

Developing the Kessler Scholars Brand

Kessler Collaborative Meeting, August 2022

What is a brand?

“The sum total of how someone perceives a particular organization.”

Not a logo

Not a marketing campaign

Challenges for first-generation students

- Lower graduation rates
- Feeling of not belonging
- Unfamiliarity with higher ed culture and bureaucracy
- Deficit narrative
- Unaware of the concept of “first generation”

In addition: need in higher ed for data-backed best practices

Why did we build out a Kessler brand?

PRIMARY GOAL:

To support the program and foster its success with clear, strategic, meaningful messaging

OBJECTIVES:

- *Create a feeling among students that this is a community to which they could and want to belong*
- *Create a positive cross-university identity and shared experience for Kessler students -- one that supports success in college and beyond*
- *Create a sense among donors, other institutions, and the public that this is a program they want to learn from and support*

Addressing challenges - the role of messaging

- Provide clear, useful information
- Create feeling of warmth, welcome, credibility, and belonging
- Foster a community (within a huge institution) that feels inviting and familiar
- Point to help and resources
- Proudly claim first-generation identity



Examples of Brand Guidelines and Creative Work

Consistent identity

KESSLER

SCHOLARS



Kessler swag



Tone words

- Warm
- Confident
- Celebratory
- Energetic
- Professional
- Supportive
- Personal



Personal, celebratory touch



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Adapting Core Brand Elements in Different Institutional Contexts

Shannon Andre, Executive Director of Communications, Student Experience



Syracuse University Brand: A Few Highlights

Primary Logo



Brand Platform

Pillars: Purposeful Education, Participatory Approach, Proud Community, Powerful Network

Personality: Bold, Boundless, Welcoming, Transformative

Partner Logos



Color Palette

Primary Colors

| | | |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------|
| Syracuse University Orange C:0 M:62 Y:95 K:0 R:247 G:105 B:0 #FF7690 PMS 158C | White C:0 M:0 Y:0 K:0 R:255 G:255 B:255 #FFFFFF | Primary Blue C:100 M:85 Y:5 K:36 R:0 G:14 B:84 #000E54 PMS 281C |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------|

Secondary Colors

| | | | |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Medium Orange C:0 M:84 Y:98 K:0 R:255 G:67 B:27 #FF431B PMS 2028C | Light Orange C:0 M:32 Y:100 K:0 R:255 G:142 B:0 #FF8E00 PMS 130C | Medium Blue C:90 M:68 Y:0 K:0 R:32 G:50 B:153 #203299 PMS 2728C | Light Blue C:60 M:9 Y:0 K:0 R:43 G:114 B:215 #2B72D7 PMS 2915C |
| Black C:0 M:0 Y:0 K:100 R:0 G:0 B:0 #000000 | Medium Gray C:30 M:22 Y:17 K:57 R:112 G:119 B:128 #707780 PMS Cool Gray 9 C | Light Gray C:8 M:2 Y:0 K:30 R:173 G:179 B:184 #ADB3B8 PMS Cool Gray 7 C | |

Special Use Colors

| | |
|-------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Dark Gray C:0 M:0 Y:0 K:90 R:64 G:64 B:64 #404040 | Dark Orange C:10 M:88 Y:100 K:2 R:215 G:65 B:0 #D74100 PMS 1665C |
|-------------------------------------------------------------------|-------------------------------------------------------------------------------------|

Kessler Scholars Communications Examples


Swag



Core Elements



Email Communications



Student Experience

MARCH 23, 2022



Congratulations!

KESSLER SCHOLARS

Dear (INSERT NAME):

Congratulations on your recent admission to Syracuse University! I am pleased to inform you that you have been selected for the Kessler Presidential Scholars Program, a signature program for students who are first in their family to pursue a college degree. In addition to a four-year scholarship award, you will become part of a supportive and close-knit community and have access to academic, social and



Enrollment & the Student Experience



Save the Date



Enrollment & the Student Experience

OCTOBER 23, 2020

KESSLER SCHOLARS

You're Invited

Dear Parents, Families and Friends:

On behalf of the Division of Enrollment and the Student Experience, I invite you to join us as we celebrate the inaugural 2024 Class of Kessler Presidential Scholars at Syracuse University. On Sunday, Nov. 1, we will present the scholars with the Irene and Morris B. Kessler Presidential Scholars Program's signature challenge coin – The Kessler Challenge Coin – and hear remarks from staff and students, as well as a keynote from Assistant Dean Pam Peter.

Event Details

the second annual Kessler Coin Ceremony at Syracuse held on Sunday, Oct. 24, 2021. We join us in celebrating our

Cornell University
KESSLER

S C H O L A R S
STUDENT & CAMPUS LIFE

Program Positioning and Storytelling

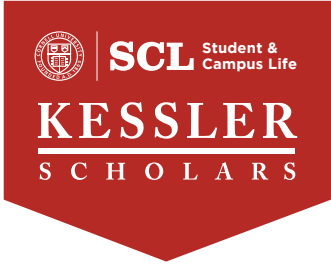
Amy Gaulke

Executive Director, Communications and Marketing,
Student & Campus Life



Cornell/Kessler Logo Challenges

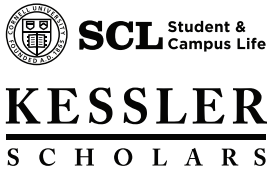
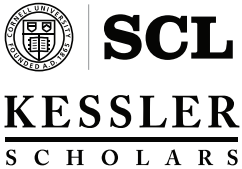
White on Red



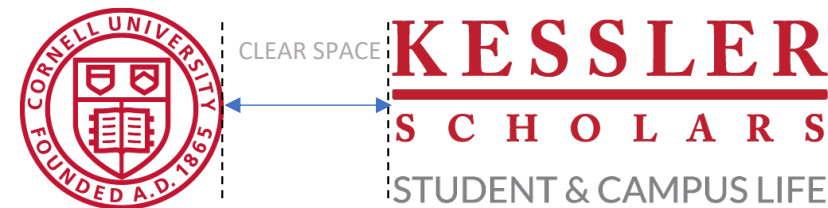
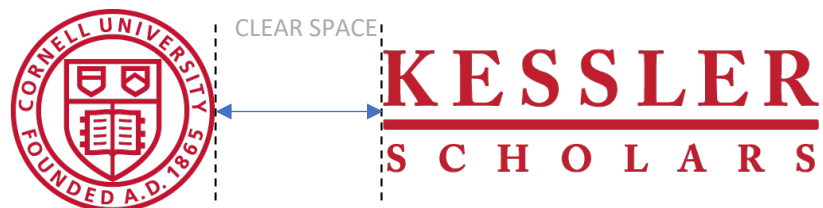
Two Color



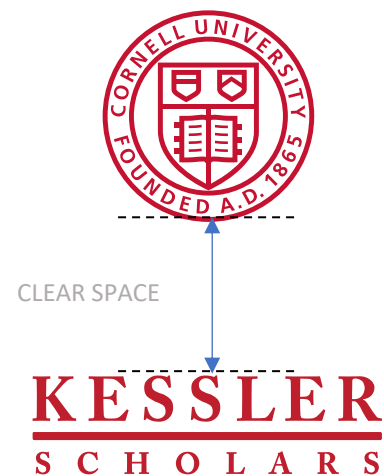
Black and White



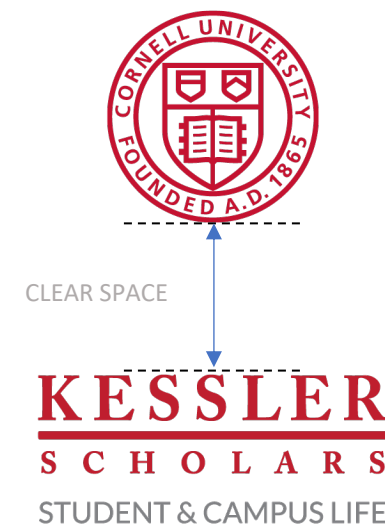
Final Logo Assets



Cornell University
KESSLER
SCHOLARS



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STUDENT & CAMPUS LIFE



Cornell Kessler Scholars:

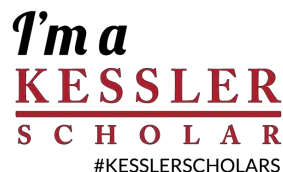
Branded collateral



Challenge
Coin

Arrival
Swag

Stickers



CORNELL UNIVERSITY


KESSLER SCHOLARS


Cornell Kessler Scholars: Progressive Program Giveaways

- **First year:** Kessler knit scarf
 - **Second year:** Kessler knit hat
 - **Third year:** ¼ zip sweater
 - **Fourth year:** Leather pack
 - **Graduates:** Kessler Stole
-
- **Student Leadership:** Leather padfolio



Welcoming Kessler Scholars

 Cornell University




Order your free Cornell pennant!

Dear Jen,

Congratulations on your decision to attend Cornell University – what a fantastic choice! I'm reaching out today to share that you have been selected as an [Irene and Morris B. Kessler Presidential Scholar](#).



Each year, 20 high-achieving first-generation students (first in their family to pursue a bachelor's degree) are invited due to their demonstrated academic achievement and excellence in leadership through service in




<https://cornelluniversity.thankview.com/video/preview/5f6b5060-0ea6-11ed-bf92-4bd2f584805c>

Digital Campaigns








 **cornellstudentlife** 

 **cornellstudentlife**

Welcome, to our inaugural class of Kessler Presidential Scholars! Meet Kaylin De Silva from Los Angeles, CA.

“To me, being a first generation college student means making the most of the opportunity my parents gave me by immigrating to the United States. Being a Kessler Presidential Scholar means being recognized for the efforts we’ve made to achieve academic success and further our education, despite not having the same resources that others had access to.”

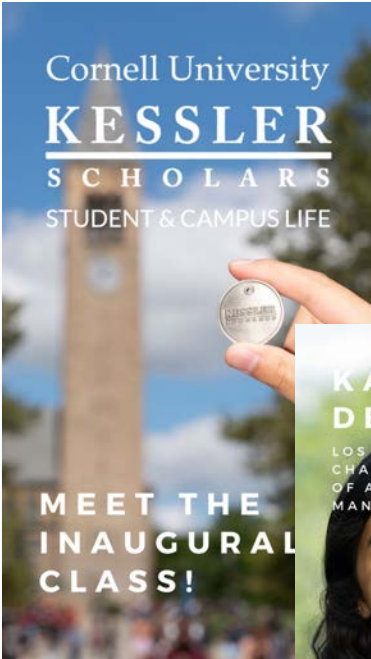
   

 Liked by **slatersgood** and **454 others**

MARCH 31

Add a comment...

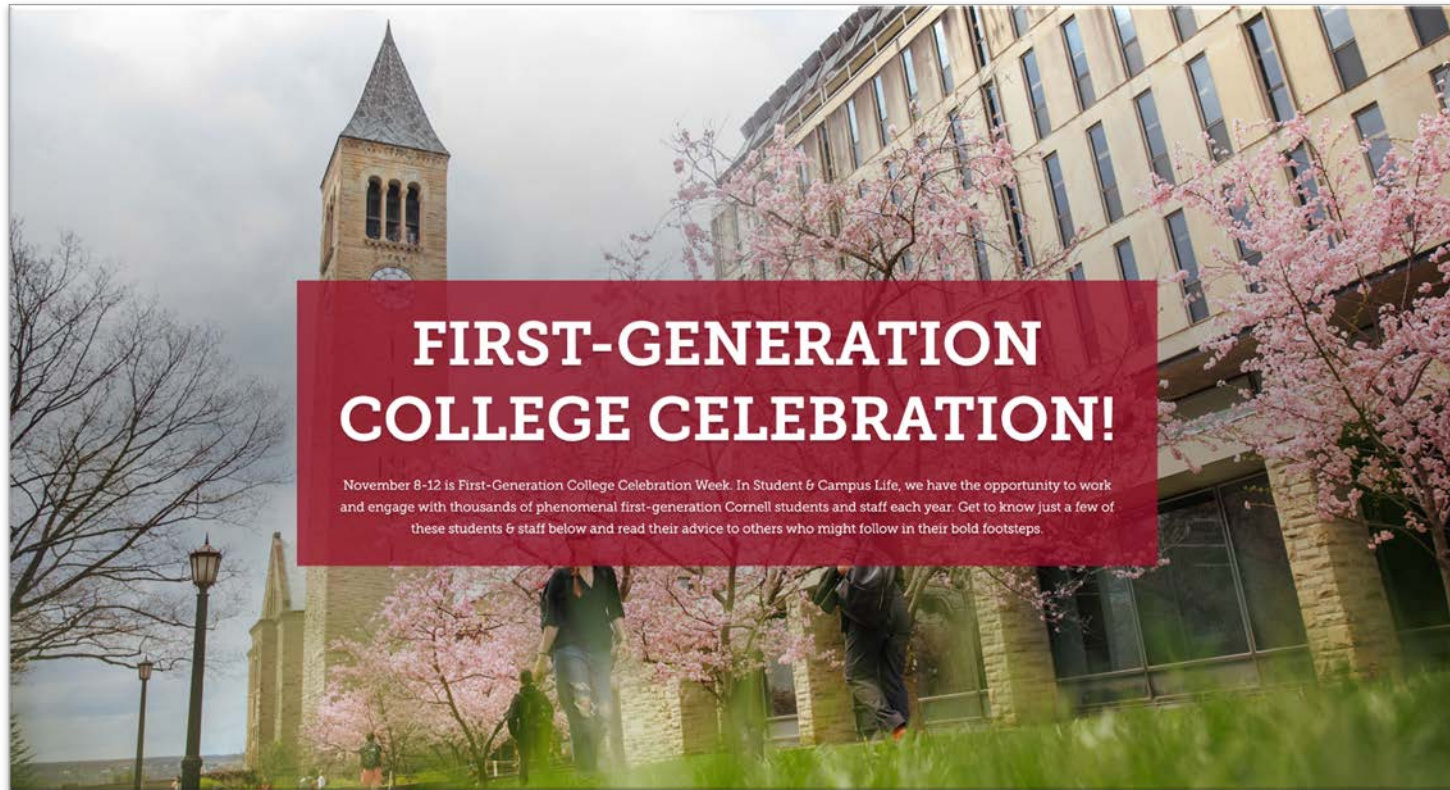
Post







KAYLIN DE SILVA
LOS ANGELES, CA
CHARLES H. DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT

“To me, being a first generation college student means making the most of the opportunity my parents gave me by immigrating to the United States. Being a Kessler Presidential Scholar means being recognized for the efforts we’ve made to achieve academic success and further our education, despite not having the same resources that others had access to.”


Digital Campaigns



<https://express.adobe.com/page/jSf0OeU8D9zme/>

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|  | <p>Britney Rivera-Martinez</p> <p>School of Hotel Administration Student</p> <p>Affiliations: First Generation College Student (undergrad, professional, graduate)</p> <p>What does it mean to be a first-generation college student?</p> <p>Being first generation means creating a path that was not there before in order to uplift members of my community.</p> |
|  | <p>Jaylen Perkins</p> <p>Master of Public Health Candidate Student</p> <p>Affiliations: First Generation College Student (undergrad, professional, graduate)</p> <p>What does it mean to be a first-generation college student?</p> <p>To be a first-generation college student means to be a trailblazer for higher education. It means persisting through adversity in order to achieve something that has never been achieved before by</p> |
|  | <p>Jami P. Joyner</p> <p>Engineering, Diversity Programs Staff</p> <p>Affiliations: First Generation College Student (undergrad, professional, graduate), First Generation College Staff, First Generation College Supporter/Aly</p> <p>What does it mean to be a first-generation college student?</p> <p>Being a first-generation college student meant that I was investing in and advancing my family's contributions to</p> |
|  | <p>Erin Mulrooney</p> <p>Cornell Engineering Dean's Office Staff</p> <p>Affiliations: First Generation College Student (undergrad, professional, graduate), First Generation College Staff</p> <p>What does it mean to be a first-generation college student?</p> <p>It means that the world is full of possibilities and that current circumstances don't necessarily limit future potential.</p> |

Digital Campaigns



cornellstudentlife


cornellstudentlife We're catching up with Cornellians in action this summer, showcasing their experiences on campus and beyond! Today, meet Linsey Chen '24.

"Coming in as a first-gen student, I didn't know anything about job applications, interviews, or how to look for jobs. Kessler Presidential Scholars have workshops to help us find and utilize resources, build resumes and CVs. I've gotten a lot of advice. We had a career prep workshop this past year that taught me how to present myself in interviews and how to think about the process in general. This advice changed my view. I used to dread interviews and job searches. The instructor was full of energy and confidence – it showed how much energy I should bring to an interview and how I should prepare."

Linsey is working on campus this summer as a Research Assistant to a PhD student focused on ornithology. She says, "Compared to interviews prior, for this job, I spoke more about myself and my qualities, and I was able to be more specific when talking about my work ethic and my interests. I felt more confident in that interview. I had more to say."

#Cornell #CornellSCL

6w



cornellstudentlife

cornellstudentlife We're catching up with Cornellians in action this summer, showcasing their experiences on campus and beyond! Today, meet Kessler Scholar Jason Xiong '25.

"Being a part of the Kessler Scholars Program has genuinely eased my transition to Cornell as a first-generation college student. Through the program, I was able to learn a great deal from the workshops hosted and the professional development opportunities shared. In addition, the program has also provided me tremendous support and mentorship from both our advisors and fellow Kessler scholars."

"This Summer, I will be taking part in TeamWork... I will be working in a project team with students from other universities around the world to assist an assigned organization with its goals. For my team specifically, we will be aiding a digital health startup in its mission to support children and young people with disabilities."


#Cornell #CornellSCL #KesslerScholar

Edited · 3w

View insights

👍👍👍 Liked by cornelleinhorn and 158 others

JULY 29



cornellstudentlife

cornellstudentlife action this summer and beyond! Today, meet...

"As a Kessler Presidential Scholar, you have access to resources that are specifically tailored to your needs as a first-generation college student. We have events where we get to meet other first-gen students... and workshops throughout the year that facilitate academic, personal, and professional development. The Kessler Presidential Scholars Program has played an integral role in my sense of belonging at Cornell."

"I found the collaboration between KPSP and Career Services particularly helpful with resume building. KPSP staff and my peers also make it very easy to stay informed about resources on campus for whatever you might want help with."

"This summer I'm working in Dr. Hajek's Lab, where we look at potential methods of entomopathogenic biocontrol of *Lycorma delicatula* and *Halyomorpha halys*, both of which negatively affect North American crops. It involves a lot of field work and lab work and I'm learning something new every day!"

#Cornell #CornellSCL #KesslerScholar

View insights

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AUGUST 2



Cornell's Kessler Presidential Scholars Program Prepares Students for Summer Projects and Employment

7/7/22

"As a Kessler Presidential Scholar, you have access to resources that are specifically tailored to your needs as a first-generation college student. We have events where we get to meet other first-gen students... and workshops throughout the year that facilitate academic, personal, and professional development. The Kessler Presidential Scholars Program has played an integral role in my sense of belonging at Cornell," says Destiny Smith '24.