Clarkson University
Current Positioning Platform for Brand Strategy & Creative


Clarkson University is a private, nationally-ranked research university with 3,600 students. We are the institution of choice for ambitious, high-potential scholars from diverse backgrounds who thrive in a rigorous, technology rich and highly collaborative learning environment. We embrace that success demands mutual intense, focused effort in and outside the classroom. In partnership with leading businesses, industries and entrepreneurs who bring the global marketplace into our education and research, we shape the Clarkson experience to be relevant and always ready to meet the needs of a modern world in which the boundaries of knowledge, disciplines, geography and cultures blur. We question the status quo, push the limits of what is known and use our combined ingenuity to develop innovative solutions. Clarkson is consistently named among the top 10 American institutions for delivering a remarkable return on investment. For more than 100 years, our graduates have advanced rapidly in their careers, achieved extraordinary professional success and addressed societal challenges in the global economy ethically and responsibly.

Clarkson University Brand Promise

Spanning Boundaries

Clarkson University Brand Drivers

1. Rigorous professional preparation for tomorrow’s best careers
2. Innovative programs developed in partnership with business and industry
3. Highly collaborative, entrepreneurial community
4. Teamwork that spans disciplines and redefines conventional thinking

The brand promise is the succinct image of what we want Clarkson to stand for in the minds and hearts of our target audiences. Spanning boundaries represents the way we go about teamwork, curriculum that cuts across disciplines and the lifetime connections we want to have with our students as they matriculate to alumni.

Brand drivers represent key attributes that we want to associate with Clarkson. When the brand drivers are combined with tangible stories that share the benefits and outcomes for the audience segment addressed, they are transformed into dramatic key messages that are both relevant and important.

Clarkson University Tagline

Defy Convention

The tagline is an intriguing shorthand of our message that exudes the Clarkson personality/spirit; it is used as a closer in publications and media to reinforce the brand and give depth to messages; it is part of the institutional signature on publications, advertising, promotional materials, etc.
Background to Our Approach & Choice of Brand Strategy:

Clarkson’s approach to positioning its institutional brand began in 2004 during the final stages of development of Evolution to Excellence and was based on the premise that it must be built internally before it can be communicated to external audiences. The development process involved stakeholder consensus around establishing a unique platform that articulated where we wanted to be in the marketplace, our core values and distinct competitive advantages. The positioning platform strategy includes the following components: 1) positioning statement, 2) brand promise, 3) brand drivers, and 4) tagline.

Starting from scratch, we chose this positioning approach over other brand strategies that hold an expectation that the brand is articulated in the exact same manner every time. For a university, we endorsed the idea the messages convey is more important than the specific language used. Why? Our goals are to achieve consistency in how Clarkson is described across the University, to allow some latitude to inject new aspirations into our communications while remaining authentic to the Clarkson experience, and to get our internal audiences to use the platform rather than form their own independent strategies as had been the prevalent past practice. Universities engage diverse audiences across multiple departments and horizons so adapting the context of the message to appeal to the audience matters. Higher education is also full of highly intelligent faculty who in many ways are entrepreneurs who each have something to add to the description. This approach gave us an opportunity to encourage consistency by asking faculty and staff to share their story through examples that illustrated the brand drivers, brand promise, positioning statement and tagline as their guide. The collective strength of the integrated Clarkson brand strategy over the last decade has been in its ability to define a well-rounded identity that represents the entire institution, and that is heavily adopted by its internal stakeholders.

Through an inclusive process, the platform has had slight revisions every three to four years to reflect evolutionary changes in the vision, new media coming on line and capabilities of the University. Like the framework of a building, the positioning platform shapes and supports the institutional identity, but doesn’t alone reflect the full character and personality of the brand but instead works in concert with the stories and experiences shared by Clarkson’s larger community and through the campaigns, taglines, thematic language, color palettes, typography, photography, voice and tone of that complete Clarkson’s definitive marketplace differentiation. Current examples of these appear in the next section.

In 2015, we have a transformative opportunity and clear need to position Clarkson in the larger public eye and leverage the strengths of partners merging into the University structure. A comprehensive evaluation of the brand, its strengths and current limitations, particularly with graduate and professional programs, and the additional positioning of research as a distinct platform are underway.
Examples from Current Brand Toolkit

Clarkson Brand Personality

Clarkson University is:

- **Confident** – The Clarkson community is confident in all that it does while remaining grounded and humble. We are proud of our work, our innovative bold moves and our impact on lives and the world.
- **Entrepreneurial** – Our students know success comes from hard work and intense effort. They are energized by the opportunity to create their own futures.
- **Focused** – The Clarkson community is hardworking, motivated, and willing to roll up its shirt-sleeves. Everything is possible. We work hard and play hard.
- **Collaborative** – A genuine willingness to learn from and with others paired with an equal willingness to contribute and lead defines our community.
- **Serious** – Clarkson is a campus that believes anything worth doing is worth doing well, completely and far beyond average.
- **Personal** – The Clarkson community is tight-knit and a hard place to get lost. Every member of the Clarkson community is completely dedicated to ensuring each individual student has the opportunity to earn a fulfilling, successful future.

Clarkson Brand Creative Approach

Clarkson’s personality is confident yet grounded. It is both empowering and optimistic. It believes that hard work leads to success. The University, its students, faculty, and staff are hard working, seriously smart and remarkably approachable. The Clarkson brand is about approaching education and learning differently; thinking more expansively while applying knowledge more practically. These characteristics define Clarkson’s creative approach:

- Use of white space to simplify messages and emphasize clarity.
- Vibrant, fluid color palette that reflects the unique marriage of the region’s natural beauty and history with the modern, professional attitude of the university.
- Color use in design is deliberate—always purposeful and in ways that improve communication, message and value.
- A personal, conversational and honest voice that is succinct, direct and explanatory. Clarkson emphasizes function over form.
- Typography is modern, tech-savvy, professional and leans toward a corporate look and feel. Specific fonts reinforce the Clarkson brand purposefully without detracting from message clarity.
- Active, empowering photography is authentic, emotional, relatable and expressive. Collaborative work, often tactile, shows genuine personal connections in context.
Arresting, full-bleed imagery shows subjects in context to reinforce Clarkson’s work ethic.

Negative space conveys a sense of confidence and purpose. Direct, clear language reinforces Clarkson’s personality.

Short, easy to read copy sections provide more personal, relatable information while not distracting from the powerful imagery.
**Voice and Tone**
Although tone can shift to communicate more clearly and persuasively with specific audiences, the Clarkson brand does not change. Every communication should be clearly and distinctly Clarkson.

<table>
<thead>
<tr>
<th>Message</th>
<th>Explanation</th>
<th>Writing Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confident but grounded</td>
<td>True to its founding mission statement, Clarkson is a place where the working man need not be ashamed. We are proud of who we are and unashamed of what we stand for. That gives us confidence—a certainty that we do the right things for the right reasons. Our work is always purposeful and therefore clear, honest and easy to understand.</td>
<td>Direct. Matter of fact. Unapologetic. Get to the point. Use concrete examples, factual information and credible endorsements to validate statements. Avoid long explanations and extraneous content.</td>
</tr>
<tr>
<td>Empowering and optimistic</td>
<td>Clarkson makes its students, faculty and staff successful. We challenge our students in the classroom to build confidence and grit to amplify both individual and leadership potential. Put simply, no matter who you are, we will make you better.</td>
<td>Positive language. Use fewer negative comparisons or contractions (not, can’t, won’t, isn’t, don’t). Show empathy while emphasizing the long-term benefit. Assure positive outcomes and demonstrate confidence through language choice and sentence structure.</td>
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<tr>
<td>Intellectual but approachable</td>
<td>Clarkson students, faculty and alumni are seriously smart. We pursue knowledge intensely, seeking to unravel the most complex problems so we can solve them for the benefit of humanity. We deliver meaningful solutions with clear, tangible results and impact.</td>
<td>Use professional language and sentence structure, limiting jargon and academic language unless appropriate for the specific audience. Find relatable examples, analogies and explanations for difficult concepts.</td>
</tr>
<tr>
<td>Smartly entrepreneurial</td>
<td>Our students, faculty and alumni believe in their ability to control their own destiny through intense focus, smart work, and limitless ambition. In turn, their drive powers positive change.</td>
<td>Use examples of innovative, unique, custom, smart, clever and personal projects, research, initiatives and endeavors to demonstrate purposeful entrepreneurship. Focus on societal benefit of such work.</td>
</tr>
<tr>
<td>Teamwork that is Collectively individual</td>
<td>We believe in the value of each individual to contribute meaningfully to society. Working together, each person plays a distinct role in effecting positive change. Diversity is critical to successful outcomes.</td>
<td>Convey the uniqueness of each individual while connecting her success to the Clarkson network of individuals.</td>
</tr>
<tr>
<td>Hard-working</td>
<td>We work hard, and we embrace hard work. We know that success takes effort and we relish the opportunity to give it everything we have. We work smart. We make lives better.</td>
<td>Show practice over theory. Celebrate persistence. Position Clarkson as the motivational force powering hard work and remarkable outcomes.</td>
</tr>
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Clarkson Brand Color Palette

Seven colors comprise the palette of the Clarkson brand, including Clarkson’s school colors PMS 3305 (dark green) and PMS 116 (yellow) to comprise the color palette for the core brand. The color palette also has two distinct accent colors used for our student audience PMS 802 bright green and PMS 803 bright yellow.
Clarkson Brand Typography

Two font families comprised the Clarkson brand typography. The combination of a square serif font and highly versatile, modern sans serif (Univers) to provide a sophisticated mix that reinforces Clarkson’s professional, tech-savvy, corporate-focus while maintaining an academic, collegiate identity.
Photography

Photography should show Clarkson people in context doing exceptional work. Use imagery that reinforces the brand personality and celebrates the natural beauty of the region. Photography should be inspiring, engaging, interesting and relevant. For external audiences, use images that identify and differentiate Clarkson.
CLARKSON COLLATERAL MATERIALS

Viewbook
The viewbook is the principal recruitment piece for the University. It is designed to portray the rigorous, dynamic experience of Clarkson University. As prospective student expectations continue to evolve, Clarkson is moving toward a digital-first and mobile-friendly approach with marketing and collateral materials, using print materials sparingly.
Posters and Program Fliers
Although social media and digital publications offer the most flexibility and potential reach for current students, posters provide an easy way to reach students, faculty and staff on campus with information about events and other opportunities. Maximum readability, critical information and strong imagery work together to ensure on campus audiences recognize and understand the subject of a poster. Templates for simple poster designs (shown below) and flyers are available for download on the university’s brand site.

Building the North Country’s Innovation Economy

Hosted by Clarkson University with the North Country’s Colleges, Universities & Institutes.

An Innovation Showcase & Reception will kick off the program.
Register at NorthCountryOpenForBusiness.com
For more information, go to: clarkson.edu/drivers

Student Center Forum
8 Clarkson Avenue, Potsdam, NY 13699
Monday, October 7, 2013
1:30 to 4 P.M.

For more information contact the Reh Center for Entrepreneurship at rehcenter@clarkson.edu or (315) 268-4150.
Biology, the study of living systems, opens the door to many professions. Through our program’s emphasis on research and personal attention, you’ll gain the knowledge and skills you need for a dynamic career.

Subhead
This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts. This is dummy text. It is a paragraph unit of 100 words. The paragraph doesn’t have any purpose except to help designer wonderful looking layouts.

Subhead
Career choices are virtually unlimited. An undergraduate degree can take you directly into industry or government as a researcher or lead to work in pharmaceuticals, biotechnological engineering, technical sales, or consulting for laboratory equipment producers. A degree in biology is also excellent preparation for medical, veterinary or dental school or for graduate studies in physical therapy or any of the sciences. Of course, teaching is always an option.

Subhead
Clarkson combines two distinctive strengths that benefit students: personalized instruction and high-powered research. With a 15:1 faculty-to-student ratio, our professors get to know students as individuals. Faculty members conduct world-class research in areas of vital importance — and involve undergraduates in the process!

Subhead
Clarkson takes a technological approach to learning. Because you focus on the creative application of knowledge and skills to solve current, real-world problems, you gain:

- practical laboratory experience
- teamwork and leadership skills
- practice in creative problem solving
- techniques in research and analysis
- skills in applying what you know

A rigorous but flexible curriculum
Our biology curriculum focuses teaching and research on how biological systems function and interact. It revolves around three main areas: health, the environment and

clarkson.edu/biology
Landing Pages
Every piece of collateral can and should refer to an online destination that reinforces the messaging, imagery and overall Clarkson brand while providing access to more dynamic information and depth. Landing pages—most often a single page—are the best online choice for specific campaigns, initiatives or events and should contain a clear, measureable call to action such as a simple contact form, download, registration, application or other interaction. Existing pages and sites (department pages, program pages, etc.) can also serve as destinations if they contain a clear call to action.
Report Covers
Every document produced and distributed by Clarkson University should reinforce the Clarkson brand.
School, Department and Program Brochures
This short form brochure can be used to feature additional information for various audiences, i.e. financial aid information for students, special endowment funds for potential donors, etc.
Powered by corporate partnerships

IBM, Turner Construction, United Technologies Corporation, United Airlines and the National Society of Professional Engineers help shape the program to ensure it meets the specific needs of industry leaders today and in the future.

It’s a successful formula for companies and students. As their expertise grows, Clarkson MSEM students take what they’ve learned and apply it to a project developed in conjunction with their companies.

Optimized for a complex work life and schedule

Clarkson’s hybrid MSEM program blends in-person and online classroom experience for a unique, flexible and accelerated learning program.

During the two-year program, students attend five in-residence weekends to interact with faculty in Potsdam, N.Y. These face-to-face interactions build the foundation for shared online discussions and classes while providing the flexibility working professionals need through synchronous and asynchronous learning.
Make Data Meaningful

For your capstone project (MARP), you’ll work on a sponsored project that will use your skills to solve an initiative for several partner companies or data-driven projects for non-profits.

This is how you turn one year into the foundation of a really successful career.

Go Where the Data Leads

- Pharma
- Entertainment Industries
- Marketing Intelligence
- H. Tech
- Engineering Firms
- Fortune 500s
- Fast-Growing Startups
- Anywhere

With a Clarkson master’s, you’ll have highly valuable knowledge at the intersection of science, business, and engineering. You’ll be prepared for virtually any industry.

Learn more and apply online at: clarkson.edu/data-analytics
We bet you’re asking yourself, “But wait, I thought Clarkson was an engineering school?”

Sure, we were named one of the best undergraduate engineering schools in the country by U.S. News & World Report for 30+ years, but even engineering students want in on our Biology program. In fact, every Clarkson engineering student transfers to health care, drawing on their engineering knowledge to improve treatments & health products by developing new diagnostics, curing and assisting technologies.

Experience

Concentration: Molecular Biology

The chemistry of life itself.

Areas of Interest:
- Molecular research
- Bio-material fabrication/reproduction
- Developmental biology
- Biotechnology

Why study Molecular Biology at Clarkson?
In some of the most advanced labs in the country, Clarkson’s Molecular Biology students learn to conduct the highest level of research with the equipment essential to new discoveries. And, they can do so in conjunction with several partnering institutions and agencies such as the Trudeau Institute & National Science Foundation.

Career Paths:
- Biotech
- Pharmaceuticals
- Physiology/Microbiology
- Forensic Engineering
- Biomaterials Design and Production

clarkson.edu/biology
Note Card
The note card should offer an opportunity for personal reply and connection with audiences important to the University, such as student prospects, donors, business contacts, etc. The simple logo design provides instant brand recognition with a feel of sophistication and formality.