

**For the Benefit of the World**

**THE CHALLENGE** Brigham Young University enjoys outstanding rankings and has the largest undergraduate enrollment of any private university in the nation. But communications were siloed and fragmented, and misperceptions persisted among employers and other key audiences. We partnered with the University on a research initiative to inform and inspire BYU's first university-wide brand and identity system.

**THE IMPACT** The research guided our development of an emphatic, audience-centric brand story that energized the university community at every level, forged a new sense of collaboration among communicators, and became the foundation for a national awareness campaign. A large number of visitors to the campaign microsite have spent twice the normal time on the site, with the majority of visits coming from states with historically low awareness of BYU.

**PROJECT COMPONENTS**

- Qual/quant research
- Concept testing
- Brand platform
- Messaging—audience translations, academic units
- Brand guide
- Brand workshops—university-wide, college-specific
- National ad campaign—print, digital banners, storyboards, out-of-home



Airport backlit media

Client interpretation of creative concept

**“Thank you for developing an inspiring brand message for us that is resonating strongly across campus and for helping us to develop a fantastic marketing campaign (that is now out in the wild). Thank you for sharing your expertise, your talents, and all of your excellent work with us.”**

—Jeff McClellan, Director, Brand & Creative, Brigham Young University

**BYU**

BRIGHAM YOUNG  
UNIVERSITY

**For the Benefit of the World** (continued)



In-store video



Airport video

**BYU**

**For the Benefit of the World** (continued)

BRIGHAM YOUNG  
UNIVERSITY

WSJ U.S. | Subscribe | Sign In

Business Tech Markets Opinion Books & Arts Real Estate Life & Work WSJ Magazine Sports Search

U.S. **Traffic Is Rising but Largely Below Pre-Pandemic Levels**

U.S. commuters are on track to spend 36 hours stuck in traffic this year, 10 hours more than in 2020, though commuting remains less time consuming in all but one of the 25 most-congested cities compared with 2019.

40 13 hours ago 4 min read

**FOR THE BENEFIT OF THE WORLD**

In Samoa, the heart of it all is learning through love and service.

**BYU**  
BRIGHAM YOUNG UNIVERSITY

Follow @WSJUSNews

Sign Up for U.S. Newsletters and Alerts

MOST POPULAR NEWS

each Compromise on  
... military justice  
... makers dropped a proposal to

U.S. **Ghislain Maxwell Arranged Sexual Massages for Jeffrey Epstein, Accuser Says**

A third woman testified at Ghislaine Maxwell's

*tion eat work*  
BYU R. BANGERTER OF THE SEVENTY

**BYU**  
BRIGHAM YOUNG UNIVERSITY

**FOR THE BENEFIT OF THE WORLD**

Samoa has the highest rate of rheumatic fever in the world. Our students and faculty partner with local health teams to screen thousands of children each year—saving lives in the spirit of love and service.

Learning by study, by faith, and by experience, we strive to be among the exceptional universities in the world and an essential university for the world.

BYU.EDU/FORTHEWORLD

9:41 | thechurchnews.com

**MEMBERS**  
BYU cancels 2022 women's conference as options are explored for 2023

**MEMBERS**  
Why faith, family and basketball mean everything to USU's Brock Miller

**FOR THE BENEFIT OF THE WORLD**

**BYU**  
BRIGHAM YOUNG UNIVERSITY

In Samoa, the heart of it all is learning through love and service.

Advertising

**Brand Narrative**

We believe a world yearning for hope and joy needs the graduates of Brigham Young University (BYU). As disciples of Jesus Christ, BYU graduates are motivated by love for God and His children. BYU graduates are directed by living prophets and prepared to serve, lift, and lead. This preparation demands a unique university model: at BYU, belief enhances inquiry, study amplifies faith, and revelation leads to deeper understanding.

At BYU, helping students to develop their full divine potential is central to both our teaching and our scholarship. As the flagship higher education institution of The Church of Jesus Christ of Latter-day Saints, BYU strives to emit a unique light for the benefit of the world—a light that will enable BYU to be counted among the exceptional universities in the world and an essential example for the world.

**Message Translations**McKay School  
of EducationCollege of  
EngineeringCollege of  
HumanitiesCollege of Family,  
Home, and Social  
SciencesCollege of  
Fine Arts and  
CommunicationsMarriott School  
of Business

At the **BYU McKay School of Education**, our inspiration is Jesus Christ, the Master Teacher. We educate for eternity, knowing that every person is a child of God with a divine nature and destiny.

Learning, for us, is life-giving—it's why McKay School students commit to serving in challenging and noble professions, and why McKay School faculty dedicate themselves to being leading scholars, outstanding teachers, and role models of living the gospel.

As faculty, staff, and administrators, we devote our minds and spirits to our work, so we can nurture the full potential in others—for the benefit of the world.

**Identity System Architecture**

**BYU**  
BRIGHAM YOUNG  
UNIVERSITY

**BYU David O. McKay  
School of Education**

Sub-Brand:  
Formal

**BYU McKay School**

Informal

**BYU Instructional Psychology  
and Technology**

Secondary  
(Program)

DAVID O. MCKAY  
SCHOOL OF EDUCATION

**Unit Logos****Sub-Brands****Academics**

Colleges, schools, departments, centers,  
academic support

**Campus Support Services**

Administrative, advancement, student life,  
OIT, and other support services

**Integrated Brands****Businesses**

Retail and dining operations that use BYU  
in their name

**Endorsed Brands****Outreach and Entertainment**

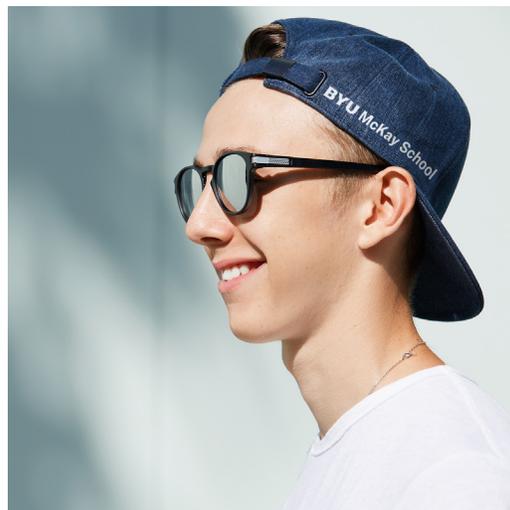
Performing arts, museums, events, media,  
and some centers

**Extracurriculars**

Student clubs, societies, and organizations

**Integrated Brands****Athletics and Teams**

NCAA athletics and extramural sports



Swag recommendations



Color palette, based on Utah landscape