

BRAND PILLARS

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I THINK IT'S IMPORTANT TO MOVE PEOPLE BEYOND JUST

DREAMING INTO DOING.

- SONIA SOTOMAYOR



WHAT ARE BRAND PILLARS?

Our brand pillars are the building blocks that define who we are. Representing the values and attributes that make A&M-SA special, they support our brand platform to tell our story.

BRAND PILLARS

SAN ANTONIO 1

More than just a city, San Antonio is our community and our home; it's what binds us together and sets us apart from other universities.



3 THE FUTURE

We are forward-thinking, focused on not only shaping the future, but actively building it in innovative ways that transform individuals and serve a greater good.

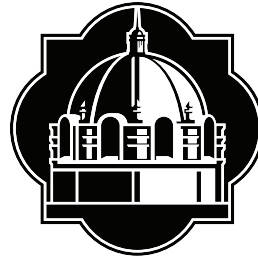
TEXAS A&M SYSTEM FAMILY 2

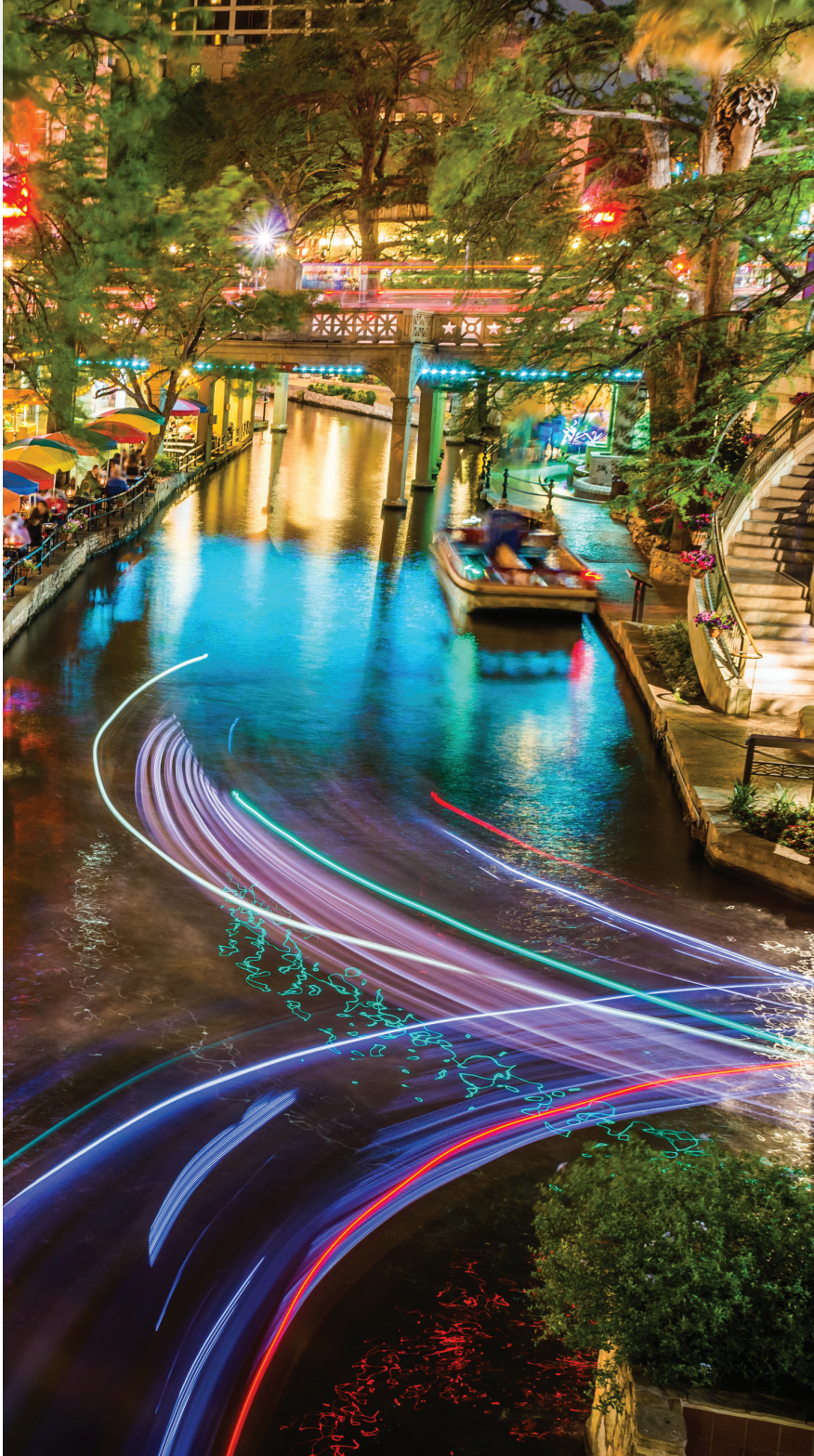
We are part of the A&M System family, bolstered by its tradition of excellence and enduring core values, forever connected to its global network of alumni, friends and donors.



4 BREAKTHROUGH

We open doors, exceed expectations and shatter ceilings through hard work, high-impact learning and a relentless pursuit of our boundless potential.





WHY SAN ANTONIO?

- Our close-knit, family culture and big-city/small campus feel are a direct reflection of San Antonio, the city that is our home.
- San Antonio's history, celebratory spirit and commitment to patriotism and the military are woven into the fabric of who we are.
- Our roots will forever be planted in the south side of San Antonio; since our founding, we have served as an economic engine for our community and the city.

WHY THE TEXAS A&M SYSTEM FAMILY?

- We leverage the prestige, tradition of excellence and achievement, and global connections of the A&M System family to expand our reach, influence and recognition.
- We are one of only two Texas A&M System universities to be a lifelong member of the A&M System family.
- A sense of community and a distinct student-centered culture are key differentiators that set us apart. Our students are not numbers, but family members, and we are determined to bring out the best in them.
- Nothing says “Texas” like “Texas A&M,” and we are proud to fly that flag in San Antonio as we meet higher education needs for the great State of Texas.





WHY THE FUTURE?

- Our curriculum combines foundational knowledge and critical thinking with practical, in-demand skills that are coveted in today's economy and immediately applicable for the next wave of change.
- As a rapidly-growing institution, we teach and act with purpose. Our hands-on research opportunities and high-impact STEM and technology-focused learning push students to imagine, shape and build the future.
- We continually allocate resources to programs and partnerships that advance our region and build our students' futures.

WHY BREAKTHROUGH?

- We firmly believe that the opportunity to attain excellence is not a privilege, but a right, granted to all students who are willing to work hard, persevere and make sacrifices for their success.
- We are boundless and resilient, perpetually embracing challenges and pushing our students to develop their skill-sets and uncover new ways of thinking.
- We are deeply invested in not just the student, but the whole person. We dedicate ourselves to unlocking potential by maximizing the personal, intellectual and emotional development of our students.

