



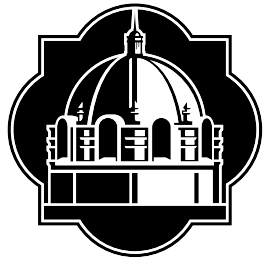
WHAT ARE

BRAND PILLARS?

Our brand pillars are the building blocks that define who we are. Representing the values and attributes that make A&M-SA special, they support our brand platform to tell our story.

THE A&M-SA

BRAND PILLARS



1 - SAN ANTONIO

More than just a city, San Antonio is our community and our home; it's what binds us together and sets us apart from other universities.

2 - TEXAS A&M SYSTEM FAMILY

We are part of the A&M System Family, bolstered by its tradition of excellence and enduring core values, forever connected to its global network of alumni, friends and donors.

3 - THE FUTURE

We are forward-thinking, focused on not only shaping the future, but actively building it in innovative ways that transform individuals and serve a greater good.

4 - BREAKTHROUGH

We open doors, exceed expectations and shatter ceilings through hard work, high-impact learning and a relentless pursuit of our boundless potential.



WHY

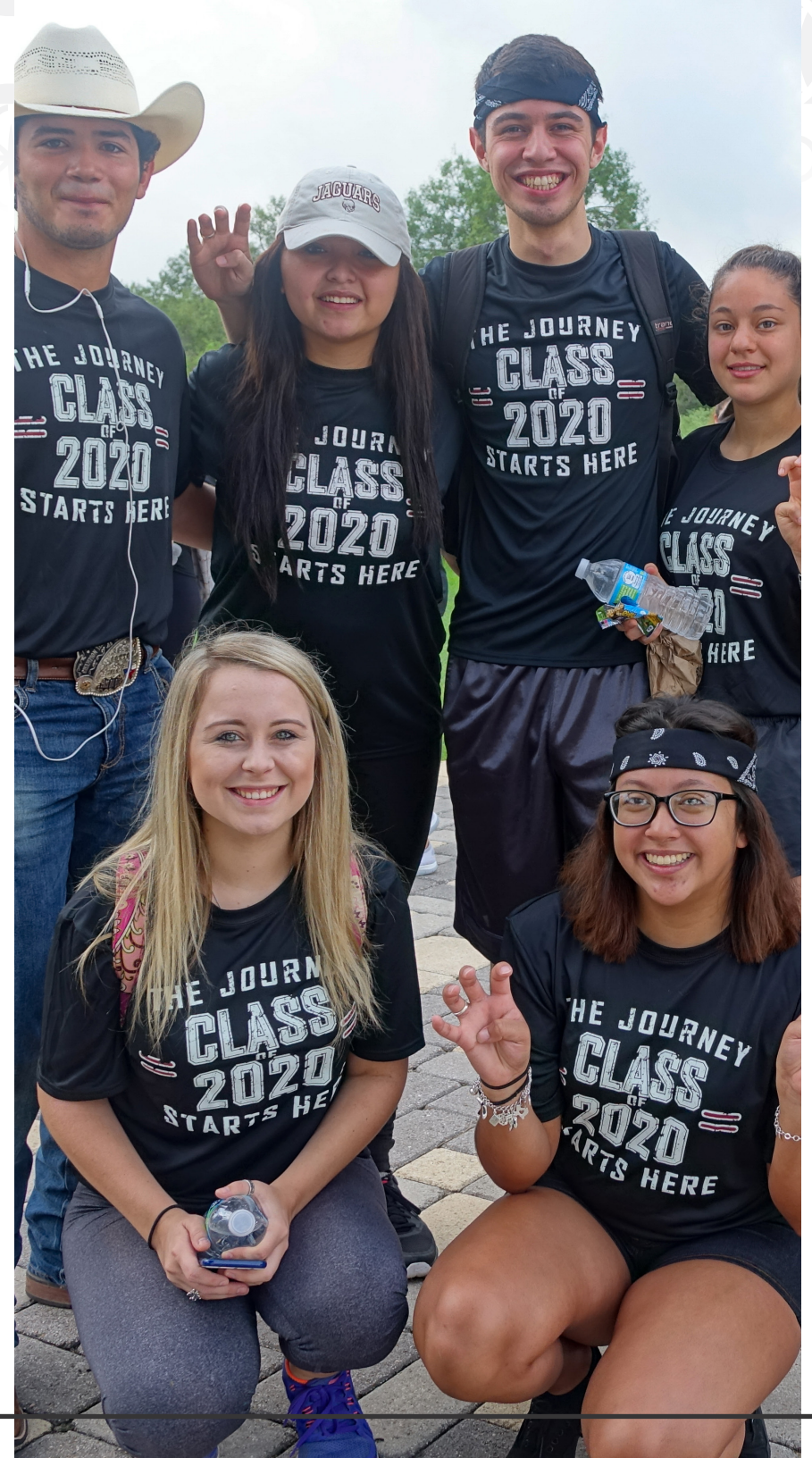
SAN ANTONIO?

- Our close-knit, family culture and big-city/small-campus feel are a direct reflection of San Antonio.
- San Antonio's history, celebratory spirit and commitment to patriotism and the military are woven into the fabric of who we are.
- Our roots will forever be implanted into the south side of San Antonio; since our founding, we have served as an economic engine for our community and the city.

WHY

TEXAS A&M SYSTEM FAMILY?

- We leverage the prestige, tradition of excellence and achievement, and global connections of the A&M System Family to expand our reach, influence and recognition.
- Although lifelong members of the A&M System Family, our shared mission, goals and vision are uniquely A&M-SA.
- A sense of community and a distinct student-centered culture are key differentiators that set us apart from other universities. Our students are not numbers, but family members, and we are determined to bring out the best in them.





WHY

THE FUTURE?

- Our curriculum combines foundational knowledge and critical thinking with practical, in-demand skills that are coveted in today's economy and immediately applicable for the next wave of change.
- As a rapidly-growing institution, we teach and act with purpose. Our hands-on research opportunities and high-impact STEM and technology-focused learning push students to imagine, shape and build the future.
- We continually allocate resources to programs and partnerships that advance our region and build our students' futures.

WHY

BREAKTHROUGH?

- We firmly believe that the opportunity to attain excellence is not a privilege, but a right, granted to all students who are willing to work hard, persevere and make sacrifices for their success.
- We are boundless and resilient, perpetually embracing challenges and pushing our students to develop their skill-sets and uncover new ways of thinking.
- We are deeply invested in not just the student, but the whole person. We dedicate ourselves to unlocking potential by maximizing the personal, intellectual and emotional development of our students.

