Mobile Web Standards and the UA Brand

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Branding Karma

Consistency + Creativity = A Strong UA Brand
Branding Karma

The University of Arizona
### Aw, Do I Have To?

Results from Google Analytics of www.arizona.edu.

<table>
<thead>
<tr>
<th>Period</th>
<th>Mobile Visits to <a href="http://www.arizona.edu">www.arizona.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Jun ’10</td>
<td>105,666</td>
</tr>
<tr>
<td>Jul-Dec ’10</td>
<td>173,339</td>
</tr>
<tr>
<td>Jan-Jun ’11</td>
<td>231,070</td>
</tr>
<tr>
<td>Jul-Dec ’11</td>
<td>337,206</td>
</tr>
<tr>
<td>Jan-Jun ’12</td>
<td>409,407</td>
</tr>
<tr>
<td>Jun-Dec ’12</td>
<td>?</td>
</tr>
</tbody>
</table>

The University of Arizona
<table>
<thead>
<tr>
<th>The UA App</th>
<th>IOS</th>
<th>Android</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Users</td>
<td>35,212</td>
<td>10,663</td>
</tr>
<tr>
<td>New Users/Day</td>
<td>86.07</td>
<td>22.75</td>
</tr>
<tr>
<td>Runs/Day</td>
<td>2,234.78</td>
<td>585.61</td>
</tr>
</tbody>
</table>
Aw, Do I Have To?

Yep.
Something Wicked…

- Coming this way, October ‘12
Responsive Web Banners
Responsive Web Banners

This is the code for this banner

```html
<div id="ua-web-branding-banner-v1" class="ua-wrapper red bgDark">
  <div class="ua-container">
    <a class="ua-home asdf" href="http://arizona.edu" alt="The University of Arizona" title="The University of Arizona">
      <p>The University of Arizona</p>
    </a>
    <div class="ua-home icon-list rsvp"></div>
    <ul class="ua-home tldr ua-menu">
      <li class="ua-search"><a class="icon-search" href="http://www.arizona.edu/search/google">UA Search</a></li>
      <li class="ua-phonebook"><a class="icon-phone" href="http://www.arizona.edu/phonebook">UA Phonebook</a></li>
      <li class="ua-calendar"><a class="icon-calendar" href="http://uanews.org/calendar/day">UA Calendar/Events</a></li>
      <li class="ua-map"><a class="icon-map" href="http://www.arizona.edu/maps">UA Campus Map</a></li>
    </ul>
  </div>
</div>
```
Love Your Lambda

- Drupal theme, UA-juiced Omega
- Initial setup and self-contained branding
- Responsive, making design and typography work together
- Leverages HTML 5 and CSS 3, but is backwards compatible
Apps: They Need Branding, Too.
Apps: They Need Branding, Too.

- Dust Storm
  - College of Agriculture and Life Sciences
  - Cooperative Extension
  - Version 1.0
  - Cooperative Extension engages with people through applied research and education, to improve lives, families, communities, environment, and economies in Arizona and beyond.
  - Powered by WeatherBug

- The University of Arizona
Apps: Two Delicious Flavors

- **UA Built**
  - Broad involvement & interest to the UA
  - UA commissioned, developed & supported
  - Reserved for “official” UA apps

- **UA Approved**
  - Have approval to use the UA logo
  - Support the UA mission
Apps: Bring On The Bennies

- **How do I play?**
  - Submission via [mobilematters.arizona.edu](http://mobilematters.arizona.edu)
  - Committee review: External Relations, General Counsel, UITS, Tech Transfer, Trademarks & Licensing

- **What’s in it for me?**
  - Distribution and visibility via UA accounts on the UA App Store and Google Play
  - Quality control
  - **BRANDING KARMA**
Questions?

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