

Stewarding the UC ANR Brand

May 16, 2023

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Agriculture and Natural Resources

What we'll cover today

What makes an effective brand?

Why is brand unity important?

Brand architecture and the role of the parent brand

Our brand personality and brand promise

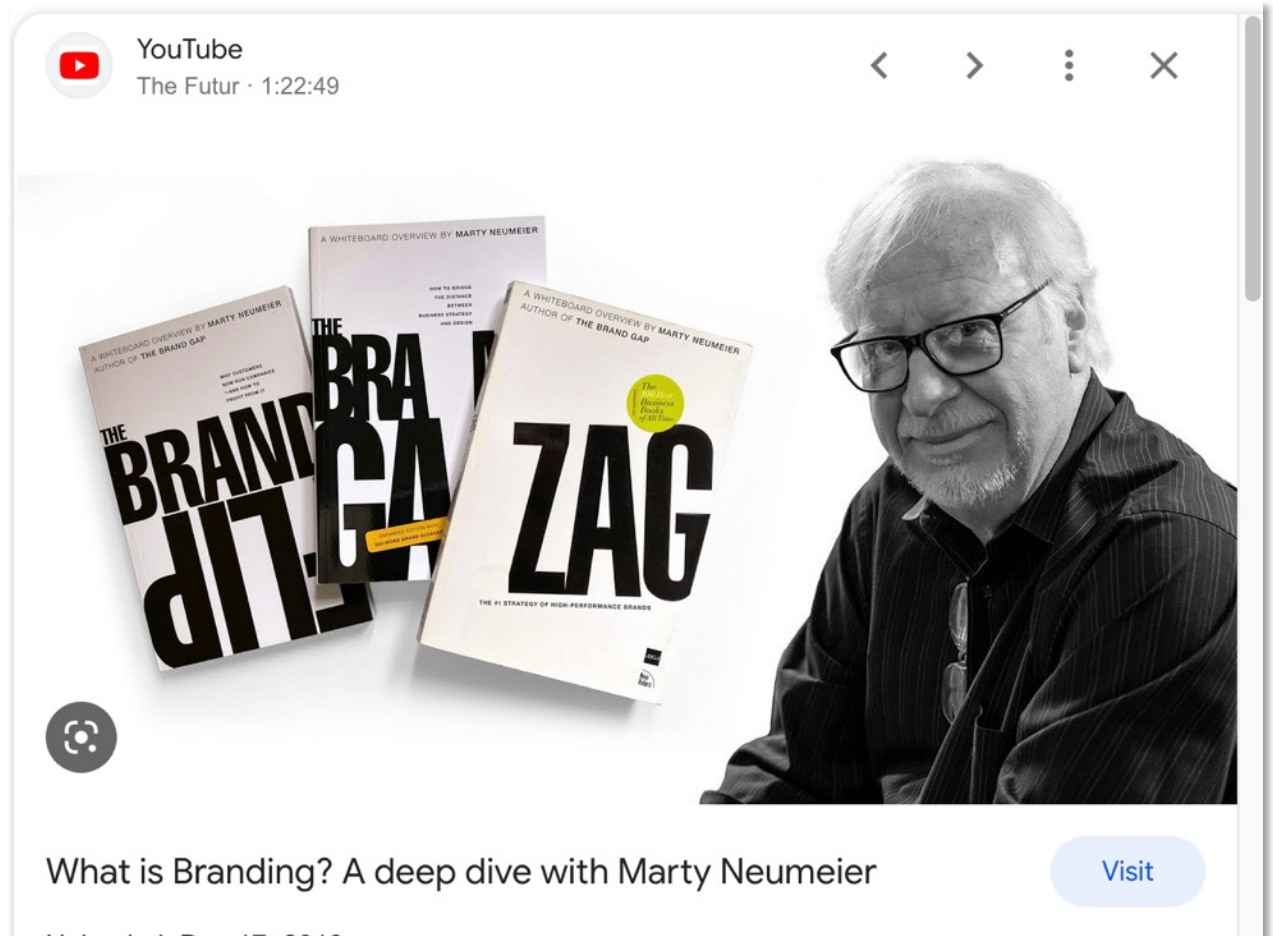
Striving for clarity, alignment and a coherent visual identity

Agenda

- Presentation/discussion on effective branding, brand perceptions and brand unity
- Break
- The UC ANR brand architecture and role of the parent brand
- Group activity on brand personality
- Lunch
- Group activity on brand promise
- Brand audit overview and recommendations
- Wrap up: fill out evaluations and share takeaways

What makes an effective brand?

Marty Neumeier
[interview](#)



<https://www.youtube.com/watch?v=dpZfNNYUZEc>

Experts say

All leading brands prioritize these key elements:

- Brand **identity** (grow recognition)
- Brand **positioning** (demonstrate values that resonate with clients)
- **Consistency** (implement consistently on every single communication and marketing channel)

Building blocks of an effective brand

- Clear mission that resonates with audiences and is well-executed
- Core messaging reinforced across the organization
- Simple, memorable visual identity
- Consistent implementation by everyone, across all platforms/products

Brand ≠ Logo

“A brand is a person's gut feeling about a product, service, or organization.”


“Your brand is what people say when you leave the room.”


Why is brand unity important?

“Brand unity is key to projecting a whole and undivided vision to your customers. Find your voice, refine your message around your mission, and maintain the same visual style. The more you can establish a dependable brand experience, the more your customers will reward you.”

-Conveyance Marketing Group




Menu  Search Store Locator Favourites






OYSTER PERPETUAL
Day-Date
ROLEX
OYSTER PERPETUAL
DAY-DATE

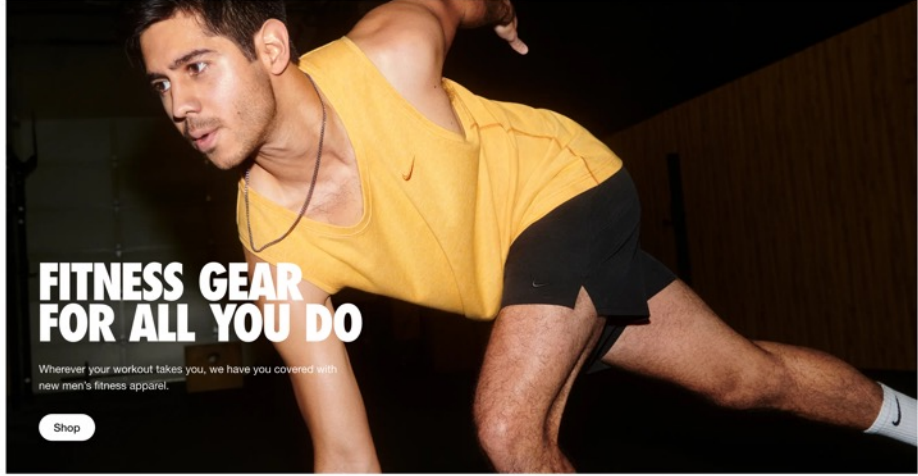
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Gift Ideas



MOM'S ALL THAT

GIFTS FOR HER



Ed Sheeran
(+THE *SUM ÷ OF = IT - ALL)

The highs, the lows, and everything in between. The Original documentary series is now streaming on Disney+.

[Stream Now](#)

[Watch Trailer](#)



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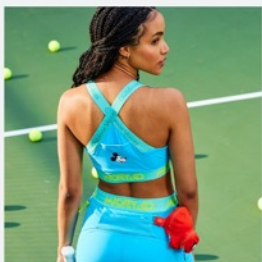
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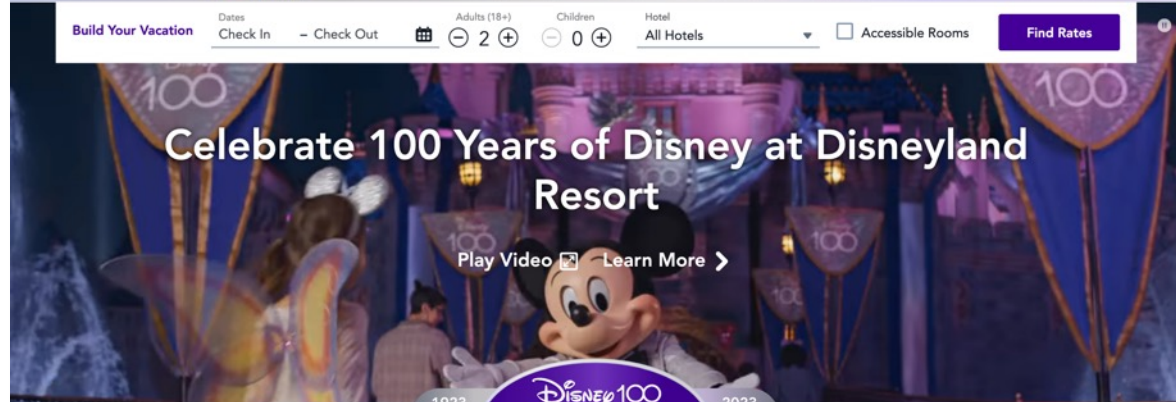
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Reservations and Planning Guide



Lack of brand unity impedes brand awareness and brand equity

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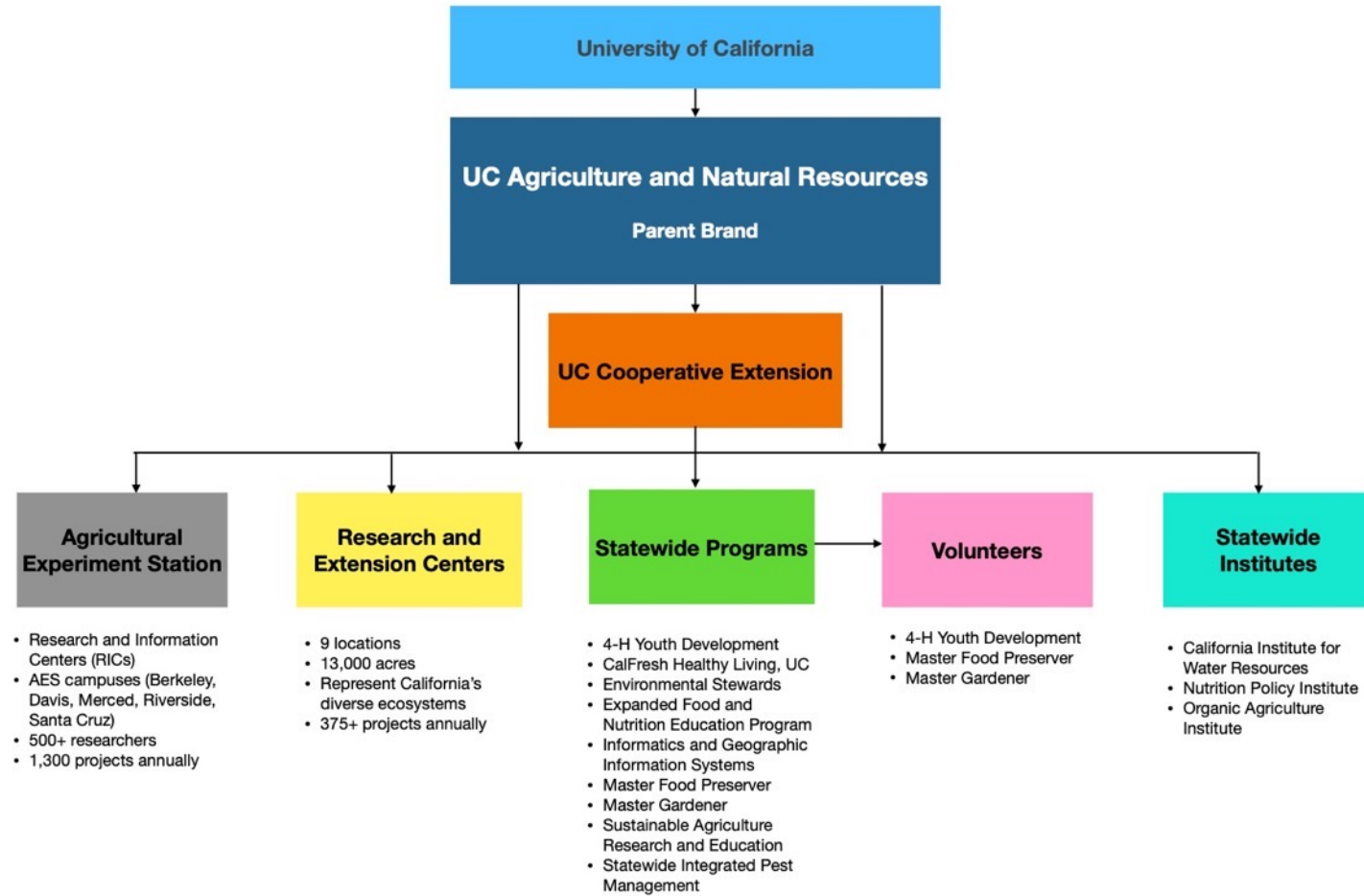
Lack of brand unity impedes brand awareness and brand equity



Break!



UC ANR brand architecture



The role of the parent brand

1. Establish relationships and collaboration with UC researchers, other programs, and the Cooperative Extension network
2. Reveal breadth of programs residing under UC ANR
3. Ensure grants, government awareness and funding
4. Provide umbrella of administrative support
5. Distribute UC Research with its implied credibility and prestige

Explaining the parent brand

What's your elevator pitch that includes UC ANR?

- *I work for UC Agriculture and Natural Resources. It's a statewide network of programs and research centers that connects UC research with the people of California. You're probably familiar with some of our programs, like 4-H or UC Master Gardener. And if you're a farmer or rancher, you're probably familiar with UC Cooperative Extension.*
- *I'm a 4-H volunteer in Santa Barbara County for UC ANR. That's UC Agriculture and Natural Resources, a statewide organization that brings UC research out to local communities to help solve problems and improve lives.*

Brand personality: What do these brands mean to you?



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FedEx



Brand personality exercise

What does this brand mean to you? If you were to distill UC ANR into 1-3 keywords, what would they be?

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UC ANR brand personality

- Connected
- Trusted
- Helpful
- Research-based
- Service-minded
- Community-centered
- Solution-focused

Brand personality archetypes

- Citizen ✿ Belonging, connection
- Jester ✿ Enjoyment, entertainment
- Lover ✿ Intimacy, appreciation
- Hero ✿ Achievement, mastery
- Magician ✿ Transformation, vision
- Rebel ✿ Liberation, revolution
- Explorer ✿ Freedom, discovery
- Sage ✿ Knowledge, fulfillment
- Innocent ✿ Simplicity, idealism
- Creator ✿ Innovation, inspiration
- Ruler ✿ Control, stability
- Caregiver ✿ Empathy, nurturing



UC ANR archetype

The Sage

Philosopher, Teacher, Guru, Expert, Intellectual

GOAL

To understand the truth and teach others what you know.

MOTTO

To know is to grow.



Sages are curious about so many things, and want to study, learn, and think deeply about everything. The Sage is most fulfilled by finding the answers to great questions. They see the world objectively and course-correct based on analysis of the results of actions and choices.

BRANDS

BBC
National
Geographic
Reuters
Honda
Mayo Clinic

PEOPLE

David Attenborough
Yoda
Albert Einstein
Stephen Hawkins
Gandalf
Mahatma Ghandi
Spock

STRENGTHS

Objective
Diligent
Detail-oriented
Zealous
Analytical

VOICE

Dignified
Wise
Curious
Intelligent

primary archetype

The Citizen

Everyman, Boy/Girl Next Door, Egalitarian, Best Friend

GOAL

To bond to others through common experiences by being humble, hard working, and friendly.

MOTTO

All for one and one for all.



A regular Mr. Nice Guy, the Citizen believes in the inherent worth and dignity of all. Down-to-earth and unpretentious, they reveal a deep structure influenced by expecting very little from life, but teaches self-worth through empathy, realism, and being streetwise.

BRANDS

Gap
IKEA
KitKat
Next
Walkers
Ford

PEOPLE

Will Smith
Ben Fogle
John F. Kennedy
Tom Hanks
Hugh Grant
Gareth Southgate

STRENGTHS

Values-driven
Accessible
Practical
Warm
Trusting

VOICE

Friendly
Humble
Empathetic
Inclusive

secondary archetype

UC ANR archetype
Sage + Citizen

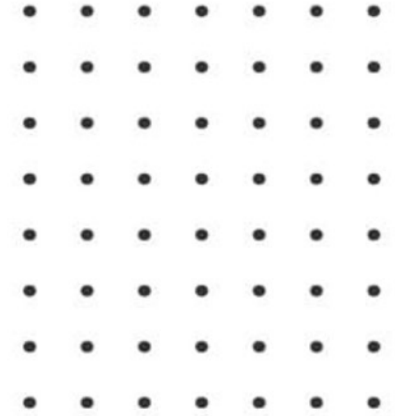


SAGE

INDEPENDENCE + FULFILLMENT

brand promise: WISDOM

motto: "everything is a learning experience"



at best:

wise

articulate

open-minded

at worst:

pedantic

self-absorbed

cold

PROMISE: The truth will set you free.

CORE DESIRE: The discovery of truth

GOAL: To use intelligence to understand the world

FEAR: Being deceived; ignorance

STRATEGY: Seek out information; understand processes

GIFT: Wisdom

MOTIVATION: Independence and fulfillment

UC ANR archetype
Sage + Citizen



CITIZEN

ACHIEVEMENT + RISK

brand promise: BELONGING

motto: "we're better together"



at best:

welcoming
friendly
reliable

at worst:

weak
suggestible
conventional

PROMISE: Everyone is created equal.

CORE DESIRE: Connection with others

GOAL: To belong.

FEAR: Being seen as an elitist, not being welcomed.

STRATEGY: Develop common virtues, blend in.

GIFT: Empathy and authenticity

MOTIVATION: Belonging

Communications Toolkit resources

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Learn more about UC ANR Search SHARE Give

Communications Toolkit

Working with Strat Comm Branding Logos and Templates PR Social Media Web Spanish Resources

Branding

- Brand Architecture
- Business Cards
- Logo and Template Downloads
- Messaging
- Branding FAQs
- Photography & Videography
- Visual Style Guide (e.g. fonts, colors)
- UC ANR writing style guide
- Brand Training
- Common Branding Terms

Branding

What is the UC ANR brand?

A **brand** is not a **logo**. Logos are used to visually communicate brands in a memorable way, but they are not "the brand." The UC ANR brand is the set of perceptions, emotions and experiences that come to mind when people think of our organization (e.g. the difference between the Starbucks logo and the set of feelings and perceptions you have about the Starbucks brand). Our brand promotion efforts seek to positively influence those perceptions and to promote greater awareness of UC ANR's value throughout the state.

Because we all represent UC ANR in locations across California, it is everyone's job to influence perceptions and thereby strengthen the overall brand. We do this by presenting consistent, credible and authentic messages about how we benefit California. Consistency is key to building awareness and understanding, because communicating a fragmented or overly complicated brand confuses audiences and makes it hard for them to understand both what we do and the value we bring. Simply stated, that means every type of communication we craft – presentations, web pages, publications, social media posts – is an opportunity to grow brand awareness and positive sentiment for UC ANR as a whole. The more people become aware of the totality of our organization's value, the more they will support or engage with our organization. UC ANR brand recognition is especially important for outreach to elected officials, prospective funders/donors and prospective employees.

Our challenge

UC ANR is a complex, multi-location organization with programmatic sub-brands that are known and respected by their audiences – UC Cooperative Extension, 4-H, Master Gardener, UC IPM and more. Visually, these sub-brands are not cohesive with one another, and not all of them dovetail well with the UC ANR logo. Our organization also resides within UCOP, which has a brand identity that is distinct from ours and from the UC campus identities. This complexity has often led to confusing, multi-logo branding in UC ANR materials that does not advance awareness of the value of our organization as a whole in the minds of viewers.

The branding section of the toolkit is designed to help you communicate about UC ANR and its sub-brands in a manner that supports the growth of UC ANR brand recognition while protecting the brand equity of sub-brands.

<https://ucanr.edu/sites/communicationstoolkit/>

Lunch

yum!

Brand promise

- **Definition:** A value or experience an organization's customers/clients can expect to receive every single time they interact with that organization. The more an organization can deliver on the promise, the stronger the brand value in the mind of clients and employees.
- **What You Do for Whom**

Brand promise examples

- **Starbucks:** To inspire and nurture the human spirit, one person, one cup, one neighborhood at a time.
- **Santa Clara University:** We will educate leaders whose innovation and entrepreneurship result in personal success and service to humanity.
- **BMW:** The Ultimate Driving Machine.
- **Calendly:** Easy scheduling ahead.
- **Nike:** To bring inspiration and innovation to every athlete in the world.
- **Marriott:** Quiet luxury. Crafted experiences. Intuitive service.
- **Walmart:** Save money. Live better.

Brand promise exercise

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Focus Areas About News & Events Español Give People Jobs Search SHARE

Healthy Environments

USDA selects UC ANR to create regional food business center

New UC ANR hires bring expertise in technology, crops, nutrition

UC IPM offers courses

4-H volunteer of 48 years is more motivated than ever

Healthy Food Systems

UC Climate Steward: 'It's the most fulfilling work'

Healthy Communities

Dairy Industry Innovation Assessment Tool identifies most promising solutions

Healthy Californians

HOW WE ARE MAKING AN IMPACT FOR CALIFORNIA

95%	18%	100%	88%	1,268
Latino 4-H'ers want to attend college	Yield improvement with buried drip	California counties free of European grapevine moths	Reduction in bed bug infestations in field studies	Gardens supported by UC Master Gardener volunteers

What does UC ANR offer that no one else can?

Brand promise exercise

What does UC ANR offer that no one else can?

We bring UC research-based information and practices to local communities to improve their lives and livelihoods.

Brand audit overview

- The charge: Audit brand platform and make recommendations to improve strategy, positioning, messaging and brand coherence
- 12 individual interviews with follow-up discussions
- Desktop research (websites, publications, social media)
- Strategy workshops with 22 participants
- 88-page written report with recommendations for improvement



Brand audit recommendations

Global guidelines

- Reduce complexity
- Reduce variance
- Articulate key messages
- Explain the role of the parent brand
- Provide a visual formula for UC ANR affiliation
- Improve/shorten textual formula for UC ANR affiliation
- Educate the organization on the role of the parent brand, why brand unity is important, unifying concepts, and brand values

Current textual formula to show affiliation

UC Agriculture and Natural Resources brings the power of UC to all 58 California counties. Through research and Cooperative Extension in agriculture, natural resources, economic growth, nutrition and youth development, our mission is to improve the lives of all Californians.

Brand audit recommendations

Actionable initiatives

1. Improve or redesign all available logos
2. Redesign solutions to implement the brand signature for each sub-brand
3. Display the brand architecture
4. Use a purpose statement to unite the brand
5. Use a promise statement to unify the brand
6. Use keywords to inform messaging and better relate the brand
7. Use focus areas to define audience groups
8. Increase online visual consistency

Redesign solutions to implement the brand signature for each sub-brand



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Master Gardener Program



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UC Master Gardener Program

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Brand purpose statement

Definition: Explains the mission unique to an organization that sets it apart from its competitors. Internally, companies use brand purpose to develop a sense of unity among employees and structure marketing and public relations efforts.

Suggestions from audit

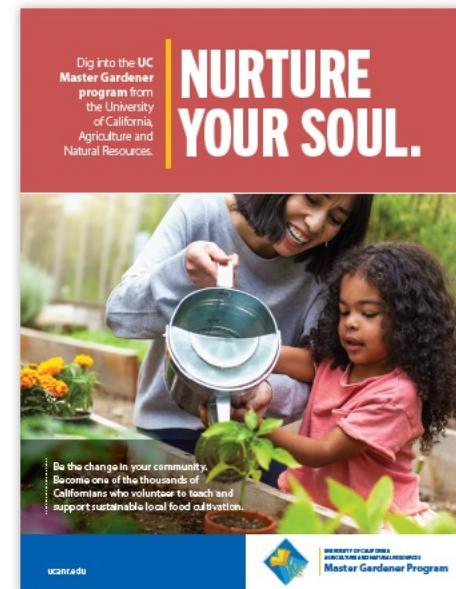
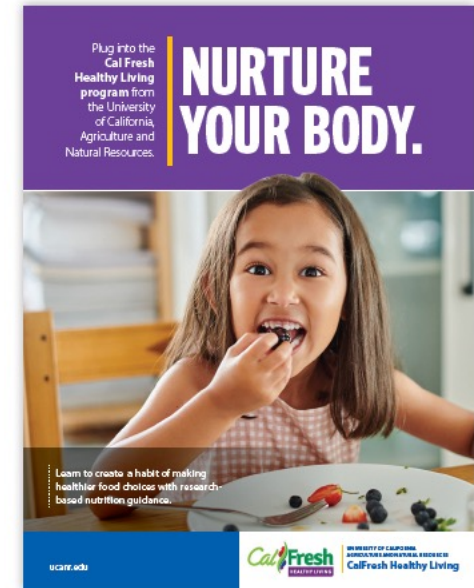
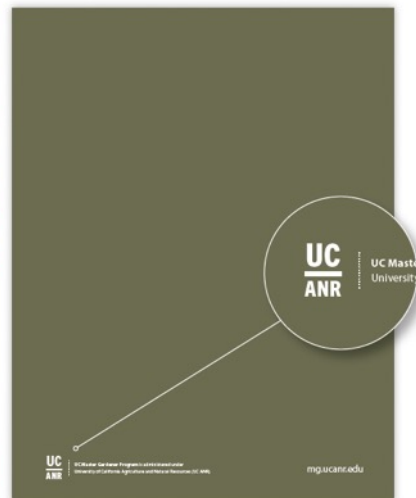
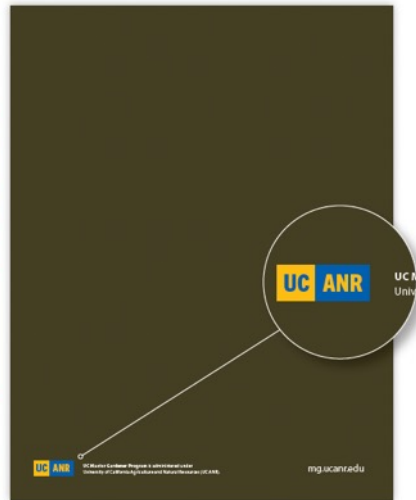
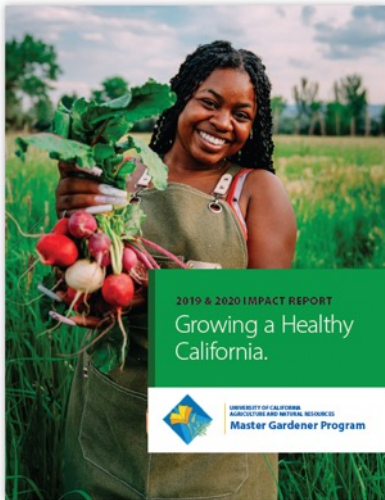
- Improve the lives of all Californians
- Improve lives with solutions to California's most pressing (insert program focus area like youth development or pest management) issues
- Stronger, healthier, more resilient and more prosperous California communities

Brand audit recommendations

Actionable initiatives

9. Achieve structural consistency online
10. Ensure consistent backlinks to UC ANR
11. Use established messaging on social media bios
12. Design visual patterns that ensure consistency and creativity on social media (style palette)
13. Implement newly developed brand values (teamwork, service, knowledge, integrity, innovation, passion)
14. Leverage insights of brand archetype

Visual suggestions



Consistent usage of the orange vertical bar creates unity with brand signature.

Consistent use of the brand signature across 3 different entities makes the brand feel more united.

Visual suggestions – couldn't help themselves...

01

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UC EMPHASIS

02

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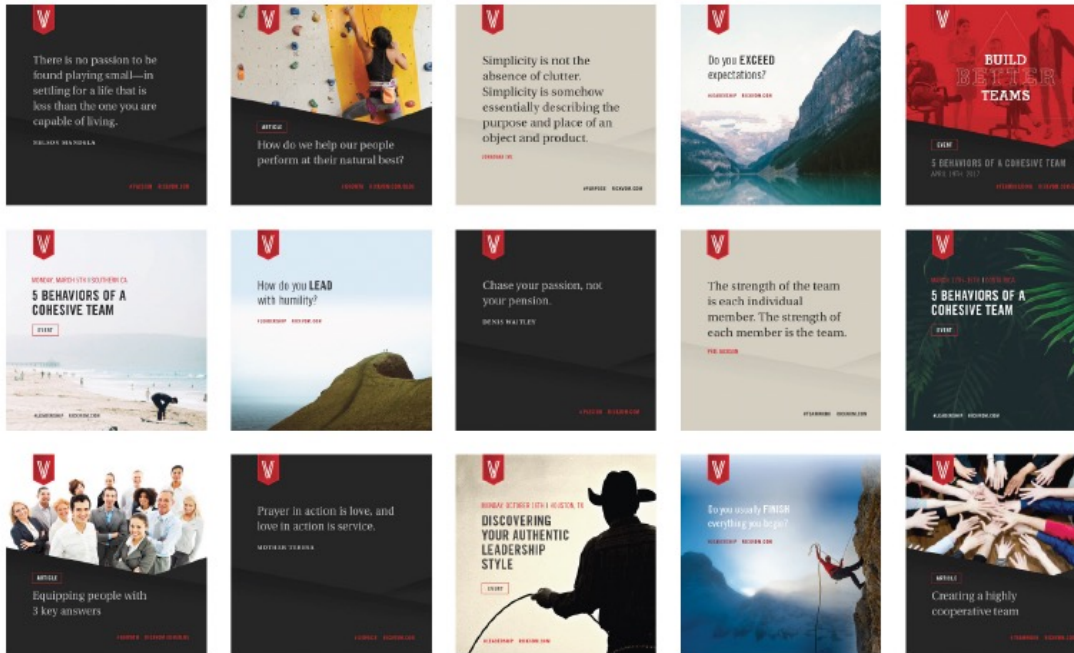
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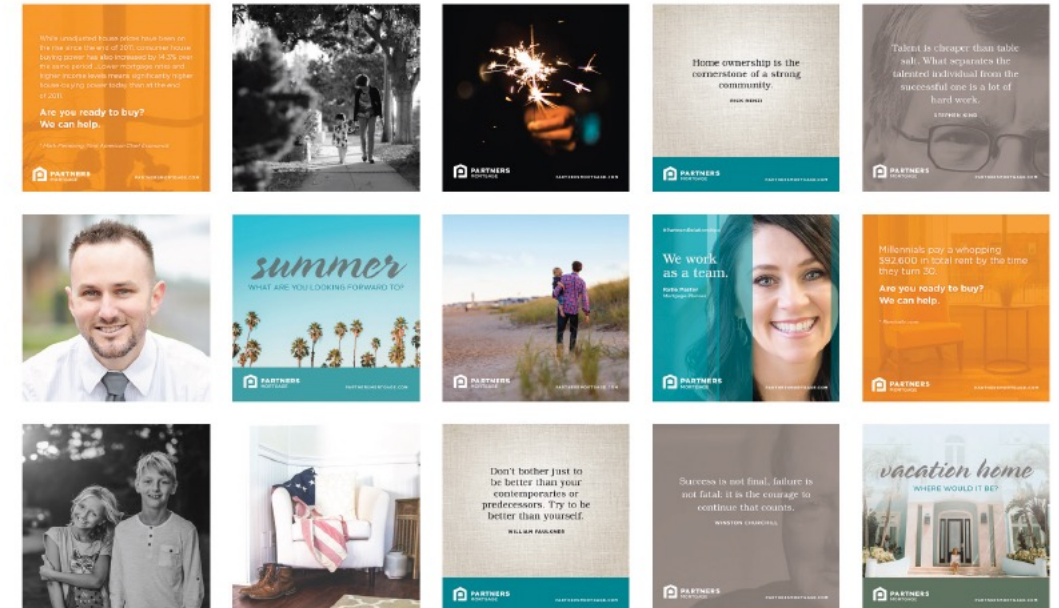
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Visual suggestions – sample style palettes

RICK VANDERMYDEN



PARTNERS MORTGAGE



Did you learn something new?

What makes an effective brand?

Why is brand unity important?

Brand architecture and the role of the parent brand

Our brand personality and brand promise

Striving for clarity, alignment and a coherent visual identity

Key takeaways

- ✓ Everyone is responsible for stewarding our brand
- ✓ Brand unity is essential to build awareness and equity
- ✓ The parent brand is important for generating state funding, grants and awareness of the overall impact and value of UC ANR
- ✓ Much remains to do in building our brand – visual clarity, messaging alignment, brand compliance across the division and more
- ✓ Get to know and use the branding information in the toolkit, especially the [logo/template](#) and [FAQ](#) sections, and tell your colleagues!

Thank you!

Stay in touch:

lforbes@ucanr.edu

530-750-1204

linkedin.com/in/lindaforbes

Homework:

Audit your email signatures,
elevator pitches, websites,
materials produced

**Brand Ambassador
application link:**

<https://surveys.ucanr.edu/survey.cfm?surveynumber=40624>