#UMSOCIAL STYLE GUIDE BRANDING



BRANDING CONTENT

DEFINING A VOICE WITHIN THE UNIVERSITY'S BRAND GUIDELINES

YOUR CONTENT SHOULD:

- Enhance the University of Michigan brand
- Adhere to the official brand strategy of the University
- Stand apart from other departments and units
- Develop and define a voice that speaks to your core theme and goals

Support University Pillars		Widespread Interest
Brand Pillars	Definition	UMSocial Themes
Academic Prestige	Identifying and demonstrating that we are the top public university in the U.S	Showcase the academic talent from past and present to motivate the future. #LeadersAndBest
Public Ethos	Priority on diversity and social equity	Demonstrated through student life
Heritage, Tradition & Culture	Broadcast the rich history, tradition and culture at the University of Michigan	Showcasing the history of the university through: #UmichVictors #MichiganMondays

Strong image/ graphic for effective marketing