

**EMPOWERING
YOUR CREATIVE
TEAM**

Joaquin Herrera,
The University of Texas at San Antonio



UTSA[®]

The University of Texas at San Antonio[™]

1969

UTSA Established

28,787

Total Students

94

Countries
Represented

STUDENT BODY

47%

San Antonio area

8%

Houston area

38%

Other Texas Counties

3%

Other States

4%

International

**No. 6 in the nation
in awarding bachelor's degrees
to Hispanic students**

– Hispanic Outlook in Higher Education

**One of the “Best of the Best”
U.S. universities for Hispanics,
African-Americans,
veterans and females**

– Hispanic Network Magazine

EM-POWER-ER

verb

- to give the authority to do something
- to make stronger and more confident

FIVE STEPS **TO CREATIVE** **BRAINSTORMING**

1

**CLEAR YOUR
HEAD**

**“Vulnerability
is the birthplace
of innovation,
creativity and change.”**

— Brené Brown

2

**CREATE A SAFE
SPACE**

**“Ideas are
like rabbits.**

**You get a couple
and learn how to handle
them, and pretty soon
you have a dozen.”**

— John Steinbeck

3

**BUILD UP,
DON'T TEAR DOWN**

**“Be open to
collaboration. Other
people and other
people’s ideas are often
better than your own.”**

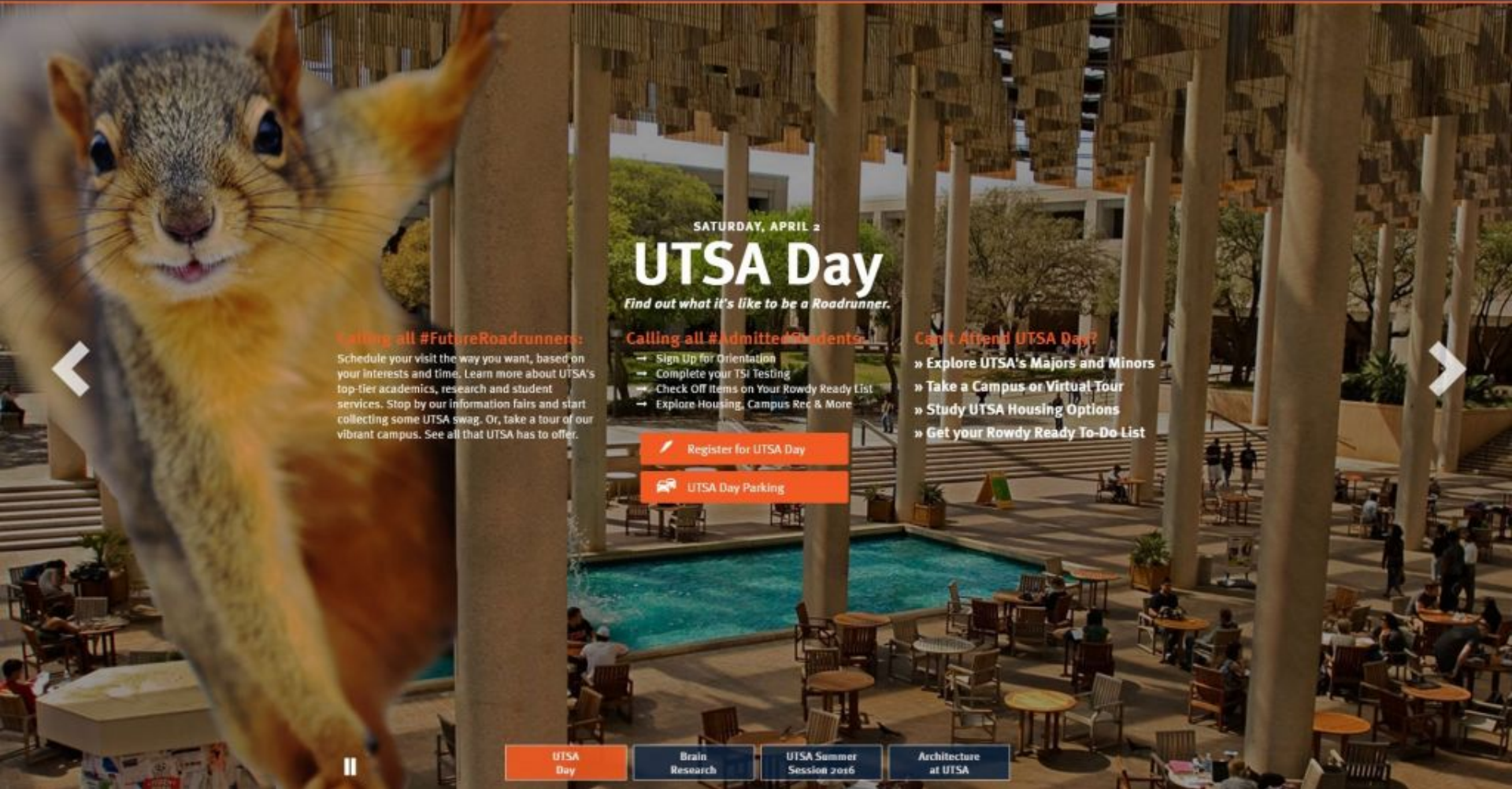
— Amy Poehler

4

**THE POWER OF
HUMOR**

**“It’s no accident that
AHA and HAHA are
spelled almost the
same way.”**

— Mitch Ditkoff



SATURDAY, APRIL 2

UTSA Day

Find out what it's like to be a Roadrunner.

Calling all #FutureRoadrunners:

Schedule your visit the way you want, based on your interests and time. Learn more about UTSA's top-tier academics, research and student services. Stop by our information fairs and start collecting some UTSA swag. Or, take a tour of our vibrant campus. See all that UTSA has to offer.

Calling all #AdmittedStudents:

- Sign Up for Orientation
- Complete your TSI Testing
- Check Off Items on Your Rowdy Ready List
- Explore Housing, Campus Rec & More

Can't Attend UTSA Day?

- » Explore UTSA's Majors and Minors
- » Take a Campus or Virtual Tour
- » Study UTSA Housing Options
- » Get your Rowdy Ready To-Do List

Register for UTSA Day

UTSA Day Parking

UTSA Day

Brain Research

UTSA Summer Session 2016

Architecture at UTSA

TRENDING

Squirrels overrun UTSA website and other April Fools' Day pranks

Keep your guard up Friday!

By Robert Taylor - Web - News Editor

Posted: 11:40 AM, April 01, 2016
Updated: 2:12 PM, April 01, 2016

217 217 0 Comments

UTSA The University of Texas at San Antonio

UTSA Day

Find out what it's like to be a Student.

- ▶ **Check out the new admissions**
- ▶ **Calling all admissions**
- ▶ **Get your Kinsley Ready To-Do List**

▶ Register for UTSA Day
▶ UTSA Day Parking

▶ Explore UTSA's Majors and Minors
▶ Take a Campus of Virtual Tour
▶ Steady UTSA Housing Options

SAN ANTONIO - For pranksters, April Fools' Day is one of the best days of the year. For those being pranked, it can be a frustrating 24 hours.

Colleges, businesses and more are taking to the web Friday with some pretty funny tricks.

Below are some of the best pranks we've seen so far this April Fools' Day.

Squirrels overrun UTSA's website



The homepage of UTSA.edu featured a parade of squirrels Friday morning.

The college said on its Facebook page that the squirrels were the result of a hack on the website, but the school told KSAT they were actually behind the nutty madness.

UTSA UTSA - The University of Texas at San Antonio

about 6 months ago

Hey 'Runners, we apologize for the problems with UTSA.edu. It looks like a hack by some squirrely characters. We're working on it!

Welcome to The University of Texas at San Antonio | ...
Get ahead in your degree plan. Explore a specific topic of interest. Advance in you...
UTSA.EDU

284 18 64



BE

FLEXIBLE

“If you don’t like something, **change it. If you can’t change it, **change your attitude.**”**

— Maya Angelou

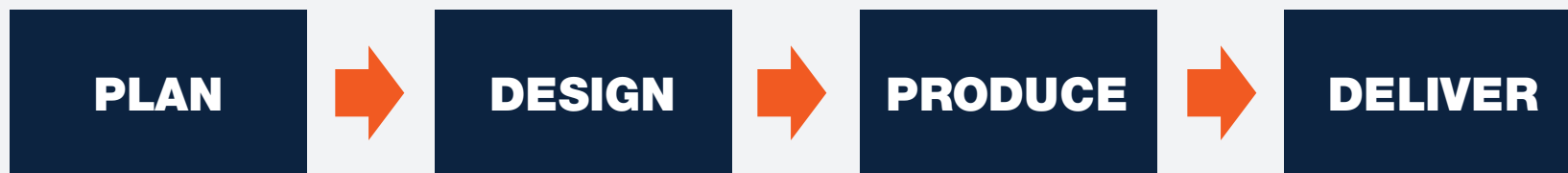
AGILE MARKETING

WHAT IS AGILE?

Rooted in the IT development world, Agile is a modern, flexible, team-based approach to project management emphasizing rapid delivery of smaller chunks of a project over completing the entire project at once.

WATERFALL

A traditional project management model that follows a linear and sequential process



AGILE

Geared toward helping to better address and respond to fast-changing marketing conditions



TASK 1



TASK 2



TASK 3



TASK 4

THREE **USEFUL AGILE** **TECHNIQUES**

1

THE BACKLOG

- Create a task board
- Rank tasks in order of importance
- Commitment to the completion

2

THE SPRINT

- 1 to 3 week design or task sprint
- Planned work vs. unplanned work



THE DAILY HUDDLE

- What did I accomplish yesterday?
- What will I accomplish today?
- Are there any obstacles to today's tasks?



UTSA BRANDING PROJECT

Real-world
example
of agile
in action

Previous identity

UTSA[®]

The University of Texas at San Antonio™

INFORMATION TECHNOLOGY

UTSA[®]

The University of Texas at San Antonio™

COLLEGE OF LIBERAL
AND FINE ARTS

UTSA[®]

The University of Texas at San Antonio™

OFFICE OF STUDENT LIFE

UTSA[®]

The University of Texas at San Antonio™

COLLEGE OF BUSINESS

UTSA[®]

The University of Texas at San Antonio™

OFFICE OF THE VICE PRESIDENT
FOR BUSINESS AFFAIRS

UTSA[®]

The University of Texas at San Antonio™

COLLEGE OF EDUCATION AND
HUMAN DEVELOPMENT

New identity

UTSA

The University of Texas at San Antonio
Information Technology

UTSA

The University of Texas at San Antonio
College of Liberal
and Fine Arts

UTSA

The University of Texas at San Antonio
Office of Student Life

UTSA

The University of Texas at San Antonio
College of Business

UTSA

The University of Texas at San Antonio
Office of the Vice President
for Business Affairs

UTSA

The University of Texas at San Antonio
College of Education
and Human Development

6 color variations

UTSA

The University of Texas at San Antonio
College of Liberal
and Fine Arts

2 COLOR (STANDARD)

UTSA

The University of Texas at San Antonio
College of Liberal
and Fine Arts

2 COLOR (ON BLUE)

UTSA

The University of Texas at San Antonio
College of Liberal
and Fine Arts

ORANGE

UTSA

The University of Texas at San Antonio
College of Liberal
and Fine Arts

BLUE

UTSA

The University of Texas at San Antonio
College of Liberal
and Fine Arts

WHITE

UTSA

The University of Texas at San Antonio
College of Liberal
and Fine Arts

BLACK

Brand uses



The buildout

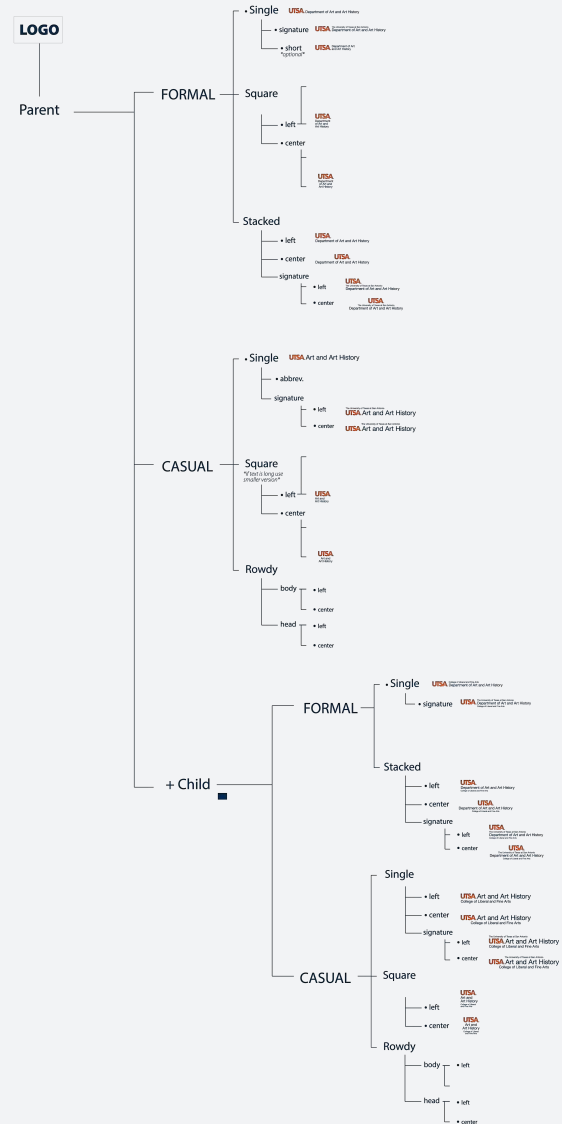
➔ **23** divisions, schools and departments

➔ **20** sublevels of offices, departments and colleges

➔ **35** possible combinations for each logo suite (average of 10 combinations)

➔ **6** color variations

➔ **Over 25,000 files**



Brandsheets

UTSA Brand

College	College of Business
Department	
Major	

The foundation of your department logos are created in a series of "logo lock-ups" meaning that they are locked into specific relationships with other marks to form a single unit. Each lock-up will be available in the file formats and colors below.

Formal Marks

These logos are used to show the formal name of your organization.

SINGLE
 UTSA College of Business

SINGLE WITH SIGNATURE
 UTSA College of Business

STACKED - LEFT
 UTSA College of Business

STACKED WITH SIGNATURE - LEFT
 UTSA College of Business

STACKED - CENTER
 UTSA College of Business

STACKED WITH SIGNATURE - CENTER
 UTSA College of Business

SQUARE
 UTSA College of Business

SINGLE SHORT "OPTIONAL"
 UTSA College of Business

Casual Marks

These logos can be used as an alternative to the formal name and on promotional items, social networks, or for merchandising.

SINGLE
 UTSA Business
 UTSA COB

SQUARE
 UTSA Business

SINGLE WITH SIGNATURE - LEFT
 UTSA Business

SINGLE WITH SIGNATURE - CENTER
 UTSA Business

Color Swatches:
 2-color (standard)
 2-color (on Blue Bag)
 UTSA Orange
 UTSA Blue
 Black
 White

For more information on branding, visit utsa.edu/identity. Questions? Contact University Communications and Marketing

UTSA Brand

Level 1	Office of the Vice President of External Relations
Level 2	Office of Advancement Services
Level 3	Gift Services
Level 4	

The foundation of your department logos are created in a series of "logo lock-ups" meaning that they are locked into specific relationships with other marks to form a single unit. Each lock-up will be available in the file formats and colors below.

Casual Marks

These logos show the name of your organization.

SINGLE
 UTSA Gift Services

SINGLE WITH SIGNATURE - LEFT
 UTSA Gift Services

SQUARE
 UTSA Gift Services

SINGLE WITH SIGNATURE - CENTER
 UTSA Gift Services

Child Marks

These logos contain additional divisions of your organization.

LEFT
 UTSA Gift Services
 Office of Advancement Services

CENTER
 UTSA Gift Services
 Office of Advancement Services

SINGLE WITH SIGNATURE - LEFT
 UTSA Gift Services
 Office of Advancement Services

SINGLE WITH SIGNATURE - CENTER
 UTSA Gift Services
 Office of Advancement Services

Color Swatches:
 2-color (standard)
 2-color (on Blue Bag)
 UTSA Orange
 UTSA Blue
 Black
 White

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UTSA Brand

College	College of Liberal and Fine Arts
Department	Art and Art History
Major	Art History and Criticism

The foundation of your department logos are created in a series of "logo lock-ups" meaning that they are locked into specific relationships with other marks to form a single unit. Each logo lock-up will be available in the file formats and colors listed below.

Casual Marks

These logos show the name of your organization.

SINGLE
 UTSA Art History and Criticism

SINGLE WITH SIGNATURE - LEFT
 UTSA Art History and Criticism

SQUARE
 UTSA Art History and Criticism

SINGLE WITH SIGNATURE - CENTER
 UTSA Art History and Criticism

Child Marks

These logos contain additional divisions of your organization.

LEFT
 UTSA Art History and Criticism
 Department of Art and Art History

CENTER
 UTSA Art History and Criticism
 Department of Art and Art History

SINGLE WITH SIGNATURE - LEFT
 UTSA Art History and Criticism
 Department of Art and Art History

SINGLE WITH SIGNATURE - CENTER
 UTSA Art History and Criticism
 Department of Art and Art History

Color Swatches:
 2-color (standard)
 2-color (on Blue Bag)
 UTSA Orange
 UTSA Blue
 Black
 White

For more information on branding, visit utsa.edu/identity. Questions? Contact University Communications and Marketing

CHOOSE WHAT WORKS FOR YOU

- Increase productivity
- Encourage communication
 - Sense of teamwork

REAL WORLD APPLICATION

Creative brainstorming
+ agile

IDENTIFY TEAM STRENGTHS

- Each team member has a specific specialty
- Use strengths to improve work
- Supportive over competitive



UTSA CAPITAL CAMPAIGN

Fall 2009-
Fall 2015

CAMPAIGN GOALS

Focused on raising money and support in four areas:

- Students
- Faculty and research
- Centers and institutes
- Student life

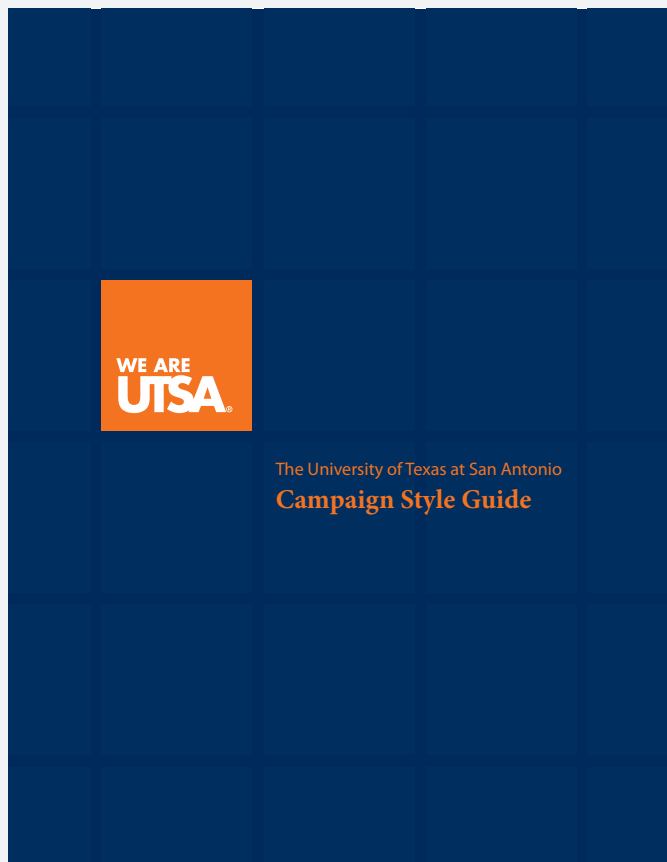
VISUAL IDENTITY

The We Are UTSA theme was developed to express the university's identity and personality.

The theme builds a sense of community and family for UTSA.



CAMPAIGN STYLE GUIDE



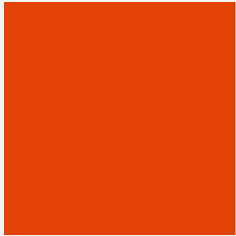
- Campaign was an opportunity to create a strong network of support, to build a culture of philanthropy and to share the impact of UTSA within the community
- Consistent messages and visuals helped inspire and motivate the community to support effort

SETTING THE TONE



- Guidelines provided to inspire creativity
- Focused on messages that communicated “We” and felt inspirational, hopeful and visionary
- Used active voice using first person plural (“we”) and focused on the priorities
- Replaced technical terms with simple analogies
- Featured individuals rather than groups

GRAPHIC ELEMENTS



SQUARE: The square is carried over from the logo and adds a level of graphic sophistication and consistency throughout campaign messages. Pair the solid square graphic with pull-out quotes and sidebar items. Use them also as a tool for emphasis.



ICONS: When appropriate, icons may be created to help illustrate campaign numbers and figures. Primarily to be used on electronic communications such as PowerPoint presentations and websites.

PHOTOGRAPHY



Photographs should depict UTSA as a top-tier university with a strong network of students, alumni, faculty, staff, and community and business leaders.

ELECTRONIC COMMUNICATION



WE ARE UTSA

The University of Texas at San Antonio

■ *Campaign Update*

PRESENTATION:

A PowerPoint template was produced to ensure visual consistency



TIER ONE MOMENTUM

Tier One universities are known for outstanding research, teaching and community service.

- *Stimulates economic growth*
- *Prepares workforce of tomorrow*
- *Innovations improve public health and well-being*
- *Exposes community to world-class cultural programs*



■ No other university in South Texas educates, influences and impacts more people than UTSA

Romo Piece

This flagship piece is sized so that square images are spaced evenly.



Print Ads

This is a sample of a print ad featuring a story on one of the campaign priorities.



EXECUTION

Examples demonstrating appropriate applications of the campaign style

Annual Giving

Parts of the style are carried over for annual giving applications.

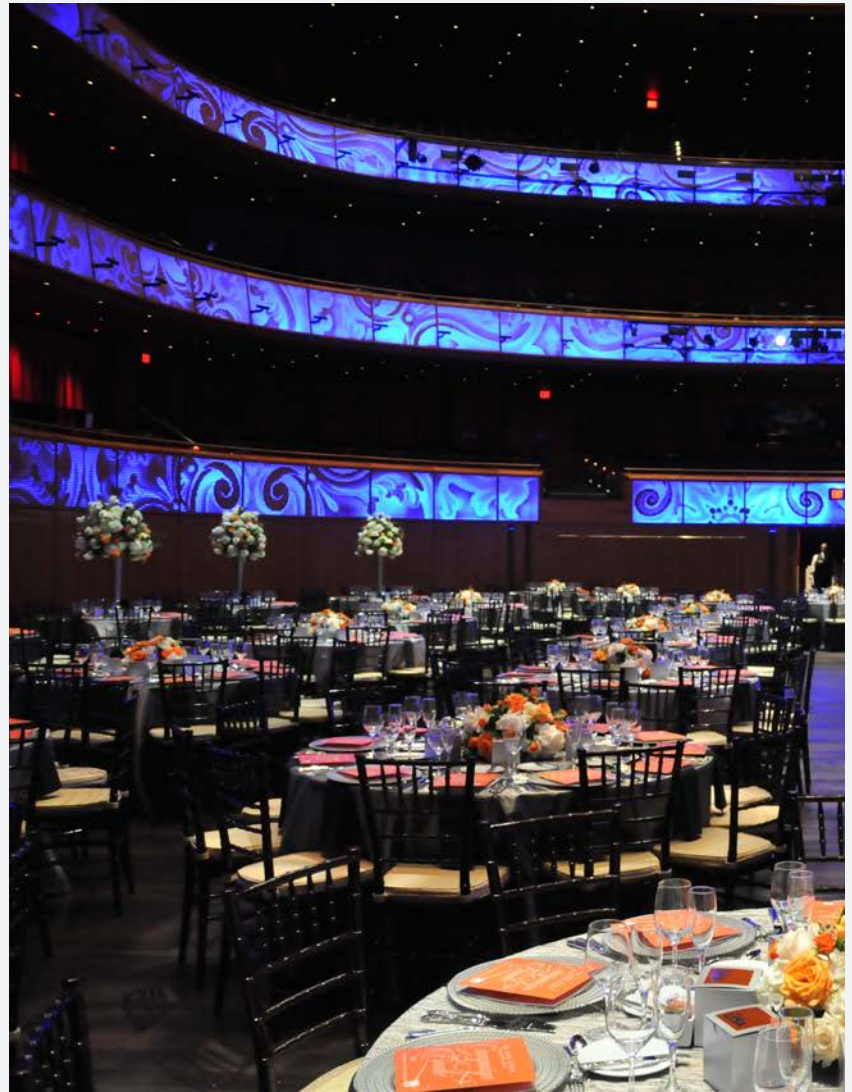


EVOLUTION OF THE CAMPAIGN

- Showcase the time and money invested
- Thank you to the donors



Thanks
180
for
million





SUMMER GRIP CAMPAIGN

Summer
2016

CAMPAIGN GOALS

- Increase graduation retention rates
- Encourage enrollment in Summer term
- Increase online course offerings
- Allow community opportunity to enroll

CONCEPTS



Expanded choices | Expanded online courses
Summer registration begins March 1, 2016 | utsa.edu/summer



Expanded choices | Expanded online courses

Summer Registration begins March 1, 2016
utsa.edu/summer



COLORS



FONTS

take a break

BlackFat

FROM THE SUN

Blanch Condensed



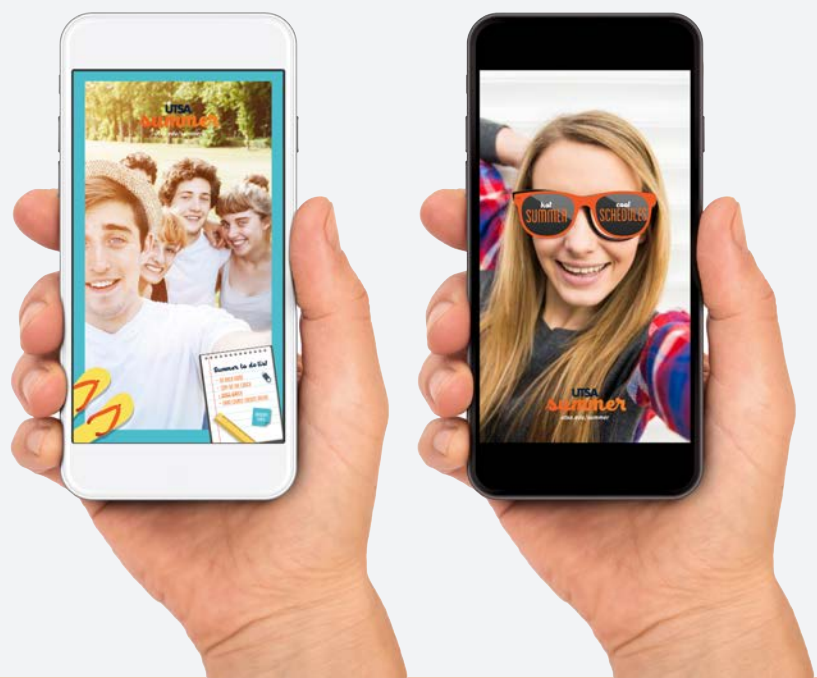
GRAPHICS







SOCIAL MEDIA



INSTITUTIONAL TONE



UTSA Summer

Ever miss your old alma mater? UTSA misses you, too, and wants to get you back in the summer.

For Summer 2016, we have streamlined the application process and reduced fees for non-department students. **That means UTSA admits kind your coworkers, friends and family email in classes for summer only without applying for regular admission to the on**

Check out the list of undergraduate and graduate courses being offered this summer at the Campus and Downtown Campus. There are lots of online courses, too. If you'd prefer to step

Take a class with your favorite professor. Explore a new interest. Gain skills to advance your

We'd love to see you this summer!

UTSA Summer

Incoming UTSA Freshmen

Can't wait to start college? You don't have to. Students in the Class of 2020 are invited to spend Summer 2016 with us!

Incoming freshmen who have been admitted to UTSA for Fall 2016 can get a head start on college by enrolling in our eight-week summer term, June 13-Aug. 10. You'll be able to select from a number of core and corequisite classes that will count toward your degree, no matter what major you ultimately choose.

Summer 2016 Session
Incoming UTSA Freshmen: June 13-August 10

UTSA Summer

Current Students

Continue learning this summer by taking a course on campus or online.

- Current undergraduate and graduate students
- Incoming UTSA freshmen

Learn more

Visiting Students

Undergraduate and graduate students from US and international universities are invited to spend a summer learning at UTSA.

Learn more

Professionals

Thinking about continuing your education? Summer is the perfect time to see what UTSA has to offer.

Learn more

Spent your summer with us: Registration for UTSA Summer opens in spring 2016. Sign up to receive an email update on offered courses, as well as application and registration dates.

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Campus Alerts | Jobs | Required Links | Policies | IT Support | Report Fraud
Published by University Communications and Marketing

CREATE INCENTIVES



CAMPAIGN RESULTS

- 11% increase from summer 2015 in total student credit hours
- 11,878 total students enrolled



ANNUAL GIVING PARTICIPATION CAMPAIGN

SPRING
2016

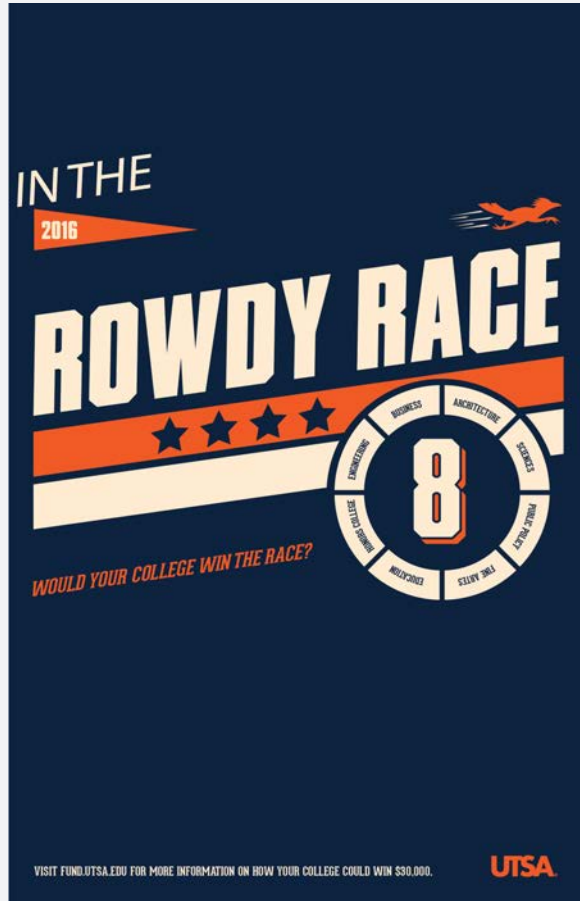
CAMPAIGN GOALS

- Increase student and alumni participation in Spring annual giving campaign
- Create momentum for Colleges
- Encourage friendly competition

CONCEPT: **Fiesta**



CONCEPT: Race



CONCEPT: Rodeo

Rowdy Roundup
WANTED

★ **Call to action here!** ★

- College of Sciences
- College of Business
- College of Engineering
- College of Public Policy
- College of Education and Human Development
- College of Architecture, Construction, and Planning
- College of Liberal and Fine Arts
- Honors College

★ **\$30,000 CASH REWARD** ★


>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc purus dui, tempor nec efficitur ut, euismod id mauris. Phasellus nec placerat orci. Etiam lobortis nisl non vulputate congue. Proin sollicitudin lectus ut dui ultrices, at varius eros tempus. Duis ut vestibulum metus, eget iaculis ex.



CONCEPT: Election

VOTE TODAY

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



- College of Sciences
- College of Engineering
- College of Education and Human Development
- College of Liberal and Fine Arts
- College of Business
- College of Public Policy
- College of Architecture, Construction, and Planning
- Honors College

SUPPORT YOUR COLLEGE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Casting your ballot is easy:

1. Visit fund.utsa.edu and click on «College Merge»'s project page
2. Make a gift of any size to help reach our participation goal of «College's goal»
3. Share the page with other UTSA alumni and community members to give us our best shot at winning

 **VOTE TODAY** 

College of Education and Human Development

★ ★ ★ ★ ★ ★ ★ ★ ★ ★


I VOTED FOR COLLEGE OF BUSINESS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

I SUPPORTED  **COLLEGE OF PUBLIC POLICY**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BE A PARTICIPANT
AND
SUPPORT

YOUR
COLLEGE
ROWDY ELECTION
2016

#CampaignUTSA2016

I COUNTED!
CAMPAIGN UTSA
2016
fund.utsa.edu

**I SUPPORTED
MY COLLEGE**


I COUNTED!
#CampaignUTSA2016
#UTSA donor



Square

Twitter

cover

link

Facebook

cover

link

COB



CACP



COLFA



COEHD



HC



COE



“Creativity is contagious,
pass it on”

– Albert Einstein



UTSA UCM

utsa.edu/ucm