



uniti

Brand Development & Identity

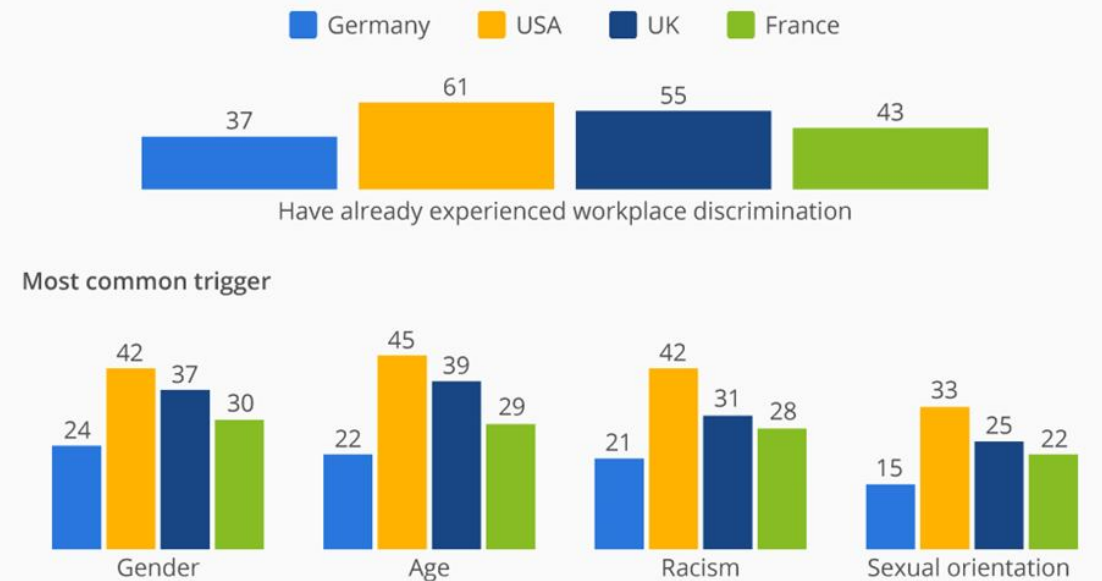
Tim Clatterbuck
Sarah Robling
Caleb White
Halle Pryn

RESEARCH & KEY INSIGHTS

1. Leadership Commitment: Leaders must actively promote inclusivity by modeling behavior.
2. Diversity Training: Implementing regular training on topics like unconscious bias.
3. Open Communication: Establishing channels for open dialogue allows employees to share their thoughts and experiences.
4. Employee Resource Groups (ERGs): Supporting the formation of ERGs provides employees with spaces to connect.
5. Policy Development: Creating clear policies that outline behaviors and expectations around inclusivity.
6. Inclusive Recruitment: Developing diverse hiring practices ensures a variety of perspectives and backgrounds are represented.

How Common Is Workplace Discrimination?

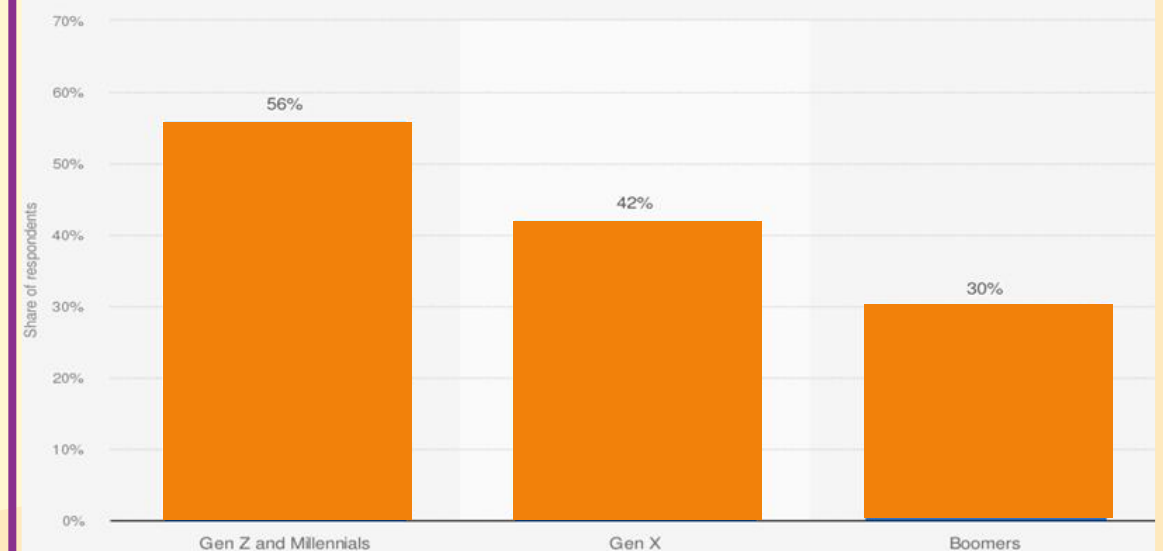
Discrimination experienced by respondents (personally or as a witness) in the workplace (%)



n=645 employed respondents in Germany, 1,113 in the US, 725 in UK, 654 in France, 29-31 July 2019.
Source: Glassdoor

statista

Share of global employees familiar with the concepts of Diversity, Equity, and Inclusion (DEI) programs in 2021, by generation



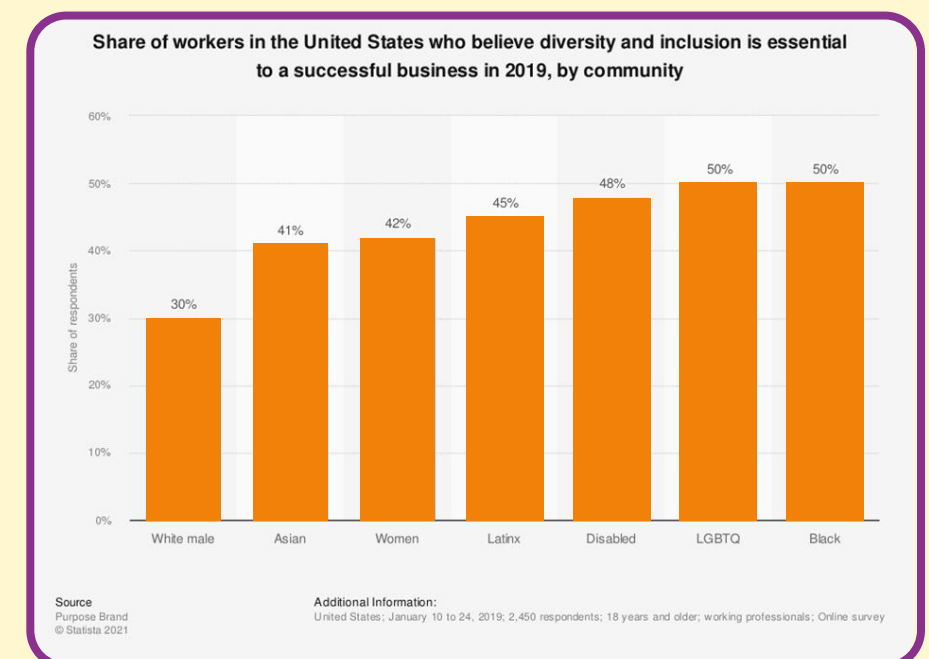
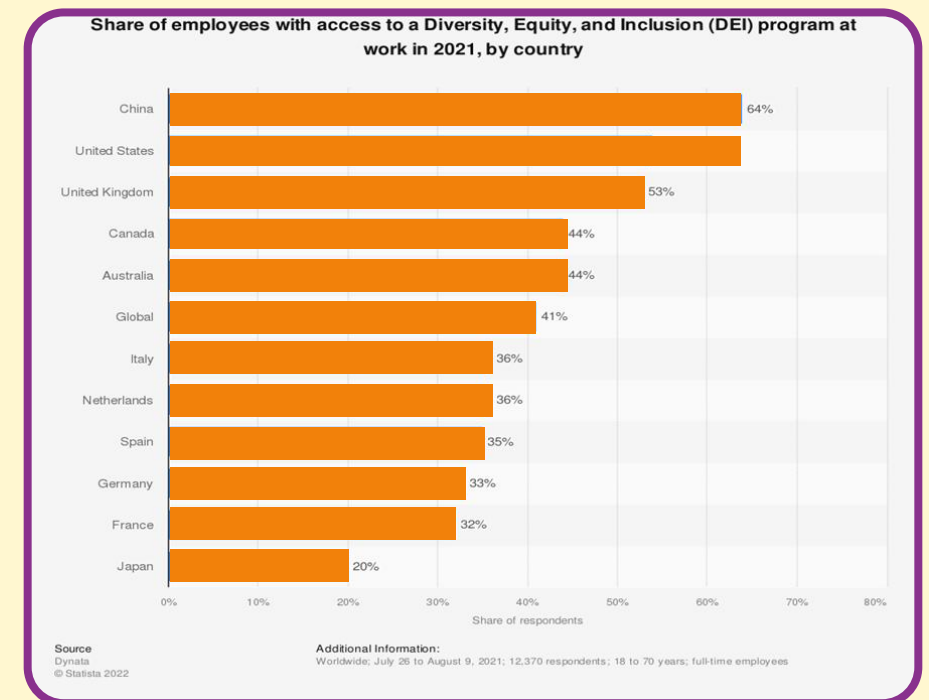
Source: Statista 2022

Additional Information: Worldwide; July 26 to August 9, 2021; 12,370 respondents; 18 to 70 years; full-time employees that are very/extremely

How do people experience cultural shock when coming to the US?

Cultural shock when arriving in the U.S. can manifest in various ways, affecting individuals differently based on their backgrounds and experiences. Here are some common aspects:

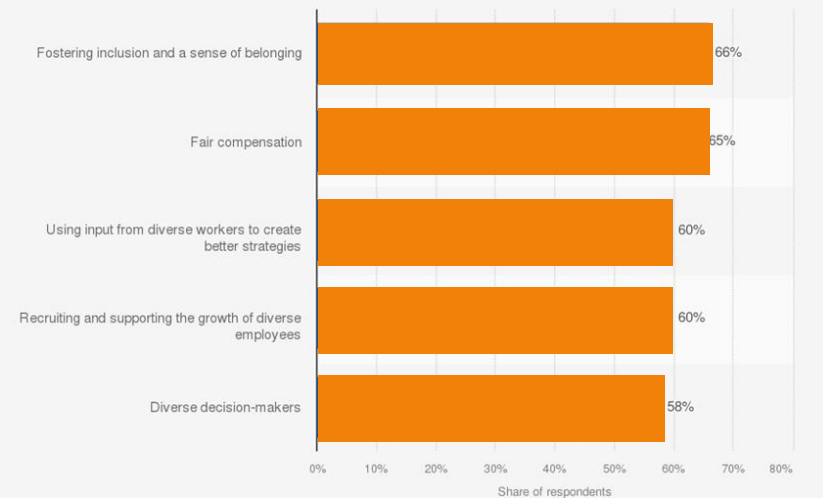
1. **Social Norms:** Newcomers may find American social norms—like casual greetings, personal space, and direct communication—different from what they're used to.
2. **Cultural Values:** The emphasis on individualism and self-expression in the U.S. may contrast sharply with collectivist cultures that prioritize family and community.
3. **Food and Eating Habits:** The variety and availability of food, along with different dining customs, can be surprising.
4. **Workplace Culture:** The U.S. work environment often values informality, open communication.
5. **Language Barriers:** For non-native speakers, navigating everyday conversations, idioms, and slang can be particularly daunting.
6. **Social Interactions:** Differences in how friendships are formed and maintained can be striking.



What are the different ways people communicate with each other?

- Verbal Communication: This includes spoken words, conversations, and speeches.
- Nonverbal Communication: Body language, facial expressions, gestures, posture.
- Written Communication: Emails, texts, letters, reports, and social media posts are common forms of written communication.
- Visual Communication: Using images, charts, graphs, and videos to convey information.
- Listening: Active listening is a crucial component of communication.
- Paralanguage: This refers to the vocal elements that accompany speech, such as tone, loudness, and intonation, which can add meaning and context to verbal communication.
- Digital Communication: In the age of technology, communication occurs through platforms like messaging apps.

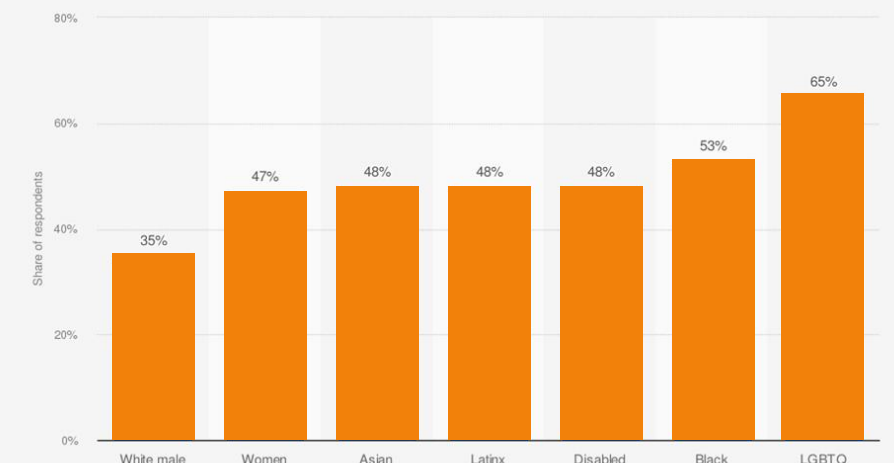
Most important outcomes of Diversity, Equity, and Inclusion (DEI) programs for employees worldwide in 2021



Source
Dynata
© Statista 2022

Additional Information:
Worldwide, July 26 to August 9, 2021; 12,370 respondents; 18 to 70 years; among full-time employees familiar with DEI programs

Share of workers in the United States who believe diversity and inclusion is essential to a supportive company culture in 2019, by community



Source
Purpose Brand
© Statista 2021

Additional Information:
United States, January 10 to 24, 2019; 2,450 respondents; 18 years and older; working professionals; Online survey

We envision a world driven by community

Uniti envisions a world where technology thrives through the power of diverse perspectives, fostering innovation and collaboration across all backgrounds. In this world, technical expertise is not limited by gender, race, or experience, but is enriched by the unique insights and creativity that come from a truly inclusive environment. Uniti believes in a global community where individuals from every walk of life work together seamlessly to solve complex problems.

Product

Uniti's product is a collaborative platform designed to unite diverse technical talent, enabling seamless cross-disciplinary teamwork. By leveraging inclusive tools and features, our platform empowers individuals from different technical backgrounds to work together efficiently, share knowledge, and innovate without barriers. With a focus on fostering creativity, learning, and growth, Uniti's product bridges the gap between skills, cultures, and experiences to drive transformative solutions in the tech industry.

1-4 Years

5-7 Years

- Global Expansion: Geographic growth
- Training & Research: Advanced skills
- Diversity Metrics: Impact tracking
- Employee Communities: Resource groups

7-10 Years

- Industry Leadership: Global influence
- Collaborative Ecosystem: Seamless teamwork
- Corporate Responsibility: Tech education

BRAND PERSONALITY

Mission

At Uniti, we are committed to fostering an inclusive, collaborative environment where individuals from diverse technical backgrounds come together to innovate, learn, and grow. Our mission is to bridge the gap between different skill sets, experiences, and perspectives, empowering teams to leverage their unique strengths and drive groundbreaking solutions.

Target Audience

College students
People in a minority
People seeking help

Brand Elements

Web site
Pamphlets
Posters
Product Design
Merchandise
Marketing Material

We Are

Happy
Inviting
Community

Core Values

Inclusion
Awareness
Accessibility

Language

Friendly
Optimistic
Open

**“Communication is key in
today's society”**

COLOR PALETTE

Primary Color Palette

Overcoming Orange

#EB7C14

Pride Purple

#7f3A85

Generous Green

#208837

Secondary Color Palette

Uniti Beige

#FFF7D0

Uniti White

#FFFFFF

Uniti Black

#000000

Logo



Router Family

Router Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Light Italics

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

Book Italics

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

**BRIGHT
PLAYFUL
INVITING**

With our color palette, imagery, and type, we wanted to create an inviting space to facilitate collaboration and connections. We focused heavily on organic shapes and expressive typography. This helped guide us to our overall aesthetic and ethos.



BRAND STRATEGY

CONNECT
ENGAGE
EDUCATE

UNITI is an organization that partners up with universities to promote diversity and inclusion. We help build a community open to all cultures to engage in conversations. Our aim is to help people be comfortable in new environments as well as educate people about the beauty in our cultural differences. We facilitate events such as festivals, seminars, teach-ins, fashion shows, and many more. In this presentation we focused on how UNITI would live at GVSU. The merch, website, and pamphlet are all specific to the community at GVSU. UNITI hopes to help people stay curious in other cultures, and open their minds to new ideas.

Before

Social Media
Promotional Posters

During

Pamphlets & Map
Wristbands

After

Merchandise
Website

Brand Touch-Point One

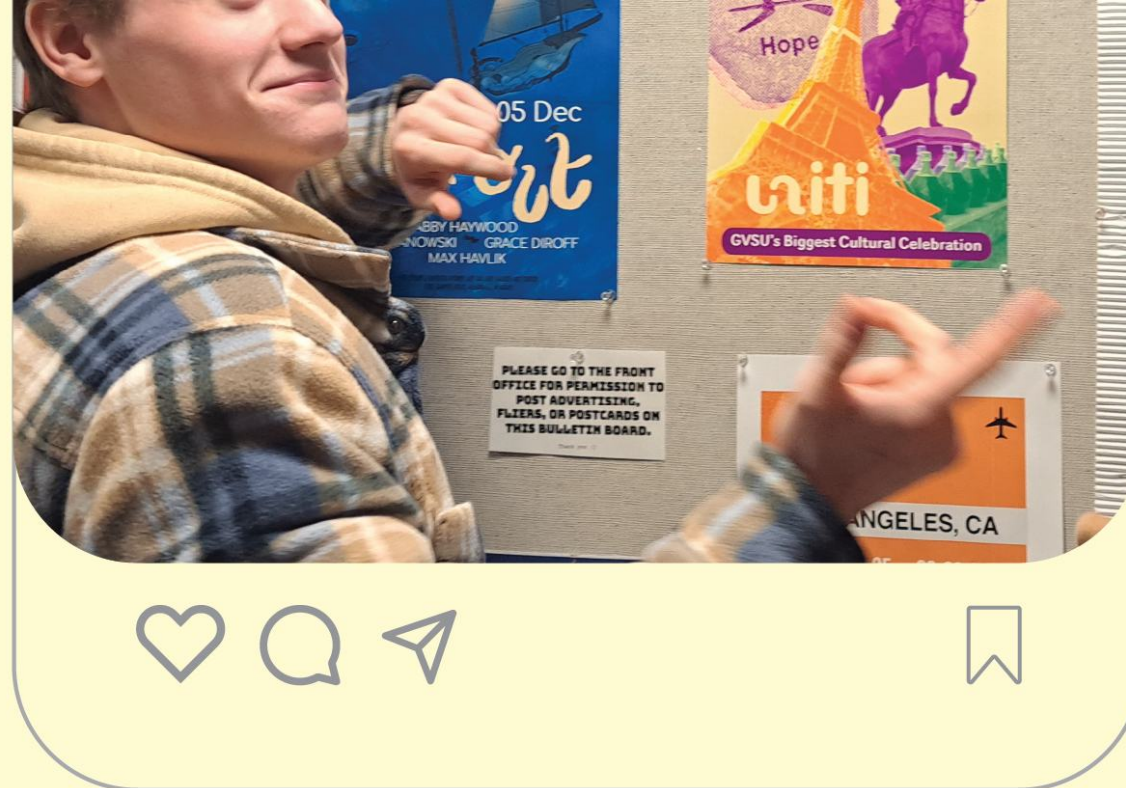
Before

Social Media
Promotional Posters

Join us at
the Clocktower!
6pm • April 18, 2025

uniti

est Cultural Celebration



uniti

GVSU's Biggest Cultural



Spring Festival, 🌸
3rd, Clock Tower Lawn

-Join us for a vibrant celebration at our Fall Festival.

-A special event within our Cultural Inclusivity Festival that brings together the beauty of autumn with the richness of diverse cultural traditions.

Exam Prep event, 📖
18th, Mary Ida Pew Library

-Get ready for success with our Exam Prep Kickoff event.

-Designed to help students of all backgrounds feel confident and prepared for the upcoming exam season.

End of year culture celebration, 🌿
25th, Kirkhoff

-As the year comes to a close, join us for a joyful and meaningful End of Year Celebration at our Cultural Inclusivity Festival.



uniti



Cultural Diversity

GVSU prides themselves on the diversity of their campus. With a staggering 78 different countries represented, GVSU is a melting pot of cultures, languages, and traditions.

Number of International Students at GVSU

1. India - 230 students
2. Kenya - 68 students
3. Ghana - 30 students
4. Bangladesh - 22 students
5. Nepal - 22

Types of Events

Here at UNITI we host a multitude of events for universities all around the US.

Each chapter hosts events that cater to the needs of the community and the students.

Festivals Seminars Language Buddies Exam Prep Food Competitions Fashion Shows And more...

Bridging the Gap

People tend to be scared or hesitant when they encounter something new. This can cause hate and alienation of groups, leading to more disconnection. We aim to bring an environment that encourages exploration and connections. Come learn with us at UNITI.

UNITED TOGETHER

April

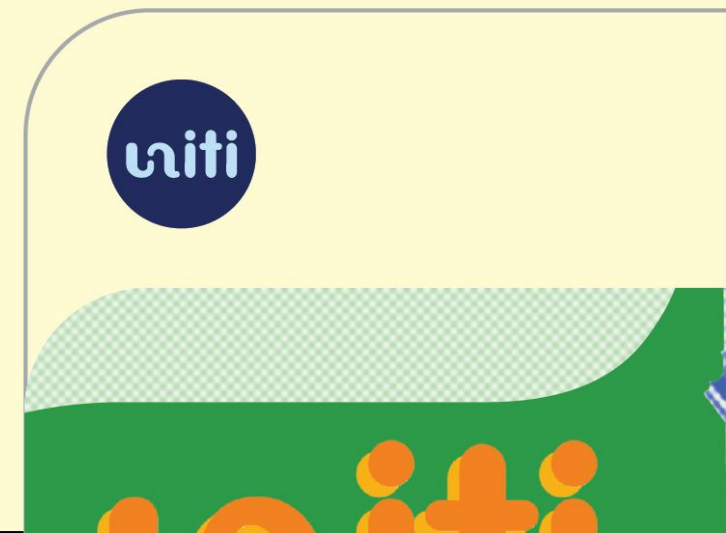

Spring Festival, 3rd, Clock Tower Lawn

Exam Prep event, 22nd, Mary Ida Pew Library

End of year culture celebration, 25th, Kirkhoff



uniti



PROMOTIONAL POSTER





Uniti

Join us at the
CLOCKTOWER!

6pm • April 18, 2025

GVSU's Biggest Cultural Celebration



Uniti

Join us at the
CLOCKTOWER!

6pm • April 18, 2025

GVSU's Biggest Cultural Celebration

Uniti

Join us at the
CLOCKTOWER!
6pm • April 18, 2025

GVSU's Biggest Cultural Celebration

6pm • April 18, 2025

Join us at the
CLOCKTOWER!

Uniti

GVSU's Biggest Cultural Celebration



Join us at the
CLOCKTOWER!
6pm • April 18, 2025

Hope

Uniti

GVSU's Biggest Cultural Celebration

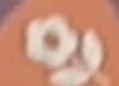
Brand Touch-Point Two

During

Pamphlets & Map
Wristbands



connect
engage
ev



Festival of
Flower Loan

from
life.
and fi
can be
knowled
connecte
peers and
cultures

21 End of year
culture celebration,
21st, Kirkhoff

Uniti

BRIDGED TOGETHER

connected
en

from
life.
and fu
can bec
knowledg
connected
peers and
tures

3
Spring Festival
3rd, Clock Tower Lawn

22
Exam Prep event,
22nd, Mary Ida Pew
Library

End of year
celebration,
2nd, Kithley



WRISTBANDS



Brand Touch-Point Three

After

Merch
Website

MERCHANDISE





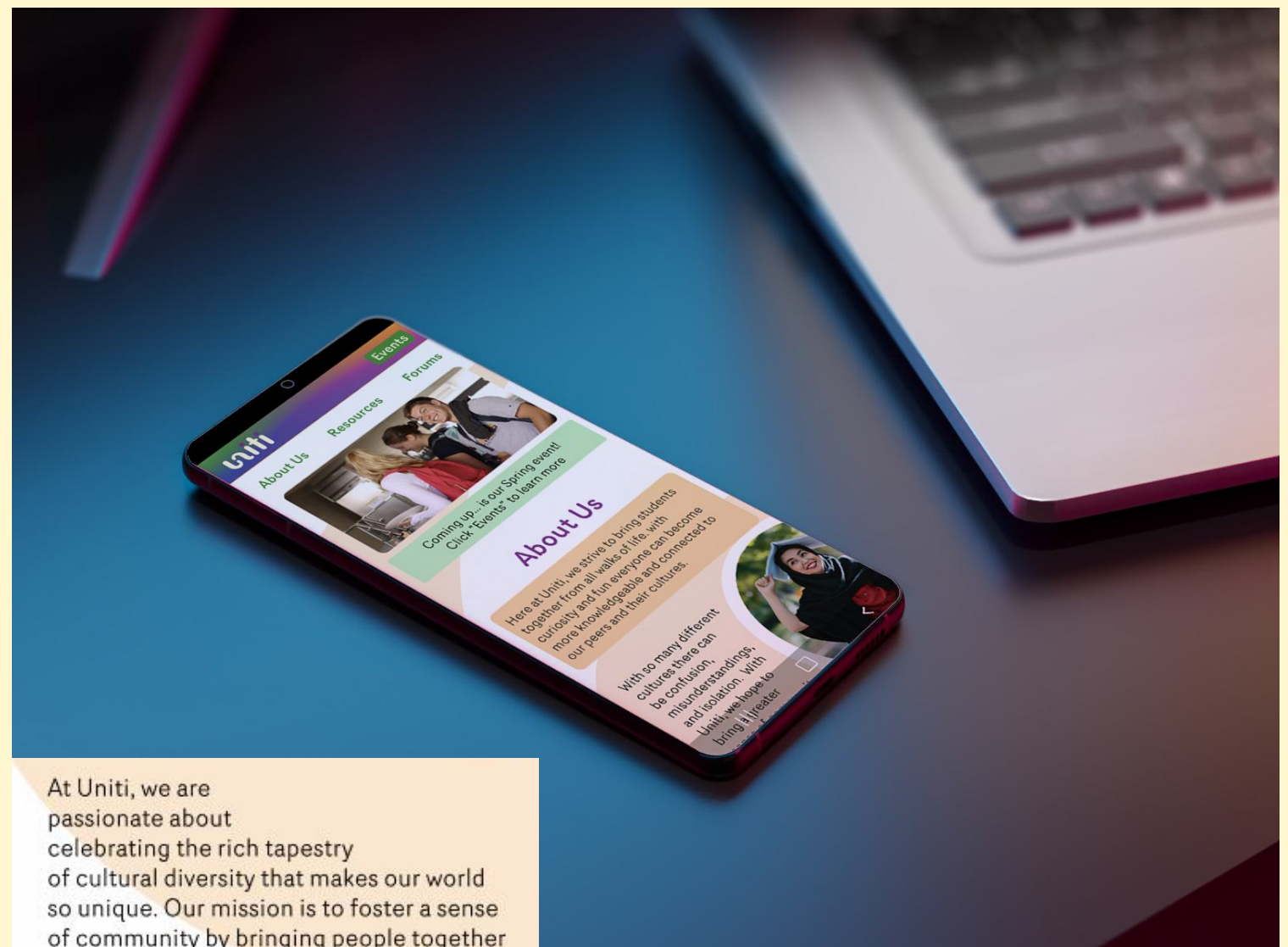




**UNITED
TOGETHER**

**UNITED
TOGETHER**

WEBSITE LANDING PAGE



At Uniti, we are passionate about celebrating the rich tapestry of cultural diversity that makes our world so unique. Our mission is to foster a sense of community by bringing people together from all walks of life, embracing different traditions, values, and experiences.



We believe that by sharing and learning from one another, we can create a

more inclusive, connected, and vibrant world. Through our products, events, and initiatives, we aim to inspire unity, promote understanding, and cultivate a space where everyone's culture is honored and celebrated. Together, we are stronger, richer, and more beautiful in our differences.



Stay updated! Follow our social media.



WEBSITE EVENTS



Events

About UsResourcesForums

Events & Schedule



Spring Festival,

3rd, Clock Tower Lawn

join us for a vibrant celebration at our Fall Festival, a special event within our Cultural Inclusivity Festival that brings together the beauty of autumn with the richness of diverse cultural traditions. Experience the flavors, sounds, and stories of the season from around the world, as we honor the values of unity, diversity, and inclusivity. From global harvest feasts and traditional music to arts & crafts and family-friendly activities, this event offers a warm and welcoming space for all to come together and celebrate the season of abundance and gratitude.



RSVP

Come join us!

First Name

Last Name

Event attending

Comments/Questions?

Thank you!

Stay updated! Follow our social media.



WEBSITE LEARNING



aniti