

# Brand Personality

## **Overview**

This chapter addresses the University of San Diego's personality and includes some basic information such as how to refer to the university's name in marketing materials. It also outlines information about the university's history, mission statement, vision statement and core values. This chapter also discusses the university's brand promise, brand attributes, brand colors and tips for how to articulate our brand in a matter of seconds.

## University History

The importance of the University of San Diego's visual identity can be traced to Mother Rosalie Clifton Hill, superior vicar of the Religious of the Sacred Heart and superior of the San Francisco College for Women. In 1937, she was contacted by Bishop Charles Francis Buddy, newly assigned as the first bishop of the Diocese of San Diego. The bishop, who was educated by the Religious of the Sacred Heart, was clear about his intentions. He wanted to build an institution of higher education that would provide the best in sacred and secular learning. Bishop Buddy discussed with Mother Hill his vision of a Catholic college in his new diocese, and she agreed to help.

The two founders chose a site and named it Alcalá Park, in honor of San Diego, a Franciscan lay brother from the Spanish town of Alcalá de Henares, near Madrid in Spain. Inspired by the University of Alcalá de Henares, Mother Hill chose Spanish Renaissance architecture for the university's first structure. Mother Hill felt that although usefulness and efficiency must always prevail, they should not overpower beauty. The university in Spain not only served as a model for USD's founders physically, through its architectural style, but, philosophically through its determination to prevail as an educational institution that serves society and the human condition.

With that in mind, Mother Hill plotted the floor plans for the San Diego College for Women. Groundbreaking occurred in May of 1948, and the College for Women opened its doors in 1952 with 50 students, a handful of professors and a campus still under construction. In the spring of 1954, the men's institution had temporary quarters as professors welcomed 39 students in the San Diego College for Men and 60 students in the School of Law.

In 1965, the Second Vatican Council encouraged Catholic colleges and universities to "unite in a mutual sharing of effort." With this directive from the church, the institutions began the process of combining academic, fiscal and physical resources. In 1972, they merged to become the University of San Diego.

## **Mission Statement**

The University of San Diego is a Roman Catholic institution committed to advancing academic excellence, expanding liberal and professional knowledge, creating a diverse and inclusive community, and preparing leaders dedicated to ethical conduct and compassionate service.

## **Vision Statement**

The University of San Diego is becoming a nationally preeminent Catholic university known for educating students who are globally competent, ethical leaders working and serving in our complex and changing world.

## Core Values

The University of San Diego expresses its Catholic identity by witnessing and probing the Christian message as proclaimed by the Roman Catholic Church. The university promotes the intellectual exploration of religious faith, recruits persons and develops programs supporting the university's mission, and cultivates an active faith community. It is committed to the dignity and fullest development of the whole person. The Catholic tradition of the university provides the foundation upon which the core values listed below support the mission.

**Academic Excellence:** The university pursues academic excellence in its teaching, learning and research to serve the local, national and international communities. The university possesses that institutional autonomy and integrity necessary to uphold the highest standards of intellectual inquiry and academic freedom.

**Knowledge:** The university advances intellectual development; promotes democratic and global citizenship; cultivates an appreciation for beauty, goodness, and truth; and provides opportunities for the physical, spiritual, emotional, social and cultural development of students. The university provides professional education grounded in these foundations of liberal learning while preparing students to understand complex issues and express informed opinions with courage and conviction.

**Community:** The university is committed to creating a welcoming, inclusive and collaborative community accentuated by a spirit of freedom and charity, and marked by protection of the rights and dignity of the individual. The university values students, faculty and staff from different backgrounds and faith traditions and is committed to creating an atmosphere of trust, safety and respect in a community characterized by a rich diversity of people and ideas.

**Ethical Conduct:** The university provides a values-based education that informs the development of ethical judgment and behavior. The university seeks to develop ethical and responsible leaders committed to the common good who are empowered to engage a diverse and changing world.

**Compassionate Service:** The university embraces the Catholic moral and social tradition by its commitment to serve with compassion, to foster peace and to work for justice. The university regards peace as inseparable from justice and advances education, scholarship and service to fashion a more humane world.



Lyrics by Thomas G. Ventimiglia

## Alma Mater

Hail to you Alma Mater  
Hail to USD  
We sing this song  
Our spirits high  
With strength and loyalty  
Hail to you Alma Mater  
Home of the blue and white  
You lead us onward and in our lives  
By your guiding light  
Honor and proud tradition  
Spirit and unity  
Hail to you our Alma Mater  
USD



Music by Brian K. Ransom

Based on a theme by Thomas G. Ventimiglia

## Fight Song

Fight Toreros! Fight Toreros!  
Show them we've got clout  
All the teams that come to beat us  
Try and try but can't defeat us  
First we size them up  
Then we knock them out  
Fight Toreros! Fight Toreros! On to victory!  
We live by our reputation  
We're the greatest in the nation  
Toreros of USD.  
Fight, fight, fight!  
We fear no opposition  
Fight, fight, fight!  
With all the spirit and tradition  
And we've got the team that will always reign supreme  
That will always reign supreme  
Fight Toreros! Fight Toreros! On to victory!  
We live by our reputation  
We're the greatest in the nation  
Toreros of USD.

To hear a rendition of these songs, go to  
[www.sandiego.edu/marketing/brand-almamater.php](http://www.sandiego.edu/marketing/brand-almamater.php).

## Brand Characteristics

To understand what's at the heart of the university's brand, it is helpful to be familiar with its voice and appreciate the many ways it speaks to people. The Spanish Renaissance architecture says that USD is timeless, traditional and steeped in Catholic heritage. The innovative programs housed in its buildings say USD's liberal arts education is contemporary and cutting-edge. The caliber of the faculty members — recognized leaders in their respective fields for everything from teaching techniques to academic research — says students will receive the finest education. The university's small class sizes say professors aren't just teachers but, lifelong mentors. The university's global focus on border relations with Mexico and peacemaking efforts from Nepal to Uganda says that the University of San Diego is making a difference around the world. And the more than 50,000 hours of community service that students dedicate each year say that USD is changing lives right in San Diego.

These are just some of the ways the University of San Diego speaks to people — not just in words, but, in actions. When people see something that carries the university's name or logo, it should call to mind these characteristics, values, standards and goals. All of these qualities are part of USD's identity, its very essence. The USD brand is a powerful communication tool that must be wielded with care.

## Brand Promise

The University of San Diego is a leading Catholic institution for socially conscious students who strive to serve as ethical leaders and to connect their values to success.

## Brand Attributes

These attributes are what the university is, what it believes in and what makes it stand out.

- Rich Catholic tradition
- Small class sizes taught not by teaching assistants but, by professors, most of whom have earned the highest degrees in their fields
- Rigorous academics that require hands-on research by graduate and undergraduate students
- A global perspective that teaches students how to work toward peace and justice
- A curricula that combine learning with compassionate community service
- Classes infused with a focus on ethics and values
- A peaceful setting defined by Spanish Renaissance architecture

## Brand Colors

The University of San Diego's colors are Immaculata Blue, Torero Blue, Founders Blue and Alcalá White. These traditional colors were chosen because of their association with the Virgin Mary and everything she represents.

- Blue signifies truth, intellect, fidelity, prudence, peace, eternity and faith.
- White symbolizes life, love, purity, joy, innocence, light and integrity.

## What's in a Name: University of San Diego

On Jan. 3, 1952, faced with the question of what to name the university, Bishop Charles Francis Buddy, who founded the College for Men, sat down at his desk, pulled out a personalized notepad and put pen to paper. He forever sealed USD's fate when, in bold strokes, he wrote the words University of San Diego. This document, now carefully preserved in the university's archives, is a reminder of the sense of mission that we carry with us to this day.

The consistent use of that name, so carefully chosen by Bishop Buddy, is vital in building and guarding the university's identity and image. The goal is to make sure that the University of San Diego is known and instantly recognized — in name and in unparalleled reputation — throughout the region, across the nation and around the world.

### Rules for Referring to the University of San Diego

The university's name is University of San Diego, not The University of San Diego. Do not capitalize the word *the* when it precedes the university's official name.

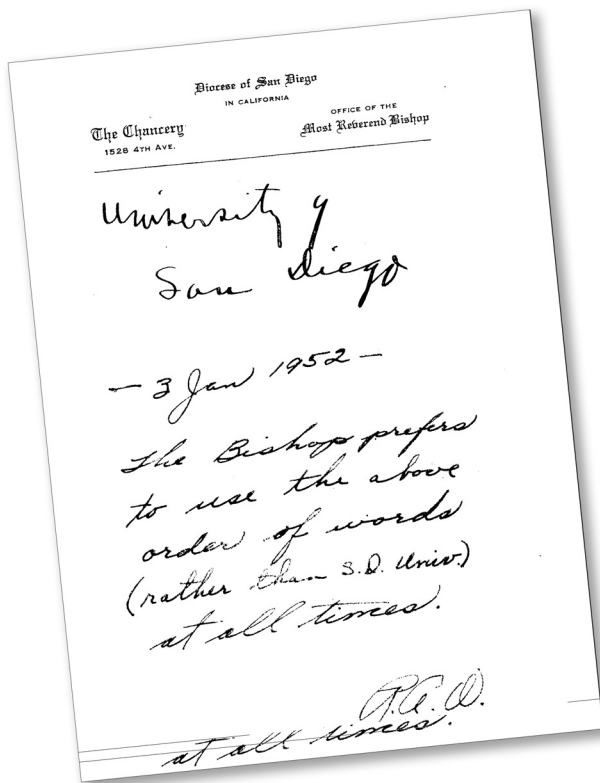
All marketing materials and formal or official correspondence must use the university's full, official name, University of San Diego, on first reference. On second reference, the institution may either be referred to as the university or as USD.

### Alphabet Soup: The ABCs of Our Name

Whether referring to the University of San Diego in conversation or in written materials, extreme care must be taken when calling it USD. The problem is labeled by some as an "alphabet soup" issue. The acronym isn't universally recognized and is often confused for other institutions in the San Diego area, whose names share the same letters. And USD, when used in conversation, can sometimes even be misheard by others as USC. So, rather than being forced to define ourselves by who we aren't — rather than by who we are — it's best to limit the use of the USD acronym.

DO NOT start a sentence with the USD acronym. For example, do not say, "USD was recognized for its unrivaled approach to teaching." It is preferable to begin second-reference sentences with this type of phrasing, "The university was recognized for its unrivaled approach to teaching."

DO NOT capitalize the word *university* when it stands apart from the official name, University of San Diego. The word *university* should be lowercase in all other references. (Example: There are more than 7,000 students at the university.)



## **Elevator Speech: Articulating the Essence of the University of San Diego in Seconds Flat**

Elevator speeches were invented in Hollywood where producers, writers or directors took the opportunity to pitch movie ideas to busy agents and studio executives during chance meetings in hallways and on elevators. Smart writers and producers honed their elevator speeches to three or four seconds.

Marketing and communication specialists have adapted the elevator speeches for the corporate world. Studies have shown that 16 seconds is the average time spent with a stranger in an elevator. It's also the time needed to make a favorable first impression and deliver a speech about what a company or organization has to offer.

## **University of San Diego's Elevator Speech:**

“The University of San Diego is a small, private, Catholic university where students get a strong liberal arts education, one-on-one time with professors, hands-on research skills and a chance to serve the community and promote peace and justice around the world.”