

# UNIVERSITY OF MICHIGAN BRAND HOUSE



BRAND POSITIONING

**PRESTIGE FOR PUBLIC GOOD**

VALUE PROPOSITION

**A public powerhouse grounded in academic excellence and integrity that is leading meaningful change.**

CREATIVE PLATFORM

BRAND CHARACTER

**Intelligent. Driven. Creative. Global. Diverse. Spirited. Generous.**

BRAND PILLARS

**ACADEMIC PRESTIGE**

**PUBLIC ETHOS**

**HERITAGE, TRADITION & CULTURE**

KEY MESSAGES

- World-class faculty and students
- 250 degree programs in 19 schools and colleges
- Nationally leading research portfolio
- Comprehensive health system
- Top-ranked and co-located professional schools: law, medicine, business, engineering
- Top 25 global university (QS, THE, SJTU)
- 99 graduate programs in USNWR's top 10 (4th nationally)

- Priority on diversity and social equity
- Investment for the common good, not only individual attainment
- Passion for local and global impact
- Global engagement, more than 600 worldwide initiatives
- Commitment to the state of Michigan and its economic well being

- Thriving, global community of 500K alumni
- Over 30 Division I national championships in 10 sports
- Highly collaborative and interdisciplinary environment
- Transformational learning experiences
- Deeply embedded arts, culture, and creativity
- Tradition of philanthropy and donors who have enabled transformation
- Iconic campus

KEY DIFFERENTIATORS

**Academic Excellence • Global Engagement • Strong School Spirit  
Priority Placed on Diversity & Social Equity • Strong Alumni Network**