How to Tell the Berkeley Story
Introduction

UC Berkeley is recognized and ranked as the greatest public university in the world.

We have been opening minds since 1868, and our core values of tolerance, diversity, respect and access to all have never wavered and never will. No other university—public or private—offers the unique combination of academic excellence, access, commitment to public service and athletic prowess like Berkeley. So in the face of state budget cuts and general malaise over public education, how do we get our message across?

What makes Berkeley truly stand out are our intangibles: the openness, freedom and acceptance—academically and artistically, politically and culturally—that are impossible to communicate with just statistics and facts. We all need to communicate in a way that engenders excitement, confidence and a desire to participate in our mission.
Berkeley is more than just a place, although we have an amazing one. Berkeley is about more than just people, but we have the most prestigious faculty, impressive alumni and immensely qualified students. Berkeley is passion and conviction: the passion to teach, learn and explore coupled with the conviction to go forth and give back, to lead and inspire.

This is an exciting time for Berkeley.

While some see reduced funding as an obstacle, we recognize it as an opportunity to develop a stronger Berkeley voice. Our reputation extends far beyond the Bay Area, making a transformative impact on everything from education and the environment to local and global economies. This document is a guide to identifying and communicating our unique future-oriented stance, in a way that we collectively contribute to Berkeley’s success.
Introduction

Who is this book for?

Anyone at Berkeley who communicates on the university’s behalf should find this book a helpful and inspiring resource.

What will this book help Berkeley do?

We all want to tell a compelling, forward-thinking story about our unique contribution to the Berkeley experience.

The essence, themes and key messaging points described in this book should give all of our audiences a clear reason to believe in the future of Berkeley, and the motivation to support us.

While there are many different internal and external audiences, the tools in this book should inspire each of us to take part in the Berkeley story, and to collectively and individually benefit from being part of it.
How should this book be used?

To clarify Berkeley’s unique qualities, advantages and capabilities

To ensure key themes are present in all communications

To inspire effective messaging by individual communicators

To encourage internal and external advocates for Berkeley
The Process

What went into this book?

This book is the result of a strategic process that began with a broad perception study among our most important audiences. We analyzed the findings and distilled our insights to discover Berkeley’s unique place among research and teaching universities, and arrive at a clear positioning and messaging platform. Communications inspired by this platform will amplify awareness and understanding, as they all will be woven from a common thread.
Distill the essence of Berkeley

Positioning Platform

Amplify what makes Berkeley great
What is positioning?

Positioning is how we need to be thought of in the minds of our most important audiences in order to be successful. Positioning should be a differentiated, motivational and sustainable thought. It is not just our definition (a public research and teaching university) or how we express it (taglines, messages, etc.), but it should serve as the conceptual core for all that we say and do. It’s about what we want people to feel when they experience Berkeley, and remember when they walk away.

Berkeley’s positioning is built upon the attributes and themes on the following pages.
**Definition**
What is it?

**Positioning**
How should it be perceived?

**Expression**
Visual identity, messaging, campaigns, channels, experience
Fact versus meaning

Berkeley has a lot going for it. Our lists, awards and rankings are always impressive, but they do not add up to a unique story. In storytelling, emotions and meaning trump facts every time. This book and its contents are based on Berkeley’s intangible strengths—the experience, mystique and “Berkeleyness” that truly differentiate us and inspire an emotional connection. The tangible facts are important proof points, but our intangible attributes breathe life into our story.

Berkeley’s Intangible Attributes

- Socially Conscious
- Free-Thinking
- Open and Tolerant
- Down-to-Earth
- Kinetic
- Independent
- Self-Reliant
Building upon these intangible attributes, several strong themes capture aspects of our unique story, inspiring emotional appeal. Collectively, these themes support our positioning statement. Individually, these themes can be used to inspire audience messaging.

**Themes**

**Real World**
Berkeley is a diverse combination of complexity and brilliance, energized by openness and engaged with the world.

**Potential**
Berkeleyness is about great minds, passionate people and the astounding accomplishments that happen when they come together.

**Dynamism**
Berkeley is a place of constant change, contradiction and forward momentum.

**Optimism**
Drawing on California and the Bay Area, Berkeley must project an air of inherent optimism, but not arrogance.

**Leadership**
Berkeley is an institution to which others aspire.

**Public Value**
Berkeley should emphasize its public prestige, character, engagement and value versus public funding.
UC Berkeley reimagines the world by challenging convention to shape the future.
Berkeley fuels a perpetual renaissance, generating unparalleled intellectual, economic and social value. We integrate research with teaching, the artistic with the scientific, the scholarly with the athletic and the up-and-comer with the advantaged. Our diverse and kinetic community draws inspiration from every discipline, sparks dynamic interactions and produces revelations about the world we aspire to live in. With the drive to ask critical questions and embrace new challenges, we are redefining ourselves and the role of a university in a changing world.
If every message comes from the same conceptual core and connects to its intended audience in relevant ways, it will reflect an institution whose whole is greater than the sum of its parts.

Guidance for individual schools, colleges and departments
Demonstrate through communications how your school, college or department is reimagining the world.

Demonstrate how you challenge conventional thinking to shape the future.

Be bold and unapologetic.

Consider the key themes that best connect with your key audiences—(see Audience Messaging on the following pages for more guidance).

Support your messages with facts rather than leading with facts.
Different audiences have different priorities.

The following pages identify messages that may be helpful in communicating to specific audiences. The themes below are universally applicable at Berkeley, but they can and should be emphasized to different degrees, depending on who is receiving the message.

**Themes to highlight**
- Real World
- Potential
- Dynamism
- Optimism
- Leadership
- Public Value

**Audiences addressed**
- Faculty
- Staff
- Alumni
- Donors
- Students & Parents
- Business & Industry
- Media
- General Public
- Government
The audience messaging structure on the following pages is for directional purposes only. On each spread, a unique audience is identified, followed by communication objectives, messaging themes and the key message points that should help us achieve our objectives with each audience. The messages inspired by this structure should be written appropriately for the context, audience and opportunity of each communication effort.

Overview
Who is this audience group?

Objectives
What do we want them to think or do about Berkeley?

Themes
What should I emphasize when communicating with this group?

Message Takeaways
What are the key takeaways we want this audience to have?
Faculty

Overview
(who are they?)
Berkeley faculty and prospective faculty

Objectives
(what do we want them to do?)
• Feel confidence and optimism about our future
• Appreciate that your colleagues are the best and brightest
• Look for ways to contribute to Berkeley’s success
Themes
(what should I emphasize?)

Real World  Dynamism  Leadership
Potential  Optimism  Public Value

Message Takeaways
(what are the key takeaways?)

• Berkeley is energized by openness, fueled by brilliance and engaged with the world.

• No other university has Berkeley’s breadth and diversity of excellence, nor the openness to collaborate with other fields of study.

• We are inspired by the intellectual drive of our peers and the commitment of those we teach.

• We are united in creating public value as we pursue the highest achievements in our fields.
Overview

(who are they?)

Berkeley staff and prospective staff

Objectives

(what do we want them to do?)

• Feel confidence and optimism in Berkeley’s future
• Take pride and value in being part of the one of the world’s foremost universities
• Contribute to Berkeley’s high-performance culture
Themes
*(what should I emphasize?)*

Real World  Dynamism  Leadership
Potential  Optimism  Public Value

Message Takeaways
*(what are the key takeaways?)*

• Berkeley is energized by the drive, openness and collaboration of its people.

• We are committed to continuous learning and improvement, supporting excellence through our individual and collective responsibilities.

• Open, honest and frequent communication is required for us to succeed as one collaborative university.

• We each contribute to Berkeley’s success—a university recognized for its excellence and commitment to its public mission.
Overview
(who are they?)
Graduates of Berkeley’s undergraduate, graduate, executive and professional schools, colleges, departments and programs

Objectives
(what do we want them to do?)
• Take pride in being a part of Berkeley
• Actively engage and feel continuously connected to Berkeley
• Advocate for Berkeley and public higher education
Themes
*(what should I emphasize?)*

- Real World
- Dynamism
- Leadership
- Potential
- Optimism
- Public Value

**Message Takeaways**
*(what are the key takeaways?)*

- As alumni, we are collectively committed to ensuring that students continue to have world-class education in an environment that intentionally encourages the exploration of all ideas.

- As alumni, we play a vital role in ensuring Berkeley’s academic excellence, maintaining access and building on our indelible impact on the world.

- The value of Berkeley’s large and diverse network grows for those who are connected, on campus or around the world.

- Our alumni are critical to helping build appreciation for our contributions to the state, nation and world.
Donors

Overview
(who are they?)

Individual, institutional and organizational donors

Objectives
(what do we want them to do?)

• Recognize Berkeley’s excellence and value
• Provide ongoing or long-term financial support
• Advocate for Berkeley and recruit support
Themes

*(what should I emphasize?)*

- Real World
- Dynamism
- Leadership
- Potential
- Optimism
- Public Value

Message Takeaways

*(what are the key takeaways?)*

- Berkeley is a leader in game-changing discoveries and ideas across disciplines.
- With state funds covering only 11% of our budget, Berkeley is reinventing its financial model.
- We depend upon donors who share our public mission to help us succeed in this new world.
- Your investment in Berkeley generates a powerful impact on the public value we create.
Overview
(who are they?)
Current and prospective undergraduate and graduate students and their parents

Objectives
(what do we want them to do?)

• Appreciate that Berkeley prepares students for the real world
• Consider Berkeley, regardless of socioeconomic status
• Appreciate that Berkeley students are uniquely motivated, talented and committed to making a difference
• Ensure that students get on the right track early
• Recognize Berkeley’s academic and financial value
Themes
(what should I emphasize?)

- Real World
- Dynamism
- Leadership

Potential
- Optimism
- Public Value

Message Takeaways
(what are the key takeaways?)

- Berkeley is one of the world’s finest research and teaching universities, public or private.
- Berkeley seeks unique students who exemplify a commitment to public service and social consciousness.
- Berkeley amplifies opportunities for capable and committed students from all backgrounds.
- Our students are inspired by brilliant faculty, exceptional peers and limitless possibilities.
- Berkeley’s engaged and engaging students are the drivers, not the passengers, on their road to achievement.
- Our graduates are valued by employers for their self-reliance and desire to make a difference.
Overview
(who are they?)

Entrepreneurs, executives, hiring managers and research sponsors in the Bay Area, in California and across the nation

Objectives
(what do we want them to do?)

- Appreciate and recruit Berkeley graduates for their ability and self-reliance
- Recognize Berkeley’s contributions to competitiveness in business
- Advocate for Berkeley and public higher education
Themes
(what should I emphasize?)

Message Takeaways
(what are the key takeaways?)

• Berkeley is an anchor of industry that produces knowledge workers and leaders committed to creating impact.

• Berkeley is a prolific idea generator that creates and transforms major industries.

• Berkeley has a shared history with Bay Area industry and is collaborating for a shared future.

• Berkeley graduates are engaged, self-reliant and equipped with a world-class education.

• Our partners’ advocacy improves their own future prospects, as well as ours.
Overview
(who are they?)
Local, national, international, academic and industry-specific media

Objectives
(what do we want them to do?)
• Cover controversies but also world-class contributions of Berkeley
Themes
(what should I emphasize?)

Real World  Dynamism  Leadership
Potential    Optimism  Public Value

Message Takeaways
(what are the key takeaways?)

• Berkeley creates the industries that make California a world leader.

• Berkeley’s people and ideas contribute constantly to California’s competitiveness in a knowledge-based global economy.

• Berkeley challenges established ideas with the goal of effecting positive change.

• Berkeley redefines what it means to be a public university in the state, nation and world.
General Public

Overview
(who are they?)
Residents of Berkeley, the Bay Area and California, and people around the nation and the world

Objectives
(what do we want them to do?)
- Understand the many ways they benefit from Berkeley
- Recognize Berkeley’s economic contributions
- Take pride in Berkeley’s excellence
Themes
(what should I emphasize?)

- Real World
- Dynamism
- Leadership
- Potential
- Optimism
- Public Value

Message Takeaways
(what are the key takeaways?)

- Berkeley is one of the world’s finest research and teaching universities, public or private.

- Berkeley is an energizing and open environment, where faculty and students challenge conventional ideas with the goal of effecting positive change.

- Berkeley amplifies opportunities for capable and committed students from all backgrounds.

- Berkeley creates leaders and ideas that beneficially impact lives, in California and beyond.
Overview
(who are they?)

Policymakers, members of state and national government

Objectives
(what do we want them to do?)

• Continue to look to Berkeley as a source of ideas and discovery
• Recognize Berkeley’s economic contributions
• Recognize and embrace its responsibility in helping to ensure Berkeley’s continuing excellence
Themes
(what should I emphasize?)

Real World  Dynamism  Leadership
Potential    Optimism  Public Value

Message
Takeaways
(what are the key takeaways?)

• Berkeley’s researchers are addressing the nation’s—and the world’s—critical unmet needs.

• Berkeley prepares students from all socioeconomic backgrounds to be future leaders.

• Berkeley leads in an evolving public-education landscape in the state, nation and world.

• State and federal investments in Berkeley yield unparalleled returns.

• “Berkeley” carries distinction around the globe, on behalf of California and the United States.
We hope that this book serves as a directional reference guide for all university communicators. It is intended to inspire internal and external audiences to take part in the Berkeley story, and to collectively and individually benefit from it.

Your contribution is critical to our collective ability to bring Berkeley’s essence to light in unique and exciting ways.

**Resources**

- Find brand guidelines and digital downloads at [brand.berkeley.edu](http://brand.berkeley.edu)
- Share and download photos at the Berkeley Digital Asset Gallery [gallery.berkeley.edu](http://gallery.berkeley.edu)
- For questions and clarifications, contact [brand@berkeley.edu](mailto:brand@berkeley.edu)
Thank you.