BRAND CAMPAIGN OVERVIEW

RESEARCH

SURVEY AT-A-GLANCE

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<table>
<thead>
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<tbody>
<tr>
<td>226</td>
<td>318</td>
<td>1,075</td>
</tr>
<tr>
<td>High Schoolers</td>
<td>Idaho Adults</td>
<td>Current Students</td>
</tr>
<tr>
<td>536</td>
<td>493</td>
<td></td>
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<tr>
<td>Faculty/Staff</td>
<td>Alumni</td>
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BLUE TURF THINKING: WHAT IS IT?

74% of high schoolers say it’s “taking risks and not being afraid to fail.”

45% of the general public say it’s “being a trailblazer.”

58% of current students and 54% of faculty/staff say it’s being “bold and innovative by necessity.”

“Innovating in ways others have not explored before. We set a standard by creating our blue field. We stepped up and did something no one else did.” — Current Student

“It’s collaborating across different disciplines to bring the university and the community to new innovations and challenge what we know and understand.” — Employee

“Learning and growing and pushing ourselves to be better individually but also as a community and university.” — Alum

BRAND PLATFORM

AUDACIOUS APPROACHES THAT MAKE REAL IMPACT

PERSONALITY

Audaciously Purposeful  Uninhibitedly Curious  Genuinely Evolving  Relentlessly Passionate  Humbly Brilliant

PILLAR 1 BLUE

“Blue” is our driving force and our bold willingness to do things differently. Our impact breaks the mold because we ask different questions that provide new outcomes. Blue is what the world sees when we get our hands on a challenge.

PILLAR 2 TURF

“Turf” are the spaces where things get done. It’s here on our own campus and in our community. This is our turf, the place where change and innovation happens and touches the world.

PILLAR 3 THINKING

“What thinking” is our purpose. We take an interdisciplinary perspective to our academics. We are unapologetic about combining creativity, research, and our individual passions to do the unthinkable.

STRATEGIC DRIVERS

Unrelenting Spirit  Creative Research  Community University  Impacting Idaho

BRAND FOUNDATION

HEADLINES AND IMPACTFUL STATEMENTS

GOTHAM ULTRA

ALL-CAPS ONLY
To create the bold attitude of the brand campaign, we use most weights and variations of Gotham in all-caps.

SUBHEADLINE AND CALL-OUTS

GOTHAM NARROW BLACK ITALIC
ALL-CAPS ONLY
Campaign specific font.

BODY COPY

Gotham Book