

# Start Something

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## Brand campaign

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UNIVERSITY OF  
CALGARY

**Start  
Something**





The University of Calgary is a **global intellectual hub** located in **Canada's most enterprising city**. In this spirited, high-quality learning environment, **students will thrive** in programs made rich by **research, hands-on experiences** and **entrepreneurial thinking**.

By 2022, we will be recognized as one of **Canada's top five research universities**, **fully engaging the communities** we both serve and lead.

### PRINCIPLES

1. The University of Calgary is a broad-based research institution committed to acting for the public interest.
2. The role of a University is to create knowledge and use that knowledge to better the world around us. We do this through: the education of leaders and future scholars in our student body; the groundbreaking research of our faculty; and the supporting/enabling activities of our staff.
3. The framework will be applied within the structure of our approved strategies: *Eyes High*, *ii'taa'poh'to'p*, the global engagement plan, the sustainability strategy, the mental health strategy and the Academic and Research Plans.
4. The framework will be applied with consideration of its effect on efforts towards Indigenous reconciliation and equity, diversity, and inclusion.
5. Transdisciplinary excellence is built upon disciplinary excellence. The University reaffirms its commitment to disciplines being the fundamental building blocks of our scholarship.
6. The framework will be applied within, and subject to the limits of, the University of Calgary's governance processes.

### FUTURE-FOCUSED PROGRAM DELIVERY

7. The University recognizes the need to support current and future students on their learning journey and will continue to develop stackable credentials and personalized learning trajectories, along with opportunities for experiential and work-integrated learning. This will position the University as a leading institution for continuing and life-long learning.
8. The University will expand resources available to support to faculty in

### DEEPER COMMUNITY PARTNERSHIPS

10. The University will seek to establish deeper institution-level partnerships within our community (businesses, governments and non-profits). These partnerships must be mutually beneficial, ethically sound and respect all academic freedoms.
11. The University will foster and expand support for faculty to establish partnerships that enhance their scholarship, and to scale and promote their scientific, technological, commercial and social innovations.

### TRANSDISCIPLINARY SCHOLARSHIP

12. Building on our foundation of outstanding disciplinary scholarship, the University will encourage and support a transdisciplinary approach to our scholarship.
13. The transdisciplinary activity will be catalyzed through the creation of Areas of Focus that enhance connections among our campus community. Transdisciplinary Areas of Focus will provide opportunities to collaboratively address global challenges.

### AREAS OF FOCUS

14. The University will identify Areas of Focus. The scholarly vision for each area will be shaped over time by our community.
15. Initial Areas of Focus will be:
  - Cities and communities
  - Democracy and social change (still to be finalized)
  - Digital worlds

*Common threads: entrepreneurial thinking  
and a focus on community value*

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## Entrepreneurial thinking

- Taking initiative
- Exchanging knowledge across disciplines
- Being resourceful
- Learning from experience

## Value to our community

- Generates economic activity
- Job creation
- Business creation
- Helping industries evolve
- Creating new industries

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MARKET POSITION

The entrepreneurial university.

*Market positions  
are not slogans*

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**Market positions** are **clear explanations** of how you want to place yourself relative to competitors.

**Slogans are catchy mnemonics.** Sometimes as short as one word, they evoke brand promise – often indirectly.



# Start something.









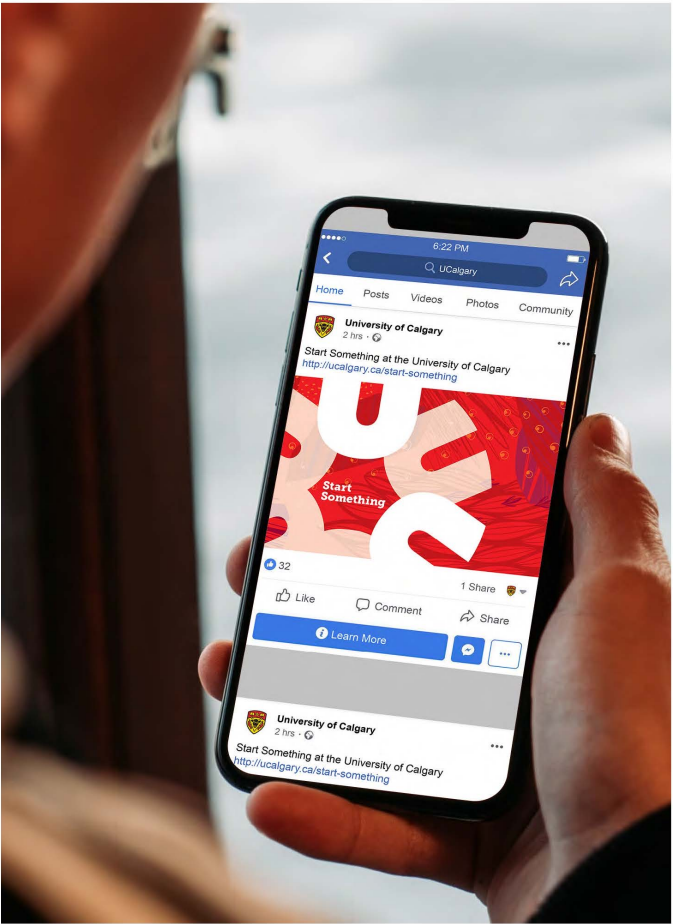
### Start Something concept

Newspaper and magazine print ads

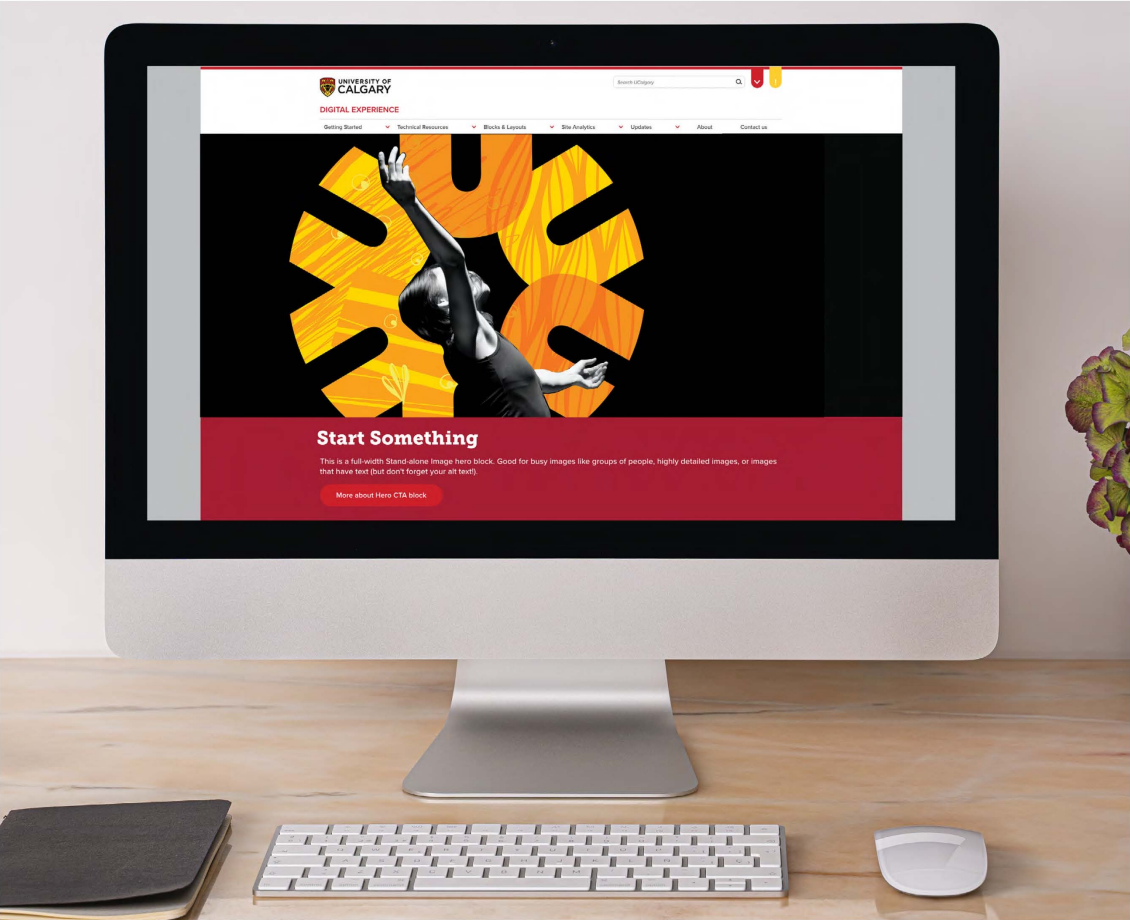
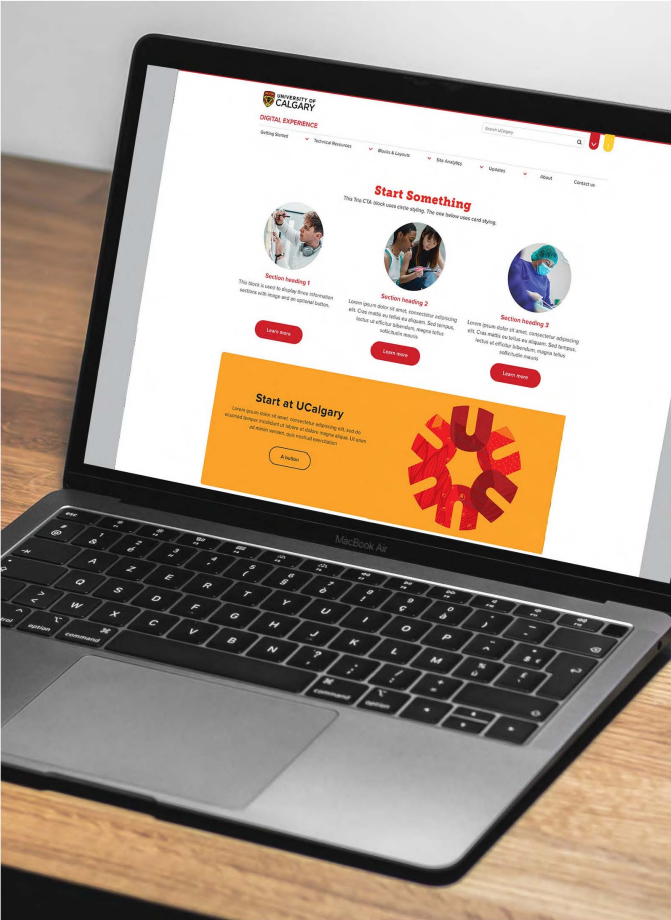


# Start Something concept

Paid social media posts on Twitter and Facebook



Start Something concept  
Websites







#### UC spark symbol

The spark shape represents new ideas and a catalyst for change.

This spark is made of repeating U and C shapes, giving a subtle nod to the university and allowing the shape to be a customized mark of pride.



#### Photography

Photography will feature UCalgary students, faculty and staff, and will be shot on campus when possible, which builds a strong connection between the campaign and the university.

Situational photography will feature deeply individuals engaged in an activity, while portrait photography will feature a confident and optimistic individual.

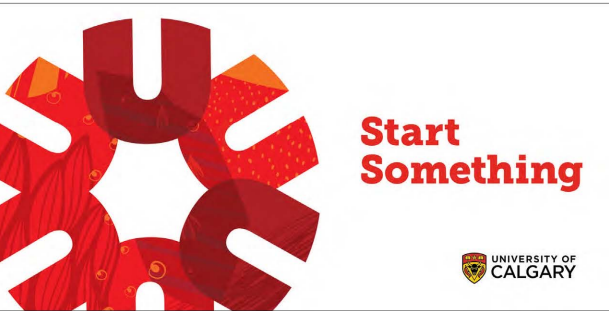
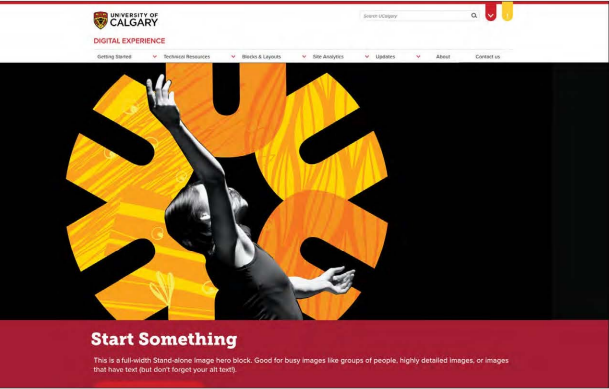


#### Textures

Colourful textures add visual movement, further emphasizing the momentum of the symbol. Textures will contain UCalgary's brand colours.

The texture be changed depending on the context.

Start Something concept  
All implementations



Brand campaign will have internal, local  
and national elements, sustained  
throughout the year.

**Say Hello to  
Canada's Newest**

**TOP 5**

**Research University**

**The University of Calgary has been a quiet**



## **The University of Calgary has been a quiet success story.**

The university has steadily climbed the ranks on student experience, innovation and life-changing discoveries. Now, it has been announced by Re\$earch Infosource that UCalgary has broken into the ranks of Canada's top five research universities for the first time in our short history.

This is more than a ranking. It reflects the hundreds of millions of dollars a year in research revenue that our university brings into our city and province. This investment creates jobs, improves the student experience, gives our community access to cutting edge facilities and anchors a growing innovation ecosystem.

Today, the University of Calgary leads all major research universities in the creation of startups. We are one of Calgary's biggest investment magnets. We're the youngest top-five research university. And we're just getting started.

Discover what's next at [\*\*ucalgary.ca/top-five\*\*](https://ucalgary.ca/top-five)



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# Let's talk

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