

## Brand Platform

The brand platform is the foundation upon which we base "conversations" about the University brand. It conveys UW Oshkosh's core values, strategically expresses our mission and distinguishes us from competing institutions.

Among the elements that comprise our brand platform, five are reviewed in these guidelines: our brand promise, our brand attributes, our brand personality, our distinctiveness and our key words.

A new University wordmark and an updated University logo are part of the visual presentation of our brand. More information and background about how and when they should each be used can be found on p. 18 and p. 25.



## Brand Promise

A brand promise is a simple, powerful statement declaring an organization's commitment to its constituencies. A brand promise is based on distinctiveness and authenticity — a memorable claim that an organization owns and lives. We are committed to fulfilling these promises, but if we fall short, we acknowledge it head-on, learn from it and do our best to make things right.

UW Oshkosh has several constituencies: students, alumni, faculty and staff, the community, our partners and our environment. To each we make a distinct brand promise.



### **Our promise to our students**

UW Oshkosh provides a hands-on, collaborative academic experience, promoting discovery in an environment that celebrates inclusive excellence, fuels imagination, and champions critical thinking and opportunity.

### **Our promise to our alumni**

UW Oshkosh sends its graduates into the world as talented, liberally educated, technically skilled global citizens who are fully engaged as leaders and participants in economic, civic, political and social life and who have lifelong ties to the University.

### **Our promise to our faculty and staff**

UW Oshkosh is a center of academic excellence that provides continuous opportunities for research and professional growth in a caring environment that encourages diversity, inclusivity and open dialogue.

### **Our promise to our local communities and region**

UW Oshkosh is a regional center for the celebration of knowledge, culture and community that nurtures openness, imagination, diversity and opportunity. We partner with our community constituencies, actively listening to their needs and developing educational opportunities that shape our collective, global future.

### **Our promise to our business and educational partners**

UW Oshkosh is an environment of expertise, opportunity and openness. We encourage growth, offer collaboration, and provide access to innovative resources, people and ideas. We respond to our partners' needs in open and forthright ways.

### **Our promise to our environment**

UW Oshkosh strives to use resources responsibly, and demonstrates leadership in environmental, social and economic sustainability.



## Brand Attributes

Brand attributes can be seen as a collection of facts about a product, service or organization. They describe the function, the features and the strengths of an entity.

These are some of the key brand attributes of UW Oshkosh:

- Affordable, accessible, high-quality education that prepares students to become strong partners, responsible leaders, agile thinkers and active learners, who create and thrive in a diverse society.
- Small classes taught by engaged professors who are leaders in their fields of study and who provide students with one-on-one interaction.
- Curricula that emphasize critical thinking, enhance learning outcomes and provide graduates with both intellectual and practical skills to positively impact their communities now and in the future.
- Forward-looking programs and technology-intensive learning opportunities that prepare students to discover and put innovation into practice, whether they pursue further education or careers in their chosen fields.
- Partnerships and collaborations that offer opportunities for innovation and growth, building a foundation for a stronger Wisconsin.
- A commitment to providing abundant opportunities for life-changing experiences, such as internships, study abroad, on- and off-campus leadership and collaborative research projects.
- The foresight to recognize emerging trends in a changing landscape and the agility to respond in ways that best serve our University, as well as our broader regional, state, and national communities.
- A dedication to creating a more sustainable future through the University's operations, its educational mission, its research and its outreach.

## Brand Personality

An organization’s brand personality confers upon the brand a series of human characteristics, or traits, to help create a framework for how a brand is represented and supported.



**Based on a perception analysis of a broad cross section of community members, the UW Oshkosh brand personality includes a number of traits expressed in colloquial, everyday terms, including:**

- “Can-do”; action-oriented with a “seize the day” outlook.
- Supportive; encouraging; “has your back”
- Approachable, friendly, welcoming, inclusive, collegial and warm.
- Quiet confidence; self-aware and self-assured.
- Well-prepared; anticipates and moves nimbly in response to challenge and change.
- Poised and well composed without being arrogant; exhibits natural “cool.”
- Sought-after; someone with whom others are eager to be associated.
- Active listener.

## Distinctiveness

All the elements of our brand platform converge at a point that describes the shared experience of our constituencies: that UW Oshkosh is a place of *excellence* and *opportunity*. Our strong tradition, combined with our passion for teaching, innovation and inclusive excellence affords a depth and breadth of experience that can only be found at a comprehensive university.

For students, excellent instruction pairs with unlimited opportunities to explore and grow.

For alumni, excellence in education and career preparation provide opportunities to serve and lead within their chosen civic, business, charitable and political arenas.

For faculty and staff, access to excellent programs and services support innovative research, teaching and learning success that effectively prepares students to serve as leaders in their communities and the broader global marketplace.



For our broader communities and region, excellent faculty, staff, alumni and programs provide opportunities to build knowledge and cooperatively enhance lives both economically and culturally.

For our business and educational partners, excellence is revealed through the breadth and depth of our expertise and responsiveness, creating exceptional opportunities to positively impact innovation and progress.

For the environment, our excellence as responsible stewards provides opportunities for future generations to grow and prosper.

## Key Words

Key words are used to describe, support and reinforce a brand in day-to-day communication.

The following words describe UW Oshkosh, and are consistent with its brand. The list is representative, not comprehensive; you can use these, and other words that convey similar ideas, in service of the UW Oshkosh brand.

Excellence

Transformation

Innovation

Imagination

Opportunity

Collaboration

Engagement

Agility

Passion

Heart

Drive

Tradition

Environmental stewardship

Knowledge

Authentic

Approachable



## Other Ways to Communicate the Brand

Beyond the use of key words, you can support the University's brand in your writing and speaking by highlighting, where appropriate, the ways your chosen topic illuminates UW Oshkosh as:

- A responsive, relevant, regional university.
- A hands-on, collaborative learning environment.
- A place of unlimited possibilities for growth, service and learning.
- An empowering institution, instilling the confidence to lead.
- A creator of innovative, effective partnerships.
- An institution possessed of world-class faculty and staff.
- A place that inspires lifelong learning.
- A center for developing innovative ways to solve problems, address contemporary issues, express creativity and engage diverse communities.



- A place committed to sustainability throughout the learning and living environment.
- A proud source of alumni who breathe imagination, seek leadership and enrich the community.

As you communicate, consider, too, the brand personality of the University (p. 11) and the measures of brand success (p. 7). In short, strive to advocate for the brand wherever it is appropriate, and wherever you feel comfortable and confident doing so.