Brand
The University of Utah
Branding

Fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible.
Brand Strategy
Data Driven

All brands continue to evolve and improve.
Conducting Branding Research

Survey Says...
A Unifying Idea
Transitioning away from
Alignment is Key
Brand Pillars
Brand Pillars

We become a top 10 public university with unsurpassed societal impact as we:

INSPIRE student success

INNOVATE to create new discoveries

SERVE every Utahn
Brand Compliance
Branding Website
brand.utah.edu
Other Resources