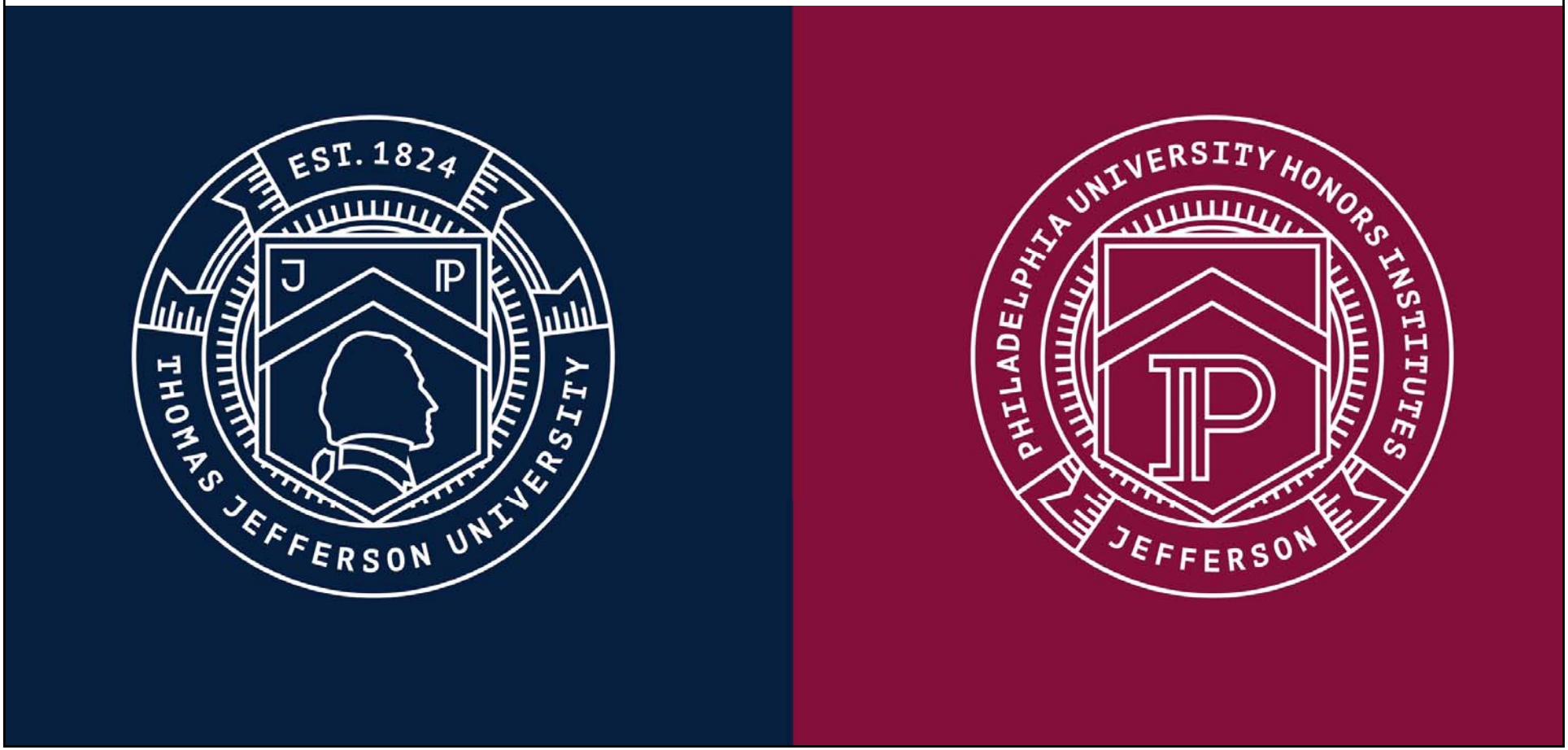
Jefferson
Philadelphia University +
Thomas Jefferson University

THE BEGINNING OF OUR BRAND STORY

HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

WHAT WILL BE ON THE DIPLOMA?

UNIVERSITY AND HONORS SEALS



UNIVERSITY VISUAL IDENTITY

Jefferson

Philadelphia University +
Thomas Jefferson University

HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

PRIMARY COLORS

PMS: 282
C:100 M:90 Y:25 K:40
R:1 G:30 B:64
Hex: 152456

PMS: 2915
C:60 M:10 Y:5 K:0
R:89 G:183 B:223
Hex: 569BCA

SECONDARY PALETTE

PMS: 194c
C:27 M:96 Y:66 K:18
R:150 G:34 B:60
Hex: 9f2943

PMS: 179c
C:4 M:91 Y:91 K:0
R:229 G:62 B:48
Hex: e53e30

PMS: 395c
C:11 M:0 Y:97 K:0
R:236 G:232 B:25
Hex: ece819

PMS: Cool Gray 1 C
C:4 M:2 Y:4 K:8
R:217 G:217 B:214
Hex: dfe1df

PMS: 7539c
C:24 M:13 Y:18 K:38
R:142 G:144 B:137
Hex: 8e9089

PMS: Process Black C
C:0 M:0 Y:0 K100
R:35 G:31 B:32
Hex: 231f20

Jefferson
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HOME OF SIDNEY KIMMEL MEDICAL COLLEGE
REDEFINING
HUMANLY POSSIBLE.

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Jefferson.edu

ATHLETICS VISUAL ID

ATHLETICS VISUAL IDENTITY PHASE 1.0

ATHLETICS VISUAL IDENTITY PHASE 2.0

JEFFERSON
BASKETBALL
JEFFERSON
RAMS
JEFFERSON
JEFFERSON
RAMS
BASKETBALL
RAMS

BRAND STRATEGY FOUNDATION

WHAT WE HEARD

THE *NEW JEFFERSON*

REDEFINING *HUMANLY POSSIBLE.*

BRAND PILLARS

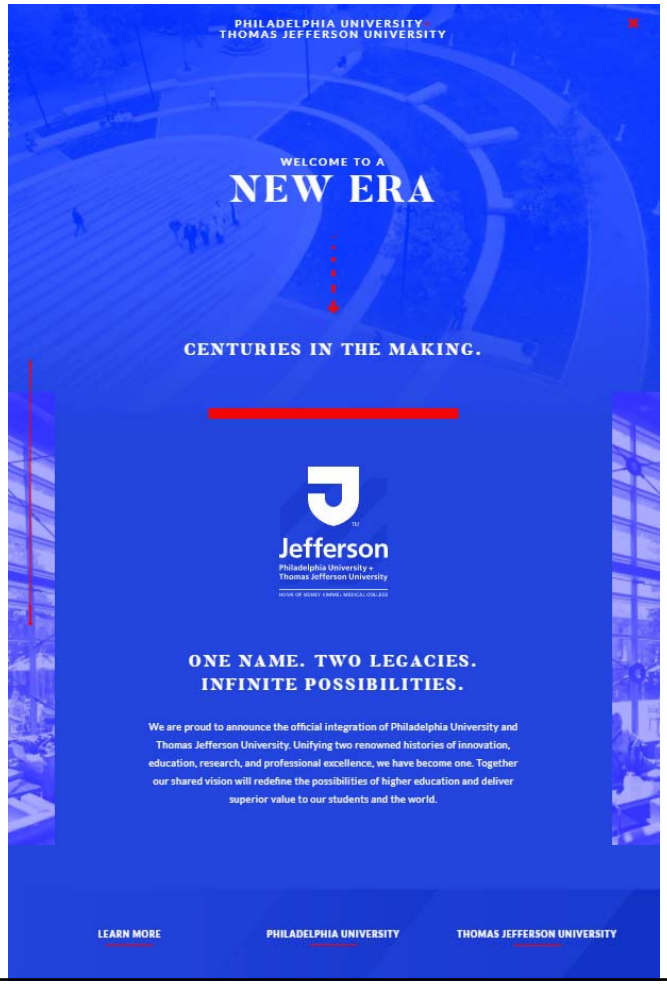
WHO:	WHAT:	HOW:	WHY:
CONSCIENTIOUS SOLUTION SEEKERS	**CONDITIONED FOR THE UNCONDITIONAL**	**HISTORICALLY FORWARD-THINKING**	**WE IMPROVE LIVES**

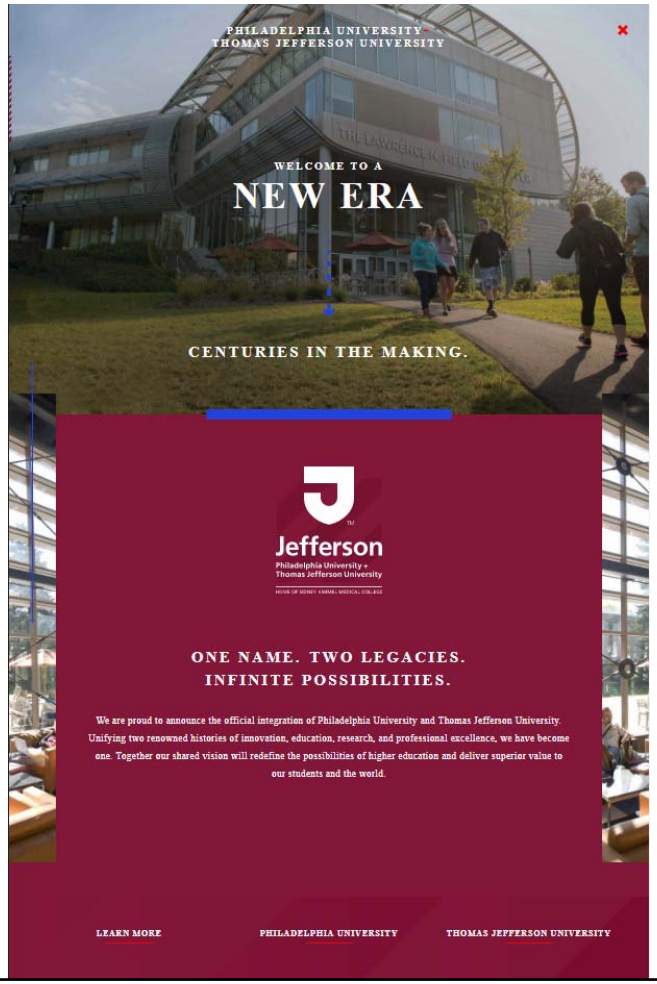
TONE WORDS

VISIONARY	**CEREBRAL**	**EMPATHETIC**	**APPROACHABLE**	**FOCUSED**	**CONNECTED**	**DRIVEN**

UNIVERSITY WEBSITE

ANNOUNCEMENT





PHASED APPROACH

- **Phase 1.0** –
  - An interim www.jefferson.edu site will be launched in September. As part of the phased approach, it will be a combined site and include a new homepage and new main navigation pages, as well as new headers and footers on existing PhilaU and Jefferson pages.

Note: a new Jefferson Health website (www.jeffersonhealth.org) has been developed to help our audiences tell the difference between the University and the health system sites.

ABOUT US ADMISSIONS + ACADEMICS STUDENT LIFE RESEARCH ALUMNI GIVE NOW JEFFERSON HEALTH

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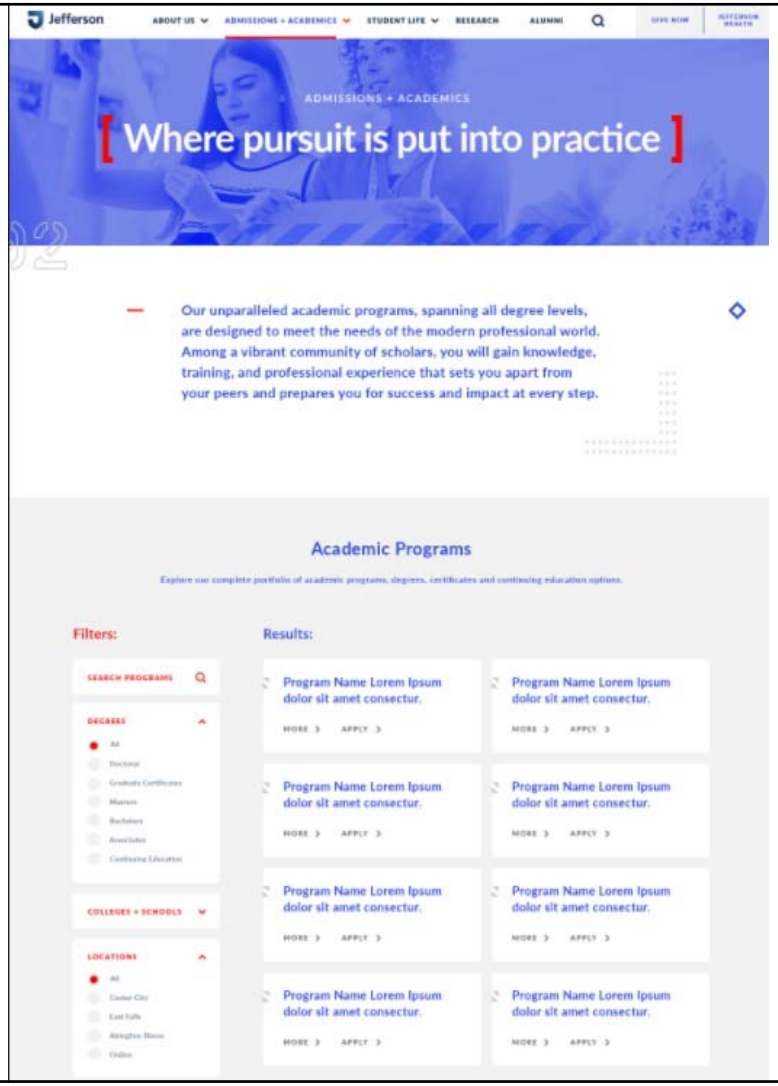
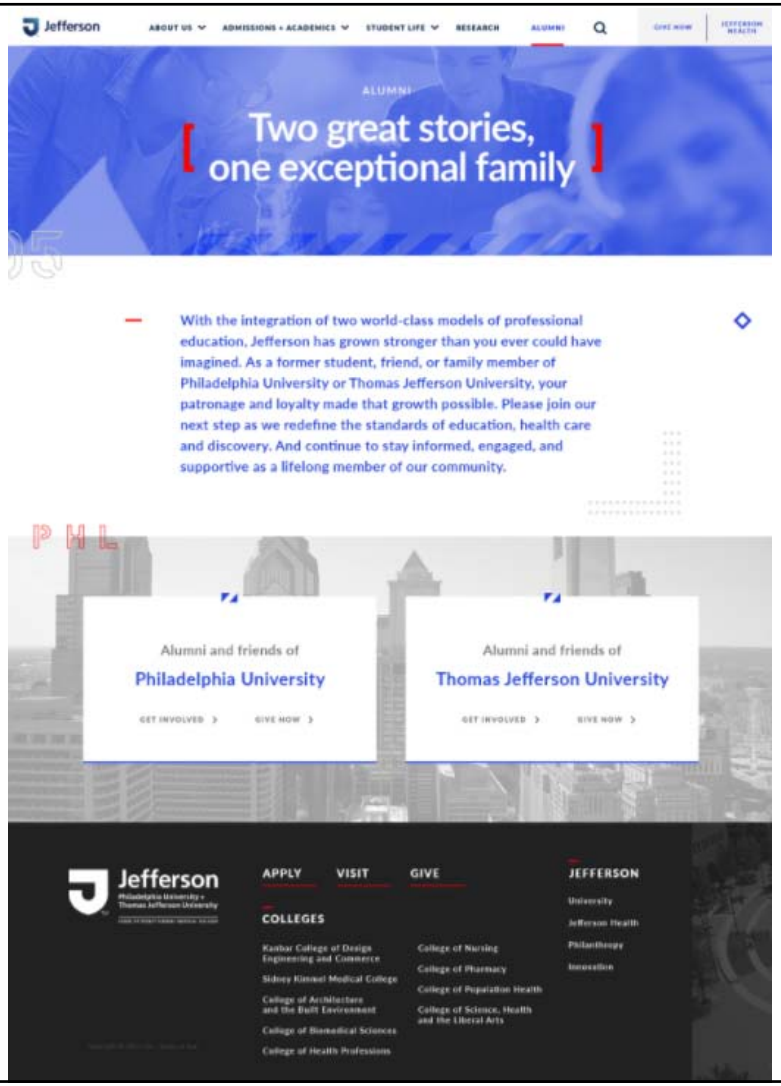
Philadelphia University + Thomas Jefferson University
HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

Discover the Next Possible

PHASE 1.0


Jefferson
ABOUT US
ADMISSIONS + ACADEMICS
STUDENT LIFE
RESEARCH
ALUMNI
ADMISSIONS + ACADEMICS
[Where pursuit is put into practice]
Our unparalleled academic programs, spanning all degree levels, are designed to meet the needs of the modern professional world. Among a vibrant community of scholars, you will gain knowledge, training, and professional experience that sets you apart from your peers and prepares you for success and impact at every step.
Academic Programs
Explore our complete portfolio of academic programs, degrees, certificates and continuing education options.
Filters:
SEARCH PROGRAMS
DEGREES
COLLEGES + SCHOOLS
LOCATIONS
Results:
Program Name Lorem Ipsum dolor sit amet consectur.
MORE
APPLY


Jefferson
ABOUT US
ADMISSIONS + ACADEMICS
STUDENT LIFE
RESEARCH
ALUMNI
ALUMNI
[Two great stories, one exceptional family]
With the integration of two world-class models of professional education, Jefferson has grown stronger than you ever could have imagined. As a former student, friend, or family member of Philadelphia University or Thomas Jefferson University, your patronage and loyalty made that growth possible. Please join our next step as we redefine the standards of education, health care and discovery. And continue to stay informed, engaged, and supportive as a lifelong member of our community.
Alumni and friends of
Philadelphia University
GET INVOLVED
GIVE NOW
Alumni and friends of
Thomas Jefferson University
GET INVOLVED
GIVE NOW
Jefferson
APPLY
VISIT
GIVE
COLLEGES
Kanbar College of Design, Engineering and Commerce
Sidney Kimmel Medical College
College of Architecture and the Built Environment
College of Biomedical Sciences
College of Health Professions
College of Nursing
College of Pharmacy
College of Population Health
College of Science, Health and the Liberal Arts
JEFFERSON
University
Jefferson Health
Philanthropy
Innovation

PHASED APPROACH

- **Phase 1.5**
  - Reskin and incorporate brand concepts by end of fall semester
- **Phase 2.0**
  - Begin process – September 2017
  - Redesigned www.jefferson.edu website launched – early summer 2018.

BRAND CONCEPTS

RATIONALE

What if we didn't just rely on the typical way forward? What if, rather than the vertical thinking that takes problems on at face value, we took them on with a radically different approach?

With the combination of Philadelphia University and Thomas Jefferson University, that's exactly what we are doing. The new Jefferson is crossing lines and connecting disciplines in bigger and bolder ways than every before — redrawing limits and slicing through every standard and norm that exists — because that's where the greatest human advancements are made and where the future resides. At the intersection of infinite combinations, deviations, and amalgamations, we are redefining humanly possible.

BRAND ART

lines are
meant
to be crossed

INFINITE IDEAS
FOR AN INDEFINITE FUTURE

by thinking
outside
the lines.

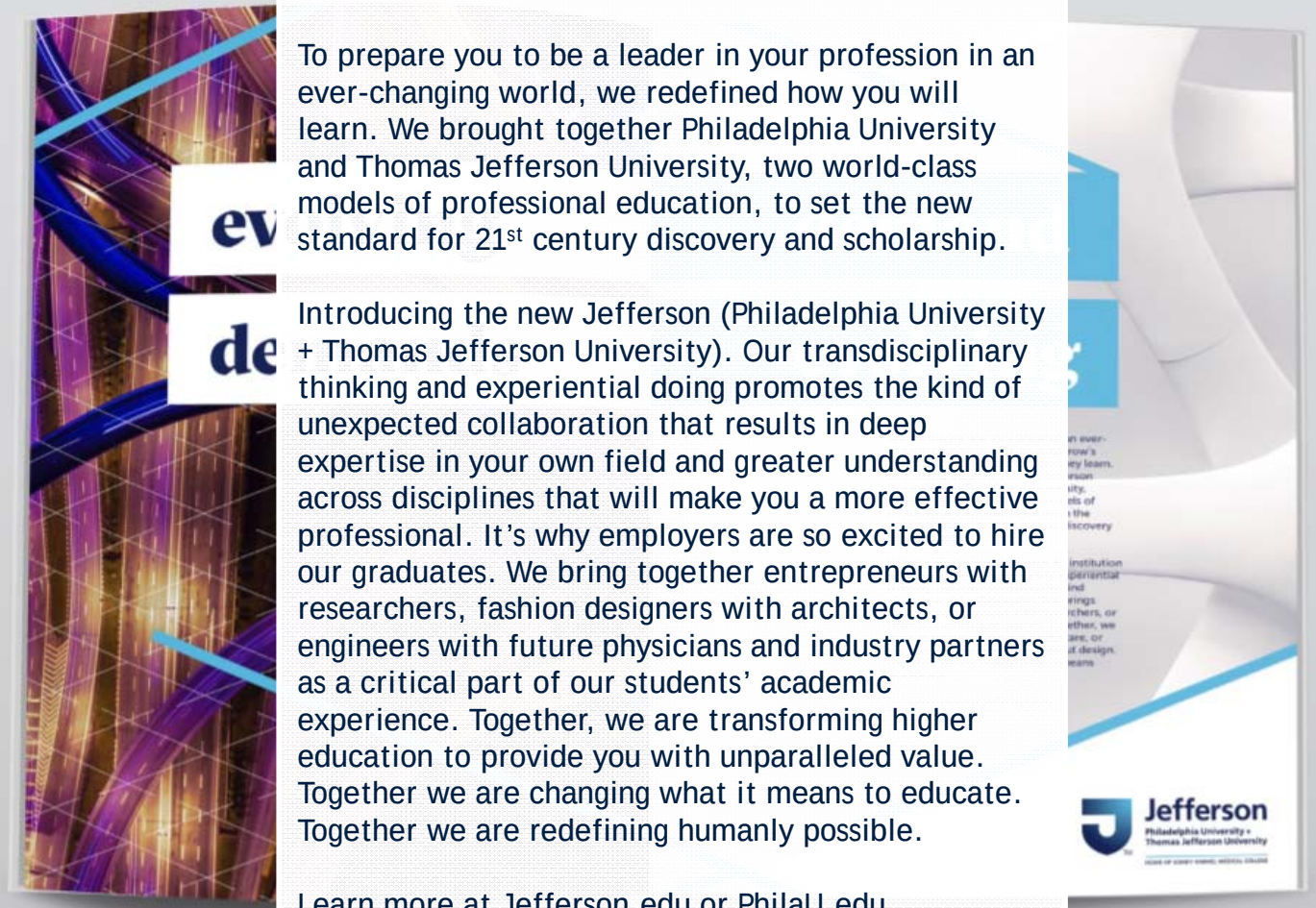
FOR A
DIRECTION
THAT
REMAINS
AHEAD

and now
We
press on

a university
thats never
been done

PROOF OF CONCEPT EXAMPLES

evolving
demands
demand
evolving
We are staying one step ahead of an ever-changing world. To prepare tomorrow's leaders, we had to redefine how they learn. By bringing together Thomas Jefferson University and Philadelphia University, we combine two world-class models of professional education to establish the newest standard for 21st century discovery and scholarship.
Introducing the new Jefferson. An institution of transdisciplinary thinking and experiential learning. Jefferson promotes the kind of unexpected collaboration that brings together entrepreneurs with researchers, or engineers with future lawyers. Together, we work to transform modern healthcare, or reshape how the world thinks about design. Together, we will change what it means to educate.
Learn more at jefferson.edu
Jefferson
Philadelphia University + Thomas Jefferson University



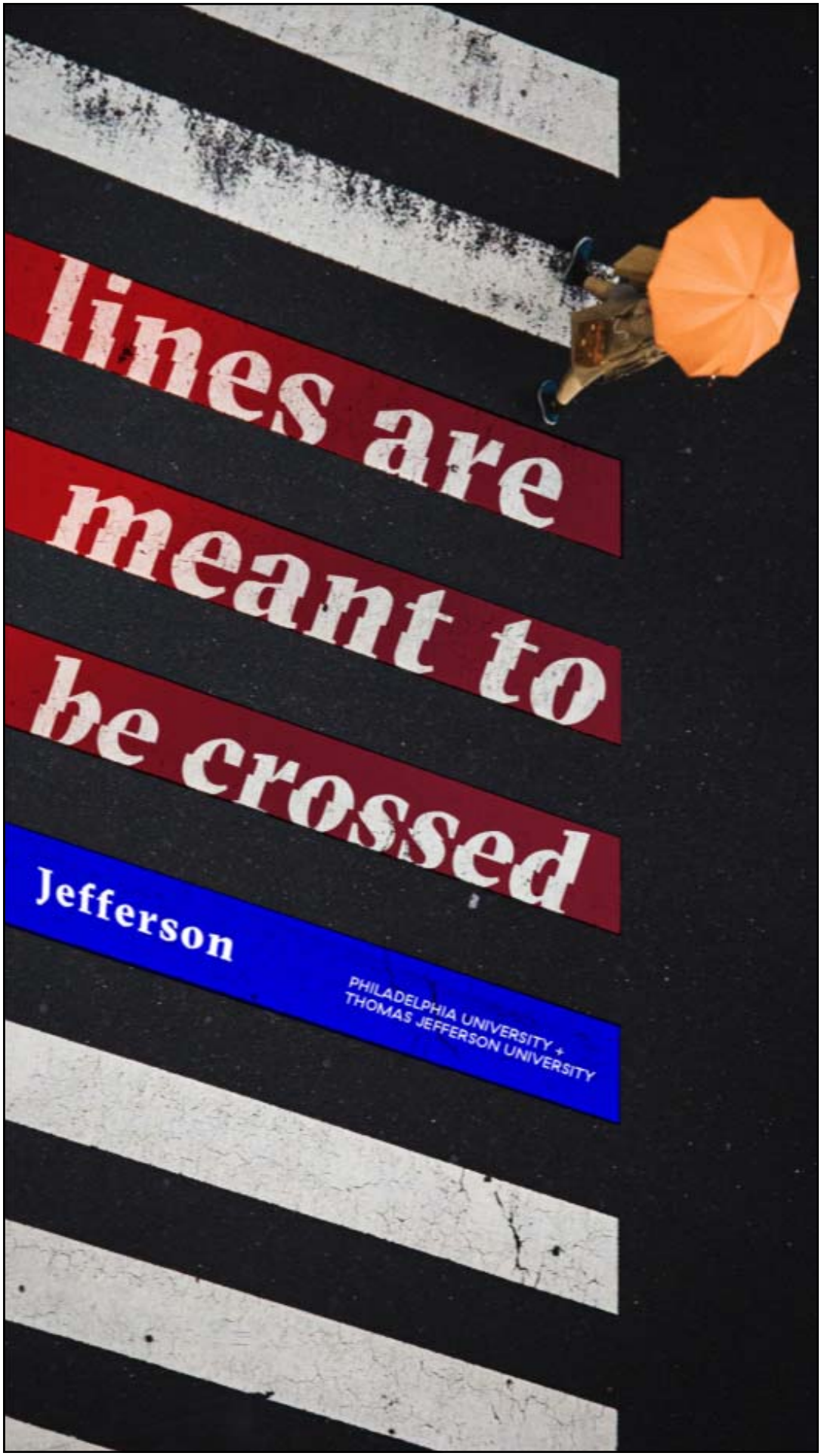
Evolving demands demand evolving…

To prepare you to be a leader in your profession in an ever-changing world, we redefined how you will learn. We brought together Philadelphia University and Thomas Jefferson University, two world-class models of professional education, to set the new standard for 21st century discovery and scholarship.

Introducing the new Jefferson (Philadelphia University + Thomas Jefferson University). Our transdisciplinary thinking and experiential doing promotes the kind of unexpected collaboration that results in deep expertise in your own field and greater understanding across disciplines that will make you a more effective professional. It's why employers are so excited to hire our graduates. We bring together entrepreneurs with researchers, fashion designers with architects, or engineers with future physicians and industry partners as a critical part of our students' academic experience. Together, we are transforming higher education to provide you with unparalleled value. Together we are changing what it means to educate. Together we are redefining humanly possible.

Learn more at Jefferson.edu or PhilaU.edu

WE
MAKE
connections
FEW THINK
TO MAKE
Jefferson
PHILADELPHIA UNIVERSITY +
THOMAS JEFFERSON UNIVERSITY


lines are
meant to
be crossed
Jefferson
PHILADELPHIA UNIVERSITY +
THOMAS JEFFERSON UNIVERSITY

we create
firsts
every second
Jefferson
DEEPWATER HORIZON
OH, HI

INTEGRATED MARKETING PLANNING OVERALL GOALS

1. **Brand Recognition**

   Increase awareness and understanding of the university brand

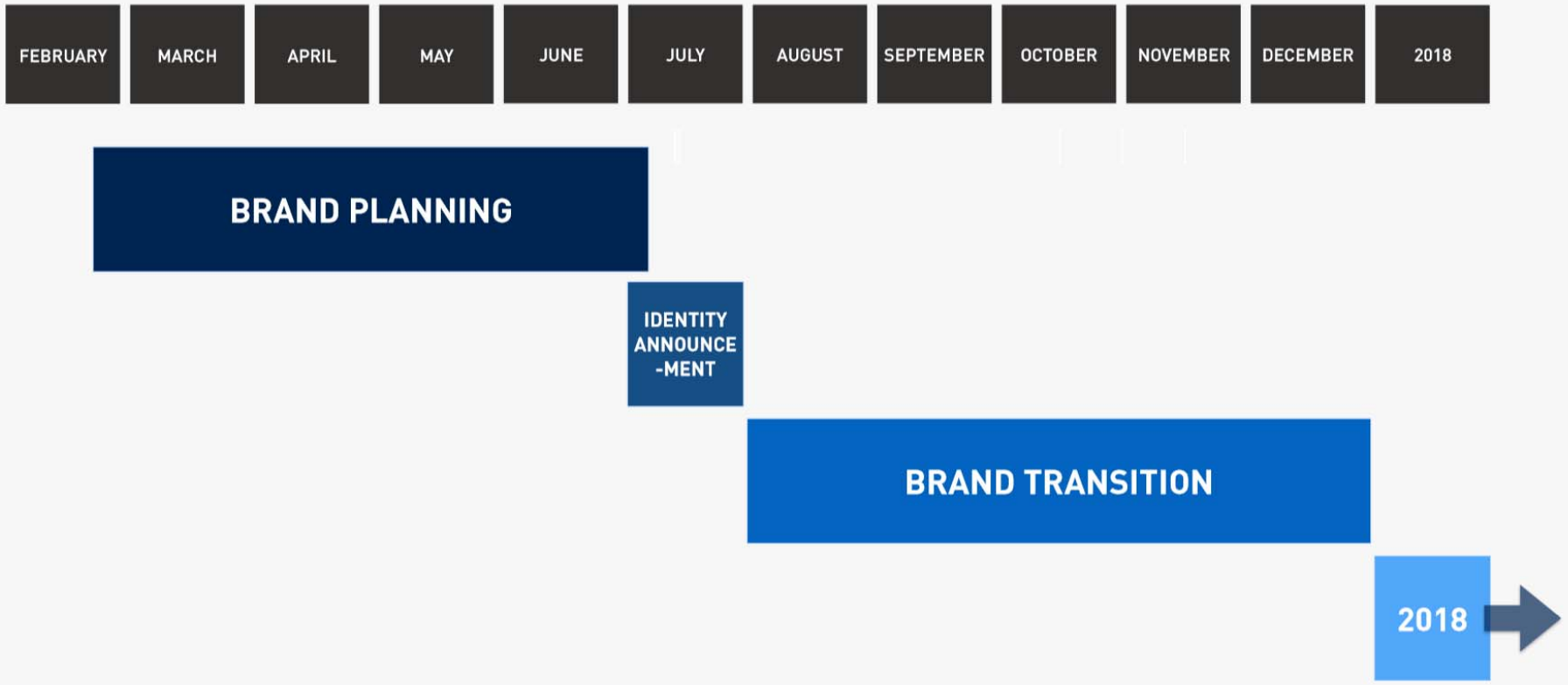
2. **Engagement and Enrollment**

   Create preference for the university, particularly among current and prospective students, alumni, donors, employers and industry partners

3. **Loyalty**

   Build positive relationships with our target audiences, including influencers, to enhance the university's reputation and ability to thrive in an ever-changing and increasingly competitive higher education landscape

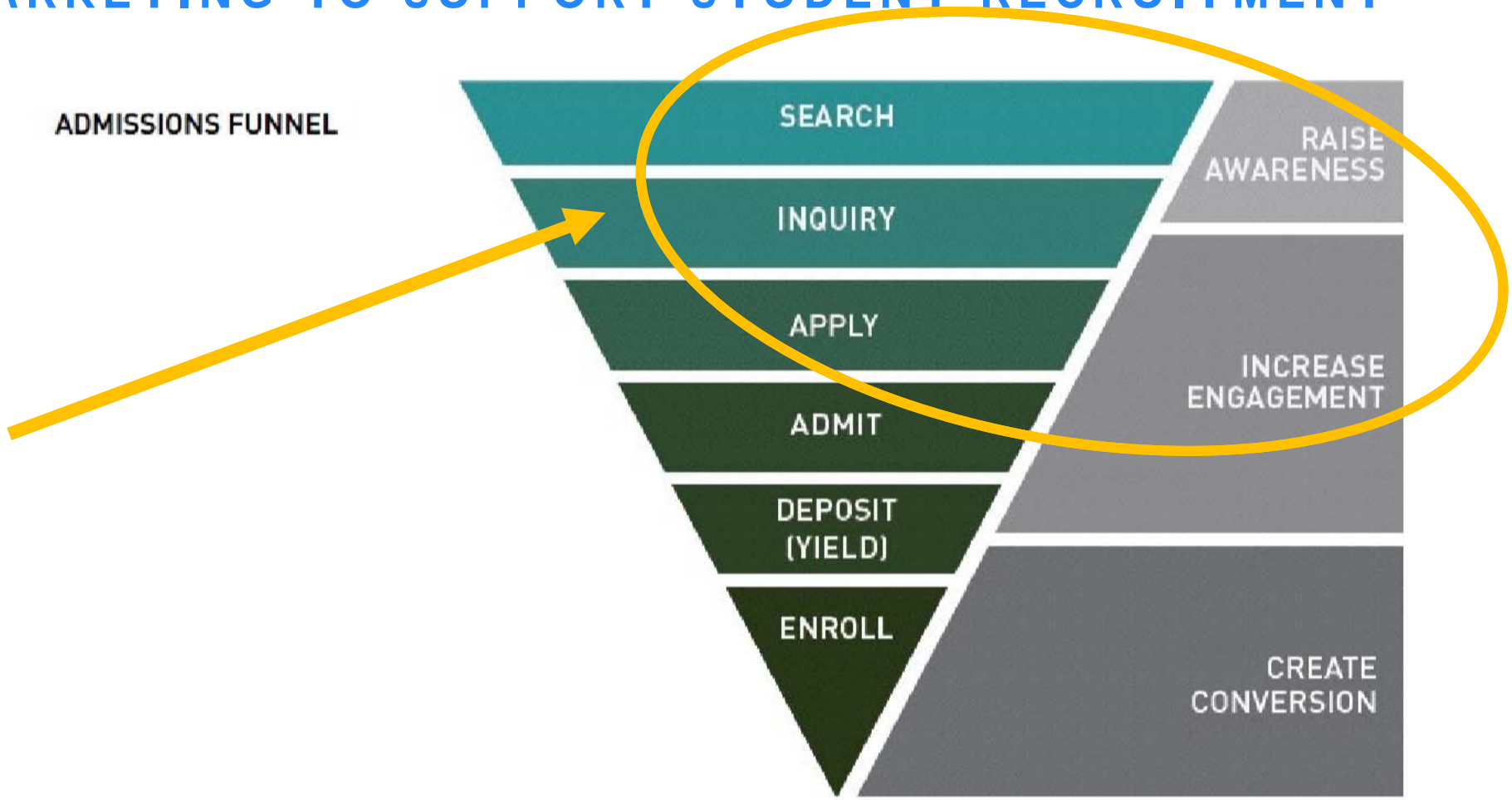
INTEGRATED MARKETING PLANNING TIMELINE



TARGET AUDIENCES

University Community	Prospective Audiences	Development	Athletic Community	Influencers	Industry
Current Students	Deposited Students (Fall '17)	Alumni/Donors	Current Student-Athletes	Prospective Parents	Prospective Faculty/ Staff
Current Faculty/ Staff	Prospective Undergrad Students (Fall '18)	Prospective Supporters	Prospective Student-Athletes	Guidance Counselors	Employers & Industry Partners
Current Parents	Prospective Grad Students (Fall '18)		Coaches/Athletic Staff	Academic & Professional Associations	Higher Ed Community
Trustees	Prospective Undergrad Students ('19 & beyond)		Athletic Conference	Press	Governing Bodies
	Prospective Grad Students ('19 & beyond)				

MARKETING TO SUPPORT STUDENT RECRUITMENT

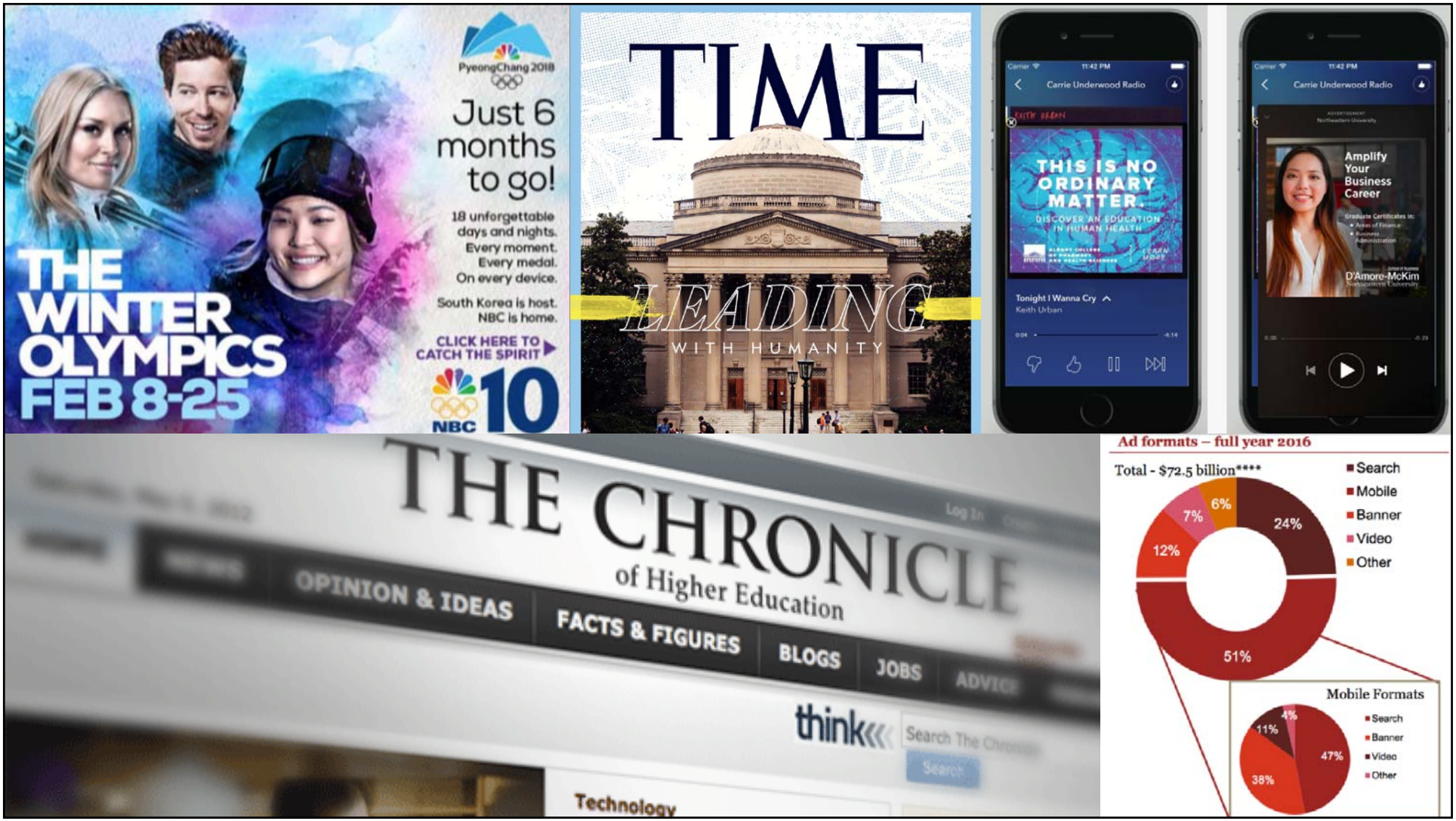


EXAMPLE STRATEGIES

- **National (targeted)**
  - Digital/Content marketing
  - Publications and Direct Mail
  - Influencer Outreach
  - Employers Virtual Roadshow

- **Geographic Regional (targeted)**
  - City-wide takeovers (outdoor, transit, crosswalks)
  - Guidance Counselor Electronic and Direct Mail
  - Prospective Student Touchpoint Campaigns
  - Digital/Content Marketing

- **Local (broad)**
  - Visit Days
  - Pop-up shops
  - Television, Radio, Online, Outdoor, Transit
  - Digital/Content Marketing


PyeongChang 2018
Just 6 months to go!
18 unforgettable days and nights. Every moment. Every medal. On every device.
South Korea is host. NBC is home.
CLICK HERE TO CATCH THE SPIRIT
THE WINTER OLYMPICS
FEB 8-25
NBC 10
TIME
LEADING
WITH HUMANITY
Carrie Underwood Radio
THIS IS NO ORDINARY MATTER.
DISCOVER AN EDUCATION IN HUMAN HEALTH
Tonight I Wanna Cry
Keith Urban
Amplify Your Business Career
D'Amore-McKim
THE CHRONICLE
of Higher Education
OPINION & IDEAS
FACTS & FIGURES
BLOGS
JOBS
ADVICE
think
Search The Chronicle
Search
Technology
Ad formats – full year 2016
Total - $72.5 billion****
Search
Mobile
Banner
Video
Other
24%
51%
12%
7%
6%
Mobile Formats
Search
Banner
Video
Other
47%
38%
11%
4%

EARLY FALL '17 ACTIVITIES

- **BRAND MESSAGING AND VISUAL IDENTITY INCORPORATED**
  - New Student Orientations
  - Written Communications to Students, Faculty and Staff
  - New signage
  - Welcome Week
  - JCN Abington-Dixon Opening Day
  - Faculty Meetings
  - Campus-wide Celebration – Sept. 7
  - Community Forums – to be scheduled
  - Innovator Magazine
  - Jefferson Review and SKMC Bulletin
  - Website
  - Alumni Events
  - Recruitment Materials Refresh – Fall 2018
  - Marketing Plan and Implementation by Audience
    - **To increase visibility and build reputation** for the new Jefferson among all audiences
    - **To fill the student recruitment funnel** to support the achievement of full enrollment

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Philadelphia University +
Thomas Jefferson University

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