

UC Santa Cruz Messaging Platform

HOW OUR REPUTATION IS PERCEIVED:

BRAND POSITIONING

We lead at the intersection of innovation and justice, seeking solutions and giving voice to the challenges of our time—leading to transformative change.

THEMES THAT CONNECT TO EVIDENCE:

PROOF POINTS

Academic & Research Excellence
Justice-Seeking, Problem-Solving Culture
Innovating Across Intellectual Boundaries
Voices Defining the Century



THE EXPERIENCE WE PROMISE:

BRAND PROMISE

Where social and environmental justice are taught and lived. Where academic rigor and experimentation offer the adventure of lifetime—and a lifetime of opportunity.

ADJECTIVES USED TO DESCRIBE US:

CHARACTERISTICS

Passionate. Bold. Innovative.
Diverse. Changemakers.
Purpose-driven. Persistent.