

MARKETING CAMPAIGN STYLE BOOK

GEORGIAN COURT **UNIVERSITY**

A young woman with blonde hair is peeking through a triangular opening in a crowd. The background is a warm, orange-toned bokeh of many people. The text "EXPAND POSSIBILITY" is overlaid on the right side of the image.

EXPAND POSSIBILITY

1.0 THE GCU BRAND

A BRAND IS NOT A MARKETING CAMPAIGN. AND VICE VERSA.

That said, Georgian Court's new marketing campaign expresses the brand in a unique way and for a distinct purpose. Our 2020 marketing campaign features a bold and colorful new graphic design, and seeks to capture the heart and soul of prospective students searching for an affordable, unique and holistic college experience in Central and Southern New Jersey.

WHAT IS THE GEORGIAN COURT BRAND?

The GCU brand is a collegiate experience rooted in the mission of Catholic higher education and our five Mercy core values.

The GCU brand is our promise to deliver to the world engaged citizens who have integrity, intellectual surety, and a powerful sense of purpose. Our graduates are advocates, visionaries, humanitarians, boat rockers, achievers and challengers of the status quo who have the capacity to change the world for the better.

The GCU brand is 156 acres of spectacular and serene beauty close to the Jersey Shore. A peaceful and safe place in which to learn.

The GCU brand is a community of caring, supportive faculty and staff who nurture and raise up our students. They know their names. Their stories. Their gifts.

The GCU brand is the Apollo fountain and Japanese Garden. Blue, gold and Roary. A university cited for value and social mobility. The heritage of the Sisters of Mercy. A diverse population of students, many of whom are first gen. Thirty six undergraduate degree programs. The only "court tennis" court on a U.S. college campus. 12 NCAA D2 varsity sports. Our Georgian Court mission. A life-altering student experience.

Despite the 2020 marketing campaign's bold new look and feel, our brand has not changed and will never change. Our traditions and values continue. We help students expand what is possible. Our caring community endures. We are who we are and do what we have always done.

1.1 POSITIONING

Georgian Court University is a small, coeducational and comprehensive liberal arts university in the Roman Catholic tradition, the only one in Central and Southern New Jersey. We welcome students of all ethnicities, economic status and religions who can benefit from individualized attention, small class sizes and a nurturing, empowering community to help them expand their sense of what is possible professionally and personally. Our Mercy values and holistic education instill in our students the conviction that they can live a life of purpose, changing the world for the better.

1.2 BRAND ATTRIBUTES

Determination
Empowerment
Caring
Daring
Purposefulness
Intentionality
Focus
Commitment
Urgency
Practicality
Courage
Conviction
Belief
Hopefulness
Optimism
Wisdom
Joyfulness
Mercifulness
Tenacity
Resourcefulness

FOCUS
COMMITMENT
URGENCY
PRACTICALITY
COURAGE
CONVICTION
BELIEF
HOPEFULNESS
OPTIMISM

1.3

BRAND PILLARS

The Sisters of Mercy
and their core values

A diverse cohort of
student learners

A tradition of serving
the underserved,
including first gen and
Pell grant students

Social mobility

A small college
experience and caring,
supportive community

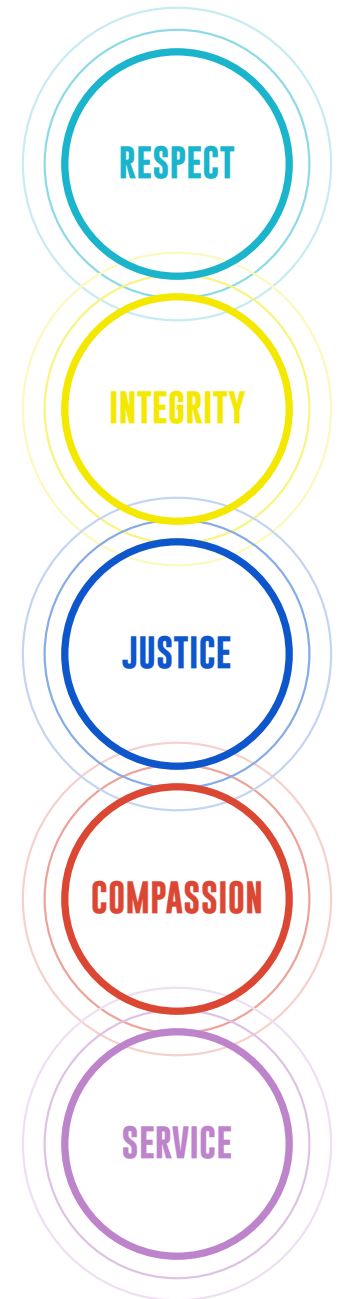
Graduates who do well
and do good

An affordable education
recognized for its value

Located close to
the Jersey Shore,
Philadelphia and
New York City

1.4 MERCY VALUES

We stand on what we've stood for since 1908. Our heart and soul are five Mercy core values—respect, integrity, justice, compassion and service—that inform everything we do. Our dynamic community embraces and is centered by these values inspired by Catherine McAuley, the founder of the Sisters of Mercy. Her example of enhancing human dignity through service for the common good has defined us for over 100 years.



1.5 TONE

In reviewing Georgian Court materials, social media and georgian.edu, the following are representative descriptors of “tone of voice” depending on content:

EMPOWERING WELCOMING
THOUGHTFUL *COMPASSIONATE*
PASSIONATE **INFORMATIVE**
OPTIMISTIC **CONFIDENT**
RESPECTFUL **ENTHUSIASTIC** UNDERSTANDING

2.0 THE GCU MARKETING CAMPAIGN

THE GCU MARKETING CAMPAIGN

Like many small private universities, Georgian Court is experiencing declining enrollment due to shifting demographics, including a decreasing population of college-aged students. Given the financial investment a college degree requires, and the amount of debt students incur, the value of a college education is under national debate.

And a 2019 survey of prospective students and their parents conducted by EAB on Roman Catholic universities revealed that “expensive” was the no. 3 characteristic they most associate with these institutions.

In addition, most regional Catholic universities suffer from low awareness, sometimes in their own backyards. And often, students and parents just 50 to 100 miles away have no awareness of the institutions at all.

To increase awareness, adjust perceptions, and tell our compelling story—all with the goal of increasing applications from qualified students—Georgian Court is launching a new undergraduate marketing campaign.

To strongly resonate with Gen Z—a highly visual cohort—our marketing campaign features a bold, colorful and customized graphic design that stands apart from competitive universities. Copy zeroes in on affordability, outcomes and our value proposition, and speaks with a voice that is engaging and confident. Its stopping power should place us in more consideration sets when students and parents start their

search process, and drive more traffic to georgian.edu where students can learn more and apply. It will also be used in graduate marketing.

We believe our new “look and feel” will also reignite blue and gold pride among our extended community: students, faculty, staff and alumni. And help support fundraising.

Importantly, it will tell our magnificent story to new ears: At GCU, college is more than just earning a degree. It is finding your place in this world and changing it for the better. And since 1908, our graduates have done just that.

2.1

CAMPAIGN GOALS AND OBJECTIVES

What does success look like in our upcoming undergraduate campaign?



FOR TRUE FRESHMEN:

- Driving more applications (> 2,500) to support 300 deposits yielding at least 250 true freshmen for Fall 2021
- Increasing the population of male students, particularly in Nursing and Dance
- Increasing enrollment from regions farther away than Ocean and Monmouth counties, including more students from Delaware, Philadelphia and beyond
- Increasing academic quality of students by raising average GPA above 3.53

FOR TRANSFER STUDENTS:

- Driving more applications (>1,100) to support 250 incoming sophomores and juniors for Fall 2021 by increasing applicants from each of six regional community colleges.

2.2 PERSONAS

Personas are generalized, and sometimes fictionalized, representations of existing or ideal customers, in our case, incoming students.

TRUE FRESHMEN



UNDERGRADUATE TRANSFER STUDENTS



2.3 KEY MESSAGES

1

GCU is an affordable university cited for its value.

Over 99% of our students receive some form of financial aid.

2

GCU has strong outcomes.

Our graduates do well (on average, graduates earn \$10,000 more ten years after graduation) and do good as engaged citizens with a powerful sense of purpose.

3

GCU's caring community of scholarship, friendship and empowerment helps students

expand their sense of what is possible: They can become their wildest dream and best version of themselves.

4

GCU's student body is diverse and inclusive.

5

Our Mercy values of respect, justice, compassion, service and integrity have never been more important or relevant.

Learn and live them here and wherever life takes you.

6

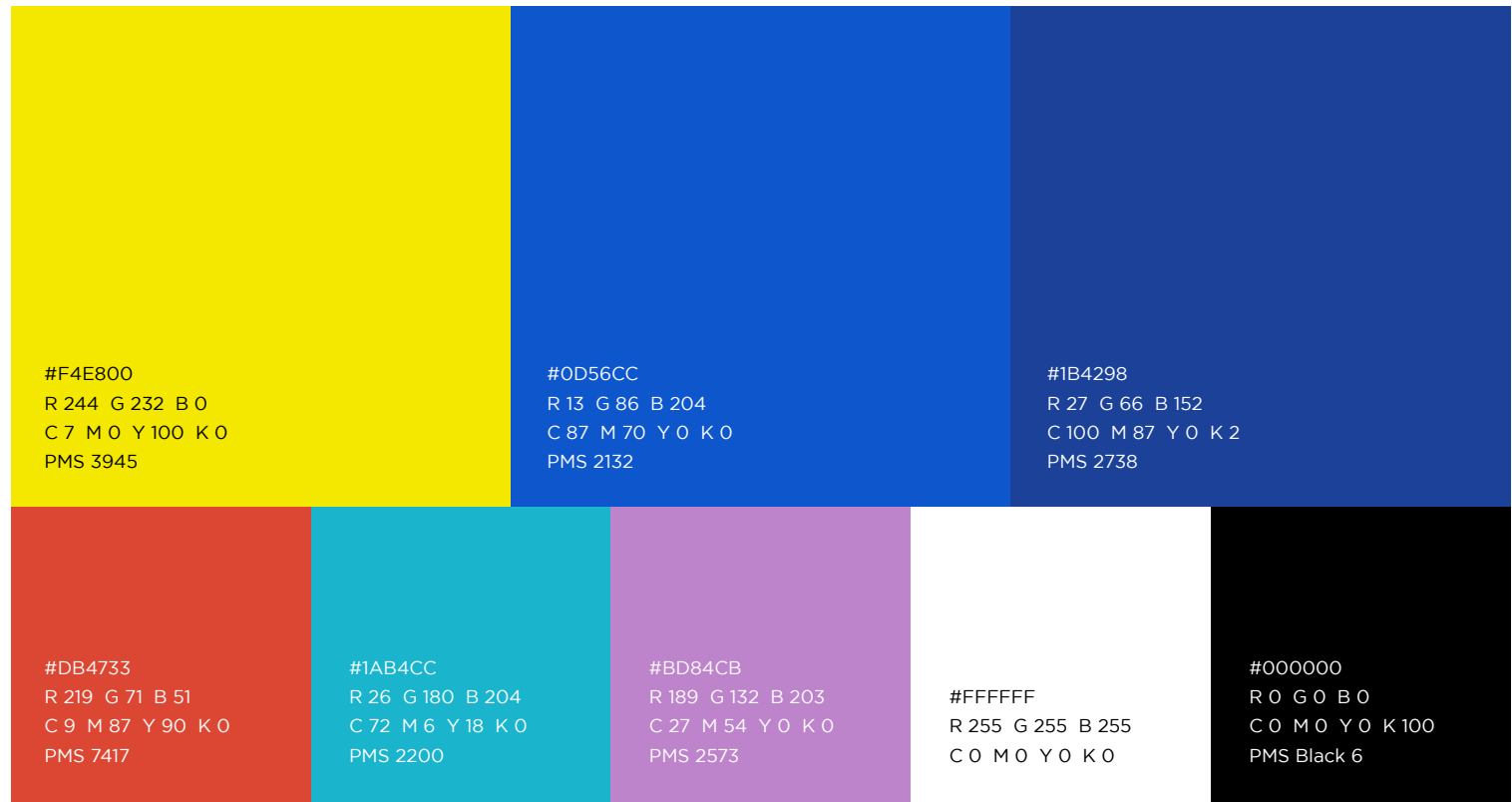
Our campus is a place of spectacular beauty and serenity, close to the Jersey Shore, Philadelphia and New York.

3.0 MARKETING CAMPAIGN DESIGN

3.1 COLOR PALETTE

Primary Values

The primary color palette for the GCU Marketing Campaign. A fresher, more vibrant blue and gold paired with the official GCU dark blue.



Secondary Values

The secondary color palette for the GCU Marketing Campaign should be used as accents to complement the primary color palette.

The GCU Marketing Campaign was intentionally developed with a limited, bold color palette. Please refrain from introducing additional colors in order to maintain campaign recognition.

3.2 TYPOGRAPHY

Primary Typeface

GoBold is a versatile condensed sans serif typeface that is packed with 28 font variations. We use four of those variations within our campaign:

GoBold Bold

The primary headline font. Can also be used for subheads and number callouts.

GoBold Bold Italic

For additional emphasis on numbers, callouts, or titles that need to be italicized.

GoBold Hollow Bold

Great for numbers, layering, and using type as a large supergraphic.

GoBold Hollow Bold Italic

For additional emphasis or italicization where Hollow Bold is utilized.

GOBOLD
BOLD
BOLD ITALIC
HOLLOW BOLD
HOLLOW BOLD ITALIC

Commercial licensing for the Gobold typeface may be purchased at <https://www.creativefabrica.com/product/gobold/ref/87/>

Convert this font into a webfont: <https://www.creativefabrica.com/webfont-generator>

3.2 TYPOGRAPHY

Secondary Typeface

Gotham is a clean, sophisticated sans serif typeface that is used across GCU publications. We use it in the Marketing Campaign to tie the look and feel back to our primary brand. As a general rule of thumb, the larger Gotham is used, the thinner its weight should be, so as not to compete with GoBold.

Gotham Light/Light Italic

Great for larger subheads, grabbers, and quotes.

Gotham Book/Book Italic

Primary body copy font.

Gotham Medium/Medium Italic

Used for emphasis within body copy.

Gotham Bold/Bold Italic

Used for bolded text or emphasis within body copy.

Web Alternative: Montserrat

Gotham

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Commercial licensing for the Gotham typeface may be purchased at
<https://www.typography.com/fonts/gotham/styles>

Web Alternative

Montserrat

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

3.2 TYPOGRAPHY

Typographic Usage

To the right is an example of how the two typefaces, GoBold and Gotham, may be used together. Pay close mind to heirarchy when designing and always find the proper balance of readability, layout, and white space.

GOBOLD BOLD

SAMPLE HEADLINE

GOBOLD HOLLOW BOLD ITALIC

**LAYER
TEXT
FOR
GRAPH
IMPAC**

GOTHAM LIGHT

Use a grabber to highlight the first sentence or two of copy and pull readers in.

GOTHAM BOOK

Gotham Book should be used for body copy as it's readable at a small scale. Ga. Bis simolore od min explit landellic tem que peri ditate cum vendipsam re veligais eatias dusam uta voles remqui alicipsis sasam doluptas plaborernat liciassit.aborro eum utem saeptat vqlo od et omnimax inusdam, se nimaximil eosti doluptaqueate dolupta

GOTHAM BOLD

Subheadline

Nequibeaqui vero beatem ese net ius, sequo volqor aliquid magnamus rem sit qui quia doloresthis re commodi doleces tiaecum siminvelitat pro esed moloreicia voluptaturis idi archic tempore mporum nis ut qui sum hicit latasit ut mi, quiaepudis dolorio sed simolore.

GOTHAM BOLD

LINKS / IMPORTANT CONTACT INFO

3.3 THE NEW GCU LOGO

A fresh look.

To the right is a new treatment of the Georgian Court University logo.

The Primary Horizontal lockups to the right should be used wherever possible, when there is more horizontal space than vertical.

A white/one color version may be used in instances where one color printing is necessary.

Please contact marketing@georgian.edu for further guidance on proper usage.

GEORGIAN COURT UNIVERSITY

Primary Horizontal (Light Backgrounds)



Primary Horizontal (Dark Backgrounds)



Horizontal (White/One Color)

3.3 THE NEW GCU LOGO

The Primary Vertical lockups to the right should be used when there is more vertical space than horizontal.

A white/one color version may be used in instances where one color printing is necessary.

Please contact marketing@georgian.edu for further guidance on proper usage.

**GEORGIAN
COURT
UNIVERSITY**

Primary Vertical (Light Backgrounds)



Primary Vertical (Dark Backgrounds)



Vertical (White/One Color)

3.3 THE NEW GCU LOGO

Abbreviation

An abbreviated “GCU” lockup may be used in appropriate instances where the Georgian Court presence has already been established.

Highlighting the “U” is a fresh, graphic treatment which opens doors for many adaptations, such as the “GCU TV” lockup shown below.

Please contact marketing@georgian.edu for further guidance on proper usage.

The image shows the letters 'GCU' in a bold, sans-serif font. The 'G' and 'C' are blue, and the 'U' is yellow.

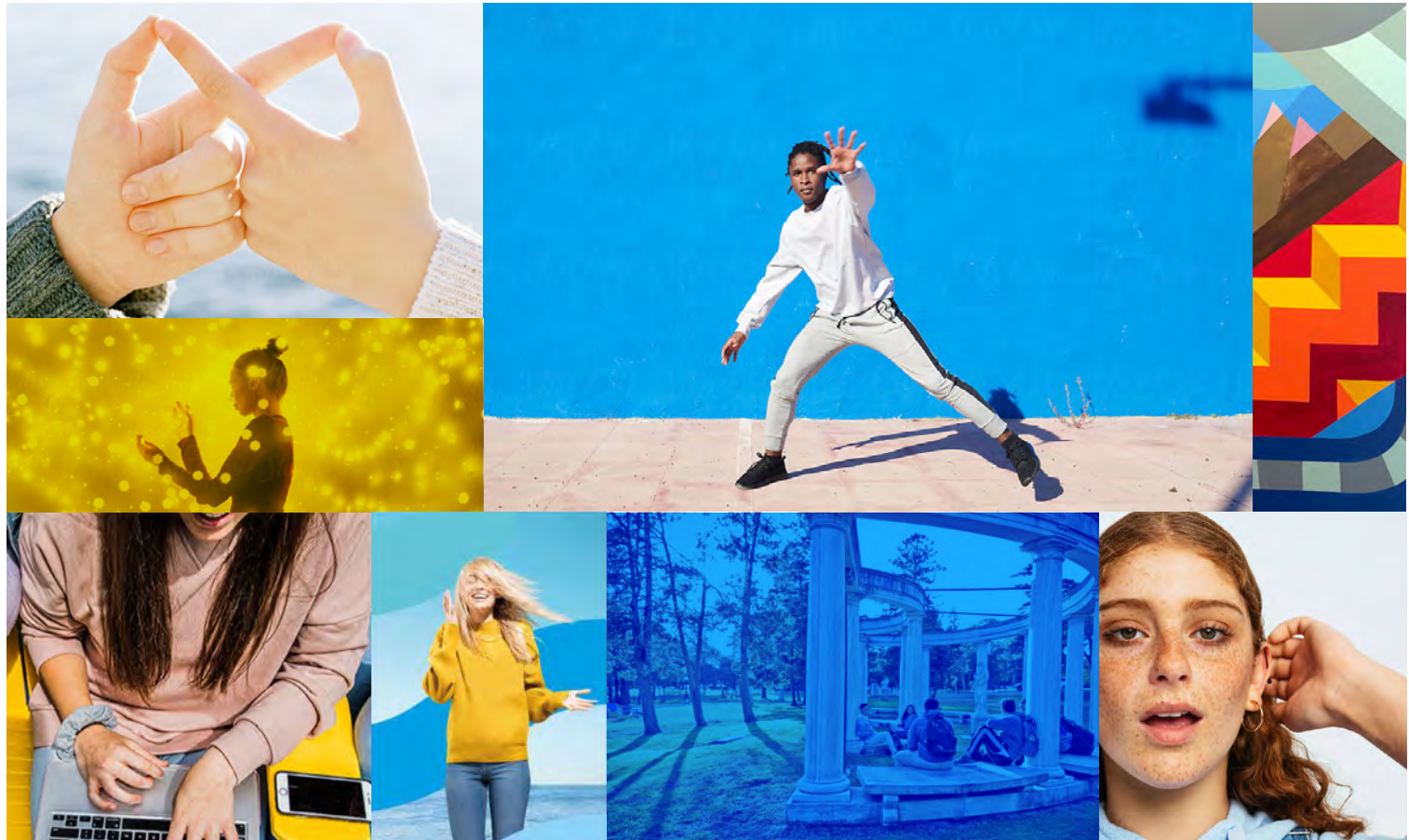
3.4 PHOTOGRAPHY

Photography Style

Photos used within the GCU Marketing Campaign must follow these guidelines:

- Photos have creative integrity and feel fresh, hip, and energetic
- Expressions of individuality, movement, and connection are highlighted
- Subjects are natural and unposed
- Vivid colors that coordinate with the campaign color palette are present
- Bold patterns such as murals and painted walls add texture, interest, and complement the campaign color palette

Existing GCU imagery may be used only if it corresponds with these guidelines. Color overlays may help modernize some images that don't match the tone and coloring of this campaign.



Stocksy is the recommended stock photography resource for this campaign, as they provide inspiring photos driven by creative integrity:
<https://www.stocksy.com>

3.5 VIDEOGRAPHY

Videography Style

Videos used within the GCU Marketing Campaign must follow the same guidelines as photography, outlined on the previous page.

Video clips should always embody the following characteristics:

- Fresh
- Bold
- Creative
- Energetic
- Inspiring
- Youthful
- Unexpected
- Active
- Diverse
- Inviting
- Informative



Stocksy is the recommended stock videography resource for this campaign, as they provide inspiring videos driven by creative integrity:
<https://www.stocksy.com>

3.6 BRAND ELEMENTS

Circular Overlays

Throughout this campaign, various circular overlays are used to highlight and put emphasis on individuals and their endless possibilities.

Fig. A: Large Rounded Red Circle

Use on large, main graphics where a photo is used as the background. Subjects should interact with the red circle, with elements such as arms, legs, etc. coming to the foreground.

Fig. B: Radiating Circles

Radiating circles in various weights may be used to emphasize an individual or groups of people. Scale the circles based on the size of the image.

The circular overlays may be used on photos without main subjects, or to add a graphic treatment to an otherwise blank page.



Fig. A



Fig. B

3.6

BRAND ELEMENTS

Using The Circle as a Window

In applications with a solid color background, the circle may be used as a supergraphic window with a photo within.

To the right, the circle holds an image of a young woman. The combination of the solid blue background, red overlay on the bottom half of the image, and the photo itself make for a bold, unexpected graphic.



3.6 BRAND ELEMENTS

“Conversation” Graphics

Illustrative graphic overlays may be used to give photos more meaning and highlight a dialogue between students, staff, etc.

The style of these graphics should match the direction for iconography and other graphic elements within the campaign.

They should only be used over photos with proper negative space so that they are clean and readable.

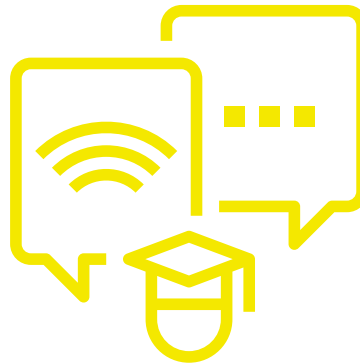
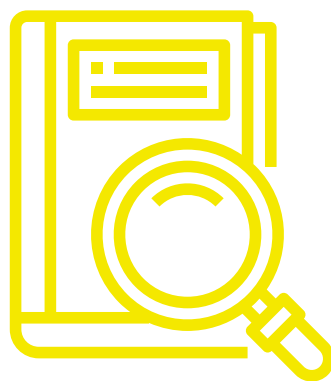


3.6 BRAND ELEMENTS

Iconography

To the right are examples of our iconography style, some using radiating circles as a graphic element. Using this treatment will tie the iconography back to the overall marketing campaign, keeping them feeling customized and purposeful.

When drawing icons, think of ways that the radiating circles can be utilized to further extend the message *Expand Possibility*. If radiating circles don't add value or become too crowded with the design, omit them.



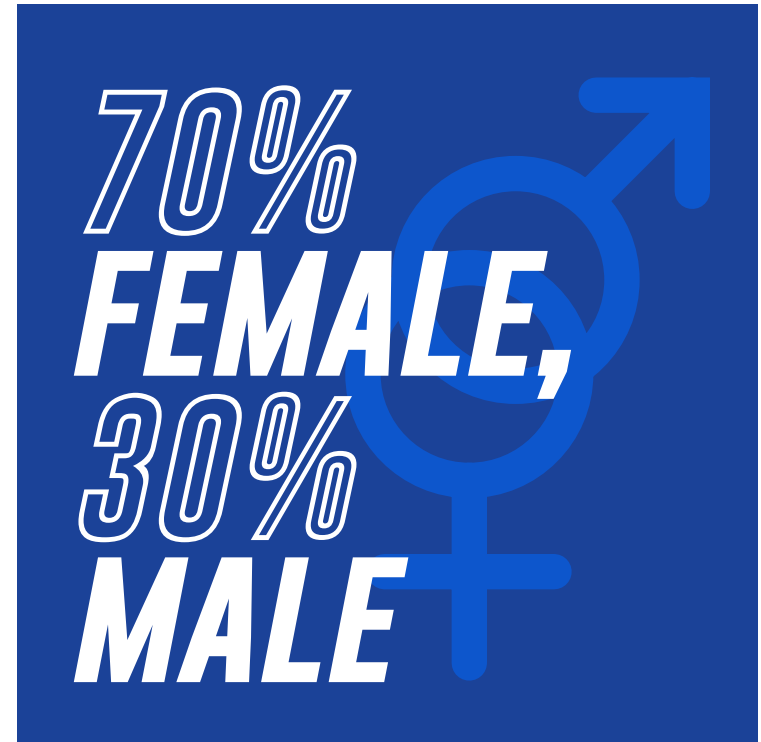
3.6 BRAND ELEMENTS

Infographics

Infographics should always be text-driven, clean, and bold in nature, accented with simple iconography.

Tone-on-tone iconography works well as it helps bring forth the typography and create a consistent and recognizable set of infographics.

For instances where infographics are used on their own, stick to our primary color palette. If creating a large mosaic or “tile” treatment with multiple infographics, it’s okay to introduce some of the secondary color palette. In this case, ensure that those secondary colors are used on smaller tiles and don’t begin to feel like primary uses.



3.6 BRAND ELEMENTS

Ranking Badges

Consistently branded badges help draw attention to our rankings.

Rather than showing these as a jumbled array of different logos, designing them with a consistent look and feel makes them appear sophisticated and polished.

Our ranking badges use the Gotham typeface in different weights with various banner-like outlines, flags, lines, circles, and stars.



3.7 DO'S AND DON'TS

There are a few graphic specifics that should be avoided to the right.

For examples on how to properly use campaign elements, refer to the following two pages which show designed campaign examples.



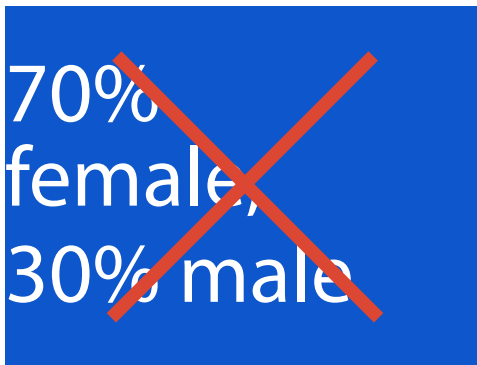
DO NOT create funky patterns with the circle treatment or use it in ways that feel distracting. The circles should always enhance the graphic presence rather than take away from it.



DO NOT use secondary colors in primary uses. Blue and gold should remain the primary colors for consistency with the master brand.



DO NOT use forced imagery or photos that feel too much like standard stock. Follow campaign photo guidelines for bold, creative and fresh images.



DO NOT use Arno Pro in marketing campaign materials.



DO NOT create your own logo or graphic asset files.



DO NOT cover up text with images in a way that impacts its readability. Wherever possible, photography should be used in the background of text and copy, rather than the foreground.

3.8 CAMPAIGN EXAMPLES



Viewbook Cover and Poly Sleeve



Viewbook Spread

3.8 CAMPAIGN EXAMPLES



Postcard



Digital Ad





QUESTIONS?

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GEORGIAN COURT UNIVERSITY