

# BRAND PERSONALITY

“

EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO

**CHANGE THE WORLD.**

- NELSON MANDELA



TEXAS A&M UNIVERSITY-SAN ANTONIO

## PERSONALITY & TONE OF VOICE

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Our personality captures the spirit that stems from our promise and pillars. It sets the tone for how we communicate by describing how we want our audiences to think and feel about our brand. The following four personality traits represent the A&M-SA qualities that personify our brand and shape the characteristics that will drive our collective voice and brand image for all communications.

The A&M-SA tone of voice guides how we speak to our various audiences. It dictates the language we use to consistently convey our unique brand personality.

# PERSONALITY

We celebrate diversity and provide equitable opportunities for veterans, military families and people from all backgrounds. We embrace individual thought because we remain committed to the ultimate goal of progress and achievement.

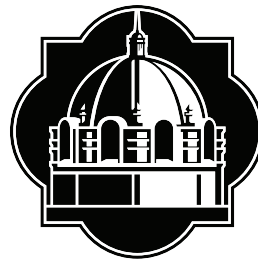
## INCLUSIVE

# 1

## AUTHENTIC

# 2

We are genuine, strong-willed and passionate. Our students are not numbers, but unique individuals who seek guidance and inspiration in their quest to achieve personal and career success.



We are resilient, high achievers who are prepared to overcome obstacles, eager to learn from mistakes and determined to attain success and build a brilliant future for our community, region and every one of our students.

# 3

## RESILIENT

# 4

## BRAVE

We are big thinkers and hard workers dedicated to facing challenges with innovation and courage. In our culture that embraces the military, we remain undaunted and resolute as we actively shape the future.

# TONE OF VOICE

We are always intentional and direct. We use clear and concise language backed by firsthand student testimonials (as well as stories of our alumni, donors, faculty and staff), statistics and credible endorsements to prove our impact.

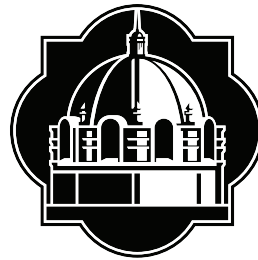
## DELIBERATE

1

## HONEST

2

We are always open and sincere. We say what we do and do what we say. We use personal stories from students, faculty and staff to enliven our transformative capabilities.



We are always engaging and supportive. We welcome and empower every individual, regardless of background, who wants to better their lives and make a difference.

3

## FRIENDLY

4

## PROUD

We are motivated by the opportunity to make a difference. We embrace the success of each other and are proud to share our accomplishments with the world. While grounded and humble, we exude optimism and empower our students by emphasizing the opportunities we provide.