Brand Purpose

At Prometheus University, our purpose is to empower our students to become leaders and agents of change in the 21st century through an education that fosters intelligence, equity, innovation, and creativity. We are dedicated to providing a supportive and inclusive learning environment that promotes personal and academic growth, and to advancing knowledge and understanding through rigorous research and scholarship. We aspire to be a leading institution of learning that is known for pushing the boundaries of knowledge and inspiring our students to reach their full potential as global citizens and lifelong learners. By fostering intelligence, equity, innovation, and creativity, we aim to create a better future for all.

Brand Positioning

Prometheus University is a thoroughly modern institution that is dedicated to pushing higher education into the future. We differentiate ourselves from other universities through our focus on intelligence, equity, innovation, and creativity, which are at the heart of everything we do. Our immersive learning experiences and cutting-edge curricula empower our students to become leaders and agents of change in the 21st century. With a strong commitment to research and scholarship, we are a place where knowledge is advanced and new ideas are cultivated. Our inclusive and supportive learning environment fosters personal and academic growth, and our values of intelligence, equity, innovation, and creativity inspire our students to reach their full potential as global citizens and lifelong learners.

Brand Personality

Bold: Prometheus University is not afraid to take risks and challenge the status quo. We embrace innovation and creativity, and we encourage our students and faculty to think outside the box and push the boundaries of knowledge.

Progressive: Prometheus University is always looking ahead and striving to be at the forefront of higher education. We are dedicated to preparing our students for the 21st century and beyond, and we are constantly evolving and adapting to meet the changing needs of our students and society.

Inclusive: Prometheus University is a diverse and welcoming community that values and respects the unique experiences and perspectives of all our students. We believe that education should be accessible and inclusive, and we are committed to creating a learning environment that promotes equity and promotes the success of all our students.

Inspiring: Prometheus University is a place where our students and faculty are inspired to reach their full potential and make a positive impact in the world. We believe that education has the power to transform lives and communities, and we are dedicated to creating a vibrant and supportive learning environment that fosters personal and academic growth.

Brand Messaging

- "Empowering the leaders of tomorrow."
- "Pushing the boundaries of knowledge."
- "Innovation and creativity at the heart of everything we do."
- "A thoroughly modern institution for the 21st century."
- "A supportive and inclusive learning environment."
- "Advancing knowledge and understanding through research and scholarship."
- "Inspiring our students to reach their full potential as global citizens and lifelong learners."

<u>Brand Visuals</u>

Logo: The logo for Prometheus University is a modern and minimalist design that reflects the university's focus on intelligence, innovation, and creativity. It features a stylized letter "P" that is inspired by the myth of Prometheus, the Titan who brought fire and knowledge to humanity. The letter "P" is rendered in a sleek, sans-serif font that is designed to be legible and easy to read at small sizes. The logo is set in a warm, bold color palette of red, orange, and yellow, which reflects the university's energetic and inspiring brand personality. The logo is simple and memorable, and it is designed to be easily recognizable and distinguishable from other universities.

Color Palette
 orange (#ff7801), light beige (#faf0d2), green (#1a3034), white

Typography
(highlighted indicates the one I chose to use)

A sans-serif font such as **Futura**, Gotham, or Proxima Nova for headlines and emphasis, to convey a sense of modernity, innovation, and confidence.

A sans-serif font such as Lato, **Open Sans**, or Roboto for body copy and longer texts, to convey a sense of inclusivity, approachability, and legibility.

A serif font such as Baskerville, **Freight Text**, or Merriweather for formal communications and longer documents, to convey a sense of sophistication, intelligence, and prestige.