

Thinking Bigger

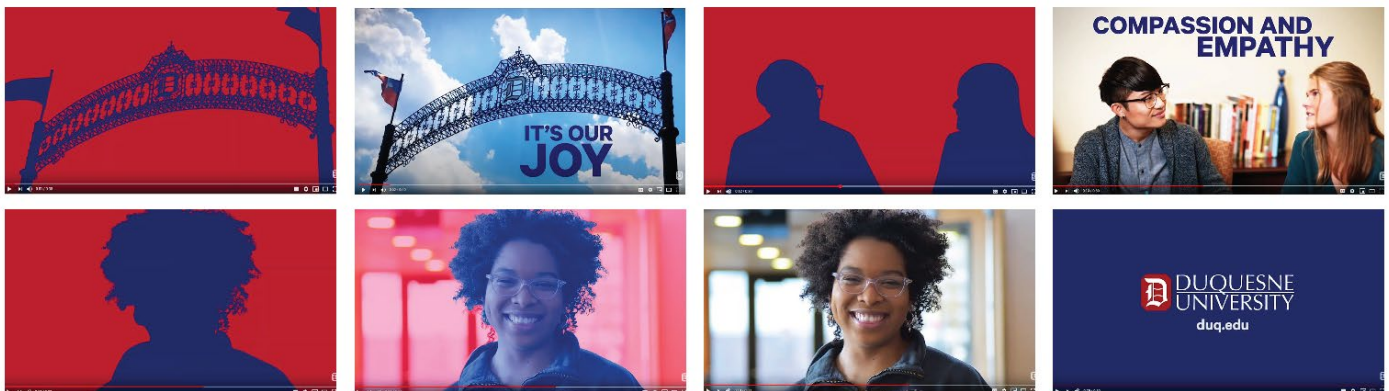
THE CHALLENGE Duquesne University, the only Spiritan Catholic university in the United States, had an impressive and growing roster of professional-oriented programs and a research enterprise that punched far above its weight. It was a respected and sought-after partner for health, education, and economic development in surrounding neighborhoods. But it lived in a crowded marketplace, and awareness wasn't where it should have been, especially given that Duquesne had been a Pittsburgh mainstay since 1878.

THE IMPACT Extensive research with more than 4,300 people—prospects, high school counselors, alumni, and Pittsburgh-area residents—led us to the big idea, “It’s Time for Bigger Goals.” Duquesne now positions itself as an ambitious institution empowering every stakeholder to think more expansively. They’re launching a medical school and an engineering program, managing a transformational gift to the law school, privately raising over \$300M, and experiencing three straight years of enrollment growth. Now, that’s a big idea that inspires.

- PROJECT COMPONENTS**
- Brand research
 - Positioning statement
 - Messaging
 - Creative concept
 - Brand guide



Social media concept



Video concept



Starting the conversation 11

Understanding the brand positioning

Using the annotations.

The captions in this guide are here to help you understand how specific words and phrases capture the spirit of Duquesne, so you can feel confident creating your own brand communications.

Part 1

At Duquesne, we feel fortunate to be entrusted with your gifts and your goals. It's our responsibility and joy to help you dig into what you're good at, and discover why that's good for the world. Our tenacious belief in you is rooted in our Catholic-Spiritan tradition and 140+ years of standing up for equity and opportunity in Pittsburgh.

Brand messaging 20

How to use brand messages

We've crafted five brand messages—a key message and four supporting messages—to highlight the different facets of the Duquesne experience.

The order of the four supporting messages on 11 is critical. Each one reflects a broad area of Duquesne for Duquesne or outside Duquesne. Together, they form a compelling narrative that answers "Who, Duquesne?" and then offers that answer from the perspective of the brand platform we've just defined (the three messages).

The role of messages is to provide a storytelling identity that answers your story in distinctly Duquesne. You can't replicate this language if it's meant for you, or you can use it as a starting point to help you create an audience-centric perspective to better your audience and a conversational tone.

A budget spanning education. **Learning together.**

It's time for bigger goals. **Equity and opportunity begin at home.**

Prepared for anything. **Equity and opportunity begin at home.**

Expressing the brand 51

University logomark

Secondary logos

Secondary logos for Duquesne's schools may be used in support of the main logo to create a cohesive experience for all facets of the individual school's name. Secondary logos may also be used for administrative purposes and to brand e-mails, and distribution centers and notices. School-based departments, centers and all other units must use the school's secondary logo on the Duquesne logo.

Alternative format

When a published secondary logo is not available, the Duquesne logo may be used in support of the main logo to create a cohesive experience for all facets of the individual school's name. Secondary logos may also be used for administrative purposes and to brand e-mails, and distribution centers and notices. School-based departments, centers and all other units must use the school's secondary logo on the Duquesne logo.

Departmental format

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Expressing the brand 30

Brand colors

Secondary palette

The secondary palette—Pantone 2945 and 2911—may be used to complement the primary palette, but should never completely replace it unless approved by the Director of Marketing and Communications for special use.

Highlight palette

These colors should be the first color chosen (combined for marketing materials as complements to the primary and secondary colors).

WHAT DOES "PRISTINE" MEAN?

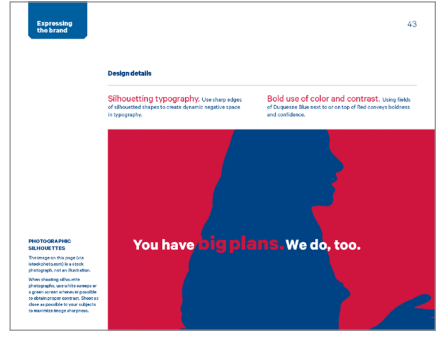
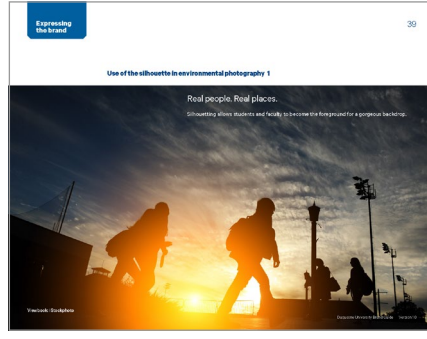
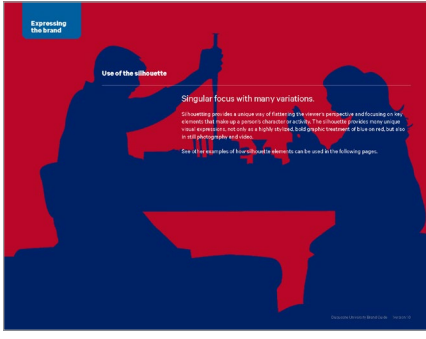
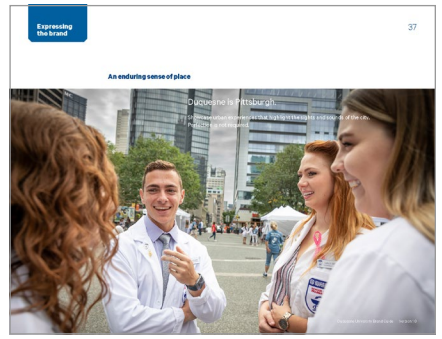
The Pristine Marketing System for Public and Digital Branding is a system that uses a color palette that was chosen to be visually consistent and clean.

WHY ARE THE DIFFERENT VALUES?

Each color has a specific value for print and digital use. The values are provided for your reference and to ensure consistency across all media.

Color palette table:

Pantone 2911 CMYK: 100, 15, 100, 0 RGB: 100, 15, 100	Pantone 2945 CMYK: 100, 15, 100, 0 RGB: 100, 15, 100
Pantone 2911 CMYK: 100, 15, 100, 0 RGB: 100, 15, 100	Pantone 2945 CMYK: 100, 15, 100, 0 RGB: 100, 15, 100
Pantone 2911 CMYK: 100, 15, 100, 0 RGB: 100, 15, 100	Pantone 2945 CMYK: 100, 15, 100, 0 RGB: 100, 15, 100



Brand guide