

WHAT IS

A BRAND PLATFORM?

Built from our brand pillars, the A&M-SA brand platform is an internal statement that embodies the essence of who we are and what we represent. It is the foundation on which we share our story with the world.



THE A&M-SA

BRAND PLATFORM

1 BUILD 2 THE FUTURE

1. Why “Build”

A strong action verb that serves as a personal call to action for students. It speaks to the individual’s quest to build knowledge and skills, as well as to the University’s collective effort to build students’ lives, families, communities, businesses, new facilities, academic programs, research projects, etc.

2. Why “The Future”

Speaks to individual students to achieve their dreams and build brighter tomorrows, while also challenging University stakeholders to contribute their unique talents to serving a greater good, imagining and then co-constructing something that has yet to be defined.