

Message Architecture



Saint Martin's
UNIVERSITY

A message architecture prioritizes strategic brand attributes and aligns them with communication goals to guide decision making for website content, design, and user experience.

These themes don't represent actual copy, but rather the aspirational and foundational elements that cumulatively represent the key messages the website should reflect.

This deliverable reflects input from research and our brand attributes exercise conducted on January 22, 2015.

Saint Martin's University is an inclusive community of learners and thinkers in the Pacific Northwest, rooted in tradition and inspired toward progress.

Northwest Sensibility, Family Feel

- Since 1895, an **educational beacon** in the Pacific Northwest
 - An **independent** character
 - True to ourselves
 - **Progressively** minded
 - **Environmentally** conscious
 - **Thoughtful** vision yields **responsible** action
 - A space for **reflection, renewal, and inspiration** on our 380-acre wooded campus
 - Access to **opportunity and industry**
 - Committed to the **vitality** of our region
- An **open, inclusive and supportive** environment, in accordance with the Benedictine value of hospitality
 - Our faith **opens our minds and our hearts**
 - Accepting of the **individual**
 - Committed to **diversity**
 - **Globally** conscious, **internationally** influenced

A Transformative Spirit

- Guided by **Benedictine values**
 - An emphasis on **service**
 - Developing **mindful citizens and leaders** of the world
 - A tradition of **faith**
 - Our resident **monks** serve as faculty, counselors, and friends
 - The importance of **wisdom**, not just book smarts
- Providing a **transformative** experience

- **Empowering** growth, change, and excellence
 - Become the best version of yourself
- Playing an important role in each other's **journey**
 - **Helpful**, reliable, and student-centered
 - Offering **flexibility** and a tailored approach
 - **Affordability** puts this enriching experience within reach for all

Perpetually Seeking Intellectual Challenges

- Our **rigorous and rewarding** academics engage students who **constantly seek knowledge and self-improvement**
 - Committed to **personal fulfillment as well as professional success**
 - A **comprehensive, holistic** education
 - **Liberal arts** foundation
 - Opportunities to **give back**
 - Gain **real-world experience**
- Applying **innovation and vision** to today's complex challenges
 - Developing thoughtful **leaders and critical thinkers**
 - Compelled to **address unmet needs in society**
 - Strength in the **STEM disciplines**