



The Uniquely Abled Academy® Replication Guide

Element 3: Recruiting, Assessing and Selecting Students, Marketing & Communications

Element 3.1 Naming and Branding Standards

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1. Rationale:

- a. The Uniquely Abled Project™ (UAP) will initiate, support, and provide certification for Uniquely Abled Academy® (UAA) facilities. For the certification to be valued, the UAP and UAA names need to be recognized, trusted, and valued. People need to know what the names and logos stand for.
- b. Since one of the purposes of the UAP is to alter a societal paradigm, a single and consistent name associated with communications will enhance the paradigm shift trying to be achieved. With a common and universal name, the credibility of any proposed and existing UAA is enhanced by the success of other UAAs.
- c. A UAA is unique in that it brings together multiple social service, government, and for-profit organizations into a single team. Thus, the name needs to be one that all team members can get behind, not one associated with any single member of the team. If the name is associated with only one of the agencies, then it is going to be difficult for other agencies to work on the project team.
- d. A single “brand” name simplifies PR and use of common resources as more UAAs are created. UAP marketing, e.g., publicity by national media, then would benefit all UAAs.
- e. Having the primary name associated with a UAA be an organization that is already well-known enhances the credibility of a UAA. The more prestigious the educational institution, the more credibility it gives the UAA brand.

2. Naming Standards

- a. The primary name associated with a UAA will be “The Uniquely Abled Academy”.
 - i. Furthermore, the name can indicate the particular focus for that UAA, e.g., “The Uniquely Abled CNC Academy”, “The Uniquely



Abled Welding Academy”. This is particularly useful when there are multiple UAAs at an educational institution.

- b. The sub-name associated with a UAA will be the name of the associated educational institution.
 - i. A standard name would be **“The Uniquely Abled Academy at Glendale Community College”** or the **“UAA at GCC”**.
- c. A third level can be a name associated with a partner/team member.
 - i. For example, “The Uniquely Abled Academy at Glendale Community College, in collaboration with the Department of Rehabilitation”, “The Department of Rehabilitation is a partner with The Uniquely Abled CNC Academy at Glendale Community College.”
- d. No other name may be used to refer to the UAA without permission from the UAP and the educational institution.

3. Publicity Standards

- a. As the UAP and each UAA develop publicity and marketing resources, a UAA PR policy will be developed. Below are initial standards.
 - i. All articles published about and referring to a UAA, including UAA graduates, must be approved by the associated educational institution and The UAP.
 - ii. The primary team members of a UAA, i.e., those whose logos should be shown, should be decided early by the UAA team. Thereafter, all flyers about a UAA should either:
 - 1. Show all the logos of the primary team members (including the UAP) or
 - 2. If all logos cannot be shown, show the UAP logo and the associated educational institution logo.
 - iii. A UAA flyer should never show only the logo of one of the partners/team members.