

Brand MESSAGING

Tone and Voice

In general, the tone of Regis University communications should be engaging, intelligent, bold and authentic. The voice for the brand should be self-assured, but also down-to-earth and personal. Regis should avoid speaking in an institutional or authoritative way. Where possible, Regis should let its people tell the story of the University.

Personality

Perception is everything. By applying these attributes to the development of all our content, collateral and presentation, we will create a clear, consistent and distinctive identity for communicating the Regis brand experience. In addition to building affinity with our audiences, it will also differentiate Regis from its competitors.

Primary Attributes

Provocative

Critical thinking is at the heart of Regis education and provokes people to take a deeper look at the world and themselves. It propels them to act on their beliefs. Regis is committed to taking a stand on issues, even if those stands are unpopular or countercultural.

Purposeful

At Regis, action is always paired with reflection. Regis people act with purpose and the University looks to the future with a strategic focus. Regis education also asks people to consider their purpose – how they might use their talents and skills to make an impact on the world.

Ambitious

Regis people never settle for average. They are committed to personal and professional excellence. They strive to be more and do more in the world. This is not ambition for personal glory; it is ambition to make a significant and lasting contribution to society.

Secondary Attributes

Authentic, Intelligent, Curious, Inspirational, Inclusive, Empathetic, Disruptive, Spiritual

Audience Messages

These guidelines are intended to provide context for creating effective and consistent messages. They are not intended to be reiterated word-for-word. If you'd like help crafting specific messages, please contact University Brand Marketing.

Keywords

Words are powerful tools. These keywords give the Regis brand a unified message. The selected words serve to describe, enhance and reinforce the Regis brand in day-to-day communication.

Action
Catholic
Collaboration
Community
Critical Thinking
Elevated
Engaged
Entrepreneurial
Experiential

Faith
Global
Ideals
Impact
Inclusive
Innovative
Jesuit
Leadership
Lifestyle

Open-minded
Personal
Purposeful
Reflection
Service
Social Justice
Spiritual
Transformation
Values

Regis College Audience Message

It is important to remember that prospective Regis College students are 15, 16, 17 and 18 years old. Therefore, your copy should be targeted toward someone that age, while also keeping in mind that parents are often primary decision-makers as well.

Summary Statement

We provide students with a liberal arts education founded on the Jesuit tradition of critical thinking, intellectual exchange, experiential learning and commitment to developing the whole person.

Key Messages

Academics

- You can study almost anything you want.
- You will have the opportunity to use what you learn to impact the world.
- You won't just sit in a class – Regis academics are active and practical.
- You will be well prepared for your career.
- You will be challenged to ask the big questions.
- You will get the mentoring and tools you need to reach your dreams.

Ideal size

- You will get a big college experience (athletics, student life) in a small college environment.
- You will not be a number.
- You will get lots of personal attention from professors.
- You will build lifelong friendships in an intimate setting.

Location

- You will get to experience outdoor adventure in Colorado.
- You will have access to arts, culture and networking opportunities in a major international city.
- You will love our gorgeous campus.

Jesuit

- You will have opportunities to deepen your faith through reflection and service.
- You will be welcomed by an open-minded, inclusive community regardless of your spirituality.

College for Professional Studies Audience Message

CPS has a relatively broad audience. Prospective students can be anywhere from twenty to eighty, but a large segment are in their twenties and thirties. Most students are working professionals and many have families.

Summary Statement

We serve as a collaborative partner for adult learners committed to transforming their careers, organizations and communities through Jesuit education and ideals.

Key Messages

Lead Ethically

- Learning alongside other adults, you will question assumptions, hear varying perspectives and seek solutions that are responsible to all parties – the essence of ethical leadership.
- Real-world experience provides fuel for the discussion, reflection and learning that will help you grow in your capacity to lead ethically in your profession and life.

Serve Thoughtfully

- Through discussion and reflection, you will gain perspective and adaptability, finding more ways to be of use to your community and the world.
- CPS faculty facilitate course discussion, shape service learning projects and prompt reflections that will give you the insight and skills you need to meet the world's challenges.

Change the Future

- You will gain the practical ability to improve your own future and the perspective to impact the future for others.
- Through honest dialogue and discernment, you will acquire the knowledge and assurance to make positive change, all while moving your own life and career forward.

On Your Terms

- As a member of the Regis community, you will be valued.
- Your instructors and advisors genuinely care about your success and will work with you to develop your academic experience.
- Regis values the life experience you bring.
- Regis also values your time, which is why your classes will be offered at convenient hours and in a variety of formats.

Rueckert-Hartman College for Health Professions

Audience Message

RHCHP has two distinct prospective-student audiences: 1) traditional, campus-based learners (health and exercise science, pharmacy, physical therapy and traditional nursing) and 2) nontraditional, hybrid-style learners (health services administration and nontraditional nursing). Traditional students tend to be younger and are less likely to be working professionals. Nontraditional students tend to be working professionals with families and are looking to advance in their careers.

Summary Statement

We educate aspiring and practicing health professionals to be exemplary, ethical and innovative leaders who care for the individual and advocate for social justice.

Key Messages

Faculty

- Your professors will have remarkable credentials and lots of experience in the field.
- Your professors will collaborate with you in order to reach your professional goals.
- Your professors will know you personally.

Accessibility (more relevant to nontraditional students)

- You have a career and family and need an education that works with you to reach your goals.
- You will have access to a variety of different programs and formats designed for working professionals.
- You will have access to a community of learners who can collaborate to solve problems and a professional network that promotes career growth.

Service

- You will be challenged to consider how you can use your skills to serve the community as a servant leader.
- Your education will be grounded in ethics and focused on serving the whole person.
- You will have a variety of opportunities to make an impact, whether through service learning, immersion experiences, externships or clinicals.

Innovation

- Your education will be forward-thinking and grounded in the latest advances in the field.
- You will learn how to apply evidence-based research to real-world problems.

Location (particularly for pharmacy and physical therapy)

- You will get to experience outdoor adventure in Colorado.
- You will have access to professional networking opportunities in a major international city.