

Imperial Brand Project: FOI

The Imperial Brand Project

Building our brand will help us compete on a sustainable basis in the very top tier internationally and is at the heart of the ambition and vision we have set through our new institutional strategy. This work will deliver multiple benefits, from attracting the best talent, funding and partnerships, to our general reputation and ranking.

Budget

The total costs associated with the brand refresh are £434,801.47. This includes the services of external agencies (who delivered the brand strategy, verbal and visual identity, design assets for launch, templating, training and an assessment of the accessibility and inclusivity of the refreshed brand), a bespoke font (to ensure brand consistency and quality whilst also reducing ongoing licensing fees), new signage across Campuses, and associated promotional materials including a brand animation video and lanyards.

Name

Our full institutional name – Imperial College London – remains unchanged. We have chosen to use “Imperial” as an official visual shorthand for our name in our logo. London remains a hugely important part of who we are, and will be fully reflected through our brand outputs, including through imagery and text.

Surveys

Research and Discovery:

All staff, students and alumni received an email from President Brady on Friday 16 June inviting them to complete the survey and attend focus groups.

Voting option questions:

I believe the Imperial brand should reflect our...

- ☒ Research
- ☒ Innovation
- ☒ Impact on global challenges
- ☒ Brilliant people

Today, I believe Imperial is known for being... (voting)

- ☒ Scientific
- ☒ Prestigious
- ☒ World leading

€ Technical

Looking ahead, I want Imperial to be known for being... (voting)

- € World leading
- € Innovative
- € World changing
- € Prestigious
- € Scientific

I would consider the Imperial Brand Project a success if...

- € Imperial is more attractive to potential partners, donors and collaborators
- € The brand better captures what's special about Imperial
- € Imperial became a household name
- € Imperial is more attractive to students
- € The brand encourages people to work together more collaboratively

Agreement scale questions:

- € Imperial should be known for its ability to bring people and organisations together to solve the world's biggest challenges
- € The Imperial brand should reflect more strongly our status as a London-based institution
- € The Imperial brand should reflect more strongly our global mindset

Community Engagement on the creative:

All staff, students and alumni received an email from President Brady on 2 October inviting them to participate in the community engagement which ran from 22 September – 13 October. This included a video presentation on the creative and the opportunity to feedback via a survey and/or attend focus groups.

Video sharing initial visual identity:

<https://vimeo.com/manage/videos/865899272>

Password: Imperial-Brand1907!

Survey questions:

- Do you think the initial work on the visual identity reflects Imperial's new brand narrative, positioning and attributes?
- Does the work convey precision and science as well as warmth and humanity?
- Do the initial options outlined for sub-brands and brand hierarchy provide enough scope and flexibility for faculties, departments, centres and networks, groups?
- Does the photography and illustration approach feel engaging and exciting? Will this accurately showcase the variety of Imperial's portfolio?

All Communications Activity (staff, students and alumni)

Inside Imperial

[14 February 2024](#)

[8 November 2023](#)

[6 October 2023](#)

[8 June 2023](#)

[11 May 2023](#)

Start of term/End of term messages

[Start of term message \(to students and staff\) – 8 Jan 2024](#)

[End of term message – 14 Dec 2023](#)

[Start of term message – 4 Oct 2023](#)

[‘Share your views on brand’ message – 15 June 2023](#)

Staff Briefing

Date	Channel	Summary	Link
2 June 2023	Staff Briefing	Launch of brand project	https://commsstaff.newsweaver.com/staff-briefing/1vtaxvwx3
16 June 2023	Staff Briefing	Brand survey	https://commsstaff.newsweaver.com/staff-briefing/u47f81olucm
30 June 2023	Staff Briefing	Brand survey	https://commsstaff.newsweaver.com/staff-briefing/4f7erhf0xef
14 July 2023	Staff Briefing	Brand survey	https://commsstaff.newsweaver.com/staff-briefing/if76nugqli2
28 July 2023	Staff Briefing	Brand survey	https://commsstaff.newsweaver.com/staff-briefing/1bcbmhout9s
8 September	Staff Briefing	Update on project	https://commsstaff.newsweaver.com/staff-briefing/w2p2x3fwm7t
22 September 2023	Staff Briefing	Intro – engagement, share your views	https://commsstaff.newsweaver.com/staff-briefing/1w74ya05joq
6 October 2023	Staff Briefing	Give your feedback	https://commsstaff.newsweaver.com/staff-briefing/ioyhqkwf2vk
3 November	Staff Briefing	Update on project	https://commsstaff.newsweaver.com/staff-briefing/deqi90lwtXH
15 December	Staff Briefing	Creative work finalised	https://commsstaff.newsweaver.com/staff-briefing/1046895pyng
26 January	Staff Briefing	New brand will launch end of Feb	https://commsstaff.newsweaver.com/staff-briefing/cn7ems9fad3
9 February	Staff Briefing	New brand will launch end of Feb	https://commsstaff.newsweaver.com/staff-briefing/8jtbpu4f55x
23 February	Staff Briefing	New brand will launch end of Feb	https://commsstaff.newsweaver.com/staff-briefing/1xb8o9jtp41
8 March	Staff Briefing	Brand launched on 27 February	https://commsstaff.newsweaver.com/staff-briefing/155r3wq3ltg

Alumni Newsletter and Emails

- € Email from Zoe Paxton, Director of Communications [can be viewed here](#), sent 22 June 2023.
- € [22 September email from Zoe can be viewed here](#)
- € [Newsletter 6 Oct can be viewed here](#)
- € Newsletter 2 Feb: we can't share a link because the content was targeted – but the content featured is below:

Imperial Brand Project update

The main creative work has now been finalised and we are putting the finishing touches to the tools and systems we need in place to roll out our new brand identity and make it work for everyone in our community. You can see some examples on the [Brand Project webpages](#).

Over the course of developing this work, we have listened to all parts of our community, and we are hugely grateful to all those staff, students and alumni who have contributed. The goal is a brand identity that reflects and serves our whole community, so this input has been essential.

Imperial is a fantastic institution. This work is about telling the Imperial story with more confidence and helping us compete on a sustainable basis in the very top tier internationally. It will support the ambition and vision of our [new institutional strategy, which will be launched on 5 March](#), and from the end of February you will start to see our new brand identity in use.

Project Webpage and Contact Form

Project webpage regularly updated

Examples of the creative included on the webpage from December 2023

Contact form for questions – all questions have received a response within 3 weeks