



**ESHELMAN SCHOOL
OF PHARMACY**

Brand Strategy Guide

May 2018

Introduction

We have several guides to help us manage the **UNC Eshelman School of Pharmacy** brand:

- **Brand Strategy Guide**
- Brand Identity Guide (Visual Style)
- Brand Messaging Guide (Verbal Style)
- Marketing Planning Guide
- Social Media Guide
- Event Planning Guide

The purpose of the **Brand Strategy Guide** is to provide you with the information needed to understand and properly execute our brand across all audience touch points.

Adherence to these guidelines will help to present our brand consistently and speak with one brand voice.

Brand Strategy Guide

- **What is a Brand**
- **The role of Brand Strategy**
- **Brand Strategy Process**
- **How we define our brand**
 - Brand Vision
 - Brand Positioning
- **How we design our brand**
 - Brand Promise
 - Brand Identity
 - Experience
 - Culture
 - Places
 - Products
- **How we manage our brand**
 - User Guides
 - Tool Kit
 - On-Line Request Form



A brand
is
a promise
kept

Great brands make & keep **BLG** promises.

Great brands make & keep **BIG** promises.

They make people's lives *easier*

They make people's lives *better*

They make people's lives *more gratifying*

They make people's lives *more meaningful*

Great Brands Start Inside

Every single person in the organization contributes to shaping the audience's experiences with the brand – even if they don't come into contact with the audience

Brand = School | School = Brand



A brand will not be strong unless the entire organization understands and embraces branding

- ✓ Branding is a disciplined process for defining, developing and delivering a meaningfully different audience experience.
- ✓ Employees at every level understand the brand strategy and are equipped to manage it at every touch point.
- ✓ Critical stakeholders are deeply engaged in delivering the brand promise.
- ✓ Essential behaviors are reinforced.
- ✓ Accountability is hardwired into management metrics as well as performance management and recognition systems.

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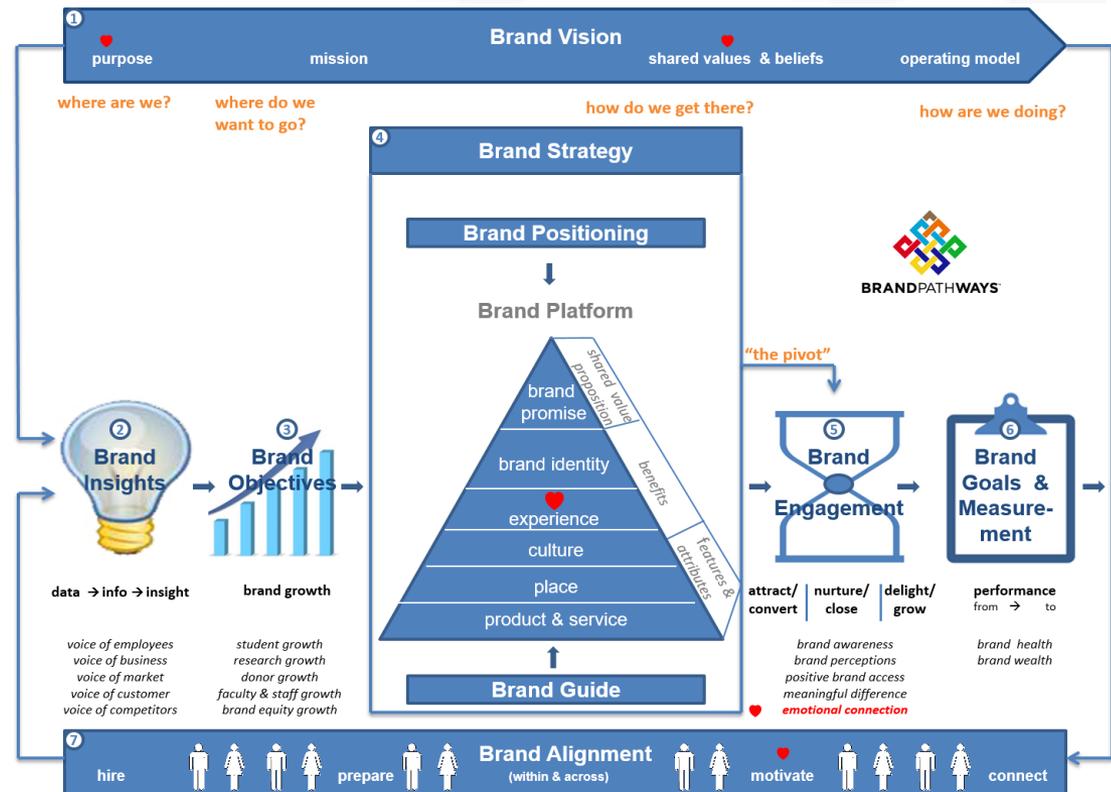


Brand Strategy

Brand strategy is the central organizing and operating idea of a business or organization.

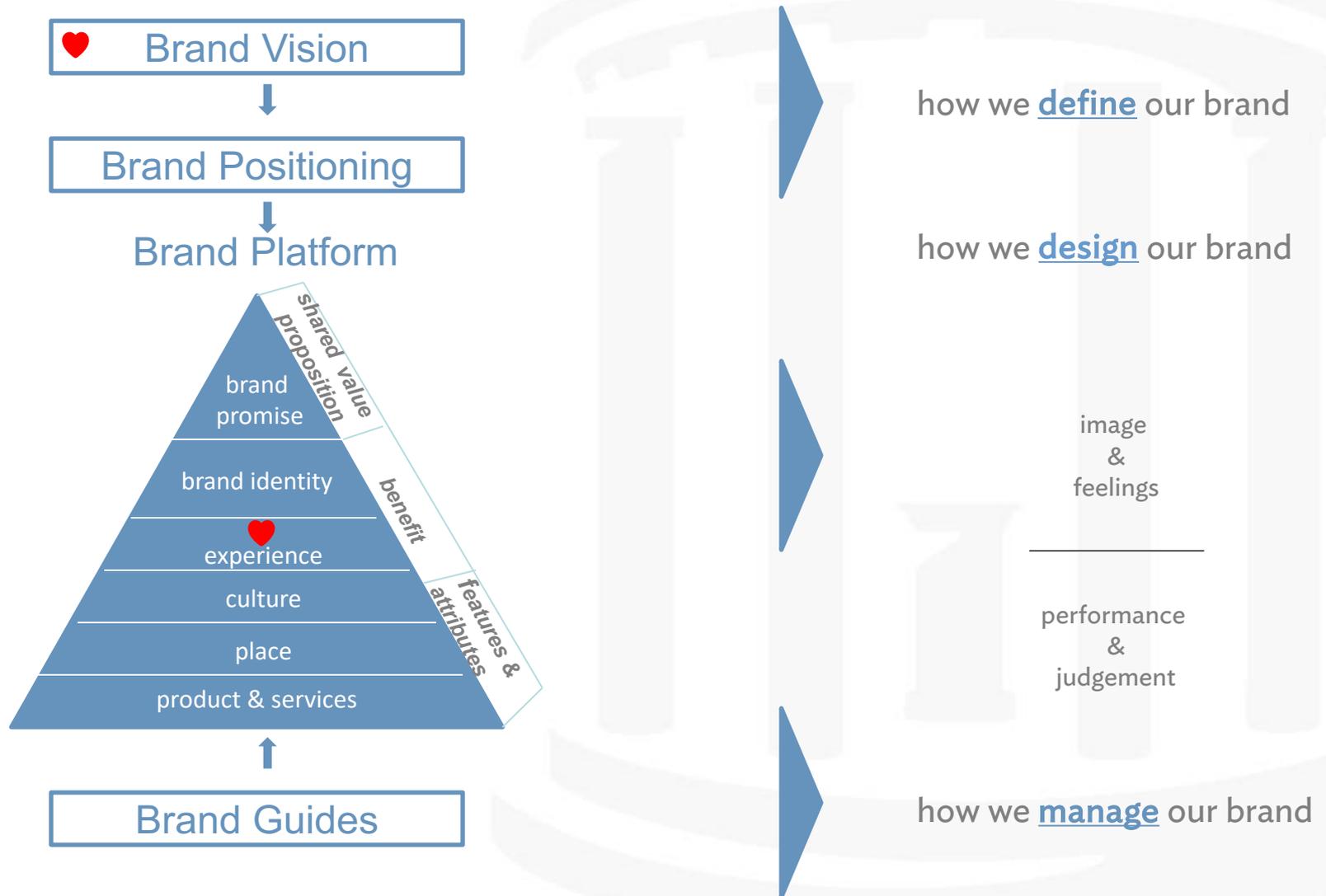
It defines your value proposition and how it is integrated into your culture, organization design, systems, processes and how you make all decisions.

We use the **BRANDPATHWAYS™** model on the right to help us align around our brand strategy and integrate it into all that we do.



source: BRANDPATHWAYS™. Used with permission

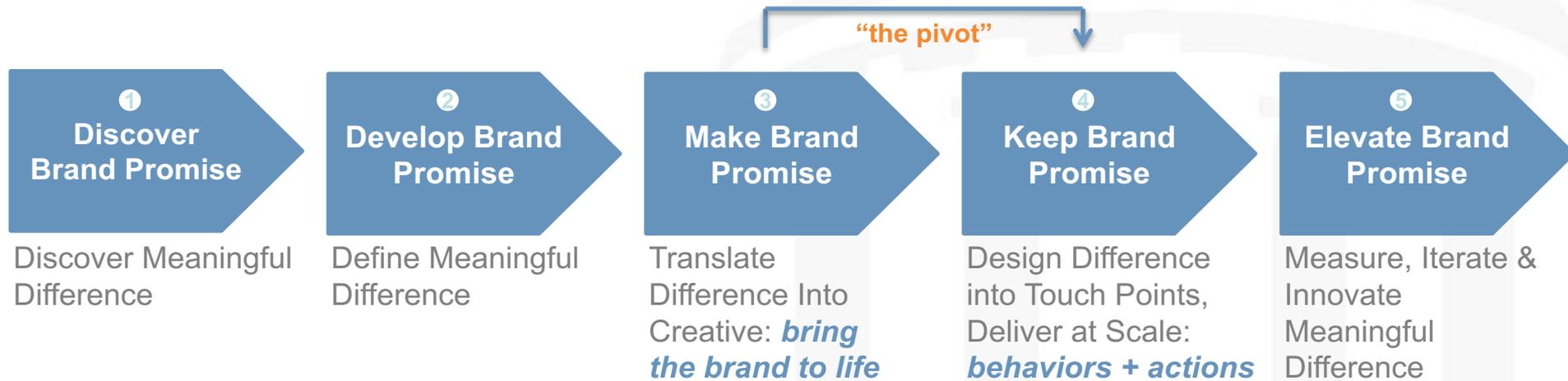
Brand Strategy Components



Brand Strategy Guide

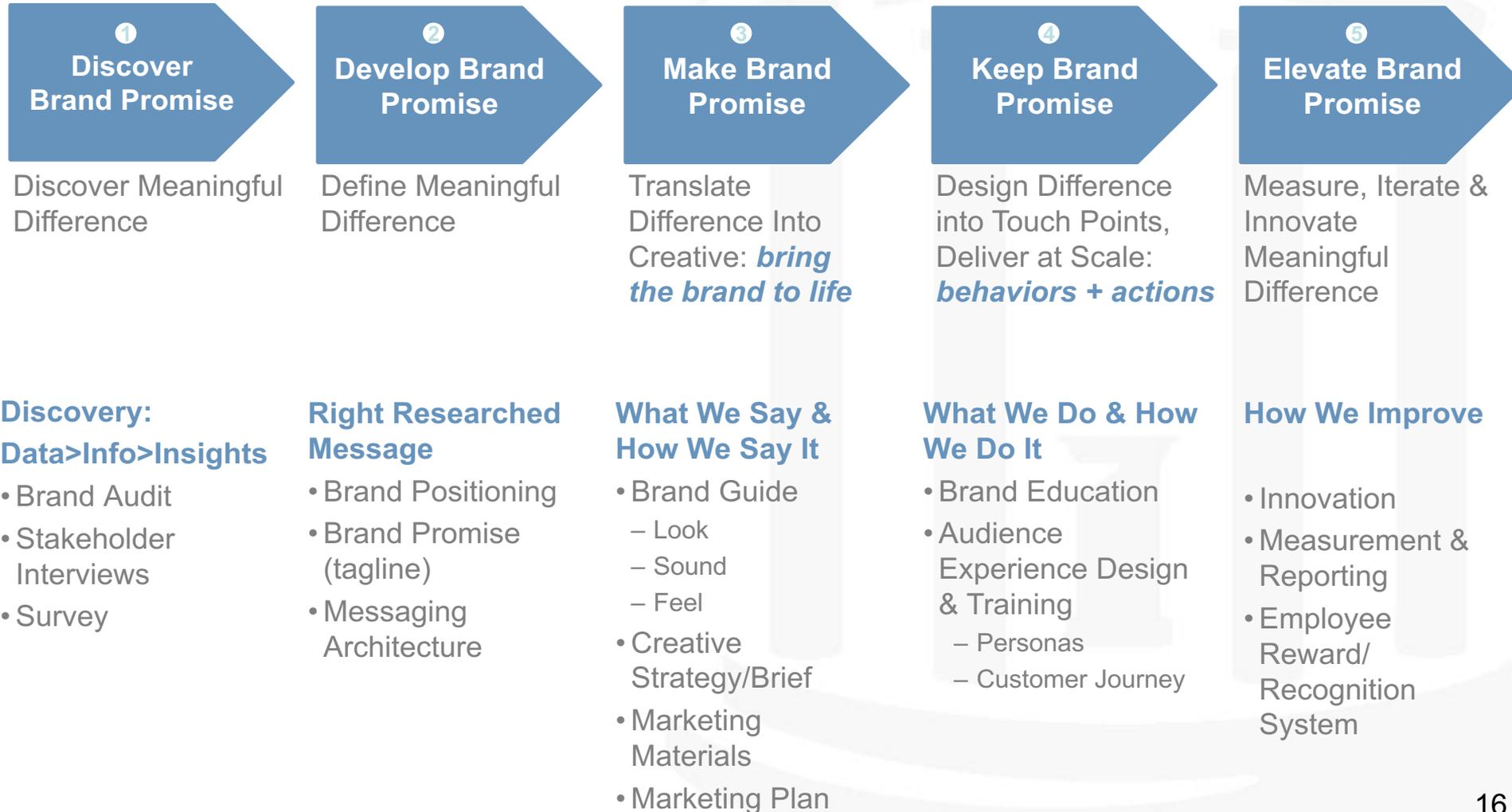
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Brand Strategy Process



Brand Strategy Process

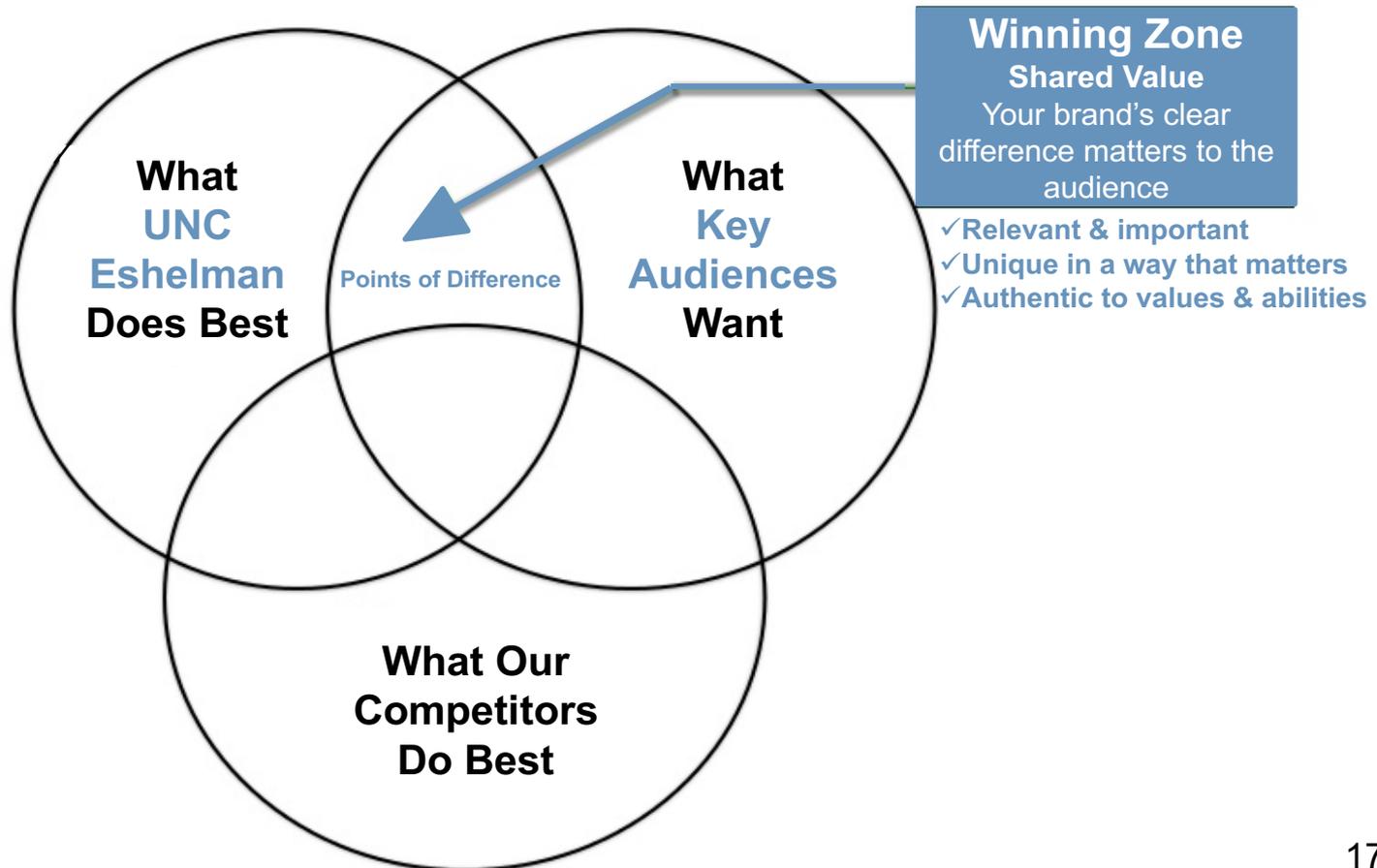
“the pivot”





Brand Strategy Process

Our **Brand** must be **Meaningful** to the Audience & **Different** from Competitors



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Our Vision

Why we exist, how we make people's lives better

- Brand Purpose
- Mission
- Principles
- Shared Values

Brand Vision

Purpose:	to help people live longer, healthier lives
Mission:	to develop leaders in pharmacy education, pharmacy practice and pharmaceutical sciences through innovation in teaching, practice and research.
Principles:	<ul style="list-style-type: none">• We are <i>dedicated</i> to those we serve: students, patients, society.• We are committed to <i>excellence</i> in all that we do.• We are <i>innovators</i> – bringing creative ideas to life to enrich student learning and improve human health worldwide.• We seek and value <i>collaboration</i> and <i>interdependency</i> throughout all aspects of what we do.• We foster <i>professional growth</i> for faculty and staff and create a culture for career opportunities in our school.• We promote <i>diversity</i> and <i>inclusiveness</i>, and value the richness this brings to our school community.
Values:	We uphold the values of <i>integrity, trust, honesty</i> and <i>accountability</i> in our actions as individuals and as an institution.

Our Positioning

How we internally define our meaningful difference

- Target Audiences
- Frame of Reference
- Key Benefit
- Reasons to Believe
- Brand Archetypes
- Brand Personality

Brand Positioning Statement

Target Audience

prospective students, research partners and donors who want to help the human race overcome pain, sickness and disease

Frame of Reference

UNC Eshelman School of Pharmacy is the trusted authority in **research and health sciences education**

Key Benefit (meaningful difference)

who is reimagining how pharmacists and pharmaceutical scientists are **improving people's health and well being** around the world

Reasons to Believe

incomparable ability to **discover, share and apply knowledge** that improves human health

Brand Archetype

We are guided by our hearts & our minds:

- **Caregiver:** care for others, protect people from harm
- **Sage:** discoverer of knowledge, sharing wisdom and intelligence
- **Creator:** creating something of enduring value

Brand Personality

genuine, with heart, inspired, progressive, visionary, relentless, leader, trusted

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Brand Platform

Designing our *meaningful difference* into our operating model



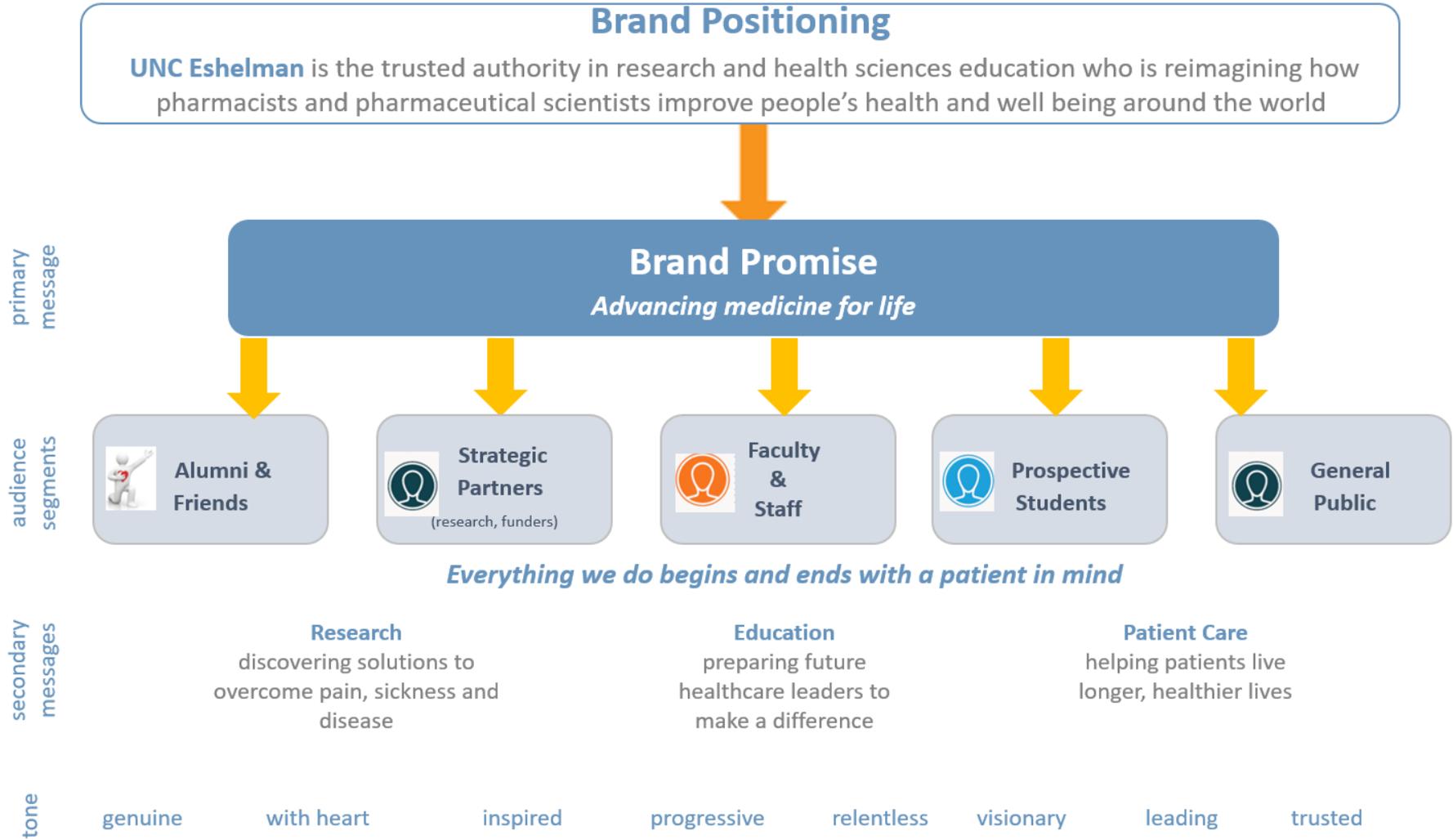
Our Promise

How we sound meaningfully different

Verbal Identity:

- Messaging Architecture
- Brand Promise (primary message)
- Secondary Messaging Themes
- Tone of Voice
- Brand Narrative

Messaging Architecture



Brand Promise

Advancing medicine for life

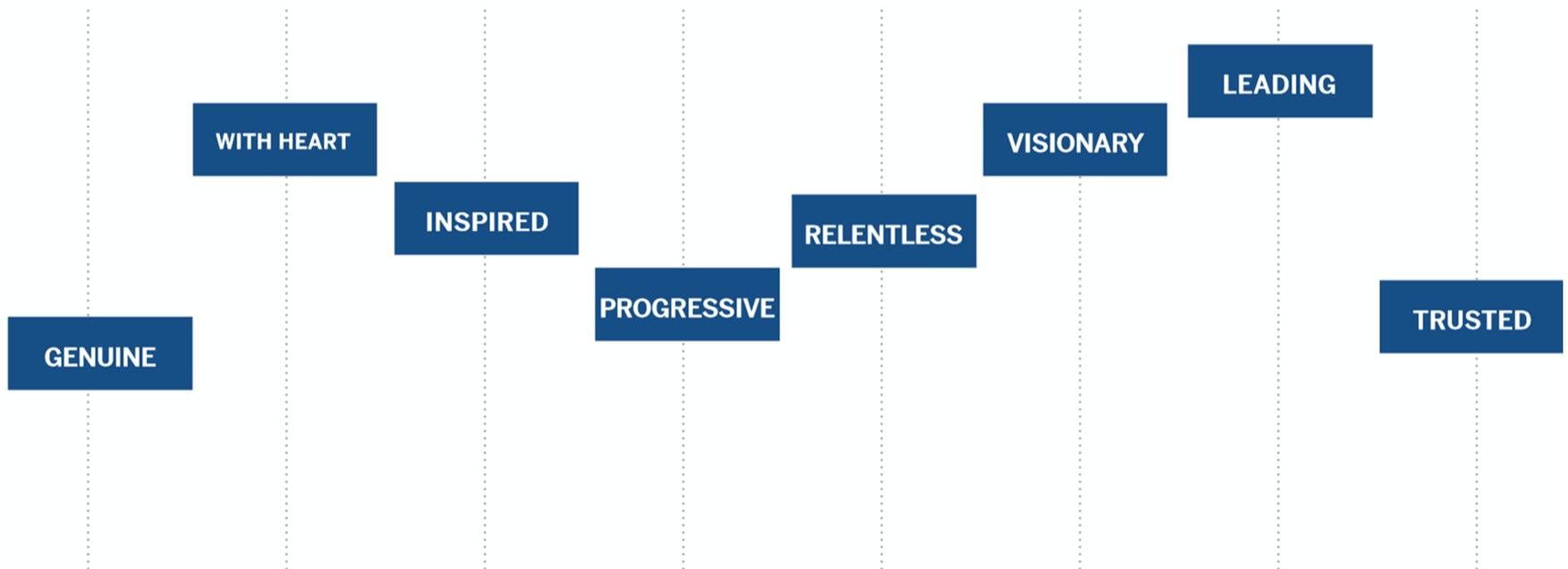
Communicates that not only are we *innovating* in our classrooms, research facilities and practice settings to *improve human health*, but we are also pushing the boundaries of pharmacy and drug research with an *endless commitment*.

Tone of Voice

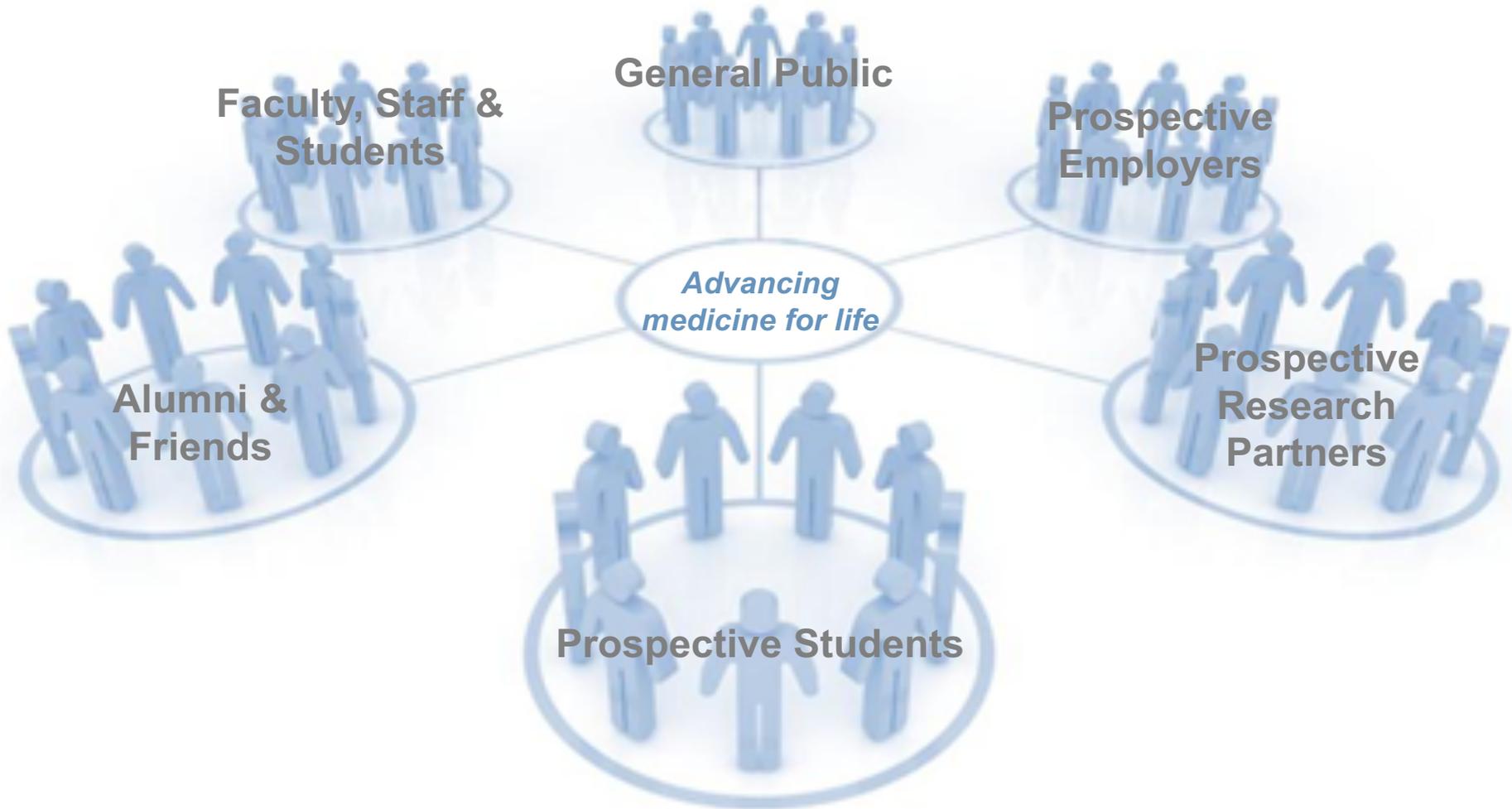
GENUINE	Warm, Friendly, Authentic, True
WITH HEART	Deep awareness of other people's needs, Caring, Embraceful, Compassionate
INSPIRED	Of extraordinary quality as if arising from some external creative impulse
PROGRESSIVE	Constant Innovation, Diverse, Energetic, Multi-Faceted, Ever-Evolving, Contemporary
RELENTLESS	Determined, fierce, uncompromising, rigorous, unrelenting in our pursuits
VISIONARY	Pioneer, creator, trailblazer, ambitious for the common good, forward thinking, bold
LEADER	Out in front, advancing thought and practice, intellectual
TRUSTED	Dependable, reliable, credible, established

Tone of Voice

Adjusted for each audience



Secondary Messaging



Secondary Messaging Themes

Target Audience(s):

**Strategic Partners – Pharma, Bio Tech,
Government Agencies, Foundations, Funders**

Discovering solutions to overcome pain, sickness and disease:

- Our pharmaceutical scientists are working on the world’s most challenging health issues
- We have expertise and resources that span the entire drug development cycle
- We are solving global healthcare challenges through research and innovation
- We have partnership funds to co-invest in big breakthrough research ideas

Proof Points/Reasons to Believe

- Highly scalable and integrated **research platforms** that align with all phases of the drug discovery, development and delivery cycle
- Four major **research centers** focused on discovering cures for the world’s most challenging diseases
- **Eshelman Institute for Innovation** that funds and nurtures high risk/high reward ideas in research, education and practice
- Key member of a research intensive interdisciplinary and collaborative **health sciences campus** (Medicine, Dentistry, Pharmacy, Public Health & Nursing+ Lineberger Cancer Institute)
- Close ties and **working relationships** with leading pharma & biotech companies
- Located near the famed **NC Research Triangle Park** which is host to an abundance of pharmaceutical, biotech and healthcare companies
- \$38 million in research grants
- 86 total active patents, 31 Licensing Agreements & 23 companies formed
- 2016 US News & World Report No. 1 School of Pharmacy
- 2016 US News & World Report No. 2 Global University for Pharmacology & Toxicology
- Academic Ranking of World Universities: No. 6 Pharmacy & Pharmaceutical Sciences
- No. 21 in the [2018 QS World University Rankings](#) for the Best World Universities in Pharmacy and Pharmacology
- No. 2 in schools and colleges of pharmacy in research funding
- No. 2 in schools and colleges of pharmacy in NIH funding

Tone: progressive, relentless, leading, visionary

Desired Outcomes – Feel: confident/in good hands, sense of shared purpose **Do:** Partner with UNC Eshelman

Secondary Messaging Themes

Target Audience(s):

Prospective Pharm D students

Preparing future healthcare leaders to make a difference

- Gain the knowledge and skills you need for a successful career & make a difference in people's health
- A 21st century learning environment that will prepare you with the critical thinking and problem solving skills needed to be a leader in your field and do meaningful work
- A wide range of career field options including patient care, scientific research and innovation
- Prepared to be a key member of a patient centered interdisciplinary health care team managing and optimizing medication therapies
- Prepared to work in a diverse range of health care environments:
 - ✓ Community & independent pharmacies
 - ✓ Hospitals & Healthcare systems
 - ✓ Physicians offices and clinics
 - ✓ Public Health Agencies
 - ✓ Insurance Agencies
 - ✓ Pharmaceutical & Drug Development in Pharma

Proof Points/Reasons to Believe

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- Early and continuous patient immersion, including global pharmacy and community pharmacy rotations
- Immersive educational technologies like the **nXhuman™** to enhance hands on student learning experiences.
- Two centers focused on the delivery of value in pharmaceuticals, pharmacy practice and patient-centered care
- Collaboration with GSK on a [CCNC Initiative](#) to focus on the role of pharmacists in lowering health care costs and improving health outcomes through better use of medicines.
- Research and Scholarship in Pharmacy (RASP) Program that provides an opportunity to participate in an in-depth hypothesis-driven or non-hypothesis driven research project
- PIPS program that promotes working with alumni business owners to develop a business plan to buy or build a community pharmacy
- Rural Health Certificate Program that prepares students to serve in collaborative, inter-professional practices that serve the healthcare needs of patients living in rural and small communities.
- Nearly 8,000 alumni in 50 states and 27 countries

Tone: genuine, with heart, leading, trusted, progressive, visionary

Desired Outcomes - Feel: confident in decision, will be well prepared **Do:** Apply to program

Secondary Messaging Themes

Target Audience(s):

Prospective PhD students

Preparing future healthcare leaders to make a difference

- Work on cures for the world’s most challenging sicknesses and diseases
- Work with leading faculty in state of the art facilities and research centers that span the entire drug development cycle
 - **Discovery:** find and characterize new therapeutic agents and targets
 - **Delivery:** identify and deliver the most successful compounds and therapies.
 - **Optimization:** identify the factors that make drugs the most effective
 - **Outcomes:**
- Collaborate with researchers across our Health Sciences Campus (School of Medicine, Gillings School of Global Public Health, School of Nursing, School of Dentistry, Lineberger Comprehensive Cancer Institute)
- Eligible for funding through the EII to support bold breakthrough ideas in education, research and practice

Proof Points/Reasons to Believe

- Highly scalable and integrated **research platforms** that align with all phases of the drug discovery, development and delivery cycle
- Four major **research centers** focused on discovering cures for the world’s most challenging diseases
- Eshelman Institute for Innovation that funds and nurtures high risk/high reward ideas in research, education and practice
- Key member of a research intensive interdisciplinary and collaborative **health sciences campus** (Medicine, Dentistry, Pharmacy, Public Health & Nursing+ Lineberger Cancer Institute)
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Tone: progressive, relentless, leading, visionary

Desired Outcomes - Feel: confident in decision, will be well prepared **Do:** Apply to program

Secondary Messaging Themes

Target Audience(s):

Prospective Donors (Alumni, Friends, Foundations)

Shape the future of pharmacy and healthcare for all human kind in NC, the US and around the world

- Reinvent the way students learn
- Help discover cures and solutions for the world's most challenging health issues
- Revolutionize the way pharmacists deliver patient care
- Prepare global leaders in patient care and drug development
- Solve global healthcare challenges through innovation in research and practice

Proof Points/Reasons to Believe

- **Building:** Creating a 21st century environment for learning and discovery
- **Students:** Attracting and training the next generation of pharmacy leaders
- **Global:** Setting the standard for global pharmacy practice
- **Faculty:** Recruiting, retaining and supporting world class faculty & researchers
- **Innovation:** Funding big ideas in pharmacy education, research and practice

Tone: progressive, visionary, leading, inspired, with heart

Desired Outcomes - Feel: pride, belonging/connection **Do:** Contribute time and/or financial resources

Secondary Messaging Themes

Target Audience(s):

Public (includes NC legislature)

We prepare leaders to make a difference in patient care in NC and beyond

- Our Pharmacists improve patient outcomes & lower costs
 - Patients do best when pharmacists are part of their healthcare teams
 - Pharmacists are the trusted medication specialists on the healthcare team
 - Pharmacists optimize the efficiency and cost effectiveness of healthcare delivery (Asheville Project)
 - Pharmacists are accessible in all healthcare settings: inpatient, ambulatory & community
- Our Pharmaceutical Scientists are discovering cures and solutions to the world’s most challenging health issues (Brain Cancers, AIDS, Precision Medicine)
- We are strengthening North Carolina’s role in statewide and global healthcare
- We are driving economic development in the state of NC

Proof Points/Reasons to Believe

- Academic Programs: PharmD, PhD, MS, CE
- Rural Health Care Certificate
- Over 8,000 alumni in 50 states and 23 countries
- Nearly 6,000 alumni in North Carolina
- 86 total active patents, 31 Licensing Agreements & 23 companies formed
- 2016 US News & World Report No. 1 School of Pharmacy
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Tone: progressive, visionary, leading, inspired, with heart, progressive

Brand Narrative

- Title

Advancing medicine for life *(brand promise)*

- Protagonist

the **patient** *(hero)*

- Antagonist

pain, sickness and disease *(enemy)*

- Plot

a unrelenting **quest** to help people live longer, healthier lives *(purpose)*

- Story Arc

beginning
middle
end

everything we do begins and ends with a **patient** in mind *(messaging)*

discovering new knowledge *(research)*

translating knowledge in the lab & classroom *(education)*

applying knowledge to help patients *(patient care)*

- Supporting Characters

helper archetypes *(roles & responsibilities)*

creators who create enduring value

sages who discover and share knowledge

caregivers who protect and care for others

Our brand narrative **connects** our secondary messages to tell a compelling, holistic and integrated story *(one voice)*

Our Brand Identity

How we look meaningfully different

Visual Identity:

- Logo
- Logo Marks
- Color Palette
- Typography
- Brand Art
- Photography

Logo

Logo - Horizontal

UNC's visual identity is managed by UNC Creative. The design standards (size, spacing, color, etc.) that apply to the School logo are the same as those that apply to the University logo.

Usage

- Always use the original, high-resolution digital artwork that is available for download on our resources page.
- As the primary graphic identity for our School, the logo must appear on all communications, including brochures, stationery, business cards and websites.
- The logo may not be reconstructed or altered in any way.
- Do not create secondary logos, as this is not permitted and it dilutes our goal of creating a common, mutually reinforced brand.

Clear Space Requirement

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. There should always be 1/2 the distance "x" between any part of the logo and any other page element or the edge of the page, where "x" is equal to the height of the well. Size Requirement

School logo



Center logos



Asheville Campus logo



Asheville Campus

Logo

Logo - Horizontal (continued)

The logo must be resized proportionally and as a group (logomark, divider rule and logotype); therefore, measurements for all elements in the logo are relative to each other.

When PMS® 542 or black is used in printing of the logo, the minimum size for the logo is 1.875 inches wide.

When the logo appears as a white knockout on a color, the minimum size is 2 inches wide.
If a publication is using a 4 process color build in the printing of the logo, the minimum size is 2 inches wide.

School logo



Center logos



Asheville Campus logo



Asheville Campus

Logo

Logo - Vertical

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- Always use the original, high-resolution digital artwork that is available for download on our resources page.
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School logo



**ESHELMAN SCHOOL
OF PHARMACY**

Asheville Campus logo



**ESHELMAN SCHOOL
OF PHARMACY**

Asheville Campus

Center logo



ESHELMAN SCHOOL
OF PHARMACY

**Center for
Medication
Optimization**

Logo

Logo - Vertical (continued)

Size Requirement

The logo must be resized proportionally and as a group (logomark, divider rule and logotype); therefore, measurements for all elements in the logo are relative to each other.

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School logo



**ESHELMAN SCHOOL
OF PHARMACY**

Asheville Campus logo



**ESHELMAN SCHOOL
OF PHARMACY**

Asheville Campus

Center logo



ESHELMAN SCHOOL
OF PHARMACY

**Center for
Medication
Optimization**

Logo

HORIZONTAL UNIT LOGO

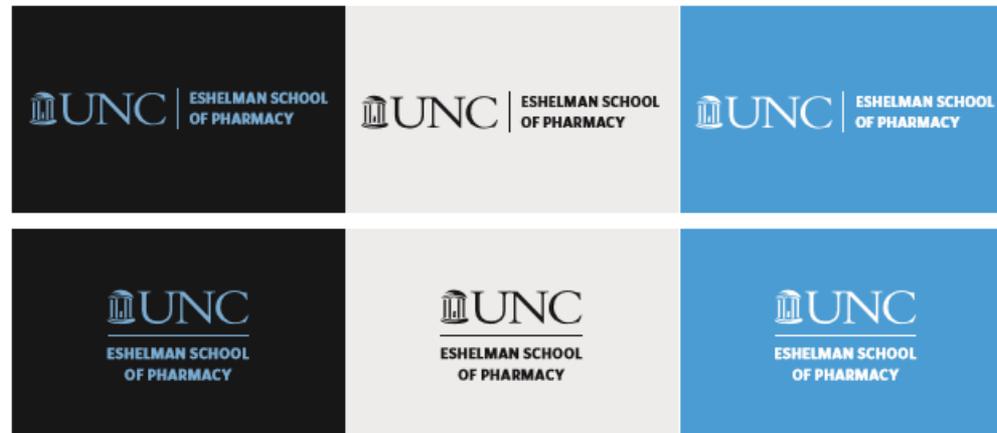


VERTICAL UNIT LOGO



LOGO COLOR VARIATIONS

Unit logos and department logos will be created in all Carolina Blue, black and white. No other color variations may be created.



Logo & Promise (tagline)

To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides when pairing the logo with the School’s tagline. There should always be a distance equating to 1/2 the height of the Old Well between any part of the logo and any other page element or the edge of the page.

When using the scientific background, it should never go above 25% opacity. The pattern should also have a layer mask that fades the pattern from the bottom to the top similar to the examples shown.



Logo Marks



The school or unit logo should be used as the primary mark in branded materials.

These **logo marks** should only be used selectively as a secondary design element to reinforce our brand identity and our connection to UNC.

These **logo marks** may only be used if the formal school or unit logo appears elsewhere.

Color Palette

The brand colors are a fresh take on Carolina's classic palette, infusing the brand with energy and sophistication. The brand colors utilize the university's existing palette but put more emphasis on secondary colors in order to provide variety.

The color palette for print application is slightly different than digital in order to ensure the best reproduction.

Use PMS or CMYK values for print projects and HEX and RGB values for digital projects.

Colors outside of the approved palette are not allowed.

PRIMARY



PMS 542	PMS 543c	PMS 2767c	PMS 429c
CMYK 60/19/1/4	CMYK 38/9/0/1	CMYK 100/90/10/77	CMYK 21/11/9/23
HEX #4b9cd3	HEX #a4cae1	HEX #13294b	HEX #8d9092
RGB 75/156/211	RGB 164/200/225	RGB 19/41/75	RGB 141/144/146

SECONDARY



PMS 1645	PMS 1365	PMS black	PMS opaque white
CMYK 6/66/69/0	CMYK 7/32/73/0	CMYK 73/67/65/80	CMYK 0/0/0/0
HEX #E88A6B	HEX #EAB05E	HEX #151515	HEX #ffffff
RGB 232/138/107	RGB 234/176/94	RGB 21/21/21	RGB 255/255/255

Typography

Quarto Black

Quarto Black Italic

Quarto Bold

Quarto Bold Italic

Quarto Semibold

Quarto Semibold Italic

Quarto Medium

Quarto Medium Italic

Quarto Light

Quarto Light Italic

Whitney Black

Whitney Black Italic

Whitney Bold

Whitney Bold Italic

Whitney Semibold

Whitney Semibold Italic

Whitney Medium

Whitney Medium Italic

Whitney Book

Whitney Book Italic

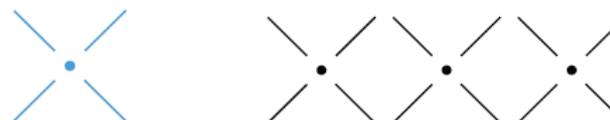
The headline font for the UNC Eshelman School of Pharmacy is Quarto. Quarto is a fresh, modern, and optimistic typeface. Its large x-height, short descenders and trim serifs invite tight tracking and solid leading, making it an excellent choice for headlines in both print and digital. Quarto is not meant to be used below 11 pt, and pairs well with Whitney.

Whitney is used for secondary headlines and body copy. Whitney is a warm, refined sans serif that pairs well with Quarto. Its imperfect edges and quirky nature make it great for almost any application. It works well for body copy and in larger headline sizes.

Brand Art

This argyle X is meant to highlight areas of precision and expertise in a graphic way. It can be paired with photography allowing the viewer to focus on certain areas within the overall composition. It can also function as a visual cue to highlight areas of copy.

Argyle X



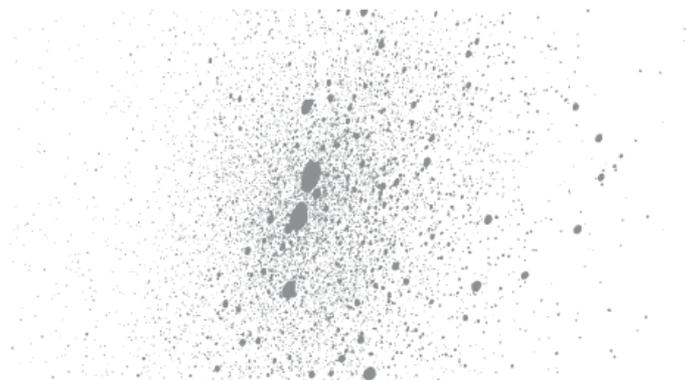
Scientific lines and circles are a graphic motif that symbolizes molecular structure.

Scientific Lines and Circles



The microscopic pattern is used to provide background contrast and visual interest to graphic compositions.

Microscopic Pattern



Photography

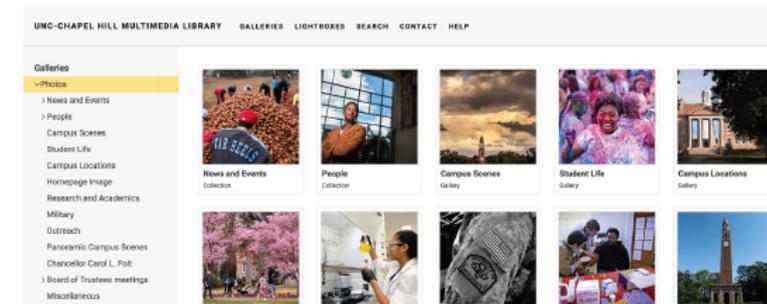
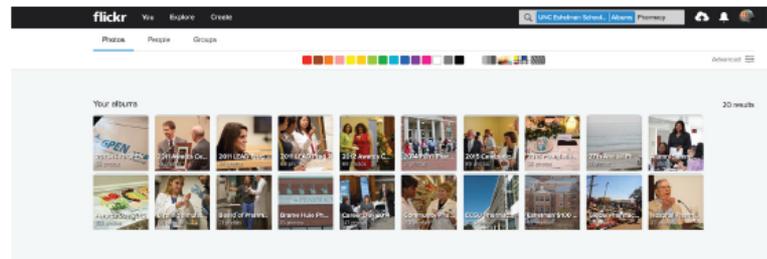
Color photography is used to showcase the real world impact of the UNC Eshelman School of Pharmacy, and our brand tone of “humanity.” To help accomplish this, our photography should focus on people (with an emphasis on faces and eyes), human interaction, peak moments, daily activities, key events, guest speakers, and whenever possible it should include the patients we serve.

When pairing photography with intricate line work and bold typography, it is important that all of these elements work together harmoniously. School representatives who have a need for this intricate styling should submit a MarCom request for brand assistance.

The UNC Eshelman School of Pharmacy has an online photo archive hosted on the website Flickr that is available to school representatives for use in presentations, teaching and for marketing materials. To access additional, private content, please contact Carol Perry for guest login information.

The University maintains a collection of images and video on the website Photoshelter that can be downloaded and used by faculty and staff. These images and video tend to focus on the University at large as opposed to any one school or department.

Visit <http://unc.photoshelter.com/> to sign up for a free account and use this content.



Experience

How we want audiences to feel when engaging with our brand across all touch points

- Before engaging with the brand
- During engagement with the brand
- After engaging with the brand

Experience

Engagement Stage	Audience Objective	Tactics	Support/ Proof	Desired Outcome
Before	Trust	Inform & educate on our value proposition (brand promise)	Rankings, Faculty, Researchers, Facilities, Alumni	Interest: I like what I hear, I want to learn more
During	Motivation	Enable positive and easy access and engagement	Easy to interact, get information, responsive,	Preference: This is my preferred brand, it provides the benefits I need
After	Inspiration	Empower: deliver meaningful benefits Connect: create a strong sense of community	Provide: • Function Value • Emotional Reward Shared interests, values, dreams, accomplishments	Insistence: This is the only brand for me, I want to tell others (advocacy)

Experience

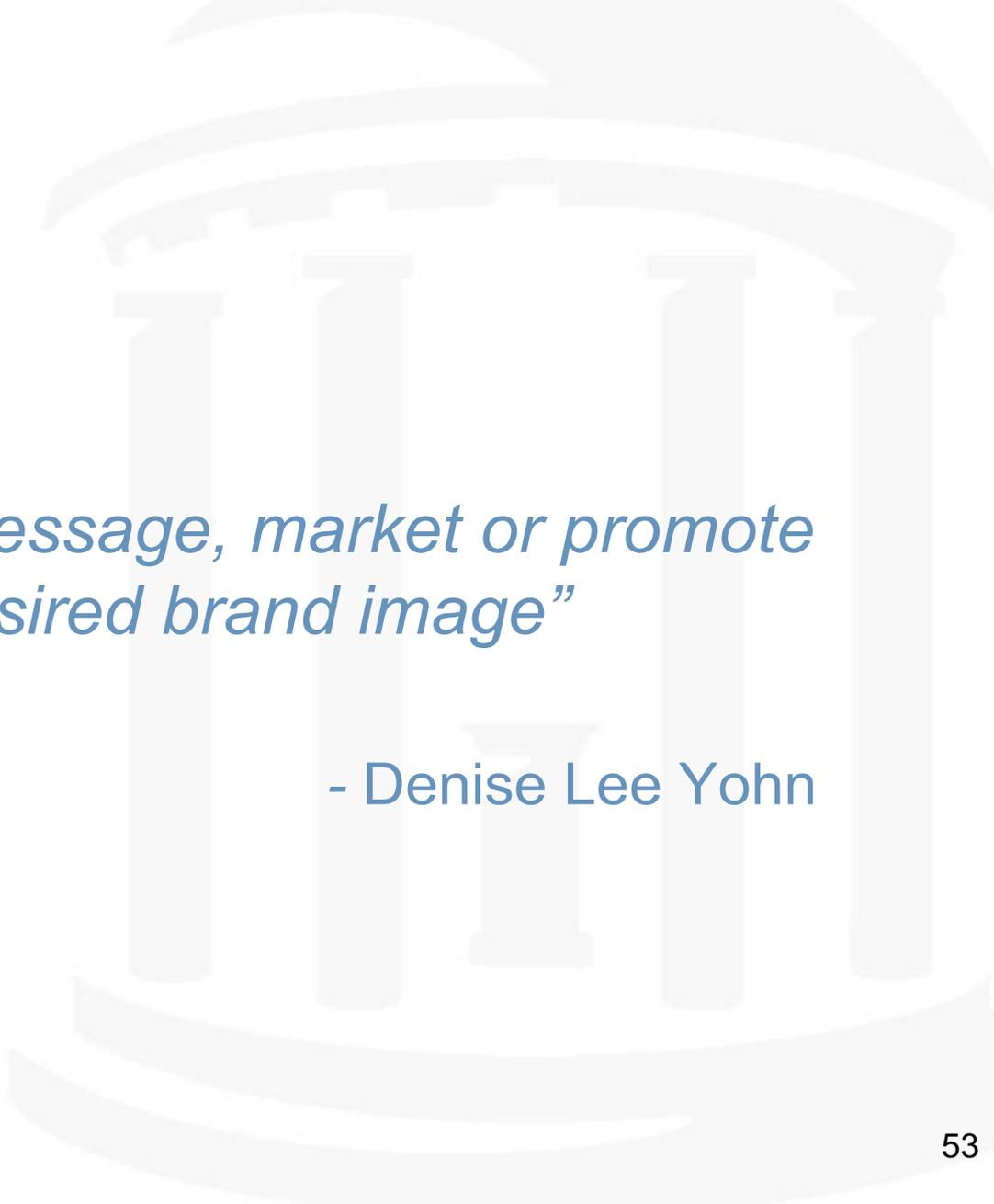
<u>Tactics:</u>		<u>Audience Feelings</u>
Inform	make data & information easily available	Smart
Educate	make things easily understandable	Smart
Enable	make things easier to do (remove pain points, solve problems), assist, fix or improve something	Capable
Connect	involve & engage folks with similar interests	Part of something larger
Empower	help realize dreams	Fulfilled

Our Culture

*how we act and behave
meaningfully different*

Brand Character Identity:

- Core Belief
- Beliefs and Behaviors
- Our People
- The UNC Eshelman Way



“You can’t simply message, market or promote your way to your desired brand image”

- Denise Lee Yohn



What's happening on the inside of the organization will be felt on the outside by the customer.

Core Belief

Everything we do begins and ends with a patient in mind

Principles:

- We are ***dedicated*** to those we serve: our students, our patients, our society.
- We are committed to ***excellence*** in all that we do.
- We are ***innovators*** – bringing creative ideas to life to enrich student learning and improve human health worldwide.
- We seek and value ***collaboration*** and ***interdependency*** throughout all aspects of what we do.
- We foster ***professional growth*** for faculty and staff and create a culture where faculty and staff are recruited into career opportunities in our school.
- We promote ***diversity*** and ***inclusiveness***, and value the richness this brings to our school community.

Values:

We uphold the values of ***integrity, trust, honesty*** and ***accountability*** in our actions as individuals and as an institution.

Beliefs & Behaviors

Our Brand Character in Action: *how we align with our purpose & promise*



discovering & sharing knowledge

Belief: knowledge will set you free

Behaviors:

- Finds knowledge & shares it
- Provides expertise and shares knowledge with students & research partners
- Uses intelligence & analysis to understand the world & make it better
- Encourages students to think
- Disciplined and unbiased
- Rational and investigative
- Seeks out information & knowledge; self-reflection & understanding thought processes



protecting & caring for others

Belief: love your neighbor as yourself

Behaviors:

- Gives care, unselfishly, compassionately & generously
- Is supportive, understanding, empathetic, encouraging & optimistic
- Dedicated, patient and altruistic
- Does things for others
- Acts with compassion and generosity
- Protects and cares for others
- Serves the public



creating enduring value

Belief: if you can imagine it, it can be done

Behaviors:

- Has a vision for a better future
- Displays creativity and imagination
- Expression is through innovation and commercialization
- Fosters innovation in research & technology

Our People

- Our researchers & staff are *Advancing medicine for life* by discovering and translating new knowledge that helps people overcome pain, sickness and disease.
- Our educators & staff are *Advancing medicine for life by* sharing knowledge that prepares students to become the next generation of healthcare leaders in pharmacy and pharmaceutical sciences.
- Our students & practitioners are *Advancing medicine for life* by applying their knowledge and skills to help people live longer, healthier lives.
- Our donors are *Advancing medicine for life* by contributing to *the Campaign for Carolina* which helps fund our mission to improve human health in North Carolina, the United States and around the world.

The UNC Eshelman Way

We believe we are in the business of taking care of people

We come to work in our labs, pharmacies, classrooms and offices everyday striving to help people live longer, healthier lives

We believe everything we do begins and ends with a patient in mind

We have faith in each other and a fierce belief in the work that we do

We believe that knowledgeable people who care for others and work together can conquer pain, sickness and disease

And while we come from different backgrounds, disciplines, and places, we are all Tar Heels united by a relentless pursuit of healthier lives for all human kind

We believe our learning, innovating, and caring never ends

We are dedicated to making a positive difference in peoples health in North Carolina, the United States and the world

Our Places

How we provide positive brand access

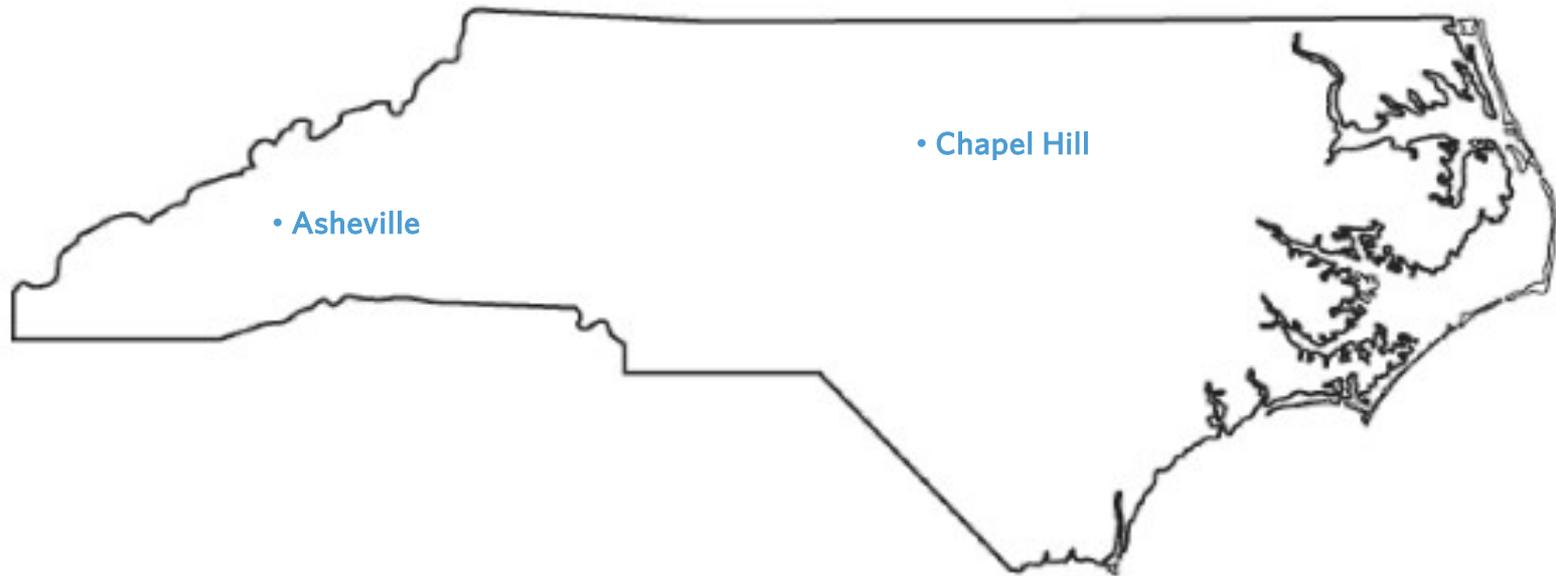
Our Campuses

- Chapel Hill
- Asheville

Our Digital Spaces

- Website
- Social Media Platforms

Our Campuses



Chapel Hill Campus



74,600 gross sq. feet

Beard Hall



76,000 gross sq. feet

Kerr Hall



330,000 gross sq. feet

Genetic Medicine Building



340,000 gross sq. feet

Marsico Hall

Pharmacy Education

- 11 Conference & Seminar rooms
- Faculty Conference Center
- Large Compounding Laboratory
- 4 Research Laboratories
- 2 Computer labs
- Simulation Lab
- Student Lounge

Pharmacy Education

- 2 auditorium size lecture halls equipped with cutting edge video technology
- 7,750 square feet of dedicated laboratory space

Pharmaceutical Research

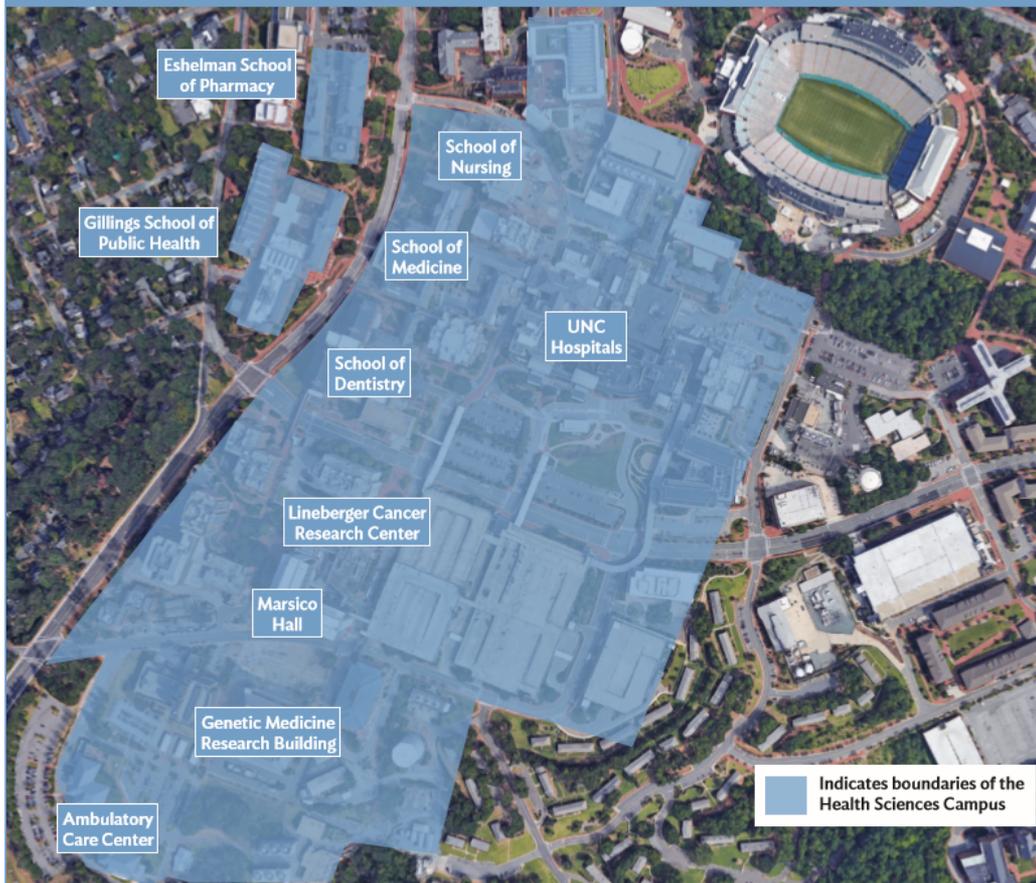
- 75,000 square feet
- Vivarium Space
- Biosafety-level-two and three laboratories
- Necropsy and procedure suites

Pharmaceutical Research

- 70,000 square feet
- Drug Discovery and Drug Delivery Research Labs
- World class imaging equipment, including:
 - ✓ Multiple NMR spectrometers
 - ✓ Hybrid MRI/PET whole body scanner
 - ✓ A 7 Tesla MRI whole body scanner
- Designed to LEED Silver certification

Chapel Hill Campus

UNC Health Sciences Campus



UNC Eshelman School of Pharmacy

- Key member of a research intensive interdisciplinary and highly collaborative **health sciences campus**:
 - Medicine
 - Dentistry
 - Pharmacy
 - Public Health
 - Nursing
 - Lineberger Cancer Center

- Located near the famed **NC Research Triangle Park** which is host to an abundance of pharmaceutical, biotech and healthcare companies

Asheville Satellite Campus



8,384 gross sq. feet

Karpen Hall

- 2 laboratory spaces
- 2 eighteen-seat classrooms
- 1 thirty-two-seat classroom

- student commons space



3,526 gross sq. feet

Zeis Hall

- Classroom instructions from Chapel Hill faculty via interactive, real-time video-conferencing technology, as well as faculty based at Asheville.

The UNC Eshelman School of Pharmacy satellite campus located in Asheville, NC is a key member of a partnership designed to address the pharmacy shortage in western North Carolina and rural communities.

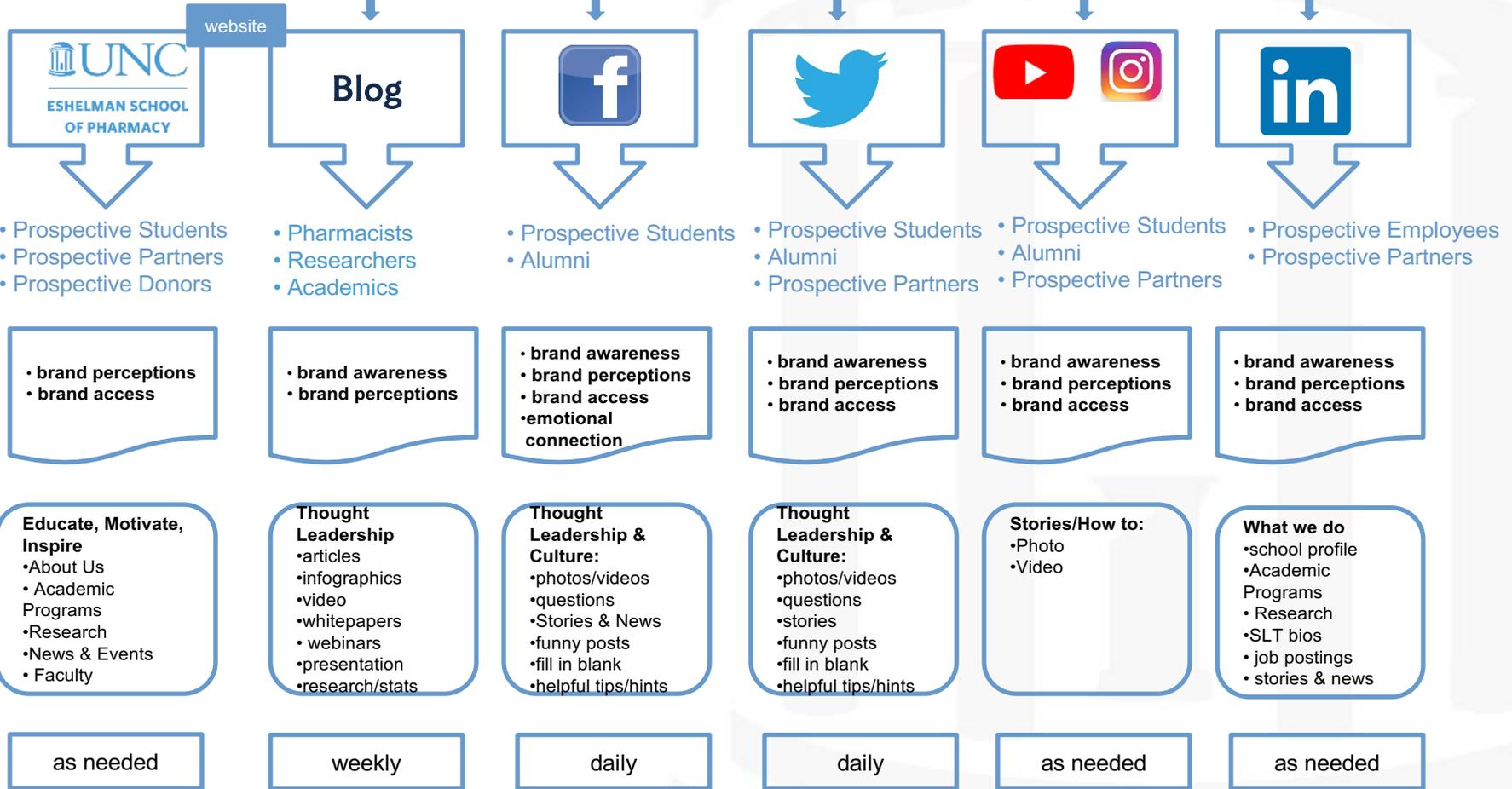
Partners include:

- UNC at Asheville
- Mission Health
- MAHEC
- City of Asheville
- Buncombe County

Specialized Certificate in Rural Pharmacy Health.

Our Digital Spaces

Marketing Calendar + Events Calendar + Editorial Calendar



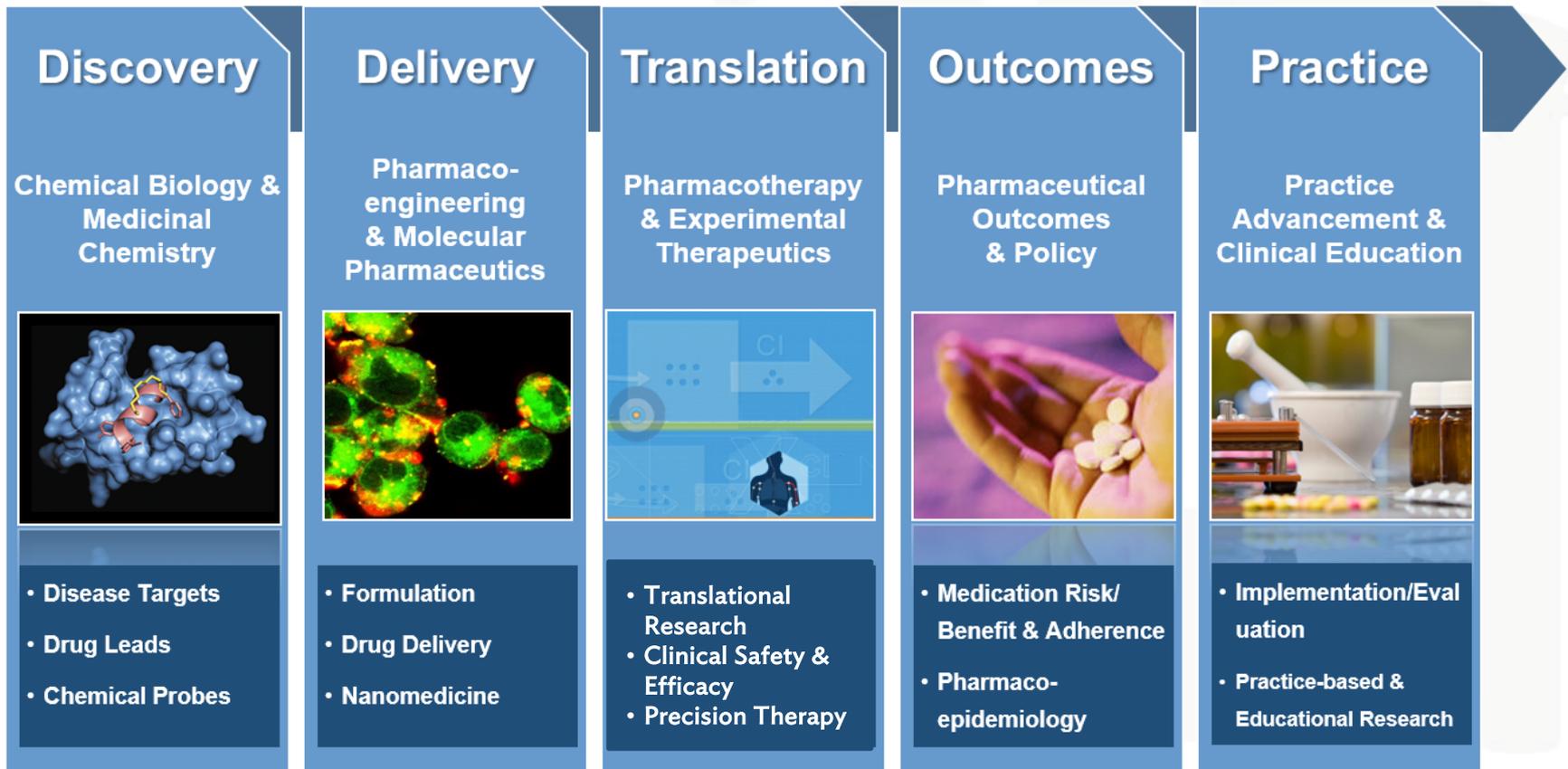
Our Products

How we deliver our brand promise through our organization, products, services and programs

- Operating Model
- Academic Programs
- Research Enterprise
- Eshelman Institute for Innovation
- Global Programs & Partnerships

Operating Model

Our School is organized based on the drug development and delivery cycle in order to optimize research, education and patient care



Staff Support: FAO, OCSA, Advancement and Marketing & Communications

Academic Programs

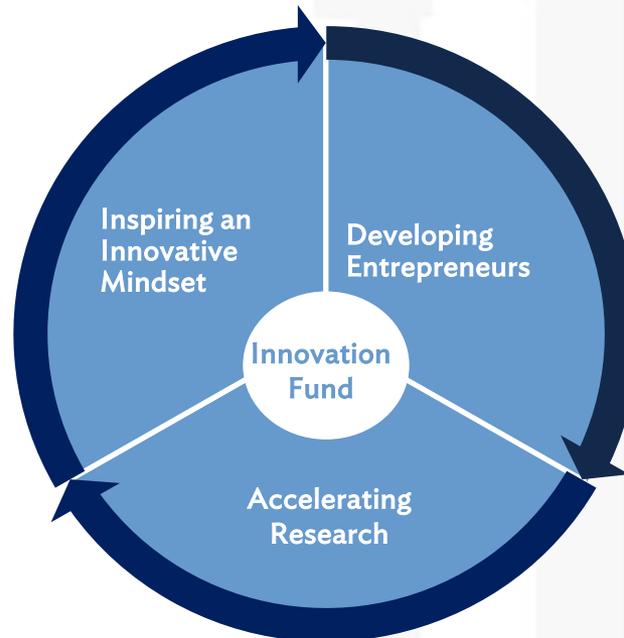
Pharm.D.	PhD	Post Doc Fellowships	MS	CE
<p>Prepares students to become medication experts and healthcare leaders</p>  <p>Pharm.D. Pharm.D./MBA Pharm.D./MPH</p> <hr/> <p>Residencies Community Pharmacy Hospital Pharmacy</p>	<p>Prepares scientists to discover cures for the world's most challenging sicknesses and diseases</p>  <p>CBMC PhD DPMP PhD DPET PhD DPOP PhD</p> <hr/> <p>Graduate Fellowships DPMP CBMC</p>	<p>Academic and clinical postgraduate research for Pharm.D. and PhD grads</p>  <p>Clinical Pharmacology Nanotechnology Entrepreneur Development Global Engagement Clinical & Research Drug Dev Medical Affairs Global Regulatory Affairs Pharmacokinetics/ Pharmacodynamics/ Pharmacometrics Pharmaceutical Outcomes</p>	<p>Prepares pharmacists for leadership positions in health system pharmacy management</p>  <p>M.S. Pharmaceutical Sciences</p>	<p>Helps NC pharmacists improve and advance their practice</p>  <p>License Renewal</p>
<ul style="list-style-type: none"> • Hospital Pharmacy • Ambulatory Care • Community Pharmacy • Industry Pharmacy • Academia 	<ul style="list-style-type: none"> • Pharmaceutical Industry • Biotech Industry • Government Agencies • Academia 	<ul style="list-style-type: none"> • Pharmaceutical Industry • Biotech Industry • Government Agencies • Academia 	<ul style="list-style-type: none"> • Hospital Systems • Health Care Management 	<p>Practicing Pharmacists</p>

Research Enterprise

	Drug Discovery		Development & Evaluation		Care Delivery & Practice	
Academic Divisions	Chemical Biology & Medicinal Chemistry	Pharmaco-engineering & Molecular Pharmaceutics	Pharmaco-therapy & Experimental Therapeutics	Pharma-ceutical Outcomes & Policy	Practice Advancement & Clinical Edu-cation	
Research Centers	Center for Integrative Chemical Biology & Drug Discovery	Center for Nanotechnology in Drug Delivery	Center for Pharmacogenomics & Individualized Therapy			
			Institute for Drug Safety Sciences			
			Center for Medication Optimization through Practice and Policy			
University Partnerships	School of Medicine, School of Nursing, Gillings School of Global Public Health, School of Dentistry, UNC Lineberger Comprehensive Cancer Center					
External Partnerships	Pharmaceutical & Biotechnology Companies, Academic Institutions, Healthcare Systems & Community-based Practitioners, Research Institutes, Foundations, Healthcare Provider Organizations, Healthcare Payers, Professional Organizations					
Eshelman Institute for Innovation (EII) accelerating and funding the creation and development of ideas leading to discoveries and transformative changes in education, research, and health care						

Eshelman Institute for Innovation

Igniting Innovation to improve human health



develop and inspire the next generation of innovators

foster a culture that encourages and cultivates big ideas, risk-taking and collaboration across the School & University and with strategic partners

accelerate the translation of bold ideas into innovative products, services and technologies



A catalyst transforming ideas into high impact solutions

Global Programs & Relationships

- **Global Pharmacy Scholars** provides international experiential education opportunities to current Pharm.D. students to practice pharmacy in varied global settings, so that students can develop new cognitive frameworks that can be applicable regardless of practice setting or location.
- **PharmAlliance** is a unique international partnership between three global leaders in pharmacy education, the University of North Carolina at Chapel Hill, Monash University, and University College London.
- **Global Engagement Fellowship** is a two-year postdoctoral training program to develop future global pharmacy leaders in academic or healthcare organizations.
- **Global Internships** provides a variety of internships for student pharmacists to explore the roles pharmacists play in different global health settings.
- **Chinese Scholarship Council** provides scholarship assistance to Pharm.D. and PhD students.



Brand Strategy Guide

- What is a Brand
- The role of Brand Strategy
- Brand Strategy Process
- How we define our brand
 - Brand Vision
 - Brand Positioning
- How we design our brand
 - Brand Promise
 - Brand Identity
 - Experience
 - Culture
 - Places
 - Products
- How we manage our brand
 - User Guides
 - Tool Kit
 - On-Line Request Form

User Guides

Brand Strategy Guide

provides information needed to understand and properly execute the brand across all audience touch points

Brand Identity Guide

provides **visual identity** asset usage instructions and examples

Brand Messaging Guide

provides **verbal identity** usage instructions and examples

Marketing Planning Guide

provides “how to” steps for developing an **integrated marketing plan**

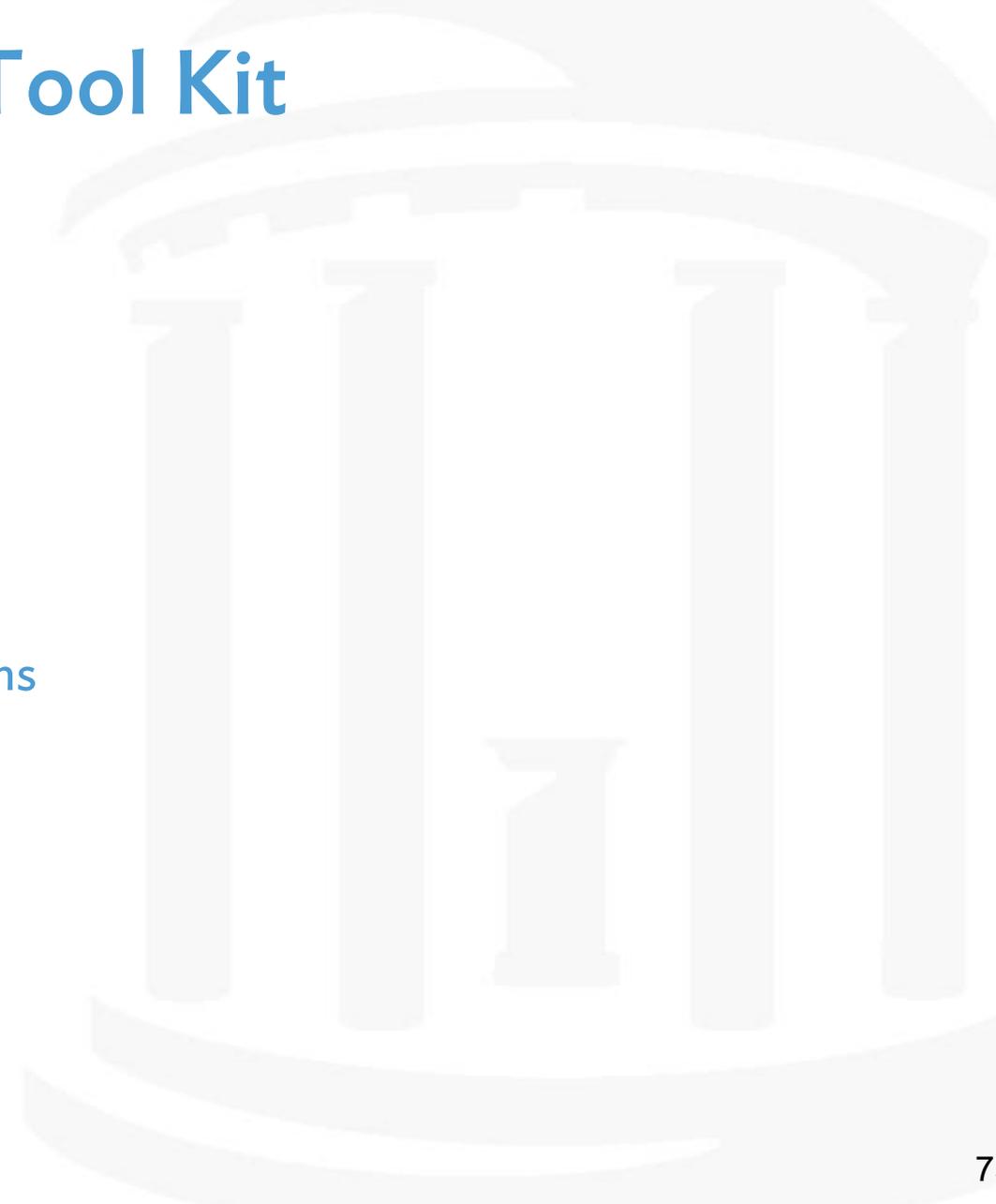
Social Media Guide

provides instructions for how to use Social Media as a marketing tool

Event Planning Guide

provides instructions for how to plan and execute events

Tool Kit



Templates & Resources:

- Email Signature
- Stationary
- Business Card
- Name Tags
- Templates:
 - Power Point Presentations
 - Agendas
 - Invitations
 - Flyers
- Proposals
- Header Images
- Footer Images

Marketing Request Process



Custom Projects Form

- Contact Info
- Request from a menu of choices
- Description
- Due Date
- Upload Attachments

Plan Components:

- Goal(s)
- Target Audience(s)
- Message
- Strategy
- Tactics
- Management
- Measurement

Management Tools:

- Marketing Calendar
- Action Plans
 - Key Steps
 - Roles & Responsibilities
 - Start/Finish Dates
- Budget
- Regular Status Update Meetings



UNC

ESHELMAN SCHOOL
OF PHARMACY

Advancing medicine for life

Questions?

If you have any questions or need clarity about this guide, please contact Stan Parker at the UNC Eshelman School of Pharmacy

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