



MESSAGING GUIDE

2021-2022

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OUR STORY

The Protagonist

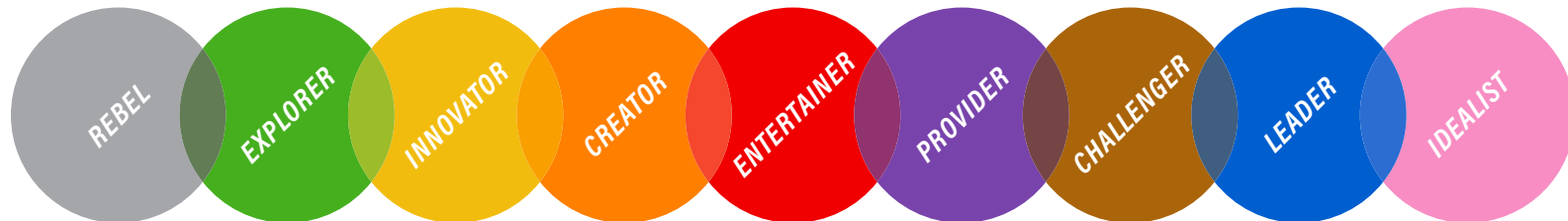
Every good story has a hero. Every good hero has a clear and distinctive personality. The University of North Texas System wins when our personality is continually at the center of brand communications. What follows is the UNT System character as defined by its key leadership stakeholders.



YELLOW

PROGRESSIVE
INNOVATOR

Brilliant and transformative,
driven by inventing the future through
innovation. Delivers advancement, ingenuity,
and radical outcomes. Values newness,
experimentation, and invention. Causes
people to feel awe and amazement.



The UNT System Story

The University of North Texas System is the only university system based exclusively in the Dallas–Fort Worth region. We embrace our role as the leader in higher education for our region, creating opportunities through education and developing the workforce of tomorrow for North Texas. As innovators, scholars and problem-solvers, we are eager and prepared to help our home region and state recover from the many challenges presented by the COVID-19 pandemic.

OUR FEARLESS INTELLECT AND HUNGER FOR DISCOVERY UNLEASH INNOVATION AND PROPEL US TO THE FOREFRONT

The University of North Texas System empowers our students, faculty, staff, and community to achieve more tomorrow than they did today. Guided by this vision, we have pushed our way to the forefront of higher education by focusing on people, elevating ideas over traditions, and aligning our strategies with the needs of our ever-evolving region. We listen to the voices within our walls and open our minds to the unmatched insights of those beyond our sphere. In so doing, we uncover ideas and inspire innovations that could not exist anywhere else.

Energized by possibilities not yet explored, we collaborate across institutions, across disciplines, and across industries, creatively imagining and implementing solutions that position UNT System—and the entire North Texas region—as a leader in our state. The world is changing shape, and higher education must change along with it. We see the green field of opportunities before us and have the courage to go after it, taking big risks to bring bold visions to life. Our unmatched intelligence, strategic adaptability, and proven foresight positions us to set the trends in our industry for decades to come.

We ARE North Texas. We ARE the University of North Texas System.

The University of North Texas System inspires courageous discovery that empowers our students, campuses, and communities to pursue a brighter vision for tomorrow.

PURPOSE

With our heart in North Texas, we transform lives and create economic opportunity through education.

VISION

Transform the future of North Texas and beyond by being accessible, caring, innovative and industry-connected — bringing out the full potential of those we serve.

VALUES

Service. Teamwork. Trust. Excellence. and add the UNT System regional map and By the Numbers info graphic that are in the Good Company deck.

The Cause



HOW TO

The Cause is a brand's reason for existence. It does not need to be used literally in marketing. Rather, it is a gauge by which we can measure new copy.

UNT System exists to
**INSPIRE
COURAGEOUS
DISCOVERY**

that empowers our students, campuses and
communities to pursue a brighter vision
for tomorrow.

The Audiences

Audience identification and segmentation is critical to the successful expression of the University of North Texas System story. When developing targeted communications, consider the audience's foremost interests and motivations. The UNT System's primary audiences can be summarized as follows:

GENERAL PUBLIC

The local public at large and peer systems not tied into the UNT System or its institutions. This audience type is best targeted with “who we are” messaging that includes System differentiators, pride points, and current news, shared with the goal of raising reputation and awareness. The call to action is primarily to inspire interest and participation.

PARTNERS & INVESTORS

State legislature, local elected officials, corporations, federal agencies, and bond holders. This audience type is best targeted with impressive and long-standing System statistics, financial trends, and economic and philanthropic impact, shared with the goal of building beneficial relationships, such as employers of choice. The call to action is to stand behind, advocate for, and invest in the System.

INTERNAL STAKEHOLDERS

Donors, students, parents, faculty, staff, and alumni. This audience type is best targeted with news of how the System is serving and adding incredible value to not only the state and region, but also to students and alumni. The call to action is to motivate involvement as invested supporters and leaders and to lend support through research and grants.

OUR SCRIPT

The Pitch

The pitch is a collection of easily digestible and repeatable talking points that summarize the University of North Texas System's core story and key values. The pitch is useful for those representing the UNT System in the moment – around roundtables, at community and governmental events, and when speaking to the press.

HOW TO

Treat the pitch as a launchpoint that sets us up to talk about the incredible things UNTS is doing. Start high level with these pitch points, then get specific with facts, real stories, and the latest achievements.

WE INVEST IN OUR REGION'S GROWTH TO DEVELOP FUTURE INDUSTRY

- We hone programs according to local needs, listening to community leaders, businesses, and students alike to develop educational solutions to real-world needs.
- By responding quickly to an ever-changing marketplace, we equip students with the tools to find meaningful work that serves our community.
- We collaborate between academic programs and local industries, preparing students for relevant careers and equipping local businesses with bright, eager, innovative graduates.

WE FIND SOLUTIONS TO THE WORLD'S PROBLEMS THROUGH RESEARCH AND INNOVATION

- A Carnegie-ranked Tier One public research university, the University of North Texas is a place where students from all walks of life push creative boundaries and tap into their imaginations to transform the world around them.
- UNT is one of the nation's preeminent research hubs in plant science research, studying how plant cells communicate to find solutions for energy, agriculture, nutrition and medicine.
- HSC's Institute for Translational Research is a world leader in researching Alzheimer's disease and other neurodegenerative diseases, with unique focus on understanding biology of health disparities among racial minority populations.

WE FOSTER A RICH LEGACY BUILT ON THE PHILOSOPHY THAT HIGHER EDUCATION SHOULD BE ACCESSIBLE TO EVERYONE

- UNT System's student body, system-wide, is "Minority Majority," and UNT Dallas (85% minority) and UNT (53% minority) are federally designated Minority Serving/Hispanic Serving Institutions. UNT Dallas College of Law was also named "Most Diverse in America" by Pre-Law Magazine.
- In successive years, UNT (2021) and UNT Dallas (2020) ranked No. 1 in Texas for supporting high-risk, first-generation college students by nonprofit organization ScholarShot. UNT was also recognized by U.S. News & World Report as a Top 10 institution for transfers.
- HSC's Texas Center for Health Disparities is one of only 12 Specialized Centers of Excellence in Minority Health and Health Disparities in the country, and the only one in Texas.
- UNT Dallas ranked No. 1 in Texas for HUB usage in all higher education in three of the last four years. UNT has ranked No. 1 in Texas for HUB usage among flagship universities for five consecutive years.

The Trailer

The University of North Texas System includes the University of North Texas in Denton, the University of North Texas Health Science Center in Fort Worth and the University of North Texas at Dallas.

HOW TO

Trailers are useful for websites and to open or close a formal communication, such as a speech, newsletter, or press release.

As the only public university system based in Dallas–Fort Worth, the UNT System supports local communities and creates economic opportunity through education and research. Over the past decade, combined UNT System enrollment has grown by more than 25 percent to more than 47,000 students. UNT System institutions award nearly 12,000 degrees each year – including the largest number of master’s and doctoral degrees in the DFW region.

Establishing Shot

The Dallas-Fort Worth Region is growing like no other. Our region leads the state in college enrollment and degrees awarded. And as the only university system based in DFW, the UNT System is laser-focused on developing the workforce of tomorrow to keep our economy robust and growing.

HOW TO

The establishing shot is often used at the beginning of a feature, such as a donor communication or webpage, to orient the reader and give context.

At the University of North Texas System, we embrace the future. Energized by new possibilities, we collaborate across institutions, disciplines and industries to creatively imagine and implement solutions. Our institutions are growing and blossoming through community leadership, use of technology, collaborative partnerships and service to our students, faculty and staff.



Flashback

Flashback tells of the history that feeds into the present-day UNT System story. Where has the brand been? What has it been through and how has it evolved? A flashback encompasses the legacy of the brand and sets the stage for all that will happen today and tomorrow.

HOW TO

The flashback is useful within public or partner-facing materials within which building rapport and deepening relationships is a primary goal.

Our flagship university in Denton, Texas, was founded in 1890 as teacher's college. Today, that original Denton campus thrives as a Tier One research university -- signaling the University of North Texas vision has taken root far beyond those humble beginnings. After more than a century and now with nearly 41,000 students, our vision remains bold, partnering with our community, developing local talent and driving strong economic growth through our multiple campuses across the North Texas region.

Eighty years after the first UNT campus welcomed its first students, the University of North Texas Health Science Center (HSC) opened its doors in Fort Worth. The HSC is at the forefront of using teamwork to train better healthcare leaders, pursuing first-of-its kind Alzheimer's research, solving mysteries through innovative DNA technology and recently creating a world-class medical school in Fort Worth. Throughout the COVID-19 pandemic, HSC's community outreach has been vital, aiding Tarrant County and Fort Worth with establishing testing and vaccination sites.

The University of North Texas at Dallas became the first public university within the Dallas city limits and has become the fastest-growing public university in Texas. Dallas' emerging urban university boasts one of the most diverse student bodies in the nation and one of the most affordable paths to a degree in the state, while providing a skilled workforce for hard-to-fill, high-demand jobs.

Through the decades of growth, change, and innovation, we have remained committed to that same vision cast over a century ago, building continuously on our legacy of serving, cultivating, and transforming North Texas and beyond.

Foreshadow

Where is the UNT System headed? The foreshadow paints a vision of the future and tells our audience where we are going. It not only shows the path forward but invites audiences to walk alongside us.

HOW TO

The foreshadow is effective within all communications that aim to educate and motivate an audience to participate, give, or partner.

The University of North Texas System incubates ideas and develops plans, taking input from industry experts to output career-ready professionals with the experience, ideals and innovative mindset to propel our region forward — just as we’ve done for more than 100 years. Today, we are growing our influence in the community by anchoring our academic programs to fill needs in the local economy. We’re supporting vitality across the region, launching new campuses, developing modern degree programs to build tomorrow’s workforce and casting a new vision for the future of higher education.

Tomorrow, that vision will take root as we continue to invest in what we believe the UNT System can and should be; developing new research opportunities and enterprise and advancing the local economy, and beyond, with strategies that center the region’s growth. At UNTS, we are courageous innovators with the drive and intelligence to propel Dallas-Fort Worth into the future—and we invite you to grow strategically with us as we transform the way DFW learns and discovers.

Dialogue

DIALOGUE IS VERY SIMPLY KEY MESSAGING that all brand storytellers may express when communicating to the UNT System's primary audiences. Dialogue is provided in long-form, short-form, and flash-form, dependent on the size and space of the communication.

Public At Large

This audience type is best targeted with “who we are” messaging that includes System differentiators, pride points, and current news, shared with the goal of raising reputation and awareness. The call to action is primarily to inspire interest and participation.

KEY MESSAGE: WHO WE ARE

Sample Copy:

LONG

The University of North Texas System serves North Texas by reimagining higher education as it should be. Boasting a student body system-wide that is “Minority-Majority,” we empower more than 47,000 students from all walks of life to pursue challenging and modern career paths. Many go on to impact local industries in powerful ways, often including the communities where they grew up. We challenge the status quo of traditional learning systems, seeking new paths and taking informed risks to best serve our students and community. Awarding nearly 12,000 degrees each year, we create career paths for our students that drive economic growth for local industries. Across all our campuses — the University of North Texas, UNT Dallas and UNT Health Science Center—we pursue a passionate vision that puts students at the forefront and pushes the DFW region further in its development as a global economic center.

SHORT

The University of North Texas System gathers and develops innovative ideas in higher education and uses them as a starting point—not an end goal—as we continually build upon our core belief that higher education should be accessible to everyone. Our every action seeks to serve students and transform communities, igniting the growth, development and future of Dallas-Fort Worth. Through collaboration between our highly diverse students and faculty, our institutions and industry leaders, we pursue excellence in the present to establish the groundwork for tomorrow.

FLASH

The University of North Texas System is changing the face of higher education in Dallas-Fort Worth and beyond. By implementing the brightest ideas and refusing to settle for the status quo, we are transforming a diverse and highly skilled student body into tomorrow’s workforce – helping to ignite unprecedented growth for the entire North Texas region.

Public At Large

Continued

KEY MESSAGE: WHAT WE DO

Sample Copy:

LONG

Through research, innovation and affordable education, the University of North Texas System graduates students from all walks of life, equipped with the knowledge and skill to become the leaders and problem-solvers who transform the future of the Dallas-Fort Worth region. UNT, UNT Dallas and UNT Health Science Center alumni include personal care physicians, industry-leading business experts, research scientists, attorneys dedicated to their communities and Grammy-winning musicians. Confident in our vision and passionate about our mission, we take strategic risks that ultimately prepare students, drive our economy and propel the economy in North Texas and beyond.

SHORT

The UNT System's institutions – UNT, UNT Dallas and UNT Health Science Center – make quality higher education in Dallas-Fort Worth accessible and affordable. Our institutions provide transformative degree programs at the forefront of industry, world-class faculty across disciplines, expertise continually refined by cutting-edge research, and a community focus unmatched in North Texas. And while we remain centered on our home DFW region, our graduates impact the world – equipped with the knowledge and skill to become the leaders and problem-solvers who will shape the future.

FLASH

The University of North Texas System makes quality higher education in Dallas-Fort Worth accessible and affordable. We provide transformative degree programs at the forefront of industry, world-class faculty across disciplines, expertise continually refined by cutting-edge research, and a community focus unmatched in North Texas.

Partners and Investors

This audience type is best targeted with impressive and long-standing System statistics, financial trends, and economic and philanthropic impact, shared with the goal of building beneficial relationships, including employers of choice. The call to action is to stand behind, advocate for, and invest in the System.

KEY MESSAGE: WE DEVELOP FUTURE LEADERS

Sample Copy:

LONG

Graduates from UNT, UNT Dallas and UNT Health Science Center obtain the technical expertise to thrive in their fields against the backdrop of forward-thinking, diverse and inclusive campus communities. We know that our diverse students need the opportunity to anticipate the real-world problems they'll face as professionals, and they gain that through high-quality education that is accessible and affordable. Our faculty are mindful of real-world needs, implementing market-based concepts in a practice-based environment. We're developing the next generation of leaders—and with the investment, guidance and partnership of world-class businesses and corporations in Dallas-Fort Worth, we know we're equipping the brightest minds with the ideas and insights that will drive the North Texas region and beyond.

SHORT

The top-ranking academic programs found at UNT, UNT Dallas and UNT Health Science Center balance innovative classroom learning with real-world experience through local industry partnerships. Our learning environment inspires our diverse students to complete the rigorous intellectual requirements of a degree while gaining the insight and experience they need to thrive in a career. In North Texas, businesses trust UNT System graduates as ambitious professionals equipped with the forward-focused skills and the mindset to lead industries into tomorrow.

FLASH

The UNT System's high-quality, affordable and accessible degree programs deliver classroom innovation and real-world experiences that help our graduates thrive as professionals. Our diverse graduates are equipped to pioneer solutions and establish lasting careers that drive the North Texan region and beyond.

Partners and Investors

Continued

KEY MESSAGE: OUR COLLABORATION WITH INDUSTRY LEADERS PROPELS LOCAL DEVELOPMENT

Sample Copy:

LONG

The University of North Texas System and our member institutions – UNT, UNT Dallas and UNT Health Science Center – strategically determine program offerings and new academic directions to best serve our region and state in order to drive our economy into the future. We immerse ourselves in the local business community with partnerships that help us modernize higher education and provide hands-on experience for students as we develop tomorrow's workforce. We partner with local industry leaders to proactively address state and local workforce needs – creating academic programs that continually drive the economy of the North Texas region and propel our communities forward.

SHORT

At the UNT System, we seek input from regional and state leaders that helps us modernize degree programs and provide hands-on experience for students. We create academic programs to address real-world challenges as they arise, including local workforce needs, in order to produce lasting solutions that continuously drive the economy of the North Texas region and propel our communities forward.

FLASH

At the UNT System, we work collaboratively with businesses to modernize degree programs, provide hands-on experience for students and create academic programs to address real-world challenges and provide lasting solutions.

Partners and Investors

Continued

KEY MESSAGE: WE INVEST IN OUR LOCAL COMMUNITY AND ECONOMY

Sample Copy:

LONG

As Dallas-Fort Worth's regional leader in higher education, the UNT System and our member institutions are embedded in our local communities and committed to the pursuit of a brighter future for all of North Texas. We have a rich legacy built on the philosophy that higher education should be accessible to everyone, regardless of socioeconomic status, race, gender identity/expression, age, nationality, sexual orientation, disability, veteran status or diverse perspectives. With a focus on uplifting underserved communities, we address economic and health disparities across Dallas-Fort Worth through grassroots programming and innovative research programs. Each of our member institutions solve local problems through innovative discoveries that are applied across DFW, while also giving back through civic partnerships and philanthropic initiatives.

SHORT

As Dallas-Fort Worth's regional leader in higher education, the UNT System and our member institutions are embedded in our local communities and committed to the pursuit of a brighter future for all of North Texas. With a focus on uplifting underserved communities, we address economic and health disparities across Dallas-Fort Worth through grassroots programming and innovative research programs. We solve local problems through innovative discoveries and give back through civic partnerships and philanthropic initiatives.

FLASH

The UNT System and our member institutions are embedded in local communities and committed to the pursuit of a brighter future for all of North Texas. We solve local problems through innovative discoveries and give back through civic partnerships and philanthropic initiatives.

Internal Stakeholders

This audience type is best targeted with news of how the System is serving and adding incredible value to not only the state and region, but also to students, parents, faculty, and alumni. The call to action is to motivate involvement as invested participants and supporters.

KEY MESSAGE: NATIONAL RANKINGS AND REGIONAL GROWTH PROVE OUR IMPACT

Sample Copy:

LONG

At the University of North Texas System, our institutions boast some of the top rankings in the country. The University of North Texas, our flagship institution, is a Carnegie Tier One research university with 88 degree programs ranked in the nation's top 100. UNT Health Science Center in Fort Worth, our graduate academic medical center, leads Texas in producing primary care physicians and offers one of the top Osteopathic medical degree programs in the nation. UNT Dallas, the only public university located in the city, offers the most affordable tuition plans in DFW to a student population that is 85% minority and more than 70% first generation to attend college. Across our system we are dedicated to serving to students, ground-breaking research, academic strength and community support.

SHORT

The University of North Texas, our flagship institution, is a Carnegie Tier One research university with 88 degree programs ranked in the nation's top 100. UNT Health Science Center in Fort Worth, our graduate academic medical center, leads Texas in producing primary care physicians and offers one of the top Osteopathic medical degree programs in the nation. UNT Dallas, the only public university located in the city, offers the most affordable tuition plans in DFW to a student population that is 85% minority and more than 70% first generation to attend college.

FLASH

Across the University of North Texas System, we are dedicated to serving to students, ground-breaking research, academic strength and community support. From Carnegie Tier One research status to medical expertise to proven results in creating pathways to socioeconomic mobility, the UNT System helps power the Dallas-Fort Worth Region forward.

Internal Stakeholders

Continued

KEY MESSAGE: OUR IMPACT LIES IN REGIONAL INVESTMENT AND STUDENT OUTCOMES

Sample Copy:

LONG

Through collaboration, the University of North Texas System invests in the progress of the robust Dallas-Fort Worth region. We ask industries what they need to develop, we ask communities what they need to thrive, we ask students what they need to learn. In response, we refine our model of education, creating a system that values the growth and innovation of North Texas and North Texans. We develop programs alongside industry leaders, seizing opportunities for student involvement in real-world environments. UNTS graduates launch into careers inside industries they've partnered with throughout their education. Our vision and your investment disrupt traditional thinking to remain hyper-local in our inspiration—and allow us to make an even greater impact on a global scale.

SHORT

We incubate ideas from local industries and local students, developing programs at our institutions that enhance current visions while looking toward a bold future. Throughout a UNTS education, students collaborate with local industry leaders; when they graduate, students launch into careers that benefit and transform their communities. Alongside our hyper-local focus, our Tier One research institution at UNT pioneers world-leading advancements in fields like bioengineering, manufacturing, and environmental science, proving that “local” doesn’t mean anything less than revolutionary.

FLASH

At the UNT System, we uncover brilliant possibilities and untapped strategies in all reaches of our sphere. With your support, we are preparing our graduates for careers as inspiring leaders and paradigm-shifters in Dallas-Fort Worth and beyond.



Close-ups

UNT SYSTEM INSTITUTIONS include the University of North Texas, the University of North Texas at Dallas, and the University of North Texas Health Science Center in Fort Worth. Each has its own personality and a storyline to match.



UNT's Core Story

WE PRODUCE THE CREATIVE LEADERS OF TOMORROW

At UNT, we are leaders of the creative economy, uniting creativity and science to drive innovation in the digital age. Our original learning and research environment inspires imaginative scholarship and technology-based theories that shape the next generation of adaptive solutions. Here, knowledge is a pathway, ideas become answers, and creativity takes many shades. In business, production, entertainment, and beyond, we are courageous in our search for new and diverse paths, throwing out convention and taking strategic risks to move us forward.

FUSION MARKETING COPY

At the University of North Texas, our flagship institution in Denton, we draw from the deep-rooted experience that lays the foundation of UNTS and creatively sow solutions for the problems of tomorrow. Never losing sight of our community-oriented culture of empowerment, UNT leads the creative economy through technological innovations fused with artistic expression, driving our future with imagination and passion. At UNT, we approach problems through our own lens, not relying on tried and true solutions but seeking originality and robust thought in all we accomplish.

UNT HSC's Core Story

OUR INGENUITY DRIVES NEWNESS AND DELIVERS CHANGE

At UNT Health Science Center, we are the inventors of the future, developing leading-edge innovations in health care. Our visionary campus of brilliant experts apply the best technologies and think beyond the status quo to pose new questions and devise world-shaping solutions. Our constant pursuit of defining the future sets the pace in an ever-changing industry, blazing a more excellent trail in research, health, and education for the benefit of communities.

FUSION MARKETING COPY

At the forefront of the University of North Texas System's commitment to innovation and discovery is our Health Science Center, the groundbreaking, patient-oriented graduate medical center in Fort Worth. UNT Health Science Center is a hub for visionary research and a center for transformative healthcare that pursues solutions grounded in quality and comfort. Bolstered by a system that prizes the courageous pursuit of remarkable education, HSC empowers medical professionals who thrive in their areas of expertise while inspiring new horizons in their research and practice.

UNT Dallas' Core Story

WE PERSEVERE IN OUR RELENTLESS PURSUIT OF HIGHER GROUND

At UNT Dallas, we are dedicated contenders, striving tirelessly on the higher education playing field to educate the underserved. Our leadership forges through challenge and capitalizes on resources to provide a quality, affordable learning environment that causes students to feel triumphant and able to succeed. In the face of obstacles and opportunity, we deliver surprising strength, perseverance, and pride in our determination to push the campus forward and strengthen our communities.

FUSION MARKETING COPY

UNT Dallas is uniquely designed to foster its surrounding community and strive toward equity in education. As Dallas-Fort Worth's emerging urban university, UNT Dallas pushes boundaries that accommodate the everyday environment of its community. For UNT Dallas, affordability and distribution of resources are features of, not challenges to, a thriving educational atmosphere that pursues practical experiences woven into all aspects of learning.

Impromptu

CREATE YOUR OWN MESSAGING. Everyone at the UNT System is a content creator. When one writes an email, the subject line and body copy are content. When one creates a newsletter, the design and news updates are content. When one participates in a roundtable, the verbal message about the UNT System is content. Every piece of content constructed and disseminated for the UNT System should aim to be:

CLEAR

Ensure content has a clear direction and courage of convictions.

CONSISTENT

Project the key messages and System differentiators that will facilitate action and support.

TRUE

Hold all work accountable to the UNT System story. Ensure words, images, and design choices reflect the System's character and tell its unique and compelling story.

RELEVANT

Not everything is pertinent, meets our communication goals, or benefits the UNT System's reputation. Just because we can doesn't mean we should. Communicate stories that help accomplish our vision.

VALUABLE

Don't just design. Design well. Don't just give data. Tell a meaningful story. Good content is useful, memorable, and builds reputation.

