

Phase II Brand Campaign

The Power of “And”: Support Toolkit

Advancing SFU’s Growth, Mission, and Momentum



The Power of “And”

At Saint Francis University, we encourage our students to embrace *the power of “and.”* Every new skill, talent, and challenge they explore here under our guidance builds a foundation for something greater. It’s through blending passions, disciplines, and experiences that they **become that someone** they are uniquely called to be.

We ask them not to settle for a single label. Try new things. Connect passions. Be an engaged scholar **and** a driven athlete. Deep dive into research **and** take the stage on opening night. Be a visionary leader, a compassionate healer, **and** a faith-filled student.

Rooted in our Catholic and Franciscan tradition, we see education not as a step on a singular path, but as a journey of integration—where faith meets science, intellect meets compassion, curiosity meets purpose, and ambition meets service.

From the classroom to the playing field, from service projects to undergraduate research, Saint Francis students explore widely and grow deeply. They discover how to connect ideas across disciplines, how to pair passion with practicality, and how to shape a life that’s both successful **and** significant.

Because true transformation doesn’t happen when you choose one path—it happens when you have the courage to explore.

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Purpose

As we move into the Division III era, we have an opportunity to strengthen the holistic student experience for both student-athletes and the entire campus community. The Power of “And” affirms that we are not becoming something different—we are becoming more fully who we are. Our mission of educating the whole person, and our culture of community, service, and belonging, remain at the center of this transition.

“Become That Someone” continues to be our call to personal growth and purpose. The Power of “And” shows what that transformation looks like in action. Together, they reflect the heart of Saint Francis University: a place where students become who they are meant to be through curiosity, exploration, and opportunity.

“The Power of And” helps us express the many ways students embody “Become That Someone”:

- Excellence **and** Humility
- Career-focused **and** Altruism
- Tradition **and** Bold Growth
- Academic Rigor **and** Personal Formation

It reflects the unique combination of qualities that students develop at SFU—and the fullness of who they become. It is not a new mission; it is a new lens for demonstrating it.

Themes of Emphasis: These themes provide ideas for storytelling that defines the Saint Francis experience.

- **“And” Creates Future Careers:** Highlights how students are getting ready for the workplace (academics, experiential learning, employers connections etc.)
- **“And” Creates Community & Belonging:** Highlights all the ways students bond and grow. (Faith, D3 Athletics, Cubs, Fine Arts, Greek Life, etc.)
- **“And” Creates a Better World:** Highlights all the ways students model Catholic Franciscan Values (stories of Catholic Faith exploration, Community Engaged Learning, Service Projects etc.)

Grounded in our Catholic and Franciscan mission, this toolkit is designed to:

- Reinforce our identity and values in a time of change
- Align storytelling across internal and external communications
- Support consistent, compelling language that reflects our distinctive approach to education
- Equip teams across departments—admissions, advancement, athletics, and more—with messaging they can adapt to their goals

This toolkit is not a script—it is a flexible, mission-aligned guide that provides a common foundation for our collective voice and vision. Whether you are engaging prospective students, reconnecting with alumni, or supporting athletic recruitment, this framework ensures every message reflects the heart of Saint Francis University and inspires confidence in what’s ahead.

Our New Phase in Action

This page builds on the existing Saint Francis University **Brand Identity & Style Guide**, outlining how our brand looks, sounds, and comes to life across all communications. Central to our identity is *the power of “and”*: embracing multiple strengths, perspectives, and experiences in everything we do.

Here, you’ll see how this principle is represented visually, how it should sound in messaging and discussions, and how it guides tone, style, and storytelling. Examples demonstrate how to apply each element consistently and authentically, reflecting the heart of SFU and the richness of our collective identity.

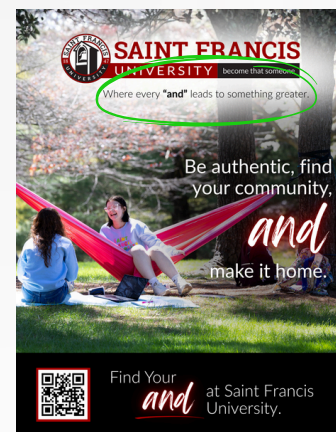
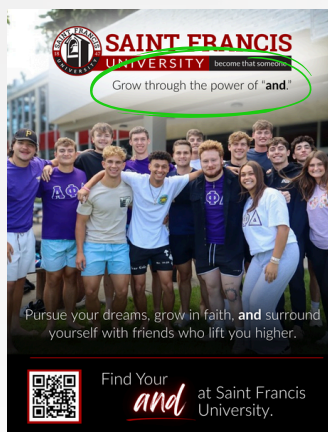
Social Media Visuals/Language: Hashtag for captions - #FindYourAnd



Visual Representation:

Language:

- **Subheading(s):** The word “and” is used as a symbolic device—placed in quotations to emphasize that it represents something bigger than the word itself. It signals the potential: what each student, program, or experience encompasses and connects, highlighting how one strength leads to another.
 - Grow through the power of “and.”
 - Where every “and” leads to something greater.



francis.edu/FindYourAnd

The webpage above serves as a central Stories Hub, highlighting the profiles of students (past & present) who embody the power of and, showing the brand in action.

Our New Phase in Action, Cont'd.

Language, Cont'd:

- **Body Text:** In body text, **and** is given subtle emphasis using bold, script, or a brand-approved accent color, ensuring the word carries meaning without replicating the symbolic device used in headline treatments. Here, the emphasis simply reinforces connection, possibility, and momentum within the sentence. This treatment highlights the word's importance in context while keeping the focus on clear, readable communication.
 - Transformation happens when you have the courage to explore **and** a community to guide you.
 - Where your passions connect **and** your purpose takes shape.
 - Take the next step **and** feel the support of a Catholic community rooted in faith.
 - Pursue your dreams, grow in faith, **and** surround yourself with friends who lift you higher.
 - Be authentic, find your community, **and** make it home.
 - Learn for yourself **and** for those who look up to you.

****Disclaimer:** Not every use of the word *and* is intended for emphasis. In this context, **and** is used purposefully to highlight the multidimensional experience of Saint Francis University students. Only phrases that authentically reflect our values, opportunities, and student identity should receive this treatment.

Examples that should not be emphasized:

- Tuition and fees, Faculty and staff, Clubs and organizations, Majors and minors, Apply and enroll, Campus dining and housing, Campus tours and visit days, Deadlines and requirements



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The webpage above serves as a central Stories Hub, highlighting the profiles of students (past & present) who embody the power of **and**, showing the brand in action.

Our New Phase in Action, Cont'd.

Language, Cont'd:

- **Captions featuring SFU Student Profile Images:** For SFU student profile image captions, **and** is given subtle emphasis using bold, or a brand-approved accent color to spotlight the dual qualities that define each student—pairing traits. In this context, the emphasis highlights the richness and multidimensionality of the individual without using **and** as the symbolic device found in headings. It simply reinforces that our students are more than one thing—reflecting the depth and balance at the heart of the Saint Francis experience.
 - (Student Name), A lacrosse standout **and** explorer of Catholic faith in Alta Via.
 - (Student Name), An art visionary **and** driven basketball competitor.
 - (Student Name), An MBA student **and** a full-time professional.



When featuring real SFU students or alumni, the phrasing in these profile captions becomes more personalized to honor their individual stories. In these cases, **and** is used to highlight the unique combination of passions, roles, and strengths that each person embodies—from their academic pursuits to their leadership, service, creativity, faith, or athletic commitment. By showcasing their authentic “and,” we illustrate how SFU shapes multidimensional people whose experiences don’t fit into a single box. These captions celebrate who they are, what they contribute, and how their journey reflects the power of and in action.

- **Captions for Stock Profile Images:** (Use of SFU students preferred for this campaign, however occasionally a stock image may be substituted if necessary.)



If using stock images, the phrasing in these profile captions is intentionally general to ensure broad audience connection. Rather than highlighting highly specific roles—such as particular sports, majors, or clubs—we pair universal qualities that many students can see in themselves. This approach helps every viewer feel represented. The goal is to reflect the multidimensional spirit of our students in a way that’s relatable, inclusive, and aligned with the power of “and.”



francis.edu/FindYourAnd

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Sample Talking Points

The guidance below provides shared language and conversation starters that align with our Phase II brand messaging, centered on *the power of “and.”* These tools are designed for anyone representing SFU—whether you’re welcoming a family to campus, meeting with a prospective student, talking with potential recruits, or connecting with alumni and community partners.

Use these prompts to shape conversations that emphasize possibility and belonging: What’s your “and,” and how can we help you get there? This framework ensures that every interaction—across every department and role—reflects our mission, our momentum, and the multidimensional opportunities that define the Saint Francis experience.

- At Saint Francis, we believe students shouldn’t have to choose between passions. Our goal is to help you pursue your ‘and’—academics and athletics, leadership and service, community and career readiness.
- Tell me what excites you. What’s the ‘and’ you’re hoping to explore? We have the resources and support to help you grow in more than one direction.
- What makes SFU special is how connected everything feels—faculty who know your goals, coaches who support your academics, and mentors who help you discover your next ‘and.’
- Here, you’re encouraged to build a full identity: who you are now and who you’re becoming. We’re here to help shape both.
- You don’t need to arrive with all the answers. Part of the SFU experience is discovering your ‘and’—the combination of strengths, interests, and opportunities that make you uniquely you.
- We’re a community that meets students where they are and helps them grow into where they want to go. That’s the heart of our mission—and the heart of the student experience.
- Every student’s ‘and’ looks different. Some come here to serve and lead, others to create and compete. Our role is to support whatever combination defines your path.
- Saint Francis is built on possibility. When you think about your future, what’s the ‘and’ you want to explore? Let’s talk about how we can help you reach it.
- Tell me what drives you—your competitive goals and your academic goals. We want to help you build a future that honors both and develops your ‘and’ to the fullest extent.
- Your support helps students pursue their ‘and’—their calling to learn and to lead, to serve and to grow. Every gift strengthens the opportunities that shape the whole student.

Key Contacts

For any questions about The Power of “And” messaging, brand guidelines, or campaign materials, please reach out to the **University Communications & Marketing Department**. We’re here to provide guidance, clarify usage, and ensure consistency across all communications.

The Office of Communications & Marketing

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francis.edu/communications-and-marketing



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