

CASE STUDY: NJIT

New Jersey Institute of Technology

NJIT holds a unique position as New Jersey's only public university centered on science and technology. Tracing its heritage back over a century, NJIT has staged a quiet revolution over the past 25 years to create a modern, cohesive campus serving 9,000 students. Yet perception has lagged reality. To change this, NJIT's leadership retained CN and it's CN Foundry branding unit to create the tools necessary to raise NJIT's visibility and sharpen the university's image.

1. Assessment and Interpretation

Our initial work focused on analyzing research the university had assembled over the past two years. We also interviewed administrators, faculty and students. While the first phase was focused on analysis, we also worked to "socialize the project" and create awareness internally of the meaning, discipline and demands of branding.

2. Design: Making Reality Visible

Based on findings, we explored scores of new logo designs and managed extensive one-on-one and focus-group research with a broad range of constituents; the mark incorporating the "arc" motif garnered support as the most powerful expression of NJIT's commitment to innovation, research and entrepreneurial thinking. A new descriptor — "New Jersey's Science & Technology University" — clarified NJIT's positioning. The tagline we developed, "The Edge in Knowledge," served to unite the university's six colleges around a single core idea.

3. Sustaining the Program

Following creation, we have advised and aided the university on implementation, working with NJIT's leadership in developing and carrying out a long term branding program.

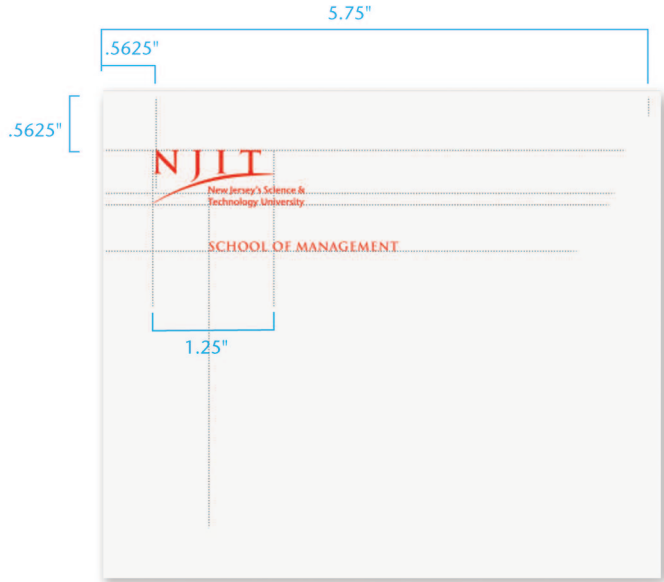
Brand Identity, Descriptor and Tagline



An ambitious preview of the new visual identity and tagline was unveiled on campus as part of a program to build awareness and get the buzz going internally.

WHILE MANY COLLEGES AND UNIVERSITIES SHY AWAY FROM THE CONCEPT OF "BRANDING," IT IS IMPERATIVE THAT THE DISCIPLINE BE UNDERSTOOD AND APPLIED. IN OUR WORK WITH NJIT, WE STRESSED THAT THE CAMPUS MUST BE VIEWED AS A "MARKETING ENVIRONMENT." IT IS A WORLD THAT MUST CONVEY WHAT NJIT OFFERS. WHEN PROSPECTIVE STUDENTS OR DONORS VISIT THE CAMPUS, THEY SHOULD LEAVE WITH A CLEAR MENTAL PICTURE OF NJIT'S DISTINCTIVE IDENTITY AND OFFERINGS.



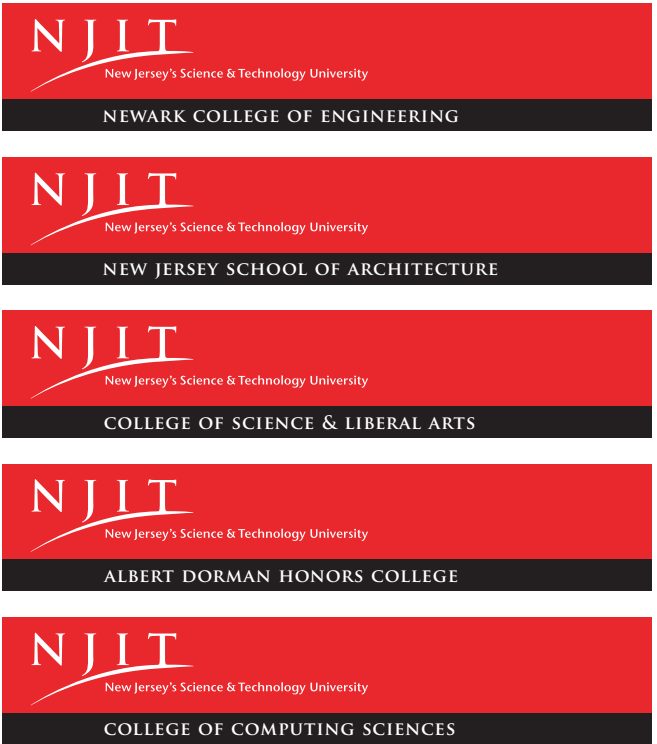


THE UNIVERSITY'S NEW IDENTITY IS GOVERNED BY GUIDELINES THAT PROVIDE A THOROUGH AND CLEAR SET OF SPECIFICATIONS FOR THE APPLICATION OF THE MARK AND THE CREATION OF MARKETING MATERIAL.

As part of the graphic identity system, we developed ad templates that include “ad headers” for each college or school. These headers enable the university’s communications office to easily construct ads promoting different college or school programs while always reinforcing the NJIT university brand identity in a consistent and structured way.



The branding strategy we developed in partnership with NJIT stresses elevating the visibility of the university's six colleges — the academic specialties that define the institution and differentiate it from other schools. In addition to positioning NJIT as “New Jersey’s Science & Technology University,” the program envisions consistently adding meaning to the “NJIT” name/symbol by associating it with the core programs of engineering, architecture, computing sciences and so on.



CASE STUDY: NJIT (cont.)

Sports Identity, Environmental Graphics



ENVIRONMENTAL GRAPHICS RELATED TO ATHLETICS AND ACADEMICS GRAB THE ATTENTION OF PASSERSBY AND QUICKLY CONVEY BOTH INFORMATION AND AN IMAGE OF THE UNIVERSITY.

Redesign of the university's athletic identity signals another change at the core of the university's drive to raise visibility: NJIT's move to Division I. Giant wall graphics applied to the exterior of the athletic center deliver the message loud and clear.



New wall displays in key locations showcase the research of NJIT faculty and students – those who literally embody and make real NJIT's “edge in knowledge.”



Environmental graphics were installed along the perimeter of the university's Guttenberg Hall activates previously blank wall space with imagery highlighting NJIT's six core colleges.



Signage, Branding Kit, Video, Online Advertising



New permanent signs designed and installed at key points on campus incorporates a blend of modern and traditional building materials, reflecting both NJIT’s history and its vision for the future.



The branding kit, sent to thought leaders throughout the state, consists of a custom pocket folder, 32-page brochure and inserts that highlight the university's status as a world-class center for science and technology research and education.

A six-minute branding video builds the NJIT message around the “edge in knowledge” theme and showcases key stakeholders both inside and outside the university.



Online ads, below, drive traffic to an NJIT branding “microsite” (www.njit.edu/edge, left) that features multimedia expressions of the university’s “Edge in Knowledge” theme and encapsulates key information.

