MESSAGING (Check all that apply)
One or more of our messaging pillars should take the lead in the content of every communication.

☐ HEALTH  
(human and animal, mental and behavioral)

☐ ENVIRONMENT  
(the systems and surroundings that support life)

☐ CULTURE  
(differences and interests that enrich our lives)

☐ SOCIETY  
(factors that prevent or enable opportunities for people to thrive)

TONE — Verbal (Check no more than three)
Choosing specific personality traits of the UC Davis brand to highlight will help you communicate with a consistent voice.

☐ WITTY  
Earthy, Pithy

☐ SMART  
Intellectual, Perceptive

☐ COMPASSIONATE  
Benevolent, Human

☐ EARNEST  
Diligent, Sincere

☐ CURIOUS  
Explorative, Inquisitive

☐ MINDFUL  
Aware, Deliberate

☐ PROFOUND  
Momentous, Meaningful

☐ FORWARD-LOOKING  
Proactive, Groundbreaking

☐ MINDFUL  
Aware, Deliberate

TONE — Visual (Mark the appropriate quadrant)
Our brand can flex in many directions depending on what’s right for the audience. Choose the balance for your communication.

EXAMPLE:

SOPHISTICATED

SUBDUED

VIBRANT

CASUAL