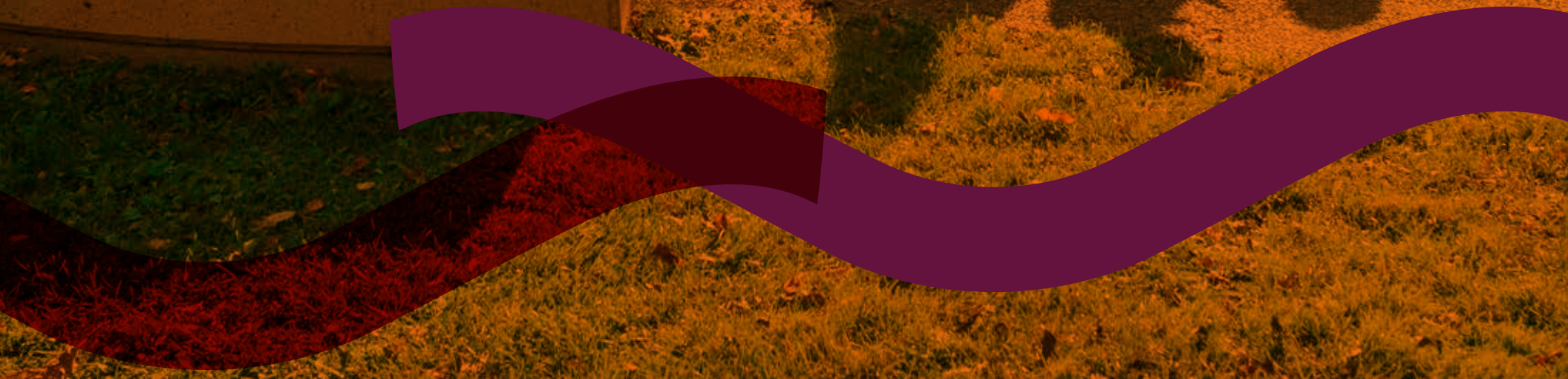




Saint Mary's
University

The SMU Story

BRAND STRATEGY FOR
SAINT MARY'S UNIVERSITY





Vast,

mysterious,

exciting,

alive!

More than a body of water, the Atlantic is a source of life and inspiration. Feel the breeze and sun on your face. Breathe in the salty fresh air.

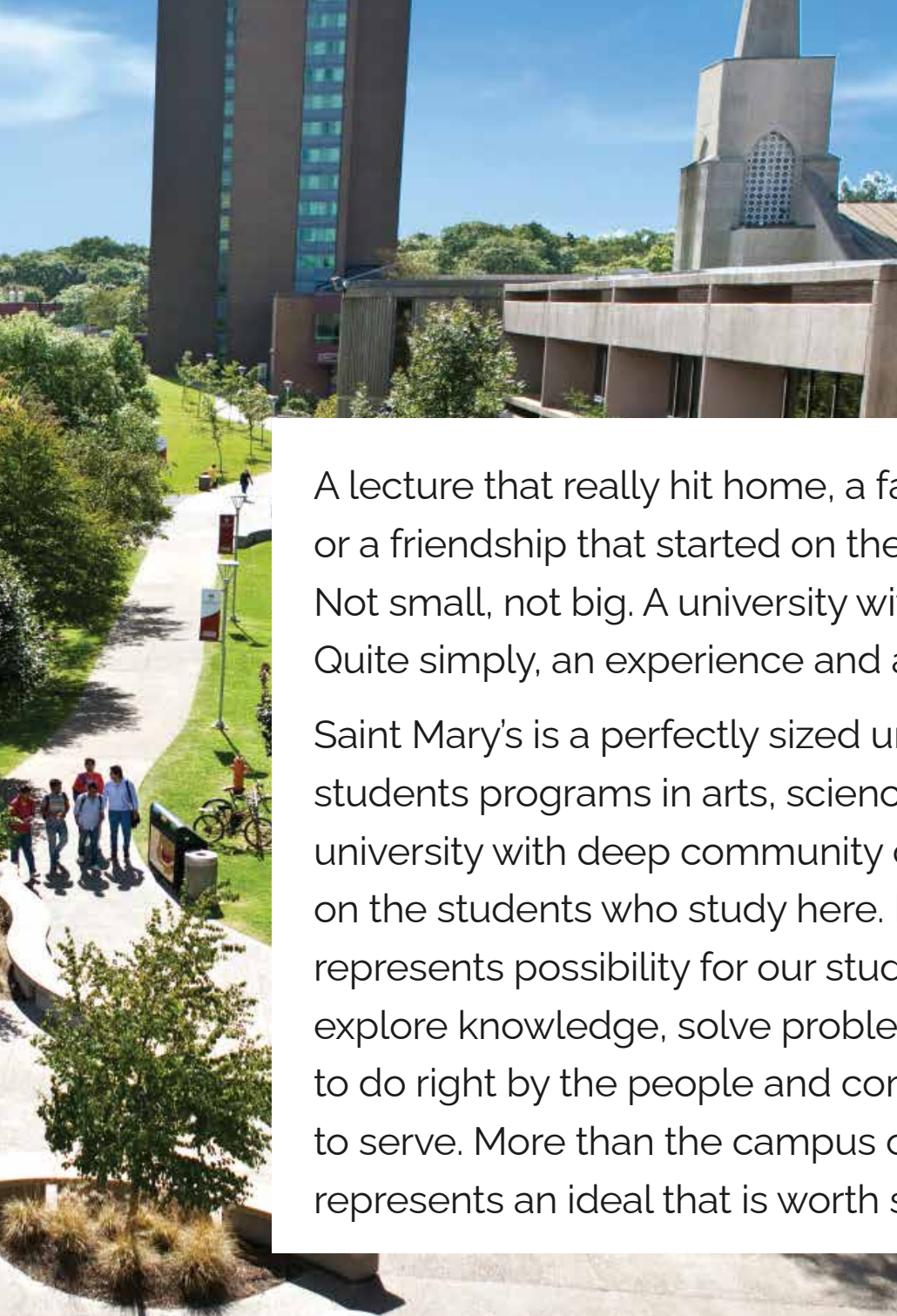
Welcome to Saint Mary's University in Halifax, Nova Scotia, Canada. A unique experience and place.

LET'S DIVE IN.

Saint Mary's University is in Mi'kma'ki, the ancestral and unceded territory of the L'nu.

An aerial photograph of a university campus. The scene is dominated by lush green trees and well-maintained lawns. A paved walkway winds through the center, where a few people can be seen walking. In the background, several multi-story brick buildings are visible under a clear blue sky with light clouds. The overall atmosphere is bright and serene.

What is it about Saint Mary's University?



A lecture that really hit home, a faculty member that made a deep impression or a friendship that started on the field and remains with you to this day? Not small, not big. A university with a deep sense of place and values. Quite simply, an experience and a university like no other.

Saint Mary's is a perfectly sized university in Halifax, Nova Scotia that offers students programs in arts, science, business and graduate studies. It's a university with deep community connections that leaves a lasting impression on the students who study here. But more than all of this, Saint Mary's University represents possibility for our students, staff and faculty. The possibility to explore knowledge, solve problems and create a better future. The possibility to do right by the people and communities we care about. The possibility to serve. More than the campus or the university experience, Saint Mary's represents an ideal that is worth striving for.



The Saint Mary's University **Brand Project**

The intention of this document and project is to capture this ideal and the qualities that make Saint Mary's University special so that we can tell that story consistently and powerfully across the institution and with the many audiences that we engage.

- • • • • **What sets Saint Mary's University apart and how is it different from other institutions?**
- Why should a potential student or faculty member consider Saint Mary's?**
- Why should an existing student, faculty or staff member stay?**
- What's the legacy of the institution and what are its plans for the future?**

You'll find answers here.

A solid brand strategy will consider these questions and more and will inform marketing, communications, fundraising and strategic planning. How you talk about yourself to others — and to each other. More than that, it's the 'why'. Your very reason for being.

NO SMALL THING!

**BEFORE WE COULD TELL
THE SMU STORY, WE HAD
TO LISTEN.**

3000+

PEOPLE HAVE BEEN PART OF THIS PROJECT,
INCLUDING REPRESENTATIVES OF:

all Faculties and their respective Deans
Board of Governors
Registrar's Office and Enrolment Services
Recruitment
Student Affairs and Services
Advisory Group
Athletics & Recreation
Alumni Council and Young Alumni Council
Advancement Team
Saint Mary's University Leadership
Current students
Alumni
Staff
Parents and leads
Domestic and international applicants
Donors

The Saint Mary's University
Brand Strategy was informed
by extensive consultation
of students, faculty, alumni
and university leadership.

What do the
people of
Saint Mary's
University
think of the
university?

Professors go to the wall for our students • **I felt very well cared for when I was a Saint Mary's student** • Community is the spirit of SMU • **We're an international and domestic community at the same time** • We're operating how the world should collaborate • **Accessible! A place for everyone** •

WHAT WE HEARD

Our values contribute to the modern world and a broad understanding of the people in it • **Ethical business model** • Whatever success I had in little ways was quickly recognized • **Meaningful impact on student lives** • Very active faculty produces knowledge exceeding other, much larger universities • **Students have whatever support they need to succeed (mental health, financial aid, career advice, etc.)** • Diversity: students from 118 countries, multiple languages spoken around you at any given time • **When you work here, you care. You're expected to care.** • The support here is insane! • **10-minute walk to the busiest street east of Montreal** • Halifax is maritime hub, vibrant, friendly, interesting, affordable • **It's YOUR place**

The Saint Mary's University Brand Platform

What does it look, sound and feel like? What are the qualities of the institution and how do they inform how we tell our story? If we had to distil the university into six categories that capture the university (your programs, people, values and vision), they would be....

OUR BRAND ATTRIBUTES

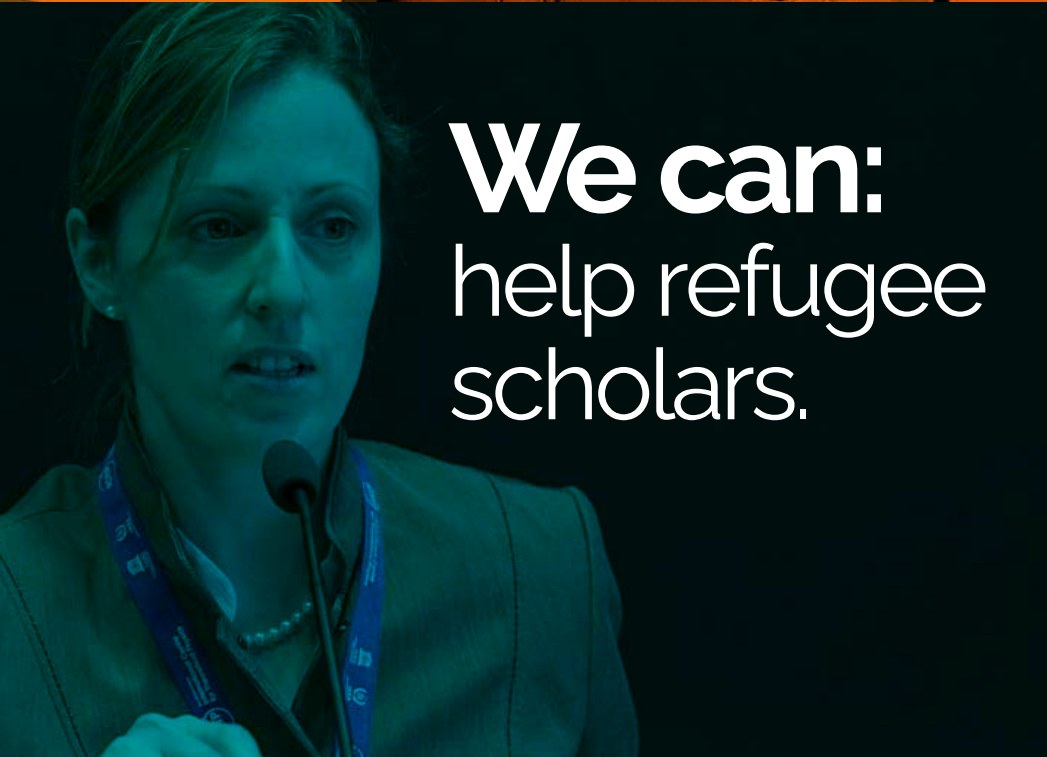




We can:
do better.



We can:
shatter the
glass ceiling.



We can:
help refugee
scholars.



We can:
balance the
interests of
public health with
the economy.

OUR BRAND VALUES

A successful brand is both authentic and aspirational.

Saint Mary's University envisions an idealized state and world that is

INCLUSIVE
SUSTAINABLE
DIVERSE
POSITIVE
RESILIENT

In addition to recruitment, fundraising and communications, the Saint Mary's University brand platform is an opportunity to promote subjects that matter to society, including the need to tackle systemic sexism and racism, climate change, social and economic inequality, and other issues important to our students, faculty and alumni.

JOY:

— I believe in thinking beyond borders and limitations. Growing up in Annapolis Valley I didn't know what was possible or outside the valley, let alone outside our province and today I'm an ambassador for our university and our region. It might not sound like something Elon Musk would aspire to do, but it means the world to me.



HANNAH:

— I'm committed to tackling social, political and economic inequality. It's so easy to say 'Oh, I want to change the world' but how are you actually making an impact through your choices and actions? I chose Saint Mary's — and accounting — to add value to a company and to my community and I learned through knowledge and hard work that I can make a real difference.



VIMBAYI:

— I believe in dreaming big and not limiting myself in any way. Coming from Zimbabwe was a scary transition but after the initial shock I've been a campus and community leader here in Halifax and I've learned so much about the power of social enterprise. I look forward to applying my knowledge and my passion to help young girls in Africa.

BRAND PERSONALITY

Energetic

“there is a vibe on campus
– you can feel it”

Friendly – Maritime informality

“people talk to each other here”

Global

“so many different people and
ideas collide – right here”

Focused

“we’re solving problems
and delivering outcomes
– always”



RHEA:

— I’m here to help people every day whether it’s through my work, my studies or volunteering at organizations like the social enterprise incubator on campus. I never used to be this way but I have a lot of ideas for the future and interests and I don’t plan on slowing down any time soon.

YINGJUN:

— I came to Saint Mary’s University with an interest in languages but no knowledge of French and today it’s my major and my passion. Language is more than a tool. As an interpreter I can help people understand each other and weaken the differences, misunderstandings and discrimination that keep us apart. I learned I can do and be anything I want.



What can students, faculty, staff and alumni expect from Saint Mary's University?

Our Brand
Promise is

**to create
the space for
possibility.**



THE BRAND ESSENCE:

An aerial photograph of a university campus, showing a large green lawn, several trees, and a paved walkway. A large white word 'Possibility' is superimposed over the center of the image. To the left of the word, there is a thick, curved red graphic element. The overall scene is bright and green, suggesting a vibrant, outdoor environment.

Possibility

This is what you'll find at the very heart of Saint Mary's University.

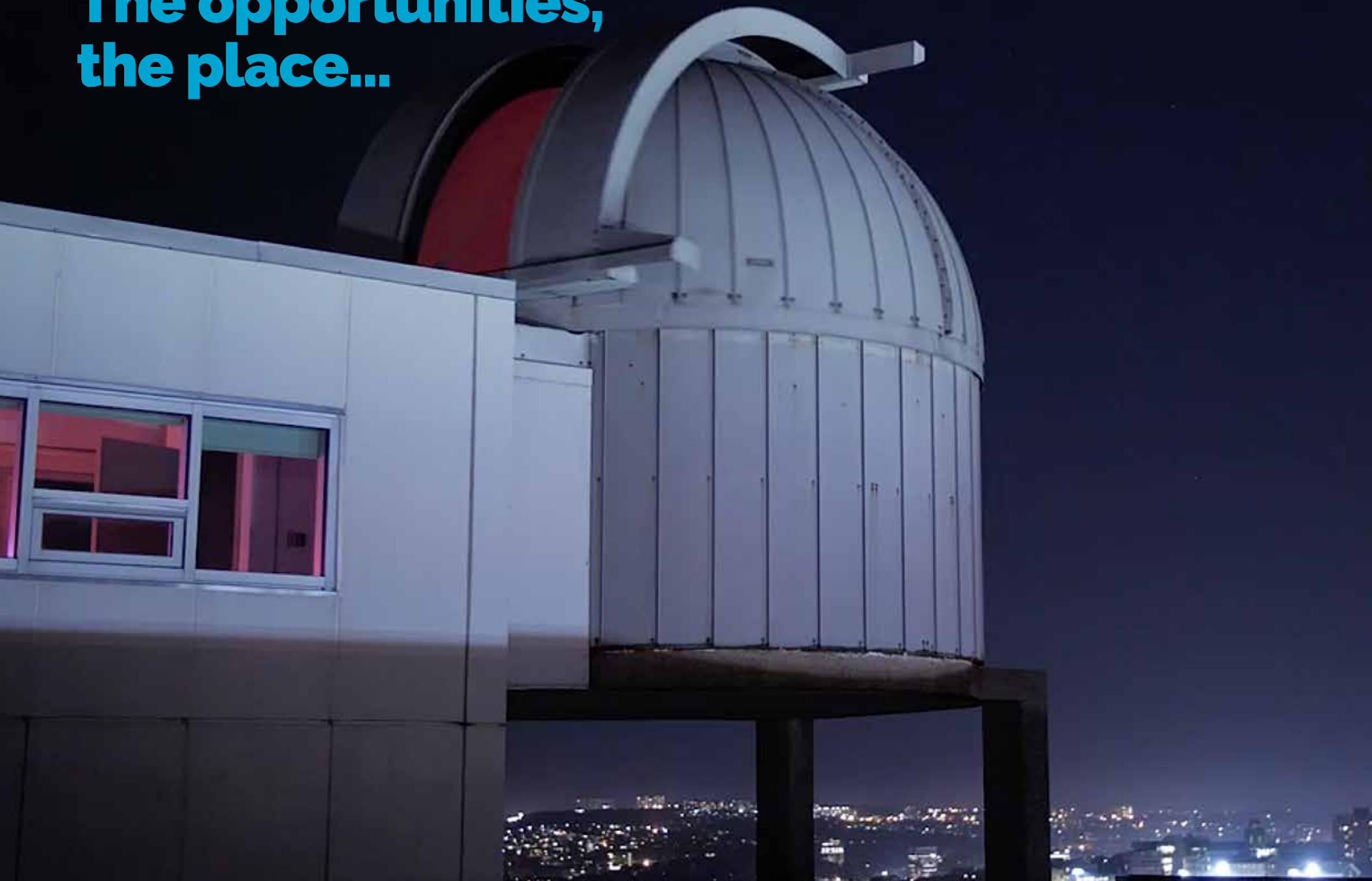
What sets Saint Mary's apart?



**How do we capture
the special experience
of Saint Mary's?**



**The opportunities,
the place...**



the friendships?



In a phrase,
Saint Mary's University
is a...



An aerial photograph of Saint Mary's University campus. The central focus is a large green football field with blue tracks, surrounded by several multi-story brick buildings. The campus is set against a backdrop of dense green trees and a large body of water in the distance under a clear blue sky. A semi-transparent teal shape is overlaid on the left side of the image.

World without limits.

WHAT IS A WORLD WITHOUT LIMITS?

The **experience** of Saint Mary's University is unique. Students, faculty and staff create one-on-one **connections** that run deep. It's **personal**.



Ideas and **possibilities** are nurtured and explored. New **pathways, breakthroughs** and **careers** emerge.

It's a unique mix — strengths associated with both large and small universities. Research opportunities combined with exceptional student-faculty relationships. **The best of all possible worlds.**



**Saint Mary's
is a unique
place and story.**



**Saint Mary's
University**

Combatting climate change and rising sea levels can seem like a losing battle but Saint Mary's Professor Dr. Danika van Proosdij doesn't subscribe to that mindset. Her pioneering work has helped to restore more than 75 hectares of salt marsh habitats bringing new life and hope to four different Bay of Fundy sites.



**World
without limits.**

smu.ca

**You can do
anything.**




Perspicax umbraculi agna
scor zothecas. Agricolae
imputat syrtes, et Octavius
praemuniet Medusa. Incre
dibiliter utilitas agricolae
libere vocificat umbraculi.
Catelli lucide miscere Octa
vius, quamquam rures cer
circu mgrediet parsimonia
quadrupei.

smu.ca



**Saint Mary's
University**

WITHOUT LIMITS.

An aerial photograph of Saint Mary's University campus, showing various buildings, a large green field, and surrounding trees. The image is overlaid with a semi-transparent blue filter. The text is positioned in the upper left and center of the image.

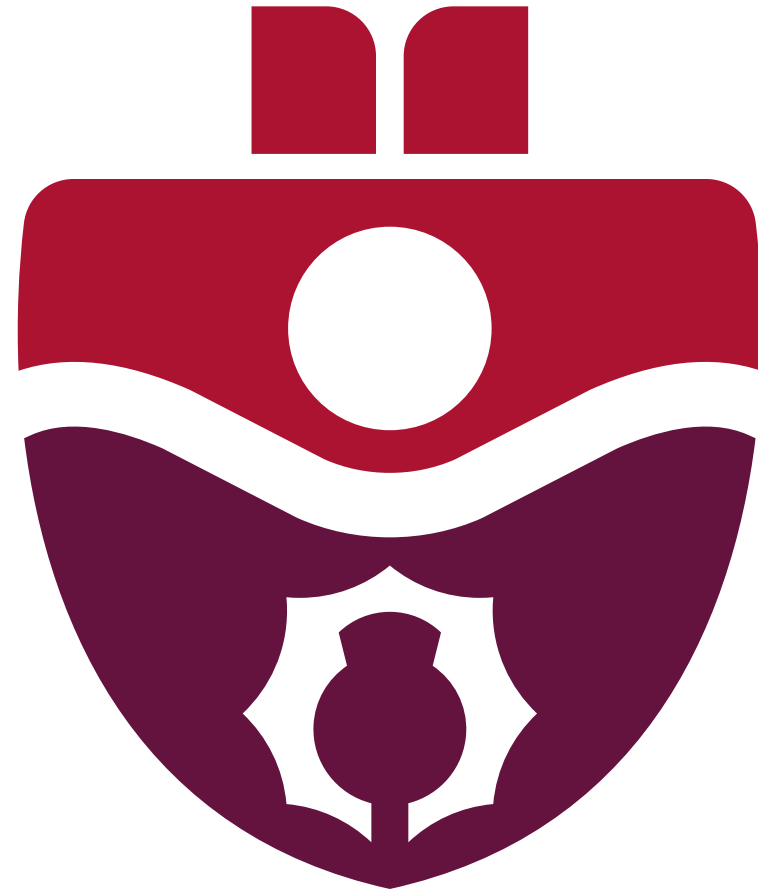
In short, **World Without Limits** is a distillation of Saint Mary's University — right now. The opportunities (limitless) and places ('world' can represent the campus, online learning environments or trips or careers around the world). At the same time, it is aspirational as we recognize that many individuals and communities face significant 'limits' and that there is much work to be done to achieve our goal of a **World Without Limits**.

It's also a new, refined logo, graphic elements and associated language treatments. All with the intention of telling the Saint Mary's University story in a new, refreshed — and refreshing — way.

THE ICON

Refined and modern, yet true to the university and its values. A simple and clean way to capture the history of the university and our location in Nova Scotia.

A new mark to tell the university story in a new way.



THE SMU BRAND PYRAMID



