

## 01. BRAND PLATFORM

# BRAND PILLARS

**Our brand story rests firmly on the strength of our key brand pillars, which represent our highest principles, deepest commitments, and greatest achievements. They are clear and compelling proof points that support the brand promise and guide the brand story. The following brand pillars are written in the voice of our brand, as if communicating to external audiences about who the College is and what we stand for. Any references to “you” within the messaging are referring to our external audiences and not members of our internal Saint Mary’s community**

### ACADEMIC & PERSONAL EXCELLENCE

Exploration isn't just some ethereal idea that looks good and sounds noble. It's bigger than that. It's grittier than that. Exploration is about digging in and pushing boundaries. Finding what's real. Falling down. Getting up. Challenging yourself. Surprising yourself. Opening yourself up to new realities no matter how strange or unexpected or unimaginable they may seem. Exploration is about looking at the world more deeply than ever before and finding... you. Because living is exploring. Always.

### EMPOWERING WOMEN TO LEAD

Leadership is a mindset. An attitude. It takes confidence and character. Compassion, and conviction. A clear vision, and a strong voice. Leadership is about never running away, and always running ahead. It's about pushing yourself to change lives for the better, and inspiring others to do the same along the way. Leading is about putting yourself out there without reservation and showing the world the difference between standing up, and standing out. Because it takes great women to lead. And it takes good women to be great.

### VIBRANT, ACTIVE COMMUNITY

You know you're part of something special when you look around and see people never holding back. When you see accomplished, passionate, confident women expressing themselves to their fullest potential. Sharing their dreams. Pushing each other. Supporting each other. Encouraging each other. Striving for more. Inspiring, and being inspired. Together. That's when a campus becomes more than a collection of buildings. That's when a college becomes more than a community. That's sisterhood.

### RELIGIOUS SENSIBILITY

It's really not far from the head to the heart. It's a connection that awakens within us the kind of faith and awareness and concern for a troubled world that drives us to action. It's what dares us to feel. It's what puts the passion into compassion. We are the world changers. We are faithful and responsive. Because we know that social justice and equality and human dignity for people everywhere are not things to be found or discovered. But to be achieved.

### GLOBAL DISCOVERY

Our minds, our hearts, our dreams, our compassion and commitment to positive change... boundless. So too is the education with which we empower ourselves. By exploring the world, we become the world. By developing a global perspective, we gain the power to solve problems and save lives from every angle. By becoming culturally fluent we redefine what it means to be a true citizen of the world. Because the problems facing humanity transcend geographic boundaries. So too, must we.