UNIVERSITY OF MICHIGAN BRAND HOUSE

PRESTIGE FOR PUBLIC GOOD

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


ACADEMIC PRESTIGE
- Top faculty and students from all over the world
- 275 degree programs in 19 schools and colleges
- Nationally leading research portfolio
- Comprehensive health system
- Top-ranked professional schools: law, medicine, business, engineering
- #1 U.S. public university (QS World Rankings)
- 102 graduate programs in USNWR's top 10 (4th nationally)

PUBLIC ETHOS
- Priority on diversity and social equity
- Dedicated to advancing the common good
- Focused on local and global impact through service, outreach and engagement
- Strong commitment to the state of Michigan, its people and economic health
- Tradition of philanthropy and donors who enable transformation

HERITAGE, TRADITION & CULTURE
- Active global community of 630K alumni
- Over 30 Division I national championships in 10 sports
- Highly collaborative and interdisciplinary environment
- Transformational learning experiences
- Deeply embedded arts, culture and creativity
- Iconic campus and thriving college town

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

Value Proposition
Priority on diversity and social equity
Dedicated to advancing the common good
Focused on local and global impact through service, outreach and engagement
Strong commitment to the state of Michigan, its people and economic health
Tradition of philanthropy and donors who enable transformation

Creative Platform
Active global community of 630K alumni
Over 30 Division I national championships in 10 sports
Highly collaborative and interdisciplinary environment
Transformational learning experiences
Deeply embedded arts, culture and creativity
Iconic campus and thriving college town

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

Brand Character

Brand Pillars
Priority Placed on Diversity & Social Equity
Strong Alumni Network

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