



Working Across Departments

Case Study: GVSU Laker Effect

Rhonda Lubberts

Associate Vice President

Institutional Marketing
Grand Valley State University

Rick Luce

Creative Services Manager

Institutional Marketing
Grand Valley State University

Yang Kim

Creative Director

Peopledesign

Kevin Budelmann

President

Peopledesign



GRAND VALLEY
STATE UNIVERSITY



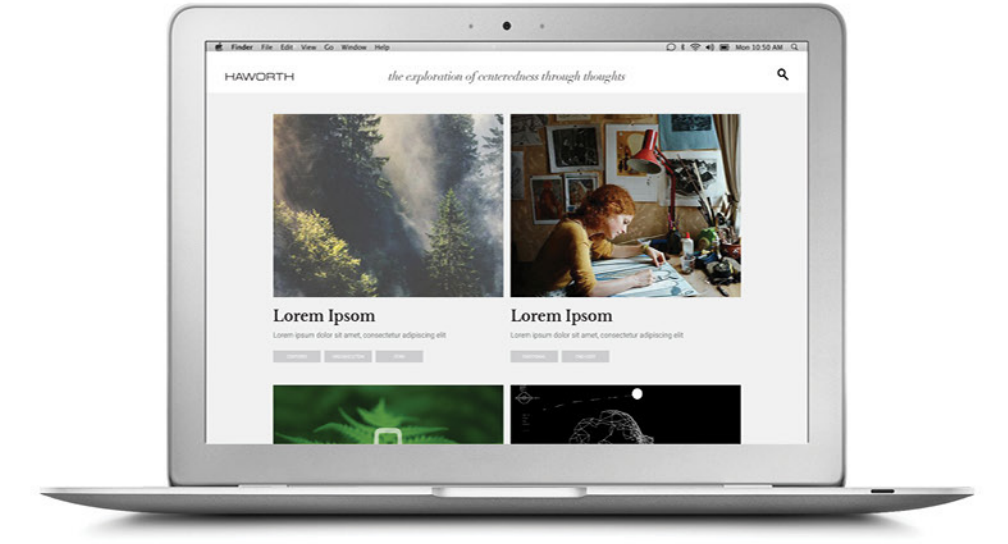
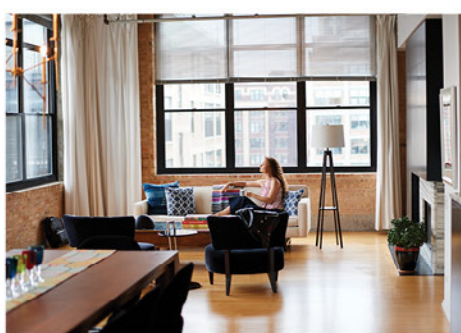
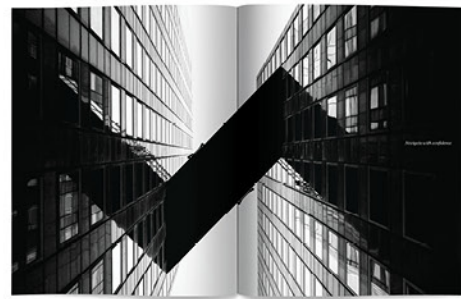
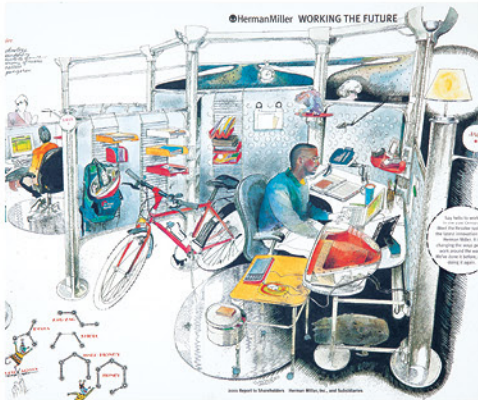
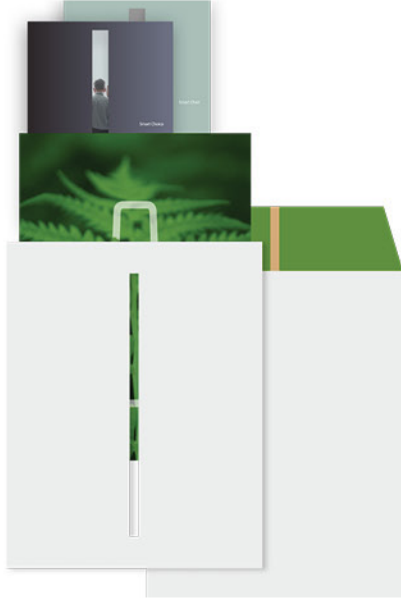
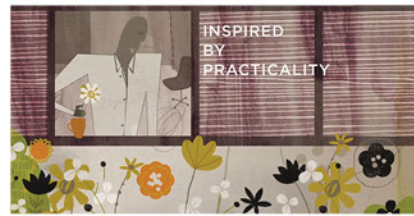
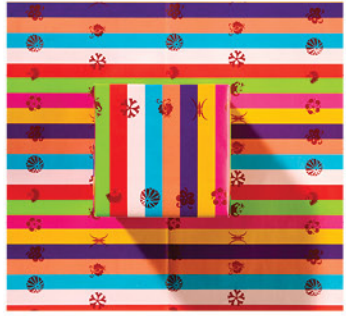
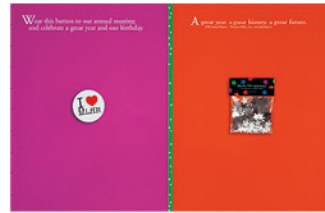
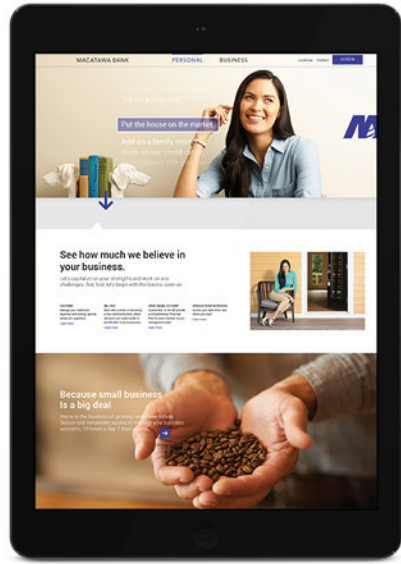
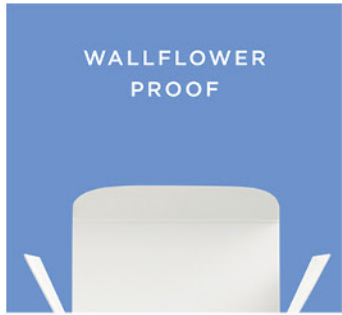
Background

Goals & Criteria

A group of diverse students, including a man in a blue jacket and a woman in a white top, are smiling and looking upwards. The background is a bright, outdoor setting with trees and a clear sky. The overall mood is positive and hopeful.

Project Process

Peopledesign



Claiming to be Different and Better

Higher Ed marketing can be a challenge. The market landscape is changing, and competition is stiffer. Marketing materials risk being overly literal or institutional – not personal or aspirational. Many colleges and universities struggle with creating differentiated and identifiable graphic treatments. In other cases, schools make broad, abstract claims which may not feel realistic or achievable.

HANDS-ON

Your hands are a tool by which you explore the world, but most importantly, to show people where you experience hands-on learning in Michigan. At Albion, we create an environment where you're encouraged to dive into the things that you love.

Western Michigan University Cooley Law School – West Michigan's first and only law school has made its mark in Grand Rapids!

PEOPLE COME HERE BECAUSE THEY'RE LOOKING FOR SOMETHING. To get that something, you need to go to a different kind of school. A school that's not just a school, but a place where you can find the things you love. At Cooley, we create an environment where you're encouraged to dive into the things that you love.

MEMBER OF THE MICHIGAN JUDICIAL SYSTEM

- 28 Chief Justice
- 29 County Prosecuting Attorneys
- 68 Assistant Attorneys General

Extraordinary Opportunity for Education and Service
wmich.edu/law

here i can

SEEK TRUTH, ACT WITH COURAGE,
STAND FOR JUSTICE,
AND LIVE WITH PASSION—
THAT'S WHAT IT MEANS TO BE
Domin can.



REFUSE TO SETTLE. ASPIRE TO RISE.

You've got a goal in mind, and you won't let anything stand in your way. Neither will we. With manageable tuition, residential living options, and an accessible campus in one of the state's fastest-growing areas, we break down the barriers to higher education so you can live up to your full potential — and we'll be there at every step.

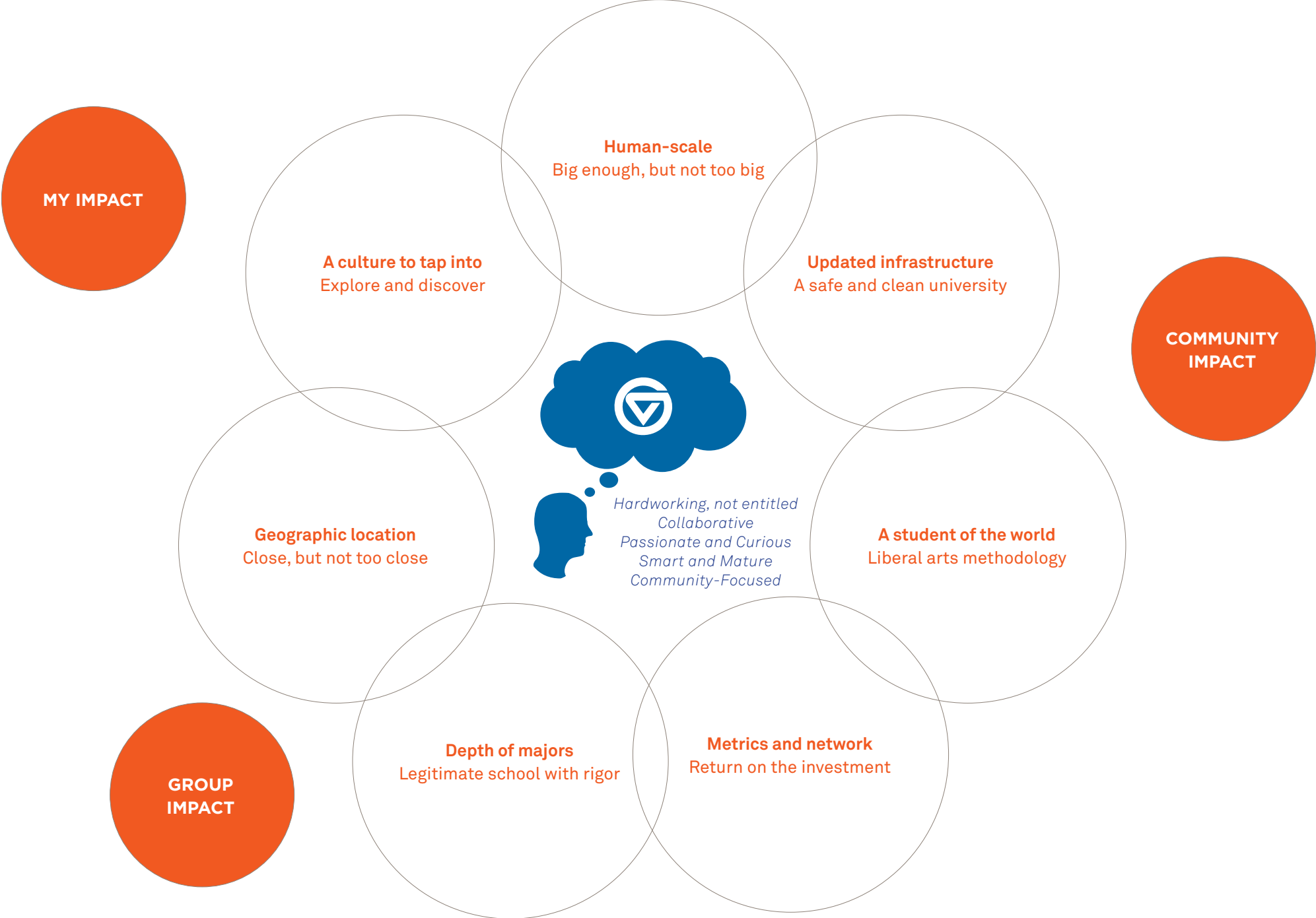
WHERE SUCCESS STARTS. WHERE OPPORTUNITY WORKS.

A university-quality education at a community college price.

The OACC Experience is seamless transfer to many college and university programs, faculty with industry experience, state-of-the-art, flexible and online learning options, study away and experiential learning opportunities, and business partnerships to develop tomorrow's workforce.

WHO WILL?

The GVSU Mindset: Having an Impact



We call this the *Laker Effect*

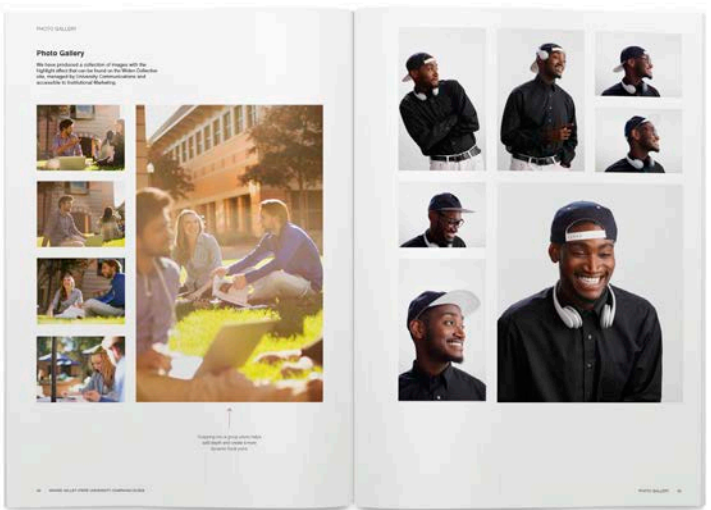
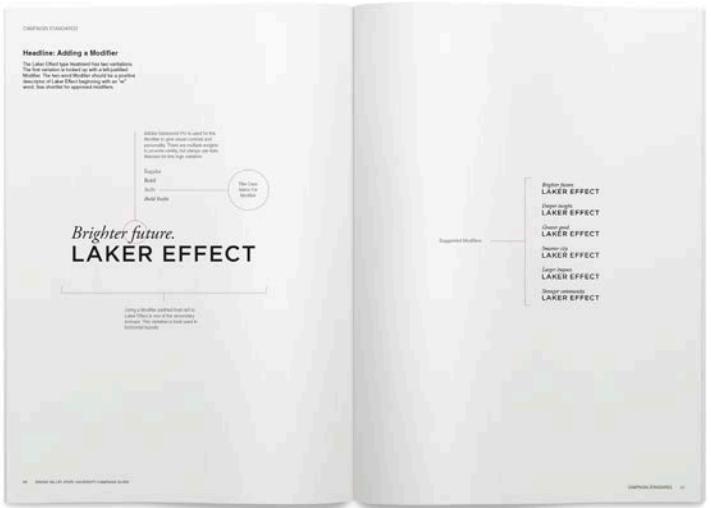
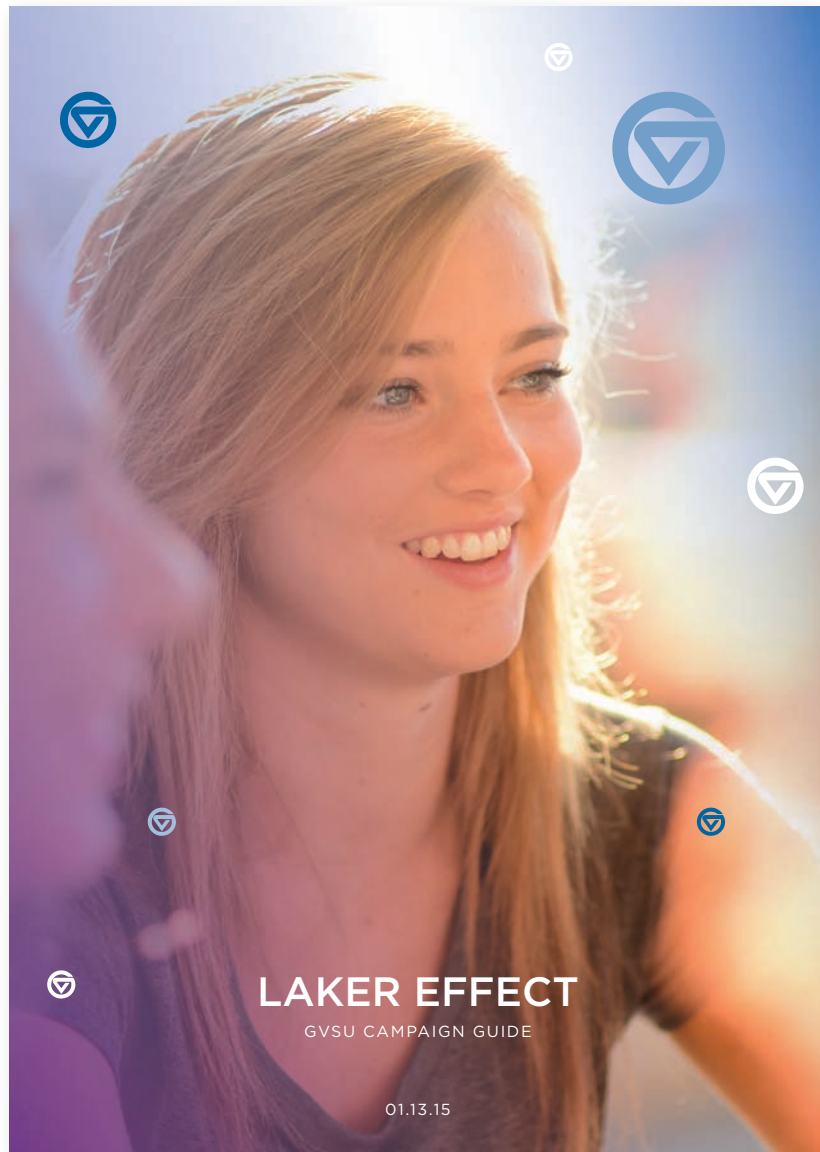




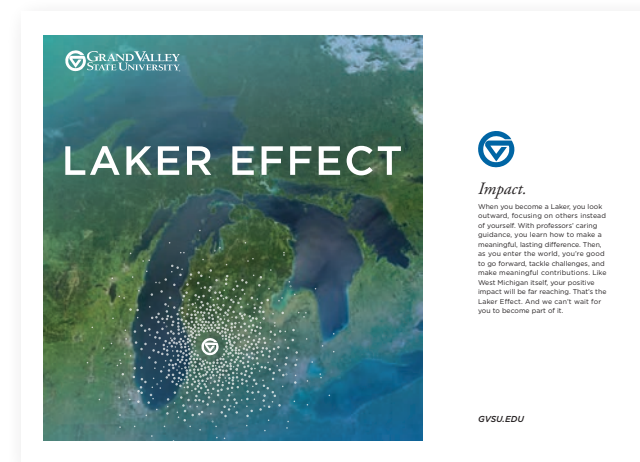
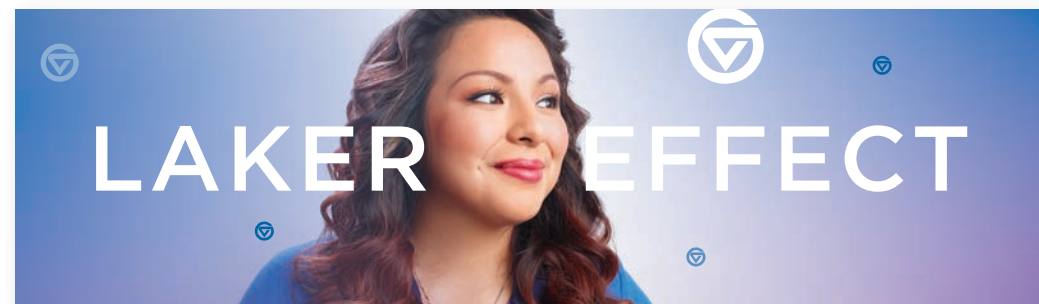


GVSU.EDU

GRAND VALLEY
STATE UNIVERSITY

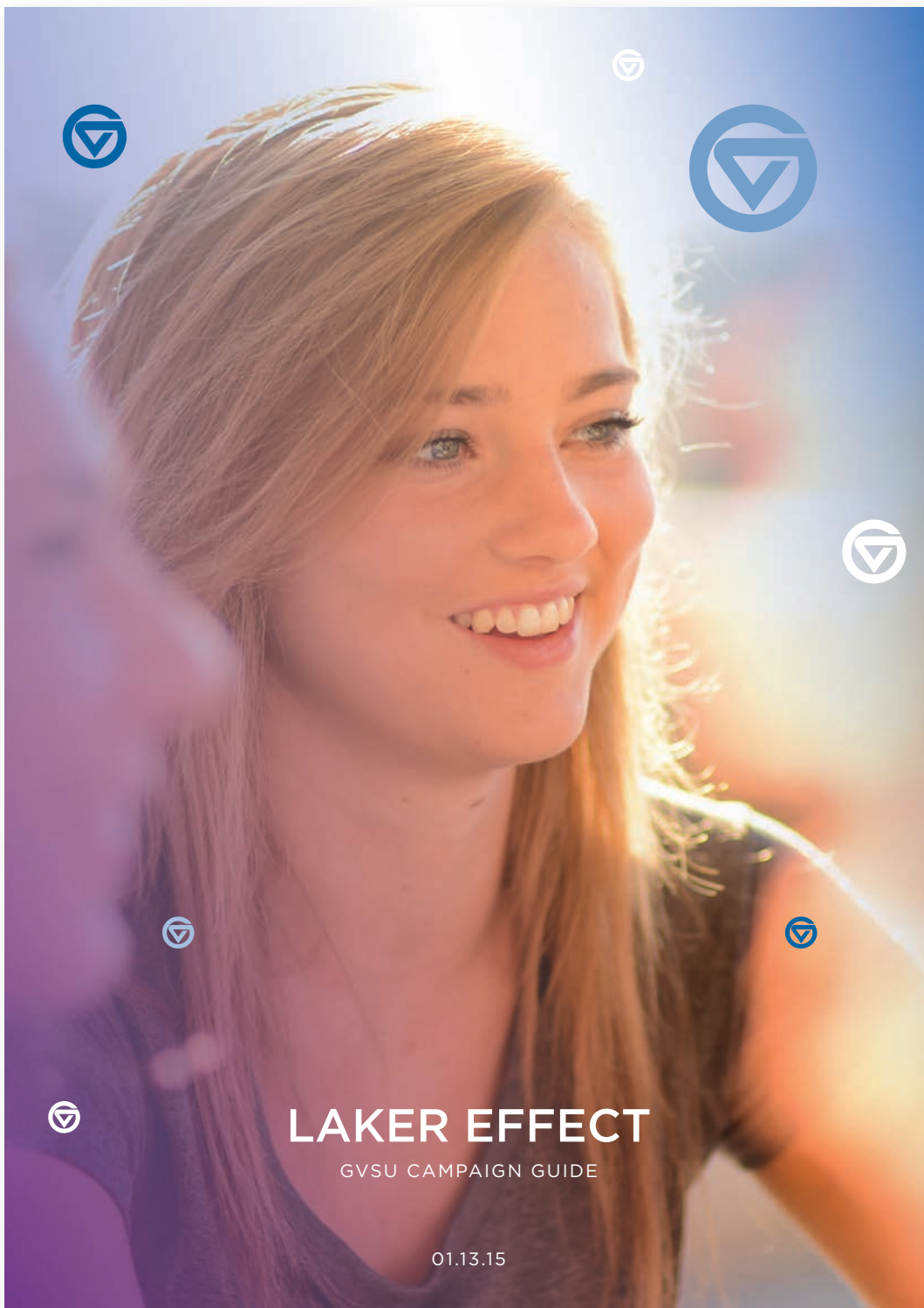


Implementation





Implementation



LAKER EFFECT

GVSU CAMPAIGN GUIDE

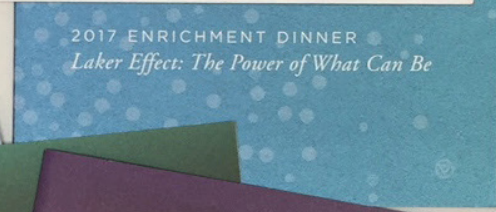
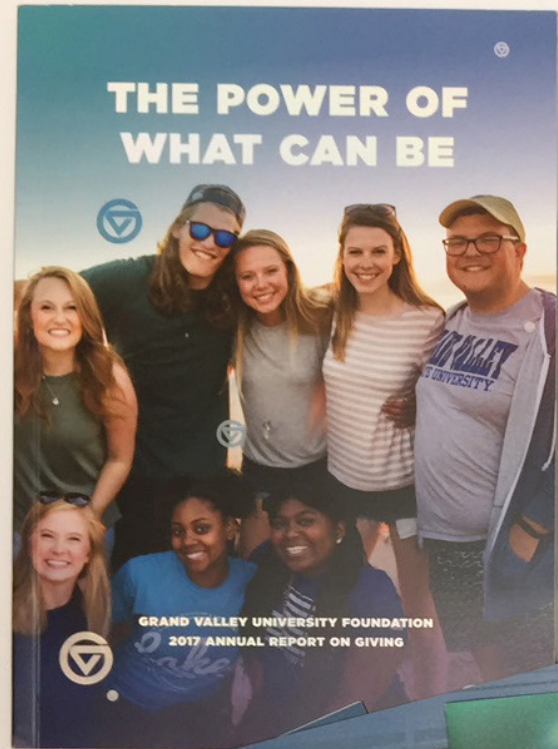
01.13.15









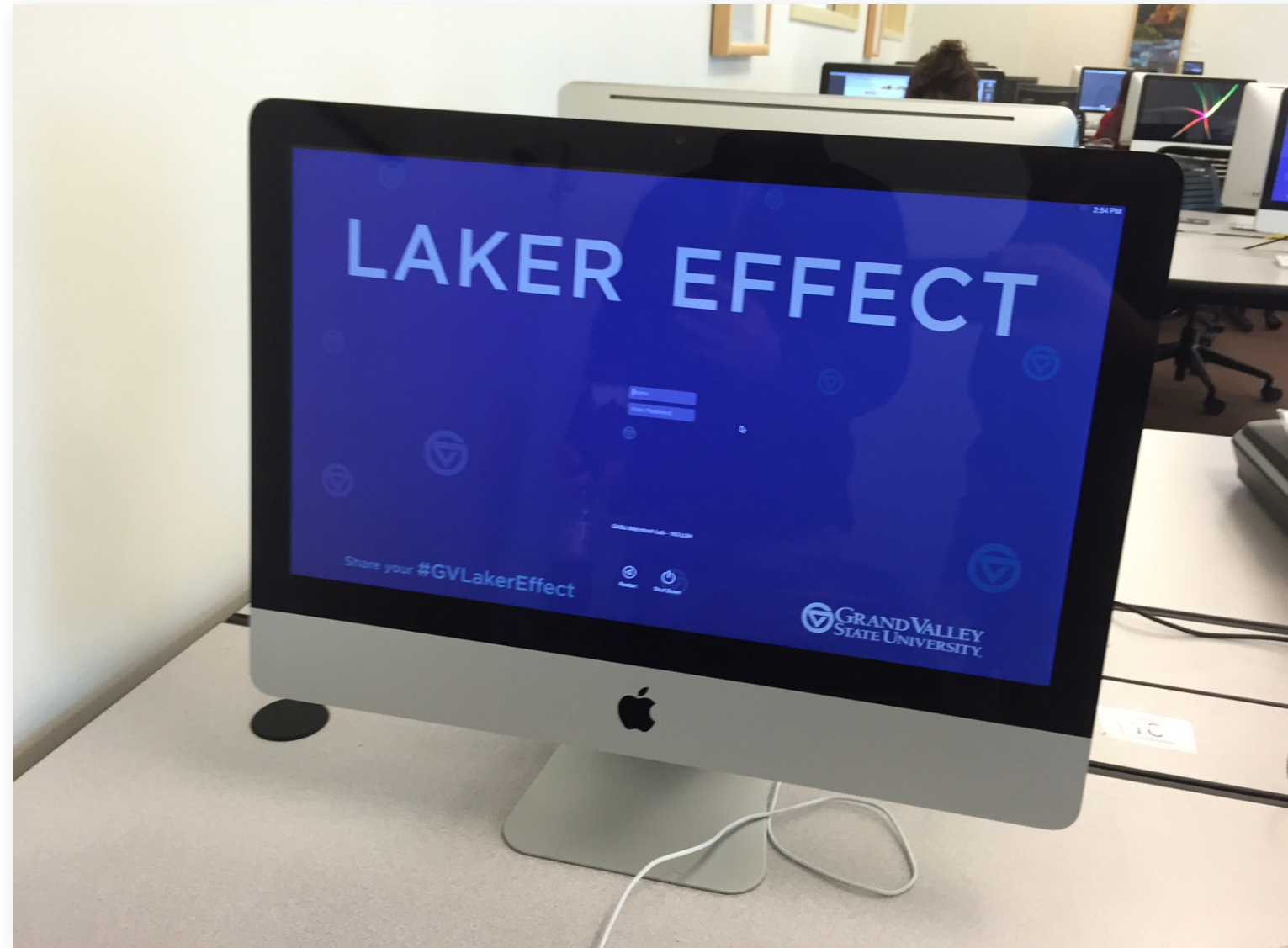






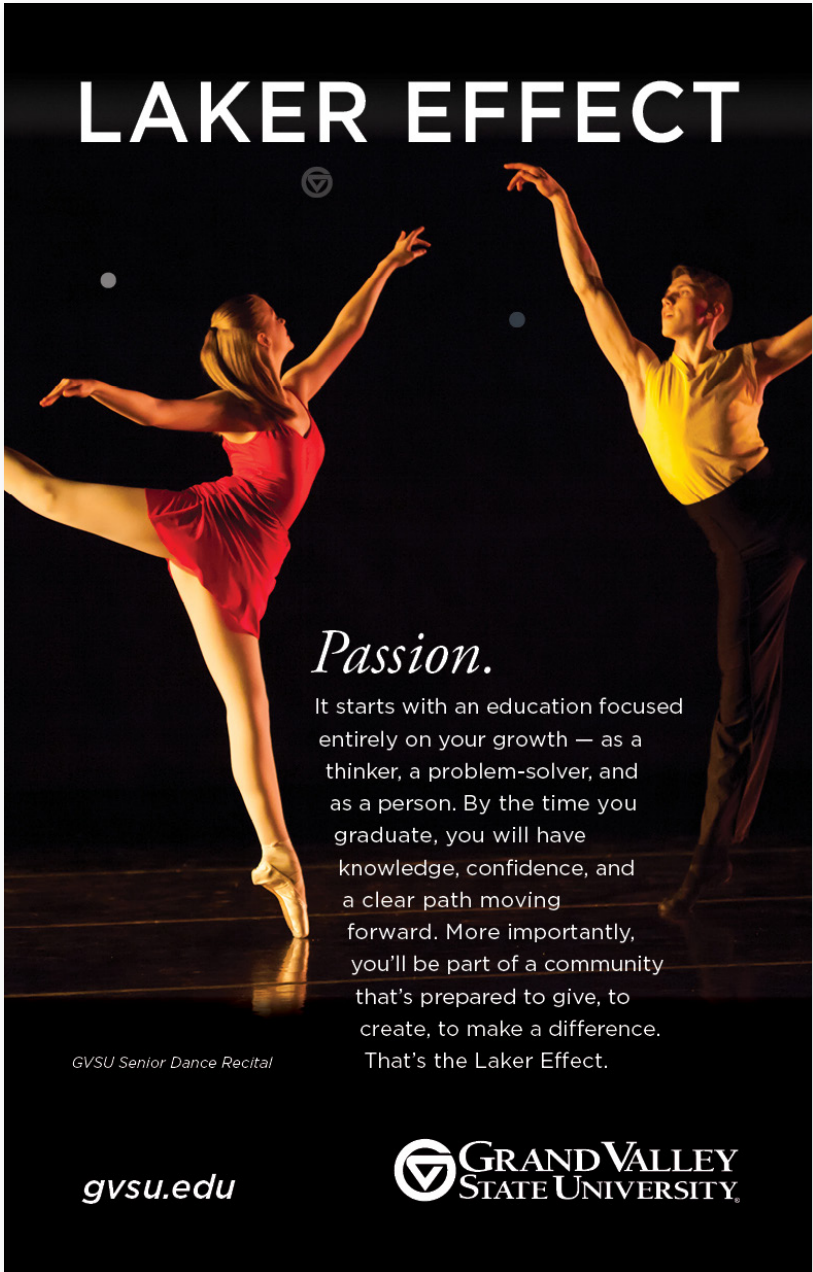








Print Ads




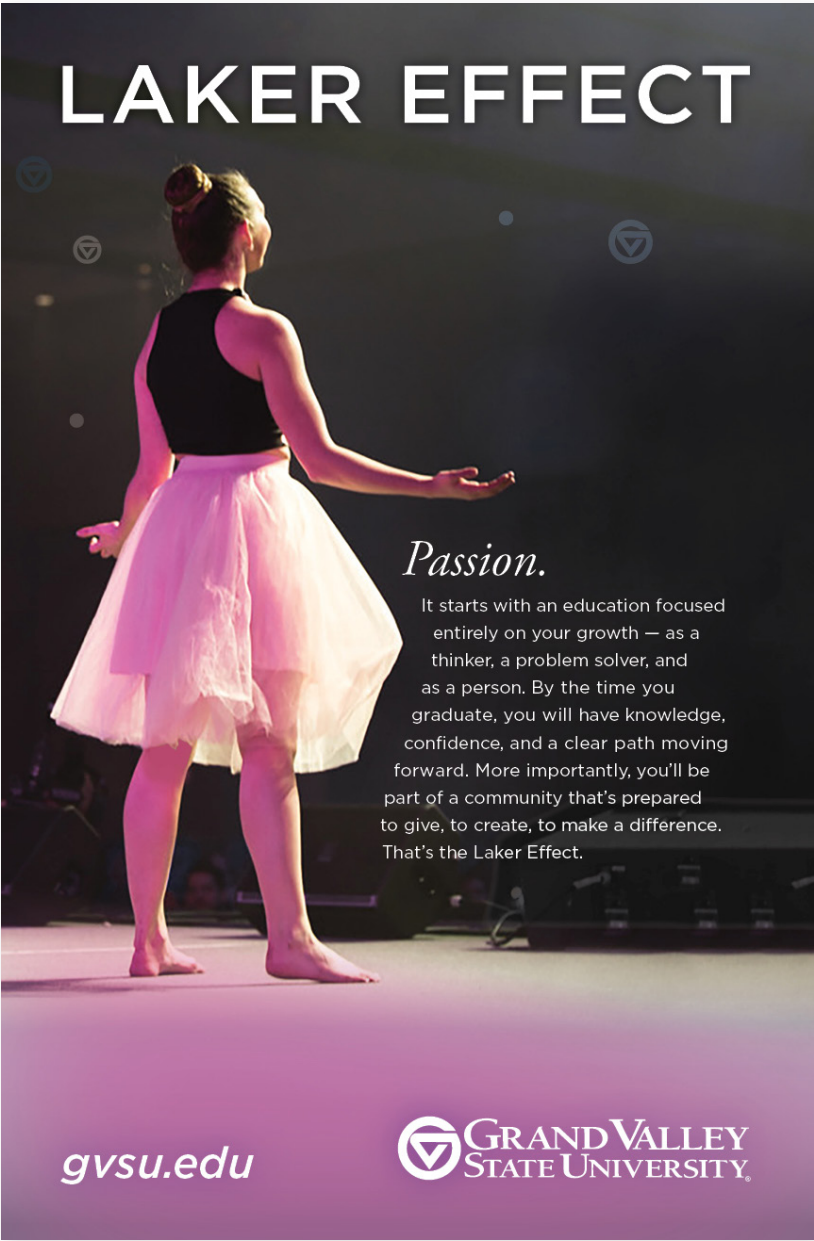
LAKER EFFECT

Passion.

It starts with an education focused entirely on your growth — as a thinker, a problem-solver, and as a person. By the time you graduate, you will have knowledge, confidence, and a clear path moving forward. More importantly, you'll be part of a community that's prepared to give, to create, to make a difference. That's the Laker Effect.

GVSU Senior Dance Recital


gvsu.edu  GRAND VALLEY STATE UNIVERSITY



LAKER EFFECT

Passion.

It starts with an education focused entirely on your growth — as a thinker, a problem solver, and as a person. By the time you graduate, you will have knowledge, confidence, and a clear path moving forward. More importantly, you'll be part of a community that's prepared to give, to create, to make a difference. That's the Laker Effect.

gvsu.edu  GRAND VALLEY STATE UNIVERSITY



FINISH YOUR DEGREE

gvsu.edu/adults



GRAND VALLEY STATE UNIVERSITY



TOP GRADUATE PROGRAMS

gvsu.edu/TopGrad



GRAND VALLEY STATE UNIVERSITY



NEW HEALTH CARE DEGREES AT GVSU IN TRAVERSE CITY!

OPEN HOUSE
Saturday, April 16, 10 a.m.
NMC University Center

gvsu.edu/traverse |  GRAND VALLEY STATE UNIVERSITY



TOP GRADUATE PROGRAMS

Set yourself apart

gvsu.edu/gs



GRAND VALLEY STATE UNIVERSITY
THE GRADUATE SCHOOL



Join Us!
**RALEIGH J.
FINKELSTEIN HALL**
COMMUNITY
OPEN HOUSE
THURSDAY, JULY 19
5-8 P.M.
Self-guided tours
Refreshments
Live music



GRAND VALLEY
STATE UNIVERSITY
www.gvsu.edu

LAKER EFFECT
THE CENTER FOR GREAT VALLEY STUDENT LEADERSHIP

Print Ads


THE POWER OF WHAT CAN BE

You know.

The Motor City has both fueled and felt the power of the Laker Effect. Many of our students not only hail from the Detroit area, but they also return there: as analysts and engineers, biochemists and health professionals, as leaders in business and leaders of communities. Support them. Support us.

And see the power of what can be.





LAKER EFFECT  GRAND VALLEY STATE UNIVERSITY
gvsu.edu/SupportLakerEffect

THE POWER OF WHAT CAN BE

You see it every day.

West Michigan is at the center of the Laker Effect. Here, you'll find Lakers contributing their skills and drive to its considerable growth — as analysts and engineers, biochemists and health professionals, leaders of business and community. Every day your support for Grand Valley demonstrates the power of what can be.





LAKER EFFECT  GRAND VALLEY STATE UNIVERSITY
gvsu.edu/OurLakerEffect

THE POWER OF WHAT CAN BE

You've felt it.

The Lakeshore has shared in and been shaped by the Laker Effect. Many of our students live and work here, along the water. They are its analysts and engineers, its biochemists and health professionals, its leaders in business and of community. Here on the shores of The Big Lake you can feel the power of what can be.



LAKER EFFECT  GRAND VALLEY STATE UNIVERSITY
gvsu.edu/GrowLakerEffect

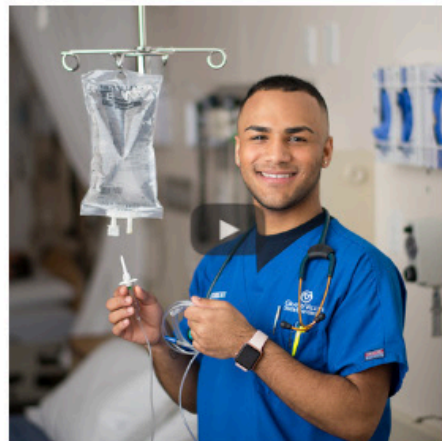
Billboard and Bus Sign



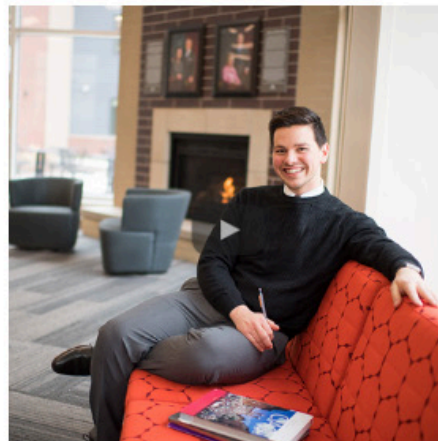


Future-focused.

The Laker Effect is the collective impact of the Grand Valley State University community on individual students, West Michigan, our state, and beyond. It's a force for positive change. [Submit a Laker Effect story.](#)



DOUGLAS CHAMBERS
[Nursing, B.S.N.](#)



ALAN CARTER
[Advertising and Public Relations, B.A.](#)



ASHLEY JACOBS
[Allied Health Sciences, B.S.](#)



Thank You

Peopledesign



peopledesign.com

peopledesign.com/brand-identity-essentials



gvsu.edu