Our **BRAND** is the sum of all information about UNCP conveyed through **communication** and **experiences**.

**OUR BRAND POSITIONING**

**CHOOSE to be a BRAVE.**  
Get there from here.

**A proud heritage. A promising future.**

When you choose UNC Pembroke, you choose quality, opportunity, and experience. Because we know wherever you want to go in life, you can get there from here. Choose to be a BRAVE.
KEY MESSAGING

- Affordable education—a great value
- World-class faculty and quality academics
- Individualized approach to education and holistic student support
- Small average class size/great student-to-faculty ratio
- Create opportunities for students to grow and learn
- Economic engine for region
- Transformative change for critical workforce

OUR BRAND PROMISE

UNCP is a high-quality, low-cost, and an exceptional experience where learning gets personal

UNCP offers a culture that exceeds expectations

UNCP will serve as an economic and education engine for southeastern North Carolina

For more information, contact University Communications & Marketing at 910.521.6533 or brand@uncp.edu.
For more information about UCM, please visit uncp.edu/ucm.
To submit your project requests, go to uncp.edu/ucmrequest.