

Our communications framework

POSITIONING:

Succinct description of our brand benefit to audiences, aligns to vision and mission

UofL is a vital ecosystem that creates thriving futures for students, our community and society.

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 84 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.

We address and solve grand challenges impacting the human condition, including fostering equity and resilience in underrepresented communities, advancing human health with preventative strategies and harnessing technological advancements to create a more prosperous future.

Demonstrated impact on the economic, social and cultural health and well-being of Louisville, the commonwealth and beyond.

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.

Entrepreneurial focus combined with translational research means breakthroughs get to market faster and positive impact is felt more quickly.

Committed to working against structural racism, creating access and pathways for students of color and driving toward ideals of equity.

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

We harness the power of innovation-focused partnerships with civic and business leaders to drive progress for society.

Internships and partnerships with local employers from emerging start-ups to Fortune 500 companies create a direct path to potential.

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

Students at all levels collaborate with high-profile researchers to tackle big problems and enhance quality of life.

UofL was founded as one of the nation's first city-owned, public universities, illustrating that the institution and Louisville fuel each other's successes.

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

We foster a service mindset in the classroom and community, empowering students to make a difference.

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)

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

