



Embracing the Brand

Truman State University

While Truman has a host of advantages, we face some significant demographic, economic and societal challenges. Given these persistent forces, a repetitive and consistent message which reinforces the Truman story by all individuals associated with Truman can strengthen Truman's reputation in a message-drenched world.

The Truman Brand

A brand is a promise—in the case of Truman, a promise of an uncommon undergraduate experience that enables students to turn intellectual pursuits and connections into action.

A brand tells a story—the Truman story. It tells it to a variety of audiences in a powerful way that resonates with each audience. And it tells it consistently, reinforcing itself.

The Brand Promise

A brand promise is a concise articulation of what any institution promises to its target audiences—something that these audiences view as having intrinsic or extrinsic value for them personally.

Truman's Brand Promise

Truman's brand promise articulates the intersection between our core values (mission, vision, and strategic priorities) and what key audiences define as important, distinctive, believable, and emotionally engaging. ***This is an internal statement—not a slogan or tagline—*** against which all external messaging should be developed and measured.

Truman State University delivers an amazing value, where dedicated professors guide talented students as they grow into capable professionals, engaged citizens, and supportive colleagues.

Truman's Brand Attributes

Unlike the brand promise, which serves primarily as an internal guide and touch point for marketing strategies and messages, these attributes and corresponding language can and should be used regularly in all communication, from recruiting and advancement materials to informal conversations with visitors.

Together, the following attributes can serve to differentiate Truman and comprise the foundation for all of our future brand marketing efforts—and to continually build and strengthen them:

1. Intellectual and curious
2. A lively community of learners
3. Discovering connections across a wide range of endeavors
4. Preparing for lives that matter

ATTRIBUTE 1

Intellectual and Curious

Key Message

Individually and collectively, people at Truman are driven to know, to learn, to understand, and to extend the reach of our shared knowledge.

Proof Points

- GPA of incoming students: 92% with 3.25 or higher
- 93% of all classes are taught by full-time instructional faculty

ATTRIBUTE 2

A Lively Community of Learners

Key Message

Although the drive to know may be individual, Truman is also an intentional community, working together, challenging each other, and caring for each other and the world.

Proof Points

- 99% of freshmen live on campus and 99% of all undergraduate students live within a 20-minute walk or bike ride of campus
- There are approximately 250 active student organizations on campus

ATTRIBUTE 3

Discovering Connections Across a Wide Range of Endeavors

Key Message

Truman students seek breadth as well as depth in their studies and in

their lives, learning to ask thoughtful questions, making surprising connections, and communicating effectively across perspectives.

Proof Points

- 40 student groups are centered on cultural, fine arts, or specialized intellectual areas
- Truman students report their courses emphasize “synthesis and organizing of ideas, information, or experiences into new, more complex interpretations and relationships” compared to their counterparts at peer institutions

ATTRIBUTE 4

Preparing for Lives that Matter

Key Message

Fueled by a desire to make a difference, Truman students turn their intellectual pursuits and emotional connections into action, whether in a profession such as medicine or education, in an endeavor such as scientific research or business leadership, or through community and public service.

Proof Points

- Virtually all of the 250 student organizations undertake advocacy, service, or professional preparation
- In a 2012 survey of graduating seniors, 81.6% often or very often discussed issues of social, cultural, or academic significance with others outside of class

Brand Campaign Creative

Don't Follow. *Pursue.*

Strategy

The energetic fusion of intellect and emotion in this brand expression distinguishes Truman from commonplace and elite competitors alike. It promises the passionate life of the mind and tangible rewards, won through individual effort. This positions Truman as the highest and best, fulfilling our hopes for education in a dynamic society. The voice is direct and active: “you” pursue.

Design

It is important the Truman community present a consistent, identifiable look for designs, directed at external audiences. “Truman State University” needs to be promoted first; other items (schools, departments, majors, etc.) should be promoted second.

Primary Creative Elements

- **The Truman logo** - Use the traditional, trademarked logo whenever applicable. The simplified logo can be used if space and design are not conducive to using the official logo. (Contact Publications for a copy of the official logos.) **Use of any other logo must be approved by the Publications Office.**
- **The color purple** - When color is being used, purple should be part of the design.
- **The new themeline: “Don't follow. Pursue.”** - The lead-in phrase, **Don't Follow.**, is always in Proxima Nova font. **Pursue.** (or a variation of the word) can be in an appropriate font for the specific design project. Every pursuit is distinct, so the typographic presentation of the tagline permits the word “Pursue” to be presented in a font appropriate to that pursuit.

Questions regarding Truman's brand should be directed to:

Regina Morin, AVP for Enrollment Management,
rmorin@truman.edu

Heidi Templeton, Director of Public Relations,
heidi@truman.edu

Teresa Wheeler, Manager of Publications,
twheeler@truman.edu

Dawn Howd, Assistant Director for Admissions,
dhowd@truman.edu