



Basics of Branding

Red & White Student Organization

October 28th, 2013

R&W Branding:

FUNDAMENTALS



Why Brand?

- Brand is defined to create a clear and memorable image for the organization

What is our brand?

- All the visual elements of the R&W organization



Brand Categories

Internal Brand Visuals

- Meeting Agendas
- R&W E-mails
- Newsletters
- Facebook/Twitter
- Event Planning Documents

External Brand Visuals

- Committee Events
- Alumni Receptions & dinners
- Organization website
- Facebook/Twitter
- Attire
- Publications (Flyers, brochures, posters, etc.)



R&W Branding:

LOGOS





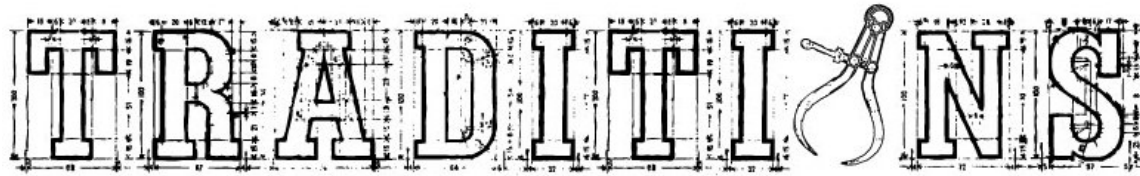
Red & White Student Organization Logo

- The Identity of our organization
- Use for anything related to R&W
- Should always be present, used in conjunction with other logos



Alum 101 Committee Logo

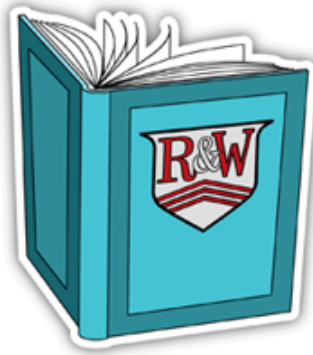
- Used for Alum 101 Committee Sponsored Events
- R&W logo should also appear



celebrating rensselaer's pride and history

Traditions Committee Logo

- Used for events sponsored by the Traditions Committee
- Used in conjunction with the R&W logo



Study Days

@ the Heffner Alumni House

R&W Study Days

- Used exclusively for R&W Study Days
- R&W logo "built-in"

Logo Use Tips

- If it is an official R&W event/publication, it **needs** a logo
- Whenever a logo is used, the text “Red & White Student Organization” is also recommended
- Logos are not intended to be modified, consult with someone before you modify
- Campus & Corporate relations do not have externally branded logos



R&W Branding:

COLORS & FONTS



R&W Colors

PRIMARY

Logo Red
RGB 216:5:2
HEX D80502

White
RGB 255:255:255
HEX FFFFFFFF

Black
RGB 0:0:0
HEX 000000

SECONDARY

Dark Red
RGB 153:0:0
HEX 990000

Dark Gray
RGB 51:51:51
HEX 333333

Light Gray
RGB 192:192:192
HEX C0C0C0

Typefaces

Headings: Century

Body Text: Segone UI

The electronic exception: (See e-mail template for more clarity)

Arial & Times New Roman



Font & Color Tips

- Set Word Theme for R&W fonts and colors
- Never use *Italics*!
 - **Bold** for emphasis
- Refer to document templates for sizing
 - Font sizes standardized based on application
- Not sure which font or color to use? **ASK!**



R&W Branding:

THE PROOFING PROCESS



The Basics

- If it is seen by the **R&W general body** or the entire **RPI student body**, it needs to be proofed
- Examples:
 - E-mails to the General Body
 - Campus Posters
 - Presentations
 - Facebook Events



The Process

1. Create your document according to R&W standards
2. E-mail document to:
rw-emailproof@lists.rpi.edu
3. Collect feedback from at least 2 R&W proofers
4. Make corrections
5. For non-emails, resubmit and get 1 final approval. For e-mails this last step is optional.



Proofing Tips

- Use the Style Guide
- Check it over before you submit it
- Ask questions early to avoid labor intensive changes later



R&W Branding:

TEMPLATES



Templates

- Common documents have editable templates to simplify the creation process
 - More templates are being created this semester, if you would find a particular one helpful, let me know
- Found on the T-drive
- Most common? E-mails!



E-mail Template Highlights

- **Subject Line:** [R&W] Subject
 - Enables inbox sorting
 - Add [PROOF] for proofing e-mails, be sure to remove this before sending out final e-mail!
- **Font:** Arial Size 12
- **Color:** Black
 - Different servers change colors to purple sometimes, make sure everything is all black before it gets sent out



More E-mail Template Highlights

- **Links:** Use [hyperlinks](#) for webpage links & contact e-mail addresses
 - Check these before you send!
- **Logo:**
 - GBM e-mails use R&W logo; Committees use committee logo
- **Recap:** key event details at the end
 - Don't use the word "recap"
 - Sections should include:
 - Date & Time, Location, Attire, RSVP date & link



& More E-mail Template Highlights

- **Sending:** Think about the different lists available and cc/bcc options
- **Signature:** Stick to just your R&W role, why is this e-mail coming from you



R&W Branding:

THE DO & DON'T LIST



The Ampersand

- Do:
 - Red & White Student Organization
 - Red & White
 - R&W
- Don't:
 - ~~Red and White~~



Times

- Do:
 - 11:00 AM
- Don't:
 - ~~11 am~~



Alumni

- Do: use the right form!
 - Alumnus = masculine, singular
 - Alumni = masculine, plural or masculine and feminine mix
 - Alumna = female, singular
 - Alumnae = female, plural
- Don't: sound like an idiot



R&W Branding:

SOCIAL MEDIA



Understanding our Social Media: R&W Website

- The “google search result”
- First impression of organization
- Hub for applications and member resources
- Less Dynamic content
- Refer people there for more information



Understanding our Social Media: Facebook

Open Facebook Page

- Like it!
- Encourage others to like it!
- Official posts related to R&W
- The “host” of all R&W events & the “author” of all official posts
- Select Managers

Closed Facebook Group

- Join!
- For members only
- Casual organization reminders
- Post away about anything



Understanding our Social Media: Twitter

RW Members

- Members only
- Useful for event reminders
- Similar to member Facebook group

RPI Red and White

- Promote upcoming events and activities
- Similar to public Facebook page

#rwrpi



Social Media Tips

- Actively participate!
- Make sure host Facebook events as R&W
- Be careful who you post as!
- Don't forget to get Facebook events proofed



R&W Branding:

ATTIRE



R&W Gear

- What we wear is a part of our brand as well
- Know the proper attire for the event
 - Formal/Black Tie
 - Business Formal
 - Business Casual
 - R&W Polo
 - Campus Wear



Clothing Tips

- Wear your name tag
- Communicate between members to all wear the same thing
- Remind members of attire in confirmation e-mail
- When you wear anything with the R&W logo, you are a representative of R&W and RPI
 - Wear your gear proudly around but make weekend outfit choices wisely
- Not sure what to wear? **ASK**



R&W Branding:

PHOTOS



The Picture Initiative

- Two Simple Steps
 1. Take Pictures
 2. Upload Pictures to T-drive to "R&W Pictures" Folder



Picture Tips

- Quality not quantity
- One is better than none
- No one can see them if they never leave your camera memory card



R&W Branding:

T-DRIVE



Where is this T-Drive?

- Directions to the T-Drive

1. My Computer

2. Map Network Drive

3. Select Letter and Paste:

\\iacsdept.win.rpi.edu\InstAdv\Department
(T)\Alumni\RedandWhite\



Where is the Style Guide?

- The T-drive!
 - R&W 2013 > Marketing > Style Guide
- R&W Website
 - “Member Resources”



CLOSING



Conclusion

- If you remember only one thing, remember this:

Consistency is essential to a successful brand.

Use the **R&W Style Guide** and ask when unsure.

