





TXST NEXT

CAMPAIGN FRAMEWORK

EMPOWER

campus communicators to adopt and create TXST NEXT

- Self-service design tools
- Brand guidelines
- Toolkits, templates, and assets
- Training, communications, and workshops

ENLIGHTEN

the general public on TXST excellence with TXST NEXT

- Broadcast, OTT, Twitch -AUS, SAT, HOU, RGV
- Thought leader publications -TX, AU, SAT Monthly
- OOH airport campaign -HOU, IAH, AUS, SAT
- Digital and social

ENDORSE

TXST NEXT through influencer channels

- Student content creator program via TikTok and Instagram Reels
- Surprise, delight, and scale social influencers
- TXST NEXT Mixtape a collaboration with student musicians
- Branded social media assets for fans and followers

ENGAGE

the broader University community with TXST NEXT

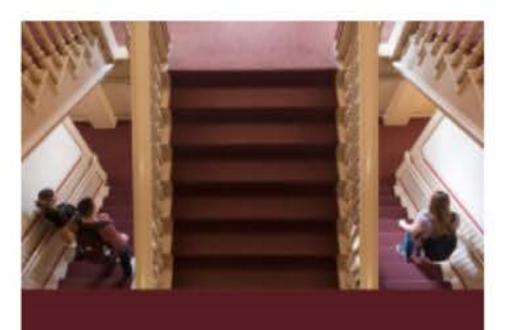
- Environmental graphics
- Campus media campaign
- Organic social content
- Redesign of internal comms & publications



PRIMARY

Our primary colors should be visible in all communications.

TEXAS STATE MAROON



TEXAS STATE GOLD



PRINT PMS: 504 CMYK: 65, 100, 100, 35

DIGITAL Hex: #501214 RGB: 80, 18, 20 PRINT PMS: 872 M CMYK: 20, 30, 70, 20 DIGITAL Hex: #6A5638

RGB: 172, 145, 85

THEATRE ROJO



PRINT

CMYK: 0, 97, 75, 0

DIGITAL Hex: #CA2A2D RGB: 235, 46, 71

STRAHAN CENTER COURT



FIRST QUARTER OF **BRAND GUIDELINES SITE:**

3,825 site users

2:53 average duration of site visitors

partners downloaded our brand toolkit

SECONDARY

Our secondary colors add balance and Resibility to our communications. They should be used to support and complement our primary colors.

BLIND SALAMANDER



PRINT DIGITAL CMYR: 0, 14, 5.1 Hex: Note: RGB: 249, 221, 221

Section and the Contract

DIGITAL

Hex: None

RGB: 41, 104, 53

GREEN HILLS

PRINT

CMYK: 71, 8, 100, 50

PRINT CMYK: 0, 69, 65, 0

EAT 'EM UP, PEACH

WILD RICE GREEN



OIGITAL Hex None RGB: 58, 159, 104 GLASS-BOTTOM BOAT

RIVER JUMP



Hex HEADS RG0: 110, 160, 150

DIGITAL Hax JUFF IFD RGB: 146, 215, 232

SPRING LAKE BLUE





CMYK: 48, 0, 10, 0

RGB 243, 114, 90

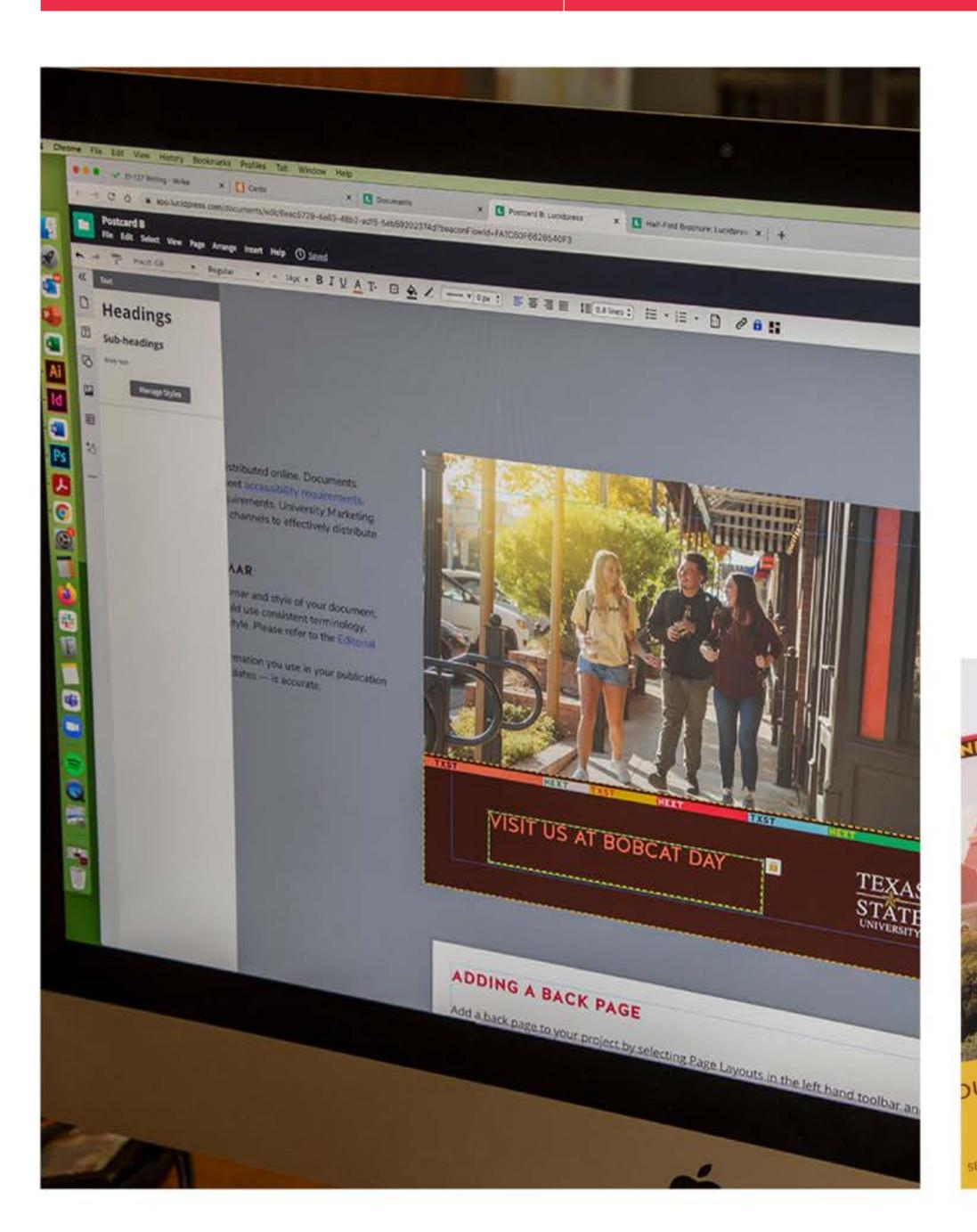
DIGITAL

Mex: 2086450

PRINT CMYK: 68, 0, 71, 18







FIRST 3 MONTHS OF LUCIDPRESS BRAND TEMPLATES

129 templates available

338 documents shared, printed or downloaded





Taking Hillviews to the NEXT Level



○ Elias Martinez <umarketing@txstate.edu>
To: ⊗ Martinez, Elias L



A Whole New Hillviews



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Thursday, January 27, 2022 at 11:18 AM

BRAND LAUNCH EMAIL CAMPAIGN

76.8%

open rate

31.9%

click-through rate

57%

of recipients are "highly" to "moderately" engaged

ENLIGHTEN

THE NEXT BLACKOUT?

AX2S

THE NEW WHO KIAMAPPED A KILGORE RANGERETTE BET ON THE GRIFTER WISECRACKING JESUS

From the Archives

A year after our deadly blackout, exas flicials fuse to opt rules t kept lishts other

Helcome to Texas Monthly!

kinding oditor had out for which for

NEXT is our promise to help students unlock their true potential, to invest in inspiring faculty ho push the boundaries of knowledge, to build visionary learning spaces, and to power a brighter tomorrow. txstate.edu/NEXTISNOW



NEXT IS NOW.

TXST NEXT PAID MEDIA PLAN

- 58MM impressions, \$9.31 CPM
- 60/40 traditional/digital split ►
- General market and prospective students ►
- I-35 Corridor w/ activations in Houston and South Texas



Yannis Banks shared a link.

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Nov 16, 2021 · 🔜

Just saw this commercial on tv. The school is stepping up.

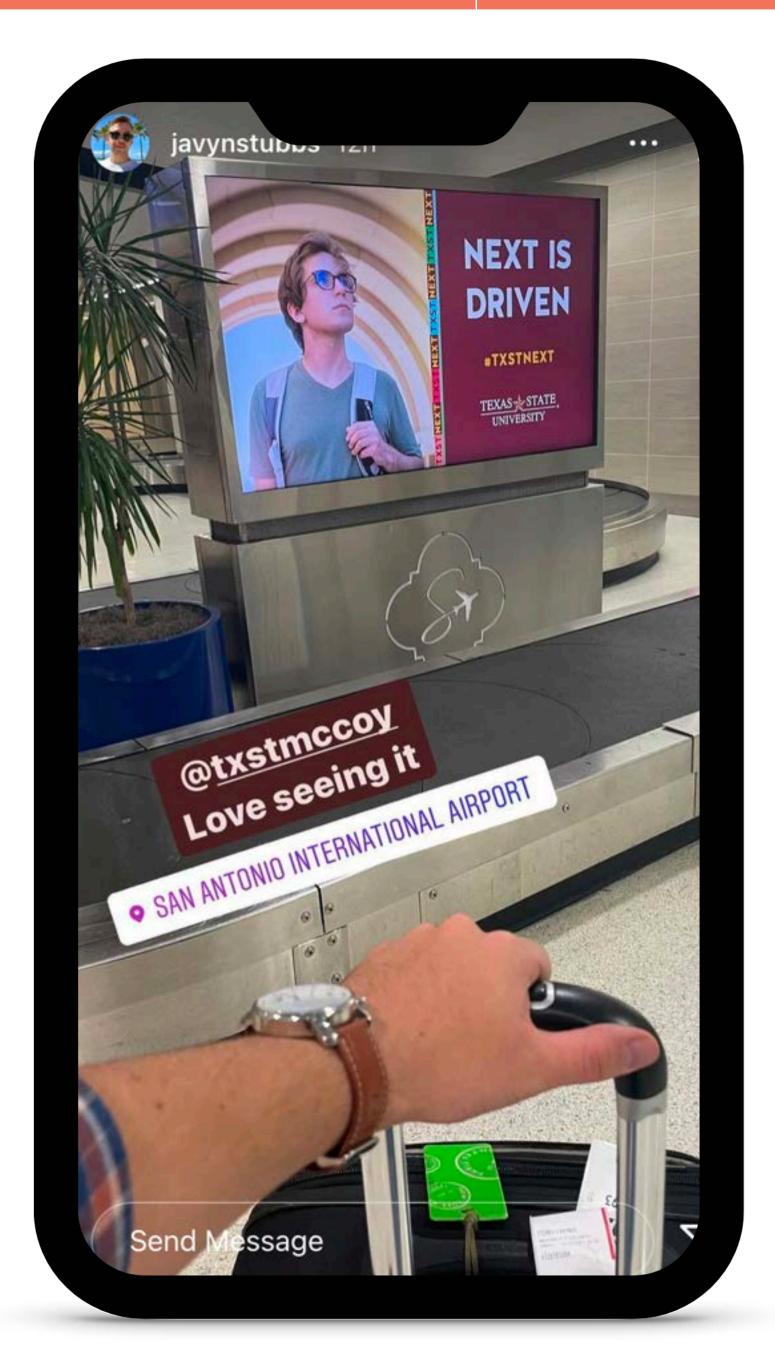
TXST

NEXT

TEXAS STATE UNIVERSITY



ENLIGHTEN



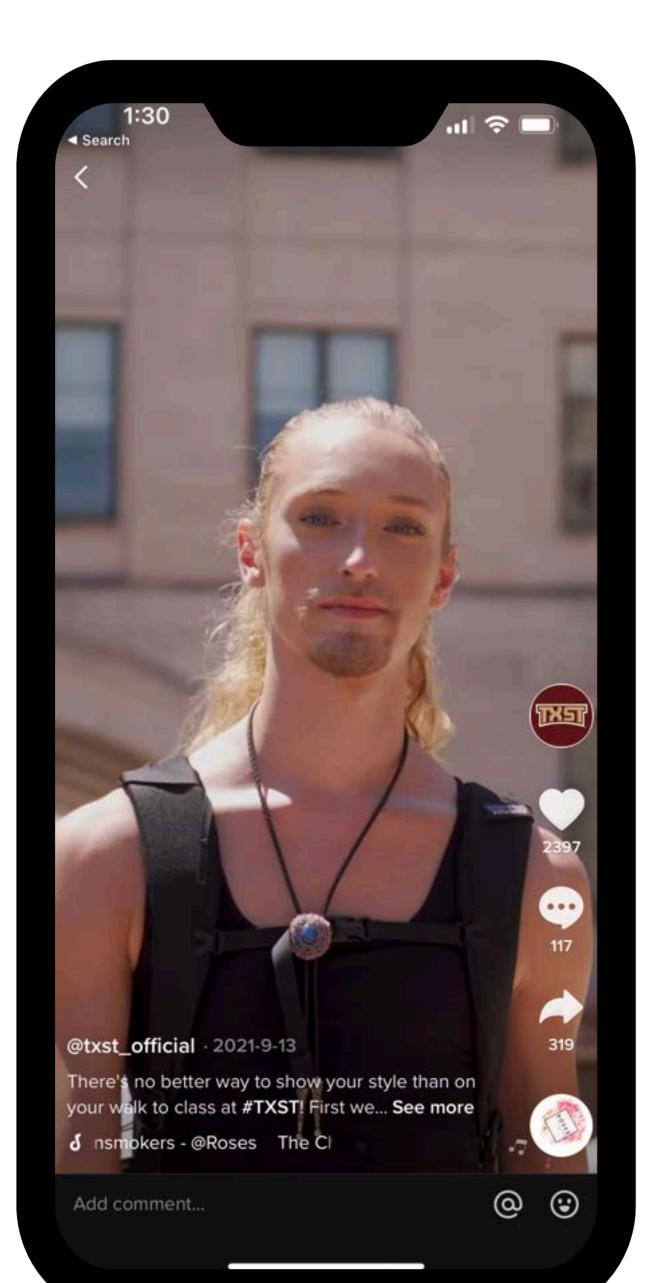


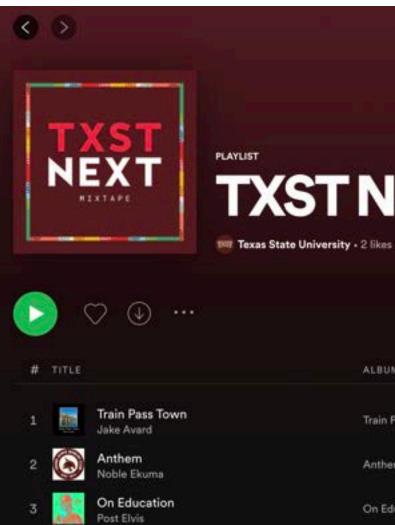


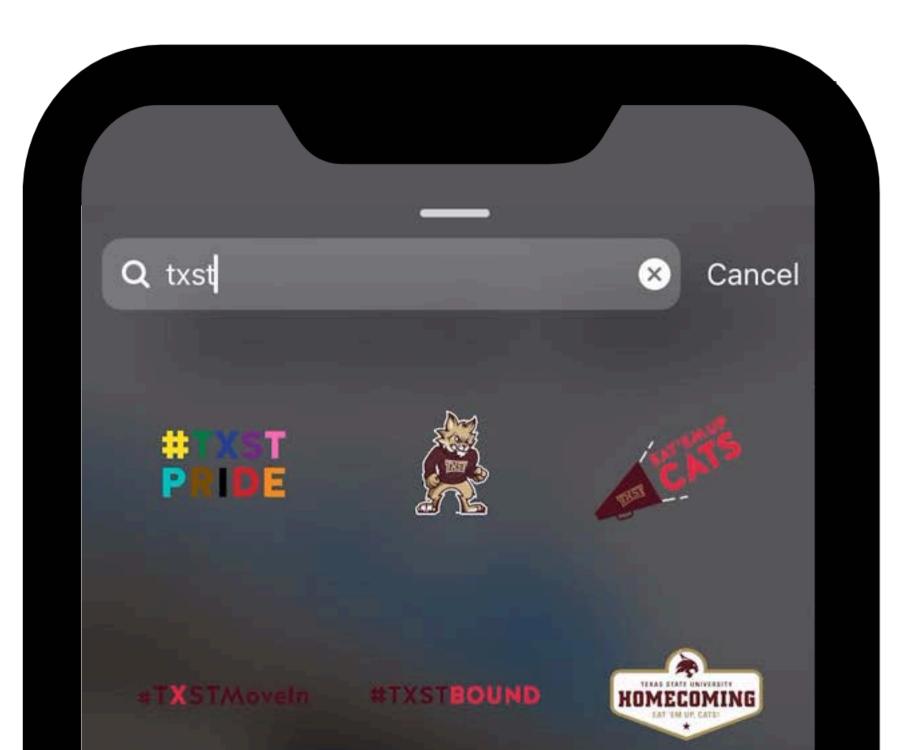
ENDORSE

ENGAGE









EXT	Mixtape		
• 3 songs, 10 min 1 sec			
		٩	Custom order 👻
м	DATE ADDED		٥
Pass Town	13 days ago		3:13
m	13 days ago		2:53
Jucation	13 days ago		3:55

BRAND AND CONTENT CO-CREATION

First Quarter Social Media Overview:

- 533K total fans (+1%)
- 583 total posts (+10%)
- 10.8M total impressions (+16%)
- 546K video views (+56%)
- 439K total engagements (+43%)

Establishing New Channels

- TikTok: 1,367 followers, 120,481 views
- Giphy: 159 Stickers, 8M views
- **Spotify** TXST NEXT Mixtape





 \heartsuit

QOA

October 7, 2021

aew1029

6

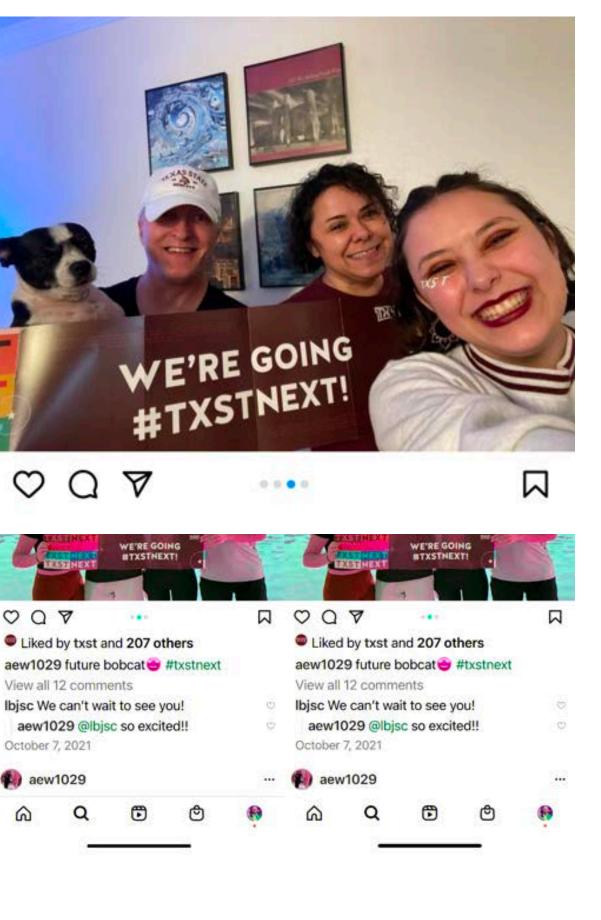




NEW STUDENT ADMIT PACKETS

TXST embraces first-generation students, and for many, attending college requires a wide support network. We tapped into this insight and transformed the ubiquitous admitted student banner photo-op into a shared experience that includes friends, family, and mentors. We accomplished this without adding any major expense to our admitted student packet by utilizing both sides of the banner. This activation perfectly articulates what the TXST NEXT campaign is all about.

ENDORSE









ENDORSE

ENGAGE











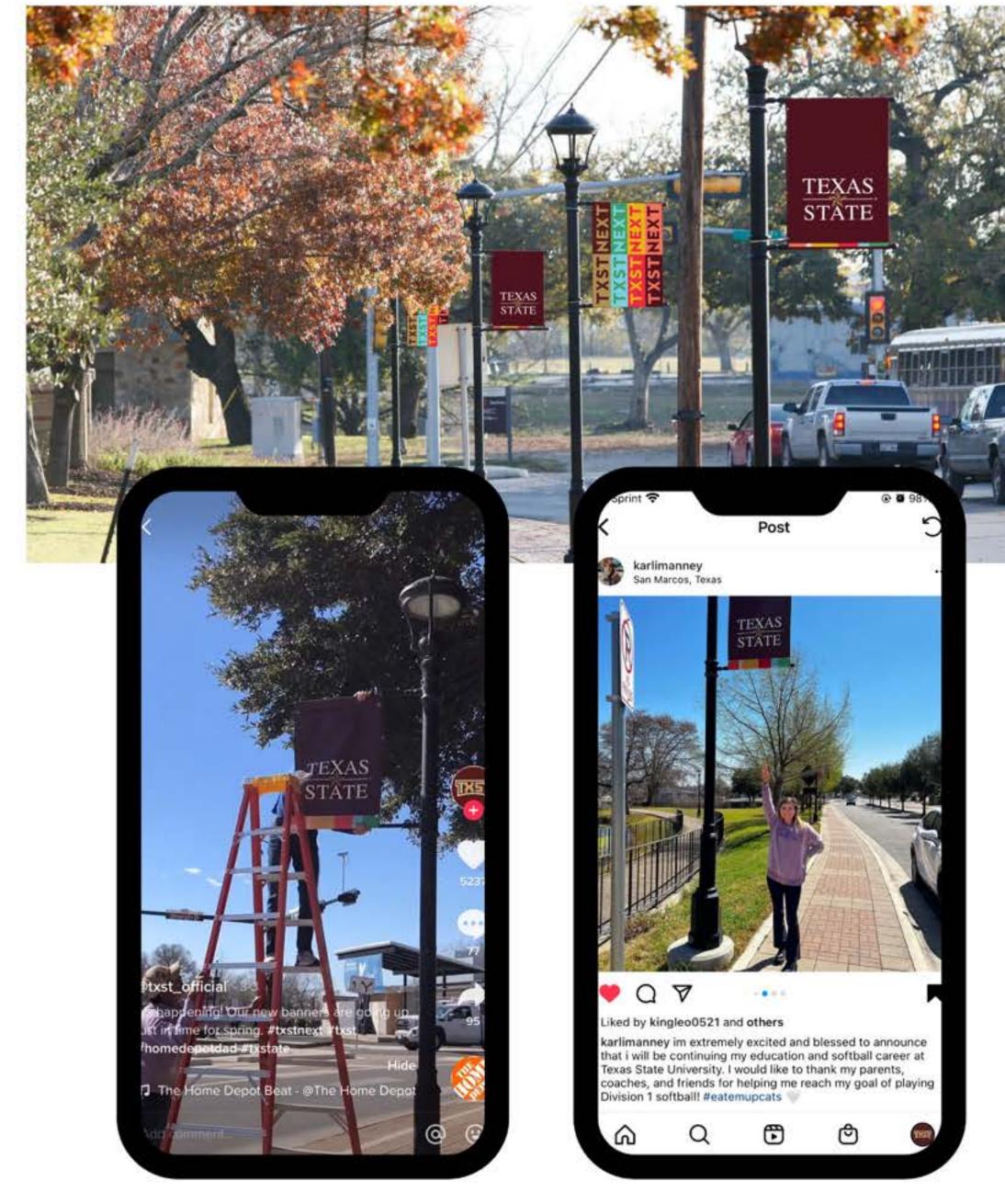






ENDORSE

ENGAGE





Campus banner program













ENDORSE

ENGAGE

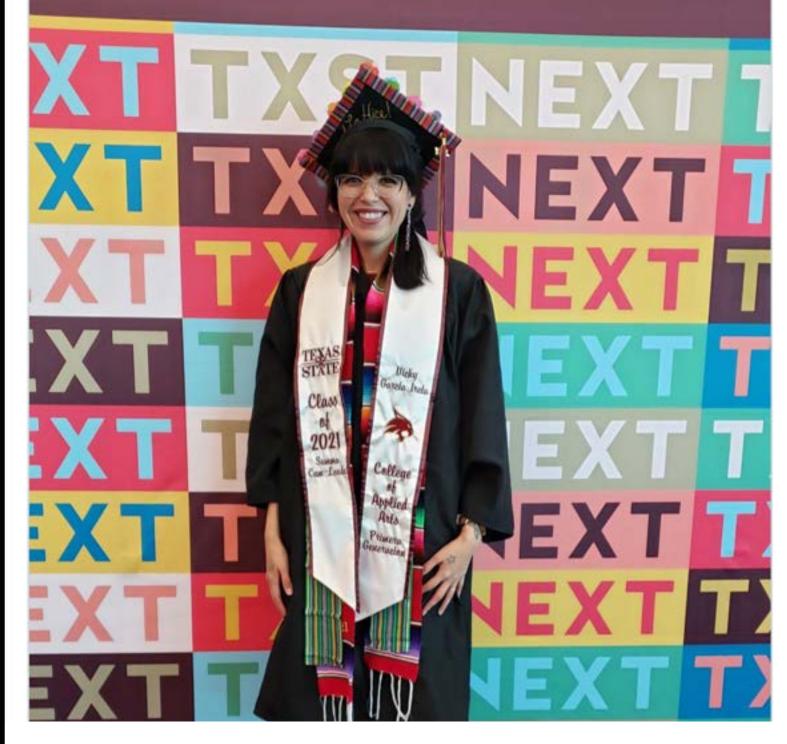
Environmental graphics



VGI1965 @vgi1965

After this evenings Unity Graduation Celebration @txst @TxStateBobcats @TXSTFirstGen, I'm inspired to continue towards my masters degree!!! ¡Si se puede!

TEXAS STATE UNIVERSIT





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ENLIGHTEN



ENDORSE





Alumni magazine redesign



ENLIGHTEN

EMPOWER

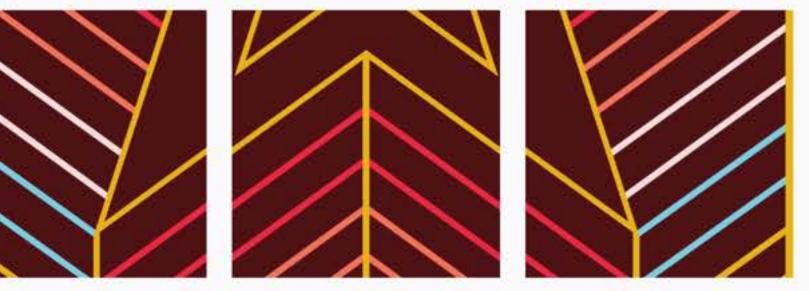
Instagram

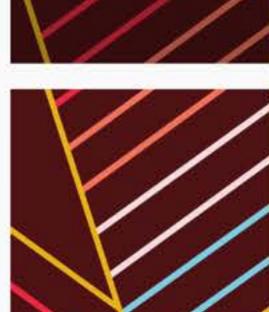
Q. Search





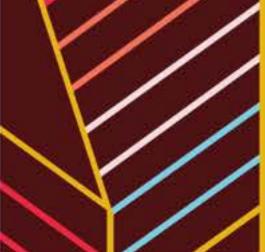






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Organic social media

