



WHAT IS A BRAND?

A great brand represents the total culture of an organization—its philosophy, its dedication to principles, its uniqueness, the respect it fosters with everything and everyone it connects with. It represents a promise from an organization to deliver on an expectation. It unites everyone responsible for that delivery with a common focus and rally cry.

THE THOMAS MORE UNIVERSITY BRAND

Thomas More is rooted in the Catholic Intellectual Tradition and focused on the future—focused on providing intellectual development and career preparation, but there is so much more. At Thomas More students have the freedom to explore their ideas with the support of a nurturing community of faculty and scholars. They learn to harness the power of human reason, solve problems and discover truth. They are encouraged to seek purpose and become the person they were created to be. They are given a gift—an opportunity—to Make It More.

OUR BRAND IS HOW WE TELL OUR STORY.

Thomas More University has committed to a strategic brand initiative in an effort to advance our reputation in the higher education market. Through a consistent voice we have the ability to lift up the distinctive qualities that make Thomas More unique. As a foundation for this comprehensive plan, we will lead with our new brand statement:

Make It More.

This new brandline offers Thomas More key advantages:

- It names our patron and exemplar
- It's an aspirational imperative
- It promises a positive outcome
- It provides a message platform to:
Be More. Do More. Seek More. Achieve More. Create More.
- It encourages enrollment—make the decision, Make it [Thomas] More.

Through message creation we will work to authentically capture the key attributes of our core identity:

- Welcoming, nurturing and affable
- Firmly committed to the Liberal Arts
- Devoted to our Catholic principles and values
- Inspired by the Catholic Intellectual Tradition as a Diocesan University

A UNIFIED COMMUNITY.

We all represent the Thomas More brand. In our work, in our actions, in our commitment to students, and in our faith and belief in the mission of the University. It is a critical time in higher education for Thomas More to take the opportunity to deploy a powerful, consistent and comprehensive brand position that better reflects who we are. Collectively, we have the power to carry on the tradition of intellectual freedom and academic pursuit for our students.

PRESERVING OUR NAME

Moving forward we will refrain from using the “TMU” acronym in all verbal or written outward-facing communication. Preferred reference to the University should always be the full name “Thomas More University” and “Thomas More” or “the University” secondarily. The use of TMU is acceptable in internal communications only.

GRAPHIC IDENTITY

The adaptation of the new brandline has been incorporated in the University signature. Digital assets as well as a complete guideline to the Thomas More University Graphic Standards will be available by request to Judy Crist at **859-344-3443** or cristj@thomasmore.edu.



THOMAS MORE
UNIVERSITY

Make It More.