



UVA DARDEN



CONFIDENTIAL

Opportunity

Darden saw a growth opportunity as a lifelong learning partner, not just an MBA program. It aimed to highlight its rise in Top Ten rankings and its intellectual capital, including ideas like stakeholder theory, effectuation, and design thinking. With Yes & Lipman Hearne's experience in business school marketing, we helped define what "Darden-ness" is and its ROI, encouraging audiences to experience its values—relationality, perspective, practice, and social impact—align their brands, and return to the "motherhood," regardless of program.

Insight

Testing revealed audiences were ready for a bolder Darden. Our campaign highlights that Darden responds to a 'world of business not as usual' by being "not business school as usual." Audiences also welcomed humor, feeling it was inclusive and reflected Darden's confidence. As we developed talking points, we found we had more than a tagline — a clear articulation of what makes Darden unique.

Client Name

Solution

Our team began with a discovery phase which included a trip to campus, 30+ conversations with faculty, staff, students and board members, and a deep review of over 240 materials and five main competitors. Working with Darden's research partner, several different positionings were tested. This work informed our narrative and messaging for Darden and its varied MBA programs and the winning creative concept, "Not Business School as Usual," which was tested in stakeholder focus groups.

After the concept was solidified, our team developed a series of media assets for digital, print, and OOH placements. This creative production work is still ongoing as we expand to additional campaigns and audiences.





~~BUSINESS SCHOOL~~
~~AS USUAL~~

*BUSINESS AS
USUAL IS OVER.*



BIG IDEA

BUSINESS AS USUAL IS OVER.

~~BUSINESS SCHOOL AS USUAL~~



SECONDARY COLORS

PMS Warm Gray 1 C
HEX #E9E9E9
RGB 239 239 239
CMYK C 5 3 7 0

NEW MAGNOLIA

PMS 413 C
HEX #B6B1A8
RGB 182 176 168
CMYK C 30 26 31 0

VIRGINIA ASH

PMS 7684 C
HEX #54637C
RGB 84 99 124
CMYK C 79 66 44 0

SLATE BLUE

PMS 547 C
HEX #475929
RGB 70 89 34
CMYK C 69 43 100 37

PINETUM GREEN

PMS 3935 C
HEX #EEEE25F
RGB 241 225 64
CMYK C 8 4 87 0

SUNFLOWER

PMS 7611 C
HEX #D7B0A8
RGB 215 176 171
CMYK C 15 32 26 0

DUSTY ROSE

UVA Darden School of Business

Campaign Style Guide

23

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Campaign Style Guide

set up for photo... energetic.
Cuts and transitions should be fast. They should never feel like they are lagging or moving slowly.
When using static images within an animation or video sequence, add motion by using a subtle push in pan.

VARIABLE CHARACTERS

Typography is at the forefront of our campaign. Variable characters are used to pique interest through the unusual nature of their sequencing but should be used sparingly to remain legible.

WHEN TO USE IT

- When the headline is five words or less.
- When the execution is very large (like a billboard/OOH)
- When it is one of the only elements of the creative.

WHEN NOT TO USE IT

- Over top of an image
- For a paragraph of type or longer
- In small executions (like digital display)

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Campaign Style Guide

A A B B C C D D
E E F F G G H H
I J K K L L M M
N N O O P P Q Q
R R S S T T V V
W W X X Y Y Z Z

25

TAGLINE + HIGHLIGHT BARS

Highlight bars may be used to emphasize the tagline only when all other versions won't work for legibility reasons.

Example: Overlaid on a photo.

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Campaign Style Guide

~~BUSINESS SCHOOL~~
~~AS USUAL~~



TAGLINE LOCKUP

Our tagline is foundational to the campaign and should be used on every asset.

In print, it should always be shown with the strikethrough.

Preferred Lockup

~~BUSINESS SCHOOL~~
~~AS USUAL~~

Alt Lockups

~~BUSINESS SCHOOL AS USUAL~~

VIDEO TITLE CARDS

Titles should be large and bold, yet balanced with ample negative space.
Ideally, titles should be centered both vertically and horizontally and remain within the video safe zone.

The background can be either the UVA orange or navy, with anchor bars in the contrasting color.

The title can be either static or animated, with each line appearing in a staggered sequence from left to right.

BEING RANKED #1
REALLY MATTERS.

BEING RANKED #1
REALLY MATTERS.

HIGH BAR

PADDING
Padding on the bar should be consistent with the weight of the font.

Left and right padding should be consistent with the weight of the font.

ANGLE
The angle of the bar should be consistent with the weight of the font.

ights & Highlight Bars

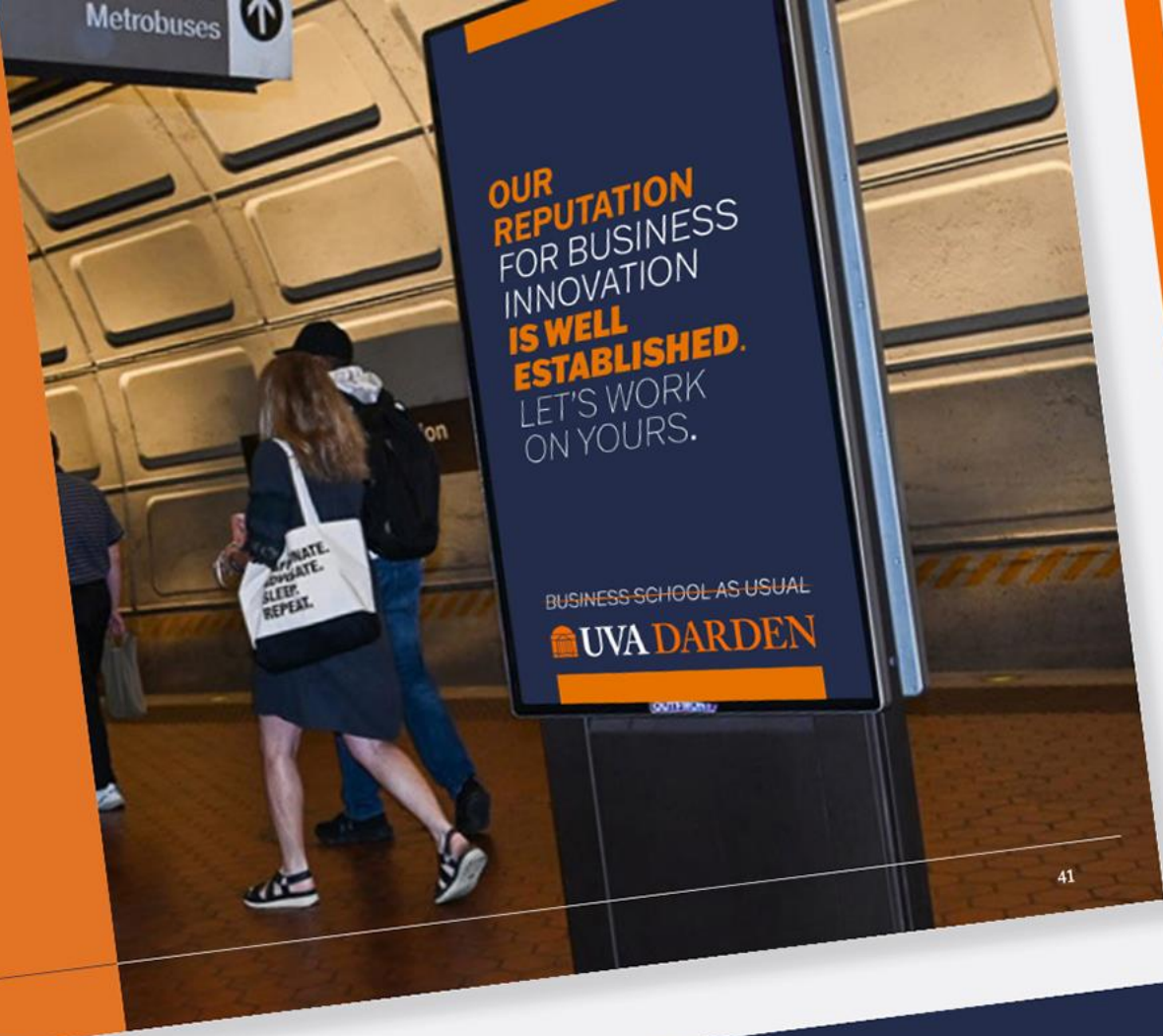
E THE
IBING
THERS
CAREER

UVA Darden

PRINT LAYOUT

Layout and type size are flexible and can push and pull in order to accommodate varying lengths of headlines. However, legibility is crucial. Headlines are foundational to the campaign in order to capture the audience's attention. Keep accessibility in mind when writing headlines for certain ad sizes and assigning type sizes.

UVA Darden School of Business Campaign Style Guide



CAMPAIGN STRATEGY

The strong
"What is Darden all about?"
"Glad you asked. Darden wanted the word 'usual' stricken."
It's a simple statement. It needs no explanation to understand the directions. Leaders have the ability to express complex ideas with a vision that is easy to follow. And this campaign gives Darden a leadership voice among top-level business schools.

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PROGRAM NAME

The program name should appear at the top of the creative, paired with the top bar.

It should always be set in Heavy Italic and All-Caps.

The size can vary based on the execution but it should never be more than 50% of the headline size.

EXECUTIVE EDUCATION & LIFELONG LEARNING

FULL-TIME MBA

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HEADLINE TYPEFACE

FRANKLIN GOTHIC ATF

The UVA Darden campaign is a primarily headline-driven campaign utilizing a variation of typography weights and styles within the Franklin Gothic ATF family.

These are the acceptable weights and styles that can be used for headlines.

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THIN
EXTRA LIGHT
REGULAR
MEDIUM
BOLD
HEAVY

THIN ITALIC
LIGHT ITALIC
ITALIC
MEDIUM ITALIC
BOLD ITALIC
HEAVY ITALIC

PROGRAM NAME + LOGO

To create a cohesive system for identifying each program in relation to the larger Darden brand, the program name should be paired with the UVA Darden logo and not the

How the program name appears

EXECUTIVE EDUCATION & LIFELONG LEARNING

WE'RE THE CLIMBING PARTNERS FOR CAREER CLIMBERS.

TAGLINE COLOR VARIATIONS

The tagline should only be used in these provided color variations.

The navy background is the preferred color variation.

Preferred Background Color

BUSINESS SCHOOL AS USUAL

Alt Background

BUSINESS SCHOOL AS USUAL

Alt Background

BUSINESS SCHOOL AS USUAL

HIGH BAR

PADDING
Padding on the bar should be consistent with the weight of Franklin Gothic ATF - Heavy.

ANGLE
The angle of the bar should be consistent with the weight of Franklin Gothic ATF - Heavy.

nytimes.com

OUR REPUTATION FOR BUSINESS INNOVATION IS WELL ESTABLISHED.
LET'S WORK ON YOURS.

TRY NYT COOKING

Account

Tuesday, April 16, 2024

Today's Paper

U.S.INTERNATIONALCANADAESPAÑOL中文

The New York Times

Dow+0.17%

U.S. ▾World ▾Business ▾Arts ▾Lifestyle ▾Opinion ▾Audio ▾Games ▾Cooking ▾Wirecutter ▾The Athletic ▾

U.S. to Block Road in Alaska as Biden Aims to Be Seen as Climate Leader

Rejecting the industrial road would be a win for environmentalists in an election year when President Biden wants to showcase his conservationist credentials.
4 MIN READ

As 'Sex and the City' Ages, Some Find the Cosmo Glass Half-Empty

Craig Blankenhorn/HBO

HTML5 BANNER

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BUSINESS SCHOOL AS USUAL
CHALLENGE USUAL →

What You Need to Know

Darden spearheads the conversations impacting business and society in a fast-changing world and regularly publishes news, thought leadership and of course case studies. Read the latest.

University of Virginia Darden School of Business

65,735 followers

20h ·

Follow

Our case-study-based learning, guided by our world-class faculty, provides you with the skills to lead projects and teams forward, even in times of great uncertainty.

BUSINESS SCHOOL AS USUAL

darden.virginia.edu

Carla Morano and 29 others

4 reposts

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Be the first to comment on this

UVA DARDEN

BUSINESS SCHOOL AS USUAL

Business

Participant, Maker of Films With Social Conscience, Calls It Quits

The company had critical and commercial hits over two decades but never made money consistently and faced a challenging entertainment landscape.

BUSINESS AS USUAL IS OVER.

BUSINESS SCHOOL AS USUAL

CHALLENGE USUAL

NPR Suspends Editor Whose Essay Criticized the Broadcaster

Urv Bhatnagar, a senior business editor at NPR, said the public radio network's liberal bias had tainted its coverage of important stories.

Taylor Swift and Beyoncé Avoided a Collision on the Charts. (Again.)

Pop's two reigning queens are often cast as rivals, but they have continually supported each other — and spaced out their album releases.

LMF Sees Steady Growth but Worst of Rising Protectionism

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Give

Search

WE'RE THE CLIMBING PARTNERS FOR CAREER CLIMBERS.
BUSINESS SCHOOL AS USUAL
CHALLENGE USUAL →

What You Need to Know

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PRINT LAYOUT

CAMPAIGN STRATEGY

PROGRAM NAME

EXECUTIVE EDUCATION & LIFELONG LEARNING
FULL-TIME MBA

HEADLINE TYPEFACE

FRANKLIN GOTHIC ATF

TAGLINE COLOR VARIATIONS

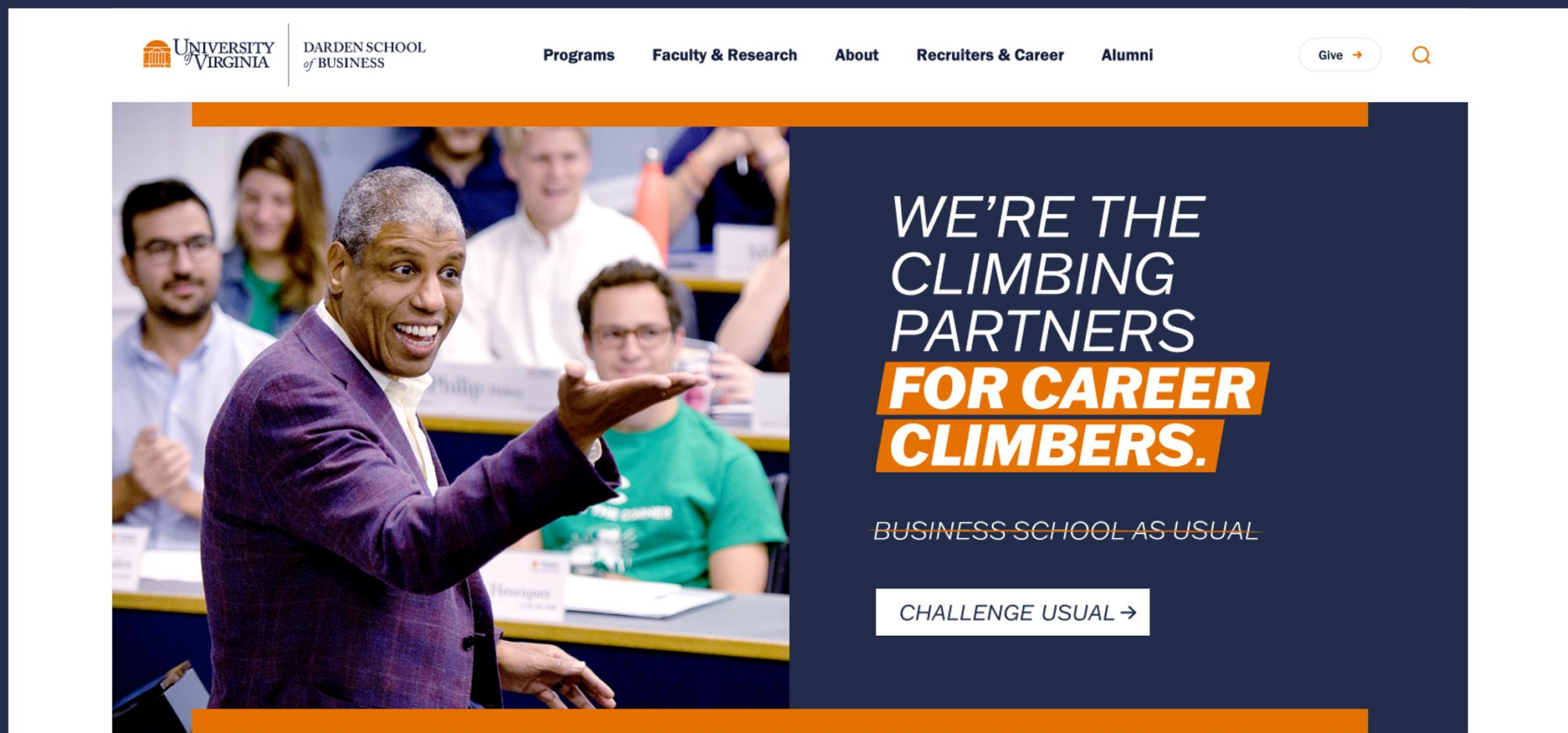
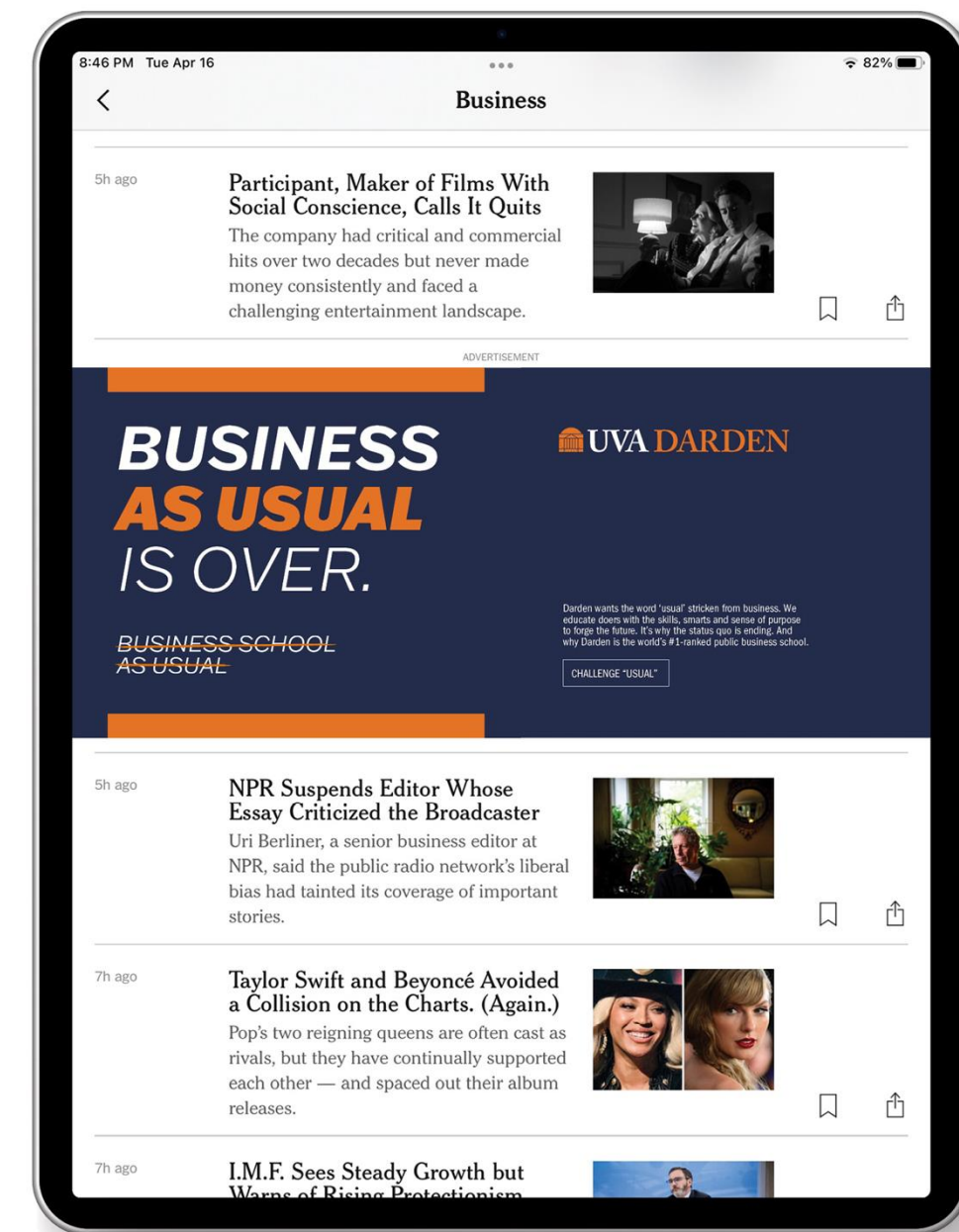
PROGRAM NAME + LOGO

THIN EXTRA LIGHT REGULAR MEDIUM BOLD HEAVY

THIN ITALIC LIGHT ITALIC MEDIUM ITALIC BOLD ITALIC HEAVY ITALIC

BUSINESS SCHOOL AS USUAL

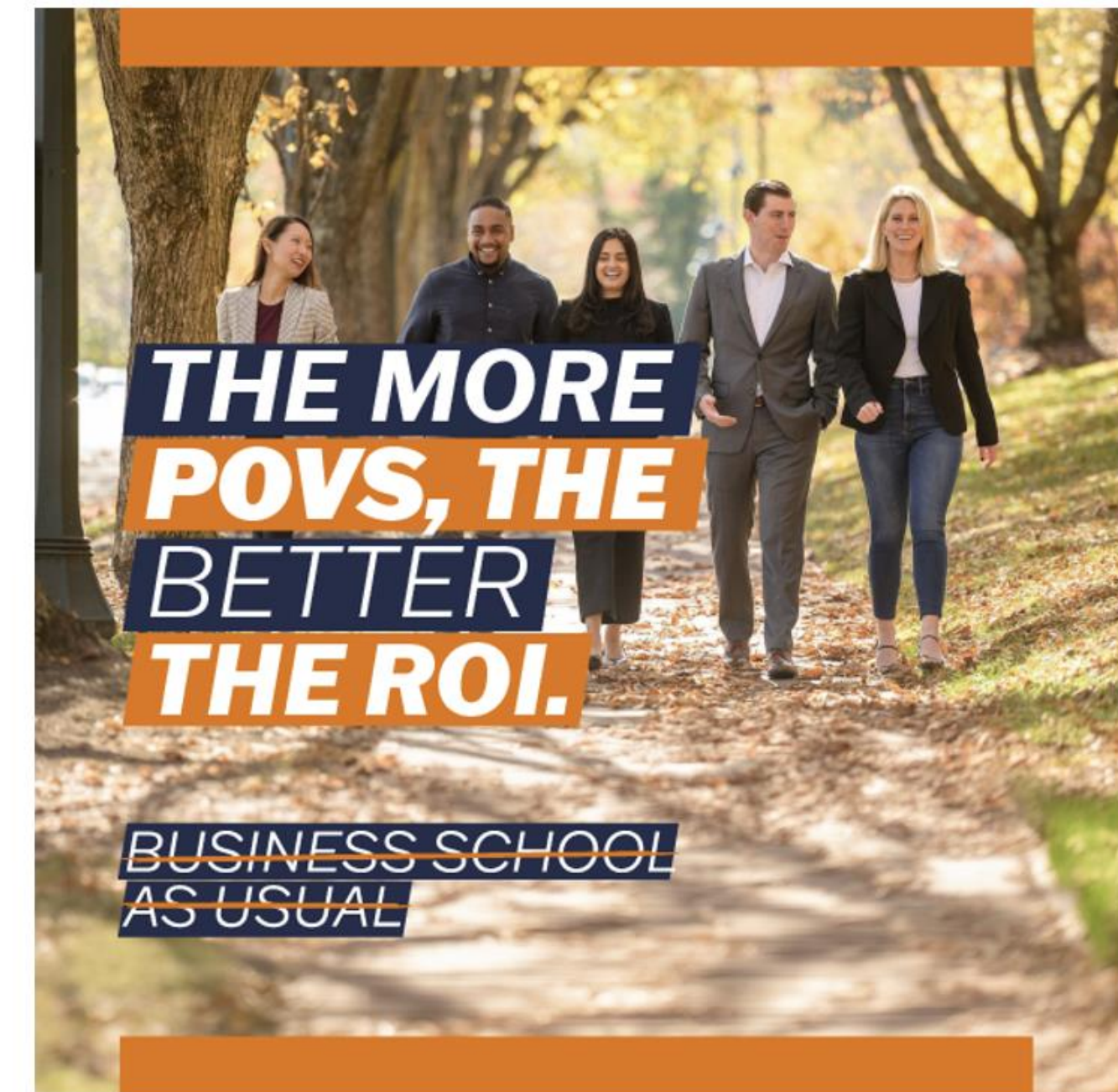
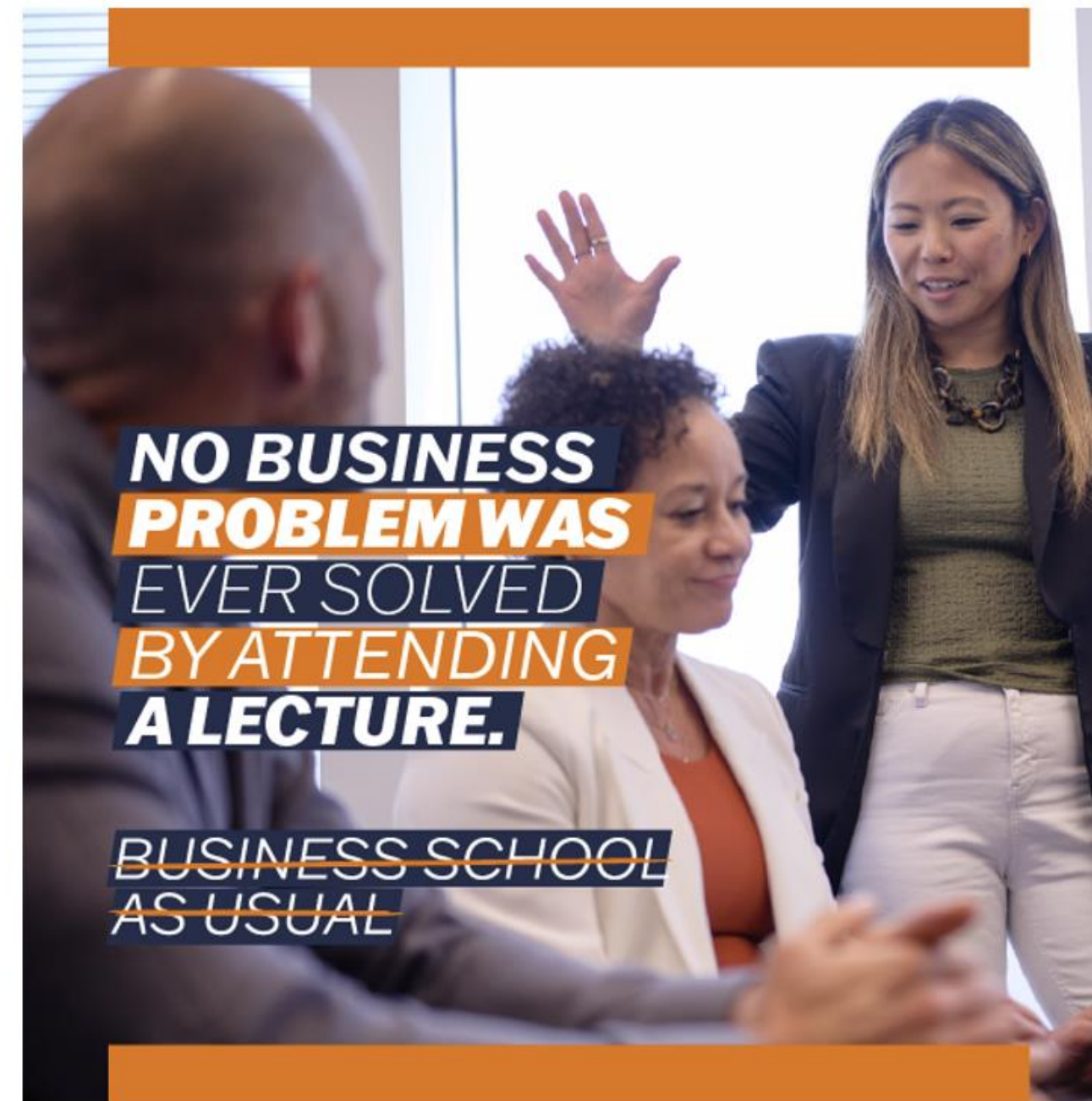
WE'RE THE CLIMBING PARTNERS FOR CAREER CLIMBERS.



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WE DON'T JUST
SPEAK THE
LANGUAGE OF
BUSINESS, WE
INVENT IT.

~~BUSINESS SCHOOL
AS USUAL~~

**AI COULD BE THE
FUTURE OF BUSINESS**
OR ITS END. GUESS
**WHICH ONE WE'RE
WORKING ON.**

~~BUSINESS SCHOOL
AS USUAL~~

OUR
REPUTATION
FOR BUSINESS
INNOVATION
IS WELL
ESTABLISHED.
LET'S WORK
ON YOURS.

~~BUSINESS SCHOOL~~
~~AS USUAL~~

 **UVA DARDEN**

DISCOVER
THE JOY OF
NOT ALWAYS
HAVING TO BE
THE SMARTEST
PERSON IN
THE ROOM.

~~BUSINESS SCHOOL~~
~~AS USUAL~~

 **UVA DARDEN**

OUR WORLD-
CLASS FACULTY
CAN GET YOU TO
THE TOP OF THE
BUSINESS WORLD.

AFTER ALL,
THEY GOT
US THERE.



~~BUSINESS SCHOOL~~
~~AS USUAL~~

 **UVA DARDEN**

UN-QUO-ING
STATUSES SINCE
STATUSES WERE
FIRST QUOED.

~~BUSINESS SCHOOL~~
~~AS USUAL~~



UVA DARDEN

THE RESULTS

6M+

Total impressions and 11.1K total clicks/page views with a 0.20% CTR.

The client received a new campaign and set of messaging to help expand the idea of “Darden-ness” and talking points that amplify the momentum of their ascension in ranking to the world’s #1 public business school, while gaining internal buy-in along the way.