



## BRAND PLATFORM

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**The brand platform is who we are and what we stand for.** It helps to define the principle values, and the competitive advantages, of Colorado Mesa University. In essence, it is the explanation of and the framework for our brand.

All of our communications should be centered around the values in this platform. It is imperative to our brand that we all speak with the same voice, and that the presentation of our materials – the fonts, the design and the photography – all support our positioning and values.

## CONSISTENCY

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**Consistency is key.** A brand is conveyed in every touch point, every communication, every interaction — it is imperative to our success that we speak with one voice. Whether it's a letter, a brochure, an email, a poster, web page or phone call, our brand depends upon every communication utilizing consistent messaging that reinforces our brand values and our brand promise.

There's never been a more dynamic time in our history, and the information we deliver about CMU should capture the genuine excitement and optimism of our university.

# BRAND PROMISE

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**Our brand promise is a commitment to students, prospective students, our community and stakeholders.** It is how we position CMU in the hearts and minds of all of our audiences. The core defining statement behind our promise is that we are:

## Uniquely inspiring a better future.

We believe that higher education can do better. That small classrooms are better than big. That professors are better when they can concentrate on teaching. That state-of-the-art technology is a necessity when preparing students for the future. And that a quality education should be within reach of anyone willing to work hard enough to achieve one.

These are the ways that we are uniquely inspiring a better future.

# BRAND PILLARS

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CMU's **brand pillars are our proof points, the key messages** that help to keep our brand promise. One or more of these points should be included in every communication:

- Our dedicated, accomplished faculty are focused on teaching.
- Our technologically advanced classrooms allow professors to teach more effectively and students to learn more comprehensively.
- Our intimate classroom settings provide an environment conducive to learning.
- Our diverse curriculum is rooted in experiential learning.
- Our natural setting fuels a work-hard / play-hard mentality, providing opportunities for physical challenges and mental inspiration.
- We provide an education at an incredible value — giving more students the opportunity to learn, grow and succeed.



# BRAND PERSONALITY

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A **brand personality drives our brand voice** but is not meant to be an exhaustive list of all of our traits. In order to be effective, it needs to be a focused set of a select few traits — that when taken as a whole — drives our brand voice. Our brand personality is:

## **Friendly, Energetic, Competitive, Can-do, Scrappy**

Ultimately, we want to imagine a person who embodies all of these traits. How this person would speak, look and act is how CMU should be portrayed to all audiences. Additionally, CMU's brand personality traits include: confident, innovative, dynamic, inspiring, engaging, accessible, caring, adventurous, ambitious, welcoming, friendly, self-sufficient, intelligent, curious, well-rounded, down-to-earth, creative, outdoorsy, reliable and practical.

# BRAND MANIFESTO

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**CMU's brand manifesto states our guiding principles, our intentions and what we believe as an institution.**

We believe that higher education can do better. It can be more responsive. It can be more inclusive. It can be more personal.

We believe we can be an elite university, without acting like an elite university. That smaller classrooms are better than big ones. We believe that students should be known by their names, not by their student numbers. We believe our professors and teachers should be accessible. We believe one on one is better than one on 450. That there's no place for an ivory tower on our campus.

And that they should be able to take an interest in the lives and the successes of their students beyond the classroom.

We believe in education. In learning. Of improving ones lot in life. Of making the next generation better than the one before it. We believe that a quality education should be possible for everyone. That money should not buy you a better place in life, but that a work ethic should.

We believe in those that have a passion for teaching.

We believe professors are better teachers when they can concentrate on teaching.

That their number one priority should be their students. That standing in front of their class each and every day, doing what they do best, is where they should be. And we believe in giving them the freedom, the tools and the state-of-the-art facilities they need to excel at their jobs. We believe in rewarding hard work.

We believe students have a dog in the fight, a skin in the game. We believe the student should be provided the tools, but it is up to them to make a way for themselves. That students ultimately hold the key to their own futures, but that we can help them to open doors. We believe in students. And their dreams.





We believe in technology — in state-of-the-art, in cutting edge, in the latest and greatest. We believe that we cannot prepare our students for the future if we're not already there.

We believe that the world today, more than ever, is a moving target. That next year is as unclear as 10 years from now. And we have to do our best to prepare students for that changing world. To give them the tools they need to adapt, and change and grow long after they leave our watch.

We believe change is better than the status quo. We believe in not standing still. We believe in people. The ones who teach here. The ones who learn here. The ones who make it possible for us to function on a daily basis.

We are fully aware that we are not for everybody. And that's okay. We aren't supposed to be.

We believe that our environment has helped to shape us. That being in the heart of the American west has contributed to our integrity, loyalty, pioneering spirit, and western hospitality. We believe that we are lucky to have a campus surrounded by the unique natural beauty of the Colorado Rockies and the high desert plains.

We believe in Mavericks, nonconformists, and those who zig when others are zagging. We believe in standing out. In being different.

We believe in ambition. And passion. And zeal.

We believe in the power of momentum. And finally, we believe that we will be better tomorrow than we are today.

## MARKETING AND COMMUNICATIONS

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