

M | THE LSA BRAND

POSITIONING STATEMENT | A Purposeful Exploration

The **College of Literature, Science & the Arts (LSA)** at the University of Michigan delivers a purposeful, pragmatic liberal arts education that employers respect and covet. Faculty are on the frontlines of new ideas and innovation across every discipline. You will work with these professors in the classroom, on research projects, and abroad, obtaining the adaptable skills you need to solve problems in an era where new fields disappear as fast as they emerge.

It's a complex world. And that means that employers expect more than ever before. That's why LSA will help you build those essential skills: analyzing viewpoints and data across disciplines, developing collaborative and intercultural skills, writing and speaking well, and achieving that rare blend of confidence and humble curiosity.

You will learn how to live a balanced, fulfilling life through limitless opportunities for exploring personal interests. And you'll acquire a durable education that teaches you how to adapt to new fields and new challenges.

VALUE PROPOSITION | Through a top-ranked liberal arts education outfitted by a uniquely robust and spirited research university, LSA students acquire pragmatic, durable skills that hold their value for a lifetime.



OUR VOICE

Creative, succinct, witty, sophisticated, smart, confident, and above all, authentic and honest.

MESSAGING PILLARS: OUR THREE KEY TAKEAWAYS

RESOURCES

- Top-ranked programs, top-ranked school for teaching
- Uncommon scope: Over 100 majors, over 100 minors
- Access to world-class tools, facilities, and equipment
- Over 80 study abroad opportunities across 6 continents
- We support our students through MLCs, learning centers, and Advising
- A vast 200k alumni network
- 80% of classes have less than 50 students, 50% have less than 20 students.
- 14:1 student-faculty ratio
- Award-winning faculty conducting transformative research across disciplines

PRAGMATIC

- All LSA degrees develop skills for the future, even through shifts in the job landscape
- Learn from multiple perspectives
- Graduate with the skills required to adapt to any future path. 90%+ go on to jobs or grad school after graduation
- We offer advisory and financial support for internships
- Very high 4-year grad rates, law/med acceptances
- A thoughtful curriculum including practical hands-on learning & programs tailored to specific grade levels

THE EXPERIENCE

- A unique blend of tradition and innovation, rigor and fun, academics and athletics
- Students develop life-long relationships and valuable networks
- We work to create a culture of giving that fosters a deep tradition of philanthropy
- LSA is place to develop established interests and find new ones
- A rigorous but cooperative environment: Students expect the best creativity and ideas from one another
- We encourage engagement beyond the classroom academically and socially
- 95%+ first-year student retention rate

VISUAL IDENTITY REFERENCE

Primary Logo Variants



Key Stylistic Descriptors

This information is forthcoming as we review U-M materials and conduct creative research.

Color Chart

All publications should be consistent with the U-M identity guidelines. LSA accent colors forthcoming.

	Maize	Blue
Pantone	PMS 7406	PMS 282
CMYK	0 / 18 / 100 / 0	100 / 60 / 0 / 60
Hex	ffc005	00274c