



# FLEMING FORWARD

Annual Fund Campaign

Brand Identity & Initial Spring 2024 Assets/Applications

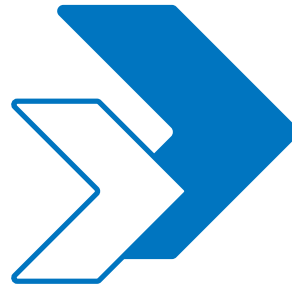


**FLEMING**

# Our Vision

## Introducing...

## The Fleming Forward Fund



The **Fleming Forward Fund (or Fleming Forward)** is our opportunity to ignite the passions of tomorrow's leaders, innovators and changemakers and launch them forward toward their extraordinary futures, contributing their ideas and impact to their careers and in our communities.

An ongoing annual fund program beginning with an initial launch and awareness campaign in spring 2024, Fleming Forward will nurture a stronger and more sustainable culture of philanthropy around the institution. It will re-energize Fleming's alumni and donors around the possibilities they can create through their support at every level while building greater awareness of the institution's stories, strengths, impact and vision for their future.

By establishing a distinct visual identity for Fleming Forward, one that is backed up by an accessible and comprehensive digital ecosystem of strong messaging, diverse storytelling and compelling appeals, Fleming can pave the way for a significant rise in engagement and philanthropic support at all levels.

**Through the visionary partnership and collaboration of Fleming College and PFS Communications, Fleming Forward will serve as the foundation for a new era of philanthropy—one that propels the College and its students towards a brighter, more impactful future.**

## In the pages that follow, you will discover:

- » An overview of the Fleming Forward brand building blocks and how to use them, including key messaging and any foundational visuals or graphics;
- » Initial draft concepts and content associated with the successful launch and mobilization of the spring 2024 campaign, including:
  - » A revised Giving to Fleming landing page (and associated pages and communications);
  - » A VIP preview announcing Fleming Forward to a targeted audience;
  - » A print postcard appeal to engage mail-only contactable alumni;
  - » An initial email activation, tailored by segment, for the Fleming Forward spring campaign;
  - » Sample images and templates to accompany the deliverables listed above (not including video content currently in production).

**NOTE:** All assets, concepts and copy referenced in this document can be found and further reviewed in the [Google Drive shared folder hosted by PFS Communications](#).





## Key Messaging

Whether for the program overall, generally for the institution, by need, by fundraising priority or by target audience, key messaging is critical to the consistent application of the vision for the Fleming Forward Fund.

The following messaging has been categorized by use case to equip team members and guide them when creating content for Fleming Forward. While the content here does not need to be applied directly as written, the narrative concept it reflects should be referenced, upheld and even built upon at all opportunities.

In addition, it is important to note that, while this messaging will serve as the foundation for this and all future Fleming Forward campaigns, it will also to evolve as the institution's needs change and how we can best reach our audiences shifts with sentiment, donor uptake and past campaign performance.

## ► Fleming Forward

- » **Program Name:** The Fleming Forward Fund
- » **Program Name (Shortform):** Fleming Forward
- » **Program Tagline (Primary):** Moving the future forward.
- » **Program Tagline (Alternate 1):** Moving the future... forward.
- » **Program Tagline (Alternate 2):** Moving Fleming forward.
- » **Program Tagline (Alternate 3):** Moving Fleming forward into the future.
- » Other foundational program messaging:
  - » From our campuses and classrooms directly into workplaces and communities locally and across Canada.
  - » From \_\_\_\_\_ to \_\_\_\_\_ (for specific student or alumni stories, i.e., "From the simulation lab to the patient's bedside").
  - » Fleming is moving me/us/the future forward by... (for specific student, alumni or institutional stories, i.e., "Fleming is moving me forward by providing me with the financial support needed to continue my studies.")



## ➤ General Fundraising

- » For nearly 60 years, Fleming College has been a cornerstone of innovation, creativity, academic excellence and real-world career training, empowering students and alumni to thrive, excel and make a positive and lasting difference on the social, economic and cultural fabric of our communities.
- » Philanthropy has played—and continues to play—a vital role in the Fleming story, with generous contributions from our supporters helping to shape how we enrich the student experience, advance academic, experiential and career excellence, and foster meaningful community engagement.
- » The Fleming Forward Fund is a new opportunity to not only sustain this legacy, but to build upon it further by enabling generous donors to provide a reliable source of sustainable funding that will allow the institution to remain responsive and flexible to new opportunities.

## ➤ The Need

- » The world is changing—as are the skills that students will need to meet the demands of an ever-evolving, technology- and innovation- driven job market, to make a difference in the most in-demand careers of today and tomorrow, and to do their part to build better communities and support our most vulnerable along the way.
- » Fleming is relied upon by countless industries—from the skilled trades to healthcare and beyond—to provide a vital and sustainable talent pipeline, feeding the workforces of local businesses and top industry employers while helping close the biggest skills gaps threatening the economic and social prosperity of our province.
- » As inflation rises and with many people still struggling in a post-pandemic world, Fleming must be ready and willing to create an educational environment where every student feels supported in pursuing their passions and moving forward into the successful careers of their choosing.



## ➤ Call to Action

- » **Primary CTA:** Join the/our movement
- » **Primary CTA (Alternate):** Join the/our movement to move the future forward at Fleming College
- » **Non-Appeal CTAs:** Discover how Fleming is moving the future forward...
  - » ...for our students.
  - » ...for our communities.
  - » ...for our local communities and across Canada.
  - » ...for countless careers.
  - » ...for a changing job market.
  - » ...to close the most in-demand skills gaps.
  - » ...for a brighter future.
- » **Appeal CTAs:**
  - » Donate now and help move our future forward.
  - » Support the Fleming Forward Fund.



## ► By Audience

### Alumni

- » As valued members of the Fleming community, the annual fund is an opportunity for you—as a proud alumni—to give back to your alma mater and pay it forward for future generations of graduates like you who are ready to embark on their own journeys.
- » A donation to the annual fund will ensure that the alumni who follow in your footsteps are able to take advantage of the same opportunities that you once did, while distinguishing you as an even more active contributor to our economy, society and Fleming's enduring legacy of impact.

### Donors

- » Donors play one of the single, most important roles in advancing our mission and ensuring student and alumni prosperity, providing much-needed financial support to help us realize our vision for the Fleming of the future.
- » Whether past, present or future, your generous contributions directly impact the lives of our students, fostering a vibrant, world-class learning environment and empowering future generations of leaders, innovators, and changemakers.

## ► The Impact

- » Your support for the annual fund will enable the student support, state-of-the-art technology and infrastructure, cutting-edge, industry-aligned programs, and hands-on, experiential learning opportunities that impact students through every aspect of the Fleming experience—from our campuses and classrooms into workplaces and communities.
- » By joining our movement, you can keep our students competitive as they launch into their journeys as alumni and prepare them for success in an ever-evolving world and a rapidly changing and uncertain labour market, where job roles are evolving, employer needs are intensifying and new skills are required.
- » Fleming Forward ensures our campuses, facilities and curriculum remain up to par, ahead of the pack and at pace with a changing landscape, while enabling Fleming to serve as a welcoming, inclusive and progressive environment for all.
- » Through support to create awards, scholarships, bursaries and other forms of student financial assistance, mobilize program innovation and development, and enable student supports and healthy communities—both on and off campus—you are investing in the future for generations of tomorrow's leaders, innovators and changemakers.
- » Whether as an alumni, student, faculty, staff, or community member, you have an important part to play in sustaining Fleming's mission—and together, we have the power to create a lasting impact for Fleming graduates as they embark on their careers and endeavor to find success.
- » Your support will help move Fleming College towards a brighter future for us all, where our students have what is needed to build better lives, better communities and a better world.



## ► By Fundraising Priority

### **Student Financial Assistance**

- » Fleming students are determined, resilient, and set to meet the needs of an evolving job-market and ever-changing world.
- » By supporting Student Financial Assistance, you are creating opportunities for talented students to access Fleming's quality education, and therefore pursue successful careers, regardless of their financial circumstances or other challenges.
- » Your generous gift will help open doors for underserved or otherwise vulnerable students who would otherwise not be able to attend Fleming College or achieve a postsecondary education.
- » Through awards, scholarships, bursaries or other forms of students financial assistance, you will not only recognize our students' extraordinary potential, but you will alleviate financial burdens and set them on course towards their bright futures.

### **Program Innovation & Development**

- » Fleming's innovative and future-ready programs are designed to be responsive to the changing demands of the labour market and are equipping students to build better communities and a better world.
- » By supporting Program Innovation & Development, you are equipping students with the contemporary programs and state-of-the-art tools, infrastructure, equipment and learning opportunities needed to be job-ready from day one, while also enabling Fleming to remain adaptable to the challenges that lie ahead.
- » As you support the evolution and enrichment of our current programs, as well as the development of new, responsive programs, your generosity will open opportunities for new partnerships with corporations, community organizations and industry leaders that will further set the Fleming experience apart.

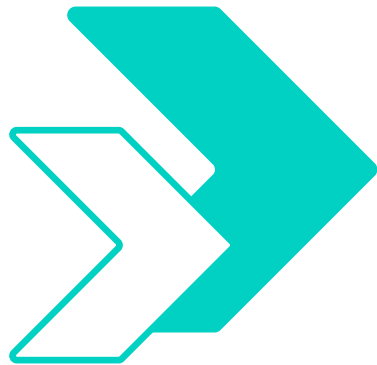
### **Student Supports & Healthy Communities**

- » By supporting Student Supports & Healthy Communities, you are creating an environment at Fleming College where every student can thrive and feel like they belong and matter.
- » Our students benefit from caring adults, professionals and programs that offer support in and out of the classroom, both on and off-campus, and your gift ensures that these vital resources continue to make a meaningful difference in their lives.
- » Through programs and services that protect mental health and wellness, your gift will empower students to overcome insurmountable challenges, giving them the foundation they need to succeed in their personal, academic and professional journeys and become catalysts for positive change and impact in the communities where they will eventually live and work.



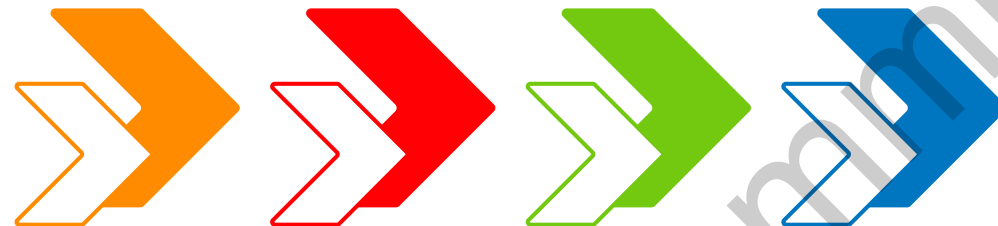
# Visual Treatment

## Logomark

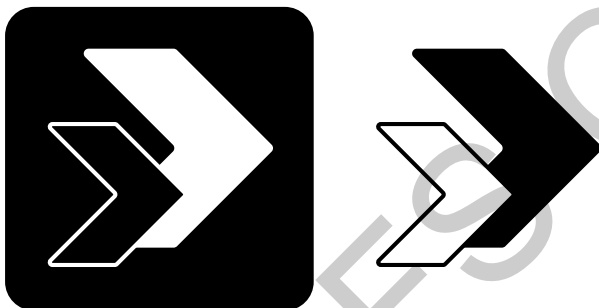


The Fleming Forward logomark comprises two chevrons always aiming towards the right. The smaller chevron represents the institution, where students arrive, ready to learn and level up their skills. The larger arrow, fully blocked out in colour, represents the immense potential and possibilities that students are equipped to achieve as they set out on their journeys as alumni and forward into their prosperous careers and futures.

**Together, the chevrons represent both where our students start and where they are going.**



The logomark can be varied by altering the colour of both chevrons (see right for examples).



In addition to the colour versions, black and white versions are also available for use as needed for accessibility purposes (depending on the background it is applied to).

[Click here to view all assets from pages 7-10 via the PFS Communications Google Drive shared folder.](#)

## Colours

To tie Fleming Forward to the institution's official brand, the standard secondary colours will be incorporated across the campaign (while the primary black colour will appear in a limited manner).

### SPARK TEAL

CMYK: 66 | 0 | 33 | 0  
RGB: 0 | 209 | 195  
HEX: 00D1C3

### PHOENIX ORANGE

CMYK: 0 | 55 | 100 | 0  
RGB: 255 | 140 | 0  
HEX: FF8C00

### HALIBURTON RED

CMYK: 0 | 100 | 100 | 0  
RGB: 255 | 0 | 5  
HEX: FF0005

### ECO GREEN

CMYK: 58 | 0 | 100 | 0  
RGB: 115 | 200 | 16  
HEX: 73C810

### HATCHERY BLUE

CMYK: 85 | 50 | 0 | 0  
RGB: 0 | 117 | 192  
HEX: 0075C0

### FLEMING BLACK

CMYK: 40 | 40 | 40 | 100  
RGB: 0 | 0 | 0  
HEX: 000000



# Visual Treatment

## Wordmark

The Fleming Forward wordmark is the primary identifier for all communications relating to or referencing the annual program (or its associated campaigns) anywhere the official name is required.

As a supplement to the greater Fleming brand and not a formal “brand” itself, there is built-in flexibility on how the Fleming Fund wordmark is formatted, with the placement and character of the logomark and text varying depending on the use case.

For example, as shown in the examples here, various colours have been applied to the logomark, while different positioning and even sizing have been applied to the text. The wordmark can also be used as text-only in instances where chevrons are already present (i.e. image overlays, see page 10).

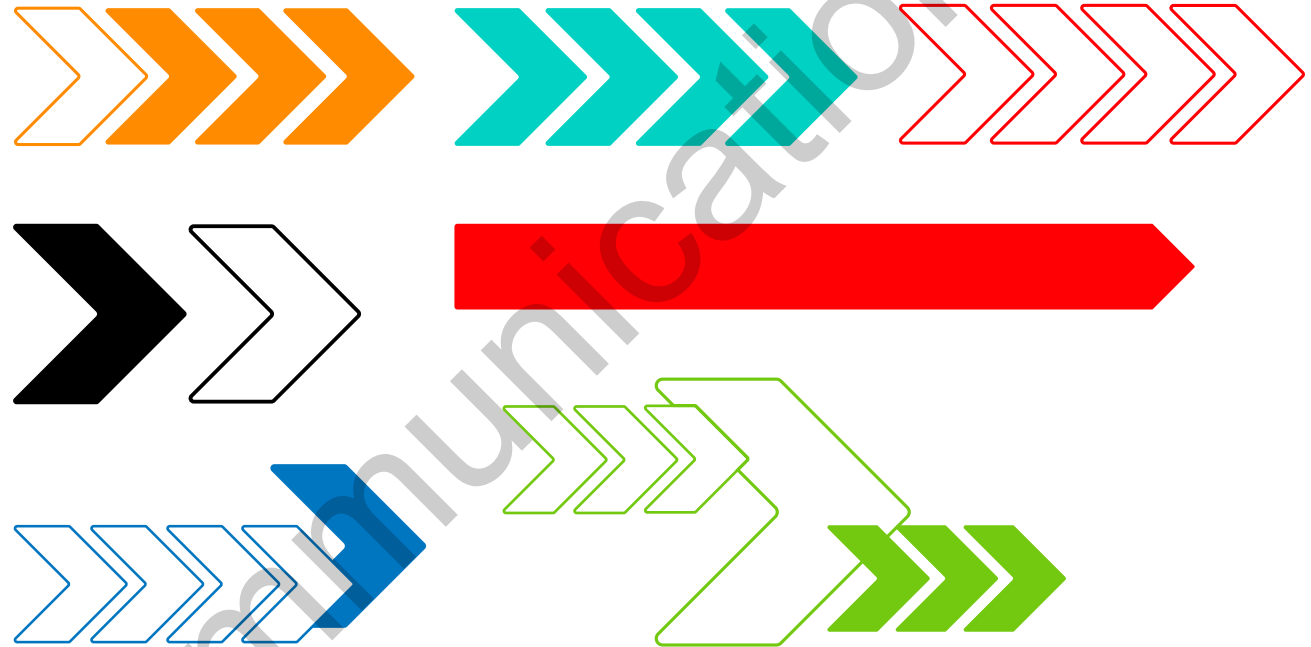




# Visual Treatment

## Additional Graphics

In addition to the Fleming Forward Fund's primary logomark and wordmark, several additional graphics (see right) have been created for use as needed throughout the campaign communications to complement the main primary identifiers and bolster awareness, recognition and uptake of the annual fund's visual identity.



In instances where the primary Fleming Forward wordmark might be redundant or repetitive, the tagline may be used in its place on its own or alongside one of the additional graphics (see right for examples).

**MOVING THE FUTURE  
FORWARD**



# Visual Treatment

## Image Overlays

To support the launch of the Fleming Forward Fund's spring campaign, [a catalogue of images with custom graphics](#) has been created and will continue to grow as the program evolves and expands over time.

By templating the photographs using standard image overlay graphics (i.e., long strings of chevrons, one filled and one unfilled), they are kept flexible to accommodate nearly any and every use case throughout the lifecycle of the annual fund.

Per the examples (see right), the overlays have been positioned behind the primary subjects of the photo to ensure they remain the central focus while still tying in Fleming Forward.

The images or graphics can be edited, adjusted or added to, depending on the use case. The colours used on the graphics can be alternated depending on the backgrounds, while different colours can also be used between the filled and unfilled versions.

In the shared catalogue, you will find a diverse and growing collection of photos in landscape, square and portrait format where possible (both as image files and in editable formats). This prepares the team to quickly mobilize pre-designed images via social media, as email headers and for other common uses.

The current photos are intended to serve as a foundation representing critical and recognizable areas of focus across the institution. That said, they are also meant to be graphic templates that can be quickly adapted to net new photos as others are identified or new campaign assets are created.



# Applications

## “Giving to Fleming” Website (Main Landing Page)

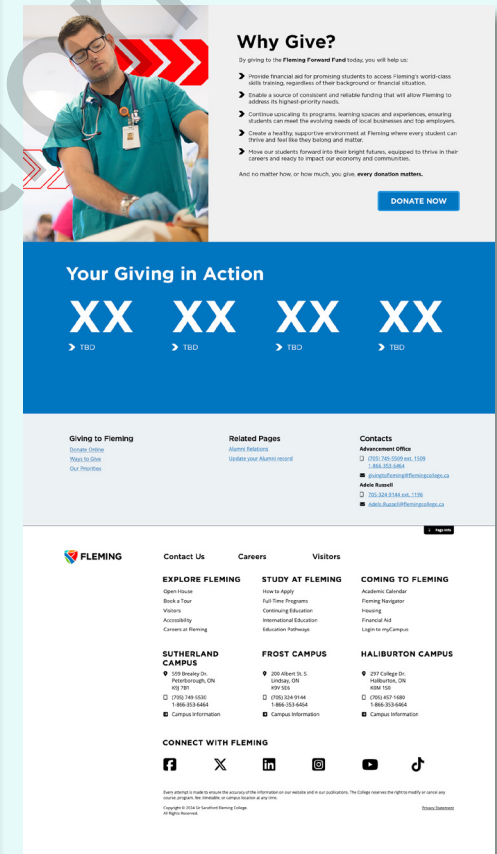
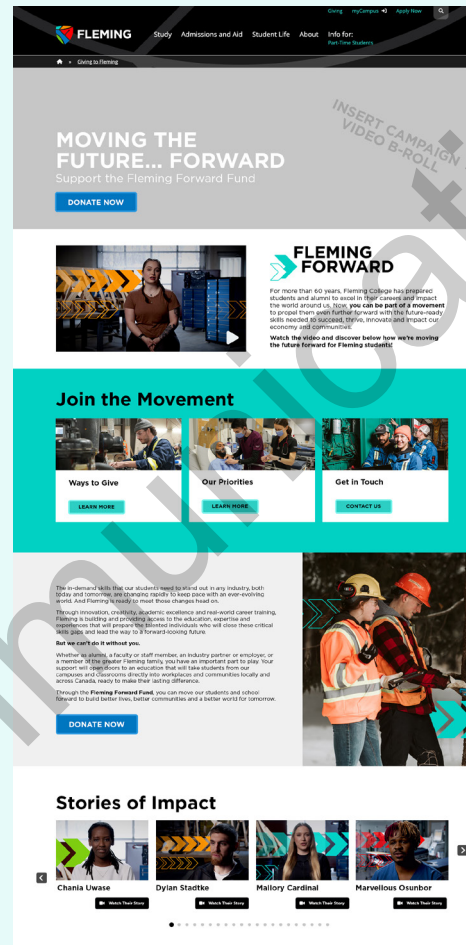
As a primary avenue for philanthropy, the Fleming Forward Fund requires a central, online hub to house all information and to serve as a consistent point of convergence for all audiences and calls-to-action.

With the launch of the new annual fund program, the existing “Giving to Fleming” website will be re-imagined to not only showcase the Fleming Forward brand identity, but to more effectively direct users to give back through impact storytelling, compelling content and a streamlined architecture. The new page will also provide a flexible, reliable and evolving vehicle where future campaign appeals (or even impact content) can easily be incorporated.

The new landing page will use vanity URLs to create a more recognizable and accessible experience—including the following (to be secured):

- » [www.flemingforward.ca](http://www.flemingforward.ca)
- » [www.flemingforwardfund.ca](http://www.flemingforwardfund.ca)
- » [www.movingthefutureforward.ca](http://www.movingthefutureforward.ca)

## MOCK-UP



[Click here to view the full website mock-up and copy via the PFS Communications Google Drive shared folder.](#)

# Applications

## “Giving to Fleming” Website (Additional Pages)

While the main “Giving to Fleming” landing page will be updated to reflect a more dynamic experience, it is also imperative that we maintain all vital fundraising information elsewhere on the site (both that which was previously housed there and new supplementary details developed as part of the new program).

As a result, two additional pages will be created as part of the overall “Giving to Fleming” architecture:

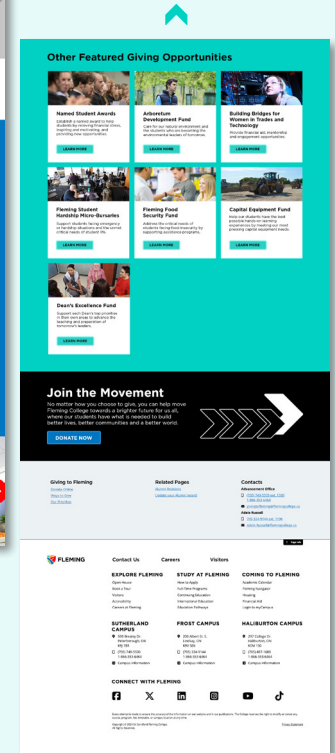
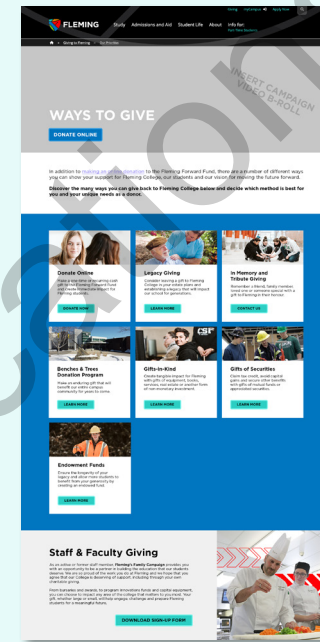
- » **Our Priorities:** An overview of the main fundraising priorities associated with the Fleming Forward to help donors better understand where their support will make an impact.
- » **Ways to Give:** An overview of the various methods by which donors can make a gift to Fleming College; while the main landing page and appeals will encourage donors to make online donations, we also want to ensure information about other methods or even designations that meet their unique motivations remain available to them.

## MOCK-UP

Our Priorities



Ways to Give



[Click here to view mock-ups and copy for the additional pages via the PFS Communications Google Drive shared folder.](#)

# Applications

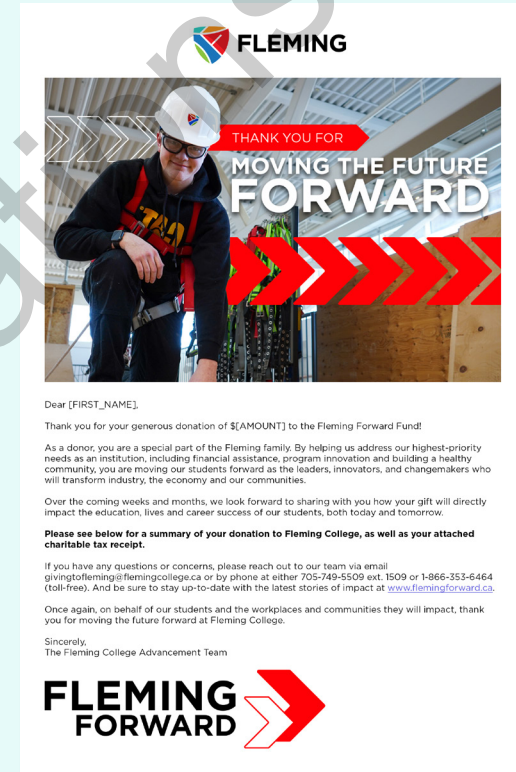
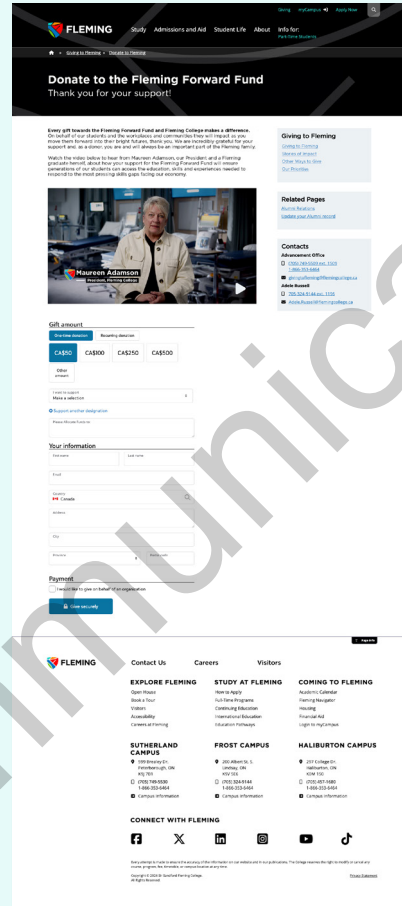
## “Giving to Fleming” Website (Donation Form + Autoresponder)

To align the giving experience with the launch of Fleming Forward and the evolution of the main landing page, the standard online donation form must also be updated.

The new version features introductory copy that directly references Fleming Forward, as well as incorporates a video with the institution’s President speaking on the importance of this annual fund and the donors who support it. The donation form itself will need to be updated to ensure the designations listed reflect the “Fleming Forward Fund.”

In addition, a new autoresponder message has been developed to accompany the donation form and better align with the featured Fleming Forward messaging elsewhere in our external communications.

## MOCK-UP



[Click here to view the donation form and autoresponder mock-up and copy via the PFS Communications Google Drive shared folder.](#)

# Applications

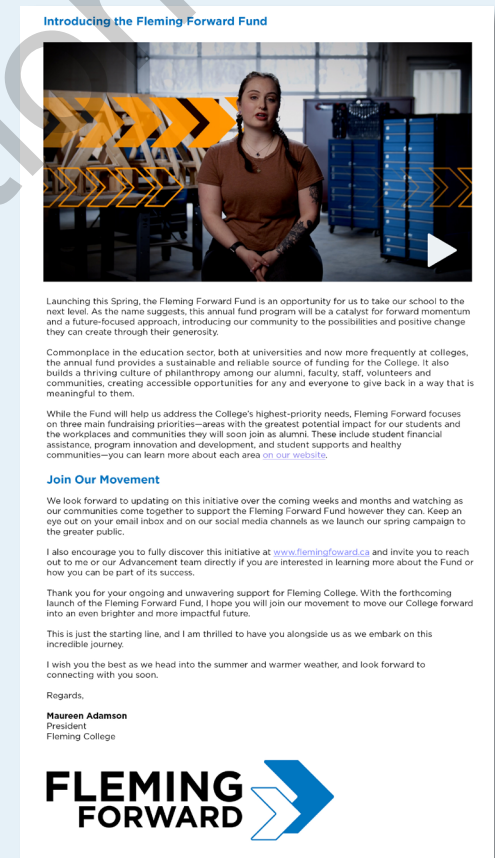
## VIP Preview Email

Written from the voice of the institution's President, the VIP Preview email is intended to introduce Fleming Forward and the revitalized Fleming College annual fund program to key "VIP" audiences—including Board members and volunteers, institutional leadership, major donors and prospects and prominent alumni.

By connecting with them first, before any public external launch or direct appeals are made, we can encourage their ongoing advocacy and participation in the annual fund (particularly where new opportunities may present themselves for fundraising partnerships or stakeholder profiles).

Given the profile of this audience and nature of this communication, more details have been provided here to ensure they feel as though they are being "brought into the fold." This is in contrast to the broader email activations, which can be more targeted on specific topics given the volume these audiences will receive.

## MOCK-UP



[Click here to view VIP preview mock-up and copy via the PFS Communications Google Drive shared folder.](#)

# Applications

## Postcard Appeal

With a sizable audience of alumni only contactable by mail, a direct mail appeal will be deployed to a highly limited group to coincide with the campaign's launch. Given that their only touchpoints for the upcoming spring campaign would be through mass digital communications only, this targeted approach would ensure they are made aware of this new campaign and help cultivate their awareness for future appeals.

A double-sided, 5"x7" Fleming Forward postcards have been designed, showcasing consistent key messaging and two primary calls-to-action:

- » A donation appeal for the Fleming Forward Fund;
- » A push to update content information (particularly email addresses) in order to remain involved in the alumni community and be folded into future activations.

## MOCK-UP



[Click here to view postcard appeal mock-up via the PFS Communications Google Drive shared folder.](#)



# Applications

## Email Activation #1 (Primary Outreach)

As the first direct Fleming Forward communication, this email activation will introduce the general public to the annual fund and be the very first direct appeal made to prospective donors.

Written from the voice of the institution's President, this activation features segmentation for alumni, existing donors, alumni donors and the general community, with variable copy for each (while maintaining the same overall narrative). The core element of this email is the Fleming Forward campaign video, positioned "above the fold" to ensure users interact with it first, with a written appeal and calls-to-action following below (leading to both the landing page and donation form).

To guide strategy and continuous improvement for the forthcoming follow-up outreach and subsequent email activations (and other deliverables), it is critical to assess the performance of this initial outreach. This includes how the audiences interact with video content versus copy, which call-to-action performs better and any additional feedback received following deployment.

## MOCK-UP

**FLEMING**

Dear [SALUTATION] [FIRST\_NAME] [LAST\_NAME],

As a fellow graduate like myself, you know the amazing possibilities that come with a Fleming education. No matter when you graduated or from which program, you'll remember the skills you learned here, the connections you made and how your education has taken you from our campuses and classrooms directly into workplaces and communities across Canada.

And in the video above, you'll hear from students and other alumni just like you and I whose amazing futures also started here, as well as industry partners and employers who rely on Fleming-trained professionals to bring their businesses and impact to even greater heights.

Now, more than 60 years into our journey as a trusted destination for innovation, creativity, academic excellence and real-world skills training, Fleming College finds itself at the starting line of the next chapter in our story—one that will move the future forward for our students, school, communities and a rapidly changing job market.

**Introducing... the Fleming Forward Fund.**

Fleming Forward is a new opportunity that will launch incredible journeys for our students, today and tomorrow. Through the support of our community, including generous alumni like yourself and your classmates, we will propel our next generation of alumni toward their successful futures in the most in-demand careers.

**But how exactly does your support help move the future forward?** From creating scholarships, awards, bursaries and other much-needed forms of financial aid to evolving our programs, technology and real-world skills training to meet the needs of local businesses and top employers, your donation will make a difference to students from all backgrounds pursuing any and every possible career path.

[Click here to move Fleming Forward](#)

**We can't do it without you.** Like the students in our video mentioned, donor support has always played an important role in the Fleming story. Your generosity will open doors to a one-of-a-kind, world-class education that will prepare the highly skilled and future-ready leaders, changemakers and innovators who will follow in your footsteps to make their own lasting difference.

Learn about Fleming Forward and discover more stories from students and alumni impacted by donor support at [www.flemingforward.ca](http://www.flemingforward.ca).

Thank you for your ongoing and unwavering support for Fleming College. I hope you will join us in giving back to your alma mater and moving the future forward for generations of graduates like you as they embark on their own journeys.

Sincerely,  
**Maureen Adamson**  
President  
Fleming College

**FLEMING FORWARD**

[Click here to view email activation mock-up and copy via the PFS Communications Google Drive shared folder.](#)





# Next Steps

## Required for Initial Assets

- » Review [all provided assets and applications provided in this initial delivery](#) and provide any questions, concerns or feedback to PFS Communications for finalization and support with mobilization.
- » Confirm if it's possible to secure vanity URLs (referenced on page 11) in-house or if PFS Communications can source as part of final production.
- » Confirm if QR codes referenced in postcard appeal (referenced on page 15) are able to be created in-house or if PFS Communications can source as part of final production.
- » Confirm possible donor impact metrics that can be included on the revised Giving to Fleming landing page (referenced on page 11).
- » Confirm format of donation form autoresponder (referenced on page 13) to ensure draft copy reflects actual donor experience (i.e., does this email typically include the charitable giving receipt or a summary of the gift?).
- » Confirm if there are any other thematic areas you would like to see reflected in the initial image catalogue referenced on page 10.

## Upcoming Content to Review

- » PFS Communications will deliver the following subsequent assets and applications to the Fleming team for review on or prior to Monday, April 29:
  - » Email Activation #1 (Follow-Up Email)
  - » Email Activation #2 (Initial Outreach & Follow-Up Email)
  - » Email Activation #3 (Initial Outreach & Follow-Up Email)
  - » Donor Thank-You Emails
  - » Social & Digital Content (including paid and sponsored content details)



**Thank you for the opportunity to bring your vision to life and to move Fleming Forward.**



*Prepared by PFS Communications*

**Phil Sach**

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