Who RU? Branding Your Rutgers Identity

Laura Stanik
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Brand Basics

• Visual identity
• Core message
• Brand ideals
empower creative exploration and self expression

deliver happiness through “wow” service
Developing Your Core Brand Message

What words do you want people to use after they come to one of your events or interact with your group?
Developing Your Core Brand Message

What does your chartered organization do well? (What makes you proud?)
What would happen if your group didn’t exist?
Moving Ahead

• RUAA branding materials coming soon!
• Your next steps
Contact Us

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