

COMMUNICATIONS GOALS	TARGETS	KEY MESSAGES	CORE IMAGERY	VISUAL TONE AND MANNER	CREATIVE CONSIDERATIONS
Recruit the “Best and Brightest” students	<ul style="list-style-type: none"> • High school juniors and seniors • College advisors in public and private high schools • Parents and families of prospective students • Currently enrolled UT students 	<ul style="list-style-type: none"> • A diverse, multicultural community • A shaper of the future • A renowned facility • A “rising star” 	<ul style="list-style-type: none"> • ORANGE • Ayres • Ready for the World • Volunteerism • National athletic presence • Academic excellence 	<ul style="list-style-type: none"> • ORANGE(!) • Humanistic, fun • Informal, impromptu • Natural • Engaged, relationship-driven • Positive, insightful • Establishes a sense of place 	<ul style="list-style-type: none"> • Full color spectrum • Unique-sized pieces • Mix of the panoramic and the personal • Photography rich • Shorter, quicker reads
Increase the support from graduates in public and private sectors	<ul style="list-style-type: none"> • Older UT alums, especially baby boomers • Newer UT grads, under 50 	<ul style="list-style-type: none"> • A core contributor to the health and strength of Tennessee • A resourceful, research-driven shaper of the future • A diverse community of opportunity 	<ul style="list-style-type: none"> • ORANGE • National athletic presence • Ready for the World • Volunteerism • Frontline discovery 	<ul style="list-style-type: none"> • ORANGE • Accomplishment-based • Reflective of UT values (volunteerism, internationalism) • Celebratory • Campus/alumni centered • Optimistic, forward-thinking 	<ul style="list-style-type: none"> • Story rich • Magazine type of pieces • Thoughtful, longer treatments • Environmentally friendly materials • Subtle, muted colors
Create a clear link between the success of UT and the success of our state	<ul style="list-style-type: none"> • UT alumni • Tennessee state officials and legislators • Engaged donors, especially within Tennessee 	<ul style="list-style-type: none"> • A core contributor to the health and strength of Tennessee • A resourceful, research-driven shaper of the future • A premier public university 	<ul style="list-style-type: none"> • ORANGE • Ayres • National athletic presence • Ready for the World • Frontline discovery 	<ul style="list-style-type: none"> • ORANGE • Strong sense of place • Based on personal stories of achievement • Optimistic • Emphasis on research discoveries 	<ul style="list-style-type: none"> • Story oriented • PR-driven • Portraits of accomplished people • People interacting with technology
Enhance UT’s place in the national consciousness	<ul style="list-style-type: none"> • Colleges and faculty at other universities • Significant media and opinion leaders with national audiences • Prospective students and prospective faculty • UT administration and current faculty 	<ul style="list-style-type: none"> • A renowned faculty • A resourceful, research-driven shaper of the future • A “rising star” • A diverse community of opportunity 	<ul style="list-style-type: none"> • ORANGE • National athletic presence • Volunteerism • Ready for the World • Academic excellence • Frontline discovery 	<ul style="list-style-type: none"> • ORANGE • Clear in presentation • Motivated by our accomplishments • Internationally connected • Open/diverse • Human and relationship-based 	<ul style="list-style-type: none"> • Portraits of accomplished people • Portraits of research projects • Portraits of teams at work under challenging conditions • Colors of nature in the mountains to tie into UT’s place in the nation • PR-driven