UC Santa Cruz brand pyramid

**BRAND ESSENCE**
The one core characteristic that defines a brand

**BRAND CHARACTER**
Adjectives used to describe a brand

**Passionate • Independent**

**Curious • Playful • Bold**

**Revolutionary • Risk-takers**

**Edgy • Provocative**

**BRAND PROMISE**
The experience we promise

**Progressive, bold, fearless education/inquiry**

**that benefits both the individual and the planet.**

**REASONS TO BELIEVE**
Values that connect to evidence

1. Deeply committed to social justice and environmental responsibility.
2. Commitment to cross-disciplinary experimentation, collaboration, and research.
3. Risk-takers, with a fearless approach to problem solving.

**CAMPUS POSITIONING**
How we talk about ourselves

**We challenge the status quo, question authority to create new paradigms and change the world.**