

integrated solutions

gonzaga university



Founded in 1887 by Jesuit missionaries along the Spokane River, Gonzaga University is a nationally ranked private university, enrolling 6700 students in 92 undergraduate and 26 graduate programs.

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.

“Gonzaga is hard to define... AMD managed to do it – very successfully.”

The scope of any project related to Gonzaga is enormous, potentially affecting all six schools, many more primary target audiences, administration, governance, admissions, alumni, benefactors, and both current and prospective students. But projects directly related to expressing the *identity* of the school are even more important, requiring a keen understanding of the university's ethos.

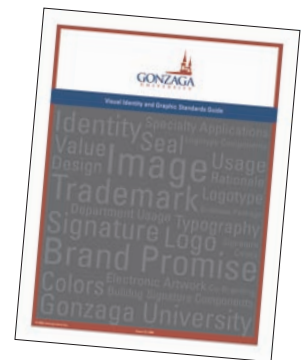
“Gonzaga is hard to define,” said Chuck Leonhardt, former assistant vice president for marketing and communications. “But AMD managed to do it – very successfully.”

identity

The result of eighteen months of research, stakeholder input, and strategic thinking, GU's refreshed logo was revealed twenty-five years after its initial introduction. Chief among the design criteria was the desire to maintain a strong connection to the school's tradition, history, and reputation. The spires of St. Aloysius Church symbolize GU's commitment to its Jesuit, Catholic, and humanistic principles; their reddish-brown color, evocative of the brickwork found on campus, complements the familiar dark blue of the Gonzaga name – a name that is unique among institutes of higher learning. AMD also provided GU with an 84-page guide governing the new logo's usage across all media.



be inspired.



environmental graphic design

Once AMD had developed a new tagline for Gonzaga – “be inspired” – it became apparent that the line was more than just a logo accessory. Exactly what it meant to be inspired by GU, and how that inspiration would be realized, was explored by both AMD and GU's internal marketing group. Four key ideas emerged from this exploration; together, these ideas became a system of exterior signs placed strategically around the campus to inspire students, faculty and staff, and visitors – and to remind them of the singular nature of a Gonzaga education.



print collateral

After working together with Gonzaga's marketing department to determine the look and feel – and direction – of the institutional brand campaign, one of the first executional steps was to create a family of collateral pieces reflecting that identity. In addition to an institutional brochure and a series of templates for use by GU's various schools, colleges, and individual academic programs, AMD also created a pocket folder designed to house any number of these pieces.

The brochure, essentially a quick overview of the university targeted at potential students, unfolds to reveal a poster of the campus. It's an unexpected take on what, for other colleges, might otherwise be a typical saddle-stitched brochure.

All templates were designed primarily to fit within the existing material; however, ease-of-use and diversity of need were key in their creative development. This practical approach was meant to encourage usage while also maintaining brand consistency wherever these tools might be employed.



advertising

With the Gonzaga men's basketball team making headlines across the country over the last few years – and the school itself achieving a consistently high showing in *US News & World Report's* college rankings – it made sense to capitalize on GU's sudden prominence with print advertising. Aimed at potential incoming freshmen and their parents, this full-page ad, featured in *US News*, challenges preconceived notions of Jesuit education, and focuses on the strong relationships forged between Gonzaga faculty and students. Its call to action directed readers to an AMD-designed "be inspired" microsite.



website & multimedia

To best support Gonzaga's institutional branding efforts, AMD leveraged the school's new tagline to create a "be inspired" microsite. Developed primarily to connect the dots for both current and prospective students, the site, which can be accessed from gonzaga.edu, offers an overview of university facts and figures. Visitors can also download or request brochures and other information, view current television commercials, and get a sense for what "be inspired" means to the Gonzaga community – and what it might mean for them.

