

JON M. HUNTSMAN SCHOOL OF BUSINESS

BRANDING GUIDE

updated October 2015

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INTRODUCTION

WHY IS “BRANDING” IMPORTANT?

our brand is...you. Your brand is how others feel about you. Each of us can certainly try to influence others’ feelings by clearly communicating who we are and what we’re about, by creating meaningful brand experiences for them, but ultimately the real brand is still in the mind of the audience.

Our brand is the impression someone gets as they attend our events, or watch a video, or hold our brochures, or meet our students. It’s the culmination of the stories of who we are. It’s what they see and feel as they consider attending the Huntsman School, or engaging with the Huntsman School.

Our brand can be planned, strengthened, nurtured, and conditioned, but it can’t be designed. Although our first impression is often visual, it is more about the experience. If a brand is our personality, a logo is the “face”, but it’s not the brand itself. Neither is signage, letterhead, or the products or services we provide.

When we communicate the right way, when we stay focused on our mission, vision, and purpose, our brand can communicate to others who we are, what we value and who we hope to become. The success of our brand will support our mission to truly become “top-tier”.

WHY THIS GUIDE?

We are all Huntsman School brand ambassadors. Those of us working for the Huntsman School are at the forefront of creating and sustaining the Huntsman brand as we build a Huntsman School community of students and parents, faculty and staff, alumni and friends. This guide is intended to provide a coherent visual and message brand. While we would prefer that the visual guidelines be followed closely, we expect the key messages to be flexible so that you can shape them around stories specific to your constituencies.

Please note that this guide is dynamic and we will refresh the message and stories on a regular basis.

VISUAL

THE HUNTSMAN SCHOOL LOGO

color and photo use

INTRODUCTION

The logo shows the sophistication of the Jon M. Huntsman School of Business and should be used appropriately to maintain the brand's integrity. The logo also includes the Utah State University wordmark to communicate the relationship between the two.



COLOR

The logo should be one color only, either Aggie Blue or black, or white on a dark background.



ON A PHOTO

When using the logo on a photo, only place it where the logo will be legible, either in white or blue. Don't use the logo over a busy area of the photo, or it will look cluttered and difficult to read.



Unacceptable

THE HUNTSMAN SCHOOL LOGO

size and quality

MINIMUM SIZE

The logo should never be printed smaller than 1/2" in height to maintain readability.



AREA OF NON-INTERFERENCE

It is important that the logo has its own "personal space". This area is defined by using the height of the Huntsman "H" to measure a barrier or cushion around the logo. Do not allow any design elements or type to cross over this area. A feeling of dignity is communicated by giving the logo adequate breathing room.

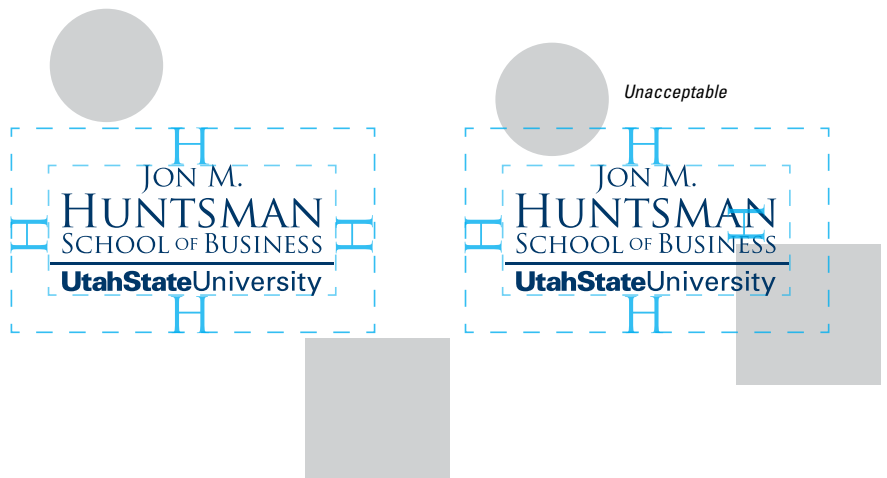


IMAGE QUALITY

As a basic rule in all design elements, if you can see the pixels, don't use it. A pixelated image means the resolution is not high enough. Try to use the highest quality logo file available. If you do not know the resolution, usually a larger file size is better. Web and screen use may tolerate lower resolution files (72 dpi), while printed use of the logo absolutely needs to be high-quality (300 dpi).



Unacceptable

WEB RESOURCES

Huntsman school and USU logo files are available for download online at:
<http://huntsman.usu.edu/marketing/htm/services-resources/vip>

THE HUNTSMAN SCHOOL LOGO

USU logo separation

TWO LOGOS IN ONE

(There are few cases in which the Huntsman logo may be separated from the USU logo. It usually does not look ideal and in most cases the combined logo is most appropriate.)

It is important that the viewer is able to recognize Utah State University as the home for the Jon M. Huntsman School of Business. In order to always give credit to USU, a primary USU wordmark or logo must be visible on all Huntsman school documents and projects. Secondary USU logos are not appropriate for Huntsman school material.

The Huntsman school logo may be separated from the USU wordmark, but only if the USU wordmark or logo is visible in another place on the document.

Each institution's logo must maintain its own integrity. Using two different logos in the same general space (ie; lower right-hand corner) may look both confusing and crowded. The simplest solution in most cases is to use the approved combined logo (as seen on previous pages).

Example of acceptable logo separation:



Preferred primary USU logos:



Huntsman School logo without USU wordmark:



UtahStateUniversity

THE HUNTSMAN SCHOOL LOGO

unacceptable logo usage

DO NOT reset the type in the logo.



DO NOT use more than one color, or the wrong color in the logo.



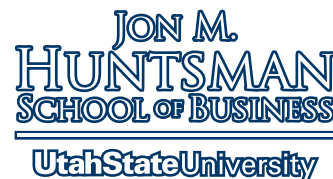
DO NOT add a department name to the logo.



DO NOT combine the logo with other USU logos or marks in an unapproved way, including stacking different logos elements.



DO NOT condense, extend, skew, distort, manipulate, outline, modify or redraw the logo in any way.



DEPARTMENT WORDMARKS

overview

HUNTSMAN SCHOOL INTERNAL LOGOS

There are times when a department or graduate program needs a “logo” to promote themselves individually, aside from the whole business school. Bulky or graphic logos used for this purpose would most likely be confusing and compete with the Huntsman School logo itself.

Below are typographic solutions in which the Huntsman School logo and the department or program name (set in Univers condensed) may be combined to fulfill such a purpose. These should be shown in one color—either Aggie Blue, black, or white.



Economics & Finance



MBA



Management Information Systems



MMIS



Management



MHR



School of Accountancy



MSFE

CENTER LOGOS

overview

NAMED CENTER LOGO USAGE

We have and continue to add named centers to the Huntsman School. So far this includes the Clark Center and FJ Center. Each center has a wordmark and logomark combination.

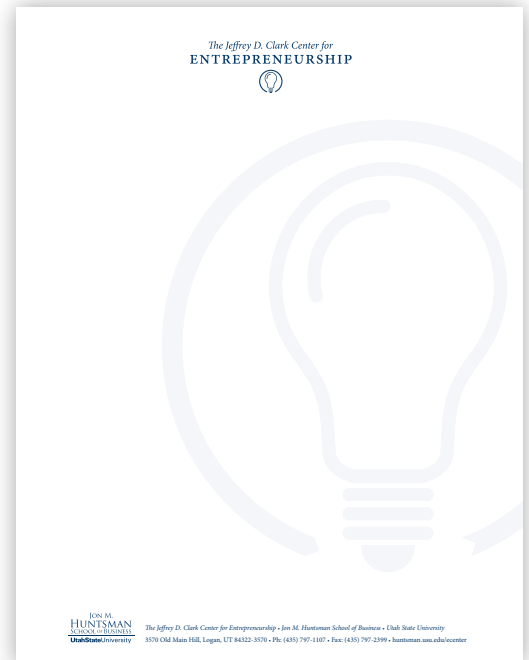
These logos should never be used on printed collateral without the Huntsman School wordmark also printed on the item. This retains the center's connection to Utah State University.

The logomark may be used as a separate design element.

The Jeffrey D. Clark Center for
ENTREPRENEURSHIP



The FJ Management Center for
STUDENT SUCCESS



POLO SHIRTS

guidelines

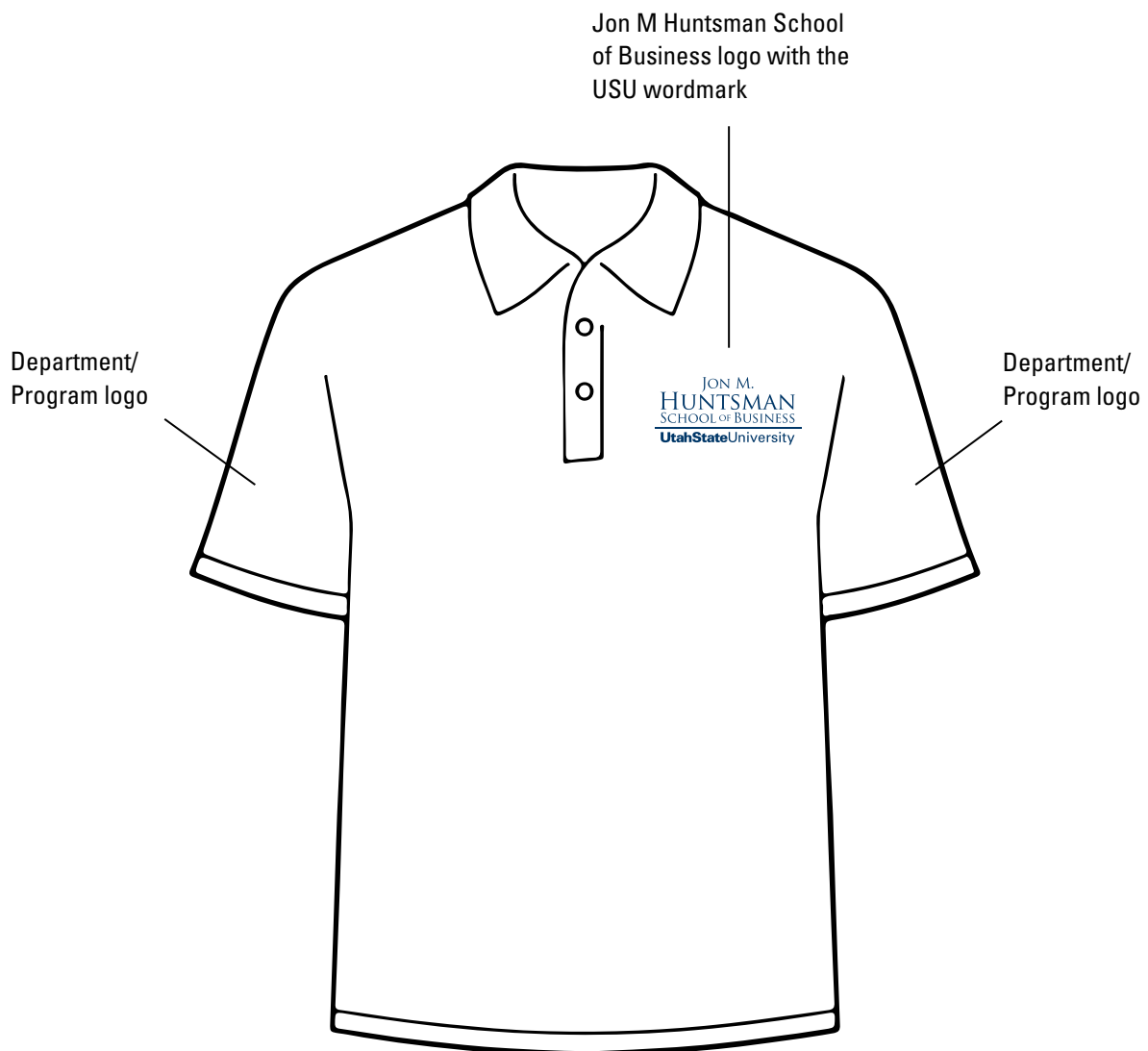
LOGO USE AND PLACEMENT

The Jon M Huntsman School of Business Logo with the USU wordmark must be on the left breast of the polo. You cannot use any other USU logo or wordmark.

Department and program logos can be placed on either sleeve.

COLORS

Refer to the color palate provided in this branding guide when choosing polo shirt colors and embroidery.



TYPOGRAPHY

acceptable typefaces and fonts

MINION PRO (SERIF)

SUBSTITUTE: GEORGIA OR ADOBE GARAMOND

WHEN TO USE: **As body text**—this is probably the easiest to read as body text. It tends to look more conservative and sophisticated. **As a headline**—typically a letterspaced all-caps or small caps headline looks nice in this typeface. See legibility guidelines on next page.

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

The quick brown fox jumps over the lazy dog.

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

UNIVERS LT STD (SANS SERIF)

SUBSTITUTE: HELVETICA NEUE OR ARIAL

WHEN TO USE: **As body text**—this typeface tends to look more casual, but still clean and simple. (This body text is set in Univers condensed.) Try using it as a pull-quote to add variety to serifed body text. **As a headline**—a bright color or heavy weight can help even a lowercase headline. When using all-caps, letterspace for legibility. See legibility guidelines on next page.

Univers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

The quick brown fox jumps over the lazy dog.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

THIRSTY SOFT (SCRIPT)

WHEN TO USE: Because this typeface isn't always as legible as other options, it is not recommended to use for body text. Use primarily on short headlines or to accentuate a word, name, or phrase. Do not use in all-caps.

Thirsty Soft

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

The quick brown fox jumps over the lazy dog.

TYPOGRAPHY

selection

SELECTING TYPEFACES AND FONTS

To create a more uniform look, use the typefaces on the previous page for day-to-day business. Selecting appropriate typefaces for publications is essential, depending on the purpose of the publication and the audience it targets.

When using a combination of typefaces, the key is consistency and limiting their uses. Generally you should limit your typefaces to two or less. Just as it looks better to wear orange with blue, versus black with blue, using contrasting typefaces gives a sense of balance, for example, using Univers with Minion. By choosing certain fonts and staying with them, you help to create a “family look” for your publications.

Use variety within a typeface. Experiment with various font weights (bold, condensed, etc) to give your the information in your document hierarchy. For example, a subheading should stand out more than body text, but should not overpower the main heading or title. Once you find a “recipe” that works, stay consistent with those choices in your publication.

Suggested typographic combinations:

I AM A HEADING

Here is a subheading

I am body text tatur, nimi, in pre aut alit, sit qui tem faciis eum rem dolupta tenime nestrums ad esendae voluptice cuptaer untisci con nes enimillum exerum arit atati bernam, volles ea sa de.Ratur sedissi modita veliqua tescipsum, quae pe tem aperspi.

I AM A HEADING

I am body text tatur, nimi, in pre aut alit, sit qui tem faciis eum rem dolupta tenime nestrums ad esendae voluptice cuptaer untisci con nes enimillum exerum arit atati bernam, volles ea sa de. Ratur sedissi modita veliqua tescipsum, quae pe volorro tem aperspex esequodit.

I am a Heading

I am body text tatur, nimi, in pre aut alit, sit qui tem faciis eum rem dolupta tenime nestrums ad esendae voluptice cuptaer untisci con nes enimillum exerum atati bernam, volles ea sa de.Ratur sedissi modita veliqua tescipsum, pe volorro aperspi.

TYPOGRAPHY

legibility

SPACING

Keep text legible.

Body type should be simple and easy to read. Never letter space this area. Use bold and italic fonts only to accentuate individual words or phrases. Avoid all-caps for long paragraphs. Do not use tracking with script typefaces.

When using all-caps or small caps on headlines or pull-quotes, increase the tracking or letter-spacing to at least 25. When adjusting the You will notice text in all-caps is more legible with increased tracking, while lowercase text becomes harder to read if there's too much tracking.

Which set is more comfortable to read?



USE TRACKING WITH ALL-CAPS.

Avoid tracking with lowercase type.

USE TRACKING WITH ALL-CAPS.

Avoid tracking with lowercase type.



Vernam unt od untis earibus, sim quo volorest, volo offic te consectium quia eos conecaeped quaepercias imi, ad moditio nseque dolupta mendus modis reperecepra con corpore rempos esequi ducia suntia nimus simin premquatet plicia doloribus, omnis exerume volestem volo officie ndiatis maio expe nonseni hitatiatis esseditem. Itas sedio ipsuntibus repedia quae natenihicil magnatem renda de

Vernam unt od untis earibus, sim quo volorest, volo offic te consectium quia eos conecaeped quaepercias imi, ad moditio nseque dolupta mendus modis reperecepra con corpore rempos esequi ducia suntia nimus simin premquatet plicia doloribus, omnis exerume volestem volo officie ndiatis maio expe nonseni hitatiatis esseditem. Itas sedio ipsuntibus repedia quae natenihicil magnatem renda de

COLOR

overview of official color palettes

PRIMARY COLOR PALETTE

These colors are to be used most often, with Aggie Blue being the most dominant.

OTHER ACCENT COLORS

Colors other than those shown may be used for internal purposes only. For example, if a club is having a Valentine's Day cupcake party, then pink would be acceptable on those internal advertising items. Departments, clubs, and programs may use only the Huntsman School primary color palette when advertising to an external audience.



AGGIE BLUE

C	100	R	0
M	40	G	51
Y	0	B	89
K	60		

Web	Pantone
003768	540 C

GRAY

C	0	R	x
M	0	G	x
Y	0	B	x
K	45		

Web	Pantone
bbxxx	Black (45%)

LIGHT GRAY

C	0	R	x
M	0	G	x
Y	0	B	x
K	20		

Web	Pantone
e9xxx	Black (20%)

GRADIENTS



Dark navy to Aggie Blue



Gray to White

VOICE

USING THE RIGHT VOICE

Voice is the verbal counterpart to our visual identity. Just as our appearance delivers an impression, so does what we say and how we say it. If we are telling a story about ourselves, it's important to tell it in a consistent voice. While each of the Huntsman School programs and departments has a slightly different story to tell, following this guide will provide cohesion and strength to the Huntsman School brand as a whole.

The Huntsman School voice can be an especially useful way to distinguish ourselves from the competition. Our voice allows us to articulate the key themes of our brand and support our purpose statement.

First, it is important to keep in mind that the Huntsman School voice is a combination of two things:

VOICE = TONE + CONTENT

Tone (how you say it)

Refers to the style and manner of your writing, word choice, cadence, and sentence structure. The tone should reinforce the personality characteristics of the Huntsman School. Your tone may vary slightly depending on whether you are writing for a student, parent, faculty member, alumnus, or for someone who may be unfamiliar with the university.

Content (what you say)

Refers to the focus and construction of your compositions. This guide provides key themes and supporting messages that will ensure the story you tell strengthens the overall brand and doesn't stray from our purpose.

Using a consistent voice will increase brand recognition and also the potential effectiveness of your communications.

PURPOSE STATEMENT

Our purpose is to be a **career accelerator** for our students and an **engine of growth** for our community, the state, the nation and the world.

CHARACTERISTICS & TONE

If the Huntsman School were a person you met, how would you describe him/her? You can only assume so much from someone's appearance. What about their attitude and personality?

How might one describe the character of the Huntsman School?

Ambitious

Genuine

Professional

Bold

Confident

Smart

Ethical

Collaborative

Innovative

Passionate

Special attention should be paid to make sure the **tone** of your message reflects the characteristics above. When the tone is consistent, the audience gets a feel for the brand personality and can more authentically form a relationship with the Huntsman School.

KEY THEMES

There are several key themes that are valued most by our stakeholders. All of these themes support the purpose of the Huntsman School. When you write or speak about the Huntsman School, these themes should be part of the conversation:

1. Undergraduate Focus

The Huntsman School provides a unique focus on the undergraduate experience. The quality and breadth of academic programs and extracurricular opportunities for undergraduates is unmatched.

2. Academic Excellence

Curriculum at the Huntsman School is constantly evolving to remain relevant. As the School grows, renowned professors have elevated the quality of education, and class sizes have stayed small.

3. Meaningful Careers

The Huntsman School places 95 percent of its graduates within three months of graduation. Our graduates compete with confidence, having had valuable experience inside and outside the classroom.

4. Aggie Life

A Huntsman School experience is incomplete without the richness of Utah State's traditions, gorgeous Rocky Mountain location, and true-Aggie community and loyalty.

5. Guiding Principles/Four Pillars

The Four Pillars (Ethical Leadership, Global Vision, Entrepreneurial Spirit, and Analytical Rigor) inspire Huntsman faculty, staff, and students to aim high and focus on lasting business principles. Our statistics show that our students truly shine in these four categories.

6. Value

The benefits of all the above themes come with an incredible price value. Huntsman students have an affordable investment opportunity with a valuable return. The Huntsman School provides the largest scholarship resources for its students compared to other USU colleges.

When talking about the Huntsman School, we should consistently emphasize these themes and use related messages as the basis of our communications efforts.

KEY THEMES & SUPPORTING MESSAGES



● Key Themes

● Supporting Messages

MESSAGE MAP

Our key themes are evident when we use consistent messages in our printed, video, verbal, and any other medium where we represent the Huntsman School voice. Messages may vary depending on the audience. Provided below are specific messages that may be used.

Messages for Prospective Students

Messages for Current Students

Messages for Alumni & Friends

Academic Excellence

The Jon M. Huntsman School of Business and the School of Accountancy are accredited by AACSB International—The Association to Advance Collegiate Schools of Business. AACSB is the premier accrediting association for business and accounting programs.

The Jon M. Huntsman School of Business aspires to improve its national stature. Within the next 10 years the school seeks to be nationally recognized. Our school seeks to be nationally recognized as a top-tier program within the next 10 years.

We have recruited top faculty from renowned programs such as Stanford, Chicago, Northwestern, Pepperdine, Vanderbilt, Notre Dame, and the University of Texas. Our Economics & Finance Department was awarded with the 2013 Teaching Excellence Award by Utah State University, and our School of Accountancy is ranked #34 in the nation, out of more than 600 accounting programs.

The student-to-professor ratio is 20:1 to ensure that each student is treated as an individual and not just a number.

Our business professors come from top programs such as Stanford, Chicago, Northwestern, Pepperdine, Vanderbilt, Notre Dame, and the University of Texas. Our Economics & Finance Department was awarded with the 2013 Teaching Excellence Award by Utah State University, and our School of Accountancy is ranked #34 in the nation, out of more than 600 accounting programs.

To enable the learning inside the classroom and expand the opportunities outside the classroom, we have also brought aboard (hired) faculty from renowned programs such as Stanford, Chicago, Northwestern, Pepperdine, Vanderbilt, Notre Dame, and the University of Texas. Our Economics & Finance Department was awarded with the 2013 Teaching Excellence Award by Utah State University, and our School of Accountancy is ranked #34 in the nation, out of more than 600 accounting programs.

Since business is the lifeblood for successful and prosperous communities, we envision our school as dedicated to bridging business theory with successful and ethical business practices.

During the 2014-2015 academic year, Michael Bills was recognized as the Whitesides Scholar-Athlete of the Year, Alison Fife was recognized as the USU Scholar of the Year, Steve Wilcox was recognized for USU Achievement of the Year, and Samantha Burrows was recognized with the 2015 Bill E. Robins Award. They join the eight Huntsman students who were elected two months ago as USUSA officers, including student body president Trevor Olsen. Trevor is the fifth straight Huntsman student to be elected student body president.

Huntsman students also competed successfully in state, regional, and national academic competitions, including Morgan Ipakchian, the winner of the Intercollegiate Sales Idol competition, or the winning Huntsman team for the third year in a row at the AIS Student Chapter National Competition, or our student ethics club that brought home both the Grand and First Place prizes at the National Ethics in Action Competition.

MESSAGE MAP (CONTD.)

Messages for Prospective Students

Messages for Current Students

Messages for Alumni & Friends

Undergraduate Focus

At the Jon M. Huntsman School of Business we provide students the best undergraduate business experience. Along with career-relevant classes, and professors who care, students have opportunities to study abroad, participate in internships, and apply classroom business principles in the real world.

The Huntsman Difference is the value you receive as you combine an exceptional classroom experience with outside-the-classroom opportunities.

Undergraduate student opportunities include Huntsman Scholars (Business Honors), Business Study Abroad, SEED Microfinance Program, Koch Scholars, Huntsman Clubs and Organizations, and Career Exploration Trips, all offered to undergraduate students.

While other business schools focus on graduate programs, the Huntsman School focuses on providing a premier undergraduate experience.

Be a part of the momentum and energy of a business school that is growing and accomplishing more every year.

At the Jon M. Huntsman School of Business we provide students the best undergraduate business experience. Along with career-relevant classes, and professors who care, students have opportunities to study abroad, participate in internships, and apply classroom business principles in the real world.

Dare mighty things and declare business.

The Huntsman Difference is the value you receive as you combine an exceptional classroom experience with outside-the-classroom opportunities.

Map a unique path to your dream career by taking advantage of all the Huntsman School has to offer.

Undergraduate student opportunities include Huntsman Scholars (Business Honors), Business Study Abroad, SEED Microfinance Program, Koch Scholars, Huntsman Clubs and Organizations, and Career Exploration Trips, all offered to undergraduate students.

There is so much happening at the Huntsman School of Business. There has never been a more exciting time to be a Huntsman student.

Student success is at the center of all we do.

Our mission is to build a great school of business and economics by providing undergraduate students a first-rate education that will enable them to thrive in the most demanding graduate programs and to lead with distinction and effectiveness in the world of commerce and public affairs.

MESSAGE MAP (CONTD.)

Messages for Prospective Students

Messages for Current Students

Messages for Alumni & Friends

Meaningful Careers

In collaboration with the entire Huntsman community of faculty, staff, alumni, friends, and employers, the Flying J Management Center for Student Success promotes inside-the-classroom learning and outside-the-classroom experiences that further student success.

The undergraduate academic advising team for the Huntsman School is committed to building relationships that foster student empowerment. Our services are designed to facilitate the student's academic experience and enhance their college opportunities.

Through one-on-one, personalized visits, our advisors are able to provide valuable and timely information to students. Advisors help students discover opportunities that will provide them invaluable out-of-the-classroom experiences that will help set them apart from other candidates in their field.

The Huntsman School offers more than 20 clubs and organizations to help students pursue their specific business interests.

The FJ Management Center for Student Success is a one-stop-shop that supports achieving academic success while preparing students for meaningful careers and to be fully engaged in their communities and in the world.

The FJM Center offers a rich and dynamic digital environment that connects with the latest trends in career preparation.

At the Huntsman School, we believe in empowering our students to own their education and their careers. The purpose statement of the Huntsman School reads in part that it is our purpose to be a "career accelerator for our students." The purpose of the Huntsman School is to act as a "career accelerator for our students." Career development options (are available from day one) start from the first day at the Huntsman School and continue throughout your professional life.

Through one-on-one, personalized visits, our advisors are able to provide valuable and timely information to students. Advisors help students discover opportunities that will provide them invaluable out-of-the-classroom experiences that will help set them apart from other candidates in their field.

The Huntsman School offers more than 20 clubs and organizations to help (allow) students pursue their specific business interests.

The Flying J (FJ Management) Management Center for Student Success offers students a one-stop shop for all (their) career and academic needs.

The center's four cornerstones include undergraduate advising, career development, student clubs, and scholarships. The center also offers a rich and dynamic digital environment that connects with the latest trends in career preparation.

Alumni and Friends of the Huntsman School are encouraged to support the four cornerstones of the school, undergraduate advising, career development, student clubs, and scholarships. Community support through student engagement and financial support allows our students to excel in their academic and career goals.

Our alumni are deeply engaged in helping further our students' aspirations. They host students career exploration trips, recruit on campus, speak in classes, and mentor students.

MESSAGE MAP (CONTD.)

Messages for Prospective Students

Messages for Current Students

Messages for Alumni & Friends

Guiding Principles

In the classroom Huntsman students are exposed to examples of ethical dilemmas through the use of cutting-edge case analysis. Outside of the classroom, our students gain meaningful leadership experiences through participation in 19 different student clubs and access to regular visits from business and civic leaders.

Huntsman students are expected to live up to the high moral integrity and ethical values outlined by our namesake, Jon M. Huntsman.

The four pillars (ethical leadership, global vision, entrepreneurial spirit and analytical rigor) are evident in both academic and extracurricular opportunities unique to the Huntsman School.

Our students' education is based on four pillars: ethical leadership, global vision, entrepreneurial spirit and analytical rigor.

Ethical leadership is more than just a catch phrase here at the Huntsman School of Business. Our students come to us with deeply held values, and we have a strong commitment to reinforce those values so that our students are prepared to lead lives of meaning in their professions and their communities.

In the classroom Huntsman students are exposed to examples of ethical dilemmas through the use of cutting-edge case analysis. Outside of the classroom, our students gain meaningful leadership experiences through participation in 19 different student clubs and access to regular visits from business and civic leaders.

When you have "Jon M. Huntsman" as part of your name, ethical leadership better be one of your core values. Jon Huntsman's name has long been synonymous with integrity and honesty, and our intention has been to see that legacy honored in the lives of our students. Huntsman students are expected to live up to the high moral integrity and ethical values outlined by our namesake, Jon M. Huntsman.

MESSAGE MAP (CONTD.)

Messages for Prospective Students

Messages for Current Students

Messages for Alumni & Friends

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Aggie Life</p>	<p>Logan ranked #5 Safest Community in the USA to live and raise a family</p> <p>Logan is ranked #3 Best College Towns in the USA</p> <p>Utah State University students graduate among those with the lowest debt of any major university in the USA.</p> <p>230 international students currently attend the Huntsman School.</p> <p>60 percent of Huntsman students speak a language besides English</p> <p>47 different languages are spoken by Huntsman students</p> <p>46 percent of Huntsman students have lived outside of their home country for at least six months</p> <p>Living on a residential campus, Huntsman students get an immersive college experience, far different from "commuter schools." Our students all live on or near campus, and almost every student participates in any number of 200 on-campus clubs and associations.</p>	<p>Huntsman students are encouraged to participate in the many USU traditions that make the school unique: True Aggie Night, the Dead-Week Howl, dances, basketball games, Aggie Ice Cream, and more.</p>	<p>Remember the beautiful and adventurous summers in Cache Valley? Remember the feeling of excitement in the Spectrum? Cache Valley has a specific DNA of which only those who have lived here can testify.</p>
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Messages for Prospective Students

Messages for Current Students

Messages for Alumni & Friends

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Value</p>	<p>Utah State University students graduate among those with the lowest debt of any major university in the USA.</p> <p>Huntsman students have an affordable investment opportunity with a huge return.</p> <p>The Huntsman School awarded \$1.3 million worth of scholarships to our graduate and undergraduate students during the 2014-2015 school year. That is the largest pool of scholarship money offered by any college at Utah State University. The Huntsman School offers by far the largest scholarship resources for its students compared to other USU colleges.</p>	<p>The Huntsman Difference is the value you receive as you combine an exceptional classroom experience with outside-the-classroom opportunities.</p>	<p>It is because of the generosity of alumni and friends like you that we are able to support our students as they seek to earn an education with the best value in the state of Utah.</p>
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SLOGAN

The Huntsman School slogan, “Dare Mighty Things,” encompasses the core purpose statement, supports our current key themes, and reflects our accomplishments and aspirations. It can be used in academic messaging as well as recruiting, fundraising campaigns, and program marketing.

DARE MIGHTY THINGS

When possible, a “Dare Mighty Things” approved graphic may be used. The graphic is not necessary when the slogan is used in body text.

“Far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to rank with those poor spirits who neither enjoy nor suffer much because they live in the gray twilight that knows neither victory nor defeat.”

— *Theodore Roosevelt*

**DARE
MIGHTY
THINGS**

SLOGAN (CONT.)

“Dare Mighty Things” is a powerful charge that applies to each of our audiences:

When **prospective students** dare mighty things, they see the promise of the Huntsman Difference and strive to take that next step after high school and really own their college experience. They want to make a difference in the world, and they see business as the avenue to do so.

When **current students** dare mighty things, they find courage to take risks, to try new things, to explore new places, to reach for higher goals. They embrace their independence and begin to realize their potential as leaders. Their education and experience gives them the confidence to never settle as they apply to programs, find internships, and begin careers.

When we ask our **alumni and friends** what it means to dare mighty things, they often speak from experience. They know that they have achieved greatness because they saw it was better to risk and fail than to never have tried. Even with success in business, they continue to reach for a higher joy in serving others. They continue to build up the Huntsman School toward a shared aspiration of becoming a top-tier business school.

Our own talented marketing professor Kenneth Bartkus spent an extensive amount of time researching an effective slogan for the Huntsman School. He discovered “Dare Mighty Things” in the powerful speech, “The Strenuous Life” by Theodore Roosevelt (10 April 1899). He knew it would be an inspiring message that was most fitting of the Huntsman School’s aspirations.

COMMUNICATING EFFECTIVELY

As you prepare your marketing communications materials, it is important to ask yourself if the messages and themes included effectively support and enhance the Huntsman School's reputation. Please use the following questions as a guide to help you determine if you have incorporated key themes and messages appropriately.

Before you share:

- 1. Does your message incorporate at least one of the key **themes** and support our **purpose** statement?
- 2. Does your message reflect at least one of the Huntsman School **characteristics**? Is the **tone** of your message ambitious, passionate, professional, genuine, smart, confident, ethical, innovative, bold, or collaborative?
- 3. Does your message call the audience to **action**?
- 4. Is your message **Unique, Informative, or Inspirational**?