

# MESSAGE ARCHITECTURE

## UNIVERSITY OF ILLINOIS AT CHICAGO



The University of Illinois at Chicago is a progressive, ground-breaking research university that serves the needs of aspiring students and a devoted top-tier faculty who share a commitment to the promise of public education and the imperative of social justice and civic engagement – doing good and giving back. The university's unique

coupling of liberal arts, health sciences and research actualizes opportunities for personal enrichment, professional preparedness and scholarly advancement. As an acclaimed research institution dedicated to the generation, dissemination and preservation of knowledge; with 15 top-ranked colleges and a health sciences system that includes a hospital,

clinics and seven health sciences colleges; as one of the most ethnically rich and culturally diverse public universities in the country; and with the distinction of being located in Chicago, one of the world's most vibrant and economically robust cities, UIC makes real its claim: Access to excellence and success.

## BRAND ATTRIBUTES

### EXCELLENCE

*Access excellence.*

### POTENTIAL

*Cultivate potential.*

### TRANSFORMATION

*Transform lives.*

### HONESTY

*Exemplify honesty.*

### OPPORTUNITY

*Actualize opportunity.*

### RESILIENCE

*Develop resilience.*

### SERVICE

*Serve others.*

### DIVERSITY

*Experience diversity.*

### DISCOVERY

*Inspire discovery.*

### FOSTERING

*Foster success.*

### COURAGE

*Be courageous.*

### CHICAGO

*Chicago's public research university.*

## UNIQUELY UIC

Dream big.  
Work hard.  
Do good.  
Give back.

Stand up.  
Speak out.  
Be bold.  
Stay true.

Look far.  
Aim high.  
Dig deep.  
Go strong.

Ask questions.  
Question answers.

# TARGET AUDIENCE THEMES AND MESSAGES

## STUDENTS

UIC is a highly respected university that offers you the opportunity to realize your potential and transform your life. You belong at UIC.

**1. EXCELLENCE** The University of Illinois at Chicago is recognized as one of the top research universities in America. As a UIC student, this means you will be taught by outstanding professors who are delivering the care, making the discoveries, inventing the technologies and fueling the innovations that are changing our world.

**2. OPPORTUNITY** UIC helps you unleash your potential. With more than 200 undergraduate, graduate and professional degrees to choose from, you will be able to explore your interests and find the right program for you.

**3. FOSTERING** UIC offers you the encouragement, tools and support you need to succeed in the classroom and to secure a worthwhile and fulfilling career after graduation.

**4. TRANSFORMATION** UIC is an agent of change, transforming the lives of those who make a difference in the lives of others.

**5. SERVICE** UIC is rooted in the ethic of public service, democratic responsibility and active participation. Neutrality is not an option.

**6. COURAGE** UIC is home to curious and hungry minds—confident and ready to explore the unknown and eager to grow.

**7. DIVERSITY** UIC is proud to be recognized as having one of the most ethnically and culturally rich college campuses in America. Our welcoming environment and diverse student body engenders deeper learning and provides you with new perspectives on life.

**8. CHICAGO** UIC is a vital part of the educational, technological and cultural fabric of Chicago. Experiencing this exceptional city is an integral part of attending UIC.

**9. GOOD VALUE** UIC provides access to an exceptional education at the best possible cost. A degree from UIC will pay dividends for the rest of your life.

## PARENTS

UIC provides students with the skills and values to grow into successful, resourceful and resilient individuals.

**1. EXCELLENCE** The University of Illinois at Chicago is recognized as one of the top research universities in America. This means that your student will be taught by outstanding professors who are delivering the care, making the discoveries, inventing the technologies and fueling the innovations that are changing our world.

**2. OPPORTUNITY** With more than 200 undergraduate, graduate and professional degrees to choose from, students can find the program that will meet their needs and lead to a rewarding career.

**3. POTENTIAL** The University of Illinois at Chicago unleashes the potential of its students, helping them realize their dreams.

**4. RESILIENCE** UIC does more than just help students succeed in the classroom—faculty and staff nurture the strength of character necessary to help students succeed in life.

**5. FOSTERING** UIC offers students the encouragement, tools and support they need to succeed both in the classroom and in the world.

**6. TRANSFORMATION** The University of Illinois at Chicago provides an extraordinary college experience that helps launch students on a positive trajectory.

**7. DIVERSITY** UIC is proud to be recognized as having one of the most ethnically and culturally rich college campuses in America. Our welcoming environment and diverse campus community engenders deeper learning and provides students with new perspectives on life.

**8. GOOD VALUE** UIC provides access to an exceptional education at the best possible cost. A degree from UIC will pay dividends for the rest of a student's life.

## FACULTY AND STAFF

UIC is an acclaimed research institution that boasts one of the most ethnically rich and culturally diverse campus communities in the country and is located in one of the world's most vibrant and exciting cities.

**1. EXCELLENCE** The University of Illinois at Chicago is recognized as one of the top research universities in America. UIC is home to dedicated staff and distinguished faculty who heal the sick, make the discoveries, invent the technologies and fuel the innovations that are changing our world.

**2. OPPORTUNITY** UIC is an energetic university that embraces risk-taking and experimentation. It provides faculty and staff the chance to question the status quo and find new solutions to vexing problems.

**3. DISCOVERY** UIC nurtures curious minds willing to risk and eager to extend the boundaries of human understanding.

**4. DIVERSITY** UIC is proud to be recognized as having one of the most ethnically and culturally rich college campuses in America. Our welcoming environment and diverse campus community engenders deeper learning and encourages new perspectives.

**5. CHICAGO** UIC is a vital part of the educational, technological and cultural fabric of Chicago. Experiencing this exceptional city is an integral part of UIC.

## DONORS AND ALUMNI

It's through your support and encouragement that students are able to transform their lives and faculty researchers are able to advance our understanding of the world.

**1. EXCELLENCE** The University of Illinois at Chicago is a progressive, groundbreaking research university that prides itself on providing students and faculty access to excellence and success.

**2. OPPORTUNITY** Your giving has tremendous impact at UIC. It fuels opportunities for high-achieving students from diverse economic backgrounds and bold researchers making transformational discoveries.

**3. POTENTIAL** A solid academic foundation is the bedrock upon which a rewarding future is built. Your support unleashes the potential of our highly motivated students and inquisitive researchers.

**4. TRANSFORMATION** UIC students hunger for an education that makes a difference so that they, too, can make a difference. Your gift impacts their lives in a very real and tangible way.

**5. DISCOVERY** Your generosity helps inspire discovery and the sharing of knowledge that addresses pressing challenges, alters viewpoints, heals people and strengthens communities.

**6. GOOD INVESTMENT** A gift to the University of Illinois at Chicago is an investment in those enterprising students and faculty researchers who aspire and achieve.

**7. APPRECIATION** Your support provides access to excellence and success. Your gift makes the difference—thank you!

