

RELEVANT WORK

THE INCLUSION AND EQUITY INSTITUTE AT GRAND VALLEY STATE UNIVERSITY

2019-Present

The Inclusion and Equity Institute at Grand Valley State University helps to cultivate a ripe learning environment, meaningful relationships and a comprehensive strategy for advancing social justice. Its vision is to further the diversity, inclusion and equity goals of people, organizations and communities locally, regionally and nationally. The Inclusion and Equity Institute at Grand Valley State University works with a wide range of clients from a variety of industry sectors, including corporate/business, medical/healthcare, nonprofits and foundations, government, law and education.

What We Did

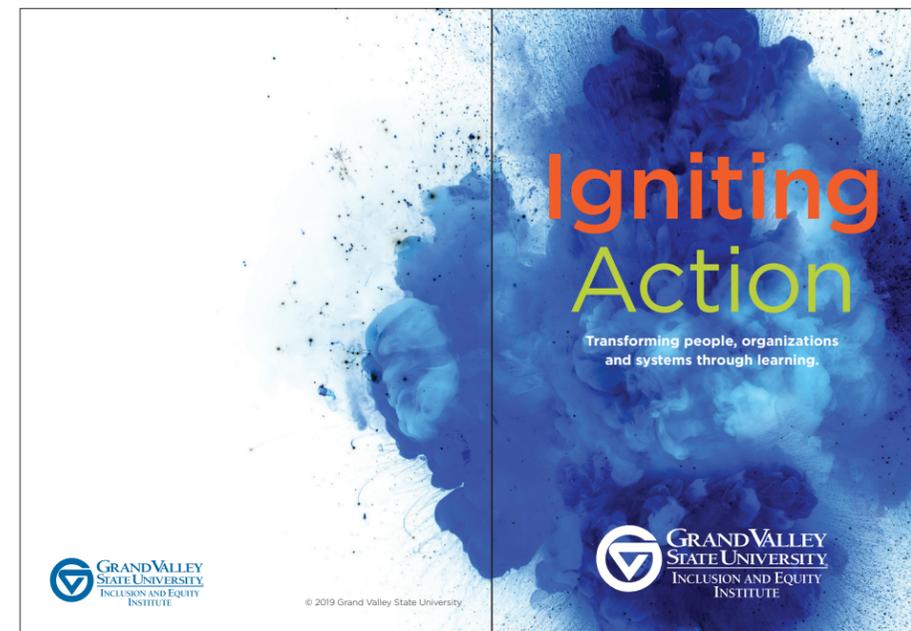
Messaging/Tagline + Branding/Design + Launch Collateral + Web Strategy/Copy/Assets + Style Guide

How We Did It

The Inclusion and Equity Institute at Grand Valley State University engaged RM+D to develop a separate brand identity for the Institute (to complement the larger GVSU educational umbrella). Working within a one-month timeline, RM+D presented three brand concepts, finalized the chosen direction and delivered launch designs. Subsequently, Philomena V. Mantella was appointed the new GVSU president, which presented an opportunity for additional industry benchmarking and further concept exploration. RM+D worked closely with the client to evolve the brand to meet this new criteria. What ensued was a collaborative partnership that resulted in a brilliant and powerful brand identity where electric bursts of color weave throughout, which delivers the essence of the tagline “Igniting Action.”



Brochure – Original Concept



Final Capabilities Brochure