

*Elevate
Visibility
and
Reputation*



MAROON

DEDICATED COMPETITORS

Resilient and tenacious, driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.

**RESILIENT
PROUD
DEDICATED**

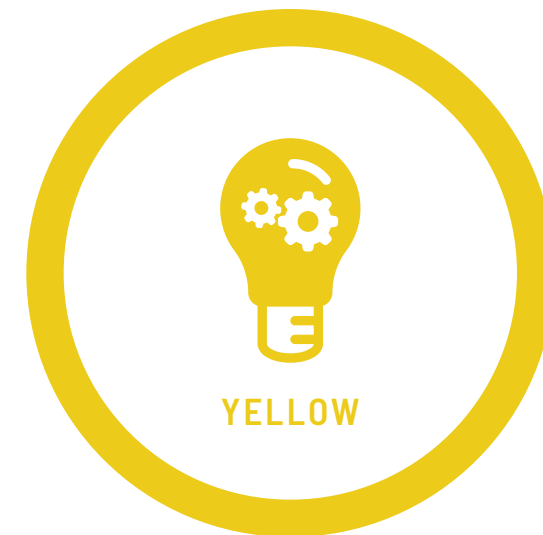


PURPLE

CARING SUPPORTERS

Supportive and selfless, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

**HOSPITABLE
INCLUSIVE
SUPPORTIVE**



YELLOW

TRANSFORMATIVE INNOVATORS

Brilliant and forward-thinking, driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress. Causes people to feel awe and amazement.

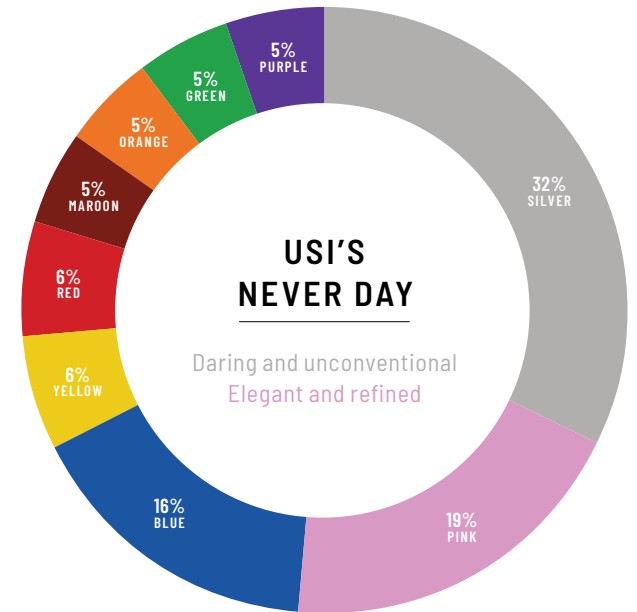
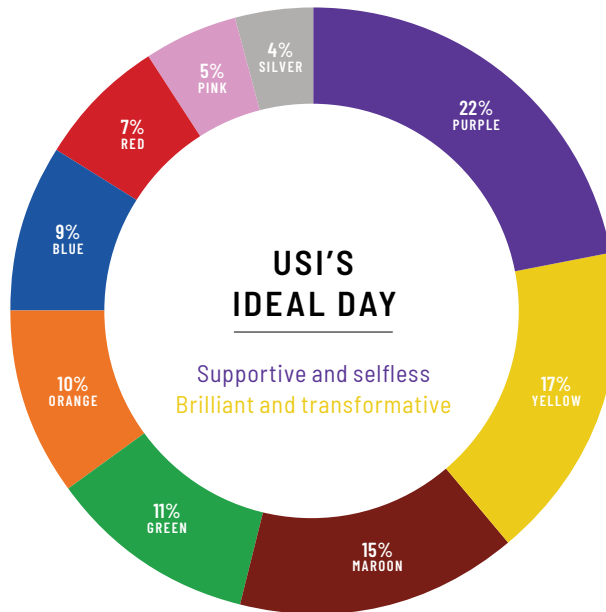
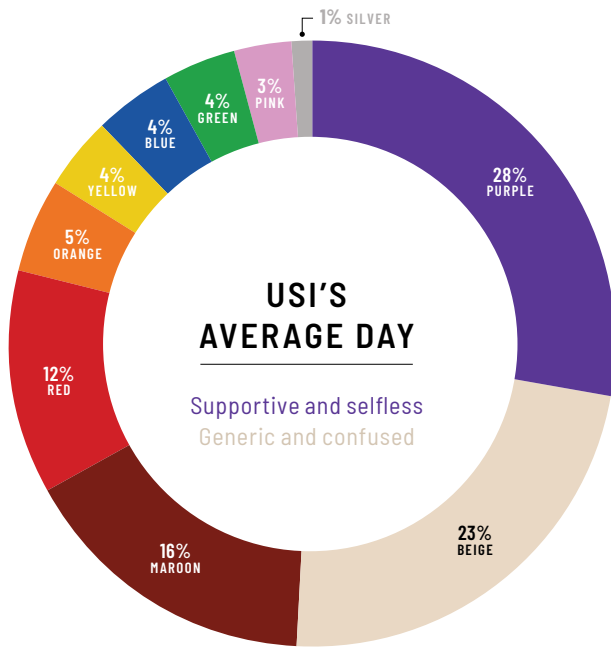
**VISIONARY
INVENTIVE
FORWARD-THINKING**

USI REPUTATION STRATEGY OVERVIEW



A tenth color—Beige—does not represent an archetype but rather an absence of personality. Beige is both highly generic and unfocused in expression.

PERSONALITY ARCHETYPE



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CARNEGIE DARTLET™

PERSONALITY: MACRO STRATEGY



DETERMINED COMPETITORS

Resilient and tenacious, driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.

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**VISIONARY
INVENTIVE
FORWARD-THINKING**

MAROON DIMENSIONS	PURPLE DIMENSIONS	YELLOW DIMENSIONS
<p>Determined</p> <p>Tenacious in our commitment to equipping our students for success, which they pay forward in our region and world.</p>	<p>Caring</p> <p>Treating every person as an individual with unique gifts, needs, and potential that can grow and flourish through our affirming community.</p>	<p>Transformative</p> <p>Creating lasting change in the lives of our students through meaningful relationships that catalyze their potential.</p>
<p>Proud</p> <p>Demonstrating a confident sense of identity through our unrelenting effort and our far-reaching impact.</p>	<p>Hospitable</p> <p>Taking pride in the warmth and enthusiasm we bring to every campus visitor, inspiring them through our kindness and generosity.</p>	<p>Innovative</p> <p>Adapting and maximizing every resource to serve our students through inventive partnerships and collaborations.</p>
<p>Resilient</p> <p>Adapting to new challenges through perseverance, focus, and inventiveness that breaks through obstacles.</p>	<p>Supportive</p> <p>Proactively building powerful systems to nurture the academic, personal, and professional lives of every student.</p>	<p>Visionary*</p> <p>Anticipating and meeting the needs of an entire region by taking the long view, seeing the big picture, and spearheading new programs.</p>
<p>Dedicated</p> <p>United by a common cause and an extraordinary commitment to the success of our students in everything they do.</p>	<p>Inclusive*</p> <p>Striving to understand and celebrate differences of every kind, creating a courageously welcoming community that is richer because of our diversity.</p>	<p>Forward-thinking*</p> <p>Seeking to embrace progress and overcome challenges by positioning ourselves as a life-changing resource for everyone in our community, region, and world.</p>

* Aspirational

BRAND NARRATIVE

At the University of Southern Indiana, we know that our determination is our greatest strength. We bring dedication, perseverance, and a shared pride to everything we do, knowing that together we can overcome any challenge. We celebrate this courageous spirit not for its own sake but for the potential it unlocks in every member of our community, rippling outward as we turn our talent and ambition into action.

This growth happens through a passionately caring community that places the wellbeing of each person at the center of our work. We tailor our learning programs to the needs of our students, putting impactful education within reach. We create a continually evolving network of support resources that help our students flourish in every way. We seek to practice bold hospitality and inclusion for all. And we model a culture of care that inspires our students to demonstrate generosity and passion throughout their lives.

In a constantly changing world, we bring a forward-looking vision that anticipates needs and solves them with ingenuity and creativity. We treat challenges as opportunities to innovate, embracing the diverse gifts of our community along the way. We seek to embody a mindset of constant flexibility, equipping our students to lead change through emerging careers and technologies. At every step, we celebrate how the growth of our students benefits others, enriching their world as they prove the transformative power of education.

We are the University of Southern Indiana.



DARE



SOAR



IGNITE



FROM HERE
WE DARE

Where we're from, we utilize every resource, push every limit, redefine possibility. We answer the call to create progress and to dig deep when dedication is demanded. Unlock your potential at the University of Southern Indiana, where we dare to turn talent and ambition into action.

YOUR FUTURE IS HERE.

USI.EDU/APPLY



FROM HERE WE IGNITE

Where we're from, innovative ideas and passionate creativity fuel your success through the transformative power of education. We inspire you to rethink what's possible, dream wildly, compete fiercely, sparking innovation and vision wherever you go. Ignite your future at the University of Southern Indiana.

YOUR FUTURE IS HERE.

USI.EDU/APPLY



University of
Southern Indiana



FROM HERE WE SOAR

Where we're from, your success is our first priority. We're committed to championing your greatest passions, listening attentively to your needs and nurturing you along your journey. We'll guide and inspire you as you reach for your dreams. Find out just how high you can soar at the University of Southern Indiana.

YOUR FUTURE IS HERE.

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**FROM
HERE
WE
IGNITE**

UNIVERSITY OF
**SOUTHERN
INDIANA[®]**

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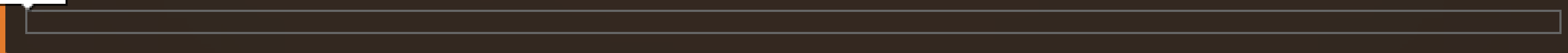
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The 11 students you're about to meet each arrived at the University of Illinois Urbana-Champaign with incredible power in them – the power to succeed and change the world. From freshmen blown away by undergraduate research opportunities to seniors sharing how they carved their own path to their dream jobs; the Power of I is evident in their personal stories. Get ready to be inspired!



Learn more about University of Illinois



**60,000 High School
College Counselors**