

A photograph of three young adults walking on a paved path on a university campus. On the left, a young woman with long dark hair, wearing a dark brown button-down shirt and dark pants, is smiling broadly. In the center, another young woman with dark hair, wearing a grey hoodie and a patterned scarf, is also smiling. On the right, a young man with dark hair, wearing a dark grey zip-up hoodie over a maroon t-shirt and light-colored pants, is looking towards the right. The background shows a large brick building and trees with some yellowing leaves, suggesting an autumn setting.

TELLING OUR STORY

THE DEPAUL BRAND

BRAND STEWARDSHIP

Why does the DePaul story matter?



A strong and consistent brand story:

ATTRACTS THE RIGHT STUDENTS

BUILDS AFFINITY AMONG STUDENTS, ALUMNI, EMPLOYERS, FACULTY, AND STAFF

ESTABLISHES DEPAUL AS AN ANCHOR INSTITUTION AND GOOD NEIGHBOR IN THE CITY



BRAND STEWARDSHIP

Why does the DePaul story matter?



**YOU'RE A BIG PART OF MAKING
THIS STORY REAL EVERY SINGLE DAY.**



OUR RESEARCH

How did we arrive at DePaul's brand?



15 years of brand research included **perception studies, stakeholder interviews, focus groups** and more.

Findings were distilled into key brand elements, all to empower DePaul to have a **clear positioning, strong messaging platform** and **consistent visual presence**.

WHAT IS A BRAND?

A brand is more than a name, more than a logo, more than a tagline. **Our brand is the way we look, act, and speak. It's what we're all about.** When we live up to our brand, we make strong connections with all of the audiences we serve.

Coca-Cola
®

A close-up photograph of a polar bear lying on a snowy surface. The bear is wearing a red, knitted scarf. It is holding a glass bottle of Coca-Cola in its right paw. The bottle is condensation-covered and has the classic red and white Coca-Cola logo. The word "HAPPINESS" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

HAPPINESS



SOUTHWESTSM



southwest flight attendant



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DEPAUL UNIVERSITY



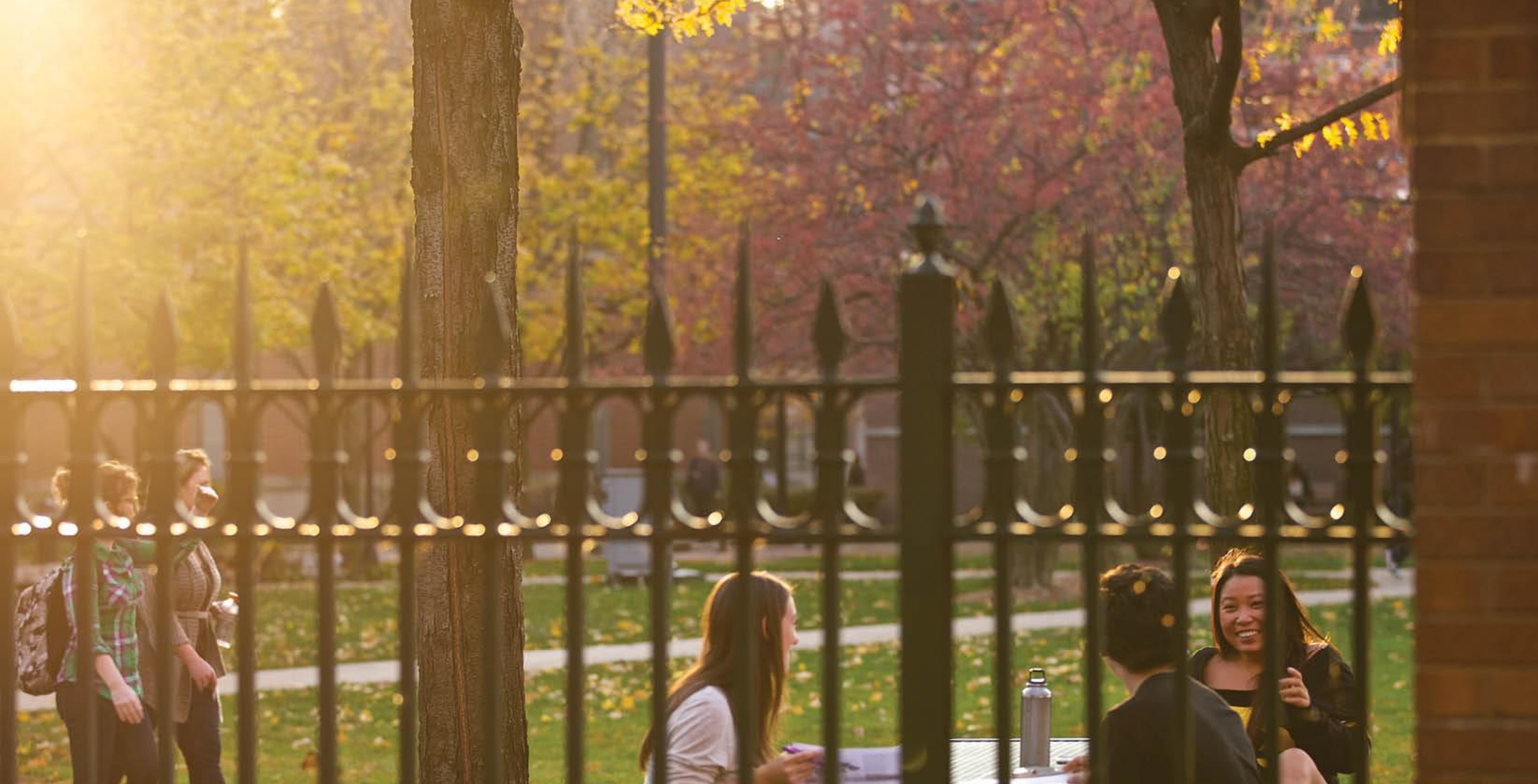
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OUR BRAND

OUR BRAND

What makes up our **brand story**?



**OUR
POSITIONING**



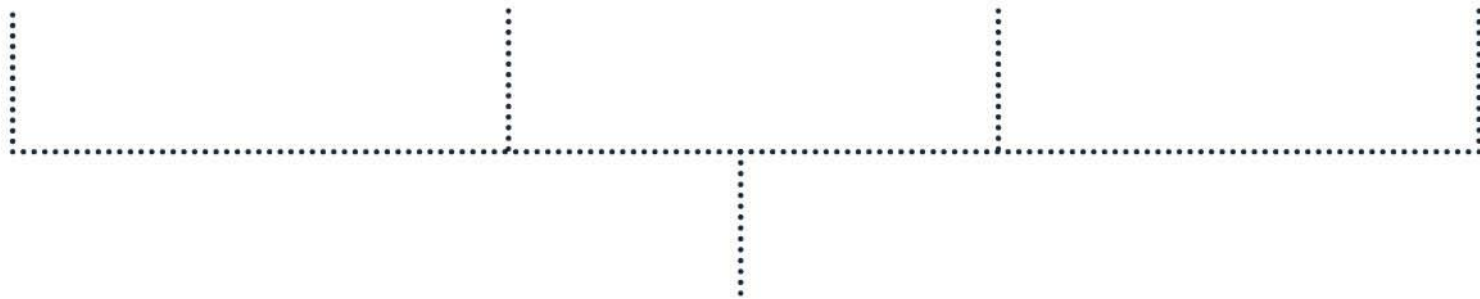
**OUR
PROOF POINTS**



**OUR
ESSENCE**



**OUR
PERSONALITY**



THE DEPAUL STORY

OUR BRAND

What makes up our **brand story**?



**OUR
POSITIONING**

Our promise to the world



OUR
PROOF POINTS



OUR
ESSENCE



OUR
PERSONALITY



For the university's primary audiences, DePaul is the university that **prepares** graduates to **work, succeed,** and **contribute** in the global community.

OUR BRAND

What makes up our **brand story**?



Our foundation of **respected academics and real-world knowledge**, balanced with the **urban and multicultural experiences of Chicago** and an **awareness of social responsibility**, is what makes DePaul unique.

OUR BRAND

What makes up our **brand story**?



OUR
POSITIONING



OUR
PROOF POINTS



OUR
ESSENCE

What our brand stands
for at its core



OUR
PERSONALITY

URBAN EDUCATED.
WORLD READY.

OUR BRAND

What makes up our **brand story**?



OUR POSITIONING

Our promise to the world

For the university's primary audiences, DePaul is the university that **prepares** graduates to **work, succeed,** and **contribute** in the global community.



OUR PROOF POINTS

How we make good on our promise

Our foundation of **respected academics and real-world knowledge**, balanced with the **urban and multicultural experiences of Chicago** and an **awareness of social responsibility**, is what makes DePaul unique.



OUR ESSENCE

What our brand stands for at its core

**URBAN EDUCATED.
WORLD READY.**



OUR PERSONALITY

The traits that guide our voice

Approachable We warmly welcome others into our community.
Respectful We value all individuals and their ideas, perspectives, and ability to contribute.
Aware We understand the complexities of our diverse world and our role in it.
Urban Like our city, we are hard-working, diverse, and confident, and we thrive on the energy around us.
Innovative We constantly look for new ways to align our education with today's marketplace.
Community-minded We care about our community and strive to do the right thing, every time.

THE DEPAUL STORY



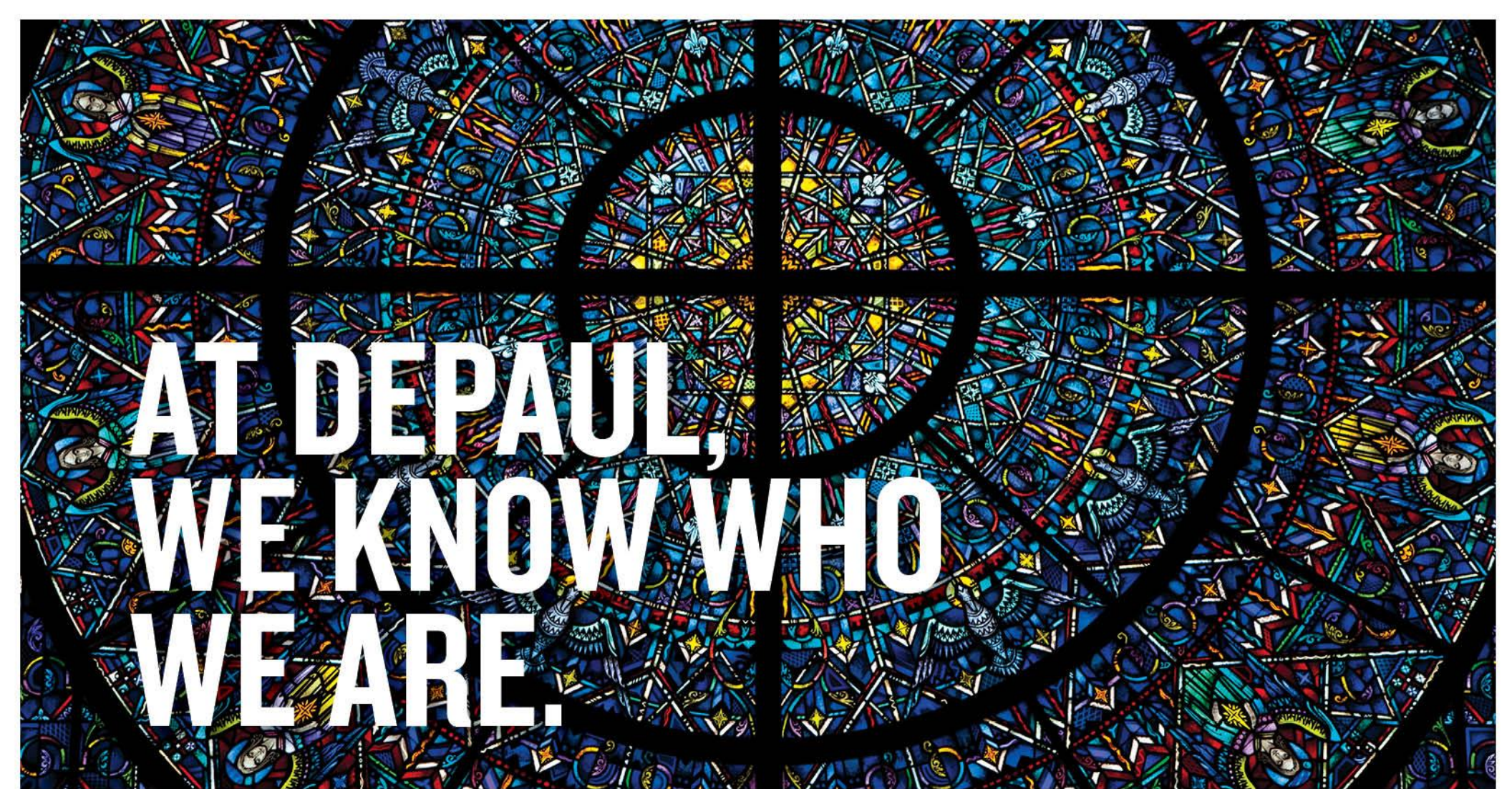
OUR BRAND NARRATIVE

OUR BRAND NARRATIVE


How do our four **brand elements** come to life?

OUR BRAND NARRATIVE

is our story, told at its highest level and simplest form. It articulates the brand in one cohesive statement. It should not be used as externally facing copy, but as a gut-check or filter when creating communications. It should inspire both the tone and the message.



**AT DEPAUL,
WE KNOW WHO
WE ARE.**

A photograph of students in a classroom. A young man in a blue striped shirt is looking down at a book or paper, holding a yellow pencil. A young woman with long brown hair is smiling and looking towards him. Another student in a red shirt is partially visible in the background. The text "WE BELIEVE IN THE PROMISE OF EDUCATION" is overlaid in large white letters.

WE BELIEVE IN THE PROMISE OF EDUCATION

for those willing to imagine it,
reach for it and work hard to
achieve it.



**AND WE KNOW
THE IMPACT WE
MAKE EVERY DAY.**

An aerial photograph of a university campus in Chicago. In the foreground, a baseball field with a green artificial turf infield and a brown dirt outfield is visible. To the left, a large brick building features a prominent mural of a man's face. In the background, a dense forest of green trees separates the campus from the Chicago skyline, which includes several tall skyscrapers under a clear blue sky. A train is visible on tracks in the lower right corner.

WE CHALLENGE OUR STUDENTS

with a dedication to scholarly study,
a passion for teaching, and an awareness
of the world around us.

A man with short brown hair, wearing a light blue dress shirt and a blue and green plaid tie, is speaking and gesturing with his hands. He is standing in front of a dark chalkboard. On the chalkboard, there are white chalk drawings of arrows and the word "Anxiety" written in a cursive-like font. The text "WE IMMERSE THEM IN A CURRICULUM" is overlaid in large, bold, white capital letters on the left side of the image.

WE IMMERSE THEM IN A CURRICULUM

that addresses the needs of today,
while they gain the knowledge and skills
to tackle the ever-evolving obstacles and
opportunities ahead.

An aerial photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and a large body of water in the background. The text is overlaid on the image in a large, white, sans-serif font.

**WE TEACH OUR
STUDENTS TO BE
UNDAUNTED BY SCALE
OR COMPLEXITY.**

Grounded in valuable real-world experiences, in and outside the classroom, our students become confident, engaged citizens of a global city.



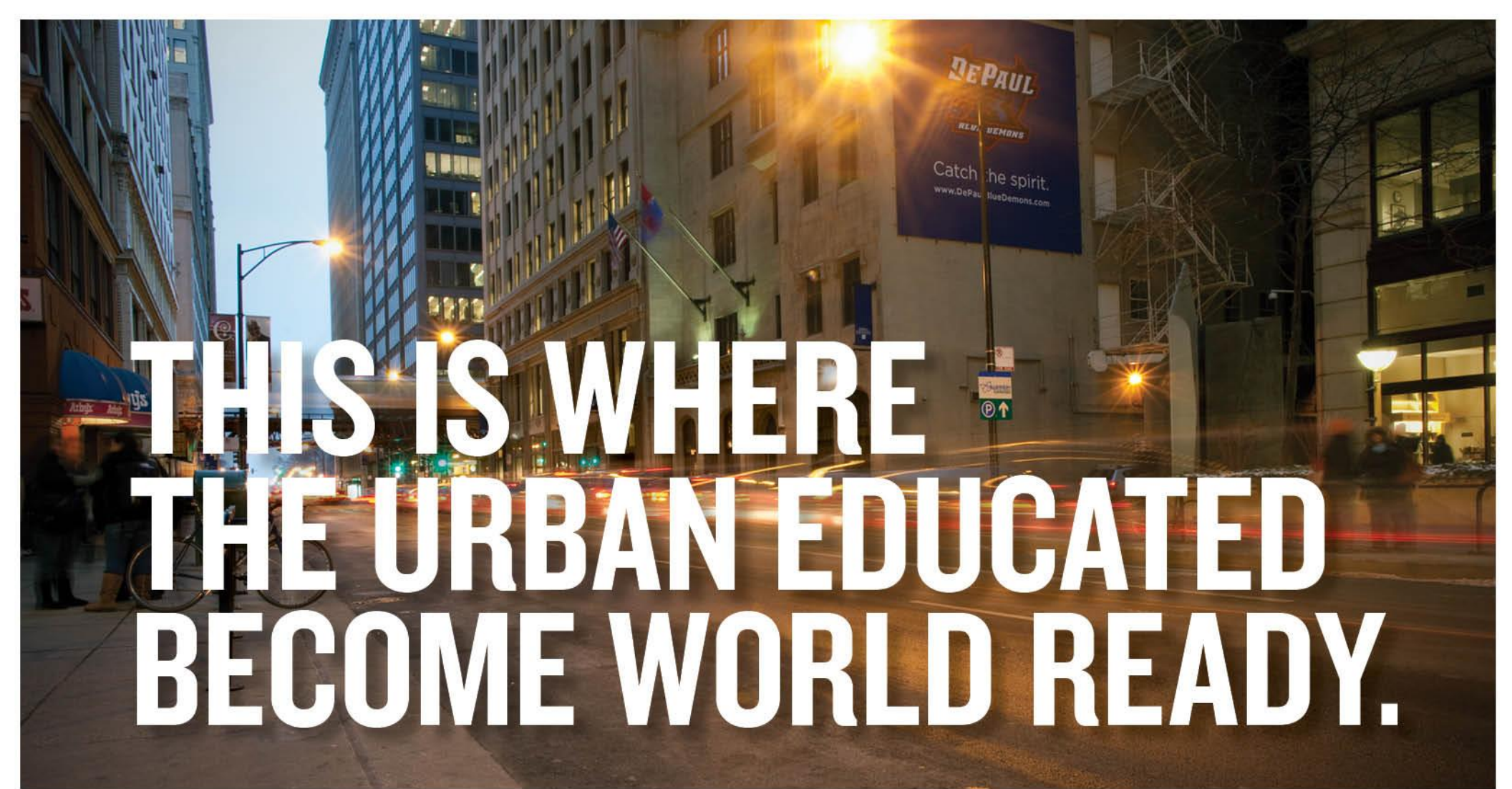
**WE RESPECT
OTHERS.**

*As advocates for each individual,
we promote diversity—not just of people,
but also of ideas and perspectives.*

An aerial photograph of a campus intersection. A central concrete path splits into three directions, forming a Y-shape. The surrounding area is lush with green grass and numerous trees, some of which are in the process of changing color to autumn hues of yellow, orange, and red. Several black lampposts are visible along the paths. The overall scene is bright and clear, suggesting a sunny day.

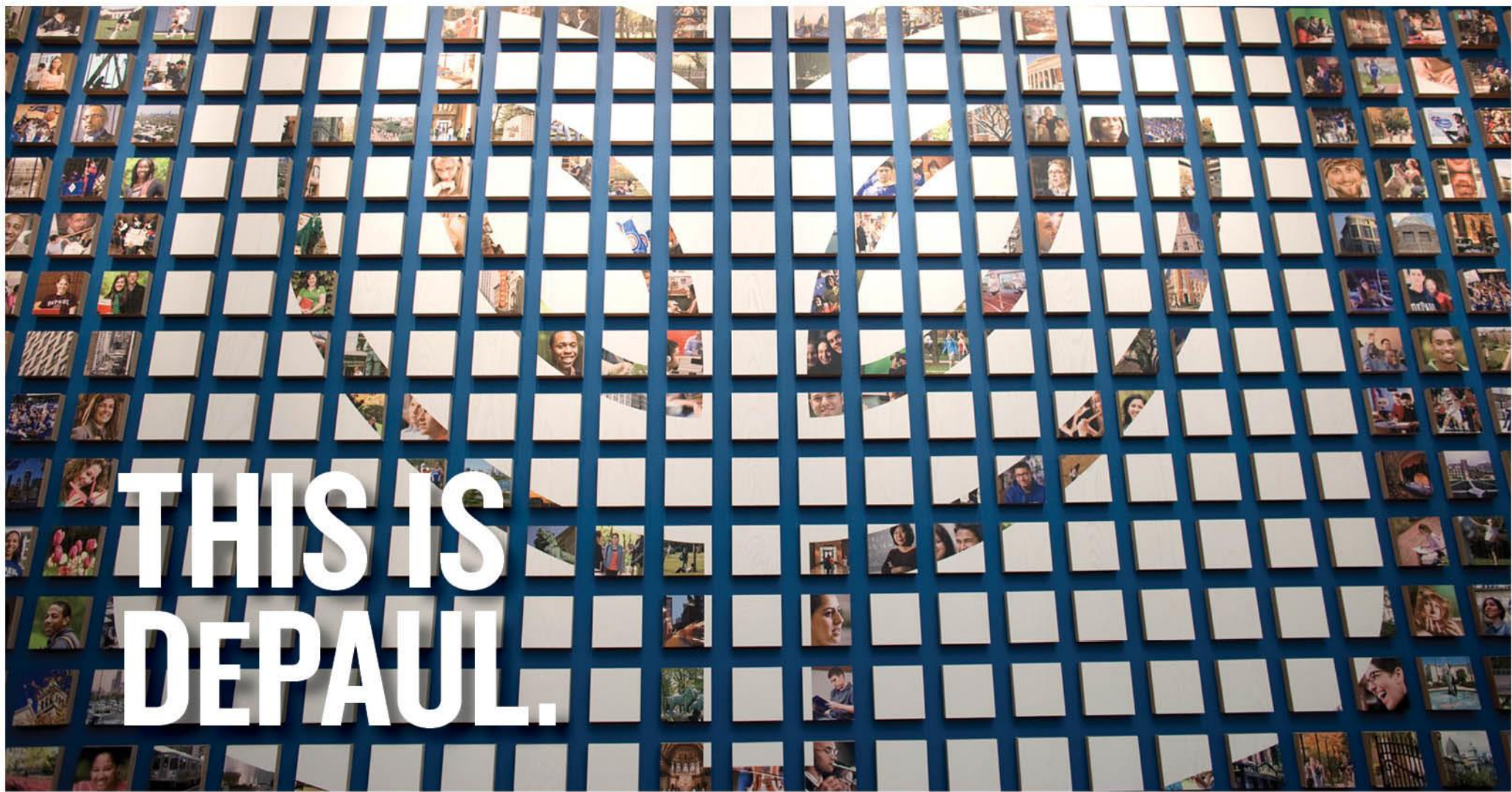
IT'S AT THIS UNIQUE INTERSECTION

of a purposeful education, a bold environment, and a caring ethos where you'll find DePaul.



**THIS IS WHERE
THE URBAN EDUCATED
BECOME WORLD READY.**

DEPAUL
BLUE DEMONS
Catch the spirit.
www.DePaulBlueDemons.com



**THIS IS
DEPAUL.**



OUR DEFINING QUALITIES

OUR DEFINING QUALITIES

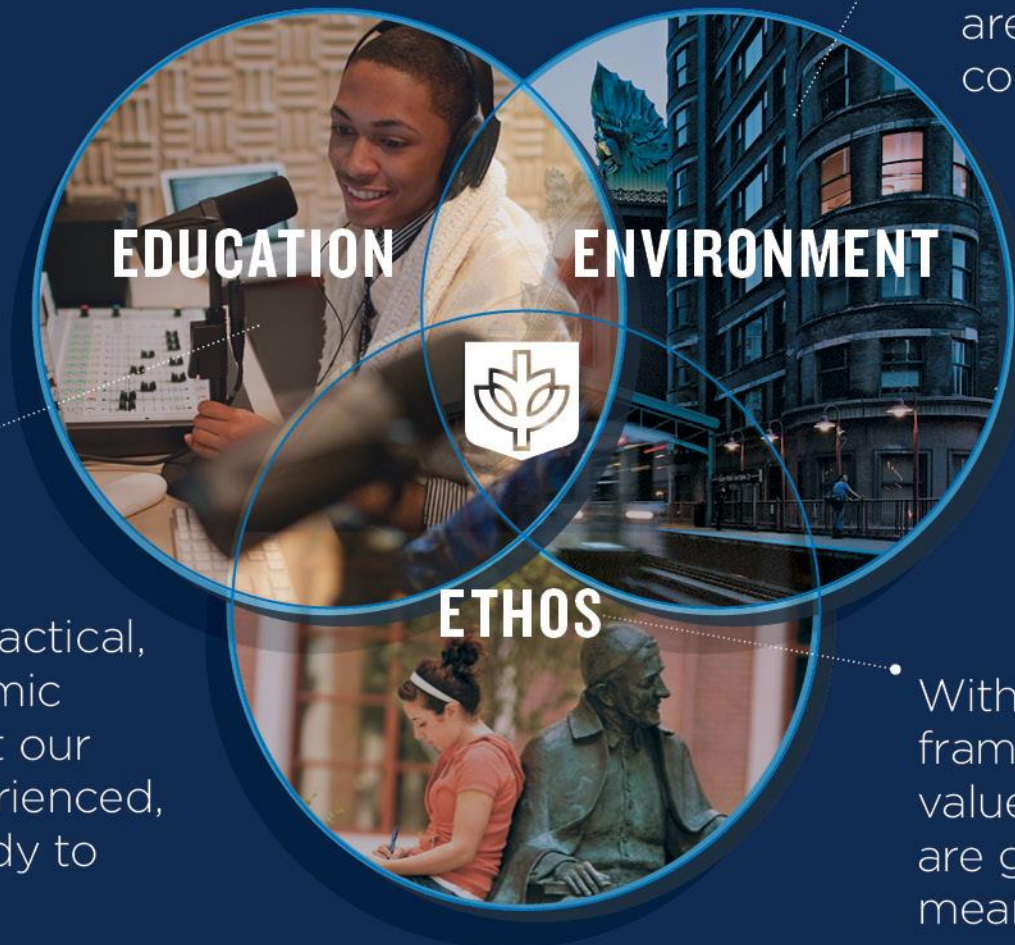
DePaul is a place like no other,
and we have a story all our own.

**WE'RE DEFINED BY OUR ENVIRONMENT,
EDUCATION, AND ETHOS, AND BY WHAT IT MEANS
TO BE URBAN EDUCATED AND WORLD READY.**

OUR DEFINING QUALITIES

What makes us **unlike any other institution?**

DEPAUL EXISTS AT THE INTERSECTION OF THREE DEFINING QUALITIES.



• Educated in the heart of the city of Chicago, our students are connected and confident.

• DePaul offers a practical, productive academic experience so that our students are experienced, analytical and ready to work.

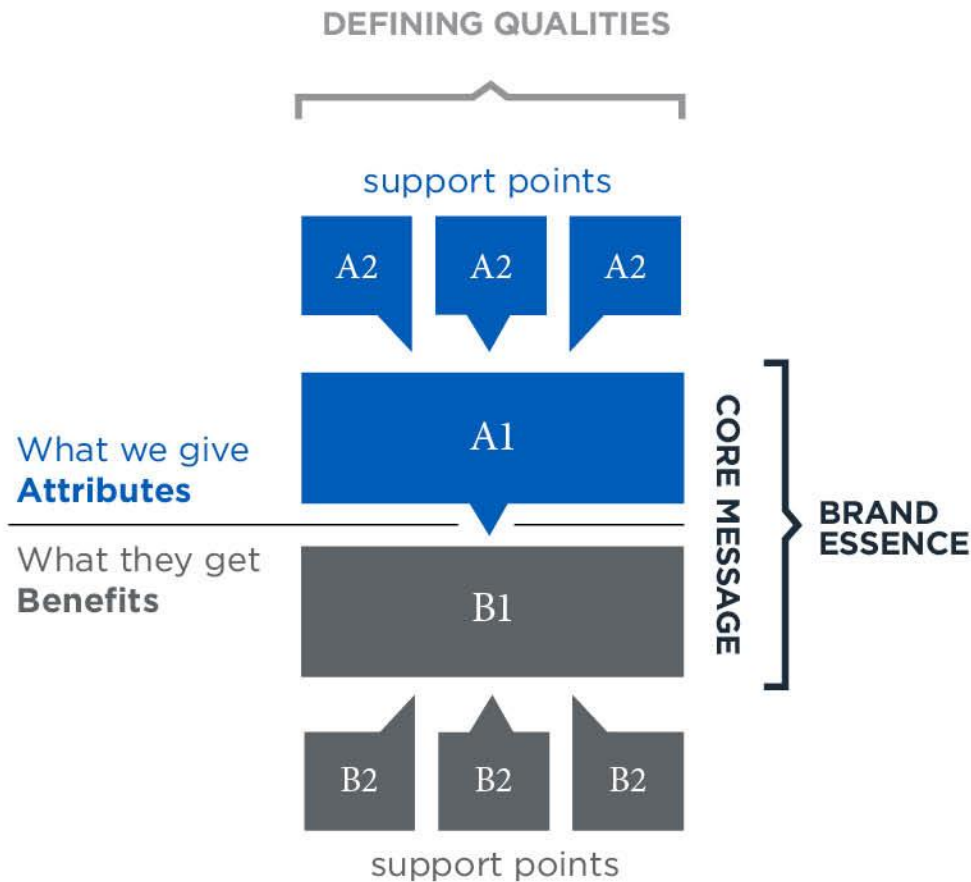
• With an experience framed by Vincentian values, our students are grounded by meaning and purpose.



OUR MESSAGE

OUR MESSAGING MAP

How we tell the DePaul Story



This diagram outlines our Message Map, a useful tool for understanding how to tell the DePaul story.

CORE MESSAGE: The highest-level expression of what we offer and what it means to our audiences.

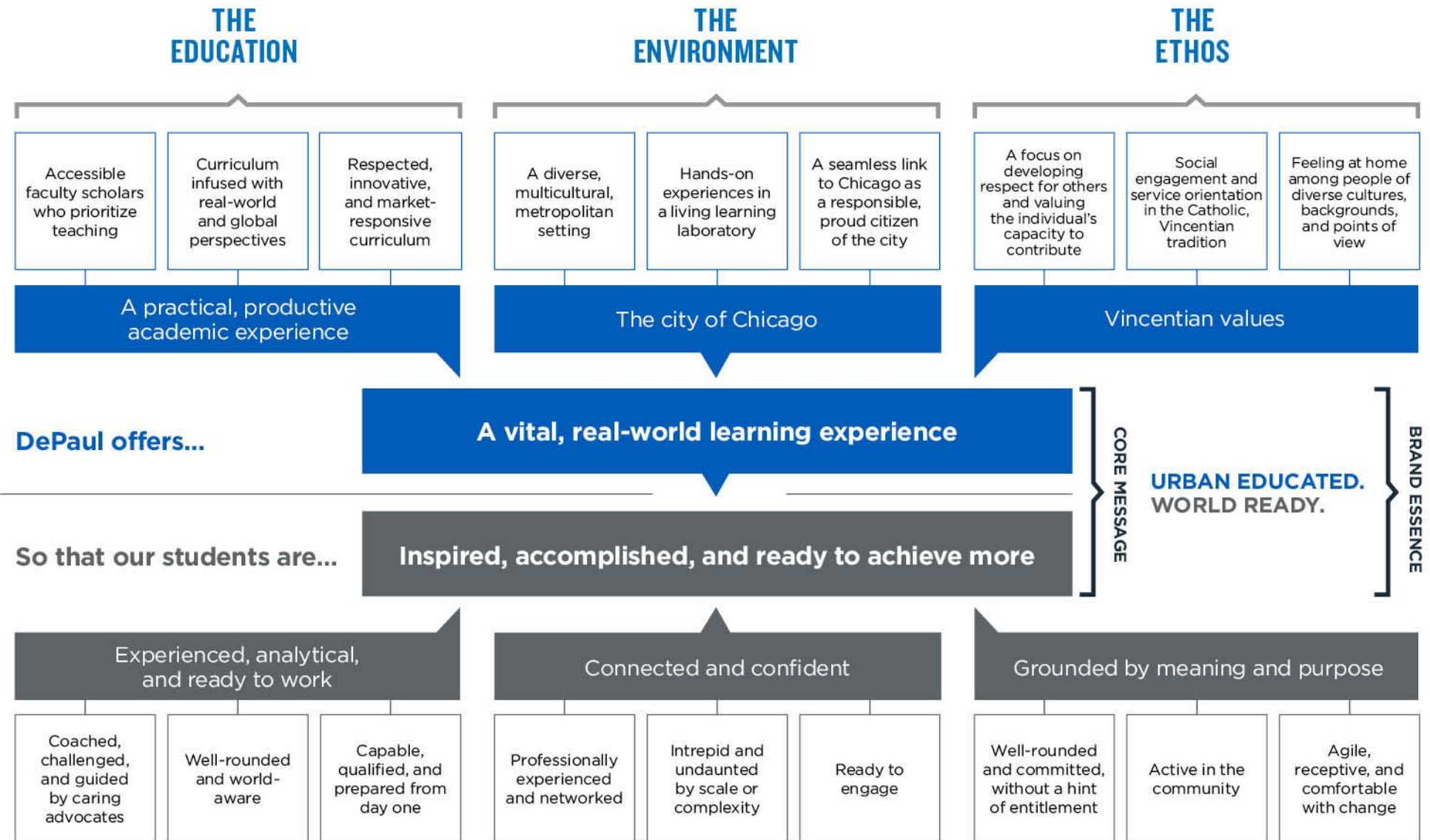
DEFINING QUALITIES: We are defined by our education, environment, and ethos.

ATTRIBUTES AND BENEFITS: This layer of the map outlines the three key parts of our offer and the three related outcomes, organized under our three defining qualities.

SUPPORT POINTS: The outer layer of the map highlights specific attributes and benefits that can guide deeper content.

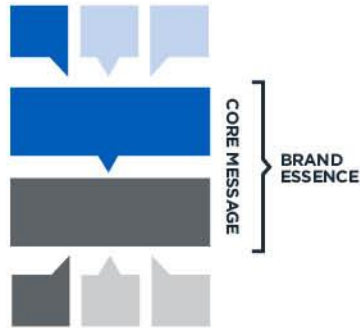
OUR MESSAGING MAP

How we tell the DePaul Story



OUR MESSAGING MAP: SUPPORT POINTS

The outer layer of the map highlights specific **attributes** and **benefits** that can guide deeper content.



THE EDUCATION

A practical, productive academic experience

- Accessible faculty scholars who prioritize teaching
- Curriculum infused with real-world and global perspectives
- Respected, innovative, and market-responsive curriculum

DePaul offers...

A vital, real-world learning experience

So that our students are...

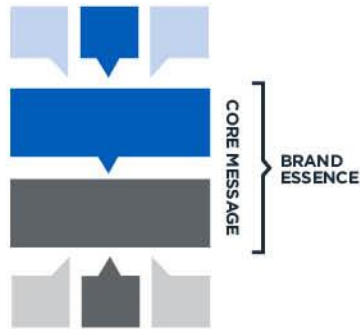
Inspired, accomplished, and ready to achieve more

Experienced, analytical, and ready to work

- Coached, challenged, and guided by caring advocates
- Well-rounded and world-aware
- Capable, qualified, and prepared from day one

OUR MESSAGING MAP: SUPPORT POINTS

The outer layer of the map highlights specific **attributes** and **benefits** that can guide deeper content.



THE ENVIRONMENT

The city of Chicago

- A diverse, multicultural, metropolitan setting
- Hands-on experiences in a living learning laboratory
- A seamless link to Chicago as a responsible, proud citizen of the city

DePaul offers...

A vital, real-world learning experience

So that our students are...

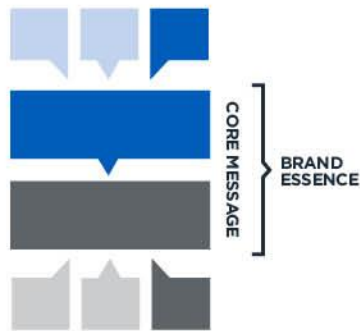
Inspired, accomplished, and ready to achieve more

Connected and confident

- Professionally experienced and networked
- Intrepid and undaunted by scale or complexity
- Ready to engage

OUR MESSAGING MAP: SUPPORT POINTS

The outer layer of the map highlights specific **attributes** and **benefits** that can guide deeper content.



THE ETHOS

Vincentian values

- A focus on developing respect for others and valuing the individual's capacity to contribute
- Social engagement and service orientation in the Catholic, Vincentian tradition
- Feeling at home among people of diverse cultures, backgrounds, and points of view

DePaul offers...

A vital, real-world learning experience

So that our students are...

Inspired, accomplished, and ready to achieve more

Grounded by meaning and purpose

- Well-rounded and committed, without a hint of entitlement
- Active in the community
- Agile, receptive, and comfortable with change

OUR MESSAGING MAP

The message map builds up to a single, powerful message.
This is the big idea that should shine through in all our communications.

URBAN EDUCATED.
WORLD READY.

OUR MESSAGE

How do we articulate our story to our **different audiences**?

EACH OF OUR AUDIENCES HAS DIFFERENT NEEDS.

A single communication shouldn't incorporate every attribute and benefit on the message map. Likewise, different parts of our message resonate with different audiences.

Depending on your audience, you may choose to emphasize parts of the DePaul story more heavily than others, or use different supporting points to best showcase DePaul.



**UNDERGRADUATES
& PARENTS**

**GRADUATE &
ADULT STUDENTS**

**ALUMNI &
DONORS**

**EMPLOYERS &
COMMUNITY
LEADERS**

**FACULTY &
STAFF**



BRAND STEWARDSHIP

BRAND STEWARDSHIP

5 ways to keep our story on track.



LEAD WITH OUR STORY, NOT WITH OUR STATS.

**Largest Catholic University. 24,000 students.
17:1 student-teacher ratio.**

While these are impressive numbers, they don't even begin to define us as well as our education, environment, and ethos do. **Always lead with what makes us truly unique, and pepper in our facts, figures, and statistics** as you get deeper into our story. Every institution has facts, and everyone can spin them to sound impressive. Our story is much bigger than that.

BRAND STEWARDSHIP

5 ways to keep our story on track.

2

DON'T TALK ABOUT CHICAGO, TALK WHY CHICAGO.

Instead of simply mentioning or showing our world-class city, **share the advantages Chicago provides our students** as a living laboratory. Things like a real-world setting, access to major companies and industries, a powerful connection to more than 160,000 alumni, great opportunities for employment during and following their time at DePaul, and the ability to interact with people from all over the world. Our students are ready to achieve more in the real world because that's exactly where they received their education. Being a citizen of a global city empowers them to think and act with confidence and embrace scale and complexity at every turn.

BRAND STEWARDSHIP

5 ways to keep our story on track.

3

ADD VALUE TO VINCENTIAN VALUES.

The Vincentian values are critical to our story, but they can be difficult to articulate to a broader audience, particularly those that don't know us well. Yet.

It's important that we **describe our values (our ethos) in everyday terms**. We have an immense respect for others, and it's apparent in our service actions, our well-rounded nature, and absence of ego. We are engaged in our communities at every level. Here, diversity isn't a buzzword; it's a way of life. We are open to diverse people and ideas and welcoming of diverse cultures, backgrounds, and points of view. This makes our students agile, open-minded, and accepting of change. At DePaul, this is what it means to be Vincentian.

5 ways to keep our story on track.



DEPAUL OFFERS A GREAT EDUCATION. THE ONLY PROBLEM IS EVERY OTHER INSTITUTION SAYS IT DOES, TOO.

We can't merely talk about our education. We need to show what makes it distinctive, unique, and undeniably DePaul. That means describing our dedicated, passionate faculty who teach from experience, using real-world applications and a hands-on approach. It means talking about our rigorous curriculum that is greatly informed by today's global issues and anticipates tomorrow's challenges. And it means talking about our emphasis on individual attention. Together, this is how we define a great education at DePaul.

BRAND STEWARDSHIP

5 ways to keep our story on track.

5

“URBAN EDUCATED. WORLD READY.” IS OUR BRAND ESSENCE.

But it’s not a tagline. Instead of using it to pay off what we communicate, **everything we communicate should pay it off**. Explain how learning in the midst of Chicago makes us connected and confident; how Vincentian values ground us with meaning and purpose; and how a practical educational experience makes us capable, qualified, and ready from day one.

RESOURCES

PEOPLE

EM&M's Marketing Strategy and Branding team

Brand research, strategy development, training, and consulting

Verna Donovan, AVP
vdonovan@depaul.edu

Meg Marchese, Director
mmarche1@depaul.edu

Jason Hagemann, Assoc. Director
jhageman@depaul.edu

BRAND SITE

On depaul.edu under Faculty and Staff (site undergoing refresh)

- Brand strategy and messaging content and tools
- Audience-specific message guidelines
- Brand stewardship – training, tips and pointers
- Brand resources – graphic identity guidelines and policies

TRAINING AND CONSULTING

Individual or team training; strategy and messaging consultation

Contact Verna Donovan or Meg Marchese



THANK YOU

Good Luck to
the students
who use
Jim
faci

Nowowski
Mary
Chem
mid

In Memory of
John R.
Skvarek

Tom and Gina
Leonard

Class of 1922

W
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John
Briars

W.C.