

UC Blue Ash College

We make it possible. You make it happen.



As we continue to develop our new brand, it is important that everyone understand the vital role each of you play in supporting and representing UC Blue Ash College.

Our brand is our promise to our students – it's what they can expect when they come to our college. It's also our image – how people feel when they think about UC Blue Ash. That is why every interaction you have with a student, guest, colleague, alumnus, donor, or community member helps shape our brand and the perception of our college.

So, who are we? Below are key messages that define our brand. We must consistently live our brand each day and keep our key messages in mind when talking about UC Blue Ash.

We make it possible.

We combine the affordability, flexibility, support and academic reputation of a University of Cincinnati education to provide one of the best values in higher education. With nearly 50 degrees and certificates, we make it possible for students to pursue their dreams.

We provide a caring, supportive environment.

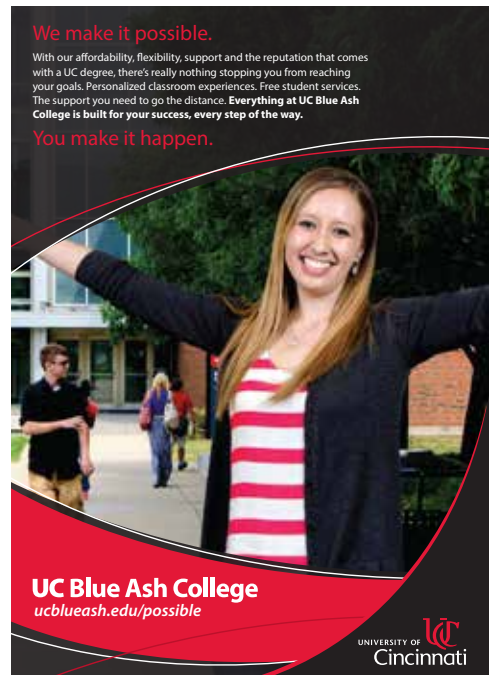
The high-quality academics and real world experiences you expect from UC are all here at UC Blue Ash. But at our college it's all a little closer, making the education our students receive more personal.

We are student-centered.

We are here for our students. We pride ourselves on the exceptional teaching and dedicated support that sets us apart from other institutions. Our professors teach here because they want small classes and a larger role in the lives of their students.

We're expanding opportunities for personal growth.

Through our internships, study abroad programs, and service learning projects, we inspire personal growth that helps our students earn a well-rounded education.



Our annual advertising campaign supports our key messages through compelling vignettes of students, faculty, staff and alumni.

Our website is filled with examples of how we're making it possible for our students. And how they're making it happen. Visit ucblueash.edu/possible for stories, stats and videos that show just who we are!

We are UC Blue Ash College.

Part of our brand development is referring to our college the correct way as we build on our new identity.

DO:

Please follow these guidelines when referring to our college.

- Refer to the college as the *University of Cincinnati Blue Ash College* or *UC Blue Ash College*. *UC Blue Ash* is also acceptable on a second reference.
- *UCBA should be used for internal reference only*. We should not assume that the general public knows what this means.
- When students matriculate from Blue Ash to Clifton, they are *transitioning* to the UC Main Campus, not transferring. It is important to emphasize that anyone who attends UC Blue Ash *is* a UC student.

DON'T:

This is the part of the story we are phasing out. Please do not use this language any longer in reference to our college.

- Formerly Raymond Walters College
- We take anyone with a GED.
- It's a great place to start.

