

# *A World Class brand*



Competing at an international level, Queen's outlook, reach and reputation are truly global. The past five years has seen a implementation of a multi million pound investment programme in staff, students and facilities, the programme is designed to deliver a first-class educational experience for future generations of students and ensure that Queen's can compete with the best in the world.

Hamil Bosket Dempsey began working with Queen's University in 2004 by implementing the Queen's brand in core publications. Having displayed a thorough understanding of the university's brand and how to communicate its core values with accuracy and consistency, we went on to develop and implement a cohesive brand structure for all student services.

Our objective was to communicate the compelling suite of support services available at Queen's University via a clear and accessible brand structure. We wanted to articulate an immediate competitive advantage in promoting Queen's as a world class student sport and conferencing facility as well as make it as easy as possible for students and staff to tap into those services when required.

We undertook a series of interviews with stakeholders to understand the diversity and the nature of each service offering. On that basis we developed a comprehensive brand strategy and applied a clear sense of logic across all areas.

We created the name Student Plus to represent a single, consistent and clearly-defined visual identity that projected the University as business-like, professional, practical and inclusive.

We also developed sub brands for each service, each one maintaining a common visual link to each another and to the mainline university brand mindful that much of the student body comprises many international students. We then standardised the visual presentation across literature, signage, marketing and promotional materials.

- Complete roll out of materials within 3 month timeframe
- Project completed within the designated budget
- Enabled Student Plus services to promote themselves and cross-sell in a more cohesive and immediate way
- Created external touch points for all students and staff to engage with the university
- Created brand consistency and strong communication of brand values that could be utilised to promote the university in international markets
- Created a brand architecture that retained strong visual connections with the mainline Queen's University brand
- Enhanced the overall image of Queen's University Belfast as a world class teaching and research destination.