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the **CollegeFund**TM

Welcome to your brand book. Everything you need can be found in the following pages. We envision this as an overarching marketing tool to help you maintain consistency throughout your brand. There are corresponding files for everything in this book in the digital folder provided. This includes a complete set of files ranging from business cards to brochures to font downloads and more! For each file there are two versions. One is labeled digital and one is labeled print. Digital files are for use on digital platforms like websites, email and social media. The print files are formatted to be print ready and are the files you should send to a printer or use to print something in house. Enjoy the foundation of your brand! We look forward to watching the College Fund grow!

Sincerely,
Hey Now! Media



Matt Soble
Brand Strategist



Matt Brower
Project Head



Anne Muskin
Copywriter

Concept

The College Fund — What Will You Save When You Give? The College Fund covers the Arts and Sciences general budget. We want to find a way to make desks, faculty salaries, building maintenance, etc. exciting! Our concept is to tie in a print and social media collaborative campaign that helps large donors, alumni, and students alike both reconnect with things they love about Case and help them see the tangible act of giving going towards something they love. The concept is “Save Your Spot- What Will You Save When You Give?” Through print campaigns showing donors “saving” their favorite spots through giving, and a robust social media campaign aimed at students and alumni posting what they want to save, we will capitalize on influential “friend” networks, making giving fun, interactive, and relevant. This also helps empower advocates to showcase where the funds go without having to say it, and creates a memorable campaign that plays on emotions of any age who connect to something at Case Western Reserve University.

Positioning

For Case Western Reserve University College of Arts and Sciences stakeholders who have a vested interest in the success of the school, the College Fund is the investment opportunity that allows you to save when you give, so all the things you love about Case continue to exist. That's because The College Fund supports so many of the things Case's College of Arts and Sciences prides itself on and that its graduates boast for years to come.

Reasons to Believe

It Supports Degrees in the Arts and Sciences — Skills from students in the arts, humanities, mathematics, social, physical and biological sciences are in heavy demand in the work world.

It Supports Scholarships — 64.8 percent of full-time undergraduates receive some kind of need-based financial aid, and CWRU is ranked 48th on the Forbes' 2014 Grateful Graduates Index which ranks the top 50 ROI colleges.

It Supports Students — Creates opportunities for student travel for conferences, research and experiential learning.

It Supports Faculty — The student-faculty ratio at Case Western Reserve University is 10:1, and the school has 61.7 percent of its classes with fewer than 20 students.

Polyatomic Ions
Polyatomic ions - Ions

Ion Name	Formula
ammonium	NH_4^+
hydroxide	OH^-
chlorate	ClO_3^-
chlorite	ClO_2^-
nitrate	NO_3^-
nitrite	NO_2^-

two double bonds) around

Messaging

Top Line Message: The College Fund supports everything you love about Case (Western Reserve University).

7 sec.

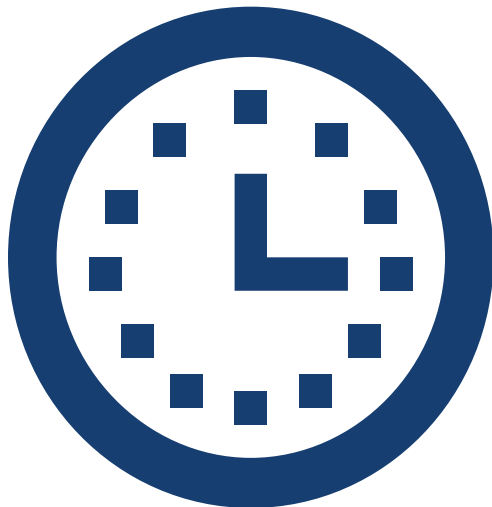
The College Fund supports everything you love about Case (Western Reserve University).

15 sec.

From an emphasis on the Arts and Sciences, accessibility to scholarships, a thriving student life and top faculty, the College Fund supports everything you love about Case (Western Reserve University).

60 sec.

The College Fund supports everything you love about Case (Western Reserve University). the College Fund supports degrees in the arts and sciences. Skills from students in the arts, humanities, mathematics, social, physical and biological sciences are in heavy demand in the work world. 64.8 percent of full-time undergraduates receive some kind of needs-based financial aid, and CWRU is ranked 48th on the Forbes' 2014 Grateful Graduates Index which ranks the top 50 ROI colleges. We offer a thriving student life by creating opportunities for students to attend conferences, research, and experiential learning. We attract top faculty with our 10:1 student to faculty ratio and fund staff professional development.





Campaigns

Campaign Ideas

- + Round-Up Campaign – Strategic Partners on Campus and in U.C. will allow people to round up and donate proceeds to the college fund.
- + Branded Day of Giving
- + CWRU Grad's that are famous and give – they gave, won't you?
 - Meet and Greet Fundraiser/ Event
 - Use famous CWRU grads to tweet, give testimonials, donor stories – help spread the word.
- + Reconnect with an old friend campaign
 - Curated donor asks from one friend to another
- + Text to Give Campaign
- + Showcasing innovation from the past paired with innovation from today.

Campaign Sub-Messaging

*All people used in sub-messaging promotional pieces will be graduates of the College of Arts and Sciences. Examples given below are simply to show the concept.

We will create the sub-message in these campaigns through strong imagery tying the donor to their story and specifically their “spot”.

+ Demographic: 22 – 35

Key Message: Every \$ Counts!

This demographic will be targeted using this mentality. The approach will be to get smaller amounts, but higher volume to increase engagement early on that will cultivate this group long term. The “save your spot” social media push and “round up” campaigns will serve this demographic well.

+ Demographic: 35 – 60

Key Message: Successful Graduates that Give

With this demographic, we will focus on the success of the graduates and the fact that they are giving too. We envision this feeling like a peer to peer update. “You are a successful grad, other successful grads are giving, you want to be a part of that” concept, and “give to the future you!” Potentially pairing current student look-a-like’s with people in this demographic for the “give to the future you” focus. This idea will also add humor which is a great way to get people’s attention!

+ Demographic: 60 – 80+

Key Message: Legacy Giving

For this demographic, we will create the sub-message by pairing a donor testimonial with imagery of what their donation went to and its impact or future impact. An example would be Mort Mandel in front of the Mandel School with a testimonial about why he gave and the legacy he is leaving.

Experience

Anyone who interacts with the College Fund should feel that giving is fun, interactive, and that they are making a difference with their gift. We will create these feelings through various campaigns and messaging that give a sense of nostalgia, excitement, pride, and empowerment. Learning about famous Arts and Sciences graduates, individual photos being featured on social media, and look-a-likes are fun! The social media campaign, rounding up at stores in the University Circle area, reconnecting with an old friend, and the “text to give” campaign are interactive. Showcasing innovation, donor impact, and the “Save Your Spot” campaign create a sense of empowerment to make a difference and demonstrate what has made a difference so far.



How to Integrate Brand into Existing Efforts

We will begin by polishing recognizable materials that are already in circulation and then slowly transition to the integration of the new brand, campaign strategy, and materials.

For an interim period use “the College of Arts and Sciences Annual Fund” logo centered and below the College Fund logo.

An introduction campaign will be created for the College Fund. The messaging around this campaign will focus on introducing the new brand, but ensuring donors their gift still goes to the same great cause.



Voice

Case Western Reserve University's brand voice encourages content that is purposeful and thoughtful, with strong nouns and dynamic verbs, geared toward intellectual audiences. The tonality of the language must always reflect the Case Western Reserve brand as an active, engaging, confident, forward-thinking institution. To this end, the College Fund's voice speaks to donors confidently and clearly. The focus in all marketing copy should be on creating nostalgia, excitement, pride, and empowerment.

Slogan

Save Your Spot!

The slogan can be used in multiple ways. From self-introductions, presentations, on websites, in e-mail signatures, sales and marketing pieces and even speaking engagements, repetition and consistency will help give your slogan legs. It helps define who you are and what you do in a way that resonates with your audience.

Tag-Lines

What Will You Save When You Give?

Think College. Think the College Fund.

The marketing tag-lines should be used throughout marketing copy and campaigns. The tag-lines will typically follow the words, the College Fund. They can also be found immediately after the slogan “Save Your Spot.” Additionally these tag-lines can be used as a call out or call to action.

How to Write in College Fund's Voice

NOSTALGIA

As a campaign with a wide range of stakeholders, the College Fund should be communicated in a way that allows everyone to connect with its messaging.

Be Aware. Consider your target market's age range in order to choose an era that is meaningful to each specific demographic.

Be Choosey. Create events, styles, etc. that invoke positive memories and a sense of trust in your target market.

Be Emotional. Choose eras or highlight events that invoke the emotions that you want people to associate with you. Write out a couple emotional "buzz words" to help you clarify. Then, go back to the copy and see if the emotions you identified are coming through clearly.

EXCITEMENT

Successful fund-raising campaigns excite people which helps build momentum for giving.

Be Original. Avoid clichés, slang or archaic terms like 'whilst', 'amongst' or 'thus'.

Be Active. Use the active voice, unless there's a good case for using the passive.

Be Engaging. Messages should either be: emotional, intellectual, or instructional. See that your message is crafted to appeal to your readers.

Be Timely. Make sure your messaging is current.

Be Aware of Your Audience. Is this something they want to hear? Why is your message important to them? Think about the right platform to deliver your message to your intended audience.

PRIDE

The College Fund is being positioned for longevity. Writing with an eye toward instilling pride will create an experience that donors want to be associated with for years to come, both in terms of this specific campaign and the impact of their gifts.

Be Personal. Avoid mass messages, add a “Dear (INSERT NAME)” to the beginning of emails, write a handwritten note on thank you notes and letters, and try to have emails come from actual people’s names.

Be Friendly. Address your reader as ‘you’. Use ‘we’, ‘us’ and ‘our’ when referring to the College Fund.

Be Conversational. Creating pride is being one of the group, think inclusion and “friend”, not robot. This will help build stronger relationships and trust.

EMPOWER (to make a difference!)

The goal of giving a gift is to create a lasting legacy. Copy should seek to help donors feel like they are making a difference which will promote giving now and into the future.

Be Actionable. Use calls to action. Research has shown people like to be told what to do and how to act with respect to your message. Try to avoid using demanding words or phrases. Instead, for example, you could say “Make a lasting impression by....” Instead of “Give Now!”

Be a Storyteller. Show the changes they can make through giving. Is there a story behind your campaign or post?

Quit Selling. Think about what you would want to hear in order to be motivated to do what your message is conveying. What genuinely resonates with you will most likely resonate and feel genuine to your readers.

Writing Tips

1. **Think about what you are trying to say.** Take a few moments to jot down the main message(s) you want to get across to your reader. Revisit this list after you've crafted your message. Are the main points you identified easy to see, read, and understand? Are they the "meat" of your message?
2. **Remember who you are talking to.** What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in this target audience. Imagine them sitting right in front of you. Read it out loud. Would you talk to this person like this?
3. **Create a clear structure.** Divide your work into bite-size paragraphs featuring one idea in each. This helps create a clear narrative that people can easily navigate, and helps you get your message across clearly.
4. **Use headings.** Headlines for chapters, pages, sub-sections and paragraphs create a narrative. They help break up the information for the reader and make it more digestible.
5. **Just start.** Start writing. Write to your structure, but let the ideas flow. Don't worry about getting it right the first time. You can edit later.

Top Ten Tips for Web

1. **Digital content is not the same as print content.** People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.
2. **Language is most powerful when used economically, and that's doubly true online.** Write in tabloid-size packages using a maximum of 25 words per sentence, one sentence per paragraph, four to six words per headline.
3. **Legibility.** It's hard to read off a screen. It's 25% slower than print. Help your reader. Don't go crazy with bolding, italicizing and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.
4. **Credibility.** Poor spelling and grammar undermines the credibility of your message. Make sure this is a priority in all your written communication.
5. **Clarity.** Is your message clear? Is it as condensed as it could be but still impactful? Giving yourself time and coming back to your message can often help you master this skill.
6. **Searchability.** Write to be found. What words would people type into Google to find you? Use those words in your copy. Don't overuse the same phrase to the detriment of your writing or marketing, but be conscious that words in the digital realm are both delivering your intended message and helping new people find your message.
7. **Accessibility.** Don't let your copy rely heavily on imagery, and use tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks fully. People who receive your messages are accessing them on all kinds of devices, this helps ensure that your message comes through no matter how and what it is read on.
8. **Personality.** Just because you're writing for digital media doesn't mean that you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality. Always keep the "brand voice" in mind.
9. **Spam.** Don't unintentionally make emails to customers look like spam. This is especially important in subject lines. Avoid words like 'free', 'win'. Avoid spelling mistakes, text speak abbreviations and acronyms as these are all on the spam filter hit list. Think hard about the words you use and how they'll look sitting in your customer's inbox. Would you open an email with your title?
10. **Structure.** When structuring your work, think of an inverted pyramid. The most important information first, the broader base of detail later.

Testimonials

Interviews should take approximately 15 – 30 minutes.

Our aim with these interviews is to focus on the shared sense of nostalgia people feel for their college “spot.” This is something nearly every college student and graduate experiences, making nostalgia the multi-generational cornerstone of our [#SaveYourSpot](#) campaign. These interviews will help create testimonials and marketing copy for marketing pieces.

QUESTIONS:

1. What was your most memorable moment at CWRU?
2. How did your CWRU education prime you for success?
3. Sum up your experience at CWRU in 10 words or less.
4. What does it mean to a student to have a “spot” in college? Why is it important?
5. What was your “spot” at CWRU when you attended?
6. How did you first come across your “spot?”
7. What made your “spot” special?
8. What would you go to your “spot” for? Studying, mental break, play music, etc.
9. How can donating help other students find their spot?
10. What have your past donations directly or indirectly contributed to?

Donor Stories

Donor interviews should take approximately 30 – 45 minutes.

Donor Stories are meant to capture the reasons why the donor gives, the impact their gift makes and provide personal, compelling stories that are relatable for potential donors.

How did you choose CWRU?

What was your experience like?

What impact did your education have on your life? Career?

What did you do/where did you go following CWRU?

Milestones in your life/career?

Who was your favorite professor?

What was your spot?

Why do you give?

What giving means to you?

TIPS FOR PREPARING YOUR INTERVIEWEE:

1. Let donor know the time frame
2. Share the purpose of the interview
3. Be clear if this is an interview for a testimonial or a donor story
4. Share the questions

Social Media Strategy

Active Social Media Sites for the College Fund

FACEBOOK: used to engage with students of all ages and demographics

TWITTER: used as a tool to create constant branding with the +22-35 demographic

Benchmarks

Assuming the start date is November 1

1. **FACEBOOK:** After January 1 **1000 Likes**

2. **TWITTER:** After January 1 **150+ Followers**

For the first 4-8 months the brand should follow back every follower but only after research as to who they are since CWRU is associated.



FACEBOOK:

Update 4-5 times weekly with no more than 1 post per day

Just like the College Fund is the investment opportunity that allows you to save when you give, so all the things you love about Case Western Reserve University continue to exist, Facebook allows you to keep sharing those same things, so they stay in front of your audience. This ensures for an interactive and welcoming brand.

Recommended Schedule:

Mon. Tues. Wed. Thurs. Fri.

1x 1x 1x 1x 1x

When to Post: Between 1-4PM

*Post on weekends if the College of Arts and Sciences is celebrating an anniversary or event.

*Take advantage of the scheduling widget on Facebook Pages so faculty has time to proof each post and it is scheduled for the appropriate time.

1B

Example:

Below are examples of Facebook posts with a message driven to create traffic and encourage interaction.

“The College Fund is the investment opportunity that allows you to save when you give, so all the things you love about Case Western Reserve University continue to exist. To learn more about how you can #SaveYourSpot visit case.edu/SaveYourSpot. (upload photo like below)”



“64.8% of full-time undergraduates receive some kind of needs-based financial aid, CWRU is ranked 48th on Forbes’ 2014 Grateful Graduates Index which ranks the top 50 ROI colleges. Let the gratefulness continue. Join the movement and #SaveYourSpot at case.edu/SaveYourSpot.”

“Did you know CWRU’s student to faculty ratio is 10:1? Your donation to the College Fund will aid in keeping this thriving classroom atmosphere alive. Create your legacy today at Case.edu/SaveYourSpot.”

“CWRU’s College of Arts & Sciences welcomed five new faculty members this fall. Learn more about them and how they’re creating learning experiences for a lifetime <http://artsci.case.edu/2014/08/20/meet-new-faculty-fall-2014/>”



TWITTER:

Creating and circulating 3-4 tweets per day

When to Tweet: Between 1-3PM or 4-8PM

Tweets should incorporate links, ideas, quotes, and images geared toward the +22-35 demographic. Facebook posts should be pushed to Twitter to help keep content up-to-date. Tweets regarding the College Fund should come from CWRU's College of Arts & Sciences Twitter account. The audience on Twitter should be able to make a distinct connection through #SaveYourSpot campaign content which will direct them to the College Fund Facebook page or the actual link to donor relations.



Example:

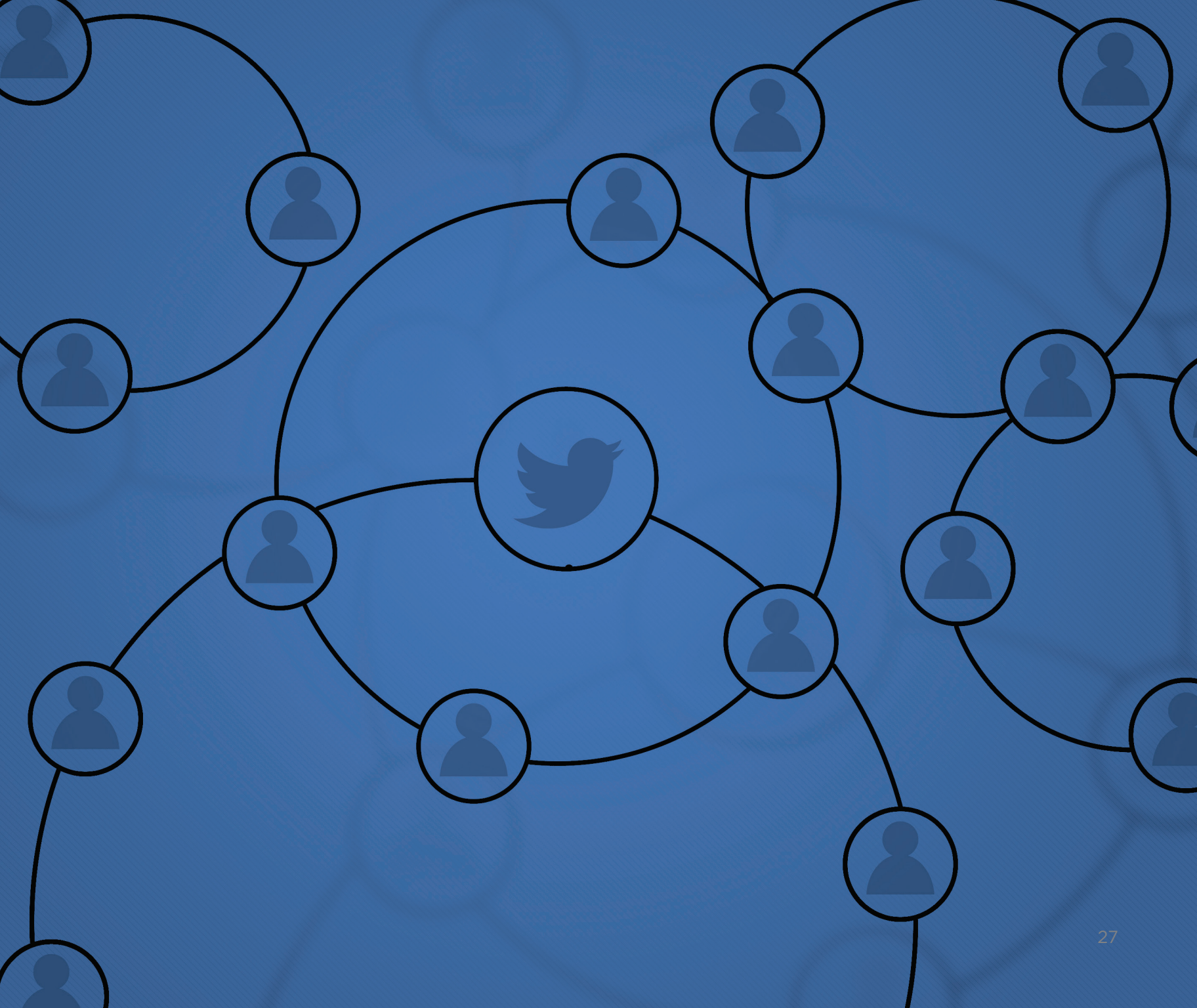
Below are examples of Tweets with a message driven to create traffic and encourage interaction.

“Create future employees #SaveYourSpot today. Case.edu”

“The College of Arts and Sciences produces students that thrive in the work world! Find out why at <http://artsci.case.edu>”

“The legacy of CWRU's College of Arts and Sciences starts with you. Learn more about getting involved with the College Fund at <http://artsci.case.edu/development>”

“Find out what's new in the College of Arts and Sciences with the art/sci update <http://artsci.case.edu/category/artsci-update/>”



Logo

The logo is a visual representation of your brand strategy. It is a mix of traditional and professional yet modern and hip.

the **CollegeFund**™

Logo Uses

The color logo should be used against white backgrounds. The white logo is multifunctional and is meant for backgrounds or images of any color. The grey logo is meant for grey scale printing.

DO'S

- The logo should always be centered.
- There should always be breathing room and space around the logo.

DON'T'S

- Do not use drop shadows with the logo
- Do not use unnecessary treatments, textures or effects behind the logo
- Do not tilt or rotate the logo - it should always remain horizontal
- Do not make the words "the" or "fund" any other color than the light blue provided (or gray if using gray scale).

the CollegeFundTM

the CollegeFundTM

the CollegeFundTM

the CollegeFundTM

Logotype

Klinik Slab

**ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ
1234567890
!@#\$%^&*()-_
+=\|/,.<>:;””**

Klinik Slab is a serif, which has a traditional look and feel. This logotype is a call back to a traditional University font and can also be found in old-school printing! This can be used for call outs, titles and headers. The logotype file can be found in the font files.

Typeface

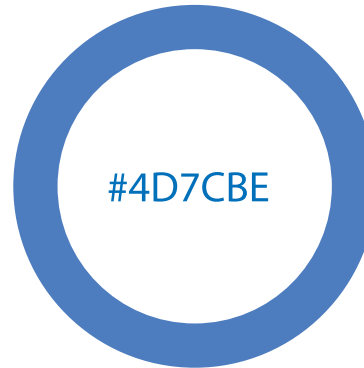
Gotham

**ABCDEFGHIJ
KLMNOPQ
RSTUVWXYZ
1234567890
!@#\$%^&*()-_
_ +=\|/,.<>:;””**

The typeface refers to the fonts used in the copy. This font is clear and legible, which makes any copy or headline very understandable and easy to digest. This should be used in the body of emails, for text on posters and marketing materials, and as text for programs. The typeface file can be found in the fonts folder of the branding files included.

Color Scheme

The primary color used in this identity is Case Western Reserve University's blue. Based on the schools brand standards and long-standing brand equity that has been built, we kept this color. We added the light blue color as an accent color to make things modern and give it a cool factor. The light blue can be used in marketing materials to accent or highlight one word in call outs or headlines.



#4D7CBE

C: 73 R: 77 PMS:
M: 48 G: 124 660 C
Y: 0 B: 190
K: 0



#1B3F72

C: 100 R: 27 PMS:
M: 83 G: 63 534 C
Y: 29 B: 114
K: 14



#B8CBE5 #94B0D8 #7196CB #4D7CBE #3A5D8F #273E5F #131F30



#A4B2C7 #768CAA #49658E #1B3F72 #142F56 #0E2039 #07101C

Block Texture

BLOCK USES:

The blocks will be primarily used as a footer in marketing pieces and stationery to enhance the design aesthetic. They represent growth and each block symbolizes climbing the ladder to success. The design is a symbol for the College Fund's mission to help students achieve their full potential. When using the blocks with the College Fund logo, we have provided four options.

1. Center Logo on white background, above block footer.

1

the CollegeFund™



1a. Center Logo on blue background, above block footer.

1a

the CollegeFund™



2. Put logo in bottom right of block footer when using the blocks in a marketing piece.

2



3. When using landscape formatting for design, use the blocks on both the right and the left. The logo or design elements should be centered on a white background. In landscape layout the blocks can also be used running across the entire footer. Use option 1 in this situation.

3



Way to Use Blocks:

- Banners
- Posters
- Accent Walls
- Decals
- Lamp Shades

Brand Identity System

Your identity was developed to uphold the traditional look and feel of Case Western Reserve University; however we used color to create a fun and modern twist to differentiate the College Fund and create new energy.



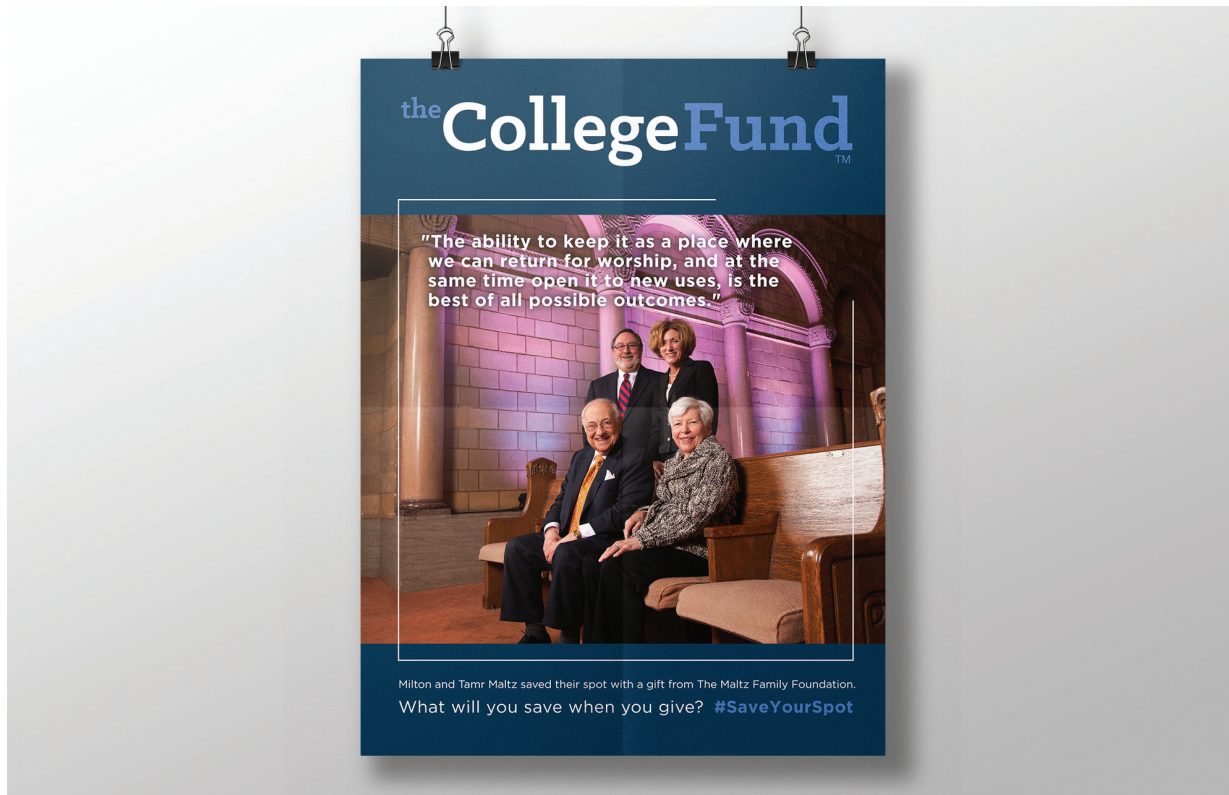
Marketing Materials

Your marketing materials help tell your story. With a focus on photos, pair the brand's messaging with your customer experience. Marketing pieces should be fun and interactive and give the viewers a sense of nostalgia.

When using a photo isn't applicable (stationery, covers of brochures or marketing materials, etc), use the block design element.



To create a donor story/testimonial ad or marketing piece, use a photo of a donor and pair it with a quote or testimonial. Use the CWRU frame (pulled from the logo) to frame the ad/photo.



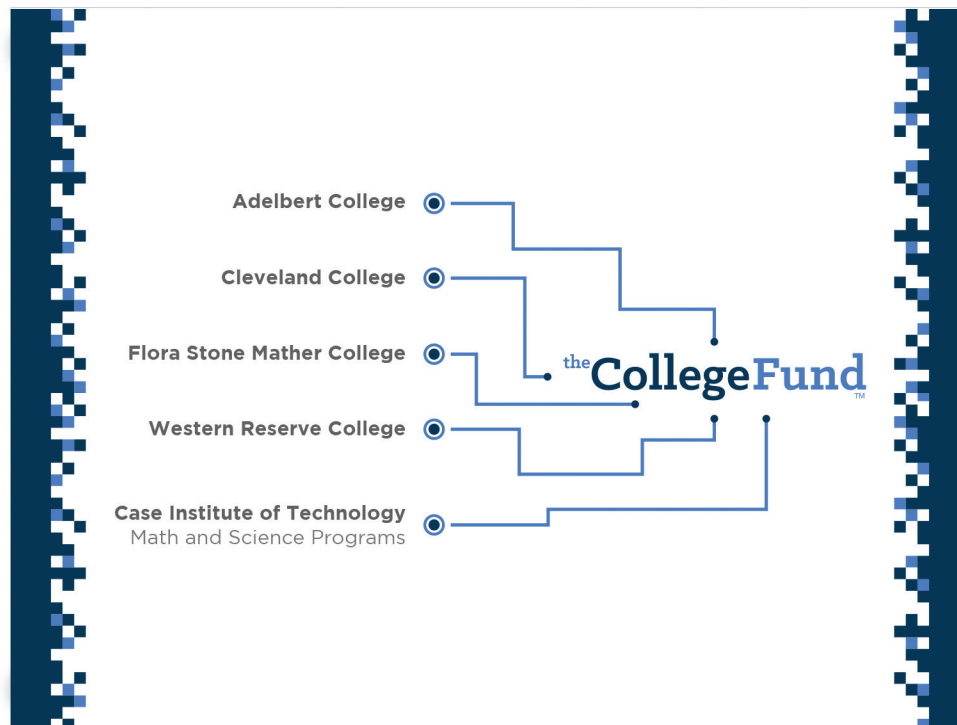
What will you save when you give?

The College Fund has supported Case Western Reserve University's Arts and Sciences department for decades. It has a new look with the same incredible mission: continue to provide relevant and engaging campus additions that center around scholarships, student life, faculty, and the arts and sciences. Our new brand resonates with past, current and future supporters to position us as forward-thinking innovators creating a stronger and better CWRU experience on every level.

#SaveYourSpot | @thecollegefund

Same Fund New Look!

the CollegeFund™





Printing Instructions

Matte stock should be used as much as possible. 16pt stock is preferable for business cards and stationery; however a 13pt is acceptable. Gloss finishes should be avoided.

