Our communications framework

VISION:
Aspirational description that defines what we want to achieve

The University of Louisville will be recognized as a great place to learn, discover, connect and work because we celebrate diversity, foster equity and strive for inclusion.

MISSION:
Our reason for being, core philosophies and advantages

The University of Louisville pursues excellence and inclusiveness in its work to educate and serve its community through:

- Teaching diverse undergraduate, graduate and professional students in order to develop engaged citizens, leaders and scholars.
- Practicing and applying research, scholarship and creative activity.
- Providing engaged service and outreach that improve the quality of life for local and global communities.

The university is committed to achieving preeminence as a premier metropolitan research university.

CARDINAL PRINCIPLES:
Guiding values that shape our UofL community and our actions

Community of Care
Accountability
Respect
Diversity & inclusion
Integrity & transparency
Noble purpose
Agility
Leadership

PILLARS:
Primary message points that support our positioning and highlight our competitive advantages

Redefining Student Success:
We invest in the whole student to unleash their potential and prepare them for the careers, workplaces and complex challenges of tomorrow.

Research & Innovation Powerhouse:
We create and apply knowledge that improves lives.

Premier Metropolitan University:
We are dynamically connected to the local and global community.

REASONS TO BELIEVE:
Primary assets that support our pillars and lend credibility, not an exhaustive list of all reasons to believe for the university

One of only 79 universities in the U.S. to earn recognition by the Carnegie Foundation as both a Research 1 and Community Engaged university, we both create and apply knowledge that makes a positive impact.

Dedicated to inclusion, access and impact: radically altering the trajectories of generations by providing resources and support to students from a variety of socioeconomic backgrounds, including underrepresented minorities, low-income and first-generation college students.

We support the whole student through transformative, purpose-driven and engaged learning.

International study programs with civic, cultural and social engagement opportunities.

Tight-knit campus connected to vast opportunities to learn, serve and invest in Louisville and beyond.

PERSONALITY:
Characteristics that define how we look, feel and act

Resilient (persevering, strong) | Passionate (driven, spirited) | Dynamic (multi-faceted, energetic)
Welcoming (inclusive, accessible) | Real (grounded, genuine) | Innovative (entrepreneurial, leading)

Visit louisville.edu/brand for additional brand communications resources.