



AMD helps GU define – and communicate – its true essence.

Early in 2007, Gonzaga University embarked on a long-term strategy to clarify its institution-wide brand identity, as well as position and promote the university to a diverse audience. In an effort to enhance the school’s reputation, increase top-of-mind awareness, establish competitive differences, and integrate its marketing and communications efforts, GU turned to Anderson Mraz Design – who had earlier participated in the development of the school’s logo refresh.

“The scope of the project was huge,” said Chuck Leonhardt, Gonzaga’s assistant vice president for marketing and communications. “Six schools, seven to eight primary target audiences, administration, governance, alumni, benefactors, and current and potential students.”

Leonhardt and his team sought a firm with the capabilities and creative expertise to bring results. “AMD was the right fit,” he explained. “Their personal approach meant we were colleagues working together, rather than operating within the typical agency-client model.” For AMD, that included providing design solutions that could be not only implemented, but also extended by GU’s in-house marketing group.



be inspired.

Right away, AMD understood that Gonzaga’s first priority was to put into words – in the form of a tagline – its core brand identity. Creative director CK Anderson credits GU: “Helping an institution express its brand identity is always a challenge. But because Gonzaga was very good about sharing their vision for the university, and willing to have an open mind, we were able to step back from the problem to gain some clarity.”

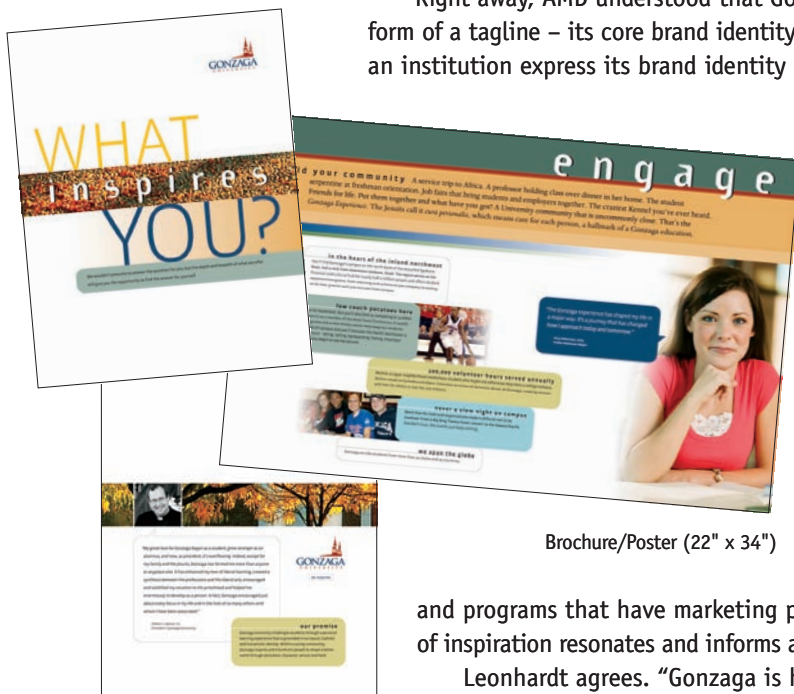
Through initial discussions and research, it became clear that the university’s culture, both from students’ as well as the staff’s perspectives, is about inspiring people to think and act beyond one’s self. The new tagline? *Be inspired.*

“The ‘be inspired’ theme defines the essence of the GU experience,” continued Anderson. “And it has legs. It helps guide the visual elements of the institution itself, without stepping on the toes of other Gonzaga schools

and programs that have marketing programs targeted to specific audiences. The theme of inspiration resonates and informs all of the university’s independent marketing efforts.”

Leonhardt agrees. “Gonzaga is hard to define,” he said. “But AMD managed to do it – very successfully.”

Formed in 1988, AMD is a communications design group operating in local, regional, and national markets. The company’s primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design across a diverse and wide-ranging client base. For more information, visit www.am-design.com.



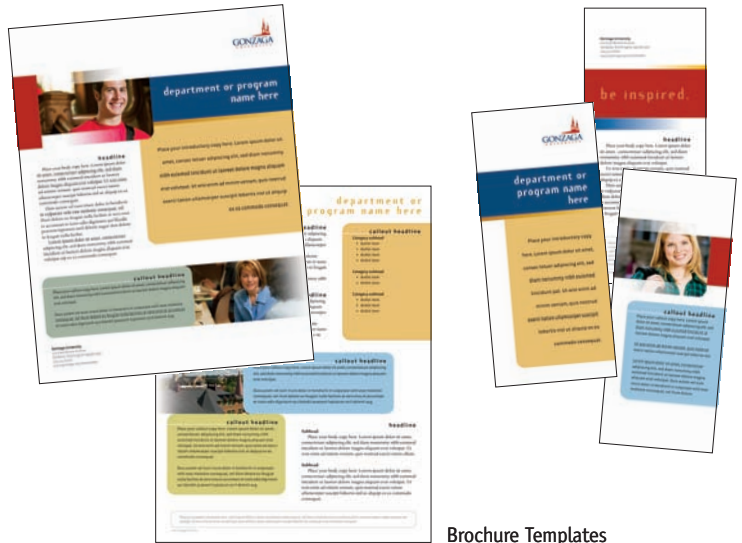
Brochure/Poster (22" x 34")



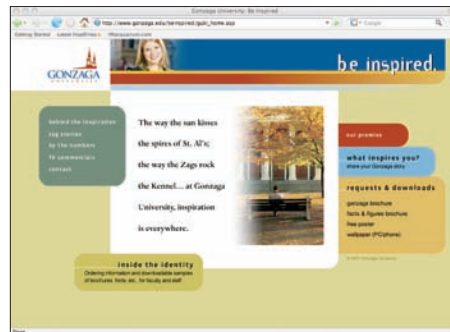
Pocket Folder



Campus Signage



Brochure Templates



Brand Microsite