

# Brand Expression

The Power of Personality:  
Building a Higher Education Brand That Connects

April 2025:

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THE CHARMING AND COMPASSIONATE  
AFICIONADO



THE INNOVATIVE AND  
CONCEPTUAL SEARCHER



THE NURTURING AND  
CURIOUS SEEKER

# AGENDA



1. Defining Brand Expression

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2. Three Pitfalls in the Creative Process

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3. Expression Through Content: Finding Your Voice

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4. Expression Through Design: Crafting Look and Feel

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5. Brand Expression in Practice: Grainger College of Engineering

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6. Brand Expression in Practice: Kettering University

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7. The Punchline

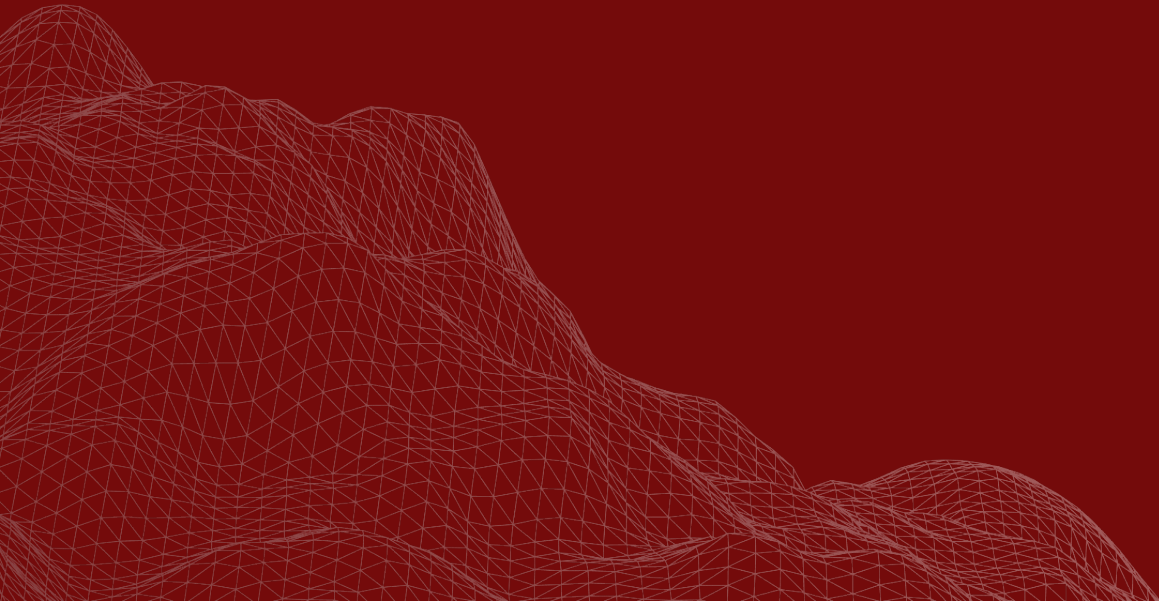
## Our Goal:

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To help you understand how psychographics and personality science transform your approach to creative work.

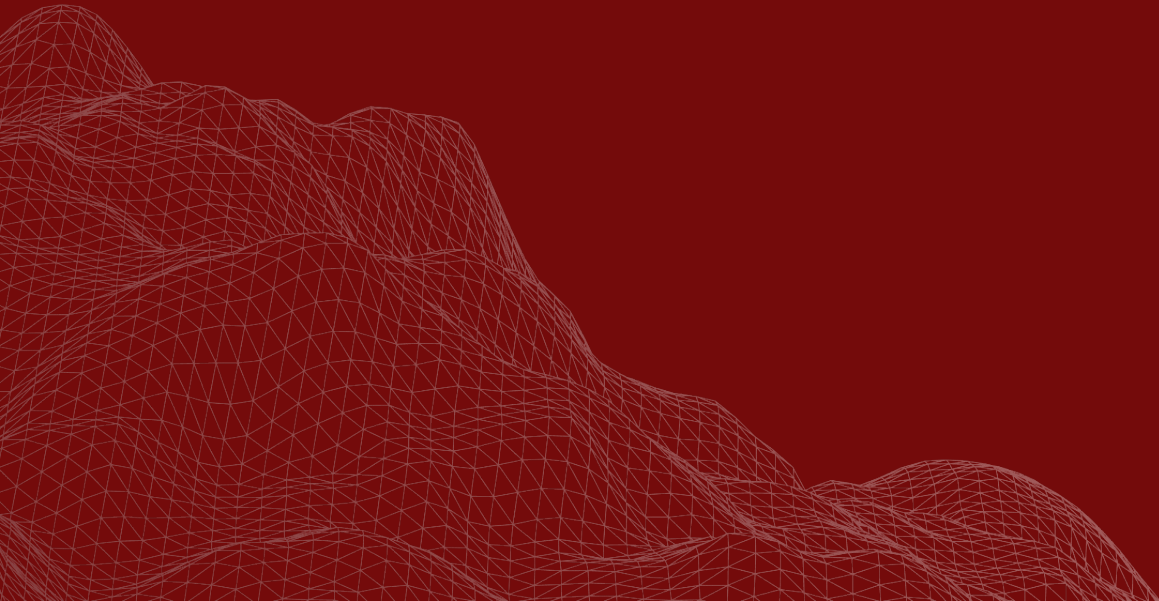


# ① Defining Brand Expression



Brand expression  
encompasses **all** of the  
creative that flows from  
your brand strategy.

## ② Three Pitfalls



#1

# Aiming solely for beautiful.

Beautiful isn't enough. Your creative can be both beautiful and beige.



#2

# Trying to be all things ... to all people.

What you don't say and who you don't appeal to is an essential part of brand strategy.



#3

# Striving to be different.

Distinct, not different, is the wiser goal.



**PERSONALITY SCIENCE**  
DRIVES  
**THE RIGHT CREATIVE**



# Carnegie's Archetype System

## Innovator: Yellow

### Brilliant and forward-thinking

Driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress. Causes people to feel awe and amazement.

## Explorer: Green

### Adventurous and inquisitive

Driven by the quest for discovering the unknown. Delivers progress and an unmatched interest for uncovering truth. Values investigation, curiosity, and trailblazing. Causes people to feel intrigued and emboldened.

## Creator: Orange

### Creative and imaginative

Driven by self-expression and artistry. Delivers something new that encourages creativity. Values originality, ideation, and new concepts. Causes people to feel constructive and expressive.

## Competitor: Maroon

### Resilient and tenacious

Driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.

## Rebel: Silver

### Daring and rebellious

Driven by challenging and redefining the norm. Delivers empowerment, change, and boldness. Values independence, guts, and breaking with convention. Causes people to feel unrestrained and fearless.

## Provider: Purple

### Supportive and selfless

Driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

## Entertainer: Red

### Energetic and enthusiastic

Driven to entertain and cause others to get excited. Delivers fun and the desire to amuse and uplift. Values energy, playfulness, and enjoyment. Causes people to feel exhilarated and happy.

## Sophisticate: Pink

### Sophisticated and refined

Driven by experience, elegance, and beauty in all forms. Delivers excellence, finesse, and vitality. Values poise, intentionality, and beauty. Causes people to feel desired and important.

## Achiever: Blue

### Powerful and assertive

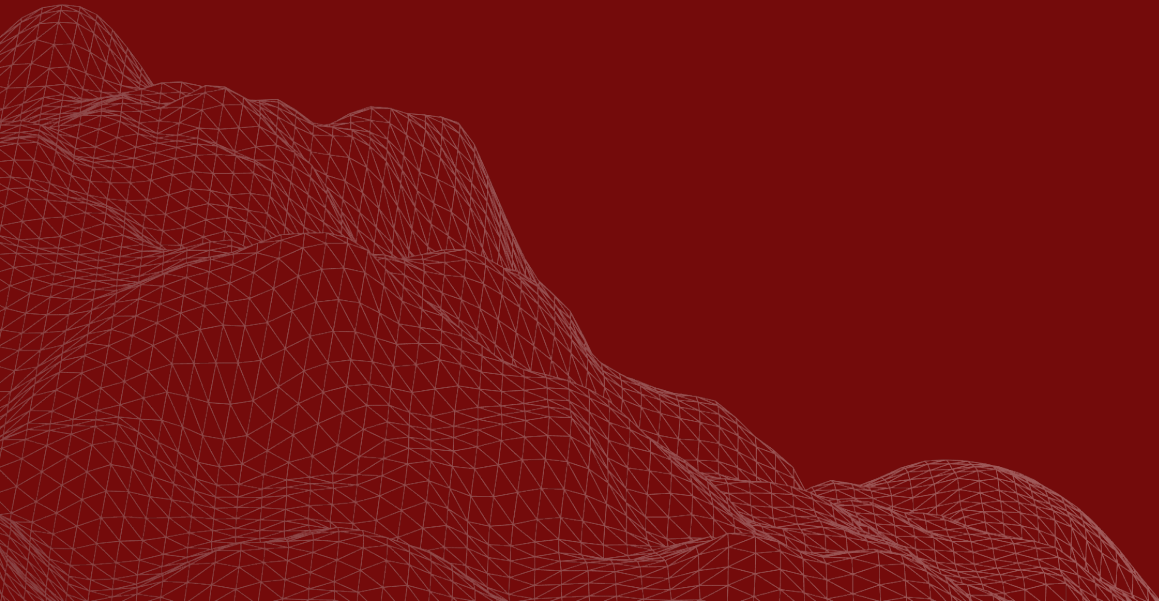
Driven by growth and being a frontrunner. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.

## Beige

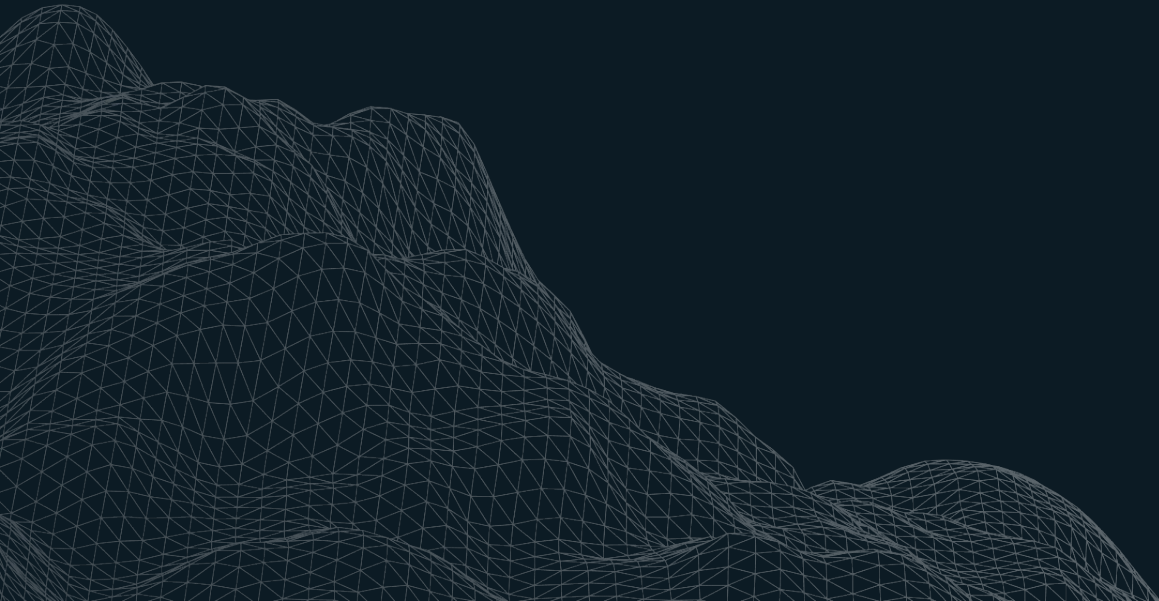
### Generic and confused

Beige, though not considered a personality archetype in the model, is still an important consideration. Beige indicates one of two things: a completely neutral personality expression or one that attempts to do everything at once.

# ③ Expression Through Content



# From Strategy to Story





Brand strategy provides the  
blueprint for *which* stories to tell and  
*how* to tell them.



Motivations



Values



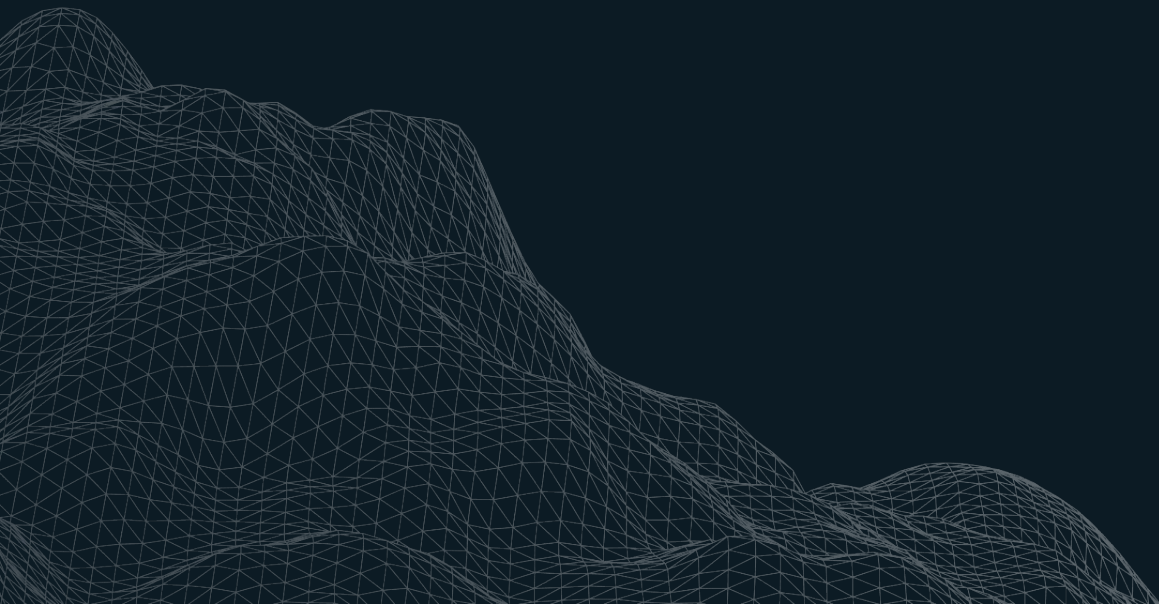
Strengths



Differentiators



# Translating Archetypes





**Every institution has a unique  
personality and voice that has the  
power to set it apart.**



Tone



Style



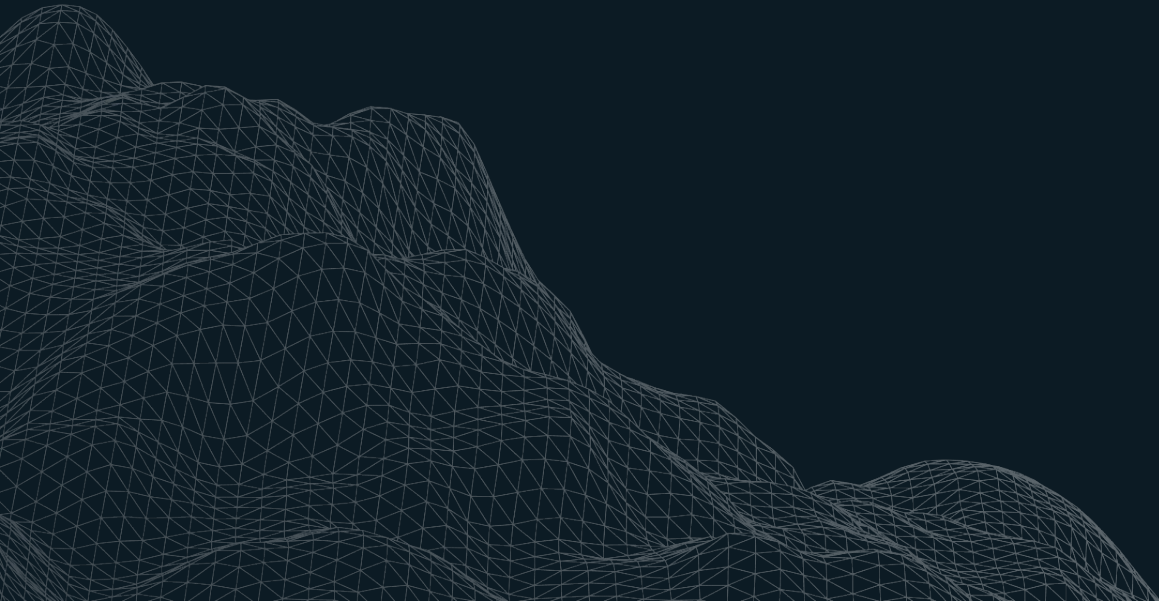
Word Choice



Cadence



# Content in Action





# Evidence Point

We're the #1 university  
in Alabama.

## LEARNING *that* STRENGTHENS

Your education at Sanford gives you the depth and breadth of knowledge

to navigate a changing world. Here, you'll gain a grounding through our comprehensive Core Curriculum and find opportunities to put your learning into action. You can delight in great literature, discuss the philosophy and theology that has shaped our culture and connect yourself to a legacy of Christian faith. Work with faculty in their research, perform your own—and expand your knowledge of the world while building skills that accelerate your career.

### PREPARED TO LEAD

Sanford students like **Bill Mouchette** (22) discover that their majors give them valuable skills to bring to their communities. During his sophomore year, Bill asked his professor, Dr. Jeremy Thornton (Associate Dean of the Brock School of Business), about career paths in economics. Dr. Thornton responded with a tailor-made independent study. Their joint research helped Bill understand economics in real-world scenarios. And their wide-ranging conversations—about what it means to be a good business leader and Christian—gave Bill the confidence to ask big questions about what faith calls him to do with knowledge.

These questions led Bill to groundbreaking research exploring how data can help struggling communities flourish. His work at Sanford earned him a grant from the American Enterprise Institute's Young Scholar Programs—one of only six awarded nationwide in 2022.

After graduation, Bill plans to return to his hometown of Gallatin, TN, to begin a career in a business development analyst helping a local firm grow. There, he will continue the work he started at Sanford—to promote the success of others with confidence and faith.

“

*Sanford is what college is supposed to be. I was exposed to a million different ideas and challenged not just to know them but to understand them. Here, we're invited to an education that calls us, in the words of Micah 6:8, "to work justice, love mercy and walk humbly."*

**BILL  
MOUCHETTE**  
Class of 2023  
Economics and Finance

#1

University in Alabama  
*U.S. News & World Report, 2022*

See our 180+ majors,  
minors and concentrations:



# Evidence Point

We're ranked the "Safest College Town in America" by Safewise.

09 COMMUNITY

## Made for Connection

You'll feel the warmth and support of our community as soon as you step onto campus. People like Julie "Jools" Pemberton embody the essence of the Curry spirit. She's a beloved member of our community and a familiar face at dining services for 15+ years. Whether she's greeting you by name, cheering you on at sporting events, or sharing her popular fried dough recipe, Jools's genuine kindness makes every student feel seen and valued.

At Curry, you'll find endless opportunities to connect, forge friendships, and meet mentors who get to know you on a personal level.

*"The more you get involved, the more you'll feel like you belong. I get excited on Accepted Student Day because I get to welcome our new friends. And I'm always here if you need a hug."*

Julie "Jools" Pemberton  
Dining Services  
Dedicated staff for 15+ years

### MENTORS WHO CARE

*"Long after you graduate, there will be a roommate, a classmate, a professor, an advisor, or a coach you remember. Someone who influenced you and played a big part in your life. That's what Curry is about."*

Dr. Ryan Theroux  
Professor  
General Education

For Dr. Ryan Theroux, professor of General Education, college is about self-discovery and building a sense of belonging. In his class "First-Year Inquiry: Great Lives," students explore what it means to lead a fulfilling life. At Curry, you build the connections essential for a well-rounded life. That means meeting mentors like Dr. Theroux, who offer guidance and care as you shape your future goals.



## Evidence Point

We offer affordable  
tuition.

**CAN YOU GET A  
WORLD-CLASS  
EDUCATION  
AT A HOME-  
TOWN PRICE?**

SHORT ANSWER?

**YES**

LONG ANSWER?

**ABSOLUTELY YES**



For just **\$5,443.80** a year in tuition and fees, you can get the education, innovation and opportunity that make FHSU a top-ranked Midwest university. And that's before other scholarships.

That means you'll probably earn more in your first year out of college than you'll spend in four years of tuition.

This isn't just about saving money. It's about access to the tools to build the life you want. It's about earning a degree from a world-class university, making lifelong friends and starting a future without debt that anchors you to the past.

**THAT MAKES FHSU THE  
GREATEST VALUE IN HIGHER  
EDUCATION ANYWHERE.**

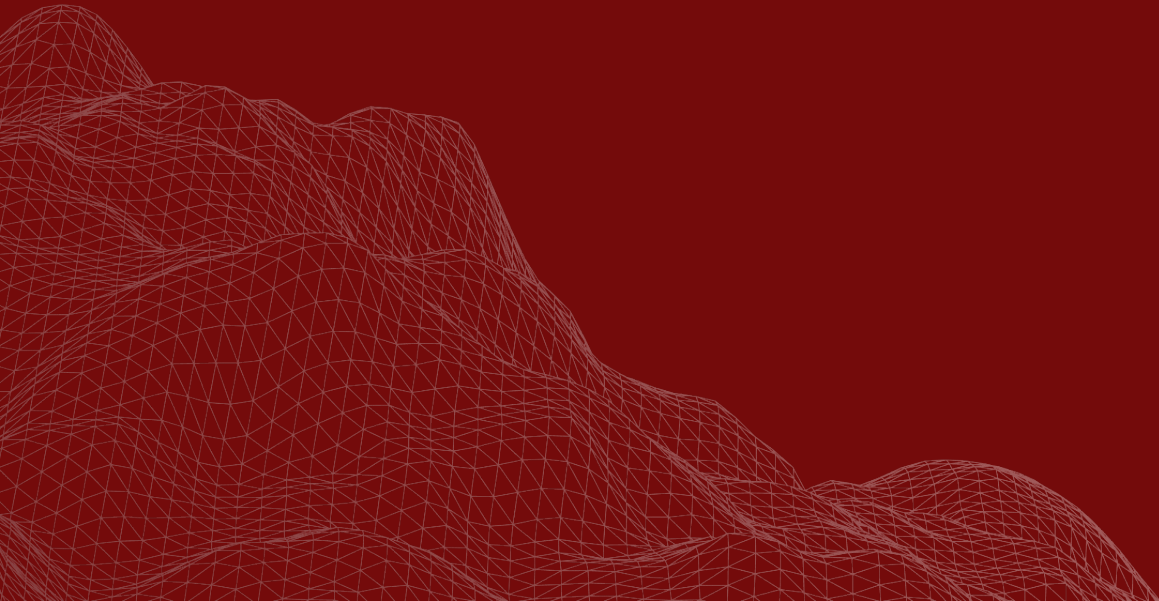


# Real connection starts with real insights.

Research empowers us to align what's true about your institution with what's true about your audience.



# 4 Expression Through Design

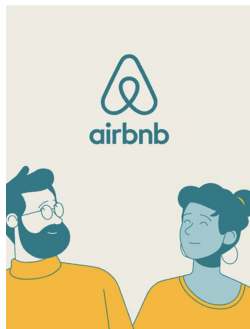




Brand personality (archetypes) directly informs a visual identity system.

**It's not just decoration, it's  
*communication*. Visuals evoke  
feeling and influence perception.**





**Approachable**



**Competitive**

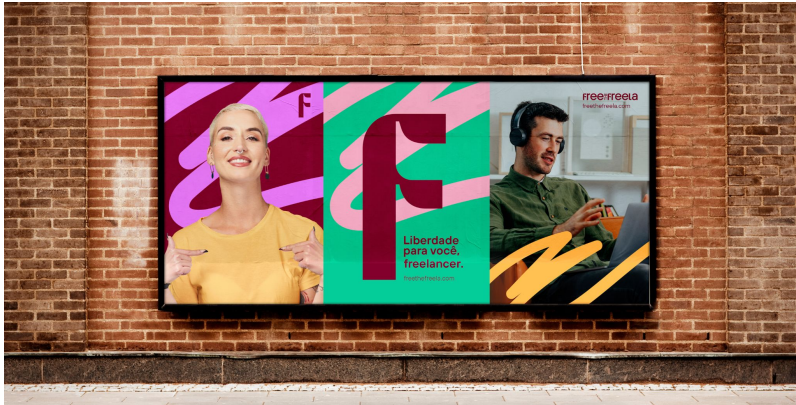


**Refined**



**Rebellious**





**Creative, Innovative**



**Bold, Confident**

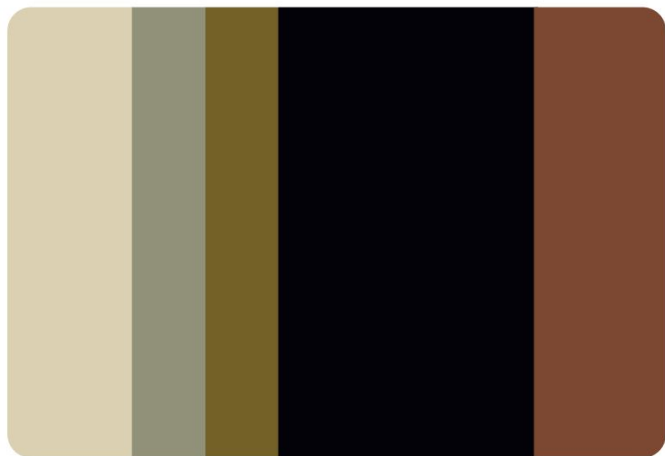
# The Visual Vocabulary of Archetypes



Color



CARNEGIE



Sophisticated



Playful



# Typography

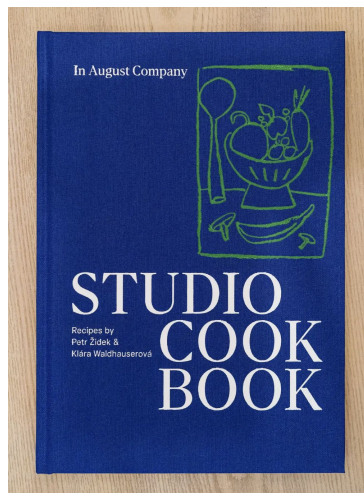
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CARNEGIE



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Innovative



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Traditional



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Nurturing





# Photography

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**Bold & Energetic**



# CARNEGIE



**Calm & Empathetic**



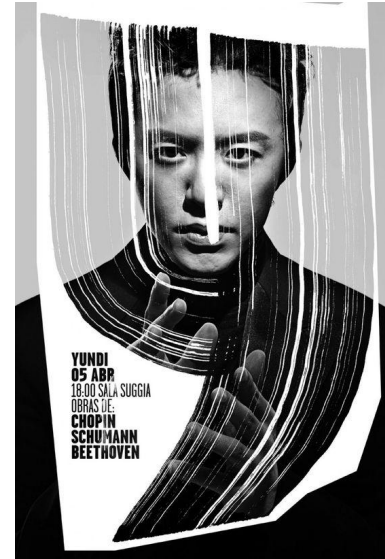
## Graphic Elements

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Whimsical

## CARNEGIE



Gritty

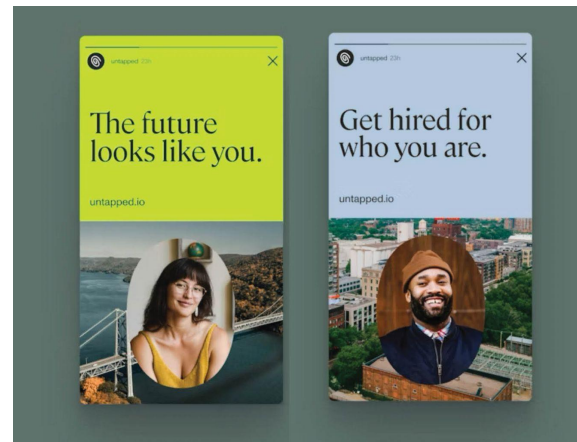
# Layout & Composition

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CARNEGIE



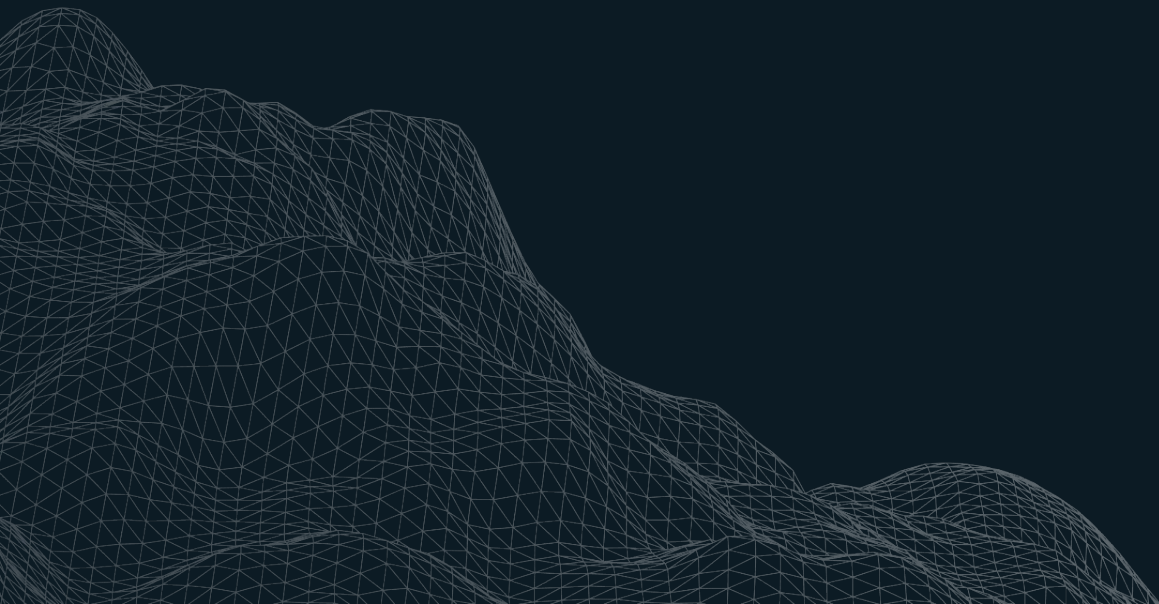
Dynamic



Structured



# Design Systems in Action





Confident, Motivated, Experiential

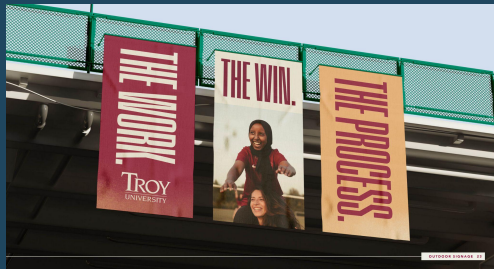
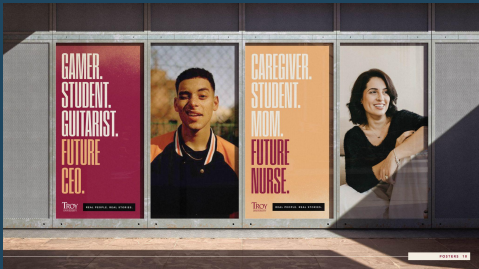
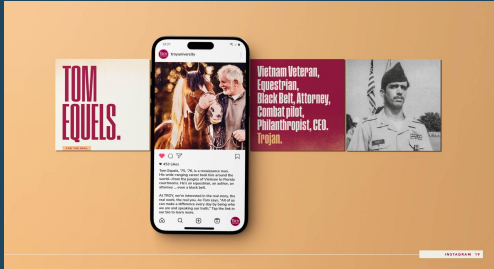


Welcoming, Curious, Innovative





Friendly, Resilient, Proud



5

Expression in Action:

# Grainger College of Engineering



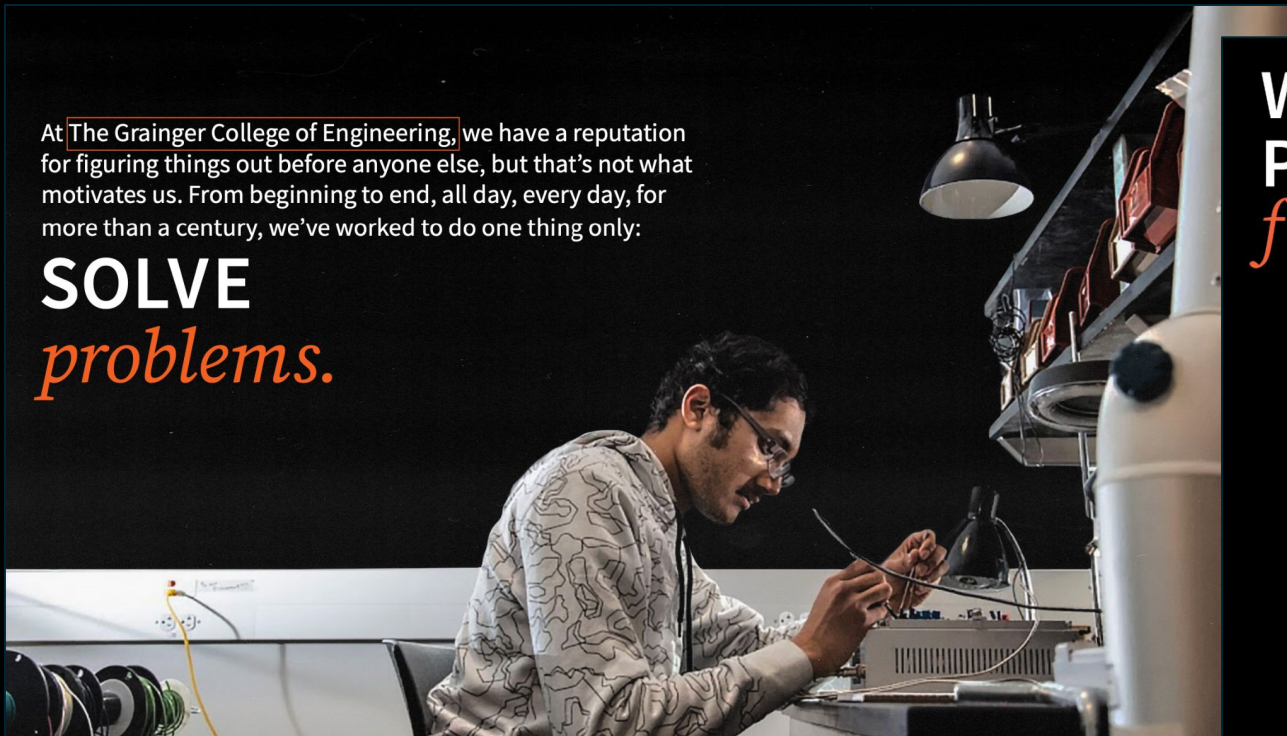


The Grainger College  
of Engineering

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

At The Grainger College of Engineering, we have a reputation for figuring things out before anyone else, but that's not what motivates us. From beginning to end, all day, every day, for more than a century, we've worked to do one thing only:

**SOLVE**  
*problems.*



**WE SOLVE  
PROBLEMS**  
*first*



WILLIAMS SPACE CENTER / NASA / ASTROPHOT

BECAUSE MARS WON'T EXPLORE ITSELF

From the oceans of Earth to the skies of Mars, Grainger engineers find solutions that improve lives, protect our planet, and fuel the human need to explore.

We tackle every problem by asking, "what's the human impact?" Sometimes we become astronauts or engineer vehicles that drive and fly on Mars. Sometimes we build solar cars, craft solutions to save our coral reefs, and make breakthrough discoveries in cancer research.

We solve problems because the right solutions save lives, build societies, and preserve our planet's health.

The Grainger College  
of Engineering

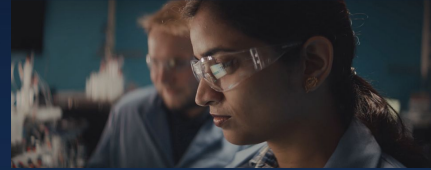
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN











[https://vimeo.com/742779934/c2609aa2eb.](https://vimeo.com/742779934/c2609aa2eb)



# The Results

**#5:** national ranking for undergraduate programs in 2024, up from #7 in 2022

**#9:** national ranking for graduate programs, up from #11 in 2022

## AWARDS:

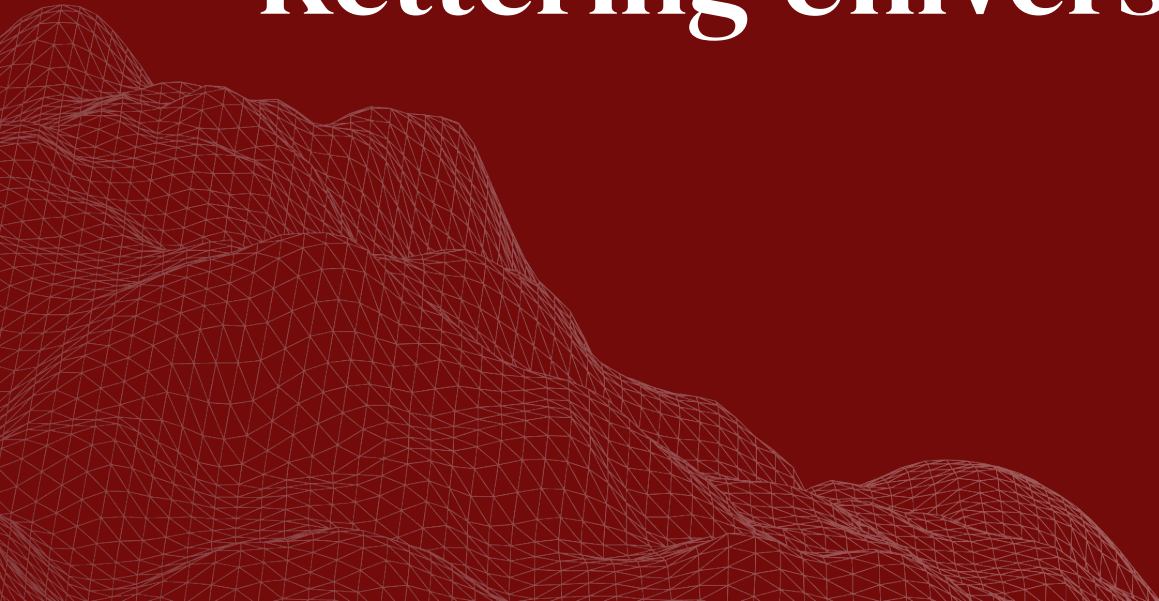
- + VIDDYS: Platinum
- + TELLYS: Two Golds
- + THE COMMUNICATOR AWARDS:  
Award of Excellence

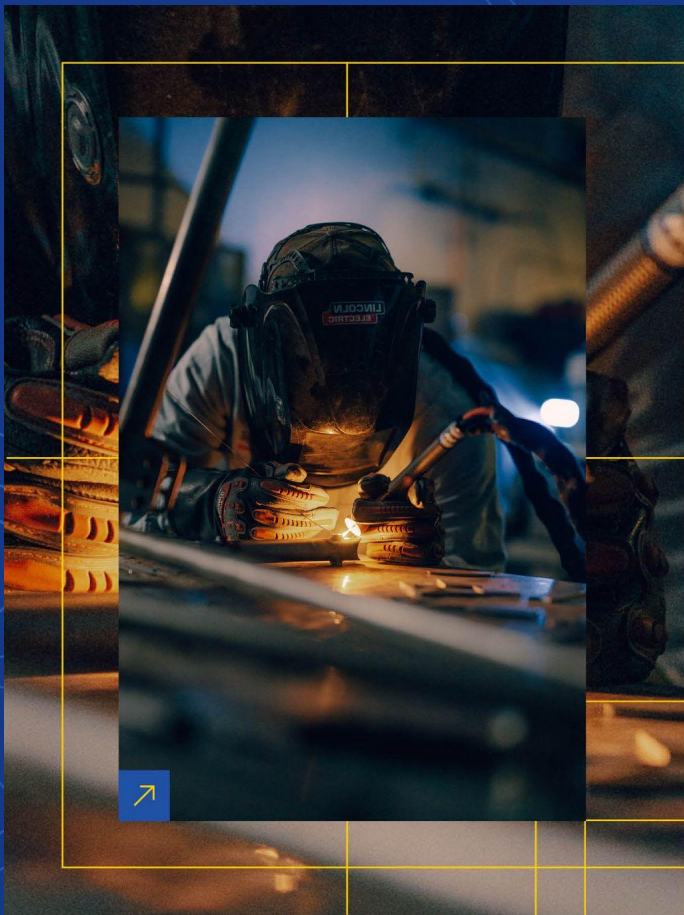


6

Expression in Action:

Kettering University





Not for  
Everyone.  
*For You.*

Kettering  
UNIVERSITY





Kettering  
UNIVERSITY

FOR THE DRIVEN

DON'T WAIT FOR THE FUTURE

# Start Building It *Now*

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erat sed, lobortis sagittis mauris. Nam porttitor,  
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• Lorem ipsum  
dolor sit amet,  
consectetur

• Phasellus felis  
felis, venenatis vel  
erat sed, lobortis.

400+

Co-op program  
employer partners

13

State-of-the-art  
research facilities

102

Supported patent  
applications by  
students in the  
past 14 years

06

DEMAND MORE FROM YOUR EDUCATION

Kettering  
UNIVERSITY

SENIOR BUSINESS ANALYST AT INTEL  
PARTNER AT BAIN & COMPANY  
SENIOR VICE PRESIDENT AT WALMART  
CEO AT VALVOLINE



THAT'S LORI FLEES'S KETTERING STORY

# Time to Make Yours

Demand  
*More*  
From Your  
Education



BECAUSE YOU  
DEMAND MORE  
FROM YOURSELF

Kettering  
UNIVERSITY





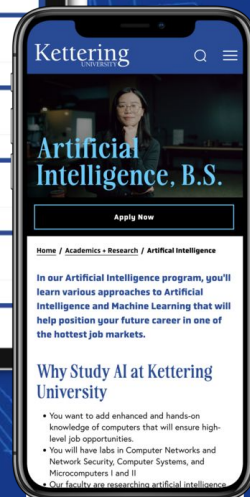
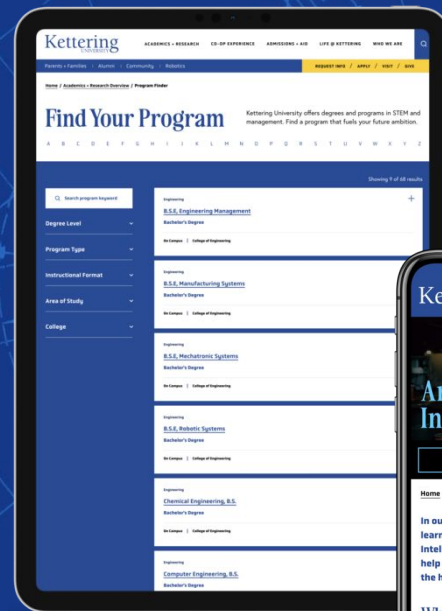
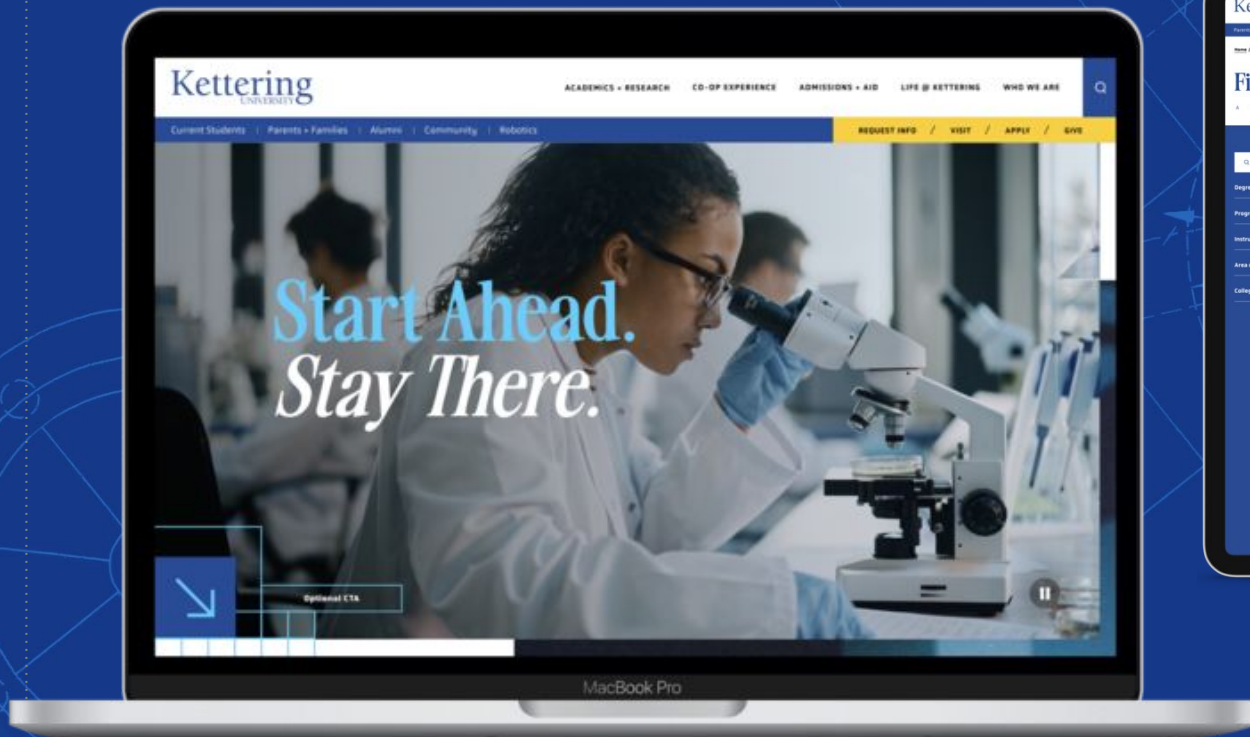


**BREAK IT UNTIL IT WORKS**

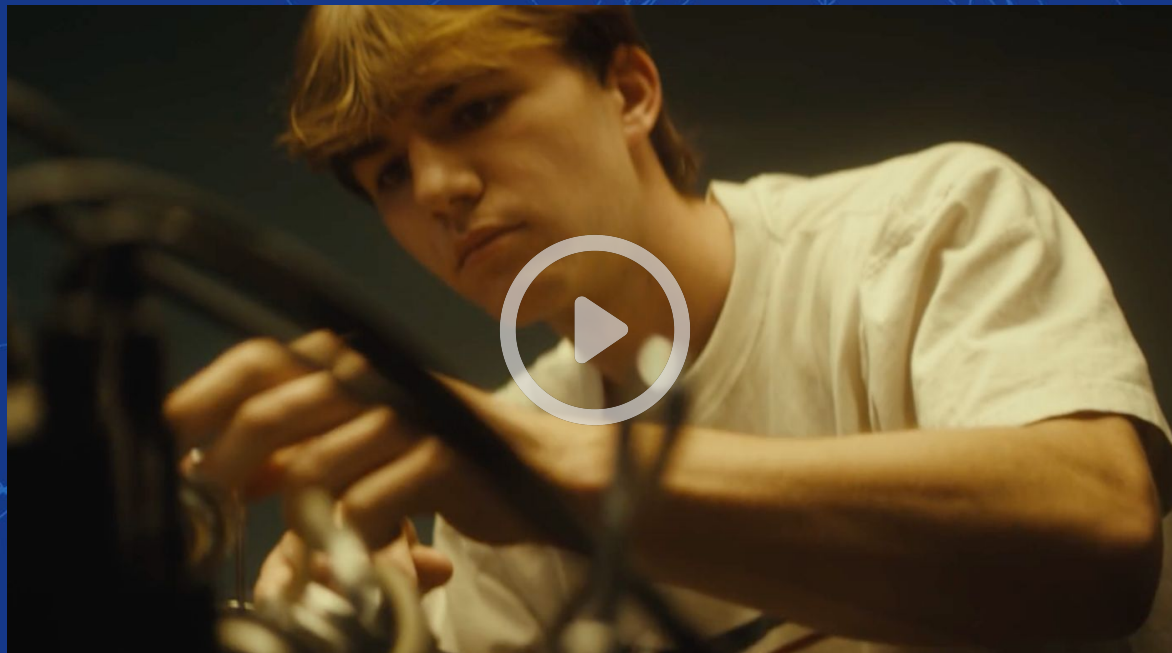
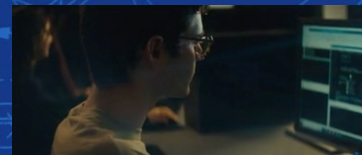
Kettering  
UNIVERSITY







<https://vimeo.com/970752629/448d079375>





# The Results

Kettering has seen increases across the board in terms of applications, acceptances, and deposits. In this cycle alone:

**70%:** ahead in year-over-year deposits

## AWARDS:

### ADDYS:

- + Magazine (gold)
- + Enrollment publications (gold)
- + Brand Anthem video (gold)
- + Ad campaign (silver)
- + Brand Anthem Video (best in show)

### CUPPYS:

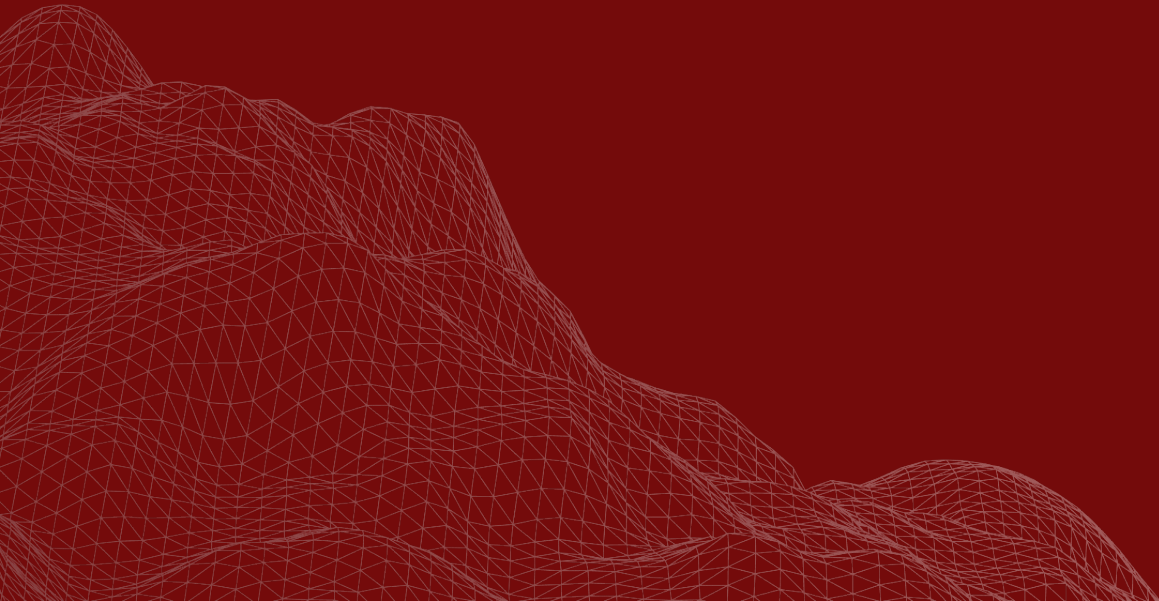
- + "For the Driven" video (gold)
- + Branding Campaign (bronze)
- + Outdoor Campaign (silver)

### EDU Awards:

- + Digital Ads (silver and bronze)



# 7 The Punchline



Grainger and Kettering share the same DNA. The expression of that DNA is distinct and authentic to each institution.



# Thank You!

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