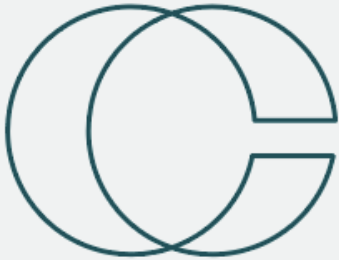
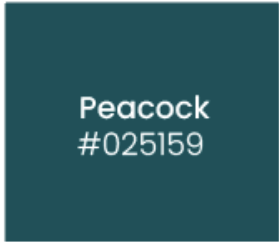
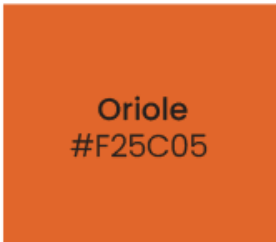
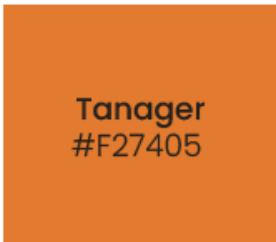
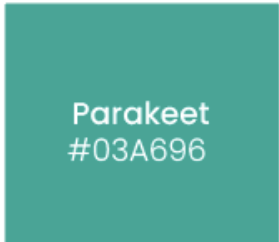
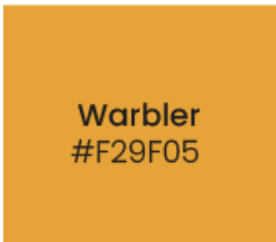




Opened Culture Brand Attributes

The Characteristics We Embody—How We Want People to See Us

 Junco #F0F2F2	 Peacock #025159	 Oriole #F25C05
	 Hummingbird #038C8C	 Tanager #F27405
 Magpie #012E40	 Parakeet #03A696	 Warbler #F29F05
	 Lark #F2EDB6	 Goldfinch #F2D22E

CONNECTIVE Junco	SMART Magpie	BOLD Peacock	DYNAMIC Hummingbird	APPROACHABLE Parakeet
OPTIMISTIC Lark	CREATIVE Oriole	CONFIDENT Tanager	ARTICULATE Warbler	AUTHENTIC Goldfinch

Junco – Connective

The Junco thrives in the overlooked spaces, building quiet connections with precision and purpose. With sharp observation and resourceful action, it symbolizes the power of unseen links and steady collaboration, reminding us that meaningful change often begins with intentional connections.

Magpie – Smart

The Magpie sees patterns where others see chaos. With keen intellect and sharp observation, it curates, adapts, and solves, transforming fragments into valuable insights. Smart isn't just about knowledge—it's about using it wisely to uncover hidden opportunities.

Peacock – Bold

The Peacock commands attention with unapologetic brilliance, standing tall in its vibrant display. Fearless and self-assured, it reminds us that boldness isn't about being the loudest but about showing up authentically and leaving a lasting impression.

Hummingbird – Dynamic

The Hummingbird moves with precision and endless energy, adapting seamlessly to each challenge. Agile and resilient, it symbolizes a spirit that thrives in motion—dynamic, focused, and always purposeful in pursuit of its goals.



Parakeet – Approachable

The Parakeet thrives in community, bringing warmth and joy wherever it goes. Its easy charm and playful curiosity remind us that approachability is about more than being friendly—it's about creating spaces where everyone feels welcomed and valued.

Lark – Optimistic

The Lark's morning song signals hope and renewal, a reminder that every day holds new potential. With clear purpose and unwavering positivity, it embodies optimism, setting the stage for growth and forward momentum.

Oriole – Creative

The Oriole is a master artisan, weaving beauty into every corner of its world. Through intricate nests and harmonious melodies, it creates with care and vision, demonstrating that creativity isn't just about ideas—it's about crafting spaces where innovation and imagination thrive.

Tanager – Confident

The Tanager's vibrant presence and fearless flight symbolize confidence in action. Bold yet steady, it moves with assurance, inspiring others to trust their own voice and vision.

Warbler – Articulate

The Warbler's clear, resonant song carries across great distances, communicating with precision and warmth. Articulate and intentional, it demonstrates that true communication isn't just about speaking—it's about being heard and understood.

Goldfinch – Authentic

The Goldfinch brings light and joy wherever it flies, embracing its true essence without pretense. Its authenticity reminds us that impact comes from showing up fully and honestly, sharing our unique brilliance with the world.

Unsorted Items

Colors

- [Tints and Shades](#)

Unused Brand Attributes

2ND PRIORITY

- Caring
- Generative
- Inclusive
- Intentional

3RD PRIORITY

- Accessible
- Brave
- Determined
- Impactful
- Inviting
- Modern
- Polished
- Positive
- Stimulating
- Strategic
- Values-driven

Potential Icon Library

Collaboration

- Icons: Hands, Puzzle, Unity, Shared Effort
- Short Title: Collaborative
- Explanation: Brings together stakeholders from across the community in partnership towards shared goals



- Button Link: About Us
- *Other Options*
 - Handshake – Symbolizing partnership and collaboration.
 - Puzzle Pieces – Representing different stakeholders coming together.
 - People Group/Team – Depicting unity and community.
 - Network Nodes – Showing interconnectedness within the community.
 - Hands Holding Together – Emphasizing support and shared goals.
 - Speech Bubbles – Representing dialogue and shared ideas.
 - Circles Linked Together – Symbolizing a strong, connected community.
 - Light Bulb with People – Collaborative innovation.

Creation

- Icons: Light bulb, sparkles, ideas
- Short Title: Creative
- Explanation: Produces and utilizes resources in responsible and meaningful ways; Current foci are academic innovation, artificial intelligence, and building inclusive organizational culture
- Button Link: Services
- *Other Options*
 - Light Bulb – A universal symbol for ideas and creativity.
 - Sparkles/Stars – Representing inspiration and imaginative thinking.
 - Gear with Pencil – Combining innovation with execution.
 - Paintbrush and Palette – Symbolizing creative expression.
 - Rocket Launch – Depicting innovation and forward momentum.
 - Cogs Interlocking – Showing the creation of meaningful solutions.
 - Idea Flow Chart – Representing the process of generating and refining ideas.
 - Brain with Gears – Innovation driven by thoughtful processes.

Connection

- Icons: Nodes, bridges, people, links
- Short Title: Connective
- Explanation: Directly engages the communities being served in humanizing



and empowering ways; Use research to drive community engagement initiatives and advocacy for advancing openness across institutions and communities.

- Button Link: Insights
- *Other Options*
 - Bridge – Symbolizing connection and engagement.
 - Network Diagram – Illustrating relationships and linkages.
 - Link Chain – Representing strong connections and shared insights.
 - Open Book – Symbolizing knowledge and continuous learning.
 - Speech Bubble with Graph – Representing discussion and data-driven insights.
 - Globe with People – Signifying global reach and collaboration.
 - Magnifying Glass Over Document – Reflecting research and deep insights.
 - Chart with Upward Arrow – Showing progress and growth through shared knowledge.