

Mission

In pursuing its missions of teaching, research, and service, the university seeks to advance scholarly creative endeavor through leading-edge research and artistic production; to use this research and creativity to enhance undergraduate, graduate, and professional education, health care, and other services provided to the people of Iowa, the nation, and the world; and to educate students for success and personal fulfillment in a diverse world.

Values

Creativity Inclusion
Community Integrity
Excellence

Audiences

Undergraduates Alumni
Graduates Iowans
Professionals
Faculty

Brand personality

Sincere (genuine, caring, authentic)
Dedicated (hardworking, committed, determined)
Collaborative (collegial, cooperative, friendly)
Trailblazing (forward-looking, visionary, pioneering)
Unexpected (surprising, exceptional, distinctive)

Brand essence

Life-changing experiences

Brand promise

Only the University of Iowa delivers the opportunities of a Big Ten education in America's most inviting college town, preparing Hawkeyes to work hard together and write new chapters of exploration, discovery, and engagement.

Brand claim

Iowa's excellence in writing and communication gives all our students and faculty an advantage, regardless of major or discipline, no matter what they pursue.

Supporting messages

The Writing University. Iowa's literary excellence provides every Hawkeye with an unmatched array of writing-related resources.

Where art meets science. Iowa's balanced leadership in the arts and sciences encourages exploration and innovation across disciplines.

Collaboration over competition. At Iowa, we believe great teams, not individuals, will find the answers to the biggest challenges.

A college town like no other. All of this is possible because of our uniquely integrated town and campus, making Iowa City the ideal place to live, learn, and work.

Creative strategy

Show, don't tell. Let your program speak for itself. Use emotive, straightforward, and illustrative storytelling to create memorable and effective content. Avoid exposition and dense blocks of copy, and select imagery that reinforces your primary message so that your audience can quickly understand it.

Serve your audience. Prioritize the content that's most relevant to your audience. Know who you're trying to reach, understand what information they need, and make it easy for them to find it through simple and clean design that's easy to scan.

Play to your strengths. Highlight the ways in which your program is genuinely unique among competitors through your content and imagery selection—clearly demonstrating why someone should choose you.