

Task

The Associated Alumni of Acadia University is seeking interested parties to conduct the process necessary to update, refresh and redefine the Association's brand, thus assisting the Association to continue to fulfill its primary objective and to deliver on its mandate.

Background of the Association

Objective

The objective of the Associated Alumni of Acadia University (AAAU) is to bring about the unity of graduates and former students of Acadia University and to afford Members of the Association the opportunity to promote the best interests of the University.

About

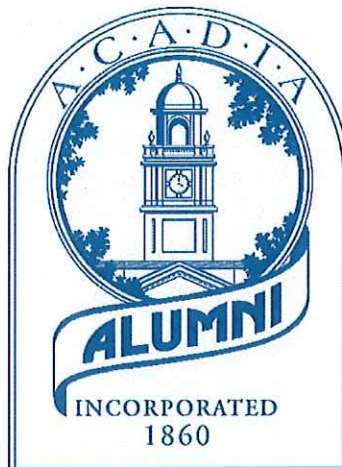
The Association was founded in 1860 by a group of 18 Acadia graduates and senior students who felt that having an alumni association would foster the growth of the University and also bring about the unity of its graduates.

The major programs carried out by the Association provide an opportunity for alumni to participate in planned events or benefit from their association with Acadia. As alumni, Acadia graduates receive exclusive benefits and services through the Association's Affinity Partners and through programs offered by the Office of Alumni Affairs.

The Association maintains regular contact with alumni through, among other means, the Acadia Bulletin, first published in 1912, its main communications publication.

A copy of the full constitution can be found at <http://www2.acadiau.ca/Constitution.html>

Visual Presence Current Logo



Other examples



**Two other examples are included at the end of the document.

Intent

The Association wishes to update and refresh the core components of its brand, including:

- a clear statement of vision
- the concise restatement or revision of mission
- identification of core values
- an update to its visual identity

The desired outcomes from a refreshed branding exercise will include:

- clarity and redefinition of mandate
- consistency in messaging
- contemporary and engaging iconography (i.e. logo)
- guidelines standardizing style and graphics
- respectful and complementary of the Acadia University corporate brand

The board of the Associated Alumni of Acadia University has approved a modest budget to enable the engagement of outside expertise to:

- undertake research as required
- schedule and conduct planning and discovery meetings to workshop the project with the Association
- develop a brand document (positioning/mission/vision)
- refresh visual identity (logo/image/graphic standards)
- provide a discretionary allowance (travel, professional services, etc.)

Expression of Interest

Associated Alumni of Acadia University

June 2016

Timeline

- August 26, 2016 - Expressions of Interest are to be submitted by 4:30 pm
- September 17, 2016: The 26-person board will be retreating on the Acadia University Campus in Wolfville and will be available for a couple of hours in the morning for a discovery meeting as part of this process.
- December 16, 2016: Completion of the process

Process

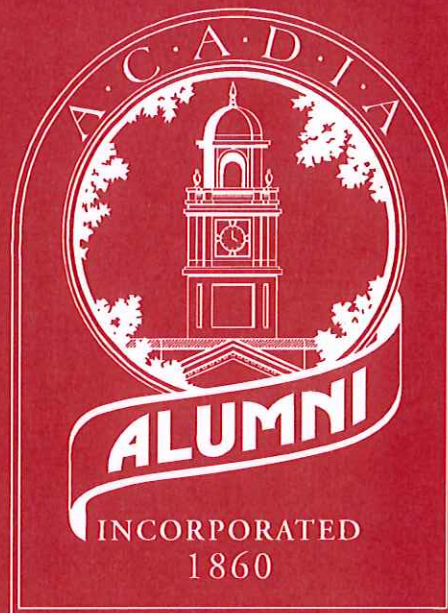
Please submit expressions of interest to:

Oonagh Proudfoot, Senior Alumni Officer, 512 Main Street, Wolfville, NS, B4P 2R6 or by email to oonagh.proudfoot@acadiau.ca

Submissions will be reviewed by the Associated Alumni Board of Directors Executive Committee.

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ASSOCIATED ALUMNI OF
ACADIA
UNIVERSITY



*Engaging alumni
in the life of
Acadia University*

ALUMNI POWERED!

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