

# Marketing & Communications

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ULC 01.20.2025 Recap  
MarCom/GreenHouse::Innovation  
Revised 03.05.2025



# What is a Brand?

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It's about identifying your truth. The essence of what makes you *you*.  
And then consistently imbuing that in and expressing that in every  
single thing you do.

All the time. Everywhere.

It isn't just a logo. A color. An image or set of images. A sound or set  
of sounds. It isn't just the way you speak, write, interact, move, look,  
or feel.

It's all of it.

The best at branding could go nameless or badge-less (i.e. hide the  
logo) and people still know who you are and what you stand for.

**Great brands are not all things to all people, but everything to the  
people that identify with the brand.**

*~Dominic Lee, creative director, Vincent; formerly executive creative  
director, Drawn; associate partner IBM ix; executive creative director,  
Frequency540*

# What is a Brand?

Your brand, is, in a word, your essence.

*It is the fullness of the feeling people have when using your products or experiencing your services.*

It isn't one big grand gesture or mark.

*It is how you show up in the world, over and over again.*

The embodiment of your values, your ambition, your impact, your successes, and failures -- and how you embrace that totality.

**It is NOT just your logo, your tagline, or type face.**

*~Tanarra Schneider, founder, Rebel75; formerly VP, head of inclusive practices, Activision Blizzard; managing director, leadership and culture; and head of design, Accenture*

# What is a Brand?

YOUR BRAND...

It is more than a SLOGAN or NEW TAGLINE.  
It is more than an a PROJECT.

It is more than an ORGANIZATION.

*A BRAND is ...a sum of all its ACTIONS*

WHO it is WHAT it does WHAT the world expects of it. Your community.  
Your students. Your colleagues

ANYONE who comes in contact with the BRAND. A BRAND honors its  
heritage. Celebrates its present. Embraces change and the future.  
With...Passion.

*Honesty. Commitment. Creativity. Faith. Innovation.*

**A GREAT BRAND...every day and always WORKS to transcend limits,  
ignite potential, and inspire possibilities in  
PEOPLE'S LIVES...**

*~Marlena Peleo-Lazar, formerly Chief Creative Officer, McDonald's  
and University of Detroit Mercy alum*

# The Elements of Brand

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**UDM**

**Titan  
Academics::  
Inquiry Unbound**

**Titan  
Athletics::  
Excellence in Spirit  
and Unity**

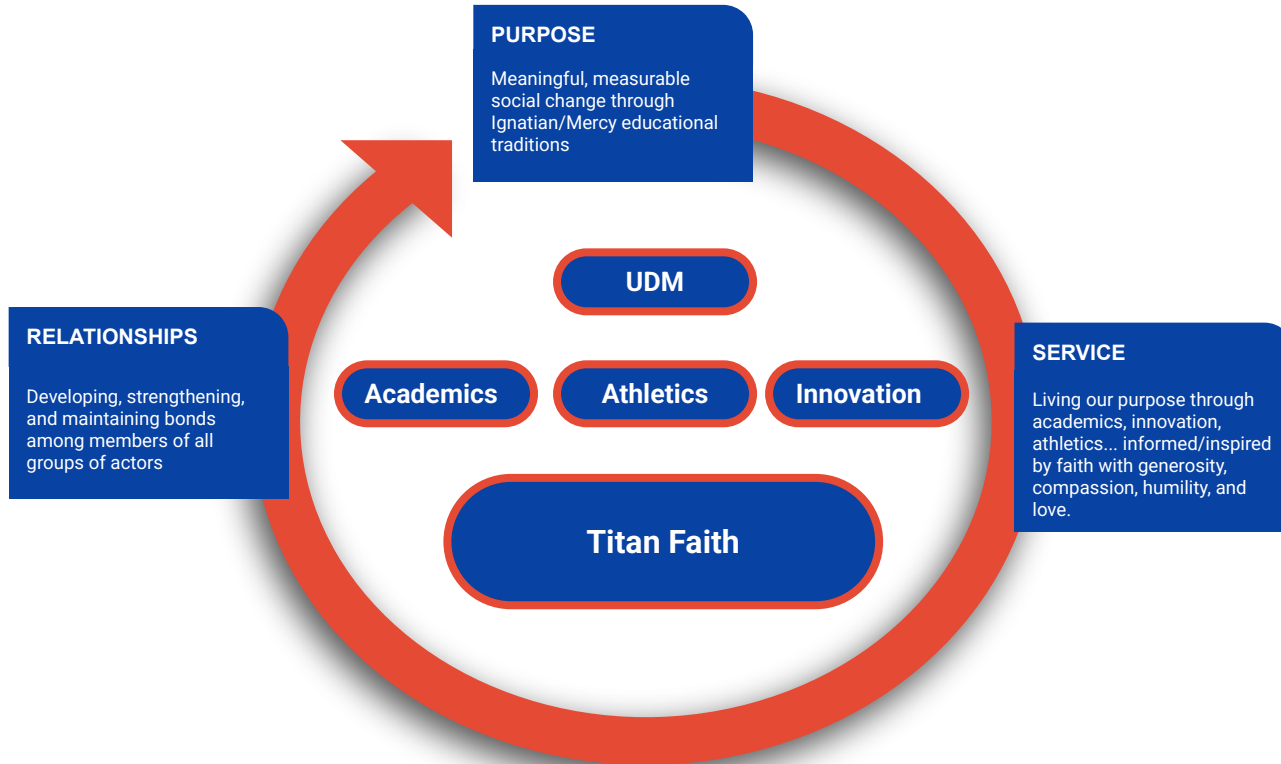
**Titan  
Innovation::  
Designing the  
Future**

**Titan  
Faith::  
The Word in Action**

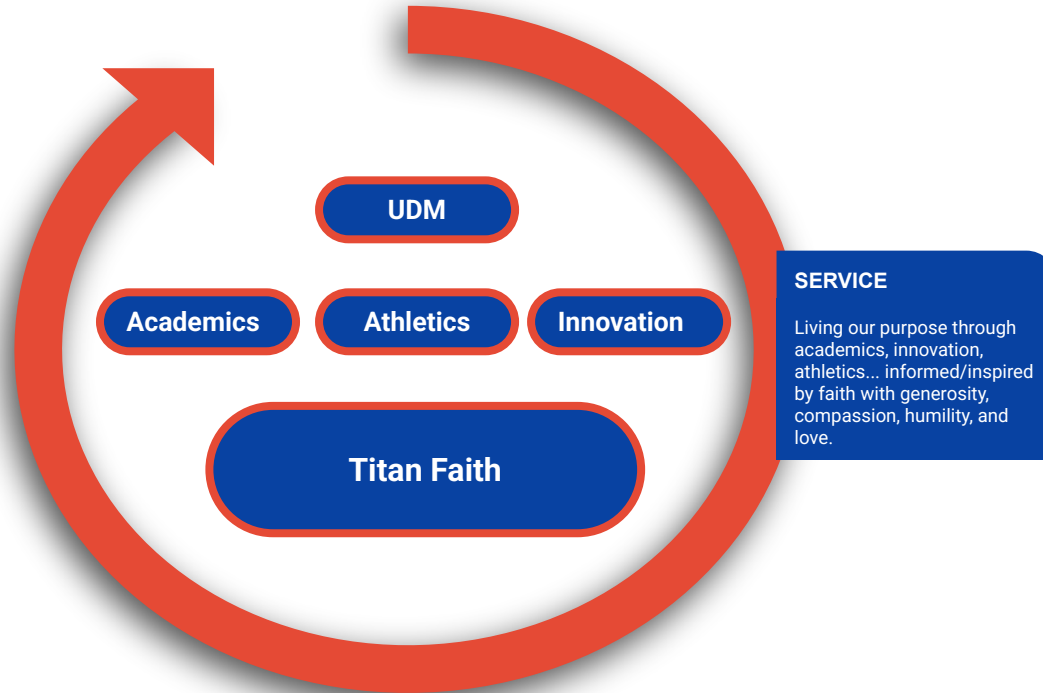
# The Operating System:: A Virtuous Cycle



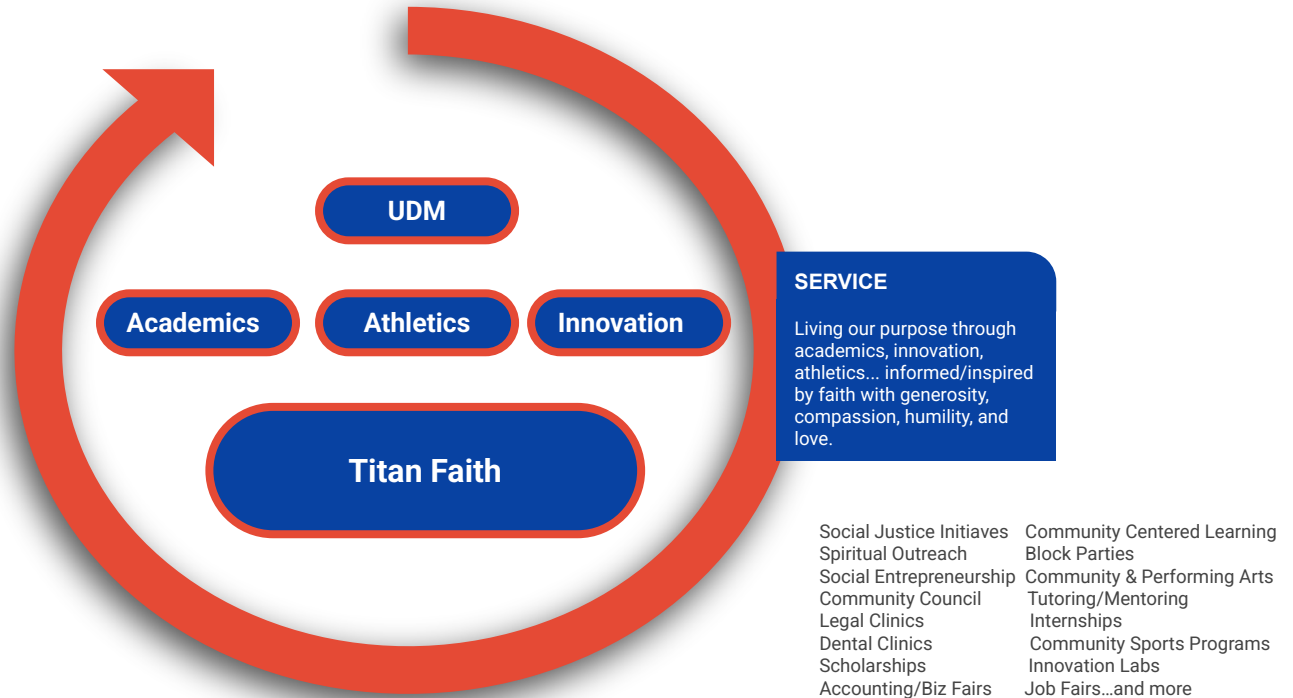
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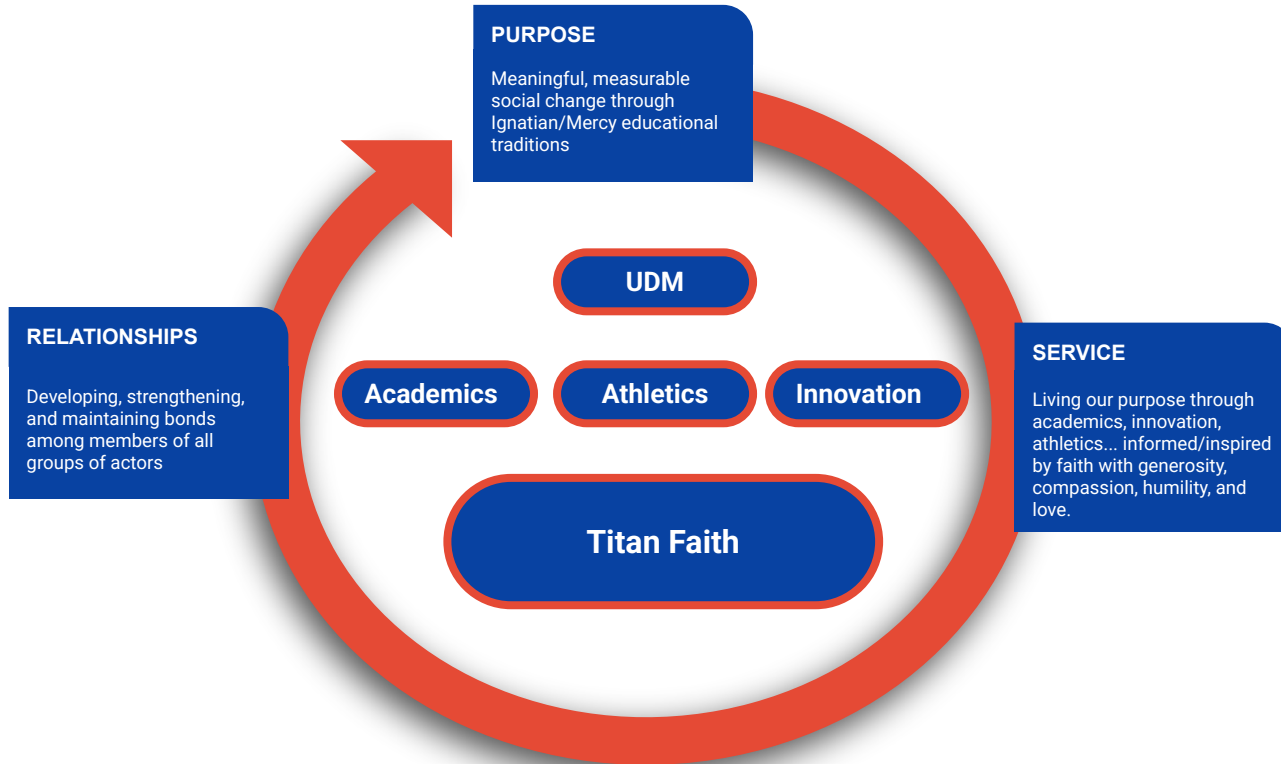
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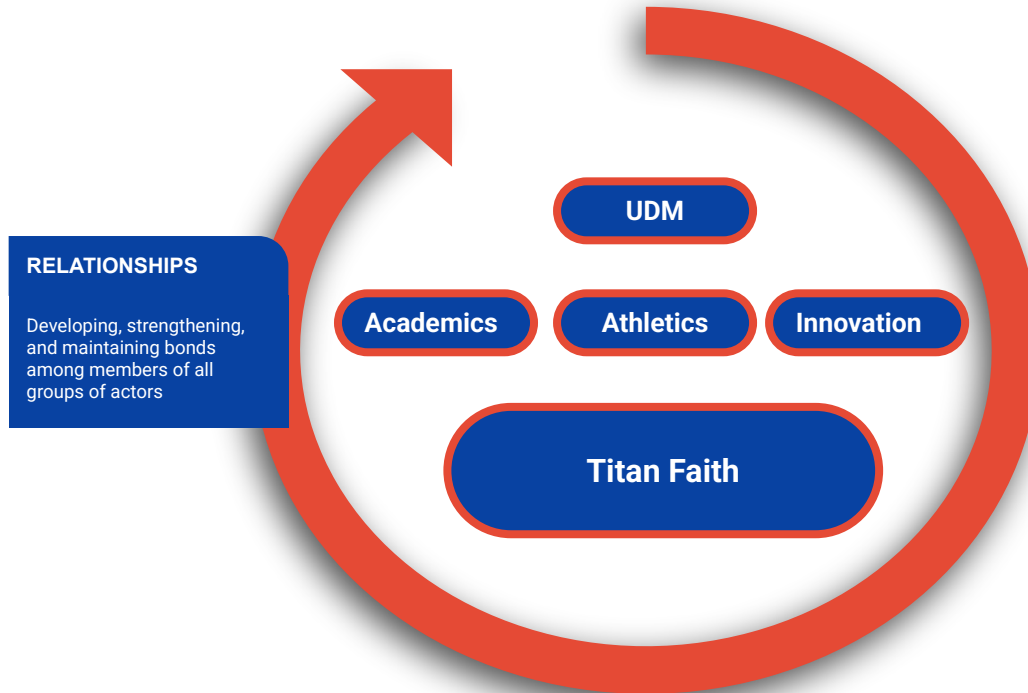
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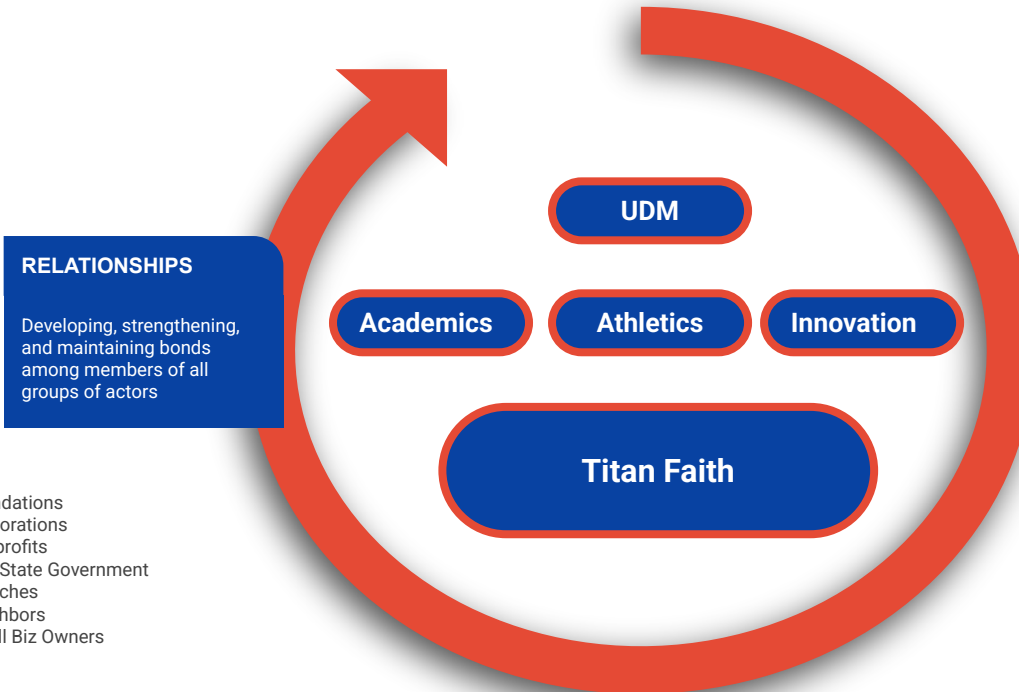
# The Operating System:: A Virtuous Cycle



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# The Operating System:: A Virtuous Cycle



- |                      |                       |
|----------------------|-----------------------|
| Prospective Students | Foundations           |
| Students             | Corporations          |
| Alums                | Nonprofits            |
| Faculty              | City/State Government |
| Staff                | Churches              |
| Other Universities   | Neighbors             |
| Donors               | Small Biz Owners      |

# The Operating System:: A Virtuous Cycle

What sustains this  
virtuous cycle?

# The Operating System:: A Virtuous Cycle

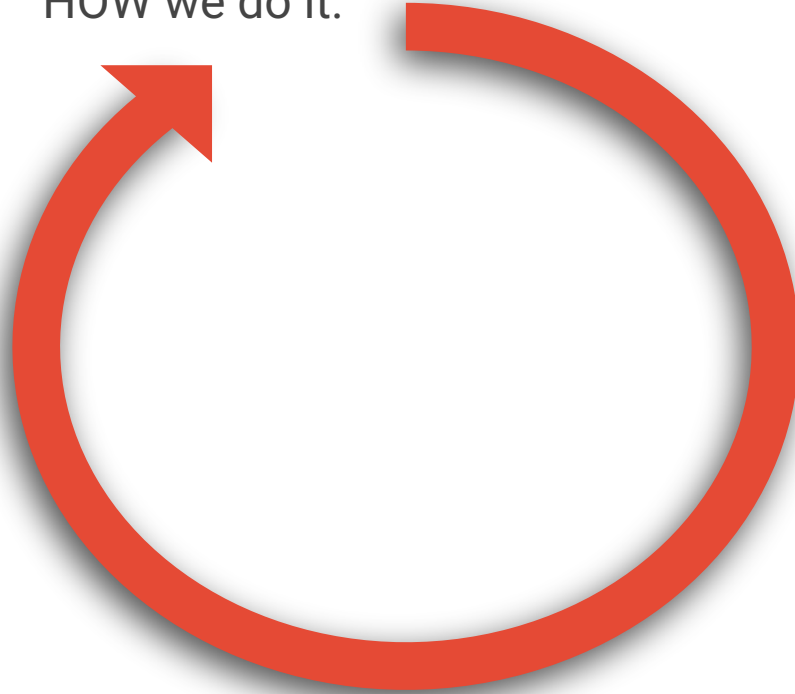
The Spirit of  
Community





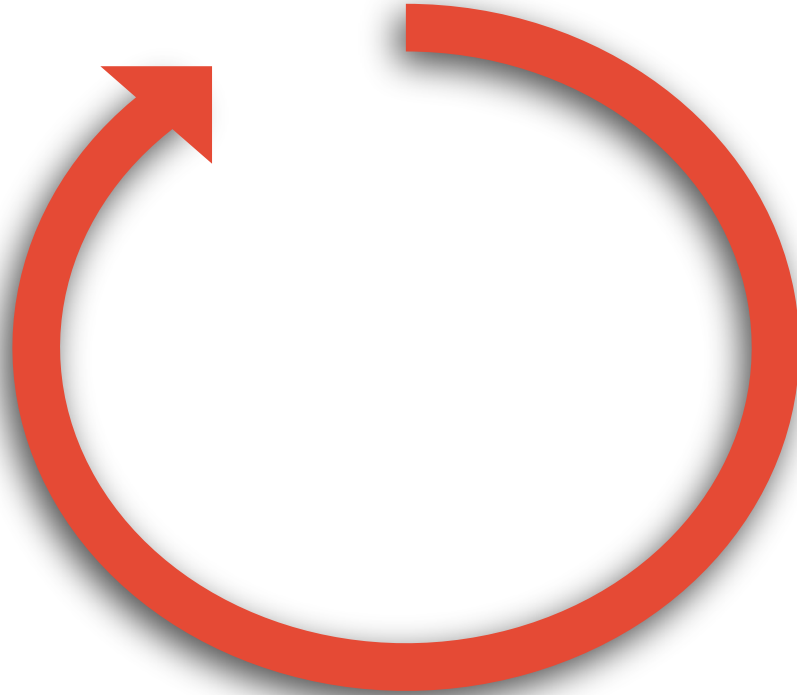
# The Operating System:: A Virtuous Cycle

What we do and  
HOW we do it.

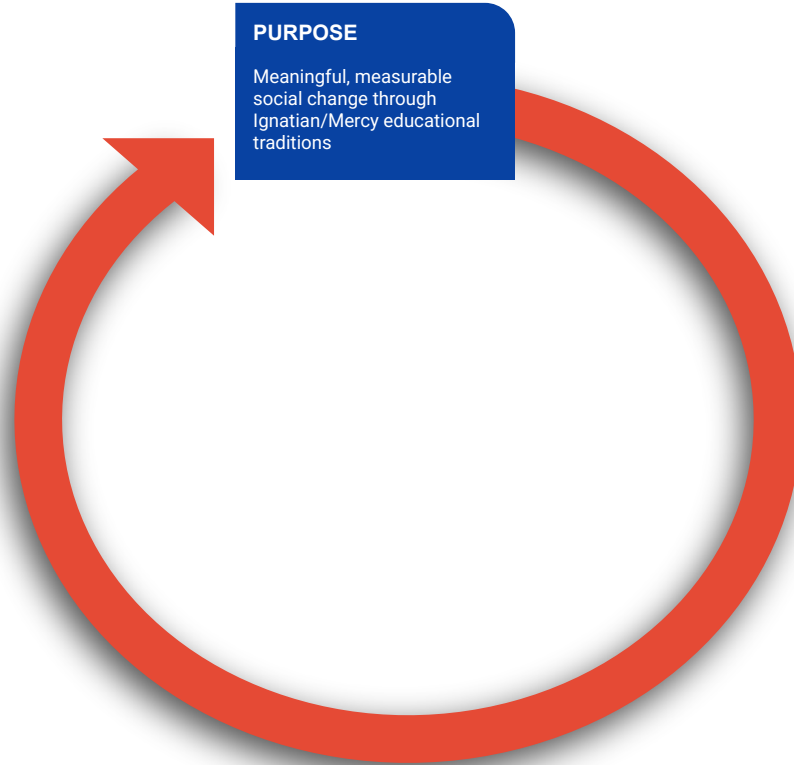


# The Operating System:: A Virtuous Cycle

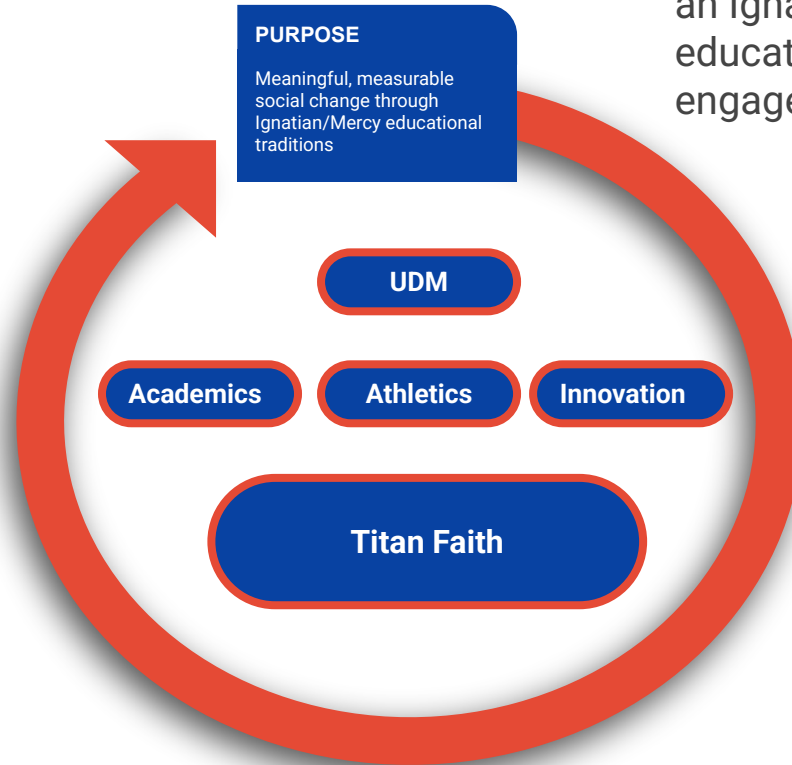
And why...



# The Operating System:: A Virtuous Cycle

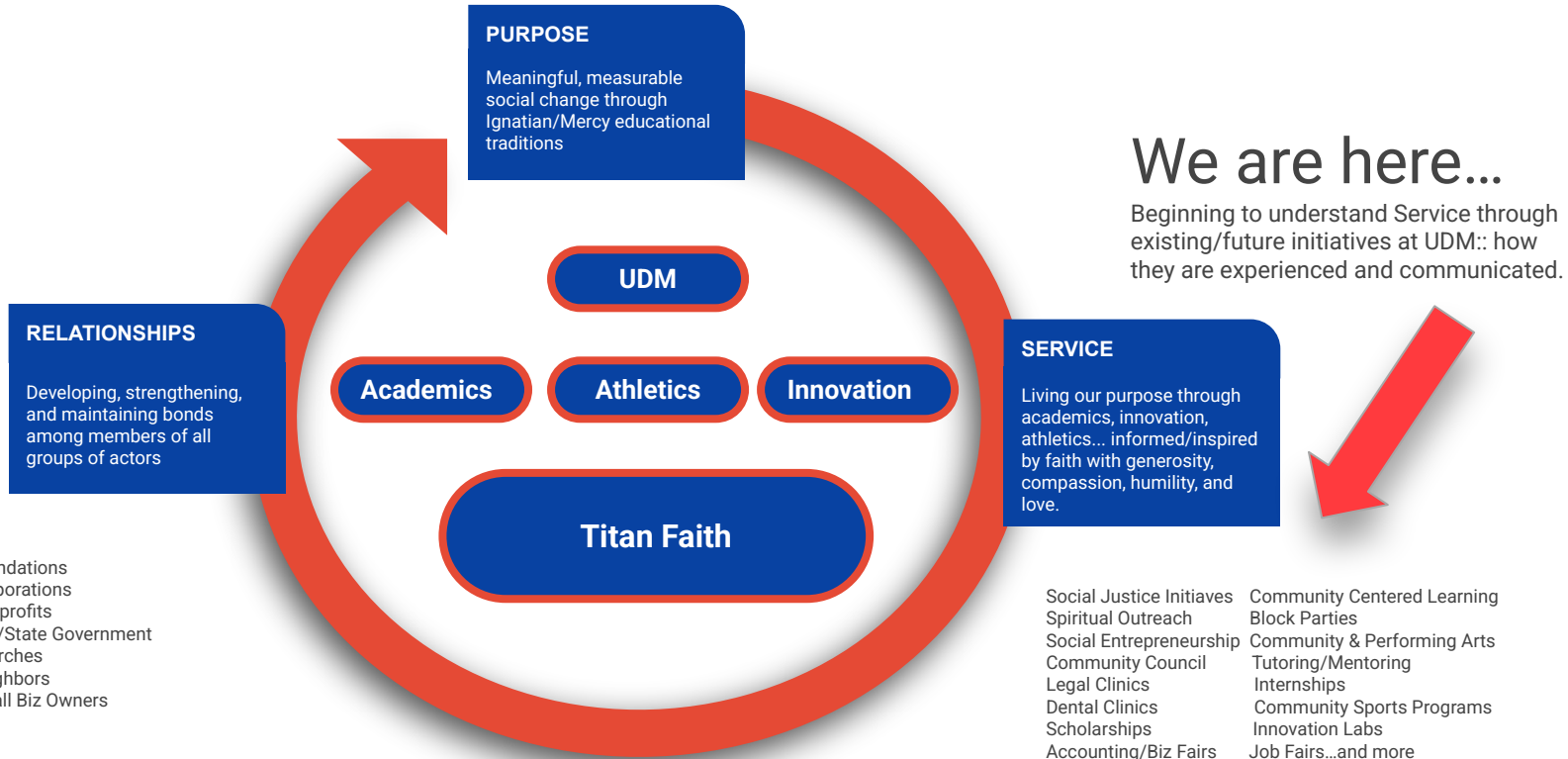


# The Operating System:: A Virtuous Cycle



Changing the world through an Ignatian/Mercy living educational experience...one engagement at a time.

# The Operating System:: A Virtuous Cycle



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