



WSSU
WINSTON-SALEM STATE™

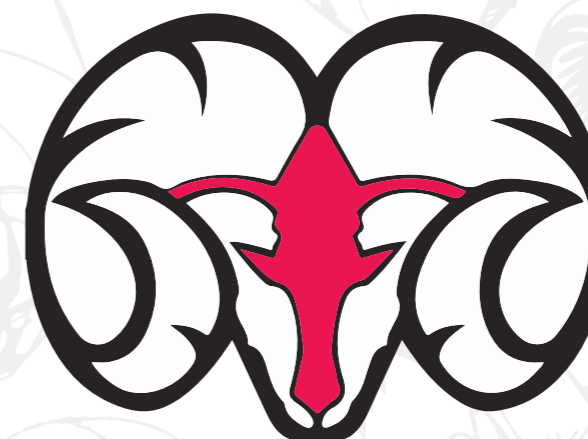
The Next Ram

Brand loyalty has nothing on athletic fandom. For those willing to paint a logo on their chest or follow a team to the ends of the earth, changing the signature of that team is nothing short of an existential crisis. Navigating the thin line between improvement and blasphemy can be a delicate dance. But For Winston-Salem State University, the reward was worth the risk.

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WSSU



R·A·M·S

Old Spirit Mark

**WE SEE
RED**



All About the Details

Our job was to make a trusted mark more fierce and representative of the fighting spirit and deep pride held by the greater Winston-Salem State University community – one that competed just as hard with competitive branding as their teams did on the field, court, pitch or diamond. Dynamic illustration added physical and emotional depth to the Ram's head logo, while embracing a new boldness in both color and style that whipped this identity into fighting shape.





And the Crowd Goes Wild

There are countless documented cases where teams change branding and the figurative sky falls for their collective fan base. Thanks to extensive research, a lot of listening, many hours and a willingness to innovate without sacrificing the soul of an identity – we're happy to say the new Ram logo was well-received. Merchandise sales promptly increased, a fan base was energized and a new client relationship was born.



Summit School

Inspiring Learning



They Grow Up So Fast

Time flies when you're having fun - and with the right priorities, a client relationship can progress from a single project to a bona fide account in what seems like the blink of an eye. What started with an anniversary banner has graduated to a 13-year and counting relationship with The Summit School, and a body of work that captures both talented new students and potential-filled imaginations alike.

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★ ★ ★ Six Promises of Summit ★ ★ ★



*Scholarship
at Its Best*



*A Fertile Learning
Environment*



*A Sturdy
Confidence*



*Intellectual
Independence*



*State of the Art
Facilities*



*Educators
Who Engage the Whole Child*

www.summitschool.com



Six Degrees of Distinction

Embedded within an integrated suite of both printed collateral and digital branding is Summit's commitment to enriching the entirety of each student—mind, body, wellbeing and spirit. Together, we have worked hard to establish uniqueness in a primary/secondary educational category that can often blend into overlapping benefits and homogenous offerings. By establishing and consistently communicating six core promises that serve as the foundation of their educational model, Summit School has been able to carve out and own a dynamic corner of their region.





Reading, Writing and Really Successful Recruiting

Deeply personal materials and innovative applications to traditional means of communication have not only helped The Summit School expand their enrollment, programming, facilities and ability to serve their community—it has helped countless students find their unique path to continued success.



Uniquely Alaskan

Alaska 529 needed to separate from a crowded college savings category. The key to success was building a new brand by doubling down on who they've always been. Standing out can be as risky as blending in. Research told us consumers often seek safety in the numbers more than brand. Shiny and slick raises suspicion, yet safe is too easy to ignore. But for Alaska 529, their competitive advantage was really their homefield advantage—the values and culture of the 49th state would not only strike a chord of trust and pride for those within their borders, its authenticity would resonate throughout the lower 48.

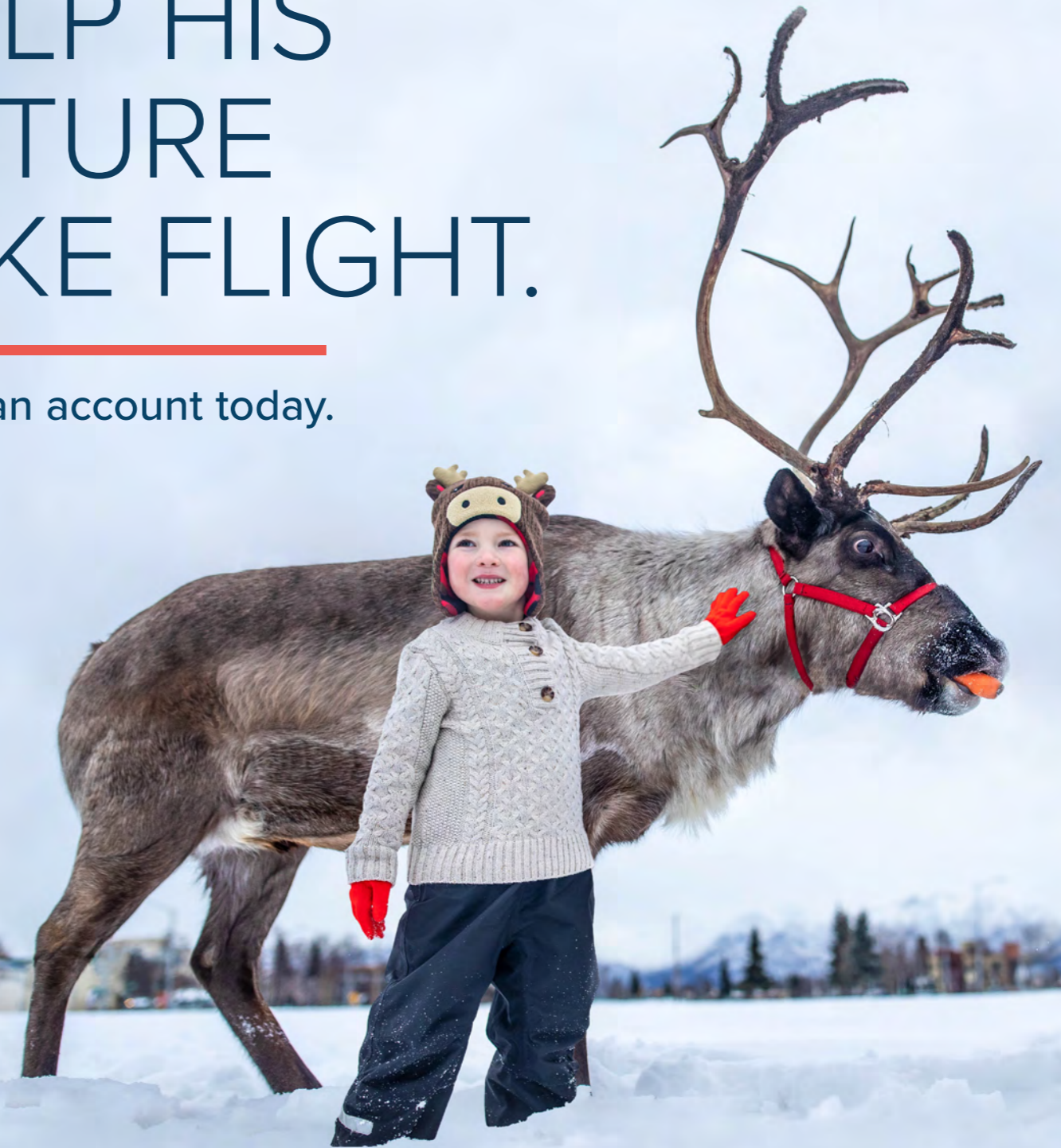


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ALASKA 529

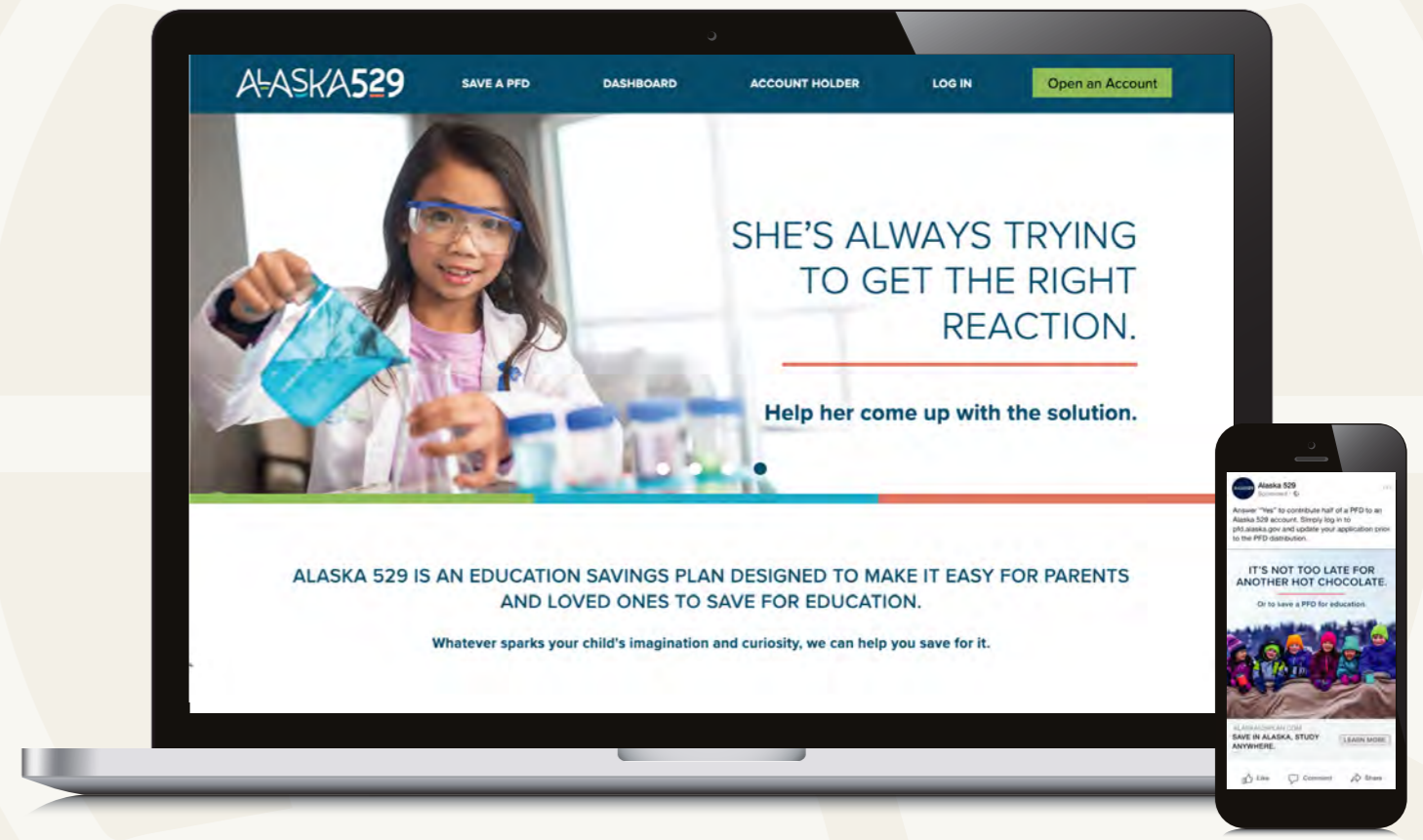
HELP HIS FUTURE TAKE FLIGHT.

Open an account today.



SAVE IN ALASKA, STUDY ANYWHERE.

1-888-4-ALASKA | Alaska529plan.com



People Over Numbers

So we did our research. We listened to Alaskans as they identified their values and we found an abundance of common ground. While finance is a numbers game, our approach would be centered around the people—those who were investing their hard earned resources into the hopes, dreams and potential of the ones they care about most.



A Trusted Partner

Our voice and imagery would be as real as the people we sought to reach. To truly make a brand feel like home we'd rebuild from scratch, by shooting in Alaska and incorporating the insider knowledge and product offerings that resonate with Alaskans. Alaska 529 would be as much a neighbor as a company, and a trusted voice in a category that can be intimidating to many.

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ALASKA 529 EXPLORE THE ADVANTAGES OF A 529

- Contribute Using the PFD**
Your and your child's PFD can be used to fund an Alaska 529 account.
- Find Your Path**
The Education Savings Planner provides personalized, age-specific passports from birth to graduation, and information on financial aid, scholarships, and grants.
- Tax Advantages**
Any earnings are tax-deferred and you can withdraw the money tax-free—as long as it's used to pay education expenses at any eligible K-12, college, graduate, or vocational school or apprenticeship.
- Gifts For the Future**
Grandparents, family members and friends can give gifts to your child's Alaska 529 account through the GoTuition® gifting portal.
- Anyone Can Enroll**
Opening an account is a great way to save for education whether you're a grandparent, family member, or family friend. There are no limits on age, income, or relationship with the beneficiary.
- Save in Alaska, Study Anywhere**
An Alaska 529 account can be used at nearly every private or public college, university, graduate school, or vocational school in the U.S. as well as for qualified apprenticeships.
- Start Early!**
You can establish an account even before your little one's born and then change the beneficiary after they arrive.
- Automatically Contribute**
Set up Automatic Monthly Contributions, with as little as \$25 per month. So you can be on your way.
- The Power of Time**
Even a little saved each month could add up over time. Put the power of time and earnings potential on your side.
- Flexibility**
You always have access to the savings in your account for anything that life throws your way. You can also increase or decrease your monthly contributions at any time—the choice is yours.
- The University of Alaska Portfolio**
Save with a balanced portfolio that offers the UA Tuition-Value Guarantee, which allows you to purchase UA tuition credits at current rates for use in the future.

ALASKA 529 BY YOUR SIDE, EVERY STEP OF THE WAY.

Saving a PFD can help support her future.

Answer "YES" to the Alaska 529 question on the PFD application, contribute half of a PFD to an Alaska 529 account, and you'll automatically be entered to win a \$25,000 scholarship account.*

1-888-4-ALASKA | Alaska529plan.com

EDUCATION SAVINGS ACTION PLAN

Use this worksheet to put what you've learned to use. Or visit Alaska529plan.com to use our online College Savings Planner.

- SET A GOAL**
How much do you want to save for college?
- SET A TARGET DATE**
How much time do you have to save for college?
- CREATE YOUR BUDGET**
Make a list of your fixed and variable expenses. Determine how much you can afford to save. Remember, starting early and saving regularly can help you maximize your savings.
- CHOOSE A PLAN**
Depending on your time horizon, consider different investment options.

For more information about saving for education, visit Alaska529plan.com.

WHY ALASKA

Since 2001, Alaska 529 has made it easier for education and study anywhere.

We offer unique features, such as the ability for Alaskan residents to invest in education through the PFD and the University of Alaska Portfolio, that provide benefits to future University of Alaska students. Although Alaska is in the name, anyone can invest in the plan, regardless of state residency.

Alaska 529 Advantages

- Start with as little as \$25, and save regularly with automatic monthly contributions (AMC). You can increase or decrease contributions at any time.
- Any earnings are tax-deferred, and you can withdraw the money tax-free anytime—as long as it's used to pay for qualified education expenses.
- You control the account. There are no annual account fees or time restrictions on your account, and you can change your beneficiary at any time.
- Grandparents, aunts, uncles, friends: anyone can open or contribute to an Alaska 529 account.

ALASKA 529 IT'S HER PATH.

This holiday season help light the way.

Whatever sparks your child's imagination and curiosity, we can help you save for it.

Use your savings at any eligible university, college, vocational school, apprenticeship, or even K-12 public, private, and religious schools.

Flexibility to use for education expenses in and out of state.

Get started today with as little as \$25.

SAVE IN ALASKA. STUDY ANYWHERE. 1-888-4-ALASKA | Alaska529plan.com

ALASKA 529 EDUCATION SAVINGS PLAN

CREATING CULINARY MASTERPIECES HAS ALWAYS BEEN HER JAM.

Help her turn it into her bread and butter by saving her PFD.

Answer "Yes" to contribute half of a PFD to an Alaska 529 account, and you'll be automatically entered to win a \$25,000 scholarship account.*

1-888-4-ALASKA | Alaska529plan.com

Formerly the UA College Savings Plan

INVESTING CONCEPTS

Understanding some common investing terms can make it easier to plan.

Now that you've set your goals and budget, it's time to decide how to invest your savings. Inflation (the increase in prices over time) is causing the price of education to rise, but time is also on your side. By starting your savings investment so that there is more money there when you need it!

- STOCKS:** Shares of a specific company that are available for public purchase. Companies sell stocks to raise money to finance business operations, and their prices can change daily. Stocks are usually some of the most volatile investments in the short term but can also provide higher reward potential over longer periods.
- BONDS:** An investment in which an investor loans money to an entity such as a corporation or government. The entity borrows the funds for a defined period of time and repays the loaned amount along with the predetermined interest. Bonds have less volatility in the short term than stocks but also less growth potential over the long term.
- MUTUAL FUNDS:** Investments in a portfolio of stocks, bonds, money market funds, and other securities (depending on the fund), giving small investors the ability to invest in a diversified portfolio of money in the mutual fund.
- PORTFOLIO:** A collection of investments in stocks, bonds, money market funds, and other securities. Portfolios are managed by financial advisors or managed by financial funds can be...

Go online or call the number listed above to request a Plan Disclosure Document, which includes investment objectives, risks, fees, expenses, and other important information. You should read the Plan Disclosure Document carefully before investing. Offered by the Education Trust of Alaska, Inc. (E-T). Risk: Price Investment Services, Inc. Distribution Underwriter. *Certain restrictions apply. Visit Alaska529plan.com for complete rules.

2020-1418629

TALKING TO YOUR KIDS ABOUT...

2X 2X

1X

T. Rowe Price

COLLEGE

SAVINGS PLAN

Offered by THE EDUCATION TRUST OF ALASKA

Patchwork Art

2X 2X

Primary Graphic Logo

Solving the Riddle of College Savings

For many, matters of finance can not only be confusing, they can be downright intimidating. A desire to secure the educational future of one's child should never be punished with an arsenal of jargon, disclaimers and industry white noise. To enroll more customers and build long-term relationships for T. Rowe Price's college savings plans, we would need to create a new identity and messaging that was as clear and straightforward as it was empowering and aspirational.

www.troweprice529.com



It's time to make your move.

- Available Nationwide.
- Highly rated by Morningstar.
- Tax benefits.



Start saving today with as little as \$50 per month.

T. Rowe Price

COLLEGE

SAVINGS PLAN

Offered by THE EDUCATION TRUST OF ALASKA

Plan early, stress less.

We can help.
Start saving today.

T. Rowe Price
COLLEGE SAVINGS PLAN
Offered by THE EDUCATION TRUST OF ALASKA



A Brand of the People

After a thorough review of the category, consumer feedback and a deeper understanding of the product and process, we took a few steps back for perspective and insight. Contrary to category norms in the world of finance, quick, easily digestible information wasn't just possible, it was preferred by customers. A new look, brand position and messaging were born. Lengthy was replaced with efficient; policy was replaced with personality. And the element that would ground communications most was a nod to the root desire to save in the first place: the future security and endless potential of those we love most.



Get serious about saving for college.

Together, let's get started

troweprice529.com
866.521.1894

T. Rowe Price
COLLEGE SAVINGS PLAN
Offered by THE EDUCATION TRUST OF ALASKA



Simple is Smart

Integrated digital campaigns strategically shortened the runway between recognizing need and program enrollment. Options, plan flexibility and dynamic products would be communicated efficiently and always in combination with a visual nod to the emotional reason why we save for college. Enrollment increased, greater awareness and market share were achieved and a multi-season campaign continues to build equity in the idea of approachable finance to this day.