BRAND DEVELOPMENT AND STRATEGY
Develop a powerful, unifying brand strategy and a beautifully designed website that together will

- Enhance the caliber and diversity of our student applicant pool
- Attract new talent to Cal Poly’s faculty and staff
- Build and foster deeper relationships with students, faculty, staff and partners
- Reflect Cal Poly’s reputation as a premier polytechnic university
- Advance Cal Poly’s comprehensive fundraising campaign
Looking ahead, we knew we had to solve several key problems with past brand expression

- Adapt the brand visuals to digital – especially mobile – applications
- Emphasize diversity, equity and inclusion in visuals and storytelling
- Unify a fractured narrative and visual presence across the university
- Ground forthcoming campaigns with consistent messaging and visuals
- Inform a major website redesign
WEB REDesign
GATEWAY

LEARN BY DOING

Cal Poly
COLLEGE OF ENGINEERING
An internationally recognized, top-ranked, undergraduate engineering college.
NEWS

Rising from the Ashes in Paradise
After six months working with the town of Paradise, architecture students present final renderings and plans to inspire investment in recovery.

READ THE FULL STORY
Hip Hop Nutcracker a Contemporary Take on a Timeless Tradition

A unique and pyrotechnic event, this production is performed by a supercharged cast of all-star dancers, DJ's, a vocalist, and BMI Kent's Hiwas – one of hip hop's founding fathers.
FALL WORKSHOPS

Getting Ready for the New Drupal Theme
GETTING WEB READY

Weekly Workshops This Fall

• Vision & Strategy
• User Research
• Site Organization & Preparation
• SEO & Content Strategy
• Content Creation
University Marketing is the group tasked with telling the story of Cal Poly. Through print and web publications, graphic design services, video production and consulting, University Marketing ensures that the outside world sees Cal Poly clearly, accurately and in its best form.

**RESOURCES**
- Brand Review Checklist
- Brand Review Guidelines

**THE CAL POLY BRAND**
After nearly two years of research, creative development and testing, Cal Poly is rolling out its updated brand beginning in fall 2019. The brand goes far beyond a logo or color palette: our data-driven strategy, refreshed visuals and aligned messaging help position our university for a greater national reputation, major fundraising initiatives, a website redesign, and strategic recruitment efforts.

**WEB RESOURCES**
- universitymarketing.calpoly.edu
  - Print Resources including Powerpoint templates, logos, colors
- calpoly.edu/redesign
  - Web workshops and information on the project
- calpoly.photoshelter.com
- web-comms@calpoly.edu