

Executive Memorandum No. 28

University of Nebraska Official Tagline

The University of Nebraska is committing significant resources to building a stronger academic reputation with state and national audiences. These efforts have the potential to increase donations in support of academic programs, to increase federal and private research dollars coming in to the university, and to attract exemplary faculty and high-achieving students.

Universities are just beginning to understand the economic value of a strong brand image. A strong brand is not just a logo – it is the position that an institution or company holds in the mind of its customers or constituents. To succeed, it must be based in fact, constantly reinforced and must guide all communications, both external and internal. A brand is often supported by a tagline that becomes a “shorthand” version of the brand image.

Achieving and sustaining a strong brand image is impossible when a university’s campuses, colleges and departments maintain multiple logos and taglines that confuse the audience and diffuse the message.

The University of Nebraska has developed a tagline – *Pioneering New Frontiers* – that captures the spirit of innovation and discovery that are hallmarks of University of Nebraska faculty, students, staff and programs. The tagline has been tested both in quantitative and qualitative research and found to be a credible and solid representation of those values.

Policy

The official tagline of the University of Nebraska and its campuses shall be *Pioneering New Frontiers*. This tagline shall be used to the exclusion of any other tagline by individual departments, programs, colleges and campuses. Any exception must be approved by the University-wide Identity Committee and the President.

Reference: February 2, 2004