

Indiana State University

Project: New Student Orientation campaign

The campaign theme *Explore, Sycamore!* encourages freshman, transfer and commuter students to boldly enter into their new educational career at ISU.

Background

For students coming straight from high school or those returning to higher education, college can be a challenge. Orientation is a 2-day on-campus event developed to help new students anticipate some of the changes that will take place as they begin their educational career.

Challenge

Both the Office of Communications and Marketing and the Office of New Student Transition Programs felt there could be an improvement in the materials prospective students received to inform them about orientation. There seemed to be a disconnect between the fun, engaging, high-energy event itself and the stuffy, perfunctory collateral applicants received in the mail and once they arrived on campus. A new campaign was needed - one that was bold, creative, clever, and polished.

Solution

We explored several themes initially: 1) those featuring Sycamore themes (ISU students are known as "leaves" and athletics as "The Forest") such as *Welcome to the Woods, Your Woodland Adventure*; 2) "Blue" Themes (another common ISU brand identity) such as *You and Blue*; 3) State themes such as *Be Great at State!*; and 4) Class of 2020 themes such as *Me, You, 2020*.

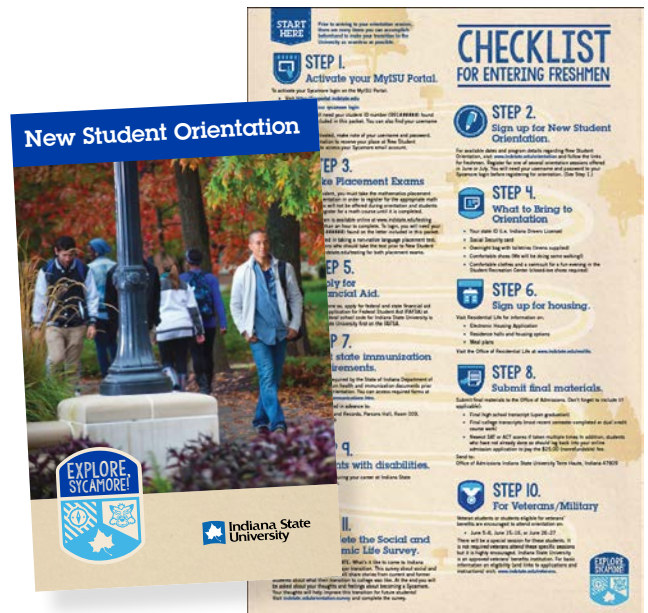
The new, chosen campaign slogan "Explore, Sycamore!" features a wayfinding theme as a directive for new students to boldly take the reins of their new educational experience. We created a *lockup*, a rustic-style badge that includes ISU's mascot Sycamore Sam, a "woodland creature"; ISU's icon, the Sycamore leaf; and a compass to navigate the adventure of campus and college life.

Results

As the 2016 academic year unfolds we'll be designing and applying the lockup and the campaign theme to a variety of collateral and media such as t-shirts; postcards; handbooks; nametags; signage and a New Student Orientation Guide with a checklist that resembles a trail through the woods with directional signs.



▲ EXPLORE, SYCAMORE! LOCKUP



▲ NEW STUDENT ORIENTATION FLIER



▲ T-SHIRT DESIGN