
Brand Platform for Truman State University

The Brand Platform represents the foundational values of Truman State University, its competitive advantages, and its unique traits of excellence. The Brand Platform identifies the position Truman seeks to own in the marketplace, defining the concepts the institution wants its audiences to remember. The platform is also aspirational. All of the University's communications should be created around the values described in the platform. The Brand Platform includes a Position Statement, Brand Promise, Brand Pillars, and Brand Personality. Editorial content, graphic design, and photography should all support the ideas expressed in the Brand Platform.

Key Elements

Brand Position

The Brand Position Statement serves as the core defining statement for Truman State University in the marketplace. All of the University's marketing activities are implemented to support the Brand Position Statement. The statement typically remains unchanged over long periods of time to ensure consistency of message.

Truman State University is a world-class public liberal arts and sciences university that serves the people of the state of Missouri and students from around the globe. We are the best choice for motivated, high-achieving students who seek a complete, culturally and intellectually diverse university experience through engaged campus life and an active learning environment. Our inclusive and supportive community values personalized education through which we challenge, inspire, and enable our students to achieve their highest individual goals. We are committed to continuous improvement through campus-wide assessment and recruitment of an outstanding, diverse faculty, staff and student body. We are dedicated to providing an exceptional, affordable education that ensure our graduates are nationally competitive and prepared for the intellectual and ethical challenges of the global community.

Brand Promise

The Brand Promise represents the shorthand version of describing the Brand Position. It is created to be memorable in the minds of all Truman faculty, staff, students and target audiences (spontaneous speech; for example, this is what anyone might say in a quick elevator conversation, etc.).

“Truman State University is a student-centered public institution with a singular purpose: To provide a personal, affordable and challenging educational experience grounded in the liberal arts and sciences. Truman attracts a motivated, diverse student body intent on developing their individual potential.”

Brand Pillars

To ensure that messages created by Truman State University support the Brand Position Statement and the Brand Promise, Brand Pillars have been identified that should serve as recurring themes in institutional communications:

1. Highly engaged student experience

- Location facilitates learning environment
- Dynamic relationships/academic engagement
- Experiential learning opportunities
- Diverse extracurricular and service offerings

2. Commitment to innovation and continuous improvement

- Pioneer in assessment and measurement
- Student initiated projects and curriculum
- Green efforts
- Curriculum enhancements
- Innovative academic initiatives

3. Challenging, supportive academic environment

- Student Success Center
- Small classes – 16:1 student – teacher ratio;
professors who want to teach

- High ability, motivated student body
- General Honors Program

4. Affordable quality education

- Generous merit-based scholarship program
- Flexible renewal policy
- Recognition as best public college value
- Graduates leave with lower than average debt

5. Nationally competitive graduates

- Rankings in specific academic programs
- High graduation rate
- 99% placement rate; ½ go on to graduate or professional school
- Prestigious scholarship awards – Rhodes, Fulbright, etc.

Brand Personality

The Brand Personality statement describes the characteristics that should be reflected in the presentation of the Truman brand, both editorially and visually. The tone of copy, the color palette, photos, other design elements, and typography work together to create the University’s Brand Personality.

Truman State University’s personality is confident, approachable, and genuine. It is also without pretense, accomplished, inclusive, inquisitive, and reflects a seriously enthusiastic spirit. Most of all, Truman encourages a fun, safe environment supportive of active learning and innovation. In all of their efforts, our students, faculty, staff, and alumni are focused on personal integrity and making positive contributions as well as achieving success and fulfillment in their own lives. Their efforts help to forge lasting relationships and reflect the University’s commitment to the value of higher education.

The following adjectives and phrases describe Truman’s communication personality—which should be reflected editorially and visually—in all University communications. If your work reflects these terms, then you’re reflecting the Truman brand accurately.

We have fun - without being pretentious

We're serious - but we don't take ourselves too seriously

We're personal, approachable and sincere

We're witty, clever and have a sense of humor

We're challenging

We're innovative and have vision

We're authentic and genuine

We have integrity

We are inquisitive

We're passionate and engaged

We're creative and talented

We have tradition, and we value tradition

We're confident and driven

We're socially conscious

We're focused and committed

We're supportive and nurturing

We value the individual

We're generous

We're welcoming, but we're not for everyone - and we don't try to be



Brand Formula

Brand Platform

Brand Position

Brand Promise

Brand Pillars

Brand Personality

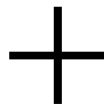
Editorial Approach

Compelling copy

Addresses audience

Emphasizes benefits

Differentiates



Visual Approach

Truman signature

Typography

Color Palette

Photography



Consistent Communication
and Brand Success