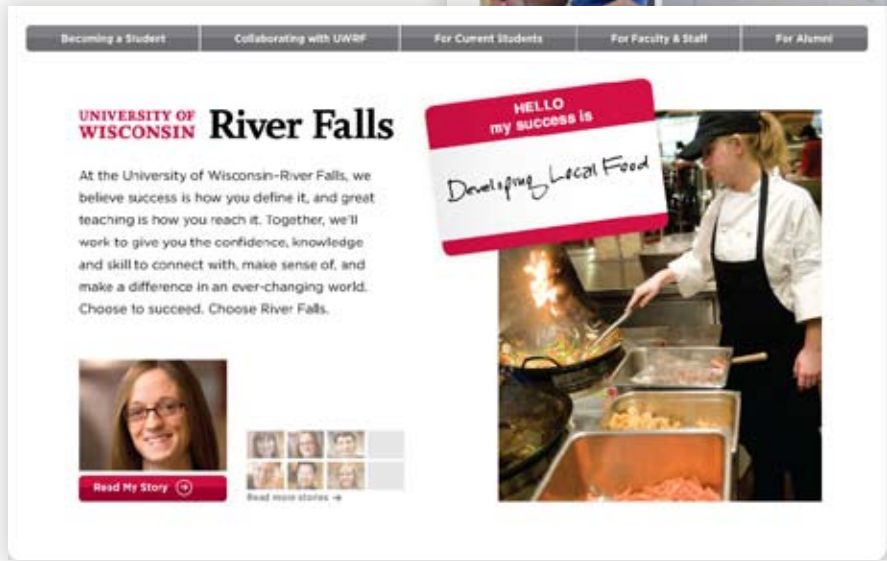




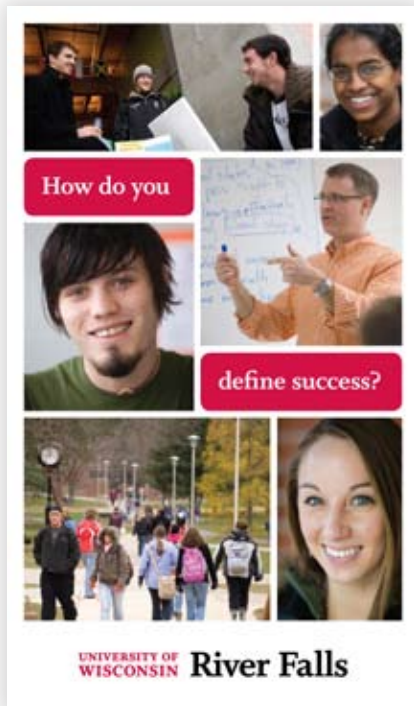
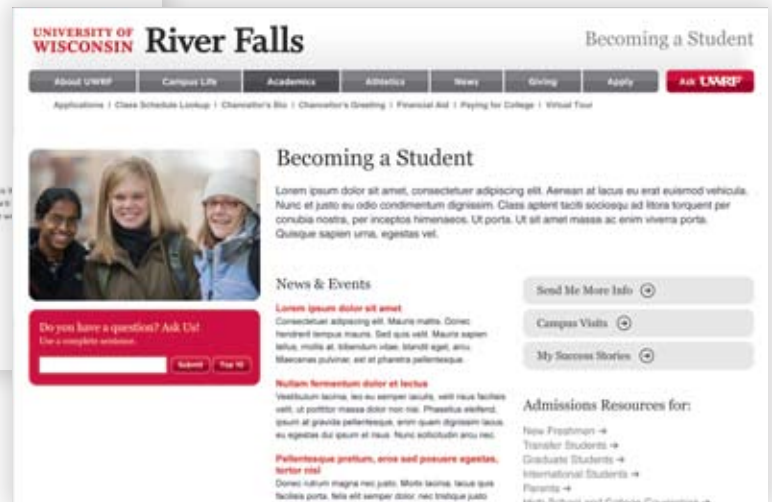
Work together.

Stand apart.



University of Wisconsin-River Falls, we know that success is hard to you and your family. But we also know that success is something different for every student - and great teaching is hard to do it. So together, we'll work in small groups to give you the service, knowledge and skill to connect with, make sense of, and

Success is as unique as each individual. It's about finding meaningful ways to contribute to the world. UW-River Falls is uniquely positioned to encourage and support students toward successes that *they* define, not society.



New recruitment materials include a viewbook, direct mail search piece, college fair brochure, and multi-use postcards for customized messages and reminders.

All materials direct traffic to the website. The new admissions site will support the brand with written and video success stories and give users the opportunity to submit their own.

New graphic standards and templates for everything from brochures, to presentations, e-newsletters, and report covers will enable internal staff to consistently present the brand to all audiences.