ESS STRATEGIC BRANDING INITIATIVE 3/8/23

The Experiment Station Section & Experiment Station Committee on Organization and Policy (ESS-ESCOP)

PIVOT CREATIVE & CONSULTING 2023

PRESENTED BY ERICA MIRICH

Agenda for Today

- **Review of the process to date**
- **Brand Guidelines Toolkit Walk-through**
  - Google doc with resources. i.e. logos/guidelines/graphics
- **Website Walk-through**
  - Content, sections, and how to navigate
  - News/Events
  - Special Features
    - ADA compliance
    - Language Accessibility
- **Domain Name Selection**
  - www.aginnovation.info (aginnovation.edu?)
- **ESCOP Training**
  - David Leibowitz as ESCOP point person
- **Vote to adopt**

Project Timeline

The Timeline.

ESS Brand & Digital Marketing Committee

Early 2022

ESS Budget for brand approved
PIVOT C & C engaged
Proposal submitted/approved

May- mid June

Assessment, findings, discovery and initial brand development

mid June - July

Joint COPS Presentation
Feedback Received from COPS
Further brand development
Brand guidance kit development

July - August

Socialization with ESS members
Trademark discovery
Committee refinement of brand
Committee website content discovery

August - October

Baltimore presentation & vote
Brand selection
Website content build-out

November - December

Brand finalization
Brand guidelines kit developed
Trademark application
Website build-out
Website testing

Early 2023

Website Finalization & Launch
ESS-ESCOP training on site use
Development of supporting collateral as needed

Brand Guidelines & Toolkit

Brand Development.

- **Logo approved by the members at the 2022 Baltimore ESS meeting**
- **New brand concept including logo, colors, fonts, tagline**
  - Logo Designed
  - Logo Socialized with Communicators and feedback received
  - New Brand in limited use
  - Plan for rollout being developed with Brand Committee
  - Committee to define needs for toolkit & supporting collateral
- **Brand Guidance Kit**
  - Kit Developed and shared
- **Google Drive Asset Library including:**
  - Brand Guidelines
  - All logo files
  - Social Share graphics
  - Fonts

Brand Guidelines ToolKit.

BRAND GUIDELINES

agInnovation
science that feeds the world

Primary Color Palette

Here are agInnovation's primary colors. Please note that while orange is one of agInnovation's core colors, **it should only be used for non-textual elements such as lines and other decorative components.** Use this brand guide as a reference for color styling.

NIGHT SKY
#0B124B

GRASS
#8DC63F

EARTH
#A07532

CLOUD
#FFFFF

LOGO MISUSE

DO NOT rotate the logo.

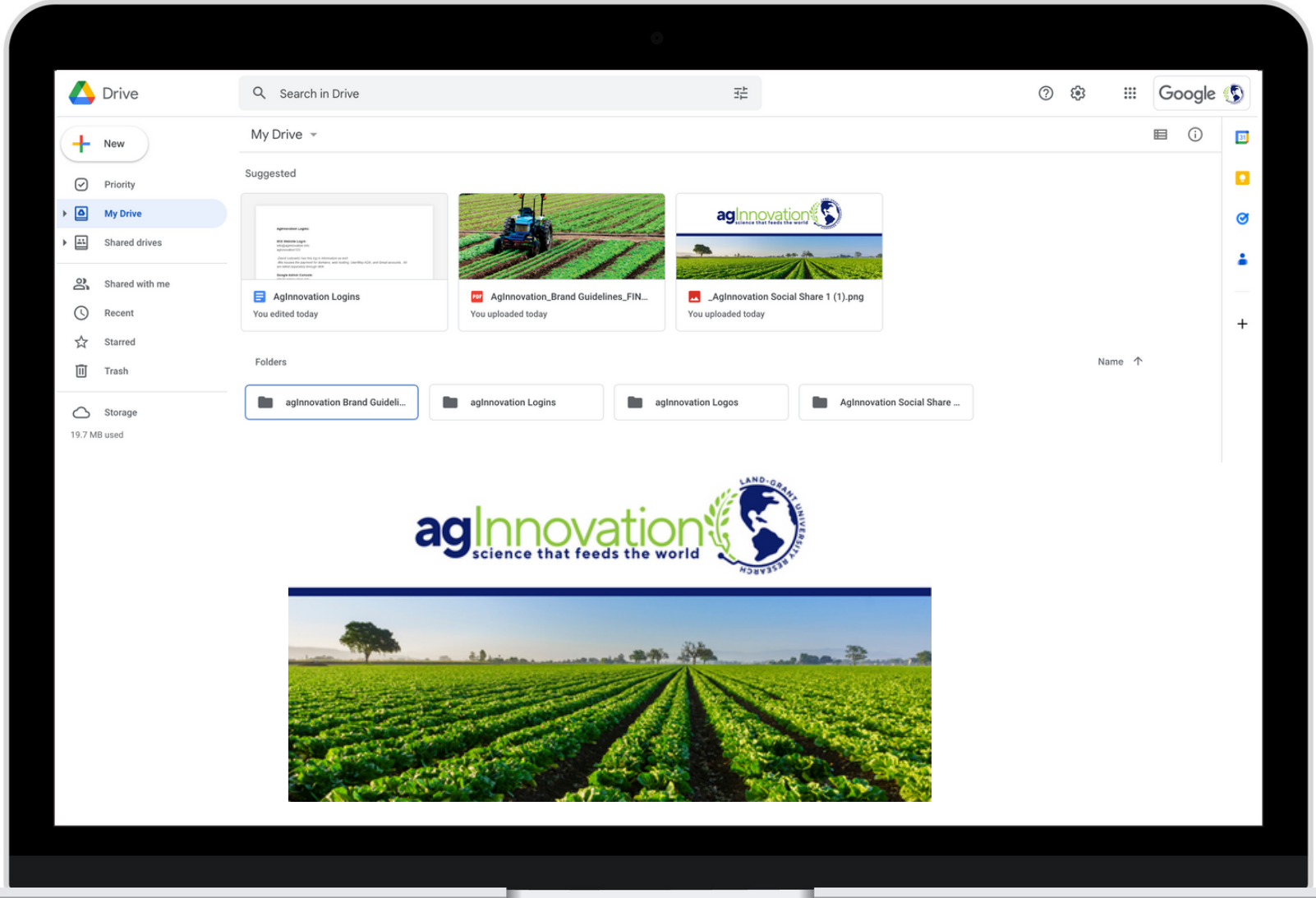
DO NOT distort or warp the logo in any way.

DO NOT place logo on low-contrast background.

Consistency is key for achieving the goals of the agInnovation brand. Please keep this in mind when handling the logo or providing to vendors.

Google Drive Asset Library.

- Brand Guidelines
- Logo files (.ai, .eps, .png, .jpg
- Social Share graphics
- Font files



Domain Selection

The Domain.

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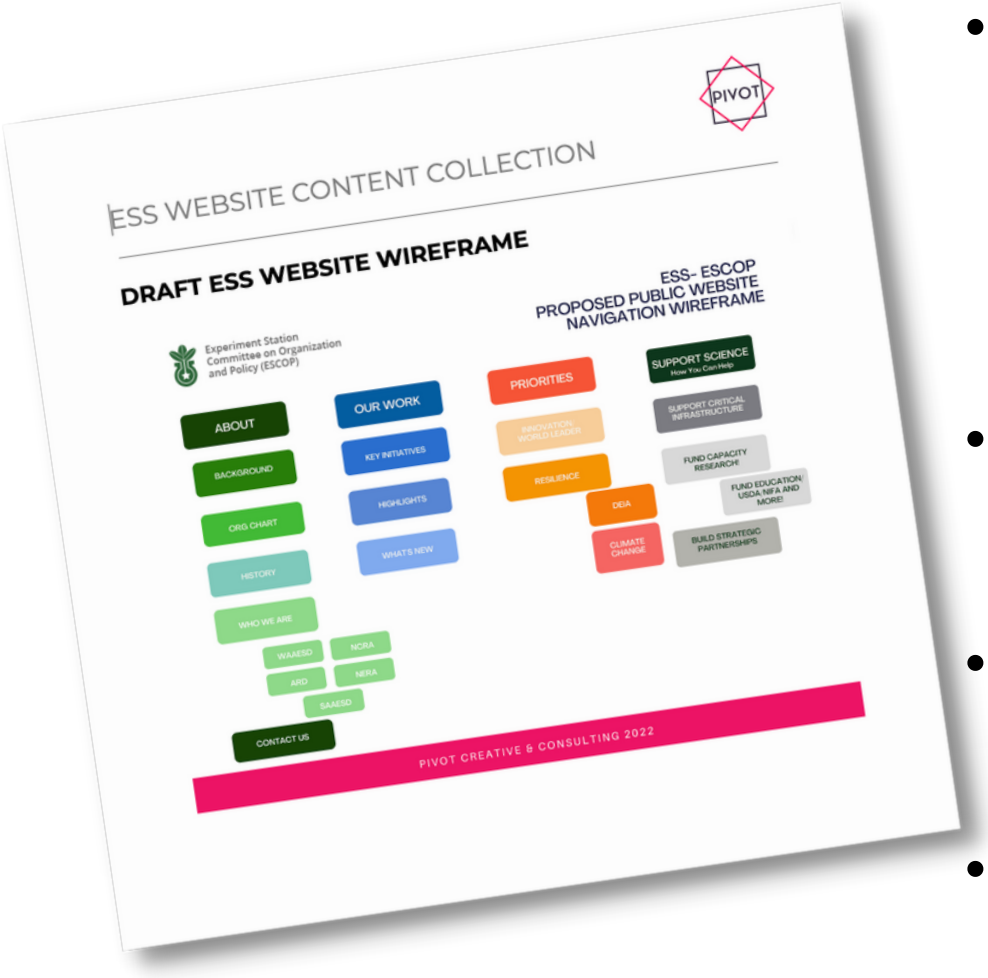
LAND-GRANT UNIVERSITY RESEARCH

www.aginnovation.info

- The extension .info is already familiar to ESS community as current site is www. ESCOP.info
- Attempted to secure **www.aginnovation.edu**
  - There were issues related to no central institutional structure for ESCOP
  - Initiating the process of becoming a known entity recognized by the Department of Commerce is essential
  - Need to be an accredited body (or linked to one) for .edu
- Secured **www.aginnovationLGU.org** as well

Website Walk-Through

Website Development.



- **Committee reviewed content**
  - Committee members filled out Google tool to provide PIVOT Creative & Consulting with information, links, documents, etc.
  - Use the wireframe concept to organize site build-out
- **Pulling from MANY sources to organize content has been challenging!**
- **Final edits made**
  - Input from committee gathered
  - Final website concept completed
- **Special features added**
  - ADA Compliance
  - Language Accessibility
- **Training of ESS staff complete**

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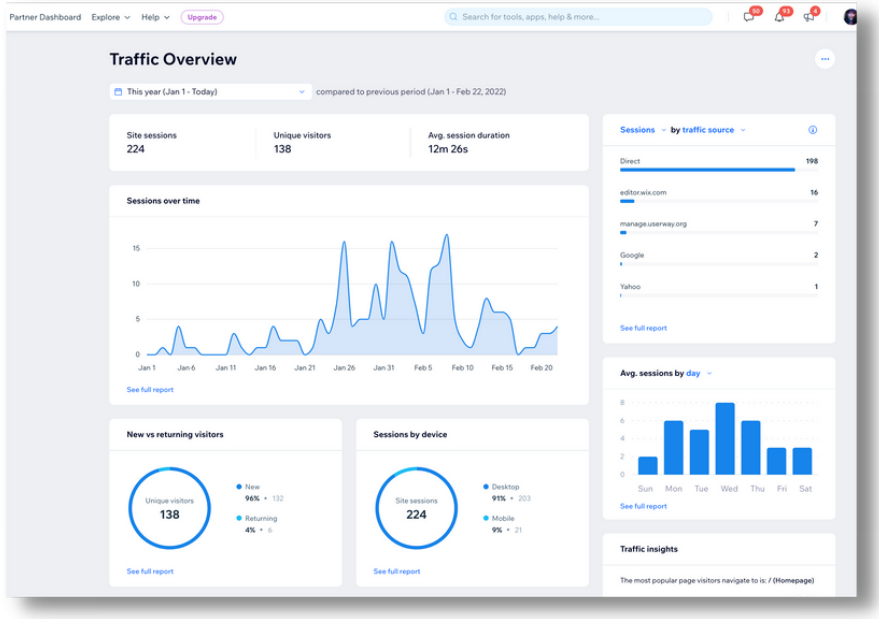
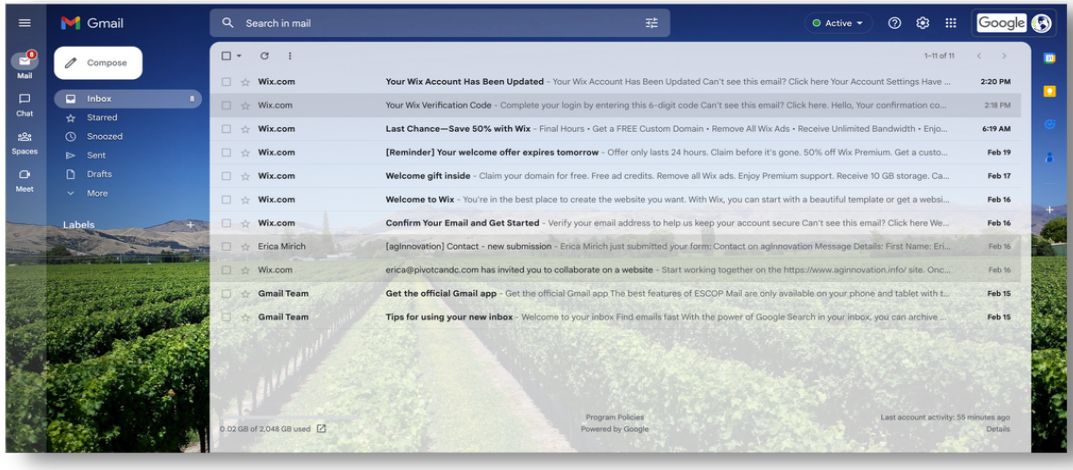
LAND-GRANT UNIVERSITY RESEARCH

www.aginnovation.info

Website Training Completed!





- **ESCOP Staff trained on the following:**
  - Basic content editing
  - Google Admin Console
  - Google & WIX Analytics
  - Gmail Email Account
    - info@aginnovation.info
    - Management of email done by David Leibowitz
  - Billing
    - Domains, email, web hosting
  - ADA Compliance widget
  - Language accessibility
  - Blog/News
    - Posting
    - Content Curation

Next Steps
Early 2023 and beyond

- Trademark Update - will know more in April 2023
- Plan for Launch with BrandIng Committee - Discussed in February
- Socialization of new site with key stakeholders - Ongoing
  - Receive feedbacK & Make Adjustments
- Web Development- Completed
- LAUNCH the website and begin using widely! Starting after 3/8
- Development of Supporting collateral- As desired
  - Template presentations/Impact Statements/Program Ads
  - Template print materials (programs/ads/etc.)
- PRESENT AT ACE MEETING IN ASHEVILLE, NC IN JUNE 2023
- Get busy sharing all of our amazing work!

PIVOT
THANK YOU!
Contact me anytime!
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