to high-quality care facilities that treat more than 1 million annually and an academic health center that trains 70 percent of Minnesota's health care workforce.

With your help, we will profoundly improve the quality of life for people in Minnesota and across the globe by fighting infectious diseases, promoting health equity and access for all, preventing and treating diseases that threaten both animals and humans, and using new teamwork-focused education models to educate the health workforce of the future.



More than **1 million** people treated annually at the U's care facilities



**70%** of Minnesota's health care workforce trained at the U

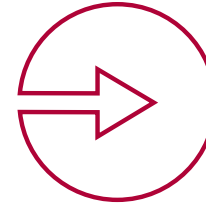
# SUSTAINABILITY



## Protect and sustain agriculture, food and water

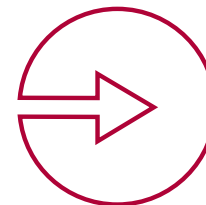
The University operates in a geographical landscape that serves as a microcosm of our world. Campuses located on America's greatest lake, greatest river, and greatest prairie, as well as in urban centers, enable firsthand research into some of the planet's biggest challenges: water availability, agriculture and food, energy efficiency, and climate change.

This effort creates a "living laboratory" that invites the larger community—businesses and policymakers, researchers and teachers, farmers and consumers, children and families—to join in finding scientific and social solutions. Your gifts will minimize the impact of climate change, increase food safety and security, and protect natural resources such as water, soil, and biodiversity.



Less than  
**1 percent**

of Earth's water is fresh, liquid, and accessible, and most of that is found in huge lakes around the globe. At the University of Minnesota Duluth, the Large Lakes Observatory expands and communicates knowledge about these lakes.



Minnesota ranked  
**fifth** in the nation in sales of agricultural products in 2016, bringing in more than  
**\$21.2 million.**

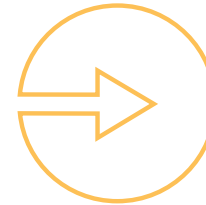




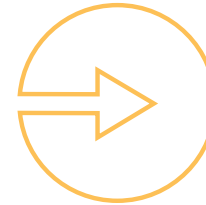
## Drive a Minnesota plan for innovation

Generating inspired, marketable ideas requires the right incubator: a place to meet, collaborate, build prototypes, test ideas, develop new products, and start ventures. For students, faculty, and industry partners, the University of Minnesota is a center of invention where new ideas create a clear and widespread economic value.

Your gifts support transformative student experiences that produce business thinkers and leaders who thrive in a diverse global economy, innovation hubs that encourage collaboration among experts from multiple disciplines, and a deeper engagement between industry and the U of M.



The University of Minnesota is **#8** in research among all U.S. public universities, with more than **\$900 million** in annual research spending.



**65,000** U of M alumni have started more than **10,000** companies in Minnesota, employing **500,000** and generating revenue of **\$100 billion**.

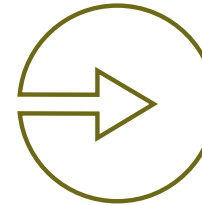
# OPPORTUNITY



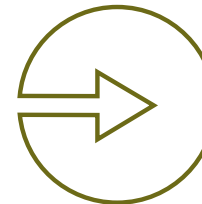
## Provide a place of opportunity for all

With campuses that reach every corner of the state, the University is a wellspring of arts, culture, and ideas. Through the transformative power of teaching and learning, the University fosters people's capacity to reach their full potential—by removing social, emotional, physical, and economic obstacles to success.

To transform our local and global communities into places of opportunity for everyone, together we will advocate for equity, justice, and opportunity through targeted programs in law, public affairs, and political science. We will enrich our collective quality of life by bringing performance, scholarship, and outreach in theater, dance, art, and music into communities statewide. And we'll work to eliminate the achievement gap in Minnesota's schools.



Each year, more than **3,500** U of M students study, volunteer, or work in another country as part of their education.



Around **18 percent** of students at the University of Minnesota Morris are Native American, compared with a national average of 1 percent.



**Driven.** The University of Minnesota Campaign

## CORE MESSAGES

*These messages were developed by Lipman Hearne, the campaign communications consultant for **Driven**, after meeting with the leadership of U of M colleges and units.*

*They won't be published in this form in any public-facing medium; instead, they're meant to be used internally to inspire ideas, provide a starting place, or spark conversation within your college or unit. Feel free to use headlines, phrases, or entire paragraphs in your campaign communications in whatever ways make sense to you.*

### **What begins in Minnesota matters to the world.**

The University of Minnesota has transformed the lives of generations of Minnesotans, kept our economy strong, fueled creativity, and become a source of answers for people around the world. Few other public universities even come close to the breadth of our expertise. This extraordinary institutional capacity, combined with quintessential Minnesota values—resourcefulness, resilience, and a shared belief in the value of opportunity—creates a powerful force for change. We can tackle systemic, global challenges from every perspective. We can see more possibilities. That's why we're embarking on the largest philanthropic initiative in university history, *Driven: The University of Minnesota Campaign*.

### **Minnesota's economic strength is powered by our university.**

A strong University of Minnesota means a strong state. In an era of widening disparities nationwide, we're helping Minnesota dismantle barriers to opportunity—and connecting all those who share a drive to achieve. We partner with a deeply engaged corporate sector and historically generous community of philanthropists to generate ideas that drive innovation on many fronts at once, transform entire communities and industries, and attract world-class talent. With this campaign, we will continue to drive Minnesota and its people forward for generations to come.

## **The University of Minnesota is ready for anything. We designed it that way.**

We are a vigilant advocate for our state—a protector and guardian of the public interest. With our five campuses, centers of health care, extension programs, and alumni in every corner of Minnesota, we are deeply involved in our communities and always seeking new ways to apply our expertise. And what we learn and perfect in service to Minnesota—about opportunity, culture, policy, and research—can be a model for the entire world. That’s what it means to be driven.

## **The University of Minnesota is a destination for top talent.**

The University of Minnesota is proud to be a destination for exceptional students and faculty from Minnesota and around the globe—people who share a yearning to build a better world and who never stop striving to do so. For students who work hard to get here, the challenges we provide them and the scholarship support we supply ensure they make the most of their experience. For faculty who are driving discovery the world needs, investment in research supports facilities and talented teams that are crucial recruitment and retention tools. We’re driven to translate talent into outcomes, and to accelerate growth and progress—for Minnesota and the world.

## **Ambition, generosity, and vision propel Minnesota forward.**

The University of Minnesota has long benefited from the partnership and determination of an insightful, global network of donors—philanthropists who share our drive to take decisive action and lead courageously. Thanks to them, we have the flexibility to ignite innovative research and the competitive edge to attract world-class minds. This campaign is an opportunity for our University of Minnesota donors—and, indeed, anyone who appreciates a powerful return on investment—to join us in solving the world’s grand challenges.

## CAMPAIGN EDITORIAL USAGE

The period is an important part of the visual logo that represents the campaign, but is confusing/unhelpful in text. When referring to the campaign in text, it should appear as follows:

### **Formal campaign name:**

Please make a gift to *Driven: The University of Minnesota Campaign* in your estate plans.

**Shorter version** (on second reference and/or where including the complete name would duplicate information already in the sentence):

The University of Minnesota announces its multi-year comprehensive fundraising campaign, *Driven*, which launched in September 2017.

**OR**

The *Driven* campaign, a University-wide fundraising effort, has raised more than half of its \$4 billion goal.

*Always italicize the name of the campaign in text.*

**Wanted:  
The adventurous  
and the generous**

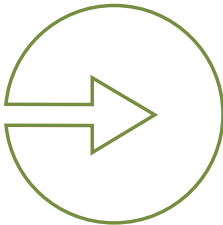
### **CAMPAIGN TAGLINE**

The campaign tagline is both bold and inviting, and encourages readers to envision themselves as part of an inspired campaign community. Units may adopt the tagline as a call to action in their own materials, or use it in relation to their own unique set of messages created during the case development process.

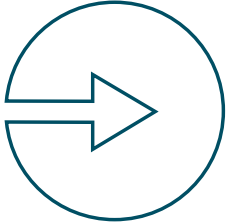
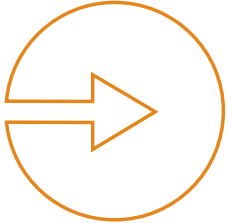
## CAMPAIGN VOICE

The “voice” of a brand is its personality—the consistent way a brand (or in the case of *Driven*, a marketing effort) expresses itself across various media and delivery methods.

These adjectives—with descriptions, “do” examples, and “don’t” examples—are meant to be a lens to look through when crafting campaign communications for your college or unit.

Voice characteristics	Description	Do	Don't
<b>EMPOWERING</b>	What happens at the U is a community effort; none of us (donors, faculty, students) can accomplish this alone.	<p>Use “you” or “we” language that includes the reader.</p> <p>Acknowledge and respect human diversity and the U’s diversity/breadth in words and images.</p>	<p>Use “we” language that gives credit only to “us” at the U.</p> <p>Use words and language that are “ivory tower.”</p>
	 <p>EXAMPLES</p>	<p>“You have made children’s lives brighter by supporting the U’s pioneering research. Areas where you’ve made a difference include...”</p> <p>“Together, we’ve made children’s lives better...”</p> <p>“Wanted: doers, makers, dreamers.” (includes and invites readers; “you” is implied)</p>	<p>“At the U of M, we have a record of pioneering research in children’s health. Here’s a list of what we have accomplished...”</p>

# CAMPAIGN VOICE

Voice characteristics	Description	Do	Don't
<b>VISIONARY</b>	We are thought leaders. We are innovative, forward-thinking, and not afraid to venture into new territory.	Use bold language and compelling metaphors. Use words and phrases in new/unusual ways.	Use corporate or academic jargon. Resort to clichés.
	EXAMPLES	“Path-breaking ideas connect with a commitment to help.” (nice twist on the more commonly used “groundbreaking”)	“We leverage advanced technology to facilitate ideas in a world-class setting.”
<b>AUTHENTIC</b>	Our voice is real and trusted. We're proud of who we are but not trying to pretend to be something we're not. We're friendly, approachable, and down to earth.	Use clean, concise, plain language. Clearly describe areas where we're a leader without “stretching it” in areas where we're not.	Use unrealistic or vague hyperbole. Use acronyms or terms that are understood only by insiders.
	EXAMPLES	“The U is located in one of the nation's best places to live. Nationwide, we're ranked #1 as the happiest city and the best place to raise a family.”	“Collaborative initiatives within CSE and CFANS offer leading programs that launch students into prestigious ag and STEM careers.”





# Campaign brand and visual assets



## CAMPAIGN WORDMARK

The wordmark is custom and cannot be reproduced with standard software. Please use the wordmark files that are provided in the toolkit at [z.umn.edu/driven-toolkit](https://z.umn.edu/driven-toolkit)

- The campaign wordmark reflects and is intended to work with the University's Identity Guidelines. Visit [university-relations.umn.edu/resources/brand-resources](https://university-relations.umn.edu/resources/brand-resources) for more information.

The *Driven* wordmark may not be:

- Altered in any way that distorts its proportions.
- Blended or incorporated into other logos/wordmarks except as described in the Co-Branding section.
- Used in any color other than maroon, gold, black, white, or grey.
- Try to use the word "*Driven*" in maroon or white, and the "period" in gold. Use a one-color version when options are limited.

### Placement

- Place the wordmark in a prominent location on a designed piece where the wordmark isn't overshadowed by other elements.
- When using the *Driven* wordmark and the University of Minnesota wordmark, they must be far enough apart so as not to appear grouped.

### Buffer space

Leave a buffer space the height of the "period" between the wordmark or wordmark combination and other graphic elements or the edge of the page/screen.



### Minimum size

Because the wordmark can appear in vertical (stacked) and horizontal orientations, minimum width is measured against the word.

- The word *Driven* must be 7/8" (.875") wide.
- In digital applications, the entire wordmark must be no smaller than 220 pixels wide on desktop screens and 170 pixels wide on mobile screens.

***Driven.***  
The University of Minnesota Campaign

**Driven.**  
The University of Minnesota Campaign

***Driven.***  
The University of Minnesota Campaign

**Driven.**  
The University of Minnesota Campaign

These files are available in the toolkit as .ai, .eps, .png, and .svg  
When using the .ai files, be sure to check:  Show Import Options

***Driven.*** The University of Minnesota Campaign

***Driven.*** The University of Minnesota Campaign

**Driven.** The University of Minnesota Campaign

**Driven.** The University of Minnesota Campaign

## BRAND BREAKERS

examples of what not to do

Do not distort, reconfigure, or re-color the wordmark.

~~***Driven.***~~  
The University of Minnesota Campaign

~~***Driven.***~~  
THE UNIVERSITY OF MINNESOTA CAMPAIGN

~~***Driven.***~~  
The University of Minnesota Campaign

~~***Driven.***~~  
The University of Minnesota Campaign

## CO-BRANDING WITH CAMPAIGN WORDMARK

When placing your college or unit name below the Driven wordmark (flush right under the “n”), there needs to be a level of University brand as well. Try to use the wordmark “University of Minnesota” whenever possible (as opposed to a solo Block M).

It is no coincidence that the University’s fundraising campaign draws from the University of Minnesota brand, Driven to Discover. The two are inextricably connected as the brand provides a strong foundation for the philanthropic campaign. When space and supporting imagery allow, the University’s wordmark should be used with Driven to Discover.



**Driven.** The Campaign for the College of Law

**Driven.** The Campaign for the College of Food,  
Agriculture and Natural Resource Sciences

**Driven.** The Campaign for the College of Food, Agriculture and Natural Resource Sciences

**Driven.**  
The Campaign for the  
College of Food, Agriculture  
and Natural Resource Sciences

Neutraface 2 Text Demi  
College or Unit Name

## WORDMARK/U of M LOGO LOCKUP

***Driven.***  
The University of Minnesota Campaign



***Driven.***



UNIVERSITY OF MINNESOTA  
**Driven to Discover**<sup>SM</sup>

***Driven.***  
The University of Minnesota Campaign



The *Driven* wordmark may be used in combination with the U of M wordmark and/or Block M in either a horizontal or vertical orientation. Do not combine the *Driven* wordmark with any U of M wordmarks on umn.edu websites; the U of M Driven to Discover wordmark may appear only in the web header and should not be repeated on a web page.

Refrain from joining the block M or U of M workdmark into a newly configured wordmark using the *Driven* mark. They are two separate marks and should be used in a separate, but complimentary aspect, leaving enough space between the two marks.

## GRAPHIC ELEMENTS

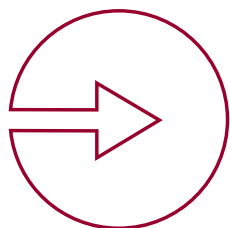
Several graphic elements are available to support the *Driven* brand. Judicious and restrained use of multiple graphic elements is advised, as layouts can become “busy.”

- 1 The “nexus” is a device to show lines of inquiry and points of connection, along with forward movement. There will be additional configurations of the nexus available over time.
- 2 Circle arrows are designed with the arrow from the block M of the University wordmark. The arrow always points right. Refrain from arrows pointing in several directions, as it promotes a *directionless* impression rather than forward to the future together. Also, consider the stroke proportion as they are resized so that they retain a sleek profile and don’t become too chunky, or too light. Point the arrow at the first line of typography.
- 3 Forward dots can be used for emphasis with a headline or caption. Recommended only when there are few or no other graphic elements in use. *Use sparingly.*

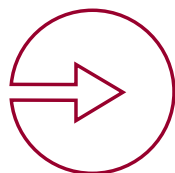
### 1 Nexus



## 2 Circle arrows



Use sparingly and systematically, for example in infographics to call attention to stats. Keep it simple.



**42%**  
of our goal is  
experiential

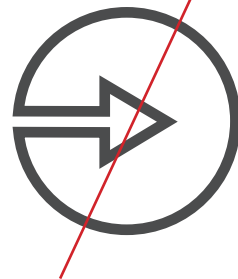
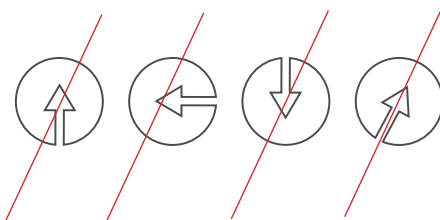
3



**Forward dots**

## BRAND BREAKERS

examples of what not to do

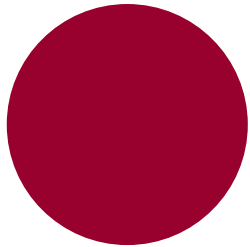


## 4 Diagonal device: 8° angle

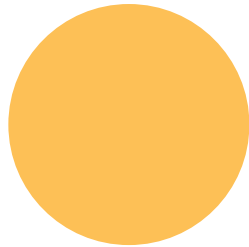
Diagonal device is an angle with which to offset text, an image, or color blocks. It is an echo of the angle in the *Driven* wordmark.

# COLOR PALETTE

## PRIMARY COLORS



0 100 61 43  
98002e  
maroon

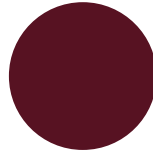


0 27 76 0  
fec057  
gold

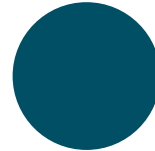
Use of our primary colors at the top of a visual hierarchy is critical to brand consistency.

Use of the secondary palette can be useful for setting up color systems for and typographic hierarchies. Use sparingly for best results.

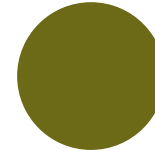
## SECONDARY COLORS



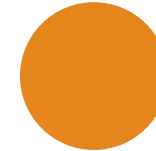
23 84 54 68  
581724



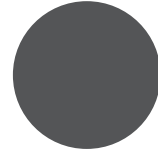
100 24 24 55  
004f64



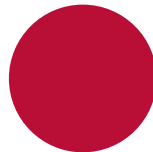
22 14 92 56  
6c6a19



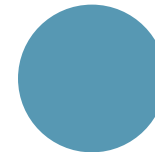
0 52 100 8  
e4861b



0 0 0 90  
414042



20 100 79 10  
b71f39



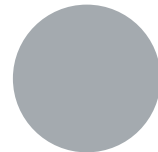
62 20 15 10  
5799b3



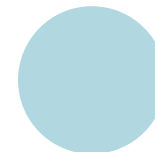
28 0 92 0  
c3d941



0 38 95 0  
fbaa26



12 7 6 30  
a5a9ae



25 0 6 6  
bod7df



10 0 54 0  
eaec92



0 11 52 0  
ffe08e

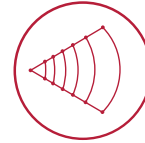
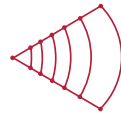
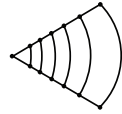


8 5 6 13  
cccecf

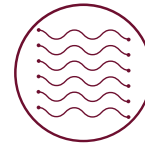
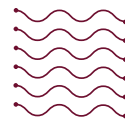
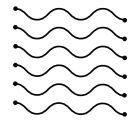


# CAMPAIGN PRIORITIES ICONOGRAPHY

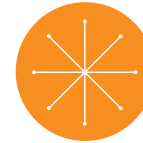
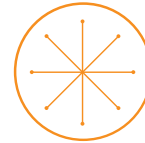
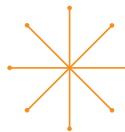
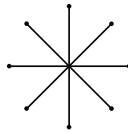
The priorities icons describe the five priority areas of the campaign. They may or may not pertain to your College or Unit. Use as appropriate.



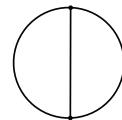
A WORLD-CLASS  
STUDENT EXPERIENCE



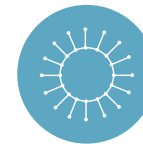
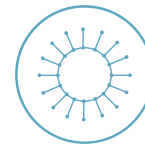
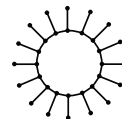
SUSTAINABLE AGRICULTURE,  
FOOD, AND WATER



A MINNESOTA PLAN  
FOR INNOVATION



A PLACE OF OPPORTUNITY  
FOR EVERYONE



A HEALTHIER LIFE  
FOR ALL

Can be used with solid  
white background  
within circle

## TYPOGRAPHY EXAMPLE

### NEUTRAFACE SLAB TEXT (BOLD)

The University of Minnesota uptatet lat ulpa pa ducimusapide del iducia con ped que incipsam atiberi dolent, quam ut aspitat.

Est, ariorio nsequiam nem explitiis mosto dolorio denda doluptatibus maximai onseceatia sit vendant ea as eum autatqui corepeles autecte eos sit laceaquam, temquid ellanis ad moluptio. Nequidunt ut dus dem explabo.

### Section heads

The University of Minnesota uptatet lat ulpa pa ducimusapide del iducia con ped que incipsam atiberi dolent, quam ut aspitat.

Est, ariorio nsequiam nem explitiis mosto dolorio denda doluptatibus maximai onseceatia sit vendant ea as eum autatqui corepeles autecte eos sit laceaquam, temquid ellanis ad moluptio. Nequidunt ut dus dem explabo.

Headlines:  
Neutraface Slab Text Bold

Body copy:  
Neutraface 2 Text Book

Secton heads:  
Neutraface 2 Text Demi

Headlines:  
Neutraface Slab Text Bold  
Maroon

Headlines:  
Neutraface Slab Text Bold  
o o o 90

**Wanted:  
The adventurous  
and the generous**

**Wanted:  
The adventurous  
and the generous**

## PHOTOGRAPHY

Shoot your subject from the back so that you can see both shoulders and 1/4 view of the face (enough to identify the person). This will be the photographer's challenge. This technique helps bring the viewer into the scene.



Give the subject just enough identity to be able to tell their story. Not enough identity will seem a bit empty.

Use a point-of-view (POV) camera angle on “hero” shots. It should look as if the viewer is following closely behind the subject. The camera almost has a Go-Pro feel. The technical level should feel more polished than a straight documentary style, but not as slick as an ad shot.

The hero campaign shots taken by the U of M Foundation staff will be available on the toolkit to all colleges and units. Consider them as abstract concepts to illustrate your case (as opposed to literal illustrations). There will be a portfolio of “priorities” images for U-wide usage.

UMF can recommend professional photographers for this POV technique.



Lightly retouch images as needed for best copy placement. (Example: dark window in image on the left could be removed for headline placement.)

Stay tuned for more useable Driven images at

[z.umn.edu/driven-toolkit](https://z.umn.edu/driven-toolkit)

# CAMPAIGN WEBSITE

## Website consultations

To help University units prepare their websites for the U-wide fundraising campaign, the U of M Foundation will provide the following consultations:

- Audit giving portion of U unit sites and giving pages
- Recommend enhancements (content, user experience improvements, giving tool integration)

## Driven goals for U websites

- Create clear paths for giving as part of site-wide navigation
- Plan ways to include inspiring content about the impact of giving
- Strategically promote key giving priorities and development officer contacts

## Questions?

Please contact **Robyn White** at [rwhite@umn.edu](mailto:rwhite@umn.edu) or **612-624-8654**.

Campaign Communications Basics



## SOCIAL MEDIA

### Hashtags

#UMNdriven to share philanthropic impact stories alongside University Relations

#UMNgive used as a giving call to action

### Driven social media guide includes:

- Editable Facebook and Twitter cover photo templates
- Social templates for ads and graphics (Coming fall 2017!)
- Sample messaging and imagery
- Content ideas

### Questions?

Please contact **Karina Carlson** at [carl2263@umn.edu](mailto:carl2263@umn.edu) or **612-626-2662** for more information to schedule consultation on how to integrate social media into your campaign promotions.



Sample Facebook cover image



Sample digital ad

## AVAILABLE CAMPAIGN ASSETS

### STATIONARY

Letterhead (digital template)  
No. 10 Envelope  
9x12 Folder  
A6 Notecard  
A6 Folded Notecard  
A7 Envelope  
A6 Envelope  
Fold-over card (for help with  
branded existing materials)

### CO-BRANDED STATIONERY

Options: Campus logo  
College or Unit identity  
Board listings  
Other

### POWERPOINT

4x3 format  
16x9 format

### VIDEO

Nexus (keyable) animation  
3 sec. open  
3 sec. close

Stay tuned for updates to the toolkit at [z.umn.edu/driven-toolkit](https://z.umn.edu/driven-toolkit)

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August 16, 2017

# *Driven.*

The University of Minnesota Campaign

Are you on brand?  
We can help.

Sept 11, 2017