

November 21, 2006

Dear Faculty, Staff and Students:

The 2006 Fall semester has been very exciting at Gannon because of the numerous accomplishments across the campus. From *The Power To Transform Comprehensive Campaign* and the largest total enrollment in 13 years, to top-tier national rankings and secured funding to open the Erie Technology Incubator (ETI), Gannon University continues to excel in many areas. Thus, there are numerous reasons to believe in Gannon University!

For the past two years, the University has also been involved in an ongoing Marketing and Branding Initiative. The main goals of our brand marketing efforts are: to increase awareness about and promotion of Gannon; to integrate all of the University's marketing-related activities; to provide Gannon with a very clear, distinct and consistent image; and, to increase differentiation of Gannon from other institutions. The new Marketing and Branding Initiative, *Believe*, which is currently being unveiled internally, helps to position Gannon favorably in comparison to our competitors, and connects the many benefits and strengths of our University with a variety of important internal and external audiences.

During the research phase of this Branding and Marketing Initiative, many faculty, staff, administrators, enrolled students, parents of enrolled students, alumni, and community leaders were asked to share their perceptions about Gannon. Based on that valuable research, the University engaged the community and, collectively, we developed a brand promise statement (*Gannon University is a caring institution for motivated students who want intellectual, professional and personal development*) and six brand attributes (*strong academic programs, Catholic, dynamic faculty, empowering, values-centered and student-centered*) that we feel accurately describe the essence of Gannon. Moreover, the University's new logos/wordmarks effectively communicate our brand, and reinforce the University's strong Catholic Mission and Vision Statements.

Please visit www.gannon.edu/pr to view the new Brand and Corporate Identity Guide which contains a revised Graphics Standard Manual and an Editorial Style Guide. Please use the Guide as a reference manual when you are creating any type of document, whether it is a brochure, pamphlet, or letter, etc. The comprehensive Guide includes rules regarding the correct use of all new approved logos, and official colors, as well as templates for departmental stationary, business cards, electronic media and other important information. A Brand Identity Web Center, which will also contain the University's newly approved logos and similar branding information, will soon be available on our Web site. The Brand Identity Guide and Brand Identity Web Center must be followed to ensure that we are reflecting a clear and consistent University image at all times.

I appreciate your support and cooperation in promoting Gannon and the *Believe* Marketing and Branding Initiative. Have a relaxing Thanksgiving with your family, and I look forward to seeing you before the end of the semester.

Sincerely,

Antoine M. Garibaldi, Ph.D.