

think:brand



# from the president

Case Western Reserve University is one of the nation's leading research universities. We change lives by what we teach and what we learn.

This institution is filled with people of unique talents and aspirations. Yet we all share a commitment to increasing knowledge and understanding. The many individual contributions that make Case Western Reserve such an extraordinary place are linked by this common sense of purpose.

A key part of leveraging our strength as a university is establishing a compelling identity. The leaders of our marketing and communications team have worked with faculty, staff, students and alumni to define and articulate what is distinctive about Case Western Reserve. Through that process, we developed the tagline, "Think Beyond the Possible," a phrase that quickly conveys the essence of our efforts. We also created a video to build on that theme. And our staff continues to work on other initiatives to tell the university's story and further develop our brand.

This document represents a crucial part of the branding process. Our name and identity represent significant organizational assets. Every time we present information about the university in a manner consistent with our visual standards, we enhance the value of those assets. Ultimately, each university publication and presentation should be recognizable instantly as Case Western Reserve. In so doing, we will continue to strengthen our brand and best serve the interests of our entire community.

I encourage you to become a brand steward of this great institution.

Barbara R. Snyder  
President

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# ations

## our mission, vision and values

### **Our Mission**

Case Western Reserve University improves people's lives through preeminent research, education and creative endeavor.

### **Our Vision**

We aspire to be recognized internationally as an institution that imagines and influences the future.

### **Our Core Values**

1. Academic excellence and impact
2. Inclusiveness and diversity
3. Integrity and transparency
4. Effective stewardship

*For more on the university's mission, vision and core values, visit [case.edu/stratplan](https://case.edu/stratplan).*

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# and

## a valuable organizational asset

What do we mean by “brand”? Basically, a brand is the emotional connection people make with an organization. A brand comprises many elements, both tangible and intangible, and is based on everything an organization says and does: its values and beliefs; the experiences it offers; and the messages it communicates, to name a few.

It is important to have a strong brand. A strong brand inspires trust, loyalty and a sense of excellence. Without it, an organization cannot stand out from the crowd.

Brands are popular in the corporate world. They are becoming more popular in academic settings, particularly among universities who look to distinguish themselves in an effort to attract the best students, the most accomplished faculty and greater research funding.

As competition increases for these important assets, a strong brand can be the difference between failure and success.

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## the strongest link to our brand

Case Western Reserve University's new logo, created in 2007, is a modern representation of the traditional sun seen in the historical crests of both Western Reserve University and Case Institute of Technology. The new sun is stylized and suggests a 21st-century view of Earth from space.

This representation of light embodies the combined knowledge and strengths of Case Western Reserve: the liberal arts, humanities and health sciences associated with Western Reserve University and the engineering and technology associated with Case Institute of Technology.

The sun was boxed to build on the previous logo, but the top-right corner of the outline was opened to symbolize global reach and limitless potential. In 2009, slight modifications were made to the logo to enhance its integrity.



CASE WESTERN RESERVE  
UNIVERSITY EST. 1826

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# Tagline

## why do we need a tagline?

We are a highly respected, widely renowned institution of learning and research. Our history, our accomplishments, our discoveries should speak for themselves.

Well, yes and no.

In an era of mass communications, that messaging can be lost. That is why we need an anthem that connects us with our many audiences—internally and externally. It is a reminder of why we exist. It is a challenge to all those who walk our halls. It is a promise to ourselves and to our community.

Our tagline allows us to evoke allegiance to all these things with one straightforward statement:

**Think beyond the possible.**

# think

Unwritten here is **You**. At the heart of our anthem is a personal call to action—an imperative for participation. It's a rallying cry for the conscious mind. It's a starting point for active engagement, a challenge to kick-start the imagination.

# beyond

We are never satisfied working within our comfort zones or abiding by conventional wisdom. **Beyond** refers to the immeasurable scope of potential within us. It speaks to the farthest reaches of both our understanding of the world and our personal limits.

# the possible

For some, **the possible** represents the sum goal of achievement. For us, “the possible” refers to the starting line for our intellectual pursuits. “The possible” is the point upon which we build, not where we want to arrive.

perso

# personality

## distinctive and enduring

Yes, brands have personalities, just like people do. Case Western Reserve University has been building its brand personality for more than 185 years. Our brand personality reflects our stature as a highly regarded research university with a long history of discovery:

**We are forward thinking.**

**We imagine and influence the future.**

**We don't accept the status quo.**

**We go beyond it.**

**Everything we do should project and reinforce this positive image.**

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## how we show our brand

Brand identity is the visual representation of the Case Western Reserve University brand—the tangible elements that make our brand recognizable and reinforce our core values and heritage.

Successful brand identity is shaped through consistency. Using our identity correctly and consistently helps students, faculty, staff, alumni, supporters and others understand what Case Western Reserve represents. It reinforces our strength as one of the nation’s premier research universities.

There are six core elements of our brand identity:

**Color** blue and gray

**Typography** titillium

**Open frame** graphic element signifying unlimited potential

**Logo** anchors all pieces

**Photography** dynamic and visually interesting

**Language** active, engaging, confident and forward thinking

*Learn how you can best represent Case Western Reserve’s brand at [case.edu/umc](https://case.edu/umc), where you’ll find guidelines, logos, templates and more.*

# think:brand

## be a brand steward

Case Western Reserve University is consistently recognized as one of the nation's top-ranked research universities. Whether we are measured by the amount of research funding we receive, our rankings in surveys such as *U.S. News & World Report* or the caliber of our accomplished faculty and students, Case Western Reserve's reputation is one of excellence and extraordinary achievements.

That is the essence of our brand.

You are an important member of the Case Western Reserve community. When you think the brand, you become a brand steward and help ensure the future success of our great institution.



