

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

- 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)

- 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

- 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**