

SURA

- Situation** SURA is a unique member association. The association's formal name, Southeastern Universities Research Association, was derived from the original geographic footprint of its member universities. Today SURA is a leading national academic consortium, comprised of over 60 research university members in the United States and Canada, with expertise in managing research collaborations in nuclear physics, information technology infrastructure, coastal environmental phenomena, and more.
- SURA's leadership recognized that its mission and vision had changed over time. Its member footprint no longer fit the name of the organization; its existing brand expression was extremely out of date; its communications to members was lacking; and its ability to attract new member research universities was non-existent. With these issues looming, SURA developed an RFP to identify a strategic partner to guide a process of repositioning and rebranding the association. As a result, The Design Channel was appointed to work on this important assignment.
- Solution** TDC developed a roadmap to guide this process based on our proprietary Channel BrandBuilder™ process. Our research and discovery process included: one-on-one interviews with SURA leadership, board members, staff; a competitive brand benchmarking study; and an audit of SURA's existing marketing and communications material.
- These efforts enabled us to establish a positioning statement and a new tagline "The Science of Collaborative Research". We also developed a "One Voice" messaging platform that synthesized key attributes reflecting the characteristics, values, differentiators, and benefits of SURA.
- We also redesigned SURA's logo and produced a modern website, marketing collateral, print ads, and a variety of other communication vehicles.
- Result** Our work resulted in a significantly more dynamic, modern, and purposeful brand presentation. The new website, featuring responsive design, offers a much more engaging user experience. The client has been extremely pleased with the new positioning and branding work. It has enabled the association to better communicate its vision with prospective member universities, pursue new collaborative research projects with renewed confidence, and have the tools in place for brand stewardship moving forward.

- o positioning statement
- o tagline
- o “one voice” message platform

SURA enables the advancement of Big Science, large scale leading-edge research, and industry innovations by facilitating the collaboration of teams from member universities. We achieve this through our knowledge and experience managing major research facilities, and access to many of the best academic minds in the country. Our inclusiveness, international engagement, and diverse areas of expertise are instrumental in helping members extend the frontiers of knowledge and impact the world.

Research Modes Used:

Stakeholder interviews

Competitive brand benchmarking

Communications audit

The Science of Collaborative Research

SURA | "One Voice" Message Platform

Our Brand Promise (Positioning Statement)	SURA enables the advancement of Big Science and leading-edge research by facilitating the collaboration of teams from member universities. We achieve this through our knowledge and experience managing major research facilities, and access to many of the best academic minds in the country. Our inclusiveness and diverse areas of expertise are instrumental in helping members extend the frontiers of knowledge and impact the world.					
What SURA Stands for (Signature theme or tagline)	The Science of Collaborative Research					
Our Character (Brand attributes expressed in human characteristics and personality traits)	Inclusive SURA is open to research universities both within and beyond its geographic footprint that are interested in expanding their abilities to secure and perform impactful scientific research.	Well-Connected SURA has cultivated relationships with a range of federal agencies and funding bodies, and Capitol Hill, and is well-positioned to leverage the opportunities provided by these organizations to the benefit of its membership.	Supportive SURA facilitates the sharing of resources and information between members and coordinates processes to advance research with a high level of quality and professionalism.	Risk-Averse SURA carefully weighs the costs and benefits of all initiatives it undertakes to ensure that positive outcomes and goals are attainable. It mitigates the uncertainties anticipated by not only individual institutions but by the entire team of institutions engaged in major research projects.	Understated SURA is proactive in bringing members together for research opportunities. It is also pragmatic and utilitarian during the research and defers to members who seek a leadership role.	Broad-Minded SURA promotes university-industry innovations and partners with the private sector and member universities to bring ideas and applications to the marketplace.
Core Values (Fundamental principles and beliefs that drive our actions)	Attracting the Best Minds SURA brings together the most knowledgeable, forward-thinking scientists today to enable them to participate in and pursue research that extends the boundaries of knowledge.	Collaboration SURA's main purpose is to foster collaboration among member universities to enhance their capabilities to undertake significant, transformative scientific research projects.	Belief in Big Science Research SURA promotes and supports scientific discovery that meaningfully furthers frontiers of knowledge and impacts lives. It's only possible through facilitating the collaboration of teams from member universities.	Serving the Greater Good SURA is committed to maintaining a public service model that emphasizes advancement of knowledge and understanding. SURA is focused on leading and moving science agendas forward and keeping the country's best interests in mind.	Stewardship SURA is among a few research consortia that has considerable experience and expertise in overseeing the operations of a major research facility.	Outreach / Education SURA helps contribute to the growth and training of scientists and engineers in the U.S. It provides fellowships, internships and financial and minority support to help develop the next generation of scientific leaders.
Our Differentiators (Qualities that are credible, ownable, unique and telegraphic)	Jefferson Lab SURA was instrumental in the founding of JLab, one of today's pre-eminent nuclear research facilities. It continues to manage and operate JLab, which attracts scientists around the world.	Nimbleness SURA can quickly connect its members with the resources and information they need to help initiate and advance projects. It expedites processes that would otherwise hinder the progress of the research.	Leadership SURA has the distinct ability to manage disparate groups and individuals and keep them focused on common goals. It is a convening body that facilitates common interests to go after national-level research projects.	Diverse Areas of Expertise SURA has a unique combination of focused expertise in nuclear physics, IT infrastructure, and coastal research. This wide-range of expertise enables the organization to pursue various research endeavors.	Foresight SURA understands government affairs, tracks federal legislation and has close relationships with federal funding agencies, which enables it to identify future research opportunities.	Internal & External Recognition SURA honors individuals from member institutions AND from those serving in private industry or government, who have contributed to advancing SURA's mission, with its Distinguished Scientist and Friend of Science Awards.
Benefits to Members (Aspirations and anticipated rewards)	Added Capabilities Members are able to pursue major research opportunities they would not be able to undertake on their own. The SURA consortium allows for leveraging collaborative teams of the best academic minds in the country.	Prestige Members are able to strengthen their academic reputation and those of associated research scientists, as well as their institutions, through the opportunities provided by SURA.	High ROI SURA's low membership fees provide easy access to the assets and brainpower of many of the leading research universities in the U.S., resulting in the potential for participation in leading-edge research.	Impartiality SURA serves as an unbiased facilitator for coordinating processes and communications among institutions participating in research collaborations.	Right-Sized SURA is a large enough to include a critical mass of leading research institutions, which enables substantive collaborations, but is not so large that members feel disconnected or intimidated.	Advocacy SURA provides a strong voice for ongoing funding and support of science in the national interest, especially in nuclear physics, information technology, and coastal research.
Our Vision	To be the recognized leader in facilitating collaborative research that expands the scientific capacity of the nation and makes important discoveries critical for the future. We are looking for cutting-edge research opportunities that are going to define science for the next 10 to 15 years.					
Our Mission	To advance collaborative research and education and to strengthen the scientific capabilities of its members and the nation.					

- o logo
- o stationery package
- o brand standards



SURA The Science of Collaborative Research

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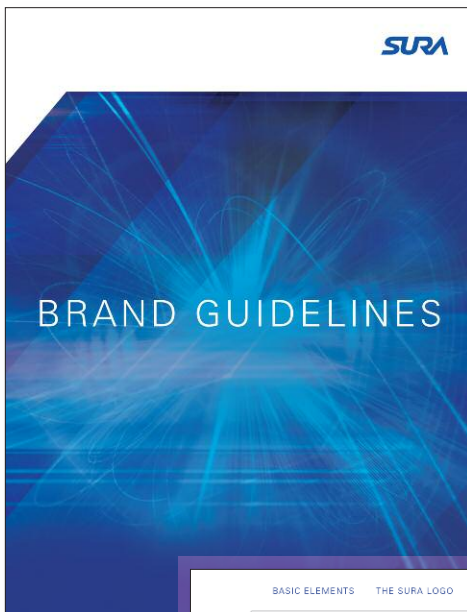
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202.408.7872 phone 202.408.6256 fax **SURA.ORG**

SURA Strategic Partners
Jefferson Science Associates - jasso.org
National Society of Hispanic Physicists - NSHP - nsbp.org
International Light Code Advisory Committee - ILCAC - ilcac.org

SURA The Science of Collaborative Research

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MESSAGING OUR BRAND PROMISE & TAGLINE 2.2

SURA enables the advancement of Big Science, large scale leading-edge research, and industry innovations by facilitating the collaboration of teams from member universities. We achieve this through our knowledge and experience managing major research facilities, and access to many of the best academic minds in the country. Our inclusiveness, international engagement, and diverse areas of expertise are instrumental in helping members extend the frontiers of knowledge and impact the world.

The Science of Collaborative Research

MESSAGING OUR DIFFERENTIATORS 2.6

Jefferson Lab

SURA was instrumental in the founding of JLab, one of today's pre-eminent nuclear research facilities. It continues to manage and operate JLab, which attracts scientists around the world.

Nimbleness

SURA can quickly connect its members with the resources and information they need to help initiate and advance projects. It expedites processes that would otherwise hinder the progress of the research.

Leadership

SURA has the distinct ability to manage disparate groups and individuals and keep them focused on common goals. It is a convening body that facilitates common interests to go after national-level research projects.

Diverse Areas of Expertise

SURA has a unique combination of focused expertise in nuclear physics, IT infrastructure, and coastal research. This wide range of expertise enables the organization to pursue various research endeavors.

ForeSight

SURA understands government affairs, tracks federal legislation and has close relationships with federal funding agencies, which enables it to identify future research opportunities.

Internal & External Recognition

SURA honors individuals from member institutions AND from those serving in private industry with Distinguished Scientist

BASIC ELEMENTS THE SURA LOGO 1.2

To ensure consistency throughout all SURA communications, the proper logo must be used. When used on a black or very dark background, the SURA logo should be produced using PMS 1235 or the CMYK equivalent (0,25,91,5). On other backgrounds, the black logo should be used.



Please use actual approved logo files provided by SURA. Do not attempt to recreate or produce the logo.

BASIC ELEMENTS COLOR PALETTE 1.3

The proper and consistent use of color is also very important to create consistency throughout the SURA brand. This color palette can be added as new programs are added. In addition to these colors, both full-color and black and white photography can be used.

CORPORATE COLORS

PMS 3728
CMYK (0, 75, 5, 5)
RGB (255, 182, 48)
HEX # E49A3D
This is the SURA corporate blue.

PMS N/A
CMYK (0, 0, 0, 100)
RGB (140, 140, 140)
HEX # 808080
This is the SURA corporate grey.

PROGRAM SPECIFIC COLORS

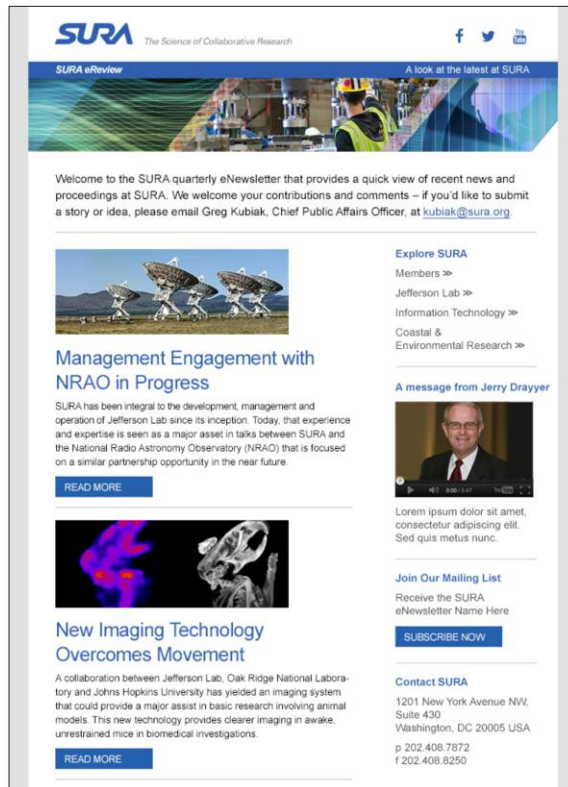
PMS N/A
CMYK (0, 0, 0, 100)
RGB (140, 140, 140)
HEX # 808080
This is the color which represents the Coastal and Physics and Jefferson Labs.

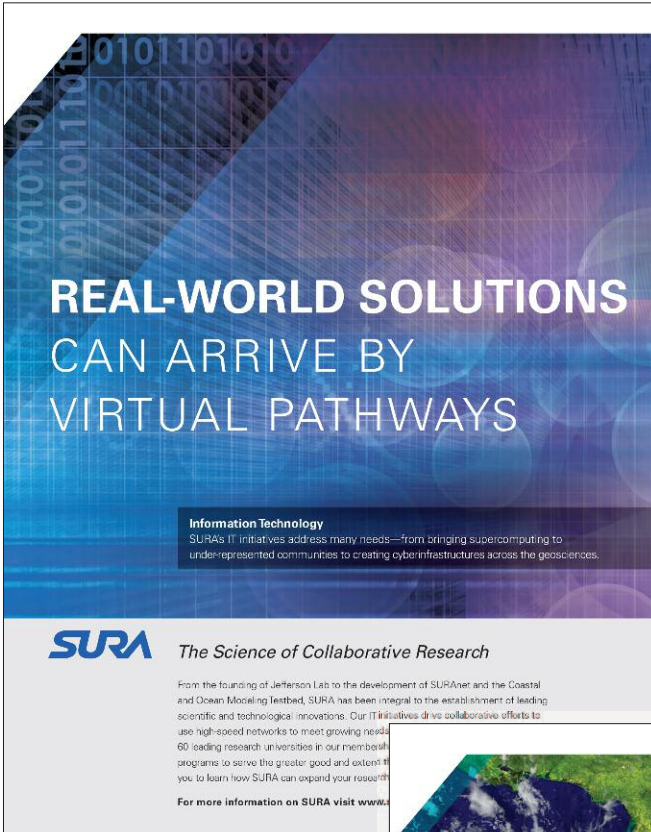
PMS N/A
CMYK (0, 0, 0, 100)
RGB (140, 140, 140)
HEX # 808080
This is the color which represents the Coastal and Environmental program.

PMS N/A
CMYK (0, 0, 0, 100)
RGB (140, 140, 140)
HEX # 808080
This is the color which represents the Information Technology program.

Please use the approved color palette detailed above. Each program has a designated color to represent it. Additional colors will be considered on new programs are considered.

- o html newsletter
- o website



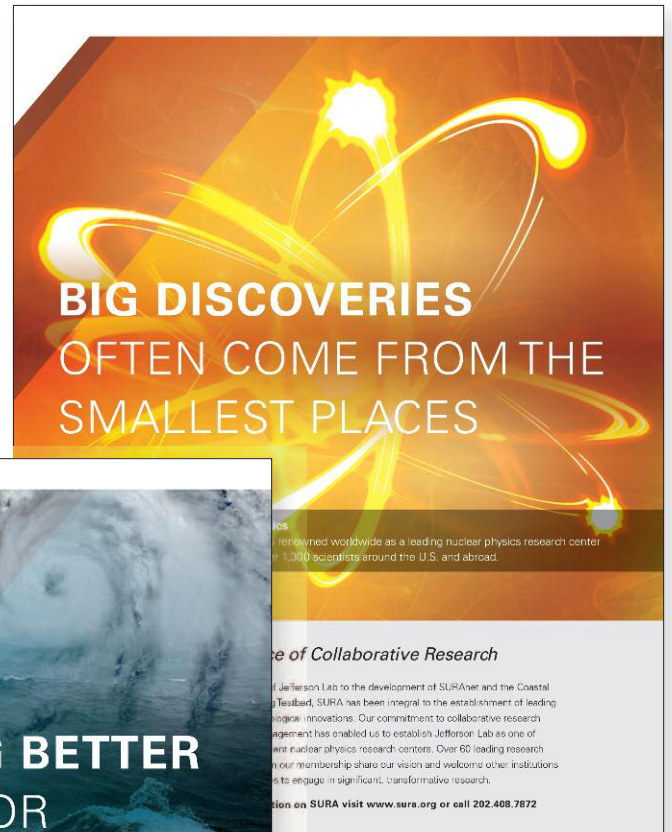


REAL-WORLD SOLUTIONS CAN ARRIVE BY VIRTUAL PATHWAYS

Information Technology
SURA's IT initiatives address many needs—from bringing supercomputing to under-represented communities to creating cyberinfrastructures across the geosciences.

SURA *The Science of Collaborative Research*

From the founding of Jefferson Lab to the development of SURAnet and the Coastal and Ocean Modeling Testbed, SURA has been integral to the establishment of leading scientific and technological innovations. Our IT initiatives drive collaborative efforts to use high-speed networks to meet growing needs. 60 leading research universities in our membership programs to serve the greater good and extend the reach of your research. For more information on SURA visit www.sura.org



BIG DISCOVERIES OFTEN COME FROM THE SMALLEST PLACES

Physics
SURA has been integral to the establishment of leading scientific and technological innovations. Our commitment to collaborative research management has enabled us to establish Jefferson Lab as one of the world's premier nuclear physics research centers. Over 60 leading research universities in our membership share our vision and welcome other institutions to engage in significant, transformative research. For more information on SURA visit www.sura.org or call 202.408.7872

SURA *The Science of Collaborative Research*

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FORECASTING BETTER TO PREPARE FOR MOTHER NATURE

Coastal Research
SURA's Coastal and Environmental research is leading the way to more effective weather forecasting and disaster readiness along our shores.

SURA *The Science of Collaborative Research*

From the founding of Jefferson Lab to the development of SURAnet and the Coastal and Ocean Modeling Testbed (COMT), SURA has been integral to the establishment of leading scientific and technological innovations. The SURA-led COMT team is accelerating the improvement of coastal weather forecasting to aid decision-making for emergency managers, scientific researchers, and the public. It's just one of the many reasons our membership includes over 60 leading research universities who understand the power of collaboration. Learn how you can benefit from this with SURA. For more information on SURA visit www.sura.org or call 202.408.7872

