

Brand Launch Transition

First impressions are important when your brand is ‘meeting new people’ and this is amplified when reintroducing the college to current ‘students and influencers’. Those within your brand’s sphere of influence will, consciously or subconsciously, adjust their opinions and expectations of the Coastline brand – and those most loyal can have the biggest reactions. Some will love it, some will loathe it, and a few others just won’t care.

# Coastline Brand Launch Guide (Internal Use Only)

# *Presented to Academic Senate on May 7, 2019*

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|  | The Big Reveal | Closed Book |  | The Timeline | Pencil | Flipping the Switch | Scissors |  |

**Launch Date:** June 14, 2019

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| □ | April 29 | Create narrative around brand change - Our brand no longer reflects who we are |
|  | May 7 | **Brand Preview** – Presentation to **Academic Senate** :30 min |
| □ | May 22 | Establish Brand Ambassadors for Launch |
| □ | June 12 | Press Release about new brand and new website goes out |
| □ | June 13 | Internal Brand Launch party: Educate staff and faculty on the process that led us to where we are and the college vision and objectives we intend for it to enable. Providing an early look at the brand |
| □ | June 13 | Print and Swag assets are launched |
| □ | June 14 | New website goes live |
| □ | June 14 | Social Media goes live |
| □ | June 14 | Brand Launch Event for Community, Students & Press |
| □ | June 14 | Blog posted about brand change – personal heartfelt article about brand transition |
| □ | June 14 | Distribute Brand Guidelines & Communications Guide |
| □ | June 14 | Student Newsletter Announces new brand |
|  | Aug 23 | Flex Day – Final Brand Launch to Academic Senate – Special Faculty Swag distributed |
|  | Aug 23 | Flex Day – Website Page training – for faculty, deans and staff |

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|  | ASSET LAUNCH |  |
| □ | **Level 1 Assets** | Frequently used for lead generation: Website, core brochures, electronic templates, social media, leadership bios, presentation templates, tradeshow or conference booth materials, video elements and governing brand guidelines document.  **Timing:** Most level 1 assets should be updated at brand launch with any remaining assets in the list being complete within 6-months of launch. |
| □ | **Level 2 Assets** | Envelopes, case studies, business cards, smaller tradeshow graphics, (pop up banners), new hire on-boarding materials, environmental marketing (building logos), interior messaging and graphics.  **Timing:** All level 2 assets should to be updated within 6-months of brand launch. |
| □ | **Level 3 Assets** | These are all other assets that can be replaced when old material is depleted, and material used with existing clients who will not be influenced by old branding, such as; corporate thank you cards and envelopes, checks and invoice paper, older microsites still in use, client training material, and core HR papers such as employee benefits package material and employee training material.  **Timing:** All level 3 assets should be updated within 12-months of brand launch. |
|  |  | **IT’S MORE THAN UPDATING PHYSICAL MATERIAL, IT’S ALSO ENGAGING (AND SOMETIMES CHANGING) CULTURE** |
| □ | June 13 | **Internal Brand Launch party:** Educate staff and faculty on the process that led us to where we are and the college vision and objectives we intend for it to enable. Providing an early look at the brand by lifting the veil to what will soon be in the market, distribute the brand in their hands with new apparel and stationary, and educate them on our new messaging to inform them about how to speak about the college moving forward. |
| □ | June 9-June 14 | **Current Students and Prospects:** We will introduce the brand through a student email blast and let them know what it means for Coastline how it will be a positive impact for our relationship with them. This is to reinforce our value-proposition, show we’re thinking and care about the relationship, and to inform them about the full capabilities of the school. |
| □ | June 14 | **Prospective Students:** Announce the rebrand and why it happened so each prospective student is aware of what’s happening, position Coastline in the prospect’s mind so they understand the full point-of-view Coastline has, and position the college’s core capabilities and value-proposition so they know what they get and why it’s in their interest to apply and register! |

## Rebrands are exciting!

## They can energize a stagnate or declining culture, deepen existing student relationships by adding and reinforcing value, and open doors to new opportunities previously thought of as untouchable. But the reality is they are expensive and take a lot of time to get into market which creates a lot of risk in the event of failure.

## Implemented effectively, you will see a positive impact on culture, improved enrollments and marketing, and create the energy and perception for you Coastline we desire.