



THE A&M-SA

PERSONALITY & TONE OF VOICE

Our personality captures the spirit that stems from our promise and pillars. It sets the tone for how we communicate by describing how we want our audiences to think and feel about our brand. The following four personality traits represent the A&M-SA qualities that personify our brand and shape the characteristics that will drive our collective voice and brand image for all communications.

The A&M-SA tone of voice guides how we speak to our various audiences. It dictates the language we use to consistently convey our unique brand personality.

THE A&M-SA

PERSONALITY

1. INCLUSIVE

We celebrate diversity and provide equitable opportunities for veterans, military families and people from all backgrounds. We embrace individual thought because we remain committed to the ultimate goal of progress and achievement.

3. RESILIENT

We are resilient high achievers who are prepared to overcome obstacles, eager to learn from mistakes and determined to attain success and build a brilliant future for our community, region and every one of our students.

2. AUTHENTIC

We are genuine, strong-willed and passionate. Our students are not numbers, but unique individuals who seek guidance and inspiration in their quest to achieve personal and career success.

4. AUDACIOUS

We are big thinkers and hard workers, dedicated to maximizing our boundless potential. We are focused on not only imagining the future, but actively shaping it.

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TO NE OF VOICE

1. DELIBERATE

We are always intentional and direct. We use clear and concise language backed by firsthand student testimonials (as well as stories of our alumni, donors, faculty and staff), statistics and credible endorsements to prove our impact.

We never complicate our message with overly complex language that is difficult to understand.

3. FRIENDLY

We are always engaging and supportive. We welcome and empower every individual, regardless of background, who wants to better their lives and make a difference

We never pander or speak down to anyone.

2. HONEST

We are always open and sincere. We say what we do and do what we say. We use personal stories from students, faculty and staff to enliven our transformative capabilities.

We never mislead or pretend to be something we are not.

4. PROUD

We are motivated by the opportunity to make a difference. We embrace the success of each other and are proud to share our accomplishments with the world. While grounded and humble, we exude optimism and empower our students by emphasizing the opportunities we provide.

We are never dull, distant or boastful.