

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.



Get There From Here



CHOOSE

TO BE A **BRAVE**

