



**MOUNT ST. JOSEPH
UNIVERSITY**

BRAND MESSAGING

Spring 2018

Brand Promise Education on a Mission

Brand Positioning

We are the Catholic university that gives education a greater purpose by empowering our students to become competent, compassionate, critical thinkers who make a meaningful impact on the world.

Character

The Lionhearted Mentor
Supportive. Strong. Purposeful.

Tone of Voice

- Compassionate & Dedicated
- Empowering & Confident
- Inclusive & Welcoming

Points of Difference

- Catholic University Defined by SC Values
- Dedicated to Student Success & Well-Being
- Career Certainty
- Excellence in Serving the Common Good

Reasons to Believe

- Sisters of Charity
- Service oriented programs
- Class size
- Dedicated faculty/staff
- Talent Opportunity Program (TOP)
- Scholarships
- Liberal arts
- Safe environment

BRAND NARRATIVE

At Mount St. Joseph University, we're on a mission—for our students, our community, and the common good. We're mentors, advocates, and leaders dedicated to teaching with integrity and giving education a greater purpose. We inspire students to think beyond the classroom and redraw the bounds of what's possible for their future. We cultivate and accelerate careers. But the Mount education goes far beyond a career. We foster life-long learners who serve, care, and contribute to the world beyond our front doors.

BRAND MANIFESTO

At the Mount, we're on a mission ...

To see students shine

We're dedicated to helping students learn, thrive, and grow into the people and professionals they work hard to become.

To teach beyond

We believe in immersive experiences and education that challenges the mind, inspires the soul, and puts passion into action.

To cultivate fulfilling careers

We prepare students for what's ahead, what's important, and what it takes to succeed in their careers and life.

To make campus matter

We create a safe, inclusive campus that's alive with experiences and opportunities and is accessible to the larger community.

To build better community

We're committed to enhancing and enriching our community, investing time and talent wholeheartedly.

To serve the common good

We believe in going beyond borders and boundaries, and in doing our part for the common good in any way we can.



**MOUNT ST. JOSEPH
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