



Rebrand Proposal



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The primary objective of this project is to elevate the brand identity of the Students' Union by enhancing visibility and consistency. Our goal is to improve accessibility and raise awareness among our target audience - students. The updated branding will be carefully aligned with the organisation's values, ensuring resonance with the preferences and priorities of our student community.

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Why we are rebranding

Here in Wrexham, the Students' Union has grown bigger and flourished since it evolved from being a guild in 2016. We've had the same branding since then, meaning we've used the same logo for almost 8 years! We think it's about time for a refresh.

The University underwent a rebrand which launched recently in 2023. The use of 'Glyndwr' is no longer, meaning we are required to remove this from our name to align with this change.

We want our new brand to reflect our values. We will identify our values by conducting a consultation with students, to ensure that our values resonate with them. This will then feed into our next Strategic Plan.

We are Wrexham Students' Union



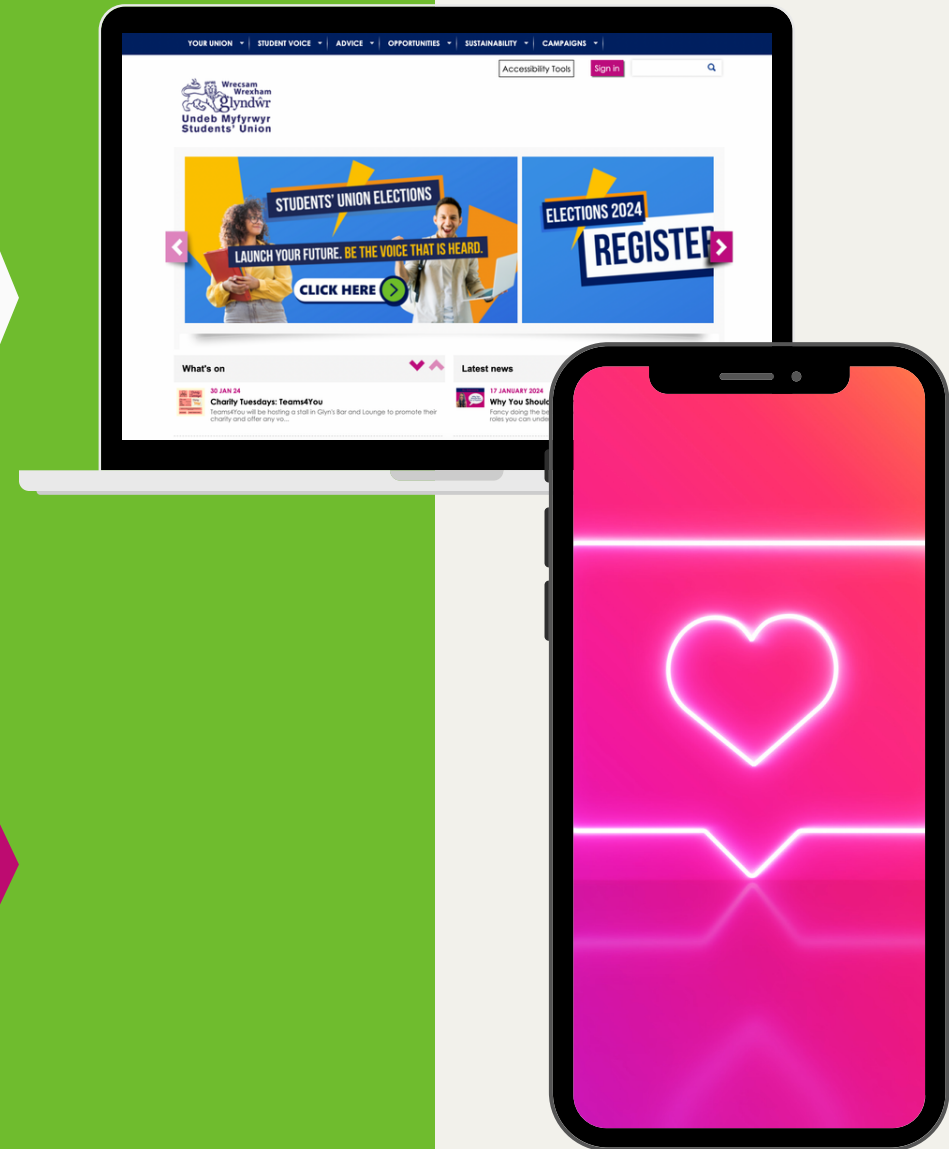
Important considerations

Website

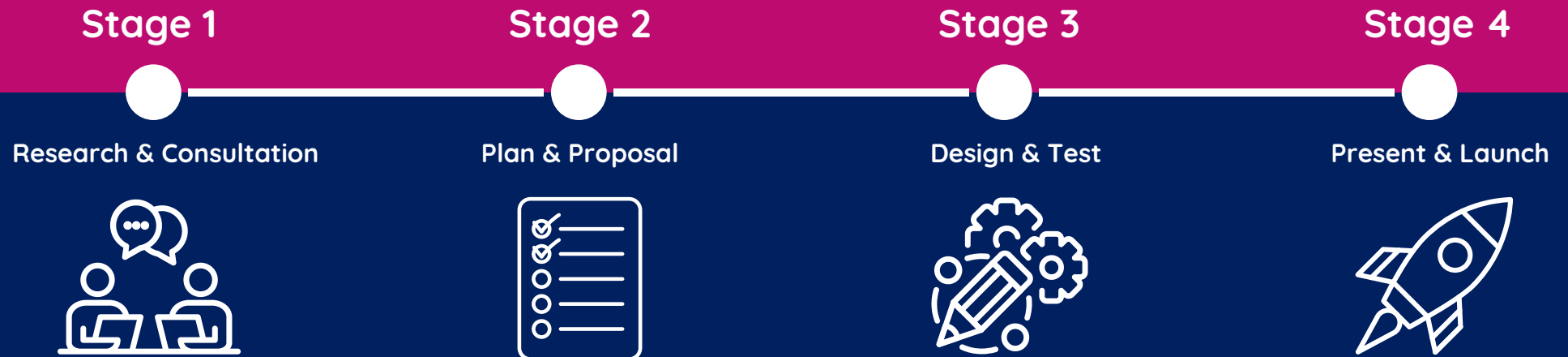
The Students' Union website would need an updated web address and contact information. Additionally, the meta description and keywords on the back end of the site would need updating for search engine optimisation. Contact information would include the recently updated Wrexham University email addresses. Website provider OneVoice can offer support on all of the above, and will ensure all changes required are completed on time.

Social media

Social media tags would need to be updated on Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn. Accounts and contact details created on other online platforms also need to change, such as SurveyMonkey, Issuu and Typeform. All online platforms need to feature the new branding where possible, adhering to the guidelines in the brand pack.



Timeline



Stage 1: Research & Consultation (Oct-Dec 2023)

Research is conducted which involves recording other students' union rebrand activities and their approaches. There will be an opportunity to network with people from these students' unions and get some first-hand insight and tips.

The consultation process with students is key in building the new brand. By collecting student feedback, we can begin to piece together a strong visual identity for the Students' Union. At the beginning of semester one, we will launch the 'box pop', a ballot box where students can anonymously submit opinions about our current brand. Following this, we will launch an online survey, which builds upon the former by asking questions surrounding expectations for the new brand.



Stage 2: Plan & Proposal (Jan-Feb 2024)

Once we have collected sufficient student feedback, the Digital Communications Manager will spend the beginning of semester two pinpointing branding requirements depending on factors such as budget, timeline and external support. Additionally, there will be considerations with new brand guidelines and what needs to be included. The marketing staff team at Wrexham University will be a valuable point of contact with regards to this.

A proposal will be presented to the rest of the team, including Students' Union Trustees for review and approval.



Stage 3: Design & Test (Mar-May 2024)

Visual 'mood boards' will be created by students based on the key values that have been highlighted as a result of student feedback; this will be an activity that is open to all students, and something that online students can be involved with. Mood boards are to be well-documented and all sent to the Digital Communications Team at the Students' Union.

A few design concepts will be drafted up alongside a brand pack. The brand pack will feature logo, colours, font and guidelines for use. The concepts created will be strongly influenced by information gathered from the student consultation and mood board activity. There will be important considerations with regards to accessibility and adaptability. For example, the brand colours will need to look effective on print as well as digital format. Fonts should be easily accessible on software such as Microsoft, Adobe, Google etc. All concepts will be tested by printing and displaying on screens.

Finally, there will be a vote on the final branding for the Students' Union, with a couple of concepts to choose from. This will be conducted via an online poll, the 'box pop' and email. Students are encouraged to vote, as well as staff members.

Stage 4: Present & Launch (Jun-Aug 2024)

All key brand assets will be designed and ordered in advance ready for the new semester in September.

Once the design assets and brand pack are finalised, it will be shared with the Students' Union team to access. It will also be shared with University departments for convenience.

There will be an official launch for the Students' Union's new branding in early August. A short video/presentation will be displayed which highlights the branding process from start to finish. All are welcome to attend and celebrate with us!

Thank you for reading!

If you have any questions about the contents of this document or about the Students' Union rebrand, please email: elissa.baxter@wrexham.ac.uk