

BRAND ARCHITECTURE

What's in a name?

The brand, for one.

Because the University of Oregon brand is our brand, and because the general themes on which key messages are built for both the UO and the Lundquist College of Business are nearly identical, we benefit most by strongly (and primarily) establishing ourselves as a part of the University of Oregon.

OUR BRAND NAME

University of Oregon Lundquist College of Business

This is the simplest way to link the business school with the UO and to build equity and awareness. It is the preferred way to refer to the school with any external audiences. It can be shorted to "UO Lundquist College of Business" or even simply "Lundquist College"—particularly if the University of Oregon connection is well understood.

OUR OFFICIAL OR FORMAL NAME

Charles H. Lundquist College of Business

This name is used almost solely for more formal occasions, such as ceremonial activities (for example, commencement).

NEVER LCB

Do not use the "LCB" abbreviation. It has no meaning to anyone outside of the college and does little to reinforce our identity or brand awareness. In fact, it negatively impacts and dilutes our brand.

Acronyms also dishonor our donors, reducing their name to a single letter. Non-Latin acronym use in general is a poor communication choice and tends to alienate the audience.

PRIMARY BRAND ARCHITECTURE

Departments and centers fall under the larger University of Oregon Lundquist College of Business brand.

UO Lundquist College of Business Department
of Management

or

UO Lundquist College of Business Warsaw Sports Marketing
Center

If the connection to the Lundquist College of Business is well understood these may be shortened in limited instances.

UO Department of Finance

or

UO Lundquist Center for Entrepreneurship

GRADUATE PROGRAMS

Because of their unique positioning and market perception, our six master's degree programs have an alternate brand affinity as follows:

Oregon MBA at the University of Oregon Lundquist College of
Business

Oregon Executive MBA at the University of Oregon Lundquist
College of Business

Master of Accounting at the University of Oregon Lundquist
College of Business

or

University of Oregon Master of Accounting at the Lundquist
College of Business

Sports Product Management at the University of Oregon
Lundquist College of Business

or

University of Oregon Sports Product Management at the
Lundquist College of Business

Master of Science in Finance at the University of Oregon
Lundquist College of Business

or

University of Oregon Master of Science in Finance at the
Lundquist College of Business

Only these six entities may use this alternate brand architecture. All other programs, clubs, departments, internal groups, and offices (i.e. PhD Program, Undergraduate Program, Honors Program, Mohr Career Services, Braddock Tutoring) must rely on the primary brand architecture.

BRAND POSITIONING

University of Oregon

A brand statement is not a tagline. It's not something that should be shouted from the top of Mount Hood. These words are for University of Oregon eyes only. They exist to guide us, keep us in sync, and remind us who we are as we develop our marketing and communications materials.

“THE UNIVERSITY OF OREGON IS AN ECOSYSTEM OF COLLABORATION, IMMERSSED IN NATURE, CREATING A BETTER WAY.”

“THE UNIVERSITY OF OREGON IS AN ECOSYSTEM OF COLLABORATION,”

We are deeply collaborative here. So much so that it has become a defining characteristic of the UO. It goes much further than the way our students from around the world come together, explore, and share ideas as they get a world-class, broad-based liberal arts and sciences education. It's about how inclusivity and resource sharing have become part of the culture. And how our schools and colleges work together to create interdisciplinary learning and research experiences to the great benefit of all.

“IMMERSSED IN NATURE,”

The university is an island of innovation surrounded by a sea of trees. Our campus is quite literally an arboretum. Nature is all around us. Naturally, we have a deep connection to it. In fact, it guides our research and informs our decisions.

“CREATING A BETTER WAY.”

Sometimes things happen here that change the world for the better. It's wonderful. And it makes us proud when it happens. But that's not really why we do what we do. It's much simpler than that. Our goal is to consistently help push humanity forward. Make a steady, meaningful impact through innovative research and thinking that improves the quality of life for Oregonians, Americans, and, whenever possible, people worldwide. That's what we mean by creating better ways.

Lundquist College of Business

An indivisible and intimately connected part of the university, the Lundquist College of Business embraces the main University of Oregon brand positioning. But as a distinct entity within it, we also recognize the need to create our own brand position that will help us remain focused as we create marketing and branding communications. Again, this is not a tagline.

“A CREATIVE CATALYST FOR MEANINGFUL BUSINESS.”

“A CREATIVE CATALYST...”

How does the Lundquist College of Business “create a better way?” By being a creative catalyst. We foster a pioneering mindset and nurture a culture of innovation. Built on a solid foundation of business theory and practice, liberal arts, and world-class research, we promote new thinking and create new paths—within the college of business, across disciplines, across campus, and worldwide.

“...FOR MEANINGFUL BUSINESS.”

Meaningful business, to us, is business that's not only viable and profitable, but that also makes a difference in the world—for the better. Meaningful business is sustainable and boldly entrepreneurial. It benefits society, locally and in general. It's creative, exciting, and, occasionally, first-of-its-kind.