A9.2, O1: Brand Identity: Brand Vision, Brand Values, Brand Personality, Brand Tone of Voice

Beneficiaries

- Aalborg University, Denmark
- Dublin City University, Ireland
- Kaunas University of Technology, Lithuania
- Linköping University, Sweden
- Tampereen Korkeakoulusäätiö sr, Finland
- Hamburg University of Technology, Germany
- Universidade de Aveiro, Portugal
- Universitat Autònoma de Barcelona, Spain
- University of Stavanger, Norway
- Università degli Studi di Trento, Italy
- Institut National des Sciences Appliquées de Toulouse, France
- University of Twente, The Netherlands

Abstract

The project's brand platform is absolutely essential to its marketing, communication and dissemination activities as it provides uniformity for the project and the possibility for the alliance to engage and communicate in an aligned manner. The first draft of the Branding platform and part of the elements were created as a part of a joint process among partners, namely a brief creation as technical guidelines and visual identity guidelines, i.e. the Brandbook. The Brand Values, Vision, Mission, Key elements of the ECIU University were later specified in the ECIU University Vision 2030 document. Based on the Branding platform, various following information materials were developed.

Symbols, abbreviations and acronyms

AAU	Aalborg University, Denmark
DCU	Dublin City University, Ireland
EC	European Commission
ECIU	European Consortium of Innovative Universities
KTU	Kaunas University of Technology, Lithuania
LiU	Linköping University, Sweden
TAU	Tampereen Korkeakoulusäätiö sr, Finland
TUHH	Hamburg University of Technology, Germany
UA	Universidade de Aveiro, Portugal
UAB	Universitat Autònoma de Barcelona, Spain
UiS	University of Stavanger, Norway
UNITN	Università degli Studi di Trento, Italy
UT	University of Twente, Netherlands

1   Introduction

The ECIU University is a complex initiative with 12 partner institutions and numerous stakeholders involved. The Brand platform is an essential tool to tell a unified story, integrate various communication activities, and support communication and dissemination actions in the long term.

The ECIU University Branding platform is based on 2 documents: a joint brief for the ECIU University visual identity (see Annex 1. Brand Identity and brandbook) and in the ECIU University Vision 2030 document.

1.1   ECIU University Branding brief and visual identity

The launch of the ECIU University brings the ECIU organisation to the next step where it will be positioning the ECIU activities towards the ECIU University. With the ECIU University as the prevailing brand, it is important to reconsider the unified values, also a single look and feel of the ECIU University.

The visual identity guide, or a Brandbook, is one of the most important tools for creating a unified Brand image for the ECIU University. However, firstly, the basis for a Brand platform had to be established, identifying the main ECIU University strategic goals, features, target audiences and the main message that the ECIU University, as a Brand, wants to communicate. The Brief for ECIU University brand and visual identity creation was done jointly, together with the representatives of ECIU University members and based on:

- the questionnaires filled by university representatives (WP9 Points of Contact and ECIU Local Ambassadors);
- through the online workshop which results included a joint opinion by WP9 Points of Contact.

The brief states the essential communication message of the ECIU University Brand is as follows:

> "*ECIU University is a modern, unconventional, contemporary, easy-to-understand, casual, rational and timeless university which provides not only degrees but relevant competences and skills by solving real-life challenges. New type of university which connects people and empowers them to make an impact/change for business, society and themselves*."

The joint brief created the ground for a common visual identity creation for the ECIU University. The process was followed by the participatory design method (see Annex 1. Brand Identity and brandbook) including WP9 Points of Contact to evaluate the comments on the logo and visual identity proposals. Based on the joint evaluation results, the final logo and visual identity guidelines were prepared (see Annex 1. Brand Identity and brandbook).

The Brandbook was finished nearly 8 months ahead of the deadline stated in the project proposal as it is the essential tool for one look and feel of the ECIU University. One year since the creation, the common Brand guidelines resulted in various information materials and templates (see Activity 9.2: O2: Information Material), and proves to be an irreplaceable tool for the ECIU University marketing, communication and dissemination activities.

More about the ECIU University identity creation can be found on the ECIU website: https://www.eciu.org/news/the-new-eciu-university-visual-identity-to-reflect-who-we-are.

1.2   Vision 2030 document as basis for the ECIU University Values and Vision

The ECIU University Brand platform is supplemented by the ECIU University Vision 2030 document that was approved by the ECIU University Board at the end of the first project year. The document states the ECIU University Vision for 2030, Mission, Values, Key elements and Features, including value creation for the main target audiences.

As stated in the document, research, education and innovation in ECIU University reflect the values of:

- academic quality;
- entrepreneurial mind-set;
- open ecosystem;
- agility and flexibility;
- personalised, inclusive community;
- impact on society;
- resilience into the future.

The key elements for the ECIU University are stated in the Vision 2030 document (see Figure 1) are the following:

Figure 1. Key elements for the ECIU University

Source: https://www.eciu.org/news/eciu-university-2030-connects-u-for-life

2   Objectives

The ECIU University Branding platform, including visual identity guidelines - the Brandbook, and Vision 2030 documents has been established to identify the ECIU University Vision, Values, Key elements and Features, target audiences and the main brand message.

Acknowledgements