

The UNCP Brand

Our **BRAND** is the sum of all information about UNCP conveyed through **communication** and **experiences**.

OUR BRAND POSITIONING

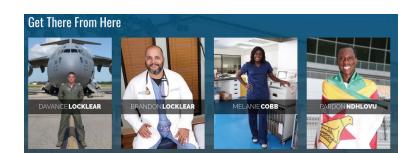
CHOOSE to be a BRAVE. Get there from here.

A proud heritage. A promising future.

When you choose UNC Pembroke, you choose quality, opportunity, and experience. Because we know wherever you want to go in life, you can get there from here. Choose to be a BRAVE.













KEY MESSAGING

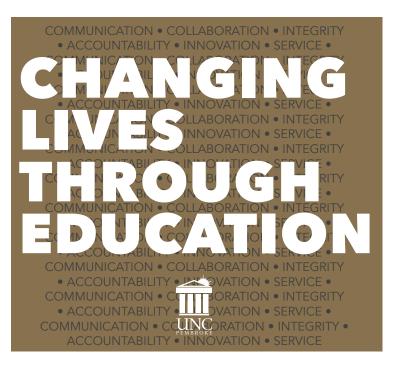
- Affordable education—a great value
- World-class faculty and quality academics
- Individualized approach to education and holistic student support
- Small average class size/great student-to-faculty ratio
- Create opportunities for students to grow and learn
- Economic engine for region
- Transformative change for critical workforce

OUR BRAND PROMISE

UNCP is a **high-quality**, **lowcost**, and an **exceptional experience** where learning gets personal

UNCP offers a culture that **exceeds expectations**

UNCP will serve as an **economic** and **education engine** for southeastern North Carolina



For more information, contact University Communications & Marketing at 910.521.6533 or brand@uncp.edu. For more information about UCM, please visit uncp.edu/ucm. To submit your project requests, go to uncp.edu/ucmrequest.