

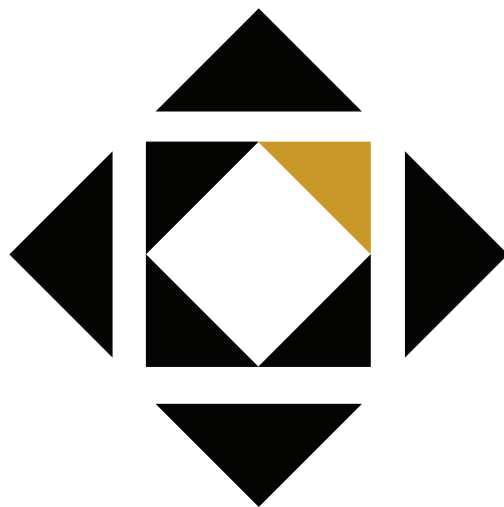
Purdue University Marketing Association

Brand Identity Presentation

presented by

JAMIE
WAYNE

Identity Concept One
Investment



Investment

“Investment” is derived from the investing of any form of capital in order to gain profitable returns, as interest, income, or appreciation in value. In terms of marketing, the investment is with the student.

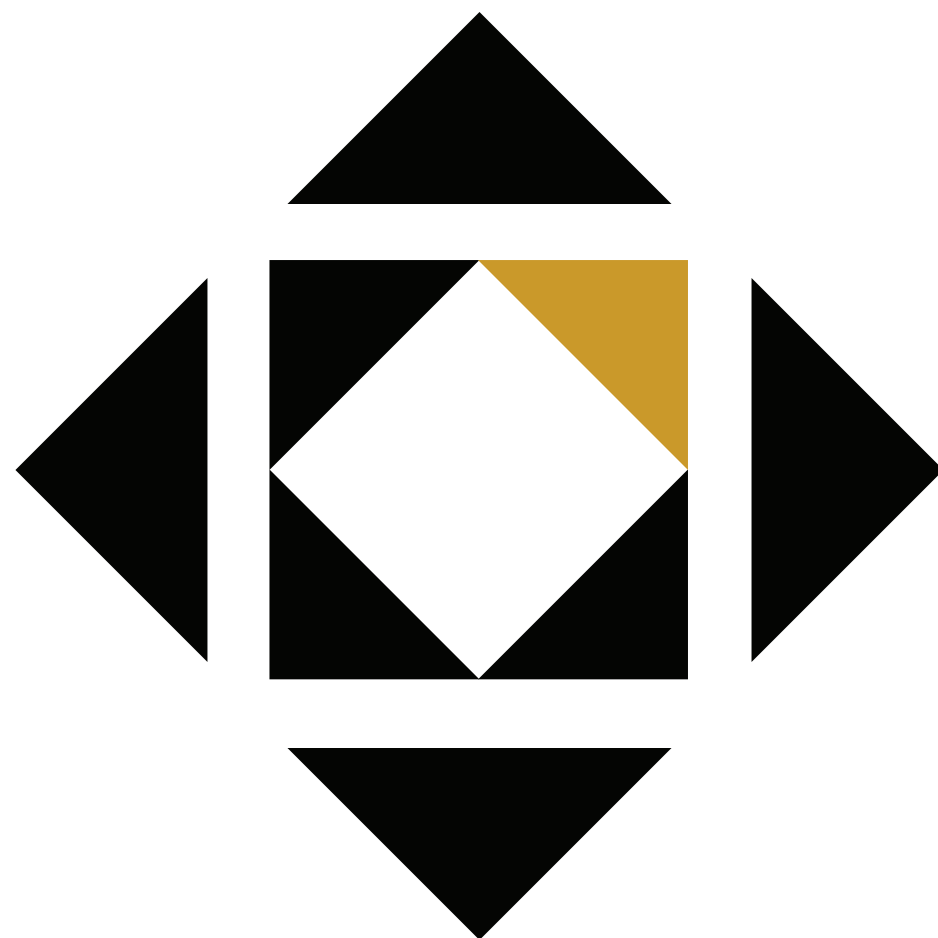
Like an investment, the symbol is student-focused and mirrors long-term relationships with the student, as a value, without any alienation. The arrow was chosen to represent the three fundamental steps: strategy, marketing, and operations and to convey action and movement. Eight arrows have been designed for a particular purpose that is essential to the marketing discipline while the white square in the center represents the student’s target... experience, opportunity, application, etc..

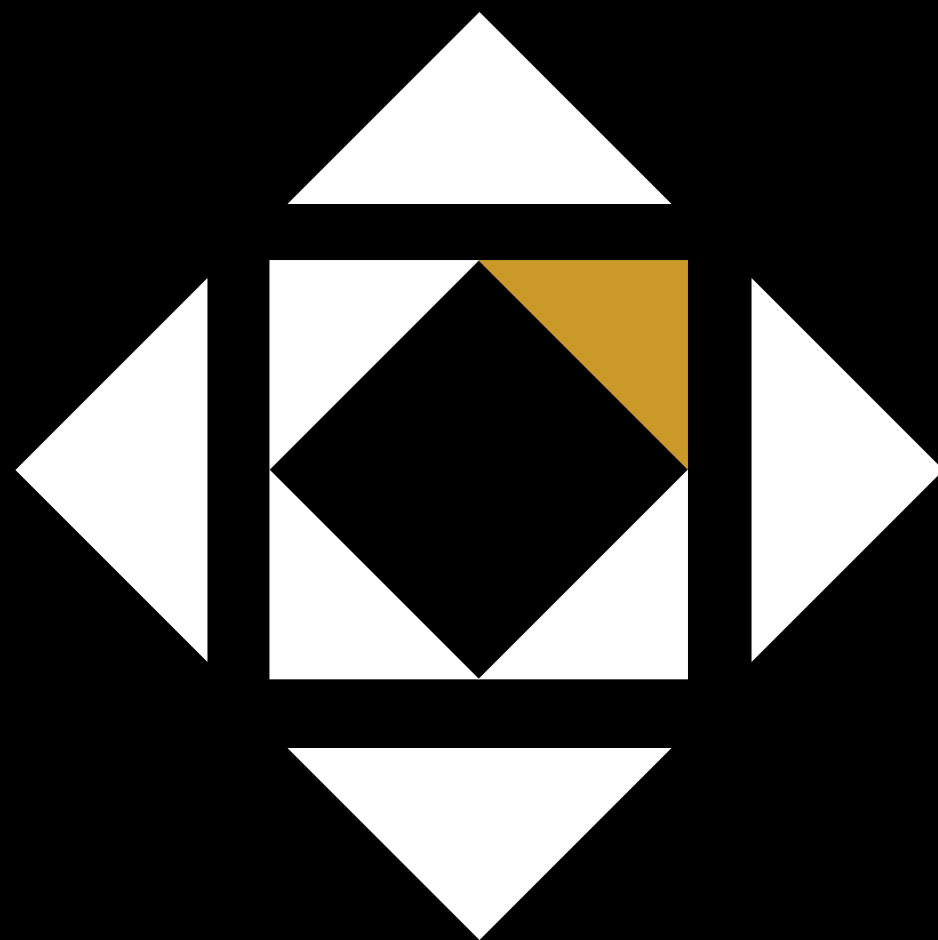
Outer

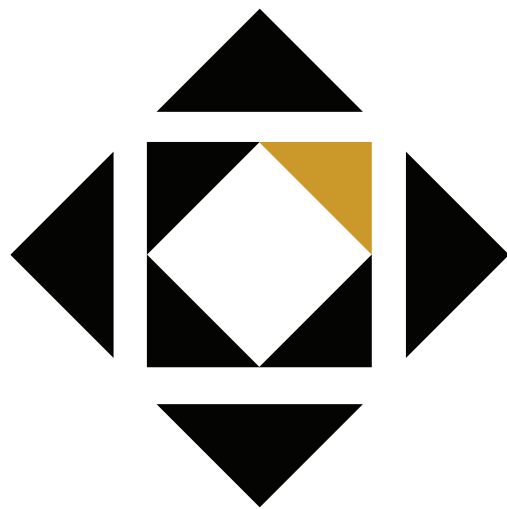
The four outer arrows represent the long-term relationship with the students, regardless of the major. It encourages students to take action and participate in the marketing movement.

Inner

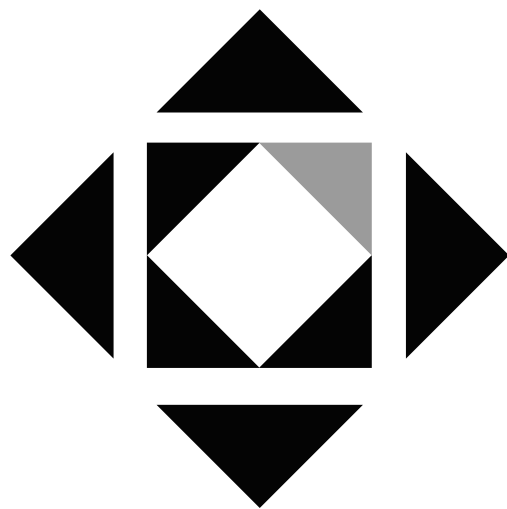
The four inner arrows represent the marketing mix. The product, price, place, and promotion. The promotion is highlighted in the Purdue University gold color to emphasize action and awareness in a upright, positive direction. This element supports Purdue University Calumet’s mission to increase its brand equity as a first-choice university by students within the regional demographic area.



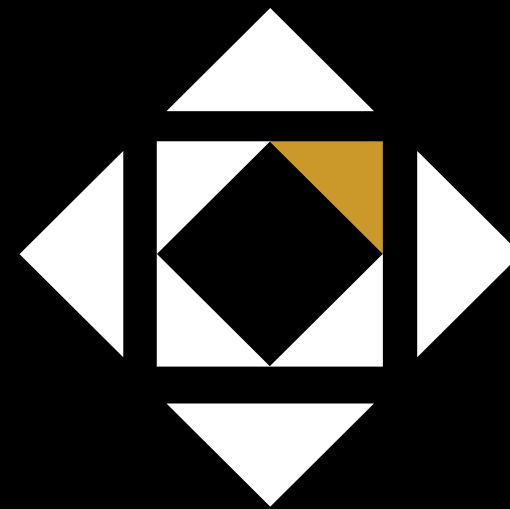




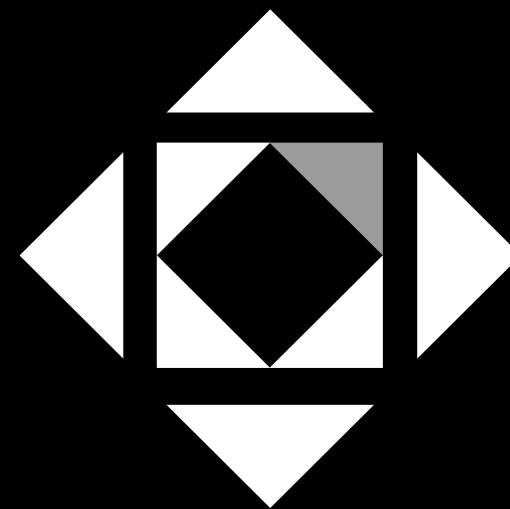
color



grayscale



color



grayscale

puma

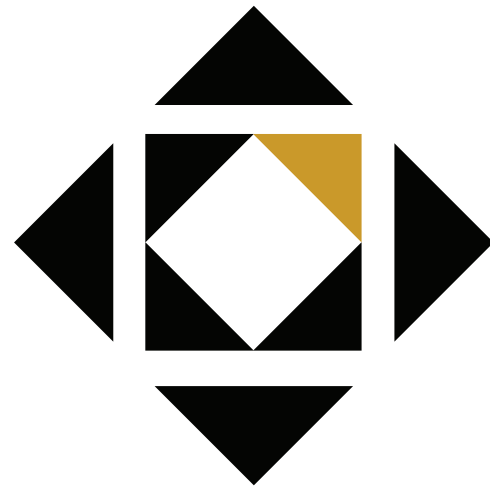
Wordmark

The wordmark connotes professionalism and simplicity which both are attractive qualities for the student. The boldness of the wordmark promises the student experience and opportunity for growth.

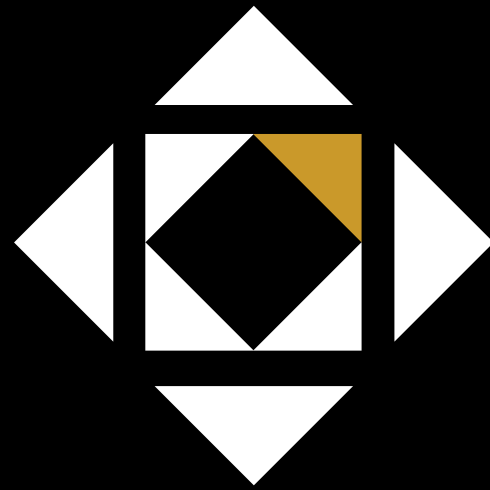
Each lowercase letter is in short distance with its neighbor and evokes trust and security for the student as each letter represents the individual and the word itself represents a group. This encourages the possibility for students to build long-term professional relationships with one another in their academic careers.

Overall, the wordmark communicates a promising statement to the student with confidence and integrity. It avoids being loud and arrogant and instead aims being clearly spoken, supportive, and friendly.

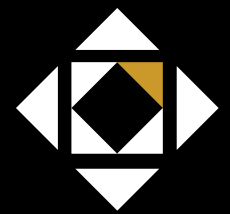
In conjunction with the symbol, the wordmark plays a complimentary role, representing the student body of the marketing association whereas the symbol represents the marketing discipline.



puma



puma



Investment
Brand Development

PURSUE YOUR GOALS IN MARKETING

The PU Prefix Strategy

To support the investment with PUMA and Purdue University Calumet, the PU Prefix Strategy is employed to evoke a powerful and positive emotional response from the student.

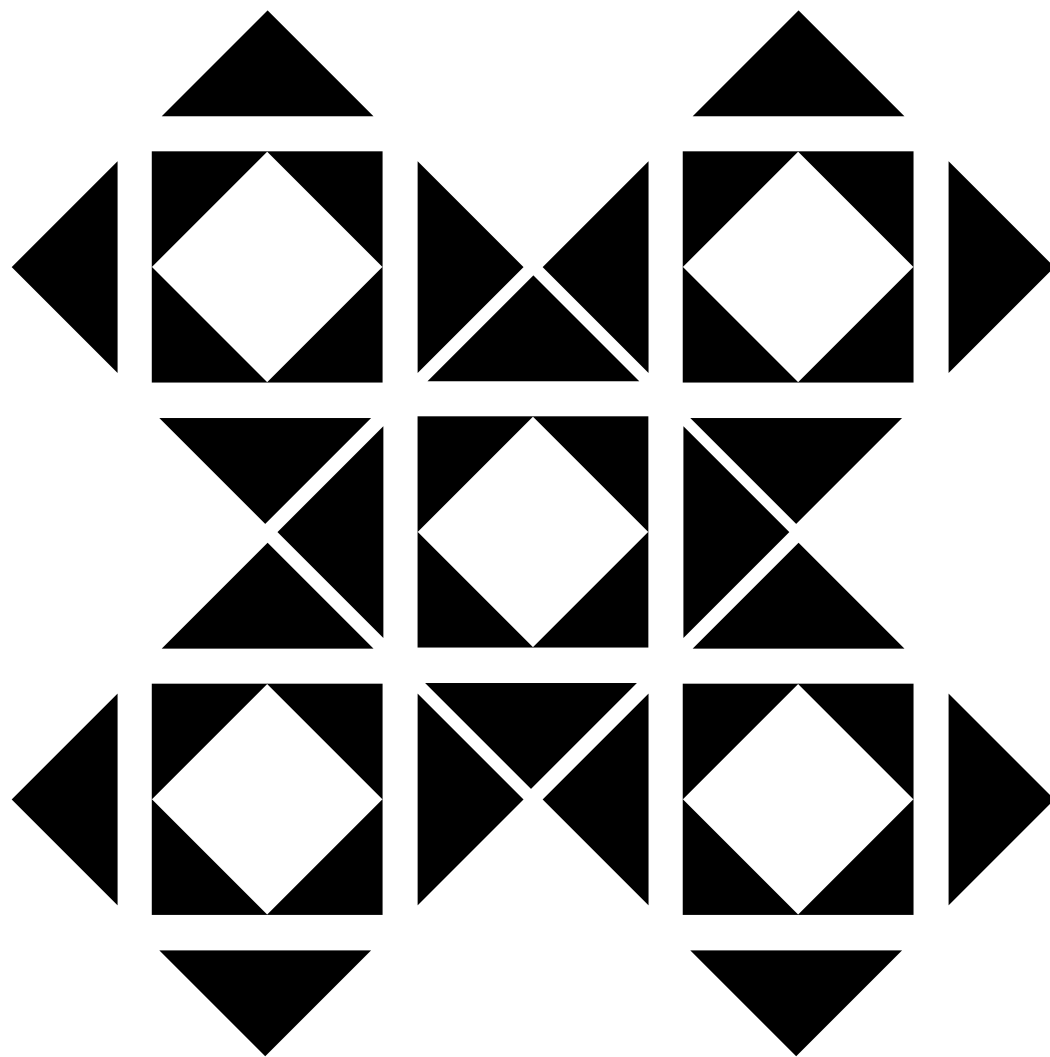
The design of this strategy is to give the student acceptance and invitation to support and improve. The student will come into contact with the PUMA brand, primarily through the identity, and then through the PU Prefix Strategy.

The design of each message is to highlight the action word and emphasize the subject, giving the overall message its ability to market to the students and further build a positive attraction.

Several messages are employed in this strategy to create movement and change. In return, this strategy creates attraction with the student and creates promotion with the PUMA brand.

PUT
YOUR
FOOT
DOWN
TAKE ACTION

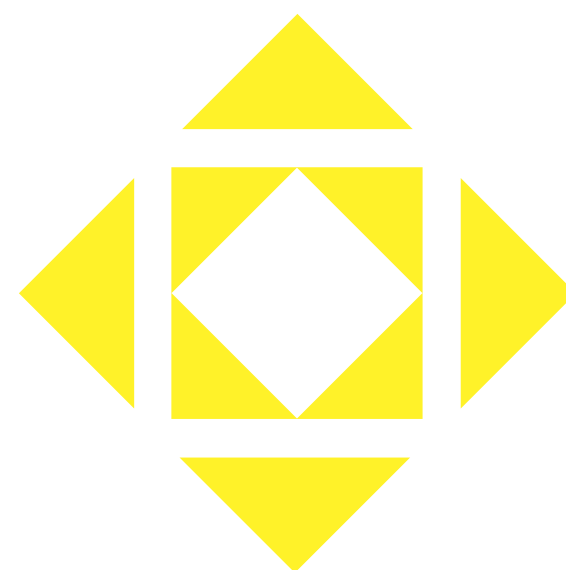
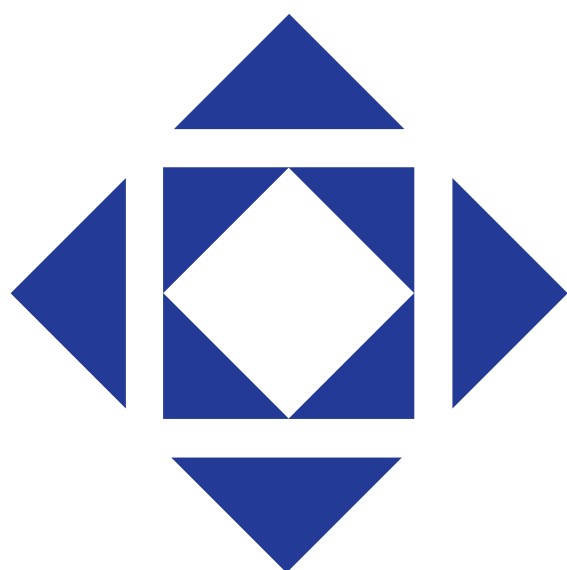
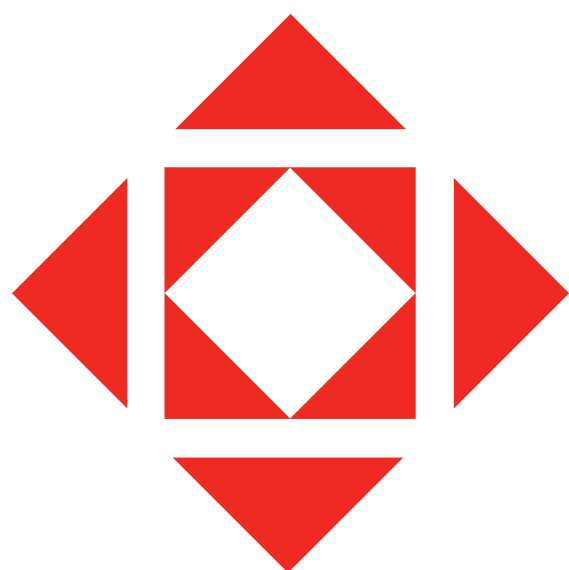
PULL **THE**
DOOR
OPEN
AND SMILE

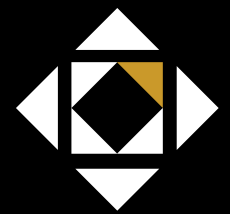


The PUMA “look and feel”

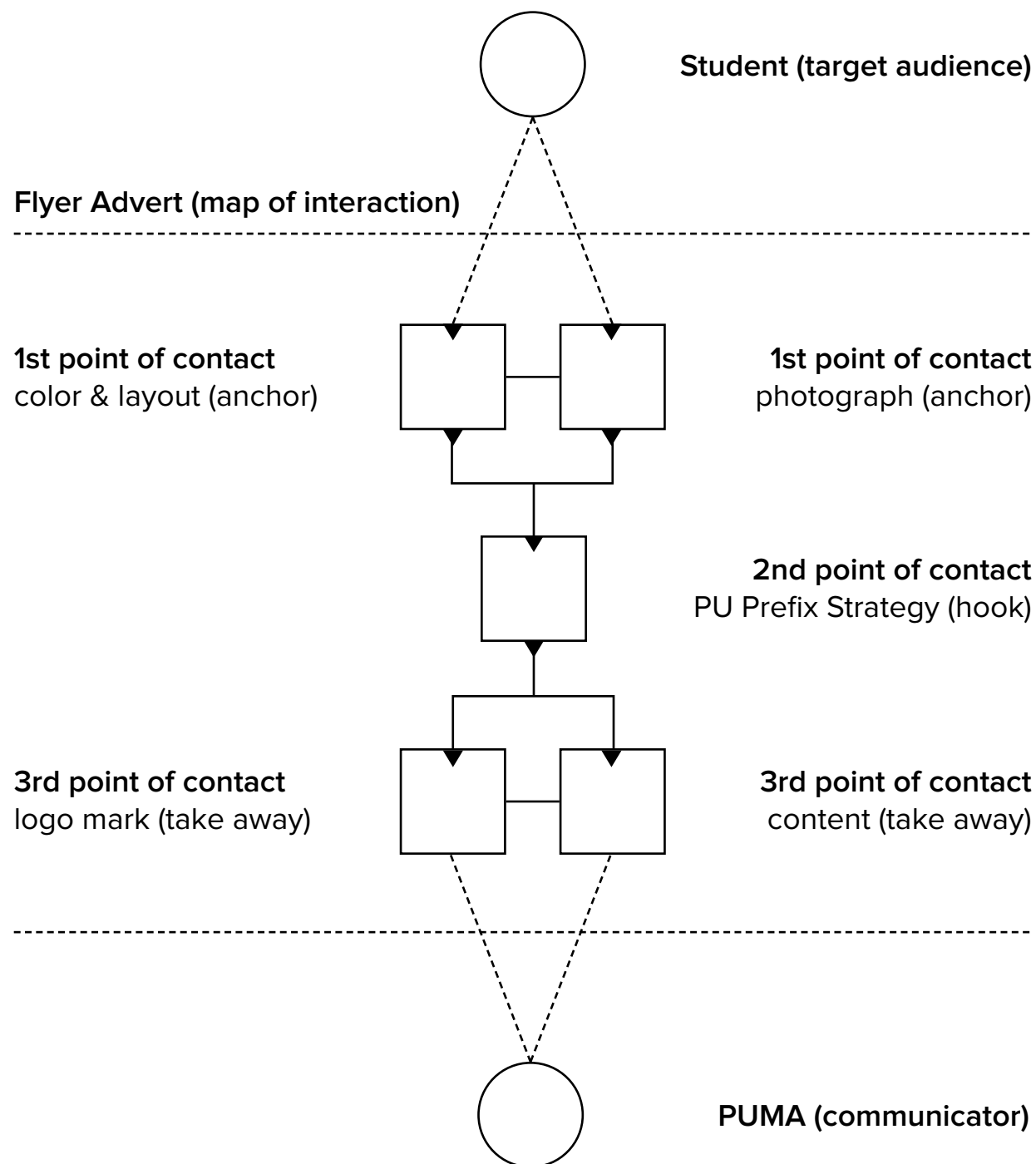
From iconic symbols to color palettes, this mark has the ability to tile, swap colors and transform large enough to use as a layout. In short, the mark is a unique style owned by PUMA.

In the brand application section, the mark will be applied to different print and web collateral both as a stand alone logo and a graphical layout, taking the advantage of space, typography, and color.





Investment Brand Application



Flyer Advert

The flyer is designed to create attraction by providing a photograph that evokes personality, confidence, and encouragement while providing the necessary information to help lead the student's interest to the association. Behind the surface is the layout of the flyer which facilitates the shape of the investment symbol in order to stimulate the brand's value.

As previously mentioned, the student will come into the contact with the photograph and the overall layout of the advert. The second point of contact will be the message employed by the PU Prefix Strategy which serves as a hook for creating attraction with the student.

The third point of contact will be the supporting information to help lead the student's interest to the association. Finally, the last point of contact will be the logo which the student will successfully take away to recall when he/she pursues the association's location.

Three flyer adverts have been designed to target a primary, secondary and tertiary audience in order to create personalization.



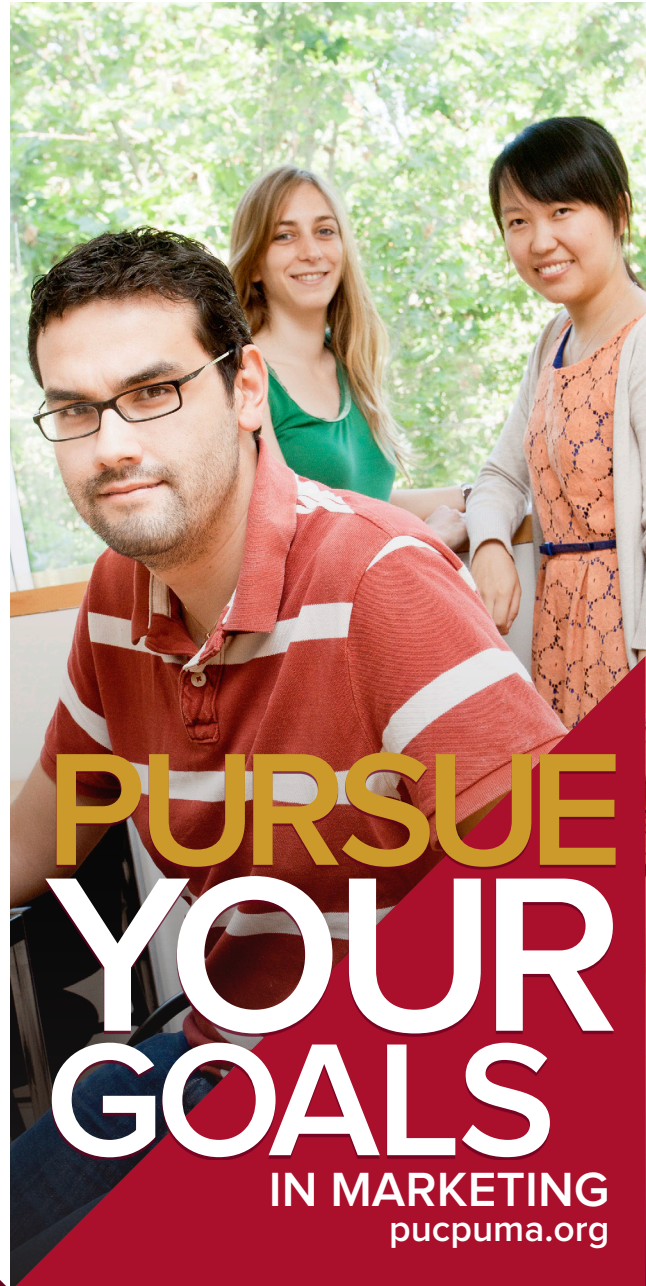
meeting dates

August	29
September	12
September	26
October	10
October	24
November	7
November	28
December	5

Meetings are
held from 5-6:30 pm
in Anderson 311

In Marketing, you'll be able to:

- ❖ Gain exposure to the professional world of marketing
- ❖ Attend seminars, workshops, trade shows & other related events
- ❖ Network with guest speakers from the industry
- ❖ Opportunity to join the American Marketing Association and Alpha Mu Alpha Marketing Honor Society

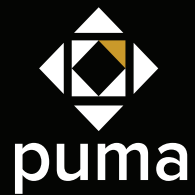


Pursue your goals in marketing

The red color scheme is designed to evoke a response of passion, interest, motivation, and desire while utilizing the first PU Prefix catchphrase as a hook that encourages motivation and determination.

This advert is designed primarily for marketing majors and students who possess an interest for marketing (possibly neighboring majors) as the red color intensifies the emotional value from the student and reflects the students level of knowledge in the field.

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PULL THE DOOR OPEN

AND SMILE
pucpuma.org

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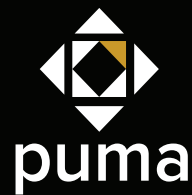
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Pull the door open and smile

The blue color scheme is designed to evoke a calm and trustworthy feeling complimented with a catchphrase that encourages action with a smile.

This advert is designed for the secondary audience (advertising, financial, management, etc.) as well as students who are above the freshmen level. The blue connotes confidence and trust towards students that are nearing graduation and are in search of career security.



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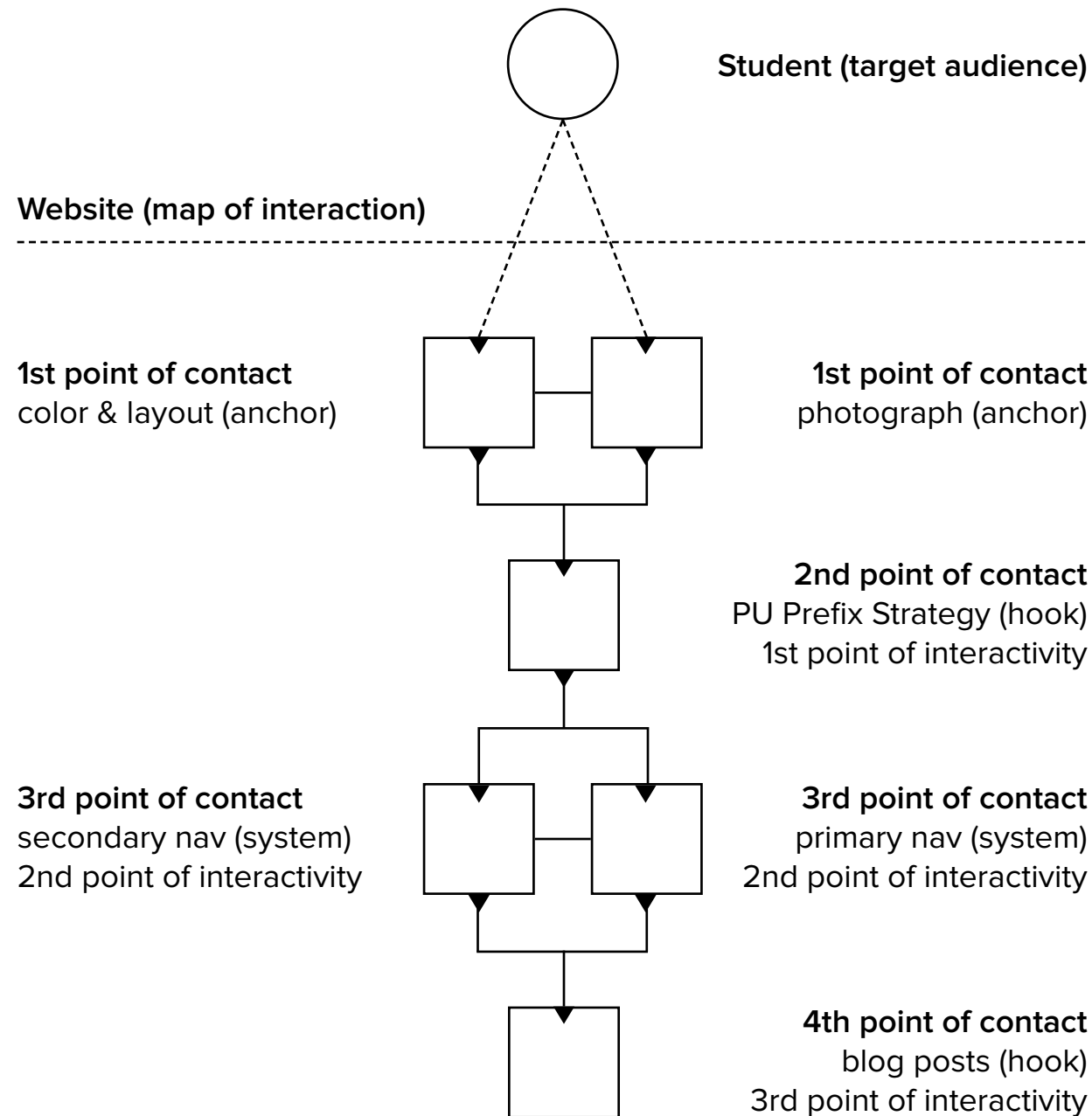
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PUT
YOUR
FOOT
DOWN
TAKE ACTION
pucpuma.org

Put your foot down, take action

The yellow color scheme is designed to evoke a sense of happiness, optimism, energy, and imagination while the catchphrase from the PU Prefix Strategy encourages action and motivation. The photography here strengthens the emotional response with charisma and energy.

This advert is designed for the tertiary audience (freshmen, entering undergraduates, and transfer students). Students who are attracted to optimistic and positive colors and messages may also find this design attractive and pique their curiosity to take the chance to learn more about marketing.



Website

The website is designed to inherit the PUMA brand, evoke a positive emotional response from the student and translate information regarding the association.

Like the flyer advert, the student's first point of contact will be the photograph. The photograph is designed to evoke the emotional response from the student by reflecting the student's perception of the college lifestyle. This creates the attraction.

The second point of contact, the PU Prefix Strategy, serves as the hook to pique the student's interest and translate the overall message of the website. The content is displayed as a rotational banner where slides may change based on time intervals. This is the first point of interactivity.

Depending on the student's eye direction, the third point of contact will either be the primary navigational system, anchored at the top of the website or the secondary navigational system, anchored below the photograph entitled "start here." This is the second point of interactivity.

The forth point of contact will be the blog excerpts below on the right column that can provide the student with relevant information. This is the third point of interactivity.





Mobile

The website can also be designed for smart phone applications to facilitate a user-friendly interface excluding zoom.

The points of contact and interactivity remain the same. This design is personalized to students who prefer the use of internet streaming on mobile devices.

Touchpad

Based on the architectural design of the website, the same results will be rendered on touchpad devices such as the iPad or Kindle Fire.

Responsive Grid

The site will be designed to respond to any mobile or touchpad device, causing the layout to resize within the device's maximum pixel width perfectly. This strategy can be achieved utilizing a cascading style sheet media query (don't worry! I'll take care of the fun stuff!).



Identity Concept Two
Profit

The image shows the wordmark for PUMA. The letters 'P', 'U', 'N', and 'A' are in a bold, black, sans-serif font. The letter 'M' is stylized, with its left vertical stroke in black and its right vertical stroke in a gold color, forming a sharp upward-pointing triangle.

Profit

“Profit” is derived from the financial gain, the difference between the amount earned and the amount spent in buying, operating, or producing something. In this case, the keyword gain is used as a synonym for growth, expansion and raise. This simple and bold wordmark identifies just that.

The “M” word

The M word is marketing. All on its own, the anatomy of the letter has the ability to portray the marketing discipline through the right spike. As the human is taught to read from left to right, the spike is read to move up. The angle depicts the speed of the spike, therefore the eye moves up quickly. This represents keen movement and growth.

Wordmark

The wordmark evokes a bold, crisp, and clean look while conveying professionalism at its finest. Structured geometrically, the anatomy of the four letters represent the logical, analytical, and strategical thinking processes that are required to solve real-world problems using marketing tactics much like the same processes that are required to solve geometric problems.

PUNMA

PUNIA



color



grayscale



color



grayscale



Profit

Brand Development

**MAKE
YOUR
MOVE**

The M-Word Strategy

Parallel to the PU Prefix Strategy, the M-Word is designed to evoke a powerful emotional response from the student by emphasizing the action word that is followed after the M.

Such catchphrases as: Make your move, mark your throne, meet your goal, and motivate yourself reflect not only the behavioral instincts of a puma but empower the student with inspiration and encouragement to delve into the association.

MARK
YOUR
THRONE

MEET
YOUR
GOAL



Profit

Brand Application

PUM/A

MAKE YOUR MOVE

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Make your move

Utilizing the M-Word strategy, this advert is designed to strike attraction with the primary target audience. The, make your move, catchphrase challenges the marketing major to take his/her education to the next level, whether it is joining the association or making the transition from the university into the professional world.

Information is presented in orderly fashion and is clear. The distinct simplicity of the logotype will be imprinted within the student's mind as a memorable memento.

A woman with long dark hair is sitting at a desk, looking down at an open book. She has her hands pressed against her temples, suggesting stress or fatigue. The desk is cluttered with several tall stacks of books on both sides of the open book. In the foreground, to the left of the open book, is a white cup of coffee on a saucer. The background is a warm, reddish-brown wall. The overall lighting is soft and focused on the woman and her desk.

PUNMA
MASTER THE TECHNIQUE







Where do we go from here?

The two logo designs are preliminary concepts that were created based on hundreds of sketches and hours of research invested. Although that sounds like a lot of work, this is just the beginning.

Now that the ideas have been pitched, it's time to collaborate which route will prove to be the most effective and any of your ideas that should be added to the recipe of a good branding strategy.

Thank you

I want to personally thank PUMA for engaging me with the opportunity to present a new identity and the groundwork for a new branding strategy; designed to see the vision, meet the goals, and set the standards of PUMA and Purdue University Calumet.

With all respect,
Jamie Wayne
Brand Identity Designer
www.jamiewayne.com

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