Agenda

What is a Brand?
Value of Brand
Our Platform
Spartans Will. Campaign
Being an Ambassador
What’s Next?
What is a Brand?
Distinguish ourselves from the 31 flavors out there, so to speak.
Brand isn’t a product.
It’s not a logo.
It is not an identity or colors or fonts.

Soho Std Extra Light
Soho Std Extra Light Italic
Soho Std Regular
Soho StdItalic
Soho Std Bold
Soho Std Bold italic
It is not a tagline.
Brand isn’t a website or TV commercial.
So what is a brand?
A person’s gut feeling about a product, service, or organization
People are emotional and intuitive.
Brands are defined by individuals, not by companies.

Brand is individual perception.
In a nutshell:
MSU’s brand is what students, parents, alumni, academic peers, partners, corporations, and other stakeholders
think, feel, and respond to when they hear the words or see the symbols for