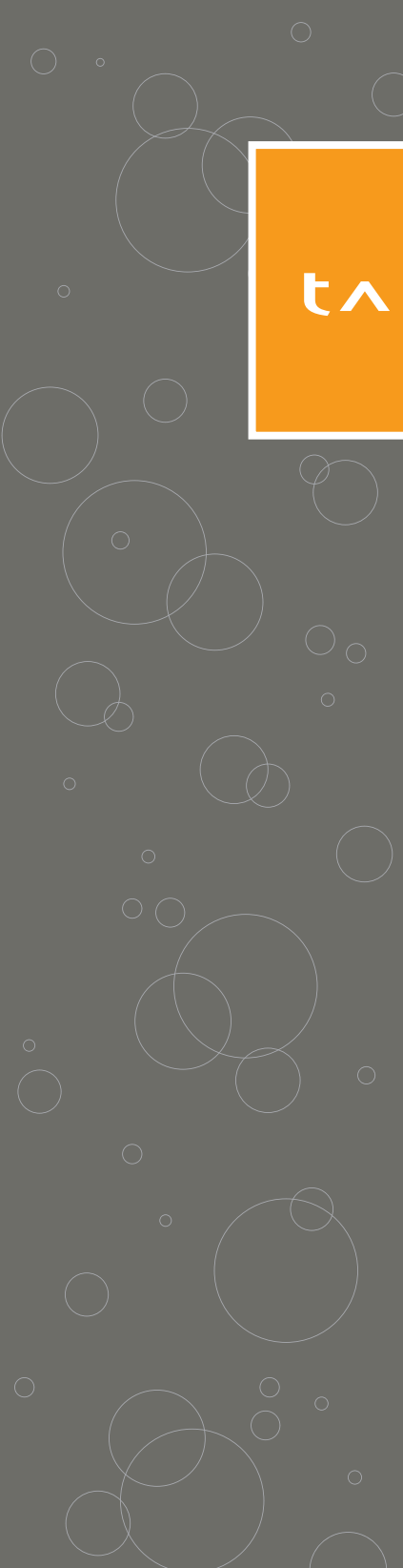




CASE STUDY IN BRANDING HIGHER LEARNING
Yukon College



We strengthen the core of your brand and your business.

Building powerful brands from the inside out. It's what we do best. We help our clients align their organization's behaviours, communications and business processes so that everything and everyone focuses on the right strategy. We take our clients through a rigorous process to discover what's truly unique, appealing, and relevant about their company, product, or service. The end result defines, differentiates and dramatizes the brand to generate value, clarity and a framework for unifying the organization – inspiring its people and creating meaningful customer experiences.





Since Taiji Brand Group had previously worked with Yukon College to develop their international market viewbook and website, it was a natural progression to invite us back to assist with their domestic marketing efforts. Our main task was to develop a brand identity that could encompass the college's 13 campuses and wide range of program offerings, as well as speak to a broad demographic (high school grads, adult learners, professionals, First Nations, international students, faculty, staff, community members). Our secondary task was to develop a domestic market viewbook.

Background


Yukon College had just completed a comprehensive strategic planning process when they engaged Taiji Brand Group. The college now wanted a refreshed brand identity that would reinforce their new strategic plan and enable them to achieve their dual goals of building a thriving educational community, full of engaged and inspired learners, and increasing their market presence within the Yukon, in other parts of Canada and beyond. A challenge to the process lay in the fact that many faculty and staff had strong attachments to the status quo, and were resistant to the idea (and usefulness of) a renewed brand.

Challenge

The college was in the process of completing a re-organization of its departments and program areas when we started working with them. This re-organization was designed to clarify and strengthen the college's course and program offerings, and to shed its outdated image as a "trades/ABE school." The college needed a new identity that would succeed in communicating the breadth and depth of academic programming available at their campuses. The challenge was to find a way to express this richness – and the uniqueness of learning in Canada's North – in a way that spoke to a vast array of current and potential students.



start here. go anywhere.



The Objectives

A number of objectives were identified as part of this branding process. These included:

1. Promote awareness amongst faculty/staff/student body about the branding process and prepare them for change.
2. Gain widespread faculty/staff/student input into this process through a series of brand workshops.
3. Develop brand tools and applications that would enable these stakeholders to readily adopt the new brand identity.

The Strategy

A series of brand input workshops were held over the course of two days at Yukon College's Whitehorse campus. As a result of input received, a brand blueprint was crafted to reflect the position, promise and personality that Yukon College wants to project to their students, community partners, employees and other stakeholders. Building off this blueprint, we developed a distinctive brand look and feel that communicated a great deal about what it means to live and learn in the Yukon.

Deliverables included:

- Yukon College brand, including key messages, tagline, signature visuals and graphic standards
- Numerous brand applications, including domestic viewbook, stationary (letterhead, envelopes, business cards, notecards, fax cover sheet), brochure, poster and branded templates (PowerPoint presentation, media release).

The Results

Response to the college's branding process has been overwhelmingly positive. The new brand has helped the college's 250 faculty and staff (spread across 13 campuses) develop a greater understanding of their institution's unique offerings, and come together as a more cohesive group. The brand has also fostered a real sense of pride in being part of an organization that is fresh, vibrant and moving forward. In addition, many college stakeholders (including students) are indicating that the new brand makes it easier to articulate the college's vision and identity.



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Reference:

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Services provided to date:

- brand audit research
- brand input workshop
- brand blueprint
- visual identity (logo, tagline, typography, colours, etc)
- brand usage manual
- stationery and forms templates
- brochure, newsletter and bulletin templates
- viewbooks and application
- website design scheme
- website for International College
- signage and interior space branding



TAIJI BRAND GROUP

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Taiji Brand Group is a full-service, integrated communications firm with a specialization in building powerful brands. Using our proprietary methodology, we help progressive companies measure, evaluate, understand, craft and express their brands. We help companies mobilize their brand as a strategic tool and help them increase its value.

Our clients range from promising young enterprises to established firms recognized as among Canada's 50 Best Managed Companies. We work with clients on comprehensive brand development and we also take on specific projects or parts of the branding process. With roots in both traditional communications and business consulting, we provide a unique blend of sound strategic thinking, outstanding creative and dedicated service.



The Taiji team, from left to right: Zachariah Crow, Cheryl McBride, Claire Matthews, Dale Nigel Goble, Amy Rutherford, April Shepherd-Trent, Jenny Farkas, Wayne Taiji, Caroll Taiji. Missing from the photo are Victoria Loyer and Tanya Young. Behind the camera is Nik West.