



Branding Guide

The purpose of the TRiO branding guide is to assist TRiO programs in promoting a unified and recognizable brand.

Office

Business cards

Letterhead

Envelopes

Magnets

Forms-i.e. departmental, policies, student & parent/guardian

Office signage-inside marquees, office spaces

Name badges

Publications

Newsletters

Handbooks

Brochures

Awards/certificates

Applications

Invitations

Reports-community, university, target schools

News articles-media publications

Electronic communications

Presentations

Website homepages

Facebook program pages

Email signature

Electronic signage

scrolling announcements

closed circuit TV's



Promotional Items/Event Planning

Building signage outside (Use UB/SSS example)

Program promotions

book bags

bumper stickers

pens/pencils

supplies-folders, calculators

department/student shirts

cups/mugs

Banners

Balloons

Tablecloths

Centerpieces

ELI Marketing Survey Response Summary

1. Which best describes the program for which you work:							
Programs		Response Percentage			Response Count		
Upward Bound		35.9%			83		
Upward Bound Math Science		7.4%			17		
Student Support Services		44.2%			102		
EOC		3.5%			8		
McNair Post Baccalaureate Achievement		4.8%			11		
Talent Search		19.0%			44		
Veterans Upward Bound		2.6%			6		
		Total Answered			231		
		Skipped Question			0		
2. Please indicate how much you agree with the following statements:							
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Rating Average	Response Count
I find it easy to explain to others the program I work for and how we are connected to TRIO.	2.2% (5)	9.6% (22)	6.5% (15)	37.4% (86)	44.3% (102)	4.12	230
When marketing our program, we always include the TRIO logo.	3.9%(9)	13.5% (31)	8.7% (20)	29.1% (67)	44.8% (103)	3.97	230
I find it easy to explain to new employees TRIO Programs, Regional Associations, State Associations, COE, and how we are linked together.	4.3% (10)	19.1% (44)	18.7% (43)	40.9% (94)	17.0% (39)	3.47	230
I would be able to name the regional associations.	9.6% (22)	32.2% (74)	18.7% (43)	29.1% (67)	10.4% (24)	2.99	230
The students in our program would be able to identify which TRIO program they are involved with.	3.5% (8)	9.6% (22)	13.1% (30)	38.0% (87)	35.8% (82)	3.93	229



ELI Marketing Survey Response Summary

The students in our program would be able to identify themselves as a TRIO participant.	3.5% (8)	14.4% (33)	23.1% (53)	34.9% (80)	24.0% (55)	3.62	229
The family members of participants in our program would be able to identify which TRIO program their participant is involved in.	7.8% (18)	36.5% (84)	33.0% (76)	17.0% (39)	5.7% (13)	2.76	230
When doing a press release for our program we always identify ourselves as a TRIO program.	1.7% (4)	6.1% (14)	10.5% (24)	29.3% (67)	52.4% (120)	4.24	229
						Answered question	231
						Skipped Question	0