

# REBRANDING A RESEARCH IDENTITY

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**Internship Supervisor:** Dr. Holli Leggette



# INTERNSHIP ORGANIZATION

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- **Texas Conservation & Sustainability Initiative (TCSI)**
- **Research and outreach initiative through Texas A&M AgriLife**
- **Field Supervisor:** Dr. Holli Leggette
- **Project leadership:** Dr. Julie Howe

“TCSI is a groundbreaking initiative to foster conservation and sustainability practices and create market opportunities for all major Texas agricultural commodities.”

[tcsi.tamu.edu](https://tcsi.tamu.edu)

# WHY REBRAND?

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## **Before the rebrand:**

- Originally, the Texas Climate-Smart Initiative
- Messaging lacked consistency
- Website & materials needed updating
- Stakeholders needed clearer, more accessible communication

# PURPOSE & OBJECTIVES

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**Purpose:** Gain experience in science communication and apply branding skills to an agricultural research program.

**Objectives:**

1. Evaluate current marketing and communication needs
2. Realign major branding elements (logo, messaging, website)
3. Develop a long-term communications plan

# PROCEDURES

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- Redesigned the logo in Adobe Illustrator
- Updated brand guide (colors, fonts, usage rules)
- Rewrote website copy for clarity
- Built a new website layout in WordPress
- Created communication templates and infographics
- Collaborated weekly with project directors



# RESULTS

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- A cohesive, modern visual identity
- New official logo
- Updated website with improved clarity & accessibility
- Consistent messaging across platforms
- A realigned communications plan

# NEW LOGO EXAMPLE

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## Key Elements:

- Emphasis on crops, forestry, and livestock
- Clean, modern typography
- Professional AgriLife-aligned color palette

# UPDATED WEBSITE EXAMPLE

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## Highlights:

- Improved layout for readability
- Accessible language and navigation



# PROFESSIONAL GROWTH

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## **Skills Developed:**

- Design software: Illustrator, Canva, WordPress
- Writing for public-facing science communication
- Strategic branding
- Interdisciplinary collaboration
- Project management
- Attention to accessibility & consistency

# PERSONAL GROWTH

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## **Personal Changes:**

- Increased confidence in communication abilities
- More comfort in presenting creative work
- Stronger problem-solving and adaptability
- Improved ability to receive and implement feedback

# LOOKING FORWARD

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## **How this experience applies to my future:**

- Prepares me for work in agricultural communication & marketing
- Strengthens my design portfolio
- Helps me communicate research to producers & policymakers
- Builds foundation for policy outreach & public-facing communication
- Reinforces interest in conservation-focused communication work

# CONCLUSION

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## Key Takeaways:

- Rebranding strengthens public trust
- Clear communication bridges research & real-world application
- Visual identity matters in science communication
- This internship shaped my future direction

# THANK YOU

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The floor is now open for questions.