

IDEA Brand Platform

Our brand platform provides us with a common language that describes who the alliance is and what we value. The words in our brand platform help us differentiate ourselves and have become the foundation for our content strategy. All of the resources and tools in the branding toolkit were developed using the brand platform.



Element	Definition	Our Brand Platform
The Brand Promise	<i>Shorthand for what we stand for in the hearts and minds of our audiences.</i>	Choice and flexibility for lifelong learners.
What, How, Why Vision	<i>What: Who we are and who we serve How: How we do what we do Why: Why we do it</i>	<p>What: IDEA is a consortium of reputable universities making higher education accessible for lifelong learners.</p> <p>How: We offer online, flexible, affordable instruction for a virtual community of individuals from diverse backgrounds.</p> <p>Why: Choice and flexibility provide learners with pathways for growth in an ever-changing society.</p>
Distinctive Attributes	<i>The top competitive advantages that uniquely position IDEA and serve as its key messages. These distinctive attributes are highlighted in the form of “value statements.”</i>	<ul style="list-style-type: none"> • Expand your network by interacting with fellow learners from across the country who bring diverse perspectives and experiences to the coursework. • Achieve your personal and professional goals through convenient, flexible, high-quality coursework you can complete anytime, anywhere. • Affordable, common tuition allows you to invest in your future and access multiple, reputable universities which collaborate to create opportunities beyond what one university can provide. • You will learn from expert faculty who bring real-life experience to the coursework and are committed to helping you transition your learning beyond the online classroom into your career. • Our collaborative approach to sharing resources and expertise creates a space for innovation among faculty and staff which provides opportunities to shape the future of higher education. • Choosing IDEA for your academic journey means partnering with faculty and staff from multiple universities who provide a student-centered, collaborative, educational experience.
Brand Expression	<i>Voice and imagery associated with the IDEA brand that help differentiate its marketing and communications.</i>	<p>Voice and tone:</p> <ul style="list-style-type: none"> • More serious than playful • More approachable than authoritative • A balance of informative and inspiring • More casual than formal • A balance of practical and inventive <p>Imagery themes: Confidence, inspiration, passion, challenge, success, flexibility, goal achievement, determination, support, and courage.</p>