



UNIVERSITY OF
EASTERN FINLAND

UEF Brand & Promotional Products

BEST+ Joensuu, 28 November 2017

UEF's visual identity and brand – from past to present

- The University of Eastern Finland was established in 2010.
 - A merger of the University of Joensuu and the University of Kuopio.
- The visual identity of the these two universities was rather traditional, and there was a desire to create a fresh, new look for the new university.
- The university's new visual identity was created by a Helsinki-based design agency, Hahmo Design. The new visual identity was more colourful than before, and each faculty was given a signature colour, taken from the new logo.
- The early days were more about visual identity than brand as such.

Viestintä

Henkilökunnalle
 Julkaisusarjat
 Juttuvinkki-lomake
 Lehdet ja esitteet
 Materiaalit ja graafiset ohjeet
 Muiden yliopistojen lehtiä verkossa
 Ohjeita
 UEF-brändi
 UEF-tuotteet
 Verkkoviestintä
 Viestintäohjelma 2011-2015
 Painatuspalvelut Granosta

>> Viestintä sisällön esitys



+ VIESTINNÄN PANKKIT



AJASSA
 UUTISSET | VÄITÖKSET | TAPAHTUMAT


+ KIELI

+ WEB SISÄLLÖN ESITYS

Viestintä

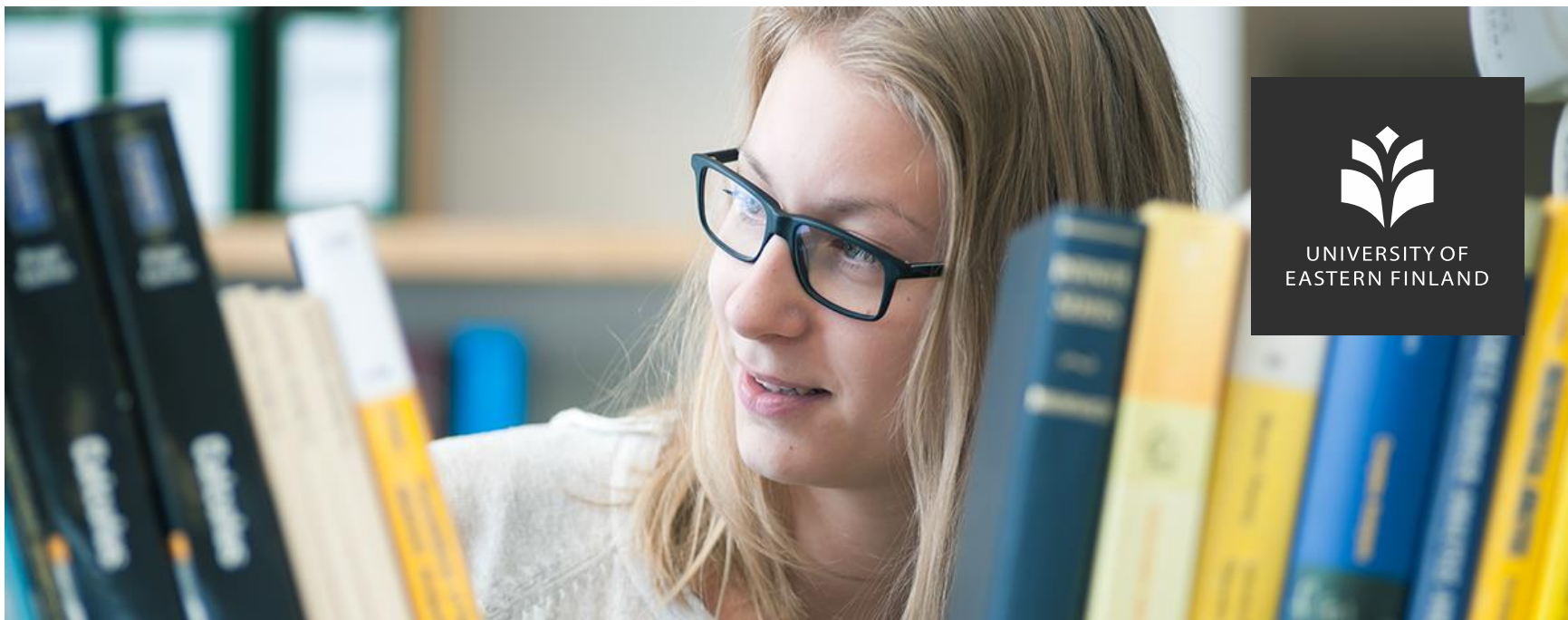
Viestintäyksikkö hoitaa yliopiston viestinnän käytännön operatiivisen toiminnan. Se pitää yhteyksiä tiedotusvälineisiin ja ohjaa tiedon lähteille Itä-Suomen yliopistoon liittyvissä asioissa. Yliopistoyhteisöä viestintäyksikkö palvelee viestintään liittyvissä asioissa konsultoimalla ja kouluttamalla.

Viestintäyksikkö suunnittelee, kehittää sekä koordinoi yliopiston sisäistä ja ulkoista viestintää. Vastaamme yliopiston yhteisökuvan kehittämisestä, mediasuhteista ja -seurannasta, viestintämateriaaleista ja yleisesittelymateriaaleista sekä Kantin toiminnasta.

**MITÄ ME TEEMME?**

- avustamme yliopiston johtoa ja muita yliopistolaisia viestinnän suunnittelussa, kehittämisessä ja toteuttamisessa
- palvelemme toimittajia etsimällä asiantuntijoita ja antamalla juttuvinkejä
- työskentelemme yliopiston paikallisen ja valtakunnallisen tunnettuuden lisäämiseksi
- neuvomme ja opastamme muun muassa lehdistötiedottamiseen ja yliopiston graafisen ohjeiston käyttöön
- tuotamme ja jaamme erilaisia viestintämateriaaleja, kuten tiedotteita, esitteitä, esittelykalvoja ja yliopiston www-sivuja
- toimitamme henkilöstölehteä
- toimitamme Itä-Suomen yliopistolehteä suomeksi ja englanniksi
- kehitämme osaltamme yliopiston työilmapiiriä edistämällä yliopiston sisäistä tiedonkulkua.

Materiaalipankistamme löydät yliopiston esittelykalvot, kalvopohjat, yliopiston logot verkko- ja painotuotteisiin sekä



UEF's brand development and visual identity renewal

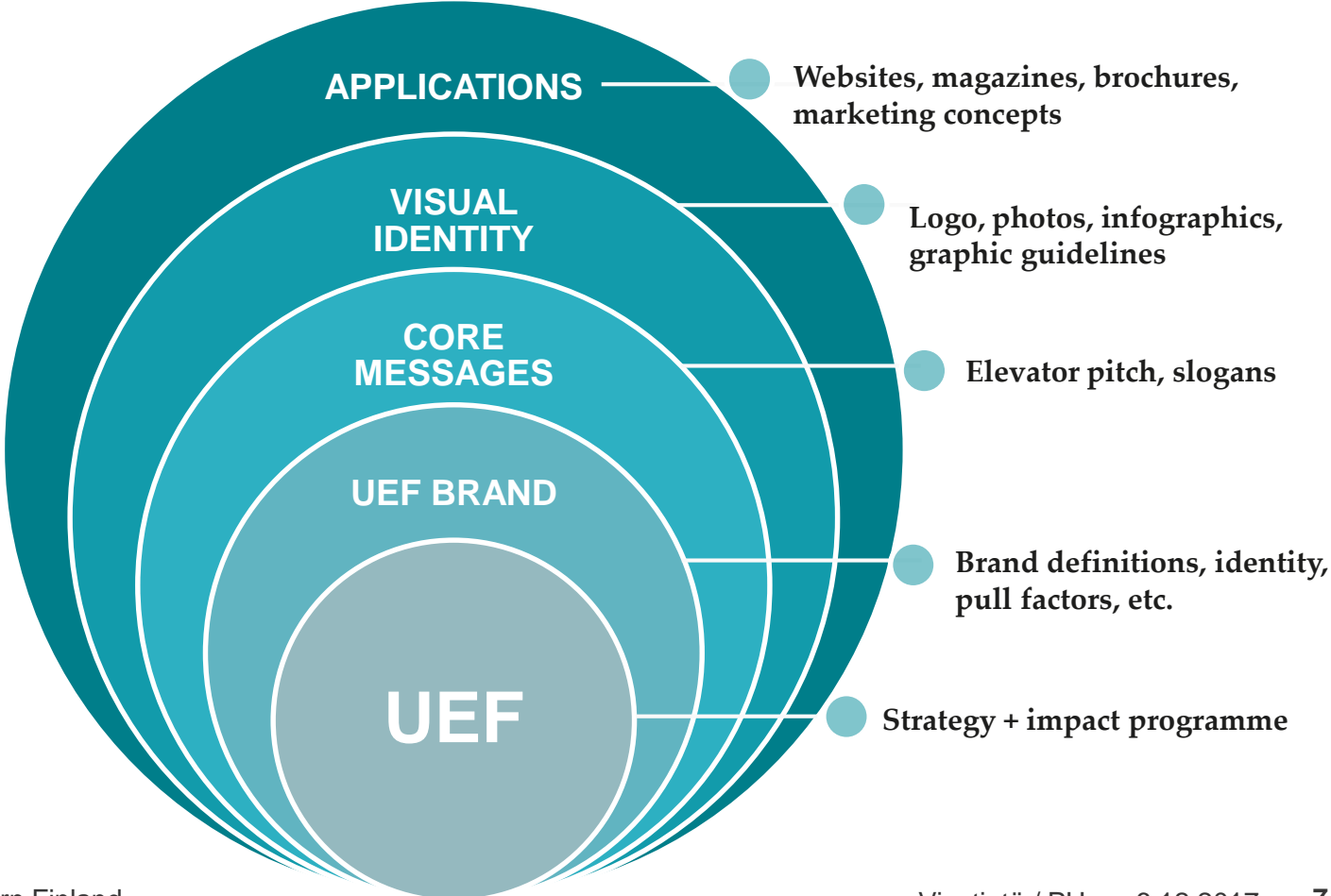
UEF's brand development and visual identity renewal

- In 2013, UEF began to formulate a new strategy (*Interdisciplinary Solutions, 2015-2020*), and the development of the university's brand started at the same time.
- The strategy and brand were developed as a collaborative effort involving the university's staff, students and leadership as well as many stakeholders (workshops, surveys, etc.).
- We had an outside partner to support us, Nitro ID, a brand and advertising agency.

UEF's brand development and visual identity renewal

- The objective of our brand development was to enhance the university's attractiveness, competitiveness and people's awareness of it.
- The UEF brand reflects our strategic goals, strengths and expertise, and we want to communicate these to target audiences increasingly well.
- The development of the brand has made the university's main messages increasingly clear and concise.

UEF's brand and visual identity today



UEF's brand and visual identity today

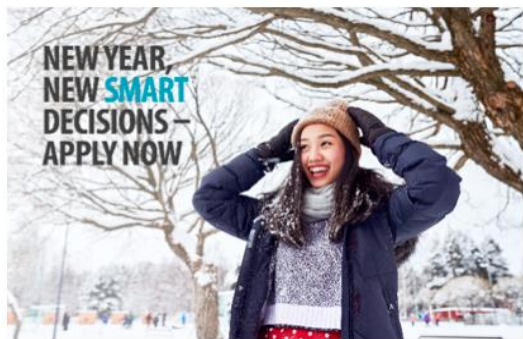
**STATE-
OF-THE-
SMART**

“The main message, **State-of-the-Smart**, tells about the university's identity. It is a promise to target audiences and stakeholders about the university's will to be a trendsetter. We are in the front line, creating new things. We do things differently, better than before. Success isn't always tied to immense resources; quite simply, it's about planning and doing things well. With a bit of pushing and provoking, it can be said that UEF is the smart university in Finland.”

UEF's brand and visual identity today

- The smart theme continues in our main slogans: **“Smart science by smart people”** and **“Time to be smart”**.
- We have a brand manual that guides us in the use of the brand and visual identity (style, tone of voice, typography, colours, photography style, logo usage, etc.).
- We encourage people at UEF to use our visual identity in their own materials, as that’s how the brand becomes alive.

UEF's brand and visual identity today



UEF//

3 COMPANIES	JOENSUU KUOPIO SAVONLINNA	13 FIELDS OF STUDY
15 000 DEGREE STUDENTS	15 000 ADULT EDUCATION STUDENTS	2 500 STAFF MEMBERS
300 Ranked in the top 300 universities in the world in several fields		



UEF//

LEVEL OF DEGREE:
Master's degree

PROGRAMME DURATION:
2 years / 120 ECTS credits

LANGUAGE OF INSTRUCTION:
English

APPLICATION PERIOD:
1 November 2017 – 31 January 2018

PROGRAMME START:
September 2018

TUITION FEE:
EU/EEA NATIONALS:
No tuition fee

NON-EU/EEA NATIONALS:
12,000 € / academic year

SCHOLARSHIPS
AVAILABLE

WE ARE RANKED AMONG THE WORLD'S FINEST

382 QS World University Rankings (2016)	351-400 Times Higher Education World University Rankings (2016)	301-400 Academic Ranking of World Universities (2016)
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SMART SCIENCE BY SMART PEOPLE



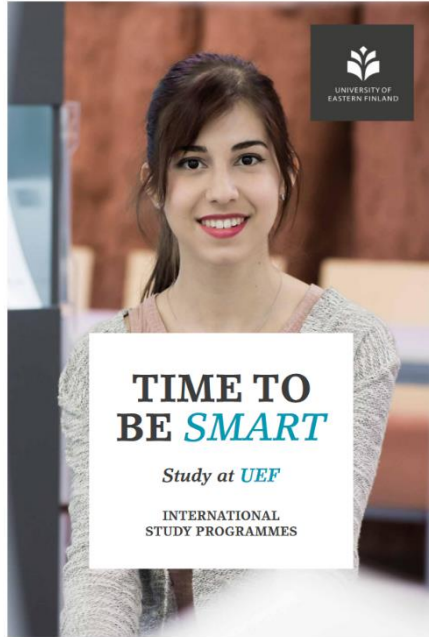
SMART SCIENCE BY SMART PEOPLE.

#uef loves ilosaatrock

ONE SMART DECISION OUTSIDE THE BOX. UEF.

uef.fi

UEF's brand and visual identity today



5 SMART REASONS TO CHOOSE THE UNIVERSITY OF EASTERN FINLAND

- #5 FINLAND IS UNIQUE**
 - Endless study opportunities
 - Studies for exchange students
 - International Master's degree programmes
 - Doctoral School
 - Professional development training
- #4 EASY LIVING**
 - Student Union
 - Services for students
 - Student accommodation
 - Health care and well-being
- #3 QUALITY OF EDUCATION**
 - Finnish education – a world leader
 - University of Eastern Finland – a smart decision
 - Tuition fees and scholarships
- #2 WE REALLY WANT YOU HERE**
 - Student stories

16 376 näyttökertaa



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NON-EU/EEA NATIONALS:
8,000 euros / academic year

SCHOLARSHIPS
AVAILABLE

**SMART
SCIENCE
BY *SMART*
PEOPLE**

Thank you!



UNIVERSITY OF
EASTERN FINLAND

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