



NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY

Brand Pocket Guide

AGGIES DO!



“Over the next few months, North Carolina Agricultural and Technical State University will introduce a new branding campaign that aims to deliver cohesive messaging and positioning of the University through integrated marketing and strategic communications. This plan is developed within the framework of A&T Preeminence 2020 and supports the University’s overall institutional goals.”

*Harold L. Martin Sr., '74
Chancellor, North Carolina A&T State University*

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Introduction

Since the winter of 2012, North Carolina Agricultural and Technical State University has partnered with a responsive marketing and communications agency to research and assess its current brand perceptions among key constituents and to develop a new brand messaging/positioning platform for future university communications. As a result, a new branding campaign will be executed in the fall of 2014.

This **Brand Pocket Guide** provides the framework and point of departure for the University's new brand vision.

Delivering the New A&T Brand Story/ Key Goals

For A&T to attract and enroll “right-fit” students who will thrive in its challenging and supportive environment, be recognized as a first-choice university and continue to be respected for its legacy as a historically black land-grant university, **the new branding platform and communications must do the following:**

- Define the A&T experience;
- Overcome misperceptions regarding the University's standards;
- Build internal and external relations;
- Support the key goals outlined in *A&T Preeminence 2020*;
- Promote and leverage the accomplishments of A&T alumni, faculty and students; and
- Build on its legacy while promoting research and diversity.

The New Positioning Statement

The promise that positions A&T firmly in the eyes of its internal community, as well as in the eyes of external constituents, is the new positioning statement:

*We are proud. Our history is rich with achievement and tradition. Our university is a place where the dynamic and visionary challenge the status quo. We share a vision of preeminence; using our minds, our research and our passion, we engage the community and create positive, lasting global change. We are better than yesterday, but never as good as tomorrow. Because our excellence has no boundaries—and because that's what **AGGIES DO!***

AGGIES LEAD.

AGGIES CREATE.

AGGIES DISCOVER.

AGGIES INSPIRE.

AGGIES ACHIEVE.

AGGIES DREAM.

AGGIES LOVE.

AGGIES DO!

Why “AGGIES DO!” and What It Means

Aggies are not passive. We do not conform. We lead, forging ahead on the path less traveled. Our vision is not selfish. We seek a better education, a better life, and a better way for communities both local and global. We make things happen because we persevere. And we never stop striving for excellence.

“AGGIES DO!” is our call to action that captures the essence of A&T and what it means to be a member of its proud community. Simply put, “AGGIES DO!” embraces all who embrace it.

Key Audiences, Messages and Themes

To prospective students:

A&T is a community of academic excellence and positive action. Our vision for tomorrow is inspired by a proud tradition of visionaries, thinkers and doers. We believe in what we will become because we believe in those who call themselves Aggies. You will find opportunity. You will push forward. You will succeed. Because that's what **AGGIES DO!**

To current students:

Your opportunity is like none other. As an Aggie, you have the support of a global community that will encourage your dreams, nurture your growth and promote your achievement. Nothing is impossible. You have the vision. You have the means. You have the drive. Because that's what **AGGIES DO!**

To faculty and staff:

You are a part of history. As a leader and mentor, you influence the minds that will affect our world. As a change agent, you use

your intellect to make a positive difference in both the local and global community. A&T is more than your job, it is your passion—and that commitment to yourself and others will last a lifetime. Because that's what **AGGIES DO!**

To alumni:

You are the heart of the A&T family. As an ambassador of this visionary institution, your passion finds its voice in Aggie Pride. You are part of a legacy that has changed the world, and no one will ever take that from you because it is who you are. And because that's what **AGGIES DO!**

To the community:

We are born of this community. Our reach may be global, but our roots run deep in Greensboro. From this great place, we have found the strength and voice to change the status quo. As we connect corporate/commercial partners with our expertise, new technologies and opportunities for continuing development, we help create technology-driven businesses and bring

Key Audiences, Messages and Themes, *continued*

economic benefits to local, state and regional communities. Together we stand, strive and celebrate. Because that's what **AGGIES DO!**

To prospective faculty and new employees:

You will be an integral part of history. You will be expected to be a leader and mentor. You will influence the minds that will affect our world. As a change agent, you will use your intellect and influence to make a positive impact on the greater A&T community. A&T will be more than your job, it will become your passion—and that commitment to yourself and others will last a lifetime. Because that's what **AGGIES DO!**

Supporting and Spreading the New A&T Brand Message

Building on the new A&T positioning and creative platform, **AGGIES DO!** is a clarion call to excellence. We stand firmly on the shoulders of our predecessors and we see a future of distinction beyond anything they could ever imagine. To get to that future and beyond, each of us has to answer the call to learn more, teach more, give more and do more so that we can be better—because that is what **AGGIES DO!**

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