

New UA Brand to Debut Next Week With New Ads, Website and More

University Relations - Communications
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A new look and feel is coming to the UA.

The official launch of the UA's new branding – which includes new advertising, a [new UA homepage](#) and updated design elements intended to give campus materials a more cohesive look and feel – is just around the corner.

Some of the new branding is already out in the universe; if you've seen the March edition of the Arizona Alumni magazine, or receive the UANow e-newsletter, you've already seen a few of the new branding elements.

The new brand will officially launch next week with campus pole banners, in external mediums like bus wraps and radio spots in Tucson and Phoenix, and the unveiling of an overhauled University homepage on the morning of April 16.

"The most exciting part about this is that we're finding the best way to tell all the great stories the University has to offer in a unified voice," said Eddie Navarrete, UA associate vice president of marketing communications and brand management.

Here's a sneak peek of the UA's new homepage, coming next week.

Late last month, Navarrete shared new brand guidelines with marketing and communications professionals across campus. The guidelines include new official University fonts, an updated color palette for designers, and an expanded library of images for campus communicators to use in their materials.

The University's new brand comes with a new tagline – Bigger Questions. Better Answers. Bear Down. The tagline revolves around the idea that members of the UA community are not bound by convention and are always pushing boundaries.

One of the most prominent design elements that will begin to appear in campus materials as part of the new brand is a triangle, which mimics Tucson's mountain peaks and also the shape of the University's block "A."

"We wanted to build an effective and inspirational platform that the University can be proud of, and find a mechanism to tell all our great stories," Navarrete said of the new brand. "We are excited about what's been done and look forward to sharing it with the world."

University homepage to have a new look starting next Wednesday

Next Wednesday morning, April 16, grab your coffee, fire up your laptop and enjoy the new look and feel of the University's homepage at www.arizona.edu ^[1].

The new homepage will still feature all of the utilities you're used to and have come to rely on – Phonebook, Campus Map, Master Calendar, A-Z Index, Topics, News – plus several new features and sections to explore.

It's important to note that this is the first phase of redesigning the website; much of the content will be the same on Wednesday morning. For example, the functionality and content of the Phonebook will remain the same; an update of that is planned for phase two. However, other sections of the website – Topics, for example – will include new content and a reorganization of the information.

Have fun exploring and please take time to click the "feedback" tab that will appear throughout the site. Your feedback is important and valued, and will help guide the University's next steps to continue to build a great site.

Heard around campus: What are people saying about the University launching a new brand

"When we are recruiting students or talking to families, I think that our communication is strengthened if we have a central, strong image commonly understood and used."

—Melissa Vito, Senior Vice President for Student Affairs & Enrollment Management

Melissa Vito

Melissa Vito

"I think it is critical that we clearly communicate the value of our institution as Arizona's land-grant flagship research university to a variety of different audiences—from potential students to our academic collaborators to our community partners, and to our legislators. The College of Agriculture and Life Sciences is one of the UA's largest units, and our work spans a tremendous range of topics statewide. Although CALS' programs are distinct and unique, they have a common thread—value to Arizona. The University's new brand guidelines, and our consistent use of them, will help us reach our key stakeholders more effectively and that will help us, ultimately, with funding. Our success in increasing the Cooperative Extension system's base funding by one-third this legislative session is tangible evidence."

—Shane Burgess, Dean, College of Agriculture and Life Sciences

"This is an important effort to make the UA brand recognizable and consistent. I especially appreciate the process of involving both internal and external constituencies in the development phase."

—Wanda Howell, Chair of the Faculty

Wanda Howell

"One of the things that makes the UA such an incredible place to work is its scope. But that also makes it tough to talk about ourselves as a collective entity, and a brand is meaningless if it doesn't ring true to its community. This work on the UA master brand gives us a great set of tools that we can adapt in collaboration with each unit so that the resulting creative work – whether it be an ad, a recruitment brochure or an alumni newsletter – tells a story that's authentic to the unit while still being true to the UA."

—Liz Warren-Pederson, Director of Marketing and Communications, Eller College of Management

Wanda Howell

Jeff Ratje

Jeff Ratje

"A coordinated and unified branding plan for the UA is a great enhancement. The UA has great recognition now, and a strategic focus on branding will add impact for donors, prospective students and friends. Brands are formed through repetitive perceptions. Without a unified strategy for our brand, the UA's communications will not be as effective as they could be."

—Jeff Ratje, President, Appointed Professionals Advisory Council

"I could not be more excited for the launch and implementation of the new UA brand. It is clear that the perspectives of students, alumni and community members have been taken into account and the new brand does a great job of attracting and engaging these key groups. It has a very young, innovative feel that the U of A really needs going into the future."

—Morgan Abraham, President, Associated Students of the UA

"The new brand campaign marries perfectly with who we are. The same pioneering spirit that allowed our University's founding is alive and well across this institution and beyond. While we are bound by that shared spirit and interdisciplinarity, our collective future is boundless. That's the kind of family to which I want to belong. One that helps to – if you will – define, but not confine."

—Dr. David G. Armstrong, Professor of Surgery

Dr. David G.
Armstrong

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[1] <http://www.arizona.edu>