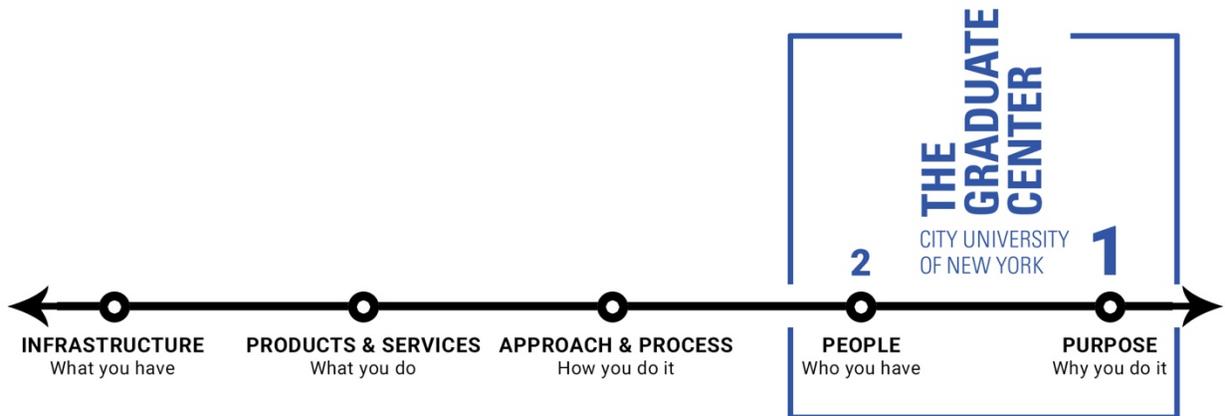


Appendix A

Branding Brief: The Graduate Center, CUNY

Our Brand Position



Primary: PURPOSE

Secondary: PEOPLE

The Graduate Center is committed to **graduate education devoted to enhancing the public good** through pioneering research, serious learning, and reasoned debate.

The GC offers affordable access to graduate and doctoral degrees to a diverse student body, serving those who are historically underserved and underrepresented in higher education.

Our 140 core faculty and 1700+ consortial faculty are senior scholars and leaders in their disciplines, and our alumni go on to make an impact in their fields, their communities, and the world at large.

What We Do/What We Sell:

Tangibles	Intangibles
Advanced higher education for high-performing individuals Our spaces and facilities Our people – experts, scholars and leaders among students, faculty & alumni	Ideas & knowledge - via research, public programming, open debate and discourse Self-fulfillment – the tools to develop a career that matches and feeds your passion

How We Do It:

Interdisciplinary Study

A truly interdisciplinary academic experience, enabled by the closeness/connectedness of our physical space (all programs share one building) and actively supported and encouraged by faculty and the community.

Education for Good

A guiding commitment to enhancing the public good, both locally and globally.

Urban Sensibility

Not just our location, but our approach to learning:

- “the city as classroom” – exposure to, and embrace of, wide-ranging interests, cultures, experiences, and modes of thought
- accessible and open, but still intellectually rigorous.

Affordability and Access

Our commitment to providing opportunities for advanced education to underserved and underrepresented populations.

Why It Matters:

Leaders and Change-Makers

Our graduates possess the skills, vision and determination to challenge the status quo for the betterment of society.

Innovation

Student, faculty and alumni conduct research and scholarly work that drives advances in social sciences and STEM.

The Intellectual Heart of NYC

At the GC, students and faculty make unique, open and egalitarian human and scholarly connections, and free discourse leads to action.

Elevating Our Community

The accessibility of a GC education provides **possibilities for upward mobility** and advancement to wider segments of our population

Our Ideal Student is:

Smart	Savvy
Determined	Community-minded
Thoughtful & Open-minded	Committed
And above all, Passionate . It is their passion (for knowledge, for their chosen discipline) that leads to these other characteristics and enables them to innovate, disrupt, and make change.	

Our Brand Voice, Style and Behavior

Voice		
<p>Empowering/Inspirational</p>	<p>Urban</p> <p><i>Wordly; energetic; gritty; quick; cosmopolitan</i></p>	<p>Smart (aspirational)</p> <p><i>vs. Wise/Academic (actual)</i></p>
Style		
<p>Eclectic</p> <p><i>Reflects our diverse, interdisciplinary community and balances the tension in our typical style (see right)</i></p>	<p>Modern</p> <p>Contemporary</p> <p>Urban</p>	<p>Clean</p> <p>Formal</p> <p>Classic</p>
Behavior		
<p>Institutional:</p> <p>Thought-leader</p> <p><i>Visionary, community-minded, innovative, cutting edge</i></p>	<p>Administrative:</p> <p>Conscientious</p> <p><i>Responsible, fiscally conservative, authentic, risk-averse</i></p>	<p>Community:</p> <p>Rebellious</p> <p><i>Determined and aggressive in pursuing ideals and goals</i></p>