



Brand Promise Attributes and Campaign Priorities



Brand Strategy

The University has developed a brand strategy that aligns with our key goals and core values. It uniquely positions and sets us apart from other higher education institutes, maintains our global profile and reputation, and creates strategic and consistent communications for all audiences.

Vision and Mission

Our vision is unique to U of T. It acts as a roadmap, guiding us to what we want to accomplish in the future.

Our mission statement clearly communicates our purpose, objectives, and how we plan to serve our audiences. It is action-oriented and gives our audience an idea of what the University does and the impact we want to make.

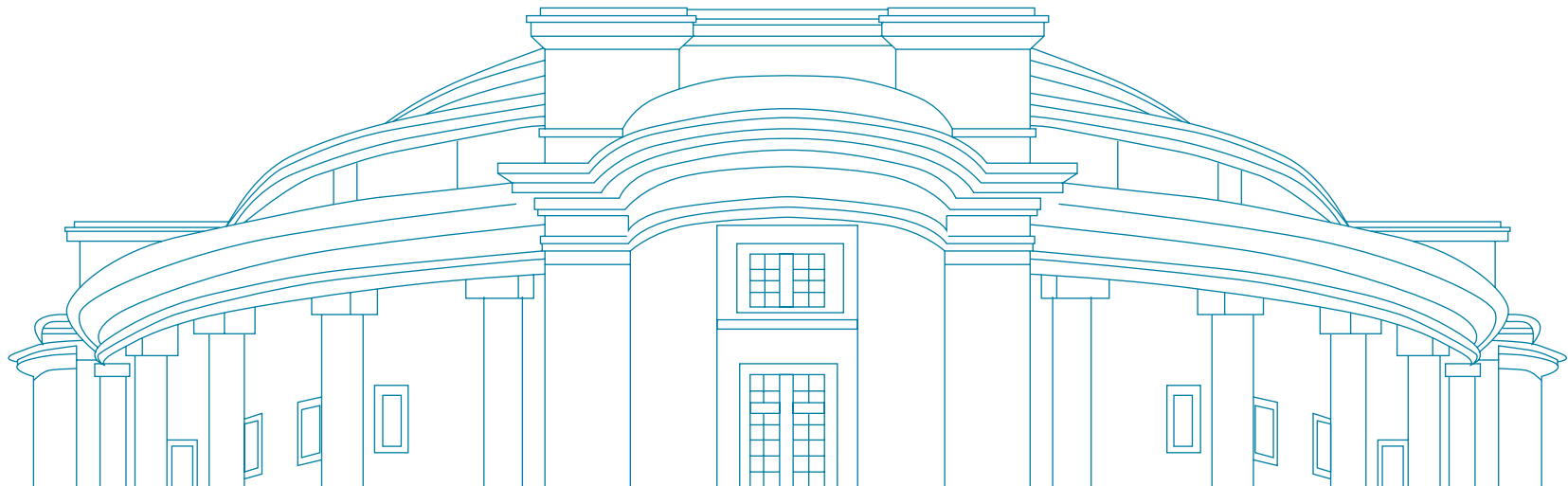
Both our vision and mission were developed through extensive consultations with the University community.

Vision

To be one of the world's greatest catalysts of human potential, ingenuity, inclusivity, and positive change through groundbreaking research, innovative teaching, and enriching community partnerships.

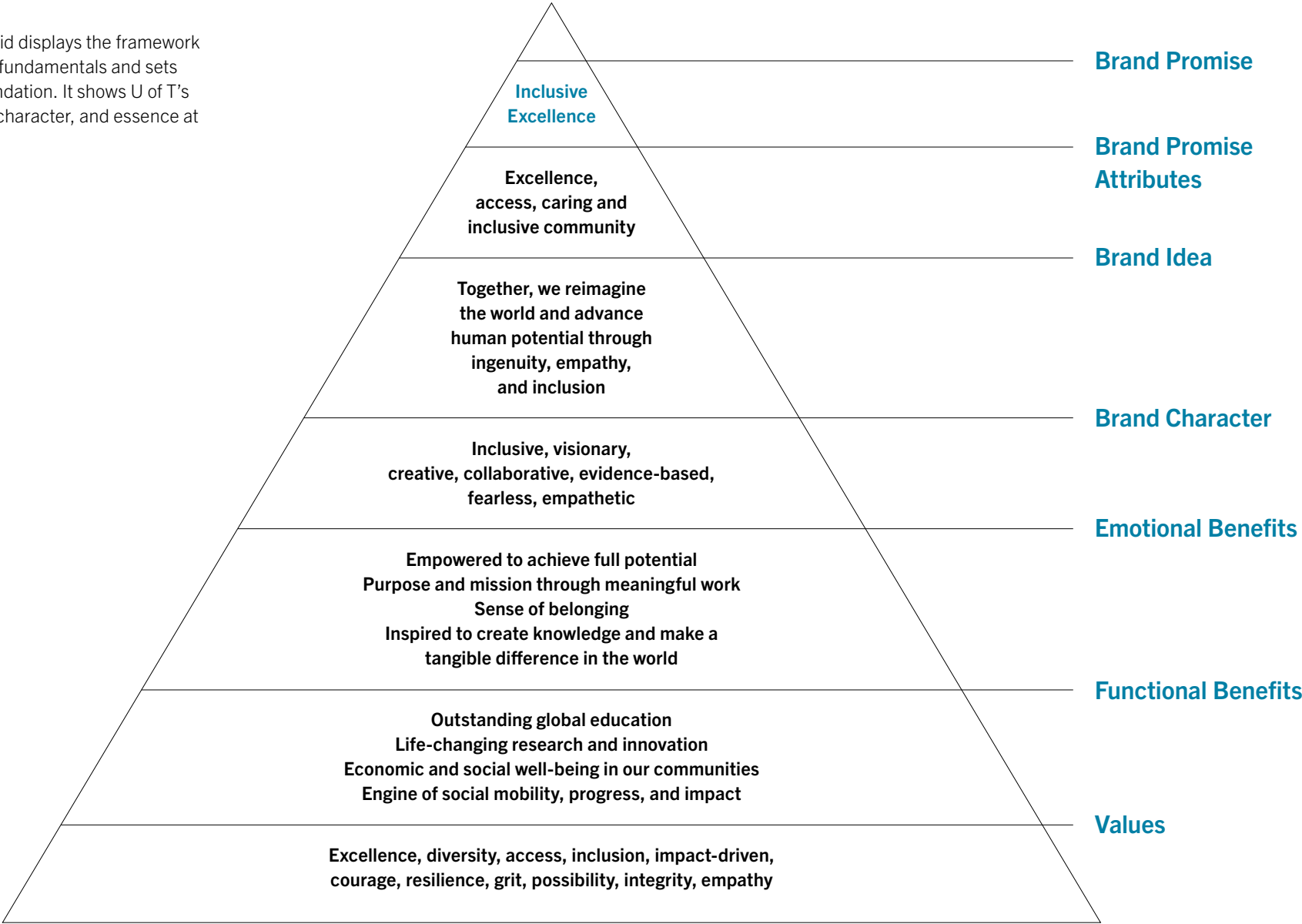
Mission

To provide an outstanding global education and student experience, ignite life-changing research and innovation, and promote social well-being, prosperity, and vitality in our communities.



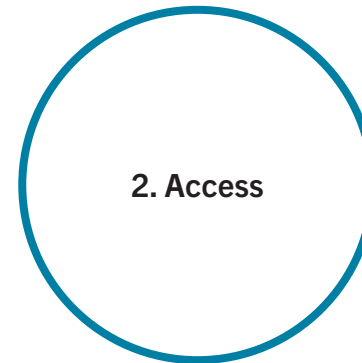
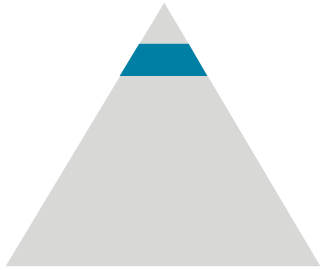
Brand Pyramid

Our brand pyramid displays the framework of U of T's brand fundamentals and sets the strategic foundation. It shows U of T's mission, values, character, and essence at a glance.



Brand Promise Attributes

The brand promise attributes are located in the second block of the brand pyramid. These may also be referred to as “brand pillars.”



Campaign Priorities

A Framework for Inclusive Excellence

The campaign will advance U of T's commitment to inclusive excellence and help the University bring together people from every conceivable background to create a healthier, more sustainable, and equitable world.

