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.
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.
PERFORMANCE

THE ULTIMATE DRIVING MACHINE.
OUR RESEARCH
How did we arrive at DePaul’s brand?

Our brand is rooted in data and the opinions of many.

Prospects

Trustees

Parents

Community and Civic Leaders

Current Students

Employers

Alumni and Donors

Faculty and Staff

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OUR BRAND

What makes up our brand story?

1. Our Positioning
2. Our Proof Points
3. Our Essence
4. Our Personality

THE DEPAUL STORY
What makes up our **brand story**?

1. **OUR POSITIONING**
   - Our promise to the world

2. **OUR PROOF POINTS**
3. **OUR ESSENCE**
4. **OUR PERSONALITY**

For the university’s primary audiences, DePaul is the university that **prepares** graduates to **work**, **succeed**, and **contribute** in the global community.
What makes up our brand story?

1. Our Positioning
2. Our Proof Points
   How we make good on our promise
3. Our Essence
4. Our Personality

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**?

1. **OUR POSITIONING**
2. **OUR PROOF POINTS**
3. **OUR ESSENCE**
4. **OUR PERSONALITY**

**OUR ESSENCE**
What our brand stands for at its core

**URBAN EDUCATED. WORLD READY.**
OUR BRAND

What makes up our brand story?

1. 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.

2. 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.

3. OUR ESSENCE
   What our brand stands for at its core
   Urban educated. World ready.

4. 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
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.
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.
WE CHALLENGE OUR STUDENTS

with a dedication to scholarly study,
a passion for teaching, and an awareness
of the world around us.
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.
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.
As advocates for each individual, we promote diversity—not just of people, but also of ideas and perspectives.
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.
THIS IS DEPAUL.
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.
- With an experience framed by Vincentian values, our students are grounded by meaning and purpose.
- DePaul offers a practical, productive academic experience so that our students are experienced, analytical and ready to work.
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

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

A practical, productive academic experience

**THE ENVIRONMENT**
- 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

The city of Chicago

**THE ETHOS**
- 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

Vincentian values

DePaul offers...

A vital, real-world learning experience

So that our students are...

Inspired, accomplished, and ready to achieve more

**CORE MESSAGE**

URBAN EDUCATED. WORLD READY.

**BRAND ESSENCE**

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

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

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: 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

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The city of Chicago

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DePaul offers...

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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
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.
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.
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.
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.
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.

“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  Meg Marchese, Director  Jason Hagemann, Assoc. Director
vdonovan@depaul.edu  mmarche1@depaul.edu  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