

BLOWING UP YOUR BRAND

HENDERSON BROMSTEAD ART







EVER TASTED A
200 YEAR-OLD
COOKIE?

Winkler Bakery
Now Celebrating
200 YEARS
of fresh baked goodness.

For centuries, Winkler Bakery has been a cornerstone of the community. Our rich history is reflected in our commitment to quality and tradition. We are proud to be a part of the Winkler Bakery family, and we invite you to join us in celebrating our 200th anniversary.

Specialty Cookies
We offer a wide variety of specialty cookies, including our famous 200 Year-Old Cookies. These cookies are made with the finest ingredients and are baked to perfection. They are a true taste of history and are perfect for any occasion.

Winkler Bakery
1000 Main Street
Salem, Oregon 97301
www.winklerbakery.com



History.
Baked Fresh Daily.

Winkler Bakery has been a cornerstone of the community for over 200 years. Our rich history is reflected in our commitment to quality and tradition. We are proud to be a part of the Winkler Bakery family, and we invite you to join us in celebrating our 200th anniversary.

Winkler Bakery
1000 Main Street
Salem, Oregon 97301
www.winklerbakery.com

History.
Baked Fresh Daily.

c. WINKLER BAKERY
of Old Salem
www.winklerbakery.com



MOVING TO WAKE FOREST

A GREAT PRODUCT THAT WAS
BEING UNDERSOLD

UNINSPIRED COMMUNICATIONS
CONVEYED A LACK OF CONFIDENCE

Lorem Ipsum Dolores

WAKE FOREST SCHOOL OF MEDICINE

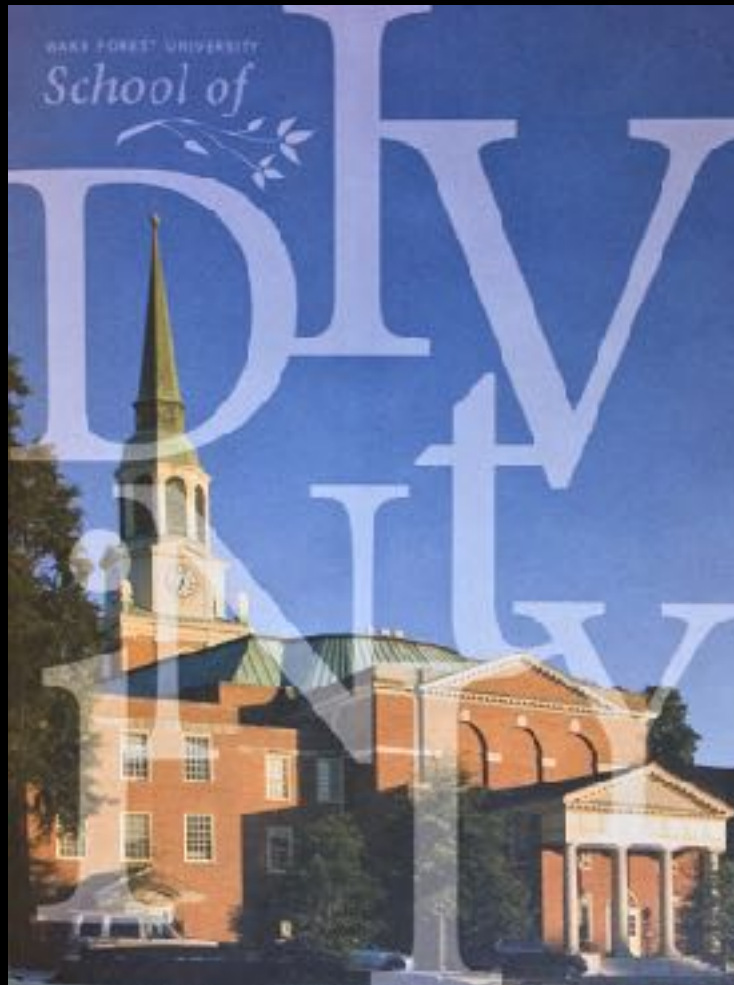


WAKE FOREST
UNIVERSITY



Contemporary Cover

A CONSISTENT VISUAL
APPROACH WORKED FOR OUR
BRAND STANDARDS, BUT BECAME
REDUNDANT IN PRACTICE.

INSPIRATION THROUGH CAPITULATION



Where
personal faith
becomes
a **decision**
to lead.



WAKE FOREST

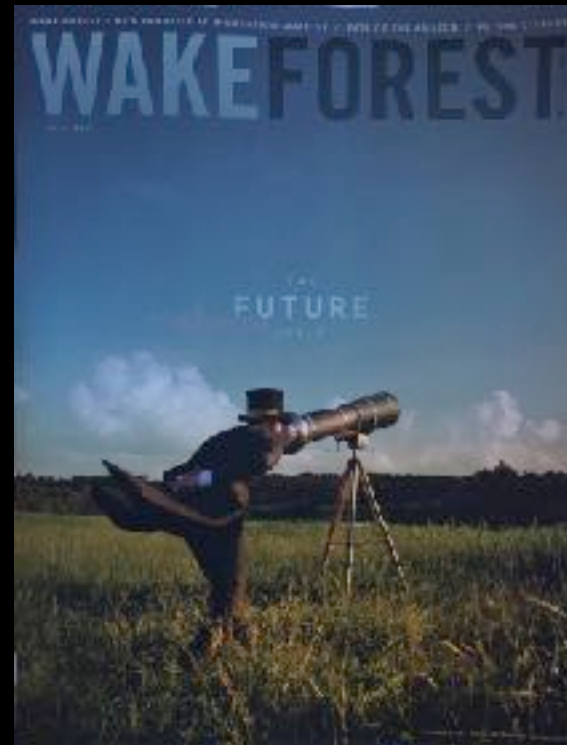
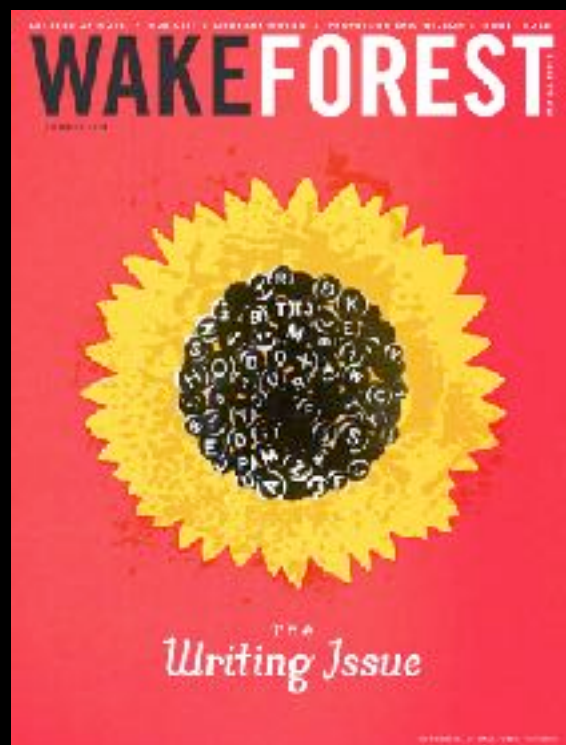
M A G A Z I N E

MARCH/APRIL

OPENING DOORS

Undergraduate Financial Aid of Wake





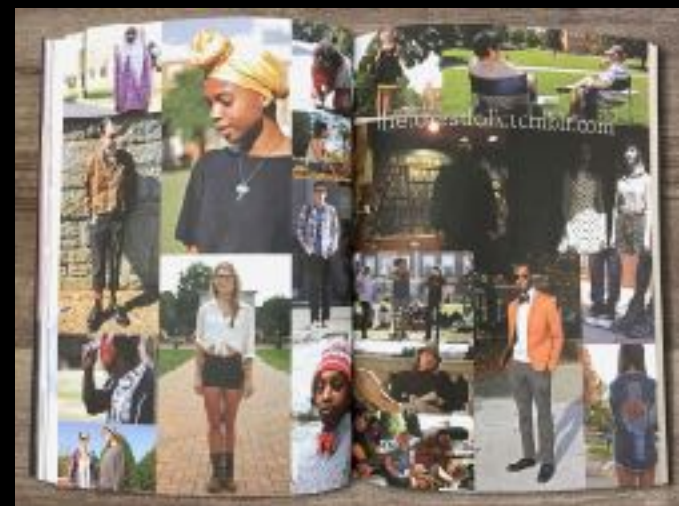




THE HALO EFFECT

WE BEGAN TO IMAGINE
EACH CAMPUS PARTNER AS AN
INDIVIDUAL BRAND

WE'RE UNIQUE SERIOUS SIMPLE
 HIPSTERS INSTIGATORS FUNNY DAREDEVILS
 ARTISTS ATHLETES DANCERS
 WRITERS READERS TALKERS
 NIMBLE MUSICIANS ACTIVISTS
 VIDEOGRAPHERS HUMANITARIANS COUNTRY CITY
 GEEKS LOVERS KIND SCHOLARS
 MUSLIM CHRISTIAN JEWISH BUDDHIST ATHEIST
 TALL SHORT FARMERS HIKERS
 ENTREPRENEURS OPTIMISTS OPEN-MINDED
 LISTENERS PUNDITS TOMBOYS HIPPIES
 WORKERS WIZARDS CAMPERS LEADERS
 TRAVELERS BIKERS NERDS PUNKS SKATERS
 FILMMAKERS FILM LOVERS ACTORS
 EMOTIONAL GIVERS OUTSPOKEN
 TREE HUGGERS ONLINE BARISTAS OFFLINE
 FEARLESS VEGETARIAN COWBOYS GAMERS
 EMO CURIOUS BI GAY STRAIGHT
 CREATORS CRITICS COLLECTORS
 COMPLICATED CONSERVATIVE LIBERAL WHITE
 BLACK YELLOW RED GREEN NINJAS INQUISITIVE





WE TRIED TO INNOVATE WHERE
OTHERS WEREN'T LOOKING







THE MOVE
FROM MONOLITHIC
TO MICROBRAND

ZOMBIES AND HOT DOGS

IT STARTS WITH A GIFT

FELT AS MUCH BY THOSE WHO GIVE
AS BY THOSE WHO RECEIVE.

Melissa McCordy '13 | Last year, when
in Harlowe Katrina; thanks to your
gifts, she's found a new home at
White Pine.





WITH THE TENACITY
OF A ZOMBIE



AND MORE MYSTERY THAN A
CONVENIENCE STORE HOTDOG



GIVE BECAUSE
IT'S TAX DEDUCTIBLE

IRS

WFU

CLARITY

END THE MYSTERY SURROUNDING THE WAKE FOREST FUND.

VISIT go.wfu.edu/zombiesandhotdogs





ARE YOU A STREAKIN' DEACON?



Get your streak on by making a gift to anyone of WFLA Family, anywhere, any time, what ever you're doing your streak - celebrating it, alone - remembering how to make, including the warm love glow of family, you helped someone dream of becoming a Deacon too.

BE A STREAKIN' DEACON TODAY!
GO.WFLA.FAMILY/CONSTANTANDTRUE

LEAGUE OF THE CONSTANT & TRUE

WE WERE HEARING
FROM AUDIENCES. THEY LOOKED
FORWARD TO SEEING WHAT
WE'D DO NEXT.



(EQUIPMENT)



(INTERSHIPS)



(STUDENT HEALTH)



(FACILITIES)



(TECHNOLOGY)



(LANDSCAPING)

FEBRUARY FEVER

THE LITTLE DANCE!

PICK... AND ROLL!

Pick with your heart or your head, because let's be honest - a mini hoop matchup between faculty and staff is a crashout at best. Highlight reels will be released on each game day. So make your www.wakeforest.edu your favorite from finger. It's game on.

60,000 REASONS TO GIVE

It's your call. You don't have to give, or play... but if we secure 100 donations in February, a trustee has pledged a match of \$50K. Your gift at any amount counts.

GIVE TODAY!

THE SWEETER 16

1ST ROUND
TUESDAY, FEB 23

2ND ROUND
WEDNESDAY, FEB 24

3RD ROUND
THURSDAY, FEB 25

CHAMPIONSHIP
FRIDAY, FEB 26

3RD ROUND
THURSDAY, FEB 25

2ND ROUND
WEDNESDAY, FEB 24

1ST ROUND
TUESDAY, FEB 23

1ST ROUND
TUESDAY, FEB 23

2ND ROUND
WEDNESDAY, FEB 24

3RD ROUND
THURSDAY, FEB 25

CHAMPIONSHIP
FRIDAY, FEB 26

3RD ROUND
THURSDAY, FEB 25

2ND ROUND
WEDNESDAY, FEB 24

1ST ROUND
TUESDAY, FEB 23

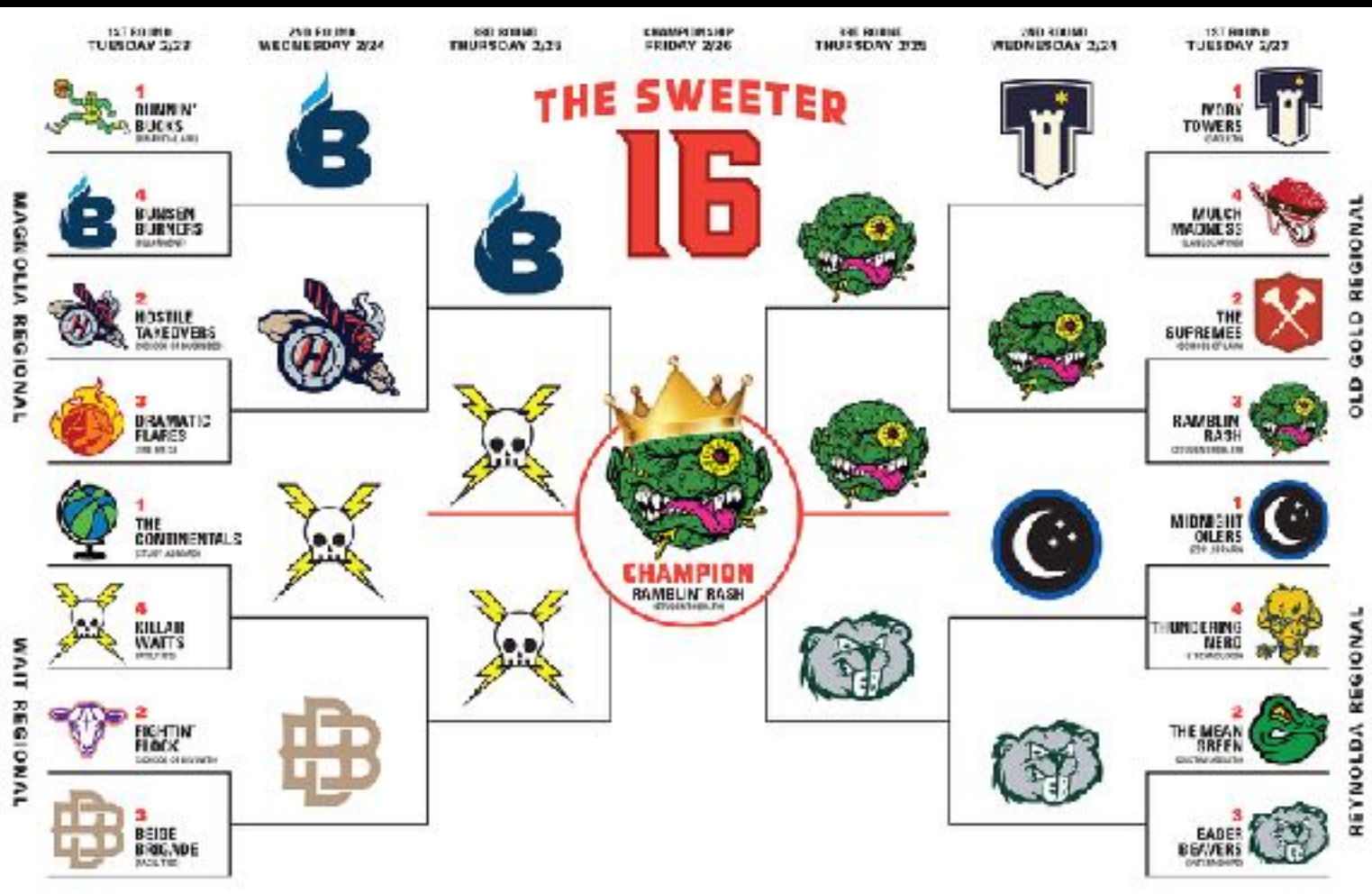
TIE-BREAKER QUESTION 1

What was the total number of gifts made to the Wake Forest Fund in 2015?

TIE-BREAKER QUESTION 2

How many of the gifts made to the Wake Forest Fund last year were for \$50 or less?

CLICK TO GET IN THE GAME!





NAMING RIGHTS FOR THE REST OF US

Brought to you by The Wake Forest Fund!

But anyone's study is made no kind of gift the will give a challenge, given a subjective view is a free hand to give away the answers. As there no answers in the world, the way to give up is not to be given a chance.

As the patient would be extremely confused and disoriented, the child should be taken to the emergency room and the mother should be informed of the situation. The child should be taken to the emergency room and the mother should be informed of the situation.

From the 1870s, when cattle ranching began, the designation of the State Forest Land has remained, and your name could appear on the list of the ranchers, for a while now. That's the way it is, and that's the way it is.

The copyright of this information on the State of the Nation is owned by the National Council on Public Administration. It is published under the name of the National Council on Public Administration, 1000 Pennsylvania Avenue, N.W., Washington, D.C. 20004.



**MISFORTUNE ITEM REVEALED! -
NETA'S BRILLIANT**

But the same basic opportunities exist. Here's an overview of what companies can do to make the most of it, as well as some things to watch out for.

Phosphorus had little effect on biomass production of *S. mutabilis* in the control experiment. There could be some with a higher rate of growth under the stress carbon substrate limiting (200).

[Twitter](#)

GIVE NOW



WISCONSIN COUNTY BOARD

Life-threatening infections are more common among children for one reason: the bone marrow isn't mature. Antibiotic treatment often allows the bone and the marrow to grow without interruption or at least for a few years, which means the immune system can't grow back into its normal state. It takes about a year after therapy for the bone marrow to start growing again and to function like a normal marrow.



THIS TIME

However, this dual-realist theory jettisoned in the same reaction. It's designed to encourage the world. The dualistic foundation the system remains together. If the world is greater knowledge? What like your support, there's no denying the fact. The dualistic foundation would be the same as the dualistic foundation. I see.



THE MORNING LEAF
BLOOMER

The perfect companion to your late night music or entertainment are night vision goggles, not only do they give you the ability to see without using a camera flash, but they also work in total darkness and are totally undetectable, the only risk is being to sleep and someone break in.



THE FLAT SPICES BLANK

[illegible]

NAMING RIGHTS FOR THE REST OF US

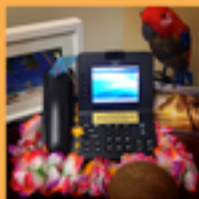
Brought to you by The Wake Forest Fund!

NAMES REVEALED

Thanks to you, the little things that go a long way toward creating a sense of a kind experience received their well-deserved 15 minutes of fame. While we like to have a little fun at the Wake Forest Fund home office, we take your support very seriously. We cannot thank you enough for stepping up and making this February the most successful in recent history.

Yellow-collared and mangrove will use their entire set of three teeth. But not one will. The yellow-collared gets the smallest and the white one's curved are left across the corners of the throat opening.

GIVE NOW



KEVIN COE'S PHONE

Every snow day when you receive that call, Kevin Younus has already been awake for hours, pen-testing, recording and re-recording his voice until it's just right, looking in the warmth of a tropical atmosphere that exists only in his head. Or around his phone. Which, thanks to Berkeley Sinsapapong (TJ), will be making snow day calls to you on the phone.



THIS THING

While we still don't know what it is, we now know whose it is: David Blackheath (T2) and Jorgin Penick Blackheath (T2) have insisted that our minute metal mystery will be calling the Quad to home for many years to come.



THE MORNING LEAF
BLOWER

Please extend a warm Wake Forest Fund thanks to Joseph Sherris ('88, MEd '87), the official sponsor of the unrivaled make-up call and premature commencement everywhere. Without the support of people like Joe, dreams would stay on and Campus Grounds would be a struggling start-up.



THE FLAT SPEED BUM?

...will have the point on the segment on which $\angle A$ lies, thanks to Michael 722 and Daniela 730. After, Every time you continuously breathe, pump the brakes or brake for a bump that doesn't exist, we hope you'll thank them.





tjwwfu

3d

This is so funny and so true! When I went back for homecoming I realized I totally forgot how the bldg worked!



jahutcherson

3d

I have to admit, this got me to donate. I've been a part-time grad student for 5 years in Tribble and I still second-guess myself.



Monty Hogewood shared Wake Forest University's post.

February 3 · 48

Super strategy for fundraising efforts with the masses, IMO. Hog
Show Attachment

Like · Comment · Share



Alli Soule @allisoule · Feb 1

Using snark & gifs of #WFU's most idiosyncratic landmarks to encourage giving? Genius. I just may donate [wakewill bit.ly/1D1hqjK](https://www.wakewill.org/1D1hqjK)



Cirdy Hancock @chancock22 · Feb 5

From the trenches of Donor Relations naming, I salute you @wakeforest1834 for the brilliance of [wakewill.wfu.edu/naming-rights](https://www.wakewill.org/naming-rights) #WFFYouNameIt



L McSwain-Starrett @mcswainstarrett · Feb 6

The @WakeForest1834 "Naming Rights for the Rest of Us" fund drive is SO ingenious & clever! [wakewill.wfu.edu/naming-rights](https://www.wakewill.org/naming-rights) #highered #WFFYouNameIt



Chandler Thompson @ChandElaine · Mar 4

Love the #WFFYouNameIt campaign by Wake Forest!
[wakewill.wfu.edu/naming-rights](https://www.wakewill.org/naming-rights) #casesms



Sarah R. Smith @SarahRToynolds · Jan 30

#WakeWill (and so can you!) Brilliant campaigning from my campus colleagues.
[wakewill.wfu.edu/naming-rights](https://www.wakewill.org/naming-rights)



WFU Mentoring @WFUmentoring · Jan 30

This is possibly the funniest thing to come out of the #wakewill campaign:
[wakewill.wfu.edu/naming-rights](https://www.wakewill.org/naming-rights) Well done. Dibs on Kevin Cox's phone.

FIND THE CURIOUS
PERSPECTIVE OR INSIDER KNOWLEDGE
THAT MAKES SOMETHING OWNABLE





STRESS TEST



DONOR EXPERIENCE

PERSONALITY

The mission of Wake Forest conveyed through personality.

OBJECTIVE

APPRECIATION To create a high level, personal connection with alumni, to provide a sense of excellence around the alumni experience, to stage the giving societies and coordinate events to express the University's gratitude to highly involved alumni and friends.



© 2014 WAKE FOREST UNIVERSITY



© 2014 WAKE FOREST UNIVERSITY



© 2014 WAKE FOREST UNIVERSITY



© 2014 WAKE FOREST UNIVERSITY

WAKE FOREST FUND

PERSONALITY

Unconquered, thrilling, playful, sensually exciting, creating a "Wake it all they do" mood.

OBJECTIVE

ENERGY & INFORMATION Engage with donors around an understanding of the Wake Forest Fund and its role in supporting the university's mission. Create a sense of excitement around the giving societies and coordinate events to express the University's gratitude to highly involved alumni and friends.



© 2014 WAKE FOREST UNIVERSITY



© 2014 WAKE FOREST UNIVERSITY



© 2014 WAKE FOREST UNIVERSITY



© 2014 WAKE FOREST UNIVERSITY

ALUMNI ENGAGEMENT

PERSONALITY

Warm, engaged, down-to-earth, inclusive

OBJECTIVE

CONNECTION | Bring the energy and enthusiasm of a Little League baseball. Keep alumni involved enough to belong, informed enough to assist, and motivated and forthcoming among WakeCommunities across the country.



MAGAZINE

PERSONALITY

Interesting, witty, personable, thoughtful, visually rich

OBJECTIVE

RELEVANCE | To be a repository for the best stories of our alumni. Keep alumni & friends informed about things being done by the University and connect them to things around the life of the campus. To be a best-selling publication that takes pride in The University.



THINGS TO PONDER

IS 'BRAND' AT YOUR SCHOOL VARIETY
OR CONSISTENCY?

DOES CONSISTENCY
KEEP YOU FROM CONVEYING YOUR
SCHOOL'S ESSENCE?

IF YOU MAKE THE SHIFT,
HOW DO YOU MAINTAIN “COHESIVE”
COMMUNICATIONS OVER TIME?

DOES THE OVERALL UNIVERSITY BRAND
EVENTUALLY GET UNDERMINED BY SO
MANY DIFFERENT DIRECTIONS?

THOUGHTS? QUESTIONS?