



BRANDING INITIATIVE UPDATE

PIVOT CREATIVE & CONSULTING 2023
PRESENTED BY ERICA MIRICH



ESS of Yesterday.

Leading Edge.

National trend to modernize outdated, ineffective and confusing naming in the agricultural research.



TEXAS A&M
AGRILIFE
RESEARCH

Can You Tell What We Do?

Former Brand Mark/Logo



Experiment Station
Committee on Organization
and Policy (ESCOP)

Former Website Landing Page



<http://escop.info/>

Logo Feedback.

What people (inside ESS and outside of the ESS system) think.

"Why is there the Star of Texas in our logo?"

"Looks like a pineapple"



Experiment Station
Committee on Organization
and Policy (ESCOP)

"All I see is a pig with a star for a snout!"

"I have no idea what this stands for or means"

"I see a plant with a star as a root but I can't say I know what it means"

Who We Were.



Experiment Station
Committee on Organization
and Policy (ESCOP)

- **Outdated logo with no connection to current work**
- **Online presence does not communicate the impact**
- **Brand does not speak clearly to an external audience**
- **No easy way for the public to see your work**
- **What is an experiment station anyway?**
- **No focus of cohesive branding across all ESS members**
- **No real way to engage audience who benefit from your research, education, and innovation**



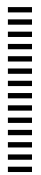
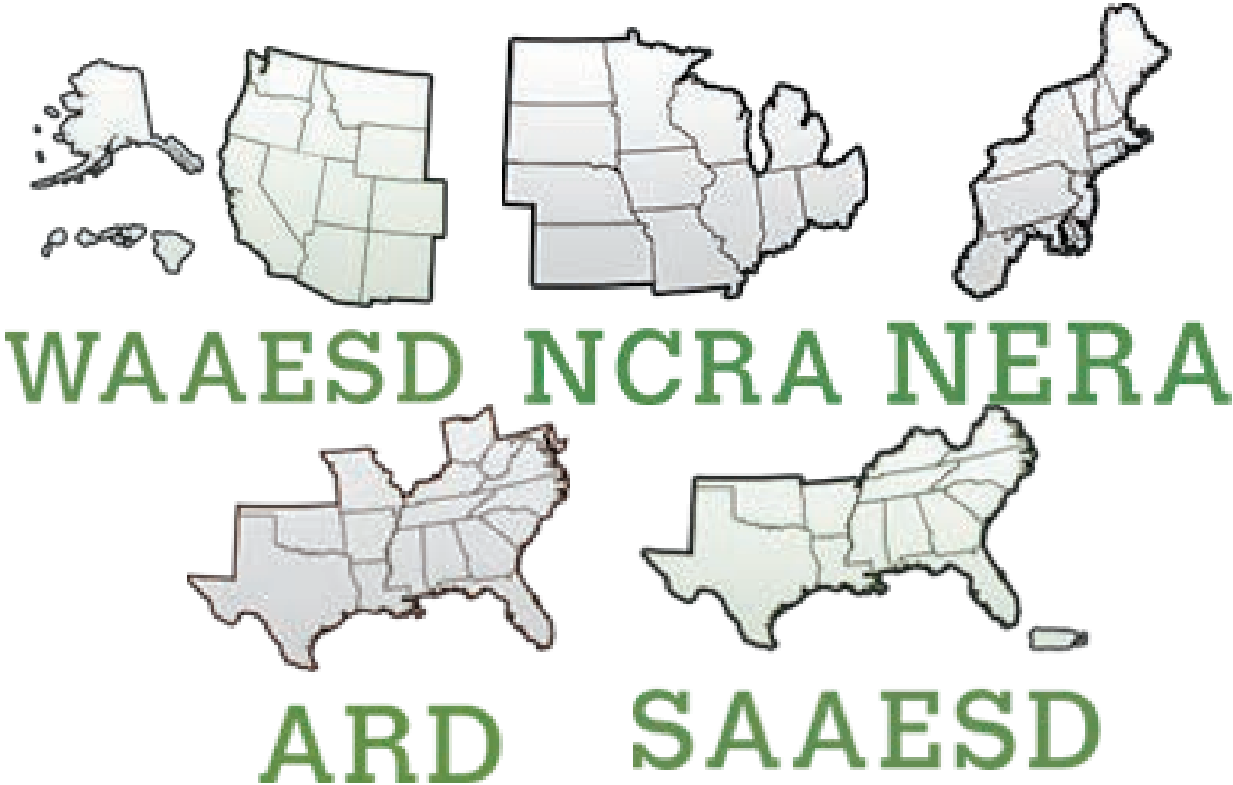


Our Work To Discover Who We Are Now.



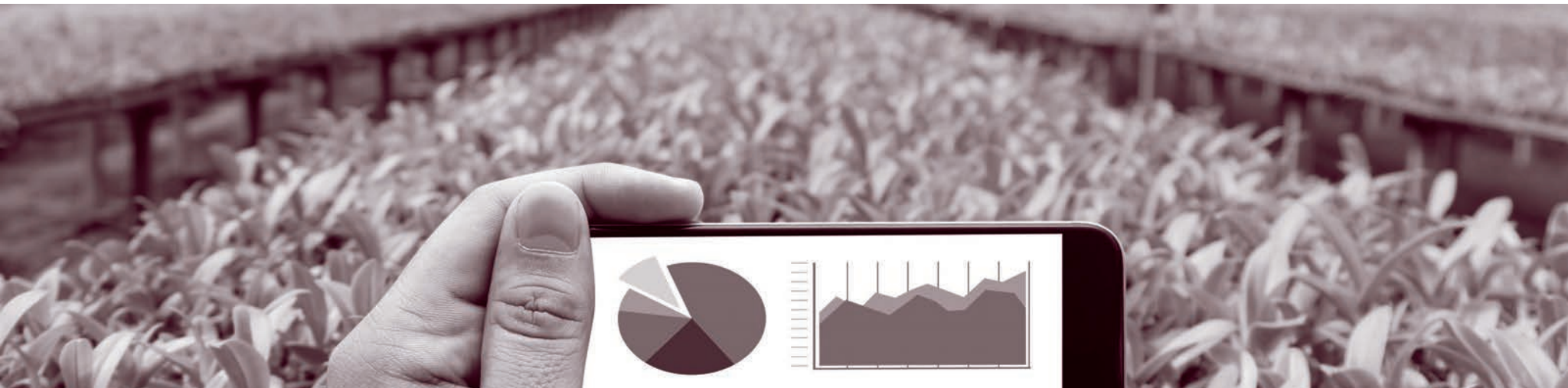
The Goal.

Position AESs as the global leader in agricultural research, innovation & discovery.



The Project.

- **Showcase our work and impact!**
- **Develop an online presence that speaks clearly to an external audience.**
- **Modernize ESS's identity**
- **Move past outdated and stagnant branding and messaging**
- **Develop a modern and fresh voice and brand identity**
- **Establish a focused and cohesive direction for outreach**
- **Engage an audience who benefits from our research, education and innovation**



The Team.

ESS Brand & Digital Marketing Committee

Meet regularly, every other Thursday at 8am PST since May 2022.

Chris Pritsos, University of Nevada, Reno, WAAESD

Matt Wilson, West Virginia University, NERA

Leslie Edgar, New Mexico State University, WAAESD

JF Meullenet, University of Arkansas, SAAESD

Anton Bekkerman, University of New Hampshire, NERA

Tala Awada, University of Nebraska, NCRA

George Smith, Michigan State University, NCRA

Marikis Alvarez, Delaware State University, ARD

Alton Thompson, ARD

Bret Hess, WAAESD

Jennifer Tippetts, WAAESD

Rick Rhodes, NERA

David Leibovitz, NERA

Jeff Jacobsen, NCRA

Chris Hamilton, NCRA

Gary Thompson, SAAESD

Cindy Morley, SAAESD

*** Joint COPS and ESS Directors presented to in July 2022.
All have been invited to join regular committee meetings
occurring bi-weekly.**



The Timeline.

ESS Brand & Digital Marketing Committee

May- mid June 2022

Assessment, findings, discovery
and initial brand development

August - October

Baltimore presentation & vote
Brand selection
Website content build-out
Socialization with ESS members
Trademark discovery
Committee refinement of brand
Committee website content
discovery

Early 2023

Website Finalization & Launch
ESS-ESCOP training on site use
Development of supporting
collateral as needed

July - October 2023

Roll-out of rebrand with 3 key
audiences: national,
industry/trade/institutional

June- August 2022

Joint COPS Presentation
Feedback Received from COPS
Further brand development
Brand guidance kit development

November - December

Brand finalization
Brand guidelines kit developed
Trademark application
Website build-out
Website testing

April - June 2023

Website Discovery/testing
Develop Public & Institutional
Rollout Plan
Design Brand Guidelines and
Print/Digital Templates



Who Are We?

**COLLABORATIVE
RESPONSIVE
SOLUTION-ORIENTED
IMPACTFUL
LEADERS
INNOVATIVE
SCIENCE-BASED
GLOBAL
RESEARCH-FOCUSED
CUTTING-EDGE
PROBLEM SOLVERS**



Our Purpose.

What problem does ESS solve? For whom? Why?

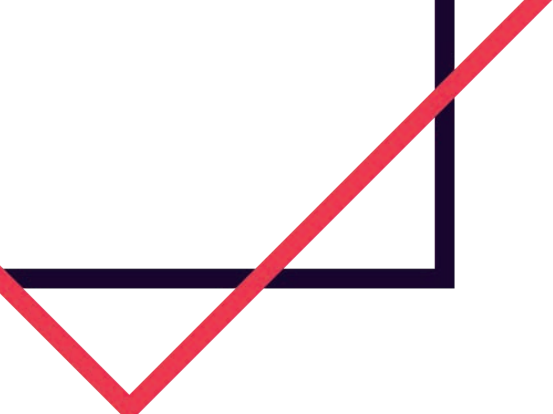
Our purpose is to promote and elevate agricultural research that improves lives and makes the world more food secure.



Our Vision.

What big audacious goal are we seeking to achieve?

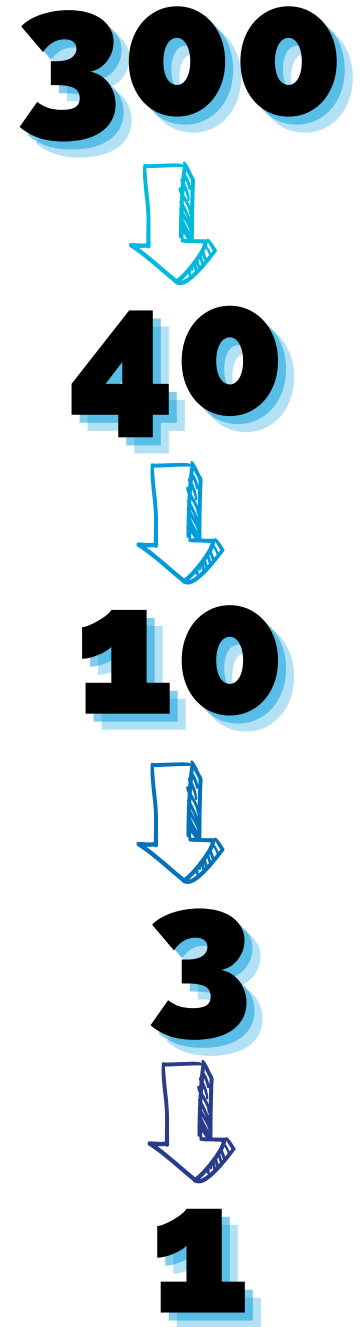
**Enhanced human and world well-being
through agricultural innovation.**



Industry Trends & Our New Identity.

Logo Concepts.

- PIVOT designers created 300+ concepts.
- Approximately 40 were shown to the Committee and feedback shared.
- 10 logos were voted on. 3 final logos concepts identified.
- Committee voted on 1 final logo concept.
- Additional feedback received and further revisions developed.





agInnovation
science that feeds the world



Then.



Experiment Station
Committee on Organization
and Policy (ESCOP)

- Stale
- "Pig & Pineapple"
- Not updated in 40 years
- Unclear
- Lacking WOW factor



- Not engaging
- No impact stories!
- Unclear what you do
- Goals? Priorities?
- Internal facing

Now.

agInnovation
science that feeds the world



- Modern & Engaging
- Clear tagline
- Global
- Inviting/Clear
- Easy to understand



- Engaging & Welcoming
- Impact is front and center
- Clear about who you are
- Clear goals and priorities
- Accessible

Brand Guidelines & ToolKit.



BRAND GUIDELINES



12

Primary Color Palette

Here are agInnovation's primary colors. Please note that while orange is one of agInnovation's core colors, it should only be used for non-textual elements such as lines and other decorative components. Use this brand guide as a reference for color styling.

NIGHT SKY
#0B124B



GRASS
#8DC63F



EARTH
#A07532



CLOUD
#FFFFFF



WHO WE ARE OUR WORK OUR PROMISE OUR PRIORITIES NEWS EN

Tools & Templates

These templates are provided to assist agInnovation team members create digital media, brochures, flyers, and reports that are consistent with agInnovation branding. These are meant to be used as a starting point and to be modified as needed based on content.

Many of these templates utilize a web-based program called [Canva](#). You may need to create an account to get started—don't worry, they're free! For tutorials and trainings, subscribe to Canva's "Design with Canva" playlist on YouTube. We look forward to providing you with agInnovation-specific trainings for Canva soon. Also, be sure to review the [agInnovation branding guidelines](#) before beginning your template work.

If you find a template that does not fit your needs, please [reach out to us](#).



AGINNOVATION BRAND GUIDELINES

Review the [agInnovation branding guidelines](#) before beginning your template work. These guidelines standardize color and font usage, logo application, tone and voice, image styles, graphics usage, and more.



If you find a template that does not fit your needs, please [reach out to us](#).

Download Logo Files

Download Font Files

VIRTUAL BACKGROUNDS



VIRTUAL BACKGROUND CIRCUITS



VIRTUAL BACKGROUND GENERAL



VIRTUAL BACKGROUND BASIC

Re-Brand Executive Summary.

RE-ENVISIONING THE ESS IDENTITY FOR GREATER IMPACT & ENGAGEMENT

THE REBRANDING OF ESS-ESCOP INTO AGINNOVATION

The Challenge

ReBranding a Historical Organization for Greater Impact

The Experiment Station Section has led global agricultural innovation for more than 160 years, however ESS and other Land-grant enterprises have recently experienced dwindling capital investment, waning public familiarity and support, and—despite consistent cutting-edge agricultural innovation and creativity—diminishing global agency.

The ESS brand has not been revisited in more than 50 years and the time is now for a new identity and fresh engagement strategy to match the organization's global reputation as leader in food system and ecosystem innovation.

The rebrand effort—ESS to agInnovation—follows industry trends and presents an ideal opportunity to recapture the country's attention and favor—endearing the public to the life-changing impacts of its research. With greater support from the general public and potential strategic partners, agInnovation will empower the next generation of global heroes. To achieve this lofty goal, agInnovation must be positioned as the global leader in agricultural research, innovation & discovery.

The Project

A New Identity for a New Era of Agriculture

In order to address the pain-points shared by the ESS-ESCOP Rebranding Committee, the group set out to:

- Assess current digital persona and outreach efforts
- Develop an online presence that speaks clearly to an external audience.
- Modernize ESS's identity
- Move past outdated and stagnant branding and messaging
- Develop a modern and fresh voice and brand identity
- Establish a focused and cohesive direction for outreach
- Engage audiences who benefit from ag research, education and innovation

The New Identity

Fresh. Modern. Engaging...and Ready for the Future

THEN.



Experiment Station Committee on Organization and Policy (ESCOP)

- Stale
- Not updated in 50 years
- Unclear/Confusing
- Lacking WOW! factor

NOW!

- Modern & Engaging
- Clear & Inviting
- Global
- Easy to understand



ESS Brand & Digital Marketing Committee

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 David Leilbovitz, NERA
 Jeff Jacobsen, NCRA
 Chris Hamilton, NCRA
 Gary Thompson, SAAESD
 Cindy Morley, SAAESD

Who We Are

Rooted in history. Forging the future.

At its core, the Experiment Station Section is an amalgamation of scientists, laboratories, and dedicated research facilities housed within the Land-grant university ecosystem. This work is essential to the development of cutting edge agricultural research necessary to lead the world to better food, natural resource and ecosystem sustainability.

OUR PURPOSE

Our purpose is to promote and elevate agricultural research that improves lives and makes the world more food secure.

OUR VISION

Enhanced human and world well-being through agricultural innovation.

OUR VALUES

Collaborative
 Solution-oriented
 Impactful
 Global
 Innovative
 Science-based

Thanks to this work, ESS—now agInnovation—has a distinct and modern identity that reflects its global impact. Of even greater importance, agInnovation acts as a collective umbrella—finally enabling all five regional memberships (ARD, NCRA, NERA, SAAESD and WAESD) to be consolidated under one name.

See & Share Our Impact!

A New Digital Presence for a New Era of Ag

The agInnovation team—including brand experts and capacity builders PIVOT Creative & Consulting—collectively designed and developed a high performance website to generate more demand, engagement and interest.

The most important piece of the ESS to agInnovation rebrand is impact. Visitors will see maps that directly link viewers to the real, meaningful impacts of agricultural research. Ag research is not just something that happens in a lab—it changes real lives of real people for the better everyday. The new agInnovation website makes that connection directly and simply.



The ESS to agInnovation rebrand was a much-needed and timely effort to modernize the image of agriculture in the public eye. Making ag sexy again, to the next generation of scientists, educators, farmers and community members.

Today, with a strong brand identity and strategic communications plan, agInnovation stands out in a crowded, and often confusing, industry—positioning itself as the sophisticated and impactful global leader it has always been.

1890s Association
ARD



North Central Region
NCRA



Northeast Region
NERA



Southern Region
SAAESD



Western Region
WAAESD



A decorative graphic in the top left corner consisting of a dark blue L-shaped line and a red line that forms a downward-pointing triangle.

New Website!

Website Development.



- **Committee reviewed content**
 - Committee members filled out Google tool to provide PIVOT Creative & Consulting with information, links, documents, etc.
 - Use the wireframe concept to organize site build-out
- **Pulling from MANY sources to organize content has been challenging!**
- **Final edits made**
 - Input from committee gathered
 - Final website concept completed
- **Special features added**
 - ADA Compliance
 - Language Accessibility
- **Training of ESS staff complete**

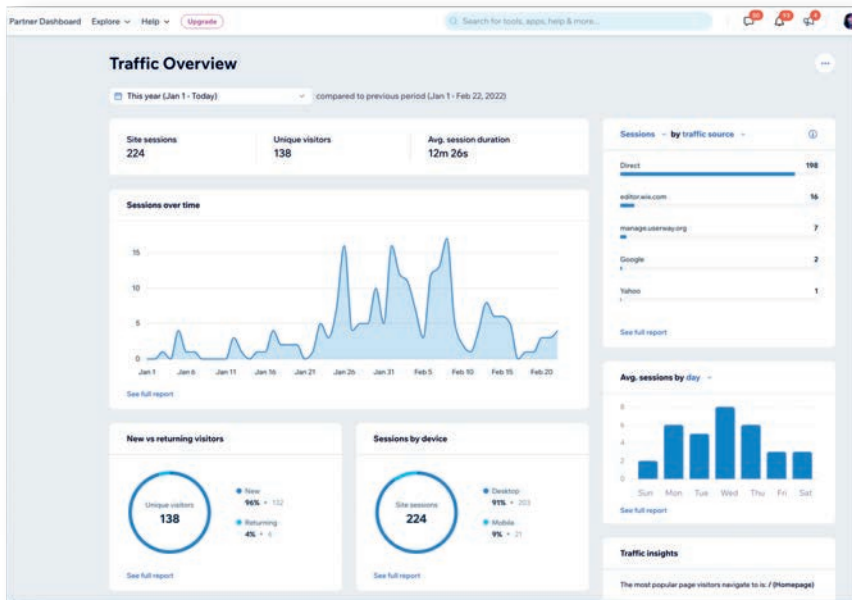





www.aginnovation.info

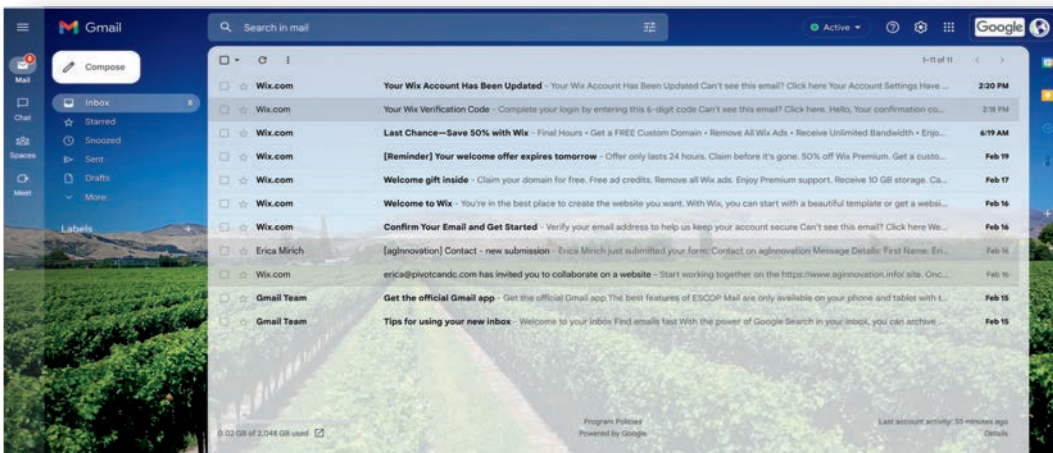


Website Training Completed!



• ESCOP Staff trained on the following:

- Basic content editing
- Google Admin Console
- Google & WIX Analytics
- Gmail Email Account
 - info@aginnovation.info
 - Management of email done by David Leibowitz
- Billing
 - Domains, email, web hosting
- ADA Compliance widget
- Language accessibility
- Blog/News
 - Posting
 - Content Curation



Next Steps

Today and beyond...

- WEBSITE IS LIVE! Please begin using it widely!
- Present at ACE Conference in Asheville, NC June 2023
- Development of Supporting collateral- **Available now!**
 - Digital Templates
 - Print Templates
 - Template presentations/Impact Statements/Program Ads
 - Template print materials (programs/ads/etc.)
- Trademark Update - **will know more in August 2023**
- Planning for roll-out, socialization and deployment toolkit to 3 main audiences - **Starting June 2023:**
 - National
 - Trade/Industry
 - Institutional
- Socialization of new site with key stakeholders - **Ongoing**
 - Receive feedback & make adjustments
- Get busy sharing all of our amazing work!

Let's take a peak...



THANK YOU!

**Contact me anytime!
erica@pivotcandc.com**