

Strategy Creative

Old Dominion University
BRANDING INITIATIVE

Jennifer Mullen
 Assistant Vice President for Marketing and Communications

Old Dominion
 UNIVERSITY

ODU BRAND PLATFORM

POSITIONING STATEMENT

Old Dominion University is Virginia's forward-focused, public doctoral research university for high-performing students from around the world who want a rigorous academic experience in a fast-paced and profoundly multi-cultural community. Our nationally recognized faculty use real-world expertise and innovative teaching methods to challenge students to achieve their highest goals. Our determined entrepreneurial approach to problem-solving drives cutting-edge research, eminent scholarship, and strategic partnerships with government, business, industry, organizations, and the arts. As a result, we act quickly and decisively to create innovative solutions that improve individuals' lives, our communities, and the world.

OLD DOMINION UNIVERSITY
 BRANDING INITIATIVE

Old Dominion
 UNIVERSITY

ODU BRAND PLATFORM

BRAND PROMISE

Forward-focused thinking, real world results



OLD DOMINION UNIVERSITY
BRANDING INITIATIVE

Old Dominion
UNIVERSITY

ODU BRAND PLATFORM

BRAND DRIVERS

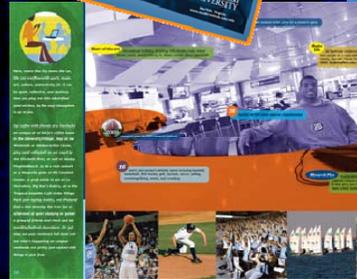
- Nationally recognized faculty with real-world expertise
- Cutting-edge, collaborative research with business, industry, government, organizations and the arts
- Profoundly multi-cultural community that values individuality
- Innovative and engaging teaching

OLD DOMINION UNIVERSITY
BRANDING INITIATIVE

Old Dominion
UNIVERSITY

BRAND PERSONALITY

- **Youthful** - In Virginia, ODU is a relatively “young” university. It has been around long enough to prove that it will endure and to have built a solid and growing reputation. Yet it hasn’t lost its enterprising, energetic spirit. ODU isn’t afraid to try new things and, like the students it attracts, it isn’t afraid to look for and start new endeavors.
- **Vibrant** - In the heart of Norfolk, ODU has a distinctly metropolitan feel. Its community has the cultural sophistication that comes from the blending of a diverse set of traditions and customs, as well as access to the arts, entertainment, and sports. There is no shortage of things to do in and around ODU and students lives and learning experiences are richer and fuller because of this.



OLD DOMINION UNIVERSITY
BRANDING INITIATIVE

Old Dominion
UNIVERSITY

BRAND PERSONALITY

- **Ambitious** - ODU faculty, administrators, and students have high aspirations. ODU itself today and historically has not been afraid to set high goals and achieve them. Our students are directed and focused on their personal success.
- **Forward thinking** - ODU is a leading-edge thinker. Its research is focused on providing business, industry, and government with state-of-the-art practical applications. It is always looking for new opportunities that will help it and its students thrive in a changing world. Its approach to teaching is innovative and capitalizes on current technologies to provide students with the most modern advances in learning tools.



OLD DOMINION UNIVERSITY
BRANDING INITIATIVE

Old Dominion
UNIVERSITY

BRAND PERSONALITY

- **Cosmopolitan** - ODU is a diverse place, unique in higher education. Our students and our faculty and staff come from a wealth of backgrounds, ethnicities, cultures, abilities, lifestyles, and experiences. We welcome and celebrate this diversity and actively cultivate its richness. When people come on to our campus they feel accepted and comfortable, like ODU is a place where they can be themselves.
- **Versatile** - With 68 degree programs and 200 student organizations, students at ODU have the opportunity to tailor their academic and extra-curricular lives to suit their personal interests and ambitions. ODU is constantly assessing the marketplace to understand the needs of our changing economy and adapting its programs to meet those needs. That versatility makes our programs relevant and in demand.



OLD DOMINION UNIVERSITY
BRANDING INITIATIVE

Old Dominion
UNIVERSITY



Strategy

Creative



Old Dominion University
★ **BRANDING INITIATIVE** ★

Jennifer Mullen
Assistant Vice President for Marketing and Communications

Old Dominion
UNIVERSITY