

From unconventional perspectives comes remarkable impact BGU's Rebranding Process

Dear Members of the BGU Community,

We are in the midst of a significant process that calls for retelling the story of Ben-Gurion University of the Negev (BGU). The changes that BGU has undergone over the years, its significant growth, the impressive developments in research and teaching, and its role in developing the Negev and Israel led to the need to update the initial vision that has guided us over the last 50 years.

The strategic plan identified BGU's reputation and culture as key factors in our ability to attract outstanding faculty members and students, and recommended we launch a rebranding process to leverage BGU's strengths and bolster its image, both internally and externally.

BGU'S Rebranding Process

We set out on this process to identify the common purpose that reflects our past, present and our aspirations for the future. This common purpose will serve as a platform for telling the University's story and for differentiating it as a brand. The process includes identifying the shared core values that will promote and foster an organizational culture of excellence and drive the necessary change to achieving our strategic goals. To this end, we set up several work teams and spoke with more than 150 members of the BGU community – in personal interviews, joint workshops for the various faculty members, and other settings – in order to tell BGU's story in the most authentic and compelling way and understand its differentiating concept: what makes us unique, how are we different from our competitors, why should top talent join us?

Rebranding Process Outcomes

The University Logo: In many organizations, the branding process leads to changing their logo. This is not the case here – we only updated the logo slightly. BGU has an easily recognizable and distinctive logo symbol; one that is already strong, prominent and embodies our values. The updated logo appears below:



Purpose: Our most valuable asset is our purpose – the vision and story of BGU, which embodies our values and our differentiating concept – our unique and unconventional perspectives that lead to remarkable results.

Differentiating Concept: From unconventional perspectives comes remarkable impact. Or in other words, our uncommon perspectives generate remarkable discovery, results, and impact.

Values: One of the important findings in this process is that we do not need to embrace new values, but rather reinforce existing foundations and provide the environment for them to flourish – so that they become the guidelines towards the excellence to which we aspire. These are BGU's values as identified in the process and expressed by the University community:

Everything is Possible

We believe in infinite possibilities; that curiosity, imagination, and flexibility are key to creating knowledge and impact.

Go Boldly

We dare to actively seek out new challenges and cultivate a spirit of entrepreneurship to do what has never been attempted before.

Excellence and Integrity

We hold ourselves to the highest standards – in the scientific, academic, and interpersonal realms.

Expand Opportunities

By embracing our diversity, by promoting an inclusive and equitable environment, we spark a new reality where excellence is enhanced.

The Power of Together

We all – faculty, staff, students, and partners – embrace the power of together, seek out connections and see ourselves as working together for a larger, collective purpose.

The Israeli Spirit

We are proud to be a central force for innovation in Israel, and we strive to extend the Negev's potential and our startup spirit throughout the world.

The rebranding process enables us to tell a coherent story; to speak in a clear, distinct, and uniform voice in all media. From now on, we will maintain a uniform image that will help us present the brand internally and externally, with a presence that will enhance our reputation. [All materials, including the brand guidelines, can be found on the websites of the Marketing Unit and the Department of Publications and Media Relations.>>](#)

How are you Partners in BGU's Rebranding Process?

All faculty and staff members are expected to participate in an experiential workshop, through their faculty or division, where they will learn about the outcomes of the branding process. In the workshops we will answer together the question of where these values and purpose meet our everyday tasks.

The Success of the Process is Our Joint Responsibility

We began with and continue to direct our efforts at our internal audience. It is clear to all of us that a common culture, purpose, and values will enable us to realize the strategy and achieve our goals. This is a shared mission. In the spirit of David Ben-Gurion, we are here to lead, to initiate, to realize the world of the future, and to shape Israel and the world from the desert.

[Watch: From unconventional perspectives comes remarkable impact – influencing Israel and the world from the desert >>](#)

I would like to thank those who are leading this process: Sagi Langer, Director of the Marketing Unit; Osnat Eitan, Director of the Department of Publications and Media Relations; Iris Beck, strategic consultant; members of the Steering Committee, and everyone who took part in BGU's rebranding process.

Sincerely yours,

Prof. Daniel Chamovitz, President

