



*Learn.
Perform.
Succeed.*

Rebranding the DAU

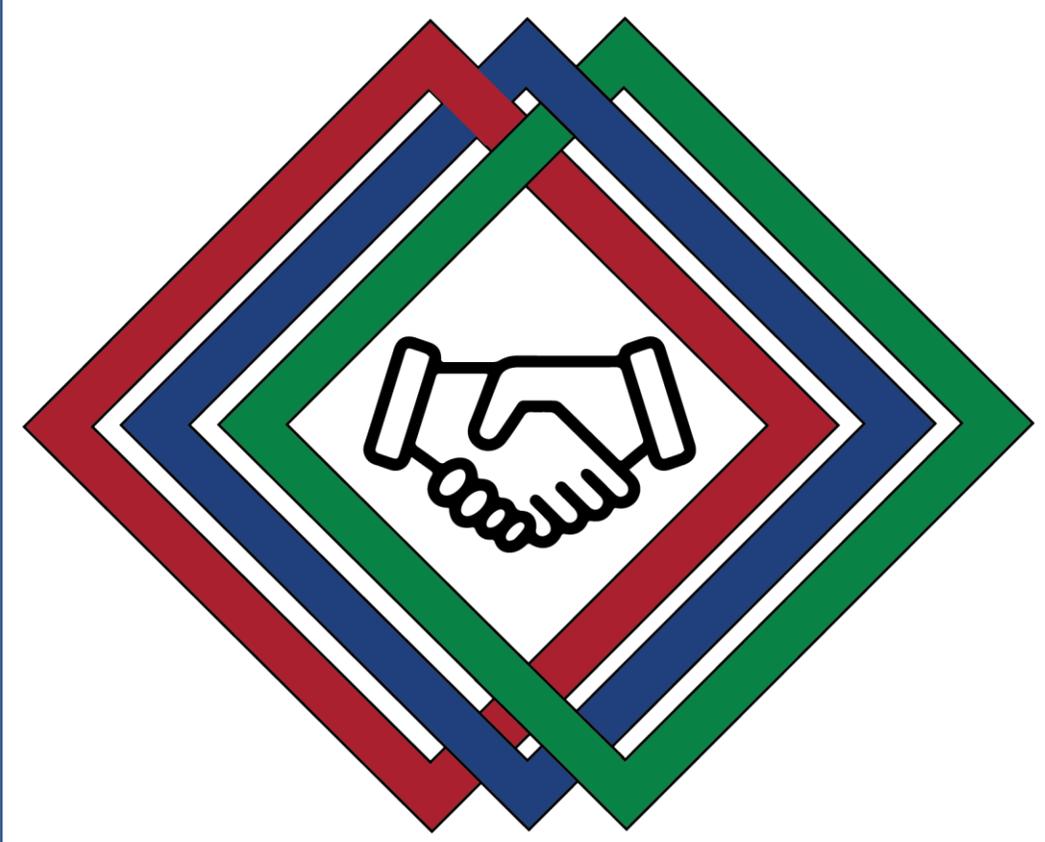
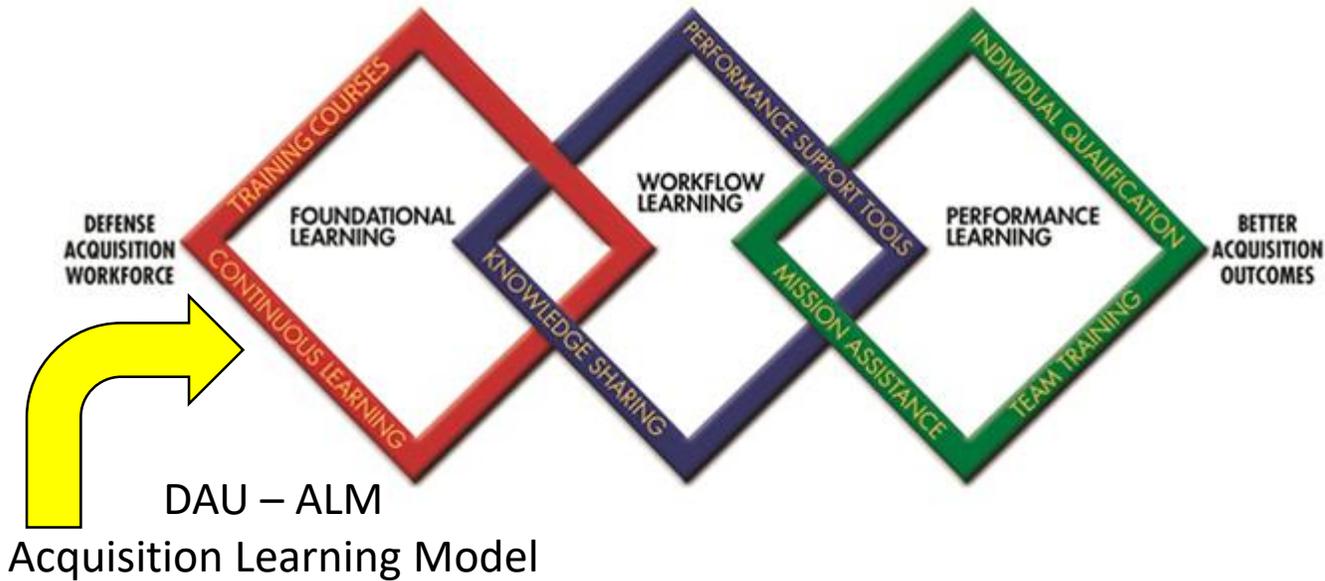
Customer Intimacy

I had a one year contract with the DAU to work on the communication team to help rebrand the DAU with Customer Intimacy.



Customer Intimacy Logo

The logo had to have 3 colors Red, Blue, and Green while representing what Customer Intimacy meant.



I ended up using the idea and style from the ALM to come up with the new Customer Intimacy Logo. I wanted the customers to be familiar with the colors, and style by implementing only small changes. The hand shaking in the middle is the new icon that represents how the DAU wants to get Intimate with it's customers.

This process took about 1 month after doing all the usable studies and different samples.

Customer Intimacy Process



This was the process that was sent to all DAU employees internally in a PowerPoint



Stuck at home and indoors today?

Why don't you browse our online continuous learning modules.

These are short, 1-8 hour, topical courses that students can use to earn continuous learning points (CLP).



Creating different adds for DAU.mil to go on social media or be published





The DAU implement Lunch & Learn and I had to come up different designs.

With our new branding we had to come up with how we would represent our Mission, vision and values. These were printed as 18x24 posters for each classroom and wallet size for all of the staff. The colors are simple and clean matching the original DAU logo Red with hints of gray.



OUR MISSION

VISION

An accomplished and adaptive workforce, giving the warfighter a decisive edge.

Provide a global learning environment to develop qualified acquisition, requirements, and contingency professionals who deliver and sustain effective and affordable warfighting capabilities.



VALUES

EXCELLENCE We commit to the highest standards of competence and professionalism, to be the provider of choice for Acquisition-based knowledge, lifelong learning and professional growth

TRUST We inspire confidence in teammates and customers to perform at their best by demanding integrity and accountability

TEAMWORK We foster collaborative and cooperative efforts to achieve common goals

SERVICE We listen to our customers to understand and directly fulfill their needs in improving acquisition outcomes

EVER FORWARD We commit to evolve and develop ourselves, our organization and those around us, using every challenge as an opportunity to innovate, adapt and improve

PEOPLE MATTER We value all people, providing opportunities to serve and contribute in a balanced and respectful environment that supports the Acquisition community





LOCATED NEAR MAJOR ACQUISITION CENTERS



Defense Acquisition University

As a learning partner for Defense acquisition professionals, we are there in the classroom, online, and at the workplace — whenever and wherever we are needed. All of our learning assets are meant to help the acquisition workforce develop and manage Defense programs, projects, and systems that give our warfighters a decisive edge.



EARN COLLEGE CREDIT FOR DAU COURSES

Our courses do more than keep members of the Defense Acquisition Workforce DAWIA certified, many of our academic partners will provide credit towards college degrees for our courses.

www.dau.mil/partnerships

- www.dau.mil
- DAUHelp@dau.mil
- 866-568-6924

Follow us: @DAUnow

GAIN ACQUISITION KNOWLEDGE & SKILLS

CLASSROOM COURSES
Our classroom training provides students the knowledge they need to be successful. By stressing critical thinking in our courses, we develop agile acquisition professionals capable of addressing the most complex acquisition problems.

ONLINE COURSES
Combined with classroom training, these full-length courses and shorter online modules help the workforce meet certification and continuous learning requirements.



FIND ACQUISITION RESOURCES TO HELP YOU ON THE JOB

ONLINE RESOURCES
DAU.mil is the one source acquisition professionals know they can go to for all their acquisition needs. Our website not only connects them with our own resources, but it also provides the latest in acquisition updates, policies and guidance.

JOB SUPPORT TOOLS
Our most-used online resources provide immediate assistance workforce members need on the job. Our tools that help Defense Acquisition Workforce members walk through and understand acquisition processes include guides, how-to's, videos, and references that explain complex regulations. Registered users can also share their own tools.



RECEIVE ASSISTANCE TAILORED TO ORGANIZATIONAL NEEDS

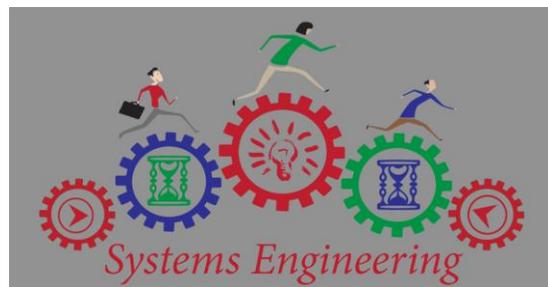
Our faculty work alongside organizations and teams to provide specific and tailored assistance they can use. We offer numerous on-site workshops, including: basic consulting, leadership development, executive coaching, and direct assistance to complete major milestone requirements.

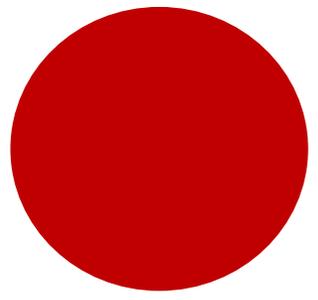
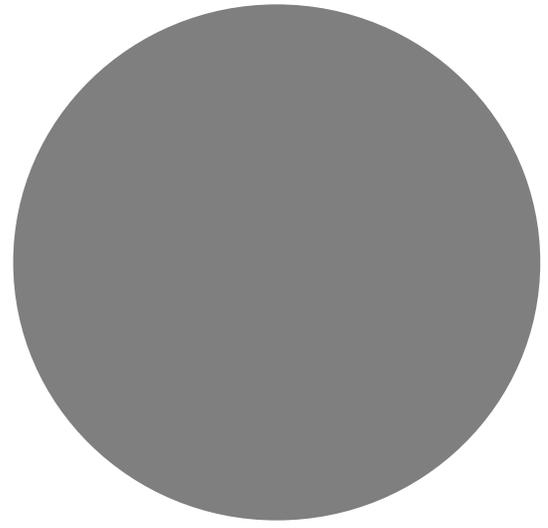


Creating Tri-Fold Boucher within InDesign, Photoshop and Illustrator



In illustrator I created different images to represent the different types of learning communities. These images were displayed on the internal website and social media.





Thank you

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