

BRAND CAMPAIGN OVERVIEW



BOISE STATE UNIVERSITY

RESEARCH

SURVEY AT-A-GLANCE

226

High Schoolers

318

Idaho Adults

1,075

Current Students

536

Faculty/Staff

493

Alumni

BLUE TURF THINKING: WHAT IS IT?

74%

of high schoolers say it's "taking risks and not being afraid to fail."

45%

of the general public say it's "being a trailblazer."

58%

of current students and 54% of faculty/staff say it's being "bold and innovative by necessity."

"Innovating in ways others have not explored before. We set a standard by creating our blue field. We stepped up and did something no one else did." — **Current Student**

"It's collaborating across different disciplines to bring the university and the community to new innovations and challenge what we know and understand." — **Employee**

"Learning and growing and pushing ourselves to be better individually but also as a community and university." — **Alum**

BRAND PLATFORM

AUDACIOUS APPROACHES THAT MAKE REAL IMPACT

PERSONALITY

Audaciously Purposeful

Uninhibitedly Curious

Genuinely Evolving

Relentlessly Passionate

Humbly Brilliant

PILLAR 1 BLUE



"Blue" is our driving force and our bold willingness to do things differently. Our impact breaks the mold because we ask different questions that provide new outcomes. Blue is what the world sees when we get our hands on a challenge.

PILLAR 2 TURF



"Turf" are the spaces where things get done. It's here on our own campus and in our community. This is our turf, the place where change and innovation happens and touches the world.

PILLAR 3 THINKING



"Thinking" is our purpose. We take an interdisciplinary perspective to our academics. We are unapologetic about combining creativity, research, and our individual passions to do the unthinkable.

STRATEGIC DRIVERS

Unrelenting Spirit

Creative Research

Community University

Impacting Idaho

BRAND FOUNDATION

HEADLINES AND IMPACTFUL STATEMENTS

GOTHAM ULTRA

ALL-CAPS ONLY

To create the bold attitude of the brand campaign, we use most weights and variations of Gotham in all-caps.

SUBHEADLINE AND CALL-OUTS

GOTHAM NARROW BLACK ITALIC

ALL-CAPS ONLY

Campaign-specific font.

BODY COPY

Gotham Book

HIGHLIGHTED TYPE

GOTHAM NARROW BOLD

PANTONE 286C

For Print
Spot color preferred
CMYK: 100, 80, 0, 12

For Digital
RGB: 0, 51, 160
Hex: #0033A0

PANTONE 172C

For Print
Spot color preferred
CMYK: 0, 80, 98, 0

For Digital
RGB: 214, 67, 9
Hex: #D64309

PANTONE COOL GRAY 1C

For Print
CMYK: 10, 7, 5, 0
For Digital
RGB: 226, 227, 231
Hex: #E2E3E7

LIGHTEST GRAY

For Print
CMYK: 2, 1, 2, 0

For Digital
RGB: 247, 248, 246
Hex: #F7F8F6

PANTONE 2757C (SECONDARY USE ONLY)

For Print
CMYK: 100, 92, 31, 31

For Digital
RGB: 0, 31, 96
Hex: #001F60