Brand Overview
Brand

The sum total of how an organization is perceived.

Branding

Shaping that perception through the internal and external actions and communications of the organization.
Brand Initiative Goal
Create a refreshed and clearly articulated FIT brand that exemplifies and supports the Strategic Plan.

Brand Discovery and Development Goal
Create a mission-driven positioning platform that

• accurately reflects the evolved institution and its mission
• unifies and strengthens messages and communication
• provides direction for a compelling and relevant proposition to the college’s myriad audiences
• supports achievement of the FIT vision
| Brand Mission: | Why FIT exists; our purpose and what we do every day. |
| Brand Vision: | A view of the future we are committed to achieving together. |
| Brand Heritage: | The story of FIT. |
| Brand DNA: | The “genetic code” that makes FIT singularly unique. |
| Brand Evolution: | Achieving the FIT vision will require an evolution from how we are currently perceived, to how we aspire to be viewed. |
| Competitive Set: | By identifying the college’s competitive set, we will clarify our understanding of FIT’s points of marketplace differentiation – and how FIT stands out. |
| Brand Attributes: | FIT’s core, distinguishing, and marketable qualities that collectively establish our marketplace differentiation. |
| Brand Position: | How we want FIT to be considered within the context of the marketplace and our competitive set. |
| Brand Promise: | What FIT is committed to delivering, and the reason to believe in our brand. |
The FIT Mission

Why FIT exists: our purpose and what we do every day.
FIT prepares students for professional excellence in design and business through rigorous and adaptable academic programs, experiential learning, and innovative partnerships.

A premier public institution in New York City, FIT fosters creativity, career focus and a global perspective, and educates its students to embrace inclusiveness, sustainability and a sense of community.
The FIT Vision

A view of the future we are committed to achieving together.
FIT will be globally celebrated as the institution where students and faculty cross traditional disciplinary boundaries to stimulate innovation, partner with creative industries worldwide, and develop innovative design and business solutions.
Brand Heritage

The story of FIT.
The story of FIT is a quintessential one of American ingenuity. It begins in New York City in the 1940s, at a time when the fashion and apparel industry was faced with a declining number of qualified people to help run and carry on the business.

A group of industry members, led by an educator, Mortimer C. Ritter, and a retired menswear manufacturer, Max Meyer, set about to organize a school that would ensure the vitality of their companies.

Together they created a foundation, the Educational Foundation for the Apparel Industries, to promote education for the industry.
The founders eventually obtained a charter from the New York State Board of Regents to establish a “fashion institute of technology and design” in New York City. FIT opened in 1944 with 100 students in borrowed space located on the top two floors of the High School for Needle Trades.

FIT evolved into an AAS degree-granting community college of the State University of New York in 1951. By 1957, FIT was accredited and, in 1959, moved into its first real home – a nine-story building on Seventh Avenue.

FIT became the first community college in the U.S. to offer bachelor’s degree programs in 1975, followed by master’s degree offerings 10 years later.
Expanding on its legacies of creativity and innovation, FIT broadened its areas of study and expertise to include advertising, marketing communications, cosmetics and fragrance, film and media, fine arts and illustration, interior design, and toy design – all which require the same commitment to excellence as do the college’s renowned areas of study in the field of fashion.

Today, FIT is the American success story, an institution as renowned in Japan and Korea as it is in New York City. The campus serves more than 10,000 students, encompasses 10 buildings, and offers 48 majors leading to the AAS, BFA, BS, MA, MFA, and MPS degrees.
FIT locations in Italy, Korea, and Turkey offer students the chance to immerse themselves in the culture of these countries.

FIT infuses every career-centric major with a comprehensive liberal arts education, providing students with extraordinary opportunity and capacity to excel in their careers within the intensely competitive global marketplace.
Brand DNA

The “genetic code” that makes FIT singularly unique.
FIT BRAND ARCHITECTURE

Brand DNA

- **Fashion**
  - design, business, lifestyle, passion, expertise, incubator

- **Global**
  - reach, perspective, connections, marketplace, recognition

- **Creativity**
  - innovation, exploration, invention, collaboration

- **Value**
  - accessible, affordable, reputation, student enrichment

- **NYC**
  - culture, industry, dynamic, diverse

- **Pioneering**
  - industry advisors, agile curriculum, heritage, progressive, entrepreneurial

- **Educational Experience**
  - faculty of professionals and scholars, theory and practice, rigor, experiential learning
Brand Evolution

Achieving the FIT vision will require an evolution from how we are currently perceived, to how we aspire to be viewed.
<table>
<thead>
<tr>
<th>Current Perception</th>
<th>Desired Perception</th>
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<tbody>
<tr>
<td>Capable, safe, and reputable</td>
<td>Educational authority for the creative economy</td>
</tr>
<tr>
<td>College for traditional fashion-focused careers</td>
<td>The best comprehensive educational institution leading to careers in the creative industries</td>
</tr>
<tr>
<td>Public? Private?</td>
<td>FIT is a college of the State University of New York</td>
</tr>
<tr>
<td>Traditional and conservative</td>
<td>Innovative, experimental, entrepreneurial, responsive</td>
</tr>
<tr>
<td>Practical, technical and hands-on</td>
<td>Visionary, creative, and experiential, offering real-world solutions</td>
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<tr>
<td>Mid-level industry connections</td>
<td>Industry connections/networking at all levels</td>
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<tr>
<td>Narrow educational experience</td>
<td>Interdisciplinary, integrated, and collaborative</td>
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<td>Solid, well-educated, professional contributors to the fashion industry</td>
<td>The leading community of visionary intellectuals for the creative industries</td>
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Competitive Set

By identifying the college’s competitive set, we will clarify our understanding of FIT’s points of marketplace differentiation – and how FIT stands out.
• Identify direct competitors for effective competitive edge
  
  — To ensure effective recruiting, marketing, and communication strategies for the institution
  
  — To support the value proposition of each school
## FIT BRAND ARCHITECTURE

### Competitive Set

<table>
<thead>
<tr>
<th>Parsons The New School for Design</th>
<th>Pratt Institute</th>
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<td>School of Visual Arts</td>
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<td>Rhode Island School of Design</td>
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<td>Savannah College of Art and Design</td>
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<td>NYU and others</td>
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### Identify direct competitors for effective competitive edge
- To ensure effective recruiting, marketing, and communication strategies for the institution.
- To support the value proposition of each school.

### Identify other institutional models as aspirational competitor(s)
- For effective inspiration toward the new FIT vision.
Brand Attributes

FIT’s core, distinguishing, and marketable qualities that collectively, establish our marketplace differentiation.
1. Superior Faculty of Practitioners and Scholars
2. Student Success
3. Pioneering Curriculum
4. Unique Environment
5. Global Reputation
1. Superior Faculty of Practitioners and Scholars

- Faculty bring high-level industry experience to the classroom from careers as corporate executives, entrepreneurs, consultants, artists, designers, researchers, and authors.

- Faculty is comprised of experts with practical and academic experience, consulting and presenting globally.
2. Student Success

- FIT’s job placement rate for students holding bachelor’s degrees is 90%.*
- FIT’s graduation rate for associate-degree students is 74% within three years.
- According to PayScale, FIT alumni earn the highest mid-career salaries among graduates of colleges that offer associate degrees.

*Based on an 18% response rate to the 2013 alumni survey.

Clockwise from top: Michael Kors, Nina Garcia, Randy Fenoli, and Joe Zee
3. Pioneering Curriculum

- A curricular model founded on a pioneering partnership between academia and industry.
- Experiential, team-based learning across programs blending theory with industry practice is a hallmark of an FIT education.
- Academic experience is complemented by an array of 35 major-related clubs, 23 cultural and special interest clubs, and 15 sports teams.
4. Unique Environment

- The Museum at FIT is the only museum in New York City devoted to the art of fashion and is in the 5% of national museums accredited by the American Alliance of Museums.

- The Gladys Marcus Library is a specialized facility that includes a special collection of unique and rare archives and holdings dedicated to the creative industries.

- Studios and labs, modeled on state-of-the-art professional facilities, include the toy lab, cosmetics and fragrance development studio, digital video studio, knitting lab, production management lab, and design research lighting lab.
5. Global Reputation

- More than 10% of FIT students are international. They represent over 70 countries and develop strong global alumni networks.

- FIT offers its own programs in Italy (Florence and Milan), Korea, and Turkey.
Brand Position

How we want FIT to be considered within the context of the marketplace and our competitive set.
For the next generation of global creative and business leaders, FIT provides multidisciplinary, experiential, and industry-inspired education in a nurturing and stimulating learning environment.

FIT embodies New York City’s dynamic spirit, empowering you to fulfill your unique potential, and preparing you for success in the creative industries.
Brand Promise

What FIT is committed to delivering, and the reason to believe in our brand.
Redefining Creativity