Brand Positioning

Brand Manifesto

**WHAT IS IT?**

The Brand Manifesto is a public-facing expression of the brand’s purpose, core beliefs and philosophy of operation.

We believe business is a power of positive change— from healthcare to energy, to technology, and in the marketplace of human interaction.

We are a laboratory for the curious and a springboard for the tenacious and bold. We are a training ground for leaders, giving them the skills and the confidence to make their unique mark on a future distinguished by uncertainty.

We resolutely prepare our students for business models and opportunities on the leading edge of disruption. We expose them to the rich diversity of people, cultures, and disciplines found at one of the largest research universities in the world. We challenge them to live and work with authenticity, purpose, and compassion.

Our roots are in Austin, an unrivaled launch pad for the ideas of enterprising thinkers and doers. With access to extraordinary people and resources, our students can immerse themselves in hands-on experiences that strengthen, inspire, and refine their character.

Success has never been a solitary path, more so in the future. So we engender a competitive yet collaborative spirit that propels us to achieve as individuals while working together to advance the world further, faster.

We are Texas McCombs.
Our positioning idea explains the two simple tenets that underpin what we do and how we choose to do it.

**HUMAN CENTERED**

As a culture, we connect with one another in a way that acknowledges each other's strengths — we are cooperatively competitive.

**FUTURE FOCUSED**

Our graduates are prepared to lead in an uncertain future, because stretching beyond what we know is how we tap into what comes next.

We measure our success by the contributions we make to society and the world at large. Research drives the experiences that enable our alumni network to be what it is — recognized for pioneering innovation in business, government and society.

NOTE: “Human Centered, Future Focused” may be used as a tagline in targeted situations.

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**Brand Personality**

**WHAT IS IT?**

Our personality sets the tone for how we communicate. These four personality traits drive the voice and image of our communications.

We demonstrate our qualities through all forms of communication, which include word-choice, visual representation, and tone of voice. Our personality is an asset that should be evident in content that is created. Use of adjectives found on this page is one way to share our personality; those qualities may also be inferred through the use of elements found in our visual identity.

**Enterprising**

Energetic, ambitious, adventurous, collaborative, cooperative, industrious, entrepreneurial, agile, dynamic, pioneering, risk takers.

**Tenacious**

Persistent, grit, hard-working, dogged, unyielding, doers, action-oriented, hopeful, fit, initiative.

**Curious**

Inquisitive, innovative, flexible, open, persistent.

**Authentic**

Reliable, honest, transparent, credible, inclusive, accountable, generous, friendly.