UNIVERSITY OF MICHIGAN BRAND HOUSE

BRAND POSITIONING

PRESTIGE FOR PUBLIC GOOD

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

VALUE PROPOSITION


CREATIVE PLATFORM

BRAND CHARACTER

BRAND PILLARS

ACADEMIC PRESTIGE

• 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 globa luniversity (QS,THE,SJTU)
• 99 graduate programs in USNWR's top 10 (4th nationally)

PUBLIC ETHOS

• 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

HERITAGE, TRADITION & CULTURE

• 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 MESSAGES

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

KEY DIFFERENTIATORS

Priority Placed on Diversity & Social Equity • Strong Alumni Network