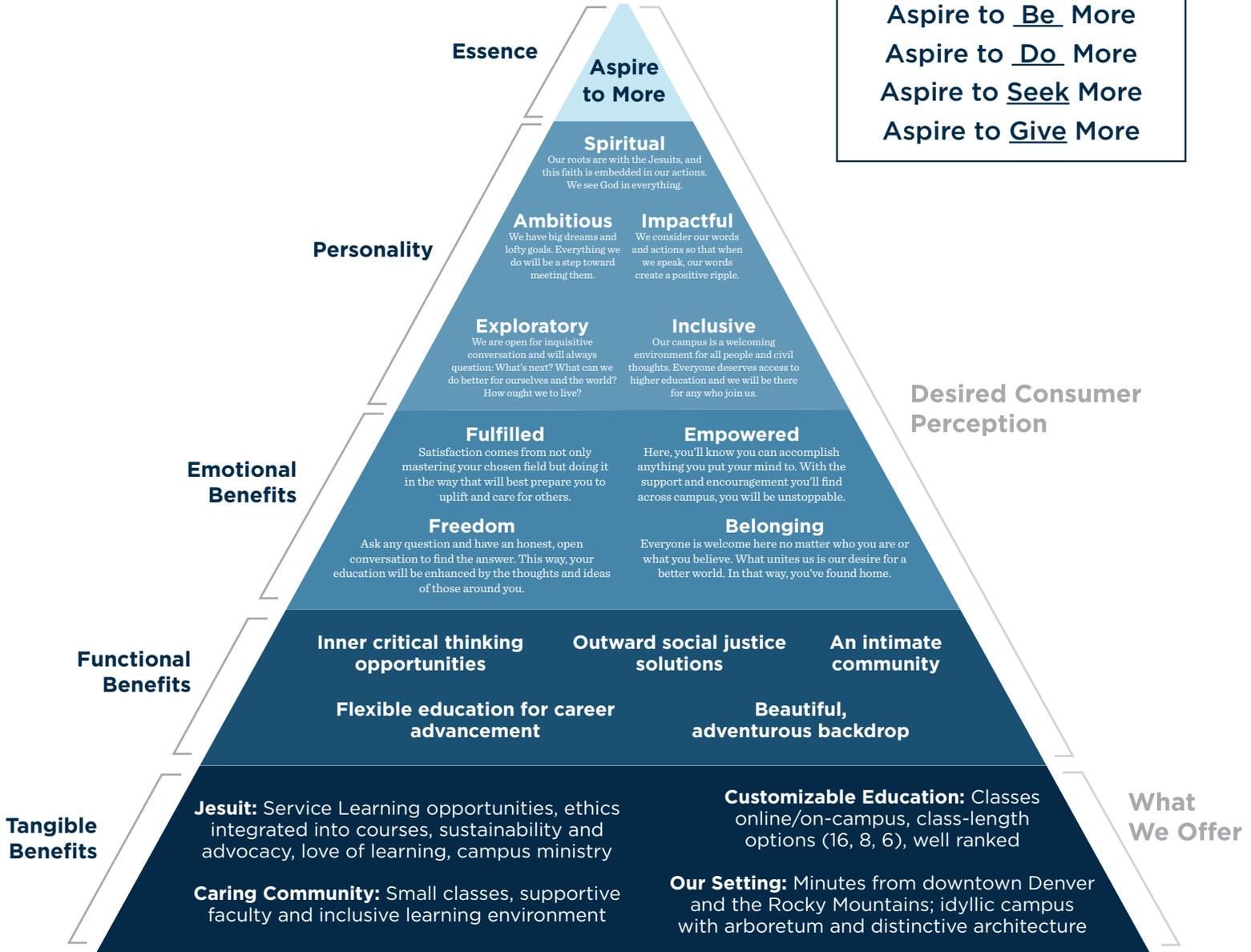




Brand Voice and Messaging Platform

Aspire to More
 Aspire to Be More
 Aspire to Do More
 Aspire to Seek More
 Aspire to Give More



Aspire to More

MESSAGING HIERARCHY

- 1 More or Magis**
 - You can be more for yourself
 - You can do more for others
 - Become empowered to realize your ambitions
- 2 Aspiration**
 - Dream big for yourself, your community and the world
 - Look inward and reflect
 - Share that dream with others
- 3 Exploration**
 - Explore yourself; you never know what you may find
 - Explore your community, find where you can help
 - Explore Colorado. We're here for a reason
- 4 Inclusivity**
 - We welcome all people
 - We welcome all questions
 - We will help you succeed



Final Check for brand alignment

Use this checklist as a resource to make sure your work or the work you are assisting others with is in line with the Regis University mission, values and personality (our brand). Doing this helps present a stronger voice and presence for the University. **If your work or project does not align with this list, please consider restructuring it or contact the brand manager for assistance.**

Does the message of the work align with the Regis mission?

As a Jesuit Catholic university, Regis seeks to build a more just and humane world through transformative education at the frontiers of faith, reason and culture.

Does the work coincide with one of the Regis Values (Pillars)?

- Seek justice
- Serve others
- Discern truth
- Live with purpose

PREVIOUS DESCRIPTORS:

- Critical thinking
- Impact learning
- Teaching culture
- Regis people

Is the message utilizing our personality descriptors?

- Spiritual
- Ambitious
- Impactful
- Exploratory
- Inclusive

Are the University's initiatives mentioned for highlighted?

Aligned with our mission, scheduling flexibility, career advancement and student success support are three top initiatives being focused on and actively improved.

Does the work follow the corresponding brand/style guides?

Visit regis.edu/marcom to review the writing style guide and visual brand standards.

Look at the audience the piece is targeting, is it properly conveying the unique selling proposition (USP) for them?

Prospective Traditional Student	Prospective Adult Learner	Prospective Doctoral Student	Current Student	Faculty and Staff	Alumni	Surrounding Community
Well-rounded, critical-thinking education in four years	Connect with the cause you care about and play a leading role in the solutions	Craft your health care mission with hands-on, experiential learning	University-wide investment in your experiential learning through a transformational, holistic experience*	Opportunities to improve, grow and strengthen skills in a foundation of trust and faith*	Resources and support for the pursuit of lifelong learning, service and friendship	Health, spiritual and cultural anchor of the community*

*USP gathered from Strategic Plan

Take a step back and be an ambassador of Regis. Does the work represent Regis in an accurate and positive light?