The Western Michigan University brand book is intended to help guide all communications in delivering a single, recognizable and authentic branded message.

By coordinating our collective efforts we will be able to leverage our brand internally and externally and present a unified, easily distinguishable identity. This identity, supported by research, will help enhance the profile and reputation of our University in a way that will resonate with our multiple audiences.
What is a brand?

Simply put... the WMU experience.

A brand is much more than a logo, product, name or tagline. A brand is every touchpoint made between the organization and the end user.

It’s what prospects think of when they see or hear the brand name—both factual and emotional.

A brand is a promise that we make to those we serve, educate, employ and partner with. Not what we want people to think of us... it is what they think of us.

Who are our audiences?

Students
Families
Faculty and staff
Alumni and donors
Community
Partners
Sister institutions
What do we promise?

People can expect more from Western Michigan University. Unlike our closest competitors, we offer the opportunities of a national research university in close-knit, friendly learning communities where world-class faculty know their students. We empower our students for a transformative experience that prepares them to contribute in remarkable ways to the global community. The result is a university of unbridled excellence: a first choice for students.

We challenge students in the classroom. Our rigorous, highly-ranked programs and faculty experts contribute to our tradition of respected academics that results in successful, prepared graduates who get great jobs and are accepted into top graduate programs.

A student is not just a number. Our accessible faculty are as committed to the classroom as they are to groundbreaking research, engaging students in a rich learning experience and research opportunities that allow each student to reach his or her full potential.

Our diversity enriches the learning experience. Our environment is welcoming to all, and provides a collaborative, real-world learning approach that leads to the immediate and long-term success of our graduates.

Our campus location is ideal. We combine a beautiful, warm and friendly environment in a safe and livable city with abundant resources, providing our students with access to the internships, jobs and experiential learning opportunities that prepare them for success.

What is our brand personality?

Characteristics that describe a Bronco:

- Confident
- Curious
- Empowered
- Friendly
- Inclusive
- Innovative
- Practical
- Smart
- Successful
- Well-prepared
What are our brand attributes?

- Preparation for the real world
- Transformational experience
- Faculty committed to student success
- Ideal campus experience
- Rigorous curriculum
We have a rigorous curriculum

- Our programs are recognized for academic excellence.
- We have many majors and programs.
- Our faculty are respected in their fields of study.
- Our graduates are hired by top employers or attend top graduate schools.

“I showed up at Harvard and everyone else was from Yale and Princeton. A few were from the University of Michigan. At the end of that first year, I had done as well, or better, than most of them. I wouldn’t be where I am today without having had Western.”

Dr. Marc Humphrey, a United Nations’ International Atomic Energy Agency team leader. He earned a Ph.D. from Harvard after graduating from WMU with a physics degree.
We offer a transformational experience

- We are welcoming to all students.
- We have a diverse student body.
- We work in a collaborative environment.
- We are supportive of students’ success.

LZ Granderson, senior writer for ESPN and ABC News contributor. Granderson studied dance, theater and communication at WMU. He earned a bachelor’s degree in interpersonal communication.

“After I explored the performing arts, I went back to the written word and found my way at the Western Herald. That was the beginning of me really starting to solidify where my true passions were—here at Western. What I did in college, I’m happy to say, is what I’m doing in my adult life.”
Our students are prepared for the real world

- We have high job placement rates.
- We offer many internship opportunities.
- We offer research opportunities for undergraduates.
- Global issues are infused into the classroom curriculum.

I can tell you the ability to think quickly on your feet and draw connections between disparate areas of the law is extraordinarily important. I didn’t envision all of that as a student. But there’s no question that my educational background played a vital role in where I am today.

John J. Bursch, attorney and partner with Warner Norcross & Judd, former solicitor general for the state of Michigan. Bursch argued more than 6 percent of all cases that came before the U.S. Supreme Court from March 2011 through 2013.
We offer the ideal campus experience

- We have a beautiful campus.
- We offer a safe environment.
- We have a warm and friendly culture.
- We offer experiential learning opportunities.

“I’m a first-generation college student, neither of my parents went to a four-year college. So I just wanted to be where I would have a built-in support system. I came to the campus and it was, of course, gorgeous, and had really awesome support services for students. I felt instantly comfortable and at home.”

Lesley Ware, children’s book author, proprietor of Creative Crinkle, a boutique sewing studio in New York.
Our faculty is committed to student success

• We have faculty who have a passion for teaching.
• Our faculty members are accessible to students.
• They are top researchers and excellent teachers.
• Our faculty members care about students.

“I didn’t even know what an MFA was until I took a class with (WMU professor emerita and National Book Award winner) Jaimy Gordon when I was 35. She advised me to drop the math and apply for the MFA program. Jaimy is a powerful force, and I did what she said.”

Bonnie Jo Campbell, nationally best-selling author of award-winning books and other works of fiction. Campbell earned a bachelor’s degree in math as well as a Master of Fine Arts in creative writing from WMU.
“Our graduates get great jobs and go to great graduate schools. They’re prepared to contribute—immediately and for the long-term.”

“We’re the best of both worlds—we give students the research opportunities and range of programs of a big institution in a beautiful, welcoming, friendly campus setting.”

“Students have to work hard to get good grades at Western. It’s challenging, but students get the support they need to succeed—from faculty, staff and from each other.”

“Our faculty is top-notch. They’re doing groundbreaking research, but they also love to teach students, so our students get the personalized attention and the support they need.”

“Our location is ideal. We have a safe, beautiful campus in a vibrant city that offers students internships and rich learning opportunities.”

“The WMU culture is challenging, collaborative and supportive. Students learn about the world from each other, and graduate empowered and prepared to work in our highly diverse world.”