

University of Michigan Brand Framework

Brand Purpose

Boldly taking on the defining issues and great questions of our time.

Brand Promise

A lively, respected academic community where exceptional thinkers and creators challenge assumptions, generate new knowledge, and take action

Brand Abilities

EXPERTISE ACROSS FIELDS

Our faculty are driven to remain at the forefront of research, teaching, and clinical practices, creating an exceptional working and learning environment, advancing health, and educating students who will be the leaders, citizens, and workforce of the future.

EXCELLENCE AT SCALE

We are a public research powerhouse with unmatched reach and scale of resources, fueling opportunities and partnerships in myriad disciplines that converge to lead to the betterment of humanity.

PROVEN SOLUTIONS

We leverage our scholarly expertise and vast alumni network by working together with local communities in Michigan and around the globe to develop, test, and implement meaningful contributions for the public good.

ETHOS OF INCLUSION

We build on our long and imperfect history of inclusion by persistently advocating for a fair and just society. We create spaces to invite and engage with diverse voices, and share our collective thoughts and creations with the world.

ENERGIZING EXPERIENCES

We thrive by creating great and small moments in classrooms, labs, stages, studios, athletic fields, and living and gathering spaces where collective spirit builds unbreakable bonds and inspires remarkable outcomes.

Values

INTEGRITY

We act with honesty and take responsibility for our actions.

RESPECT

We act in a way that acknowledges the humanity and contributions of each individual.

INCLUSION

We create an environment where all can participate, are invited to contribute, and have a sense of belonging.

EQUITY

We create conditions that provide everyone an opportunity to thrive.

DIVERSITY

We welcome, acknowledge and appreciate our similarities and differences.

INNOVATION

We promote creativity and curiosity to tackle challenges and inspire new ideas.

Brand Personality

The inspired leader, purposefully bringing people together in a spirit of creativity, compassion, and courage to forge bold change.

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