



Frequently Asked Questions

What is the strategic purpose of changing the logo?

The Piedmont University brand identity should represent the university, the vision, and the institution's mission to the outside world. The former chapel logo did not signify who Piedmont University is. The logo redesign was a student-led effort in how they perceive the university community.

What do the elements of the new logo represent?

- **The bridge:** It is an iconic feature of the university and the most visible landmark on campus. Crossing the bridge is the first thing perspective students do on campus, symbolizing the opportunities and possibilities ahead, as well as leaving the past behind. It is also the first thing the community and visitors see. Including the established date builds assurance of legacy and achievements by reminding an individual of how long the university has been around. The bridge symbolizes Piedmont University's connections with its students and life after college, as well as connections with professors, potential employers, and the community.
- **The mountains:** The mountains are an essential element as they represent our geographical area and play a significant role in the community's identity.
- **The dynamic circle:** The circle represents the bond and dynamic nature of the Piedmont community. The dynamic circle helped bring the logo together in a cohesive, yet free-flowing, manner.

How does the new logo affect the university's academic identity?

The new logo speaks to our mountain roots with a founding mission to educate rural poor Appalachians and first-generation students. Additionally, the new logo speaks to inclusivity, and moves us away from the misguided view that Piedmont is a predominantly religious institution.

What role do faculty and staff play in supporting and embodying the new brand?

The brand is bigger than a logo. The way you embody the brand is by leaning into our true brand – customer service. Strive to be proactive about building relationships with our students. Foster their success and personalize their educational experience. Recognize that without the students, there would be no Piedmont University.

What are the communication strategies for faculty, staff, alumni, and students?

Communications/marketing will provide messaging points targeting our various audiences. Messages will be tailored to directly impact these stakeholder groups. All communication strategies will focus on building relationships and prioritizing student success. Tailored messaging offers a voice to our stakeholder groups and provides an opportunity for them to “buy-in” on our brand.

Are there resources available for faculty and staff to understand and promote the new brand?

A brand guide, logos, zoom backgrounds, email signatures, etc. will be provided in the toolkit, and according to the timeline. Signage will be updated according to the timeline.

How does the brand impact collaborations and partnerships within the university?

Departments should present a unified front, as one university working together to build collaboration and relationships with students and the community. To facilitate this goal, department logos will be minimized and approved on a limited basis. See the brand guide for more details.

Are there updates to Piedmont’s policies or guidelines with the new brand?

Rules and instructions for usage will be included in the brand guide. Official university policies regarding Piedmont’s brand and social media usage will be updated accordingly.

What changes can we expect in our daily operations?

First - throw away or delete anything that says, “Piedmont College”. While it is acceptable to have a cup in your office, this should never be used around students, prospective students, or the community. Second – continue to use current supplies with the chapel logo until they run out. Third - new purchases should always utilize the bridge logo or the plain text “Piedmont University”, where appropriate.

Will there be new training or resources related to the new brand?

The brand guide will have almost everything needed. Comms/marketing is considering hosting a CTL on how to live the new brand in the next academic year. Stay tuned.

What steps are being taken to ensure a smooth transition to the new brand for the entire university community?

To provide transparency and ease the transition, we will have an implementation timeline, an updated brand guide, and this FAQ.