Rebranding Brief
Department of RecSports

I. Objective:

Tell the story of the “RecSports” brand and its reason for being:
- Who we are
- What do we believe in
- How are we different (Among campus entities and outside campus entities)
- How are we changing things
- Why should we change things
- Where is our place in the world

Create a Logo
- Needs to be multidimensional (variations: Web site, color)
- Coincide with redesign of Web site
- Comply with UF Identity standards

Create a Slogan/Motto
- Embody the RecSports mission statement and values
- Appeal to the university student population

Create a Word Bank
- Words resulting from brainstorming sessions will be narrowed into ideas, themes and words to be used in the designer’s creative brief for the rebranding campaign
- Secondly, we will create a word bank for use by the marketing department when developing strategies, copy, design influence, etc.
  - Seven total: RecSports, Facilities, Aquatics, Fitness, Lake Wauburg, Intramural Sports, Sport Clubs

II. Process:

a. Researched branding techniques and practices, benchmarked other universities who have gone through a rebranding process and implemented IDEO workshop techniques attended by both Marketing Coordinator and Program Assistant.

b. Created a work team with representatives from within RecSports Team Members and outside individuals with a RecSports affiliation.
  - Jessica Gates, Coordinator, Marketing – Facilitator
  - Meredith Muller, Program Assistant
III. Timeline:
   a. November 6 – Committee/Process Set
      November 13 – Schedule w/committee
      November 19 – Brainstorm Meeting 1
      December 1 – Brainstorm Meeting 2
      December 7 – Creative Brief by designer to committee, update committee on progress
      February 5 – Variations complete
      April 2 – Logo finalized including all variations
      July 1 – All materials complete with logo/brand
      August 23 – School Starts/Expansion complete

IV. Brainstorming Meeting 1
   a. November 19, 2009 – 9:30 a.m. to 11:00 a.m.
      • Introduced work team to one another
      • Presented the process, objective and timeline of rebranding to work team
      • Present brainstorming rules (IDEO)
        o Defer judgment
        o Encourage wild ideas
        o Build on the ideas of others
        o Stay focused on the topic
        o One conversation at a time
        o Be visual
      • Brainstorming began with the broad topic of the State of Florida and was narrowed down to Gainesville then University of Florida and lastly RecSports
        o One idea per post-it, two minutes to brainstorm on each topic, three minutes as a group, 25 ideas
        o The mission and values were read to group prior to the last topic, RecSports and the RecSports preview video was played while brainstorming occurred
        o One person places their post-it notes on board, following person groups together any repeats or themes and places additional sticky notes
      • Work team was charged with the task of bringing a picture, image or sketch of something that embodied RecSports to them to the next meeting
They were told to keep in mind the different word associations we came up with today along with the questions we just answered.

Personal experience you have had with RecSports or an overall impression of what the department means to you.

**Results from Brainstorm Meeting 1 were compiled and grouped into themes

V. Brainstorming Meeting 2
   a. December 1, 2009 – 9:30 a.m. to 11:00 a.m.
      • Themes were displayed to work team by topic
      • Work team was asked to vote on top three themes based on the following criteria: favorite, relevancy to topic or individual word/phrase
          o Three colored dots per person per topic
      • Work team presented pictures, images or sketches and explained:
          o How it embodies/represents RecSports?
          o And, why?
      • Work team was asked to “Tell our Story” (1 minute per question) while Program Assistant wrote ideas that were free flowing from work team members:
          o Who are we?
          o What do we believe in?
          o How are we different (among campus entities and outside campus entities)?
          o How are we changing things?
          o Why should we change things?
          o Where is our place in the world?
      • RecSports was narrowed further into the six program areas for brainstorming
          o Program Area Topics: Facilities, Lake Wauburg, Aquatics, Fitness, Intramural Sports, Sport Clubs
          o One idea per post-it, two minutes to brainstorm on each topic, three minutes as a group, 25 ideas
              o One person places their post-it notes on board, following person groups together any repeats or themes and places additional sticky notes
      • After Meeting Timeline:
          o Creative brief addressed to work team by December 7, 2009 and e-mailed to work team for feedback
          o Variations to be generated thereafter and presented late January 2010/early February 2010

**Results from Brainstorm Meeting 2 were compiled by question and program areas