Presented by the Division of Strategic Marketing and Communications

BRAND WORKSHOP
WHAT YOU WILL LEARN…

• Why branding is important

• How to be a UMKC brand ambassador

• Where to find answers to UMKC brand questions
WHY IS BRAND IMPORTANT?
BRANDING DEFINED

Branding is the expression of the essential truth or value of an organization, product, or service.

It is communication of:

• characteristics,
• values,
• and attributes

that clarify what this particular brand is and is not.
NAME THESE BRANDS
WHY DO YOU RECOGNIZE BRANDS?
Google!
UNIVERSITY EXAMPLES
SAFE SPACE

1/2 height of “U”

Conservatory of Music and Dance
ATHLETICS

UMKC ROOS
UMKC IS KANSAS CITY’S UNIVERSITY
YOUR UMKC BRAND TOOLKIT

UMKC BRAND

- Visual identity guidelines
- Editorial style guidelines*
- Social media guidelines
- Web guidelines*
- Athletics brand guidelines

*Currently being revised
EXERCISE 1:
Identify the correct logos
EXERCISE 1

Answer:
EXERCISE 1
EXERCISE 1
EXERCISE 1
EXERCISE 1
UMKC BRAND AMBASSADOR TRAINING

EXERCISE 2:
Choose the message you would say
EXERCISE 2

Answer:

C
EXERCISE 3:
Write your own description of UMKC
RESOURCES FOR UMKC BRAND AMBASSADORS

BRAND TOOLKIT

Visual Identity Guidelines
go.umkc.edu/brand

Download logos
go.umkc.edu/logos

CONTACT US

Email us at brand@umkc.edu
DID YOU LEARN...

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