

## Our brand is our reputation

A successful brand reinforces who we are and helps to distinguish us from other institutions of higher learning. Our brand lives in the minds of those who interact with the university and is shaped by how we communicate what we do, the principles we stand for, the people we inspire and the impact we have. It's what makes us distinct.

So what, then, is a brand? What distinguishes the University of Louisiana at Lafayette from other universities? To answer these questions, we partnered with Lipman Hearne, a Chicago-based marketing firm that specializes in higher education branding. The team spent many hours, on campus and around the state, talking to students, faculty, alumni, community members and higher education leaders, to determine what information would bring to life the University story in a fresh and compelling way.

Three distinguishing and overlapping elements came to light—the university is a place of **rich culture**, **close community** and **real-world research**.

## Brand overview

Our brand positioning statement describes the place that we hold in the collection of higher education institutions. It is the promise we make to ourselves and to our community.

*Inspired by and stewarding the values of our unique culture and heritage, the University of Louisiana at Lafayette integrates an enriching student experience with the intellectual energy and solutions-focused capabilities of a nationally recognized university.*

This strategic branding effort will help us tell others who we are and why the University of Louisiana at Lafayette is truly an extraordinary place. Its overarching message:

**We are smart, spirited and seeking solutions.**

The following six messages support our brand position.

- **We're committed to research for a reason.**
- **This is our time and we're determined to make the most of it.**

- **We have a gift for bringing people together.**
- **We're eager to share what we're learning.**
- **We teach the real meaning of *joie de vivre*.**
- **Our Ragin' Cajun ® spirit goes beyond athletics.**

## How can you help?

We appreciate that each college, department and organization values its individual identity and helps to convey the overall brand or image of the university. We are asking for your support in this effort to articulate a stronger, more cohesive message that will make our institution even more competitive.

Achieving campus-wide brand uniformity will take all of us working together. It will also take time. Implementing a strategic branding initiative of this magnitude typically takes three to five years. The rewards are worth the investment.

So, let's continue to work as a team to build on the work that has already been done to communicate the university's brand.

The pride we share for our university is great. And the potential impact we can have on the people of Louisiana and beyond is even greater. It's more important than ever to be clear and consistent about who we are and what makes us distinct.

**If you have questions, contact the Office of Communications and Marketing at (337) 482-6397 or at [branding@louisiana.edu](mailto:branding@louisiana.edu).**

