



Office of the President

BRANDING A NEW UNIVERSITY CREATION, BUILDING, AND MAINTENANCE OF AN OUTSTANDING REPUTATION

Presented By:

Communications & Marketing

Goal

Among the primary goals of the Communications & Marketing office at California State University Channel Islands has been the establishment of a brand for the University. This brand includes not just the look of the campus materials, but also the reputation that has been built through a myriad of communications and marketing efforts written and produced for various internal and external stakeholders. While the CSU system has its own look and feel, it depends on each of the 23 campuses to develop and execute their own professional identity that will blend with the overall CSU marketing efforts. The success of the branding effort at CSUCI can be measured in part by the fact that the CSU system has now adopted the CSUCI colors for its use in system wide branding.

Approach

Communications & Marketing (C&M), aside from media relations, currently operates under a decentralized approach with campus divisions responsible for the ultimate deliverables needed by their area. The divisions may produce their own collateral through the use of divisional staff resources, student assistants, outside consultants, or make requests for support to the C&M office. To assure items produced by others fit within the "CSUCI Family of Materials", staff from across the campus consult with C&M staff on many aspects of their projects during the planning and draft phases of the work. In addition, C&M serves on many planning committees for campus wide events and chairs the University-wide Marketing Committee. Division staff are also involved

in the planning of all large scale fund raising special events – producing all collateral, press materials, and scripts, as well as supporting community events such as ground breakings, ribbon-cutting ceremonies, etc. C&M also leads the University's annual Commencement ceremony.

Regarding media relations, strong relationships with the media were established prior to the campus opening. Every effort is made to maintain those relationships, and to continually build new contacts. Staff supports the media with timely and accurate information, and responds to all incoming media calls immediately.

Results

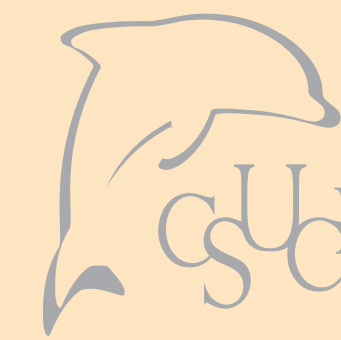
CSUCI's positive reputation is already beginning to extend far beyond Ventura County. Due to an environment of collaboration across the campus, we are communicating consistent messages and conveying a unified, coordinated image regardless of the division that is generating the product or story. As with any young company or organization, establishing and building a brand is an ongoing process with no end date; however, the journey itself and the progress to date has been quite satisfying.

Identity

University Logo



Dolphin Mascot & Logo
Adopted from local Chumash Indian tradition (shown with rolling logo)



University Letterhead And Business Cards



University Colors



President's Seal



Marketing

Apparel



Promotional Items



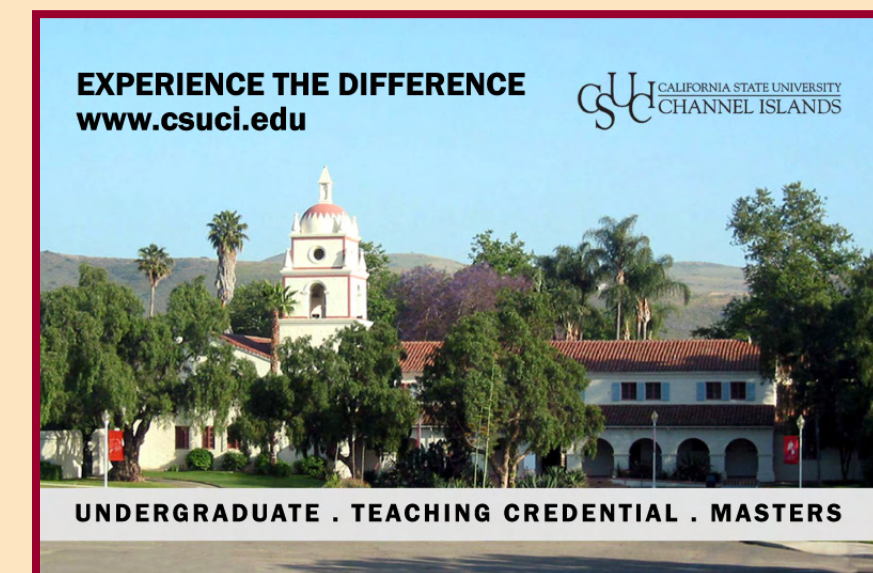
Restaurant Collages



Banners



Movie Theater Ads



Vehicle Decals



Publications



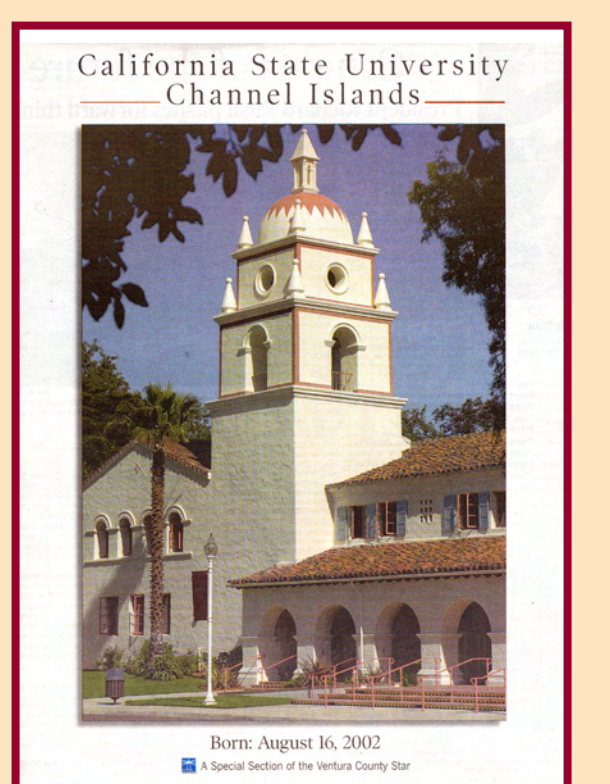
University Catalog



University News Magazine



General Brochure



Commemorative Publication By Local Newspaper

Community Presence



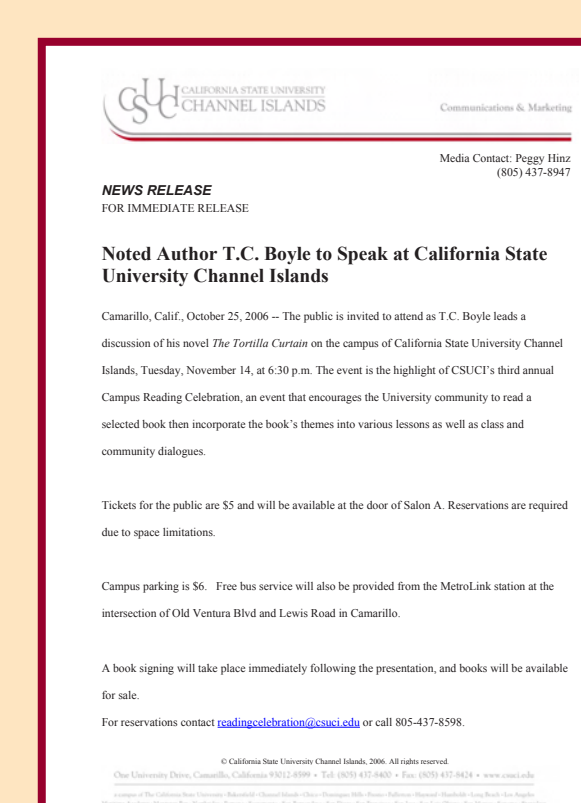
Local News Article



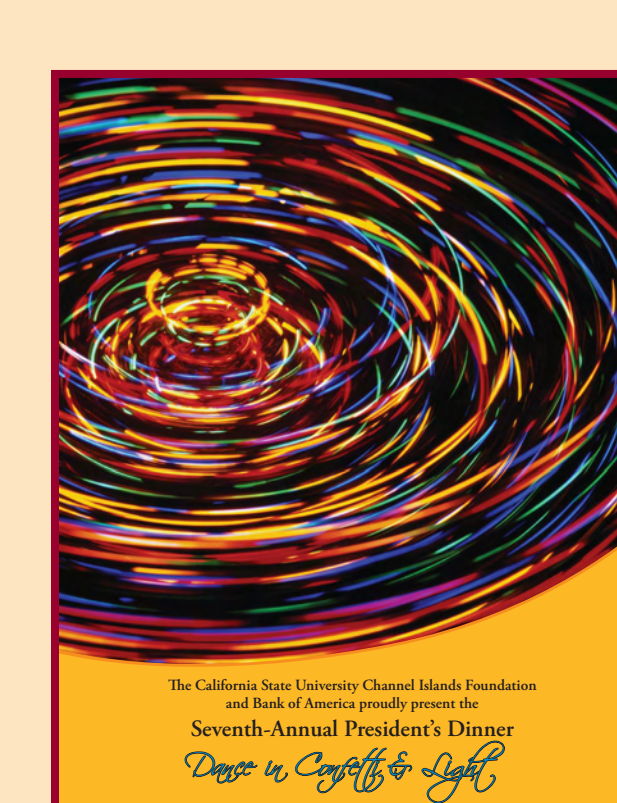
Generic Ad



Local News Magazine



Press Release



Support - University Events