

**REBRANDING AS A TOOL OF INCREASING RECOGNIZABILITY  
OF AN EDUCATIONAL ESTABLISHMENT**

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**Annotation.** This work explores the opportunity of increasing attractiveness and recognizability of an educational establishment through rebranding. It concerns how such aspects as colors and fonts in advertisement can influence the beholder's perception of it.

**Keywords:** rebranding, color scheme, advertisement, psychology, illustration, design.

It is common for the educational establishments to develop their corporate identity and advertisement in the shades of blue regardless of the location and specialization. This phenomenon actually has a certain psychological foundation. The blue color is historically associated with noble origin and even royalty. It is also often correlated with wisdom, exquisite intelligence and sharp mind [3].

The reason for choosing blue as the main corporate color is similar for the universities studied in this work. Belarusian State University of Informatics and Radioelectronics (BSUIR) states in its corporate identity guideline that its blue emblem's color scheme mostly consists of the shades of blue which emphasizes the educational orientation of the establishment. Blue color signifies dignity and sets the beholder's mind on the contemplation and cognition [2]. Belarusian State University (BSU) expresses a similar reason for choosing a shade of blue as the main corporate color. It explains the sky-blue background of its emblem as a symbol of erudition and intelligence [1]. This idea is not only popular in our country but in many foreign educational establishments as well. Russian Higher School of Economics (HSE) and the University of Cambridge also possess a deep blue shade in their brand books as the main corporate color to show the prestigiousness and high level of their educational services. In addition to the blue shades educational establishments often use strict fonts and real-life photos as illustrations for the advertisement.

The choice of such aspects for the educational establishment's corporate identity makes an establishment more luxurious and statelier for both people who want to enter the university and people who are already studying. It also makes it easy for a potential student to associate the advertisement of an establishment with its educational direction. However, the more beneficial this phenomenon is for a university's marketing and enrollment campaign the more harmful it is for its uniqueness and recognizability. It is almost impossible to stand out among the competitors when the advertisement of several institutions is so alike that the enrollee cannot even tell the difference between them. Moreover, due to that common "blue equals knowledge" association it is very difficult for an educational establishment to promote its advantages and features that might be significant for an enrollee: personal and professional development opportunities, sport activities, the creativity that a university encourages in its students. These aspects of the student life are not usually correlated with the strict attitude that a blue color sets your mind on - it would take something fresher and more colorful to emphasize them.

In attempt to prove this idea the authors have developed new corporate identity for the Faculty of Marketing, Management, Entrepreneurship of the Belarusian National Technical University. Old corporate identity of the faculty also possessed shades of blue as the main palette as well as strict fonts

and serious real-life photos as illustrations. The main aim of this rebranding is to step aside from the platitude and introduce bright colors, original patterns and illustrations to the faculty's form style.

The corporate color scheme consists of three main colors – warm yellow, coral red and aqua blue. The faculty's logo is represented in blue and yellow. Having at least three colors in the corporate palette allows the designers to highlight the information, experiment with decorative techniques like gradients and introduce new creative patterns to their work – all of this without losing the corporate identity while creating the merch and advertisement for the FMME. The components of the corporate color scheme can not only be used all together but also in pairs as a base color and the accent one. The blue shade used in the corporate color scheme is different from deep blue shades other educational establishments tend to use and is always complimented by two other colors of the corporate palette. There is no defined meaning behind each of the color but together they are aimed to create a fresh, modern and friendly feel that should make the FMME stand out for its brand identity and attract potential enrollees. The new corporate color scheme is presented below in picture 1.



**Picture 1. – Corporate color scheme and gradient templates**

Another significant feature of the FMME's corporate identity the authors have developed are the mascots. A mascot is a character who is strongly associated with an organization and represents its values. For FMME three mascots were created – a shark, a girl and a boy. The last two characters respectively represent economical and engineering specialties of the faculty – economical and engineering ones. Their friendly interaction in the illustrations creates an association with companionship and family atmosphere among all students of the faculty despite their specialty and differing interests. All illustrations are drawn by hand. They are unique and help the FMME to stand out among the standard stock images usually used by other educational establishments. The FMME's mascots and some illustrations with them are presented in the picture 2.

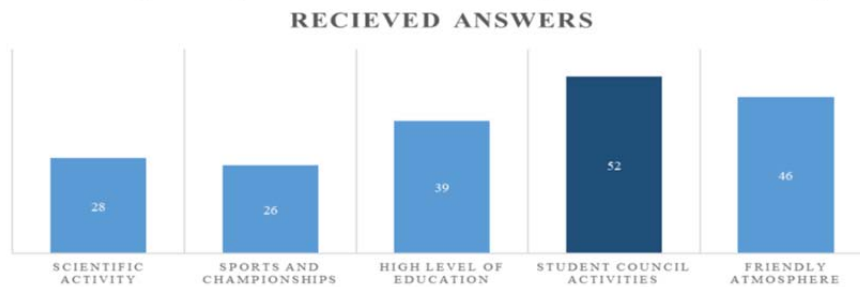


**Picture 2. – The mascots of FMME**

In contrast to the usual strict fonts, a handwritten one was created. It complements the hand drawn illustrations greatly and positively distinguishes FMME's ads.

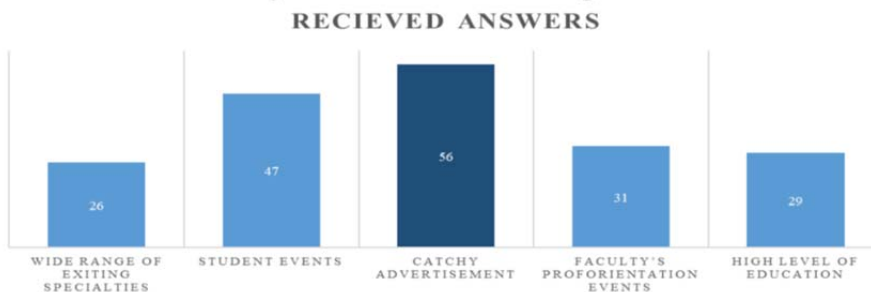
To prove the thesis of this work, the questionnaire was held among the first-year students of the faculty to define which style they would like more and which associations each of those cause. The survey was conducted using GoogleDocs internet platform among 87 first-year students of the FMME (73% of those were female and 27% were male students). The questions of the survey and statistics on received answers are presented below in pictures 3-11.

1. Which aspects of your student life on the faculty are the most valuable to you?



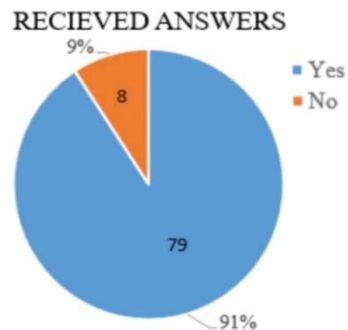
Picture 3. – Question 1

2. What made you notice and choose enrolling to the FMME?



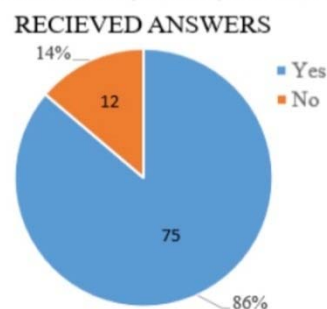
Picture 4. – Question 2

3. Do you believe the FMME's brand is memorable and recognizable?



Picture 5. – Question 3

4. Do you experience the sense of corporate spirit and belonging on the faculty?

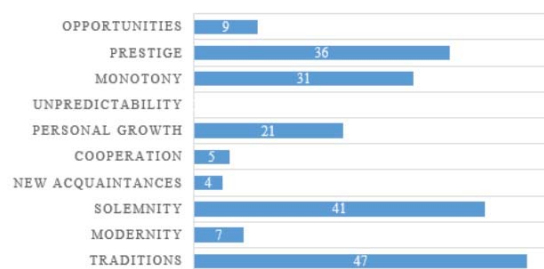


Picture 6. – Question 4

5. Which associations listed below does this color palette bring to you?



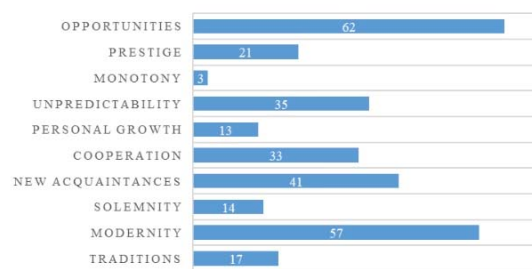
#### RECIEVED ANSWERS



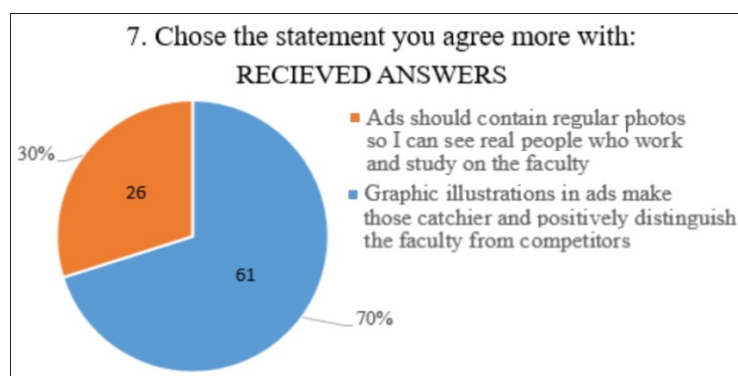
6. Which associations listed below does this color palette bring to you?



#### RECIEVED ANSWERS



Picture 7. – Questions 5 and 6



Picture 8. – Question 7



Picture 9. – Question 8

The statistics on received answers on each question clearly shows that the rebranding causes fresher and more versatile associations among the survey sample than the old branding style. The associations brought by the old palette and brand image in whole are quite common and education-centered while the new bright color scheme actually brings people the feel of friendly atmosphere, possibilities and makes FMME stand out among the competitors. The results of research confirm the thesis of this work.

#### References

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