



S E S Q U I C E N T E N N I A L

Strategic Considerations

VISION: Wayne State University's sesquicentennial offers an unprecedented opportunity to **reintroduce Wayne State** and build a common understanding of our impact, our vision and our mission to multiple audiences who have varying knowledge and perceptions of the university. This is our best opportunity to **reconnect** and strengthen ties with our alumni and community, to **re-energize** and inspire the WSU family, to restore or **build upon pride** in what we are and what we do, and to **establish a positive image** with those who don't yet know or understand us.

GOALS:

- Build positive awareness in the community and beyond about WSU's contributions to knowledge, education and the community.
- Energize our alumni and donors.
- Build pride and enthusiasm among all audience groups.
- Recruit and empower ambassadors and advocates for WSU from all stakeholder groups.
- Leverage the sesquicentennial to help achieve the goals and objectives outlined in the strategic plan.
- Re-establish WSU's "ownership" of Detroit among universities.
- Increase enrollment.

AUDIENCES:

- Alumni
- Donors
- The WSU "family" (i.e., faculty, students, staff, administration and parents)
- The broader Detroit community
- Community and governmental leadership
- Prospective students and their influencers

TIMING:

The sesquicentennial celebration will run from January 2018-December 2018. When creating material, consider the timeframe.

MARKS



150 seal

The primary mark for the sesquicentennial. Can be used with and without the “150 years in the heart of Detroit” text. Should be the first consideration when branding material for the celebration. A formal mark, intended to convey a level of prestige and quality. Should only be used when there is appropriate space to ensure readability.

Appropriate use: Commencement program booklet, on-campus banner, sesquicentennial website

Can be used with school or college distinction.



— School of Medicine —



150 YEARS
IN THE HEART OF DETROIT

Warrior W with 150 tagline

A secondary option, intended to provide additional flexibility. Scalable. More clearly expresses the WSU brand and should be used when talking to audiences less familiar with Wayne State — prospective students, general advertising.

Appropriate use: e-mail signature, off-campus billboard



1868-2018

W mark (outlined or solid) with 150 tagline

Created as a supporting option. Should be used on material where the full name of the institution is already clearly understood, or with audiences where location is already clear.

Appropriate use: On-campus poster, digital signage promotion

150 YEARS
IN THE HEART OF DETROIT

150 tagline

Can be used alone if the name of the university is clear in the communication. Can also be paired with any other WSU logos.

If you have questions, please contact Christa Raju at ccraju@wayne.edu or Mario Chaney at mario@wayne.edu.