

COVID-19 Messaging and Use of Brand

March 22, 2020

BRAND GOAL

- Create cohesive branding that relays ULI's social and economic awareness regarding the COVID-19 outbreak
- Collect and distribute resources for internal marketers and District/National Councils to use to enhance communications regarding the outbreak
- Provide an image library that contains imagery sensitive to the ever-changing global situation
- Position ULI as the premier destination for thoughtful, relevant, experience-based information during times of uncertainty.

MESSAGING

MESSAGING

COVID-19/NEXT STEP ANNOUNCEMENTS

- ULI is here for you: Since 1936, our members' shared knowledge, networks, and experience have guided the real estate industry through times of uncertainty and change.
- In uncertain times, you can be certain that the innovations that will reshape the real estate industry for the better will come from ULI and its members.
- Find out what your peers are doing.
- Let us be your trusted source for _____.
- Sustaining thriving communities is at the heart of ULI's mission, and all of us have an important role to play in addressing global health and ensuring business continuity.
- ULI's members are shaping the industry response to COVID-19 and charting the path forward. Here's how:
- ULI is a trusted source for cutting-edge/cross-industry research.
- When it comes to tackling the spread of major infectious diseases, the real estate industry has an important role to play.
- The health and safety of our members and staff is ULI's highest priority.

From Ed Walter:

- In these unprecedented times, it is important to stop and reflect upon our role in the world and focus on how we can support our cities and communities. For over 80 years, ULI has been a source for best practices and impartial information, and a forum in which the real estate industry leaders can share ideas and experiences to help create and sustain thriving communities worldwide. Through countless market cycles, natural disasters, and unforeseen crises, ULI members have been there to help each other make sense of events and forge new strategies to adapt for the future. Our members have donated their time, talent, and resources to help our communities find solutions to their most challenging problems and rebuild stronger and more resiliently for tomorrow. And so it will be again in the weeks and months ahead.

MESSAGING

MEMBERSHIP

HEADER

ULI is here for you

BODY TEXT

- ULI members have immediate access to industry experts, timely information, and cutting-edge research essential for making informed decisions. Now more than ever. Find it at ULI.
- _____ matters. Now more than ever. Find it at ULI. (experience, cutting-edge research, connections, community).
- The best investment you can make in yourself is to stay connected and informed.
- Be the first to find out what's next.
- Members have exclusive access to a wide array of experience and a _____ of innovation..
- ULI members have shaped the development of cities through times of immense transition. Be a part of shaping what's next.
- For over 80 years, ULI members have helped each other through numerous economic cycles by sharing best practices, new ideas, and lessons learned.
- Some investments are always worth making. Membership in ULI is an investment in yourself.
- Own your career journey. We are developing more resources than ever for our members to understand, stay ahead of, and adapt to rapid changes in the technology, tools, and ways in which real estate works in today's world.
- ULI is uniquely positioned to bring you trends and lessons learned from real estate industry leaders across the globe and to connect you with experts in different markets to hear what they are thinking and what's next.
- ULI is a trusted source for the latest thinking from experts across the globe, and we deliver that content to our members in a range of formats suited to your business needs.

MESSAGING

EVENTS

- Though in-person events are postponed, ULI has a wealth of resources available to guide you and your business. Join us for webinars and online courses, read the latest in *Urban Land* online and in print, and use Knowledge Finder to discover reports, case studies, and other tools to keep you ahead of the curve.
- As a precautionary measure, we are postponing/canceling...
OR
In keeping with health guidelines, we are postponing/canceling...
- ULI is working to deliver ever-more valuable content online.

MESSAGING

WEBINARS

- Connect with global experts
- Get insights from industry leaders
- Seasoned experts will share...
- Engage in frank discussions
- Continue your learning with minimal interruption
- (on-demand programs) Hone your skills on your schedule
- Take advantage of online learning opportunities
- More online learning options than ever before
- Expertise from across the globe (for webinars outside your region)
- Be ready for what's next
- We haven't stopped learning, and neither should you
- Prepare yourself to succeed in a shifting landscape
- Fresh insights from industry leaders
- Online, on your schedule (on demand)

If you have any questions about how to position and market your virtual programs, please contact Trey Davis.

MESSAGING

WHERE TO LEARN MORE

READY-TO-USE COPY: MEMBERS – KNOWLEDGE FINDER

- COVID-19 and the subsequent economic implications are unprecedented. In these extraordinary times, **Knowledge Finder** provides the latest research and best practices on the topics that matter most to the real estate development industry. From building management and tenant safety to leadership strategies and long-term financial planning, ULI members can find actionable information for better decision making all in one place.
- Stay in the know. Find this **[content title hyperlinked]** and explore ULI’s latest research and best practices on **Knowledge Finder**.
- These are unprecedented times. Build your resilience in the face of crisis, by staying on top of best practices and lessons learned with on-demand access to this **[content title hyperlinked]** and the ever-expanding library of ULI content on **Knowledge Finder**.
- **Knowledge Finder** is the global resource of real estate development and financing trends and best practices. As a ULI member, It is where you can explore an expansive library of ULI content through a powerful, predictive search engine, offering you the knowledge you need to succeed. Anytime. Anywhere.

**Note: If communication is going to members only, please link to the content type’s unique URL on Knowledge Finder.*

READY-TO-USE COPY: NONMEMBERS – KNOWLEDGE FINDER

- Stay on top of the latest information and insights from industry leaders during these unprecedented times. From webinars and reading lists to books and reports, ULI has compiled the key resources and cutting-edge research you need to succeed on **Knowledge Finder**.

Note: If communication is going to a wider audience, a link should be made to the content type located outside of Knowledge Finder. When this is the case, please include the following phrasing: “ULI members can find this and explore an expansive library of ULI content on Knowledge Finder.**”*

MESSAGING

KNOWLEDGE FINDER INFO TO BE SHARED

WHAT IS KNOWLEDGE FINDER?

- **Knowledge Finder** is the global resource of real estate development and financing trends and best practices. It is where members can explore an expansive library of ULI content through a powerful, predictive search engine, offering the knowledge you need to succeed. Anytime. Anywhere.

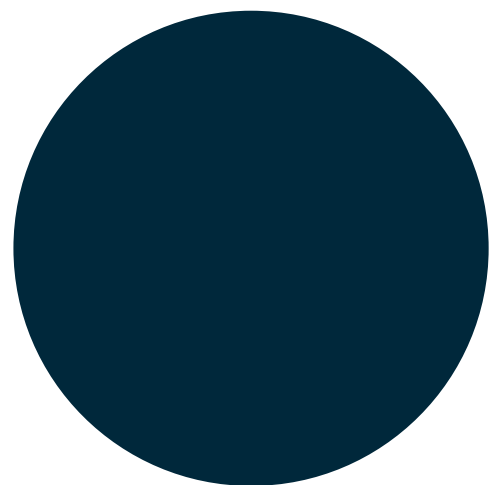
WHERE DO WE TALK ABOUT KNOWLEDGE FINDER?

- On all channels, through ULI websites, in member communications, during membership committee meetings, and in email campaigns, social and print advertisements, and more! Channel outreach can include member-only and mixed-audience communication.

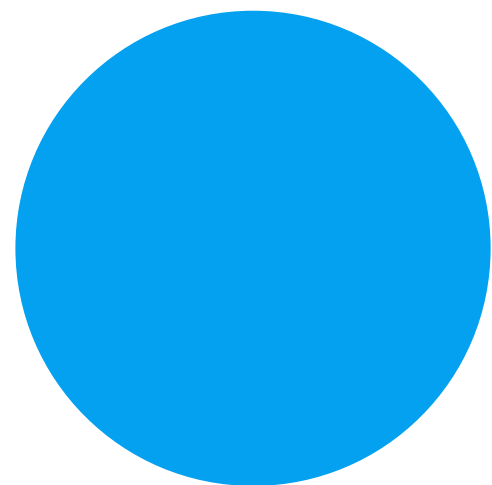
**Note: If communication is going to members only, please link to the content type's unique URL on Knowledge Finder.*

COLOR PALETTE

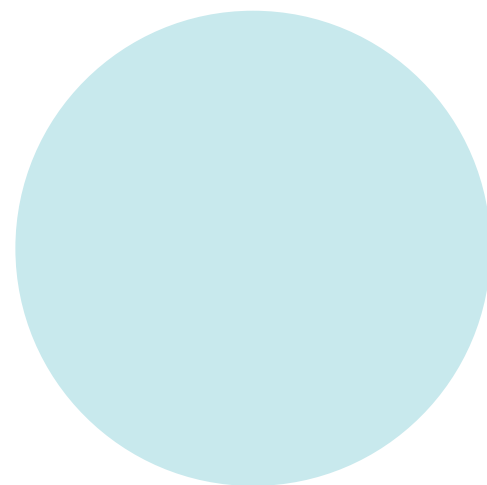
COLOR PALETTE



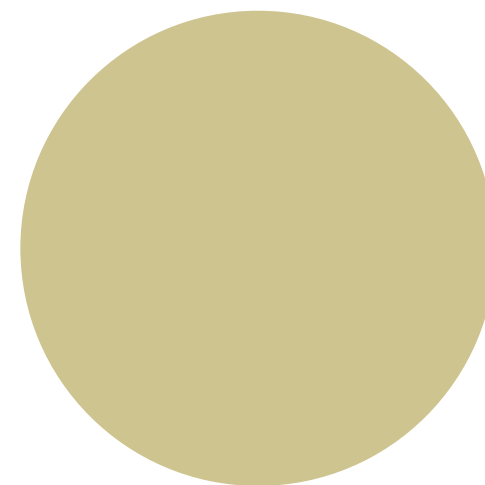
R=0 G=40 B=59
#00273A



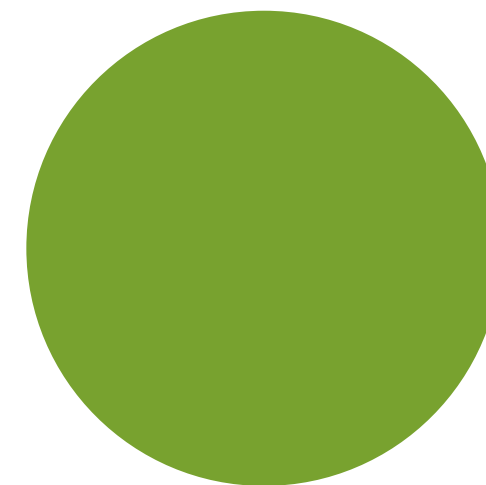
R=3 G=160 B=240
#03A1F0



R=200 G=233 B=237
#C8E9ED



R=206 G=196 B=143
#CDC48E



R=120 G=162 B=47
#78A22F

ILLUSTRATION

ILLUSTRATION

The illustrations below best display **WEBINARS, TELEWORKING, AND VIRTUAL MEETINGS**. Please see the **RESOURCES SECTION** to download the full illustration library.



A



B



C



D



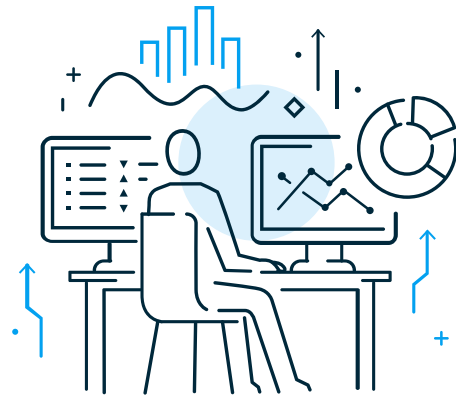
E



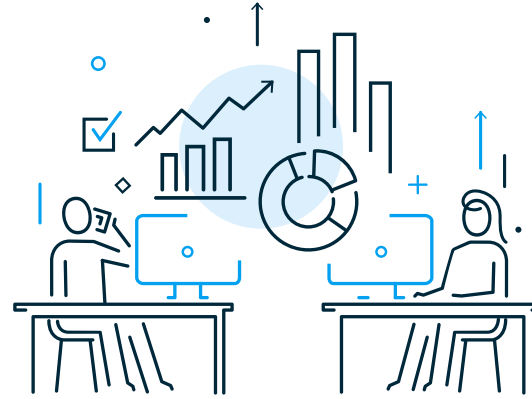
F

ILLUSTRATION

The illustrations below best display **ECONOMIC FORECASTING AND FINANCIAL ANALYSIS**. Please see the **RESOURCES SECTION** to download the full illustration library.



A



B



C



D



E



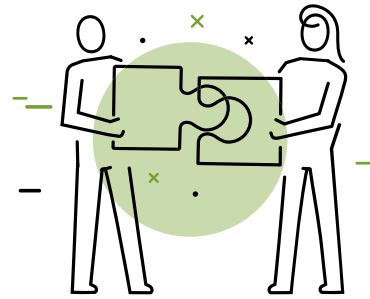
F

ILLUSTRATION – POST COVID-19 MARKETING

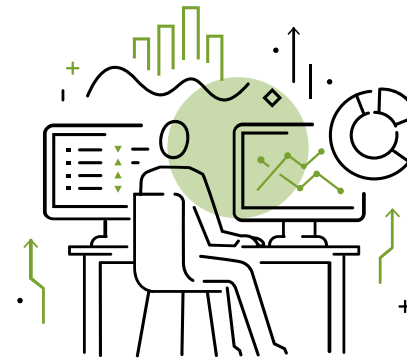
The illustrations below best display **ECONOMIC FORECASTING AND FINANCIAL ANALYSIS**.
Please see the **RESOURCES SECTION** to download the full illustration library.



A



B



C



D



E



F



G



H

These illustrations should only be used in **POST COVID-19 MARKETING.

ILLUSTRATION

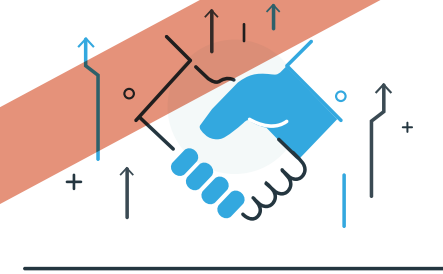
The illustrations below are examples of imagery that **SHOULD NOT** be used in COVID-19 related communications.



WHY NOT? This illustration shows people shaking hands and interacting in close proximity to one another. Professionals should be working from home as much as possible.



WHY NOT? This illustration shows people interacting in an in-person meeting. Professionals should be working from home as much as possible.



WHY NOT? This illustration shows people shaking hands. Professionals should avoid person-to-person contact and be working from home as much as possible.



WHY NOT? Though this photo does show virtual conferences, the people in the room are too close to one another and not practicing social distancing.

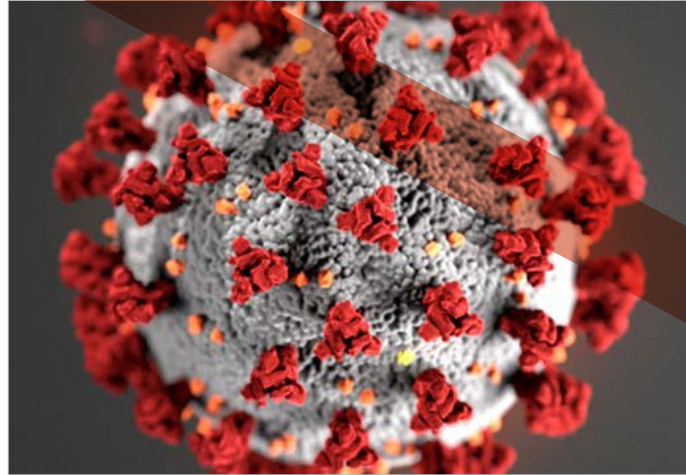


WHY NOT? ULI is not a medical organization and is not publishing content relevant to medical professionals. As such, medical professionals should not be pictured.



WHY NOT? This illustration is not in style. Illustrations outside of the style guide should not be used.

PHOTOGRAPHY SHOULD NOT BE USED IN COVID-19 RELATED COMMUNICATIONS.



WHY NOT? ULI is not a medical organization and is not publishing content relevant to medical professionals. As such, the coronavirus should not be pictured in marketing materials.



WHY NOT? This image shows plunging stocks, creating an alarmist message.



WHY NOT? This photo shows a large crowd, with people in close proximity to one another. They are not practicing social distancing, and the image also appears blurry.



WHY NOT? Though this photo does show virtual conferences, the people in the room are too close to one another and not practicing social distancing.



WHY NOT? This photo shows people interacting in an in-person meeting. Professionals should be working from home as much as possible.



WHY NOT? Though it is important to show economic forecasting and financial analysis, person-to-person contact should be limited.




PULL THROUGH

EMAIL — WEBINARS

Please see the **RESOURCES SECTION** for assistance with email.

ULI approved email header

ULI Urban Land Institute

Share   

full width illustration



headline

Slowing the Spread of COVID-19: Social Distancing and Buildings

webinar date, time, and time zone

March 24, 2020 | 1:00–2:15 pm EDT | Webinar

descriptive body copy




Governments around the world are racing to control the spread of the coronavirus. Essential steps to help slow the spread of this pandemic include careful hand-washing and urgent and comprehensive "social distancing" to minimize all unnecessary interpersonal contact. Slowing the transmission of COVID-19 provides additional time to those who are on the front lines of the battle against the disease and helps "flatten the curve" of the outbreak; during a pandemic, time is a precious and life-saving gift. Building management and operational strategies can support and complement comprehensive social distancing measures. In this webinar, hear from experts in infectious disease, healthy buildings, and pandemic planning.

call to action

[REGISTER NOW](#)

ULI approved email header

ULI Urban Land Institute

Share   

FREE WEBINAR


webinar date, time, and time zone

0 MONTH 2020 | 00:00 AM EDT

webinar title

Navigating a Downturn

side illustration treatment



descriptive body copy

Governments around the world are racing to control the spread of the coronavirus. Essential steps to help slow the spread of this pandemic include careful hand-washing and urgent and comprehensive "social distancing" to minimize all unnecessary interpersonal contact. Slowing the transmission of COVID-19 provides additional time to those who are on the front lines of the battle against the disease and helps "flatten the curve" of the outbreak; during a pandemic, time is a precious and life-saving gift. Building management and operational strategies can support and complement comprehensive social distancing measures. In this webinar, hear from experts in infectious disease, healthy buildings, and pandemic planning.

call to action

[REGISTER NOW](#)

EMAIL – WEBINARS

Please see the **RESOURCES SECTION** for assistance with email.

ULI approved email header

headline




webinar title

webinar date, time, and time zone

in-copy illustration

descriptive body copy


call to action

ULI Urban Land Institute Share   

IS YOUR BUILDING READY TO HELP SLOW THE SPREAD OF COVID-19?

Slowing the Spread of COVID-19: Social Distancing and Buildings

March 24, 2020 | 1:00–2:15 pm EDT | Webinar



Governments around the world are racing to control the spread of the coronavirus. Essential steps to help slow the spread of this pandemic include careful hand-washing and urgent and comprehensive "social distancing" to minimize all unnecessary interpersonal contact. Slowing the transmission of COVID-19 provides additional time to those who are on the front lines of the battle against the disease and helps "flatten the curve" of the outbreak; during a pandemic, time is a precious and life-saving gift. Building management and operational strategies can support and complement comprehensive social distancing measures. In this webinar, hear from experts in infectious disease, healthy buildings, and pandemic planning.

REGISTER NOW

EMAIL – COVID-19 ANNOUNCEMENT

Please see the **RESOURCES SECTION** for assistance with email.

ULI approved email header



headline

illustration

descriptive body copy

call to action

ULI Urban Land Institute

Share   

**COVID-19
RESOURCES
FOR YOU**

As the world responds to COVID-19, your health and wellness are a top priority and we want to offer support to those affected by or concerned with Coronavirus. We've compiled a number of resources to support employees that may be experiencing anxiety as they navigate recent changes in our respective cities as well as in adjusting to working at home, staying connected during this time of social distancing, and staying informed on updates regarding COVID-19. The link below provides resources include articles, webinars, trainings, and information.

Learn more by visiting ULI's COVID-19 Resources for you page.

LEARN MORE

While leadership continues to take steps in each region to protect everyone, we continue to ask that everyone embrace the opportunity to support and help each other as one team.

SOCIAL MEDIA – WEBINARS

Please see the **RESOURCES SECTION** for assistance with social media.

ULI social media handle

descriptive caption

link to webinar

no use of illustration on a dark background

webinar title

webinar date, time, and time zone

call to action button

Urban Land Institute
4 hrs · 🌐

With America's aging population and a wave of urgent care centers popping up in recent years, medical office space has been one of the safer bets for real estate investors and landlords in many markets.

<http://on.uli.org/anpR50yOQFU>

FREE WEBINAR

Social Distancing and Mental Health

March 31, 2020

Learn More

URBANLAND.ULI.ORG
Considering the Potential for Telehealth to Reshape Office Needs, Access for Underserved Areas - Urban Land Magazine

ULI social media handle

descriptive caption

link to webinar

webinar title

illustration side treatment

webinar date, time, and time zone

call to action button

Urban Land Institute
9 hrs · 🌐

Governments around the world are racing to control the spread of the coronavirus. Essential steps include careful hand-washing and urgent and comprehensive "social distancing" to minimize all unnecessary interpersonal contact. Slowing the transmission of COVID-19 provides additional time to those who are on the front lines of the battle against the disease and helps "flatten the curve" of the outbreak; during a pandemic, time is a precious and life saving gift. Building management and operational strategies can support and complement comprehensive social distancing measures. In this webinar, hear from experts in infectious disease, healthy buildings, and pandemic planning.

<http://on.uli.org/uPcO50yOOac>

FREE WEBINAR

Social Distancing and Mental Health

March 31, 2020

REGISTER NOW

AMERICAS.ULI.ORG
Public Health and Real Estate: The Role of Buildings in Preventing the Spread of COVID-19 - ULI Americas

The screenshot shows the Urban Land Institute website with a dark header and a blue navigation bar. The main content area has a light beige background. A dark teal box on the left contains the webinar title and description, with a green 'REGISTER' button. To the right is a line-art illustration of a handshake between a laptop and a smartphone, surrounded by various symbols.

Urban Land Institute

Member Directory Career Center Global Sign In

Americas Asia Pacific Europe Foundation Urban Land Magazine

About ULI Membership Councils Events Programs Research Publications Join ULI Connect Donate

Public Health and Real Estate: The Role of Buildings in Preventing the Spread of COVID-19

Join ULI thought leaders for a timely discussion on how buildings and their owners play a role in both the current situation and the future. This webinar will be open to anyone interested and you can register at no charge at the link below.

REGISTER

static background image

editable content

static background image

ULI Global Knowledge Finder Member Directory Navigator More... Donate Sign In JOIN ULI


ULI Urban Land Institute Sample Council About Events Get Involved Resources

Public Health and Real Estate: Resources

This section the Hero (1600x980) is utilized to feature your council's best content or event. It will link to a URL of your choice. >

PUBLIC HEALTH AND REAL ESTATE: RESOURCES
ULI has collected links to COVID resources relevant to those who own or manage real estate assets, and real estate-related

APPLY TO JOIN A TAP
Applications are being accepted on Navigator to participate in the various [Sample Council] Technical Assistance Panels (TAP)s. >



editable click-through content

static background image

1600x900

independent forums for discussion and debate about city building issues and best practices. ULI **[Sample Council]** carries forth that mission, while helping to shape a sustainable and thriving future for the 14 counties that comprise the **[Sample Council region]: Brevard; DeSoto; Hardee; Highlands; Lake; Levy; Marion; Okeechobee; Orange; Osceola; Polk; Seminole; Sumter; and Volusia**

UPCOMING EVENTS

FREE WEBINAR



Slowing the Spread of COVID-19: Social Distancing and Buildings

MARCH 24, 2020

Webinar: Slowing the Spread of COVID-19: Social Distancing and Buildings

🕒 1:00pm - 2:15pm EDT

📍 Webinar Link

The Role of Buildings in Preventing the Spread of COVID-19
Washington, DC 20036
UNITED STATES

[SEE ALL UPCOMING EVENTS >](#)

RESOURCES

RESOURCES – CONTENT

ADDING TIMELY COVID-19 & RELATED CONTENT TO KNOWLEDGE FINDER

- Please use the forms at the links below to provide Member Engagement team with the critical information they need to produce ULI content on Knowledge Finder. For reports, please **[use this link](#)**. For webinars/videos, please **[use this link](#)**.
- If you have a question on production or need additional support, please email **websupport@uli.org**.
- For all other questions, including strategic help on content development, please reach out to **claire.gordon@uli.org** or **sarah.kennedy@uli.org**.

CLICK HERE

to submit a form for
REPORTS

CLICK HERE

to submit a form for
WEBINARS/VIDEOS

RESOURCES – CONTENT

GRAB & GO CONTENT FOR DCNC USE

- ULI’s **Sample Test Council** site is the visual companion of the **District and National Council (DCNC) WordPress guide**. The site shows how the various tools used to promote content on the DCNC sites look, as well as ***provides sample content you can use to provide member value over this period of prolonged disruption.***
- See how to **promote virtual events**, **leverage top stories**, and more.
- If you have any questions, please email **websupport@uli.org**.

CLICK HERE

to visit the
Sample Test Council Site

CLICK HERE

to access the **District and
National Council (DCNC)
WordPress guide**

RESOURCES – DOWNLOADING ASSETS

[CLICK HERE](#)

To download the **illustration library**

[CLICK HERE](#)

To download the **messaging document**

[CLICK HERE](#)

To download **Updated Content Inventory (Global)** (Webinars, Reports, Reading Lists, Articles, and more...)

[CLICK HERE](#)

To download **COVID-19 webinar assets**

[CLICK HERE](#)

To download **COVID-19 announcement assets**

[CLICK HERE](#)

To download **COVID-19 social media assets**

RESOURCES – CONTACTING SUPPORT

[CLICK HERE](#)

to email Sonia Fisher for
HQ design assistance

[CLICK HERE](#)

to email Megan Fontaine for
email assistance

[CLICK HERE](#)

to email Ryan Matheson for
social media assistance

[CLICK HERE](#)

to email Kerry O’Neill and
Natalie Khairallah for
membership questions

[CLICK HERE](#)

to email Joanna LaRoche for
DCNC design assistance

[CLICK HERE](#)

to email Mame Frimpong for
web support questions

[CLICK HERE](#)

to email Carolyn Brennan, Claire
Gordon and Sarah Kennedy for
Knowledge Finder questions

If you have any questions about how to position and market your virtual programs, please contact Trey Davis.

For any other questions or inquiries, please email Kelly Wohlgemuth, VP Brand.