

An aerial photograph of a town and river valley. The foreground shows a road and some sparse vegetation. The middle ground features a winding river and a dense residential area. The background consists of rolling hills and mountains under a blue sky with scattered clouds. A vertical blue line is positioned to the right of the main title.

Thompson Rivers University

Brand
Strategic
Platform

Why create a brand for TRU?

To advance TRU's strategies and priorities.

Our mandate:

1. The purposes of the university are
 - a) to offer baccalaureate and masters degree programs,
 - b) to offer post-secondary and adult basic education and training,
 - c) to undertake and maintain research and scholarly activities for the purposes of paragraphs (a) and (b), and
 - d) to provide an open learning educational credit bank for students.
2. The university must promote teaching excellence and the use of open learning methods.
3. In carrying out its purposes, the university must serve
 - a) the educational and training needs in the region as specified by the Lieutenant Governor in Council, and
 - b) the open learning needs of British Columbia

Our Strategic Priorities:

- Increasing Student Success
- Increasing Intercultural Understanding
- Increasing Research Capacity
- Increasing Entrepreneurial Capacity
- Increasing Sustainability

Academic Plan Foundations:

- Inquiry-based and Creative Learning
- Interdisciplinary Studies
- Aboriginal, Local and Global Understanding
- Flexible Learning Options
- Life Long Learning

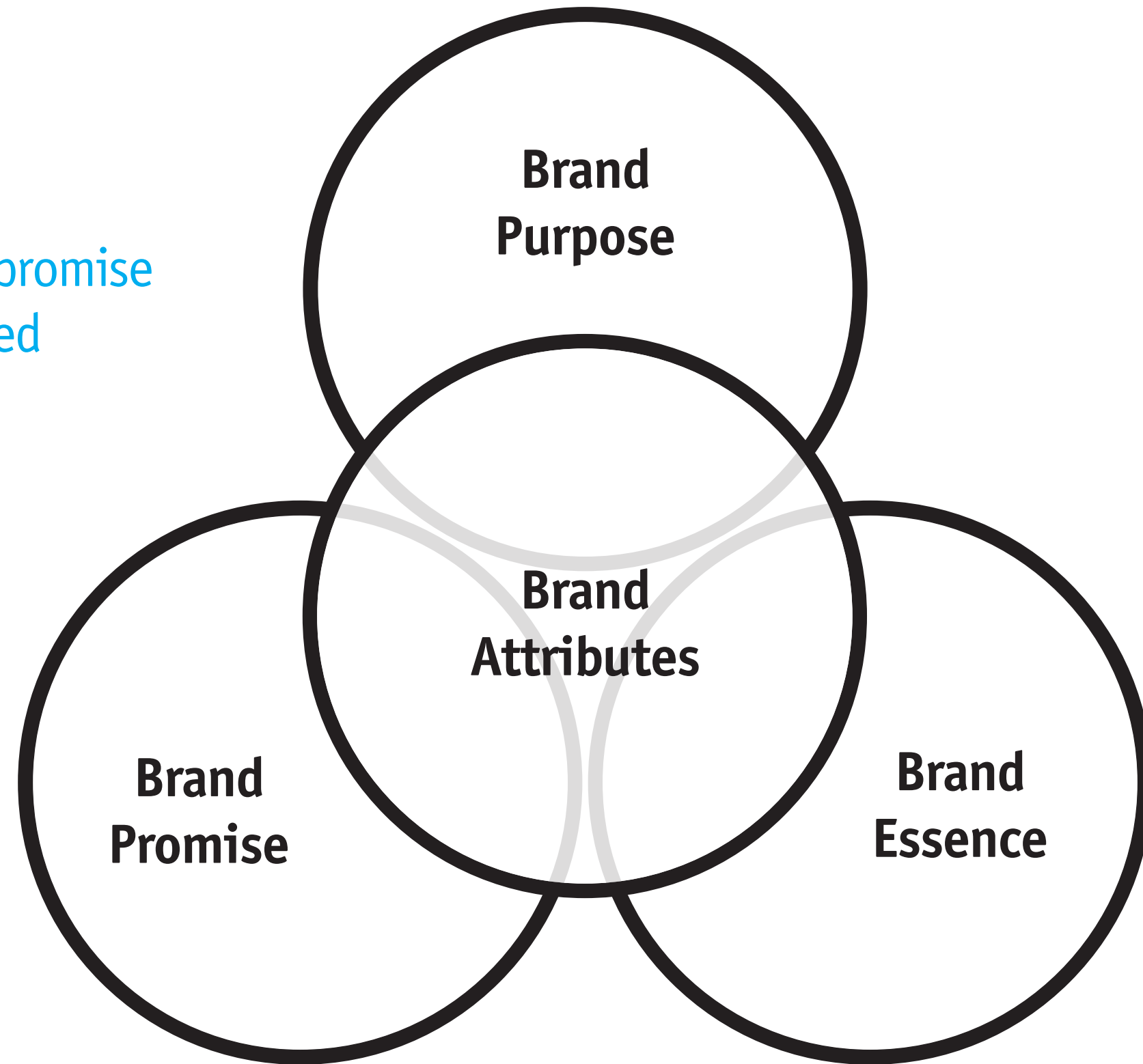
The TRU Brand Model

Why we exist

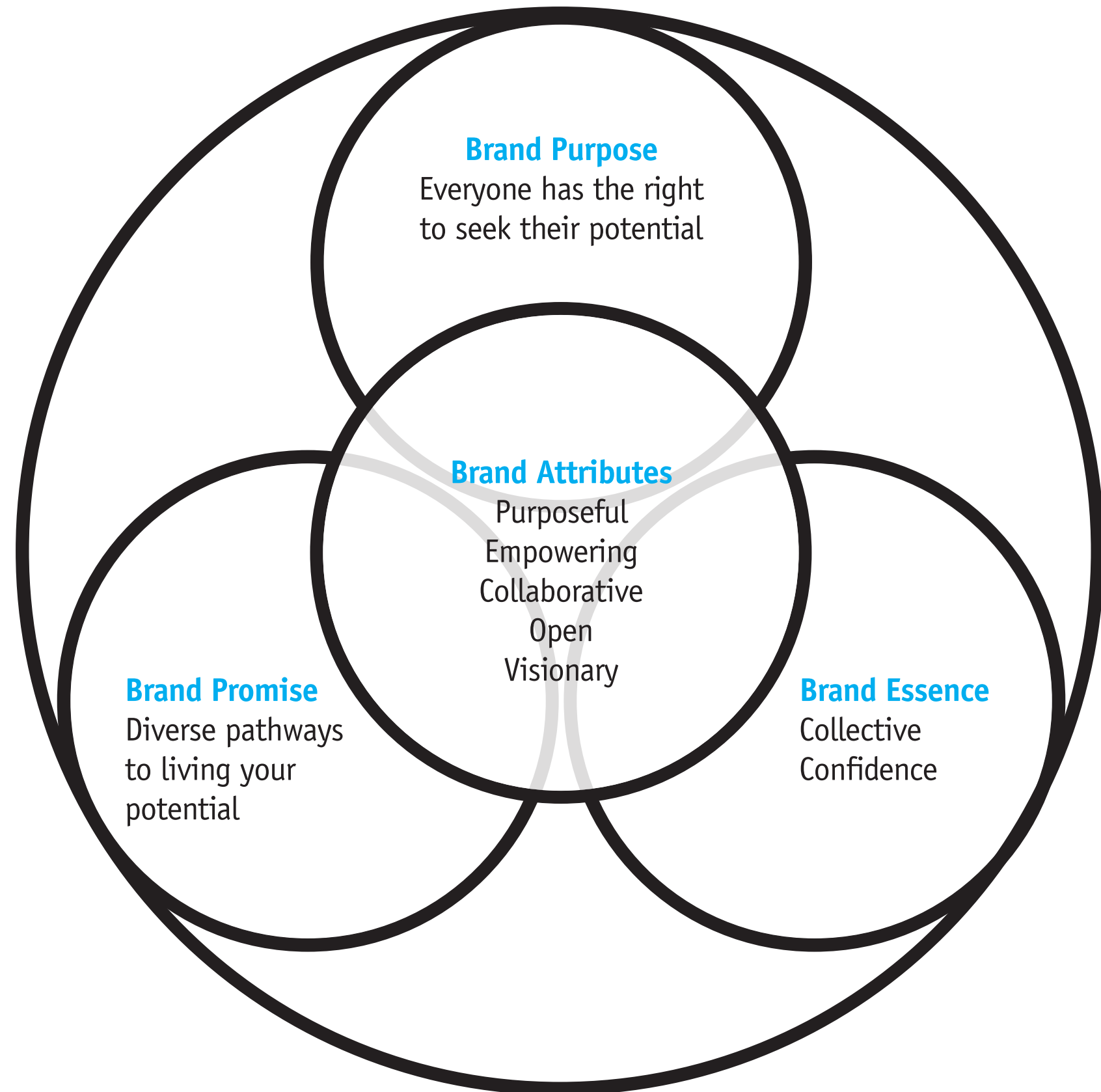
What we uniquely offer

How we deliver on our promise

How we will be described



Thompson Rivers University Brand Model



Thompson Rivers University Brand Model (in short)

We believe that **everyone** has the right to seek their potential. Therefore we deliver **diverse pathways** to living your potential. In everything we do, we instill **collective confidence**, and as a result, we are described as **purposeful, empowering, collaborative, open, and visionary**.

Request our services:
tru.ca/marcom

Learn about our brand:
tru.ca/brandguide

Learn about our campaign:
tru.ca/findyourtru



**THOMPSON
RIVERS
UNIVERSITY**

Marketing &
Communications