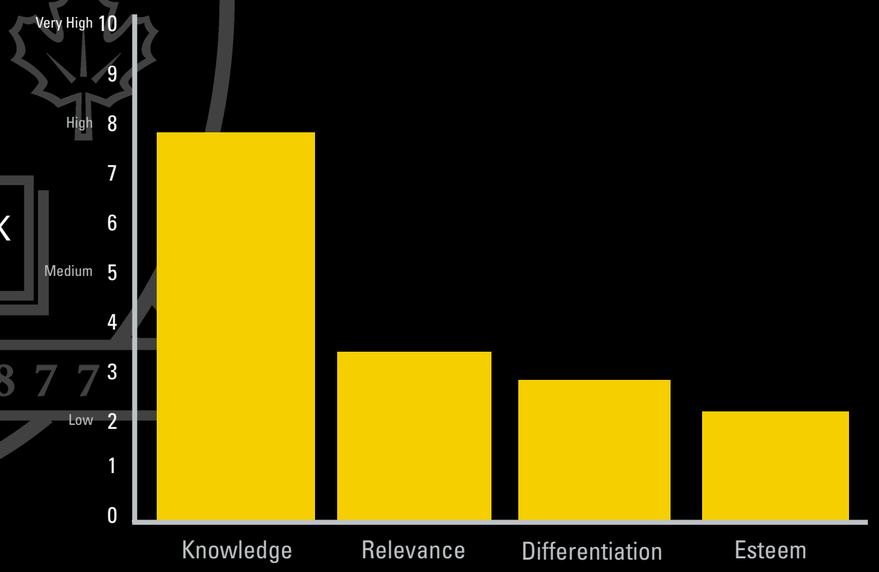
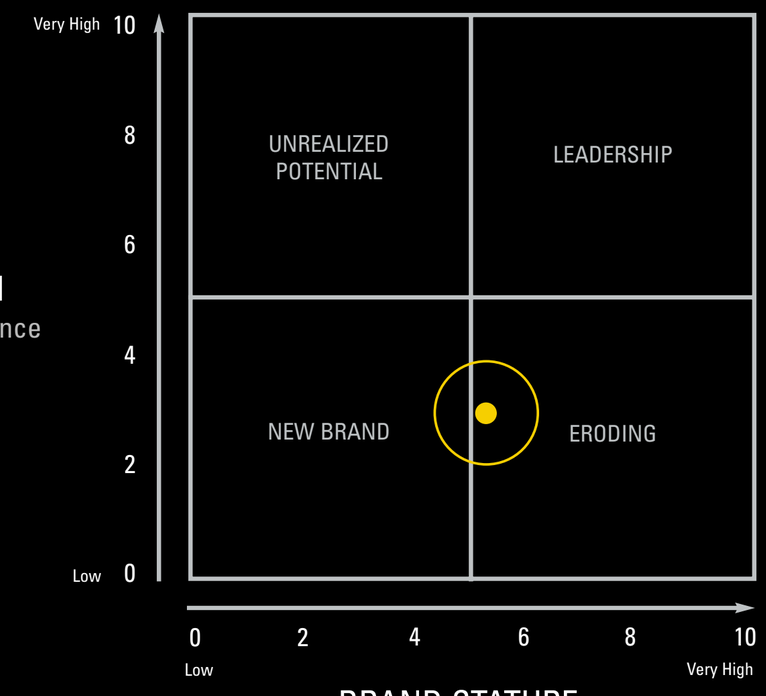
PILLARS OF THE BRAND
SUMMARY



PILLARS OF THE BRAND

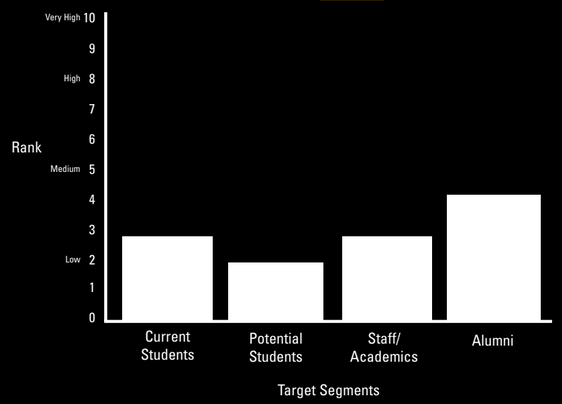
BRAND GRID

BRAND STRENGTH
Differentiation and Relevance

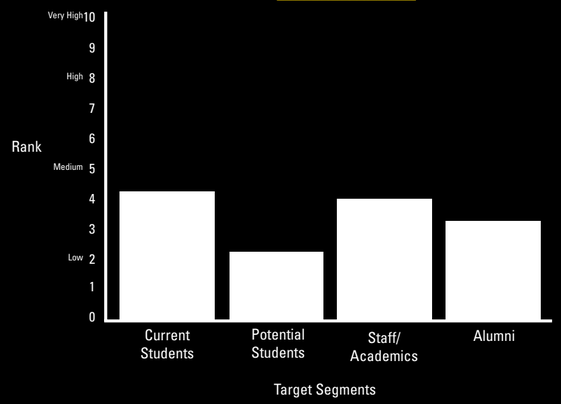


BRAND STATURE
Knowledge and Esteem

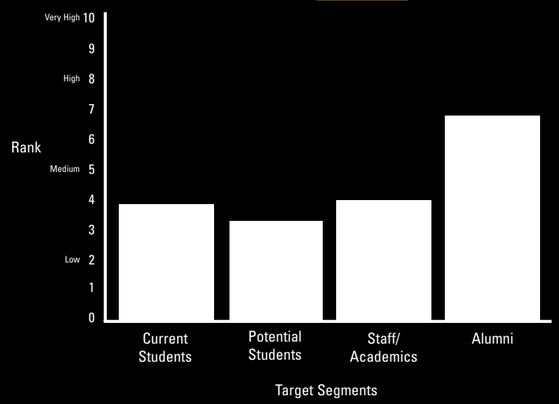
ESTEEM



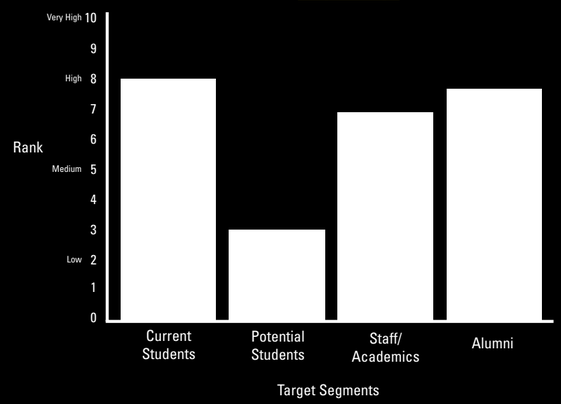
DIFFERENTIATION



RELEVANCE



KNOWLEDGE



Client:	University of Manitoba
Category:	Institutional Identity
Sample:	Brand Mapping
Design:	Clark Communications Inc.