



University  
*of* Idaho

THE BRAND BOOK



# BRANDING

## our leading university.

As a land-grant institution of higher education that is of the people, for the people, by the people, the University of Idaho (U of I) has a unique role in the success of our state and all its citizens. We prepare students to excel in Idaho's economy and the global economy. We transform our understanding of our world with the most robust research in the state. We support our communities with nine research and Extension centers, plus Extension offices in 42 counties.

Our faculty, staff and students come to Moscow from all over the world to make discoveries, reinvent business, nurture healthier and more productive ecosystems, create art, write novels and challenge the status quo. As **the** University of Idaho, it's in our DNA to be an aspirational beacon for all Idahoans who want to be their best.

The following pages of this brand guide share more about who we are, who we serve and how we use marketing to project the best of ourselves and our great university to the world.



# The **IMPORTANCE** of the U of I brand.

The landscape of higher education is changing. Where many students used to consider just a few colleges, they now have access to more information — and more choices — than ever before. Online colleges have sprung up to serve students who want to study from home. Urban colleges now offer students an affordable brick-and-mortar academic experience while they work. And our peer research universities are pivoting to gain awareness and attract students in an ever-crowded marketplace.

Given this, it's more important than ever to ensure that every time we communicate with our audience — our customers — we do so in a consistent and focused manner. The brand identity elements expressed in this brand guide are the foundation for all U of I marketing and communications. Adhering to these guidelines will ensure we're all operating from the same playbook to disseminate the U of I brand as efficiently and consistently as possible.





## A few **THOUGHTS** about our brand voice.

The words we use to speak to our audience define who we are as much as our actions. A focused and unified personality across all customer contact points is critical to ensuring our brand's success and a vibrant position within a dynamic world. Every word, every paragraph we use clearly supports our brand's essence and key selling points. Our brand voice is not artificial or riddled with sales speak. It's genuine, fun and approachable. It's intelligent, open and self-assured, and it promises credible offerings, benefits and personality. We don't oversell because we are confident that our offerings are worthwhile and exciting in themselves.

As the land-grant university of Idaho, it's in our DNA to be explorers. Therefore, we're...

**innovative**, not trendy.

**curious**, not lost.

**inclusive**, not followers.

**open**, not aimless.

**agile**, not disconnected.

**confident**, not aloof.

**playful**, not irreverent.

**intelligent**, not arcane.

**authentic**, not staid.

**leaders**, not dismissive.







# OUR VISION

To expand the institution's intellectual and economic impact and make higher education relevant and accessible to qualified students of all backgrounds.

Our Brand Position:

***WE ARE IDAHO'S PREMIER  
RESEARCH UNIVERSITY.***



# OUR UVPs

## How do we communicate our brand position to the public?

We have specific qualities that make us unique among our peers, ranging from our leading thinkers in the liberal arts to our scientific research to our historic ivy-clad campus. We call these qualities our “unique value propositions,” or UVPs. Consistently using our UVPs in all marketing ensures we stay true to our brand position and convey the best of who we are as a university.



### Academic Excellence

Top professors who have world-renowned expertise in key fields

16:1 student-to-faculty ratio

More guidance counselors rank us as the best college in Idaho

High third-party rankings: U.S. News & World Report, the Princeton Review, Forbes, et al.



### Value

The affordability of a major state institution

\$25+ million in scholarships and waivers offered annually — more than any other Idaho public institution

Highest early- and mid-career pay among Idaho's four-year public universities

The state's highest four-year public university graduation rate



## Research

\$113+ million in research expenditures

Breadth of student opportunities and hands-on learning in everything from creative arts to hard sciences

Two-thirds of undergraduates participate in research projects



## Social

18- to 22-year-olds living in a tight community, sharing experiences and building camaraderie

More than 260 clubs and activities

NCAA Division I-sponsored sports

Built-in network for life with alumni in locations around the world



## Statewide Focus

A mission to help the state move forward

Extension offices in 42 out of 44 counties

Three educational centers and 9 research centers

Research and knowledge shared with all Idahoans

A key economic driver

A center for innovation and community engagement



## Town

Safe, walkable, student-oriented

Beautiful location

Moscow experiences four distinct seasons

Far enough from home for personal growth, but close enough to home for support for regional students

Moscow is one of "America's Smartest Cities," according to Lumosity

Ranked one of the Best College Towns in America by *College Rank*



## Campus

The university's library was named the most beautiful in Idaho

The university's Rec Center has been ranked among the best in the nation by *Campus Rec* magazine

Walkable

Historic

Beautiful

\*Proof points are subject to change. Always check the brand website for up-to-date information. [uidaho.edu/brand-uvps](http://uidaho.edu/brand-uvps)

# Whom do we serve?

# STUDENTS

## **They migrate through several decision and life phases:**

High school juniors: emerging college decision-makers.

High school seniors: near-term college decision-makers.

Transfer students: typically freshmen and sophomores considering another college.

Current students: those who are already on campus.

Graduate students.

Nontraditional students: those who have other life responsibilities, like work or family.

## **What do they look for?**

Excellent programmatic quality

Affordability/Value (tuition, housing, scholarships)

Academic reputation

Vibrant social life and outdoor recreation

Access to top-tier faculty

Vibrant athletic community



Whom do we serve?

# PARENTS AND FAMILIES

**They guide their children's decisions and growth trajectories.**

Parents of high school students: helping them choose the right college.

Parents of college students: helping them get the most of their college experience.

**What do they look for?**

Affordability/Value (tuition, housing, scholarships)

Academic reputation

Proximity to home: close enough, but far enough away

Programmatic quality

Variety of degree programs

Career opportunities

Safety



Whom do we serve?

# ALUMNI

**They have deep pride in their university and want it to thrive and be highly regarded within their communities.**

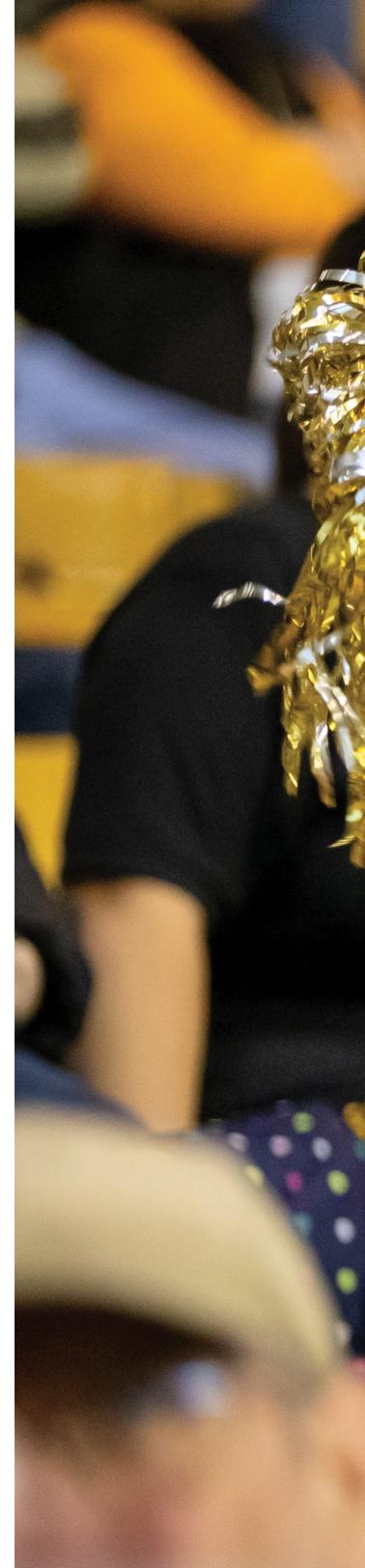
## **What do they look for?**

Connections: stay involved with U of I and relive the great times they had here

Reputation: excellent institutional standing within their community

Pride: want U of I to succeed in its mission, academic standing and athletics

Momentum: want to know the university is moving forward





Whom do we serve?

# EDUCATORS AND INFLUENCERS

**They are trusted voices that guide students toward a college experience that matches and nurtures their academic aptitude and social ethos.**

**What do they look for?**

Affordability/Value (tuition, housing and scholarships)

Academic reputation

Proximity to home: close enough, but far enough away

Variety of degree programs

Career opportunities

Access to research/hands-on opportunities



Whom do we serve?

# THE PEOPLE OF IDAHO

**They have a desire for knowledge.**

Business people.

Ranchers and farmers.

Scientists.

Engineers and architects.

City, county and state employees.

General public.

Youth.

Tribal people.

**What do they look for?**

Access to the best practices in business, agriculture and design

Research findings and data

Guidance and leadership

Support

Engagement in specific programs (4-H, et al.)









