



Brand Personality

The USD School of Business brand blends unstoppable ambition with a California attitude. It's just as serious as an East Coast Ivy League school while also possessing the innovative, pioneering spirit of a West Coast startup. Far from the old-school image of a buttoned-up businessman, the School of Business brand defies stereotypes, invites intrigue and makes people truly believe that business can be a force for good in the world.

Personality Traits

Friendly
Individualistic
Curious
Determined
Confident
Charismatic

Brand Voice

The School of Business brand speaks with the voice of a business- and tech-savvy expert that hasn't lost its youthful idealism. It's a voice that's never afraid to take risks and dream big, but that's also committed to personal and genuine conversations. The voice is friendly, casual and even a bit witty, but with its passion and dedication, it's the type of voice that makes people stop and listen.

Tone

Because the School of Business brand voice is so authentic, it always speaks in a consistent manner. Just as a truly genuine person doesn't change who she is to suit the personality of whomever she's speaking with, the School of Business speaks as one brand with one voice. Its *tone* of voice, however, may be altered for different situations and topics. For instance, while School of Business headlines use an emotionally resonant and personal tone, deeper content will have a more straightforward and direct tone. But even as the tone naturally shifts, the overall brand voice remains strong and consistent.

Positioning

The USD School of Business brand is distinctly different from other U.S. business school brands. While most competitors project a traditional and conservative brand image, which is often conveyed with very institution-centric design and copywriting, the USD School of Business brand is youthful, innovative and wholeheartedly student-centric. The few business schools that *do* convey a modern, student-centric brand (University of San Francisco, for

instance) still lack a distinct personality.

Many of our core messages are also touted by our competitors—including messages about personalized learning, international experiences, entrepreneurship and social responsibility. This makes it even more important to highlight specific, telling details about our core messages and to flaunt our unique brand personality in all our copy and design choices.

How we communicate our brand is how we stand out from the competition.