



Grow and protect your institution's brand in the digital age with brand and communications consulting services available through E&I's new competitively solicited contract with [Legend Labs](#).

Legend Labs collaboratively builds durable brands, activates them through cutting-edge communications functions, and protects them with advanced reputation management technology. The company works on a broad spectrum of projects, from university health systems to district athletics departments. They understand that each institution is unique and develops project plans to suit each institution's specific needs and goals.

Contract Highlights:

- **Brand Building:** brand positioning & identity development
- **Organization Optimization:** structure/skill/performance assessment, strategic roadmap development & implementation support
- **Reputation Management:** crisis preparedness, issues & crisis management
- **In-Crisis Communication:** work in conjunction with your marketing & communications teams
- **Crisis Simulation:** scenario development & planning/executing simulation

Getting Started:

Contact your [Member Relations Representative](#) or Paul Harris, *Portfolio Support Executive, Athletics, Culinary & General Products*, at pharris@eandi.org.

Request For Information

This contract was the result of a competitive solicitation based on E&I RFP #683482 for Branding, Campus Crisis Assessment and Management.

