

# Logo Transition Considerations

**Planning and strategy are key to a smooth logo transition or brand identity update. Before beginning your logo transition, please be prepared to discuss the following:**

## **BACKGROUND CONSIDERATIONS**

- Does your unit have an existing University logo? If so, how long has it been in use?
- Has your unit undergone a rebranding before? Are there learnings from that process?
- Will your transition involve updating one logo globally or transitioning to different logos with tertiary information for various department names or other information?

## **PROCESS CONSIDERATIONS**

- What key stakeholders need to be part of this process?
- Have you conducted an audit of all places where your logo or name appears and would need to be updated? If so, have you prioritized which replacements need to be completed first? This includes your unit's branded collateral, internal and external communications, and web and social media presence, as well as references on other University websites or directories.
- Have you identified other units or organizations you partner with in order to provide them with your new branding for use on their communications?
- Will your new logo be announced in conjunction with an event, through branding-specific communications, or without any special announcements?

## **AUDIENCE AND FUNDING CONSIDERATIONS**

- Who is your unit's primary audience?
- Does your unit provide a service to the University of Chicago community?
- Does your unit market to one or more off-campus audiences?
- Does your unit have affiliations or contractual obligations that should be considered?
- Does donor funding support your unit? Are their specific branding requirements in the donor agreement?

**To request a new logo, go to [creativeportal.uchicago.edu](https://creativeportal.uchicago.edu).**