

Public Affairs & Marketing

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In this presentation, you will learn...



WesternU Brand of Humanism



How YOU are now part of our brand story



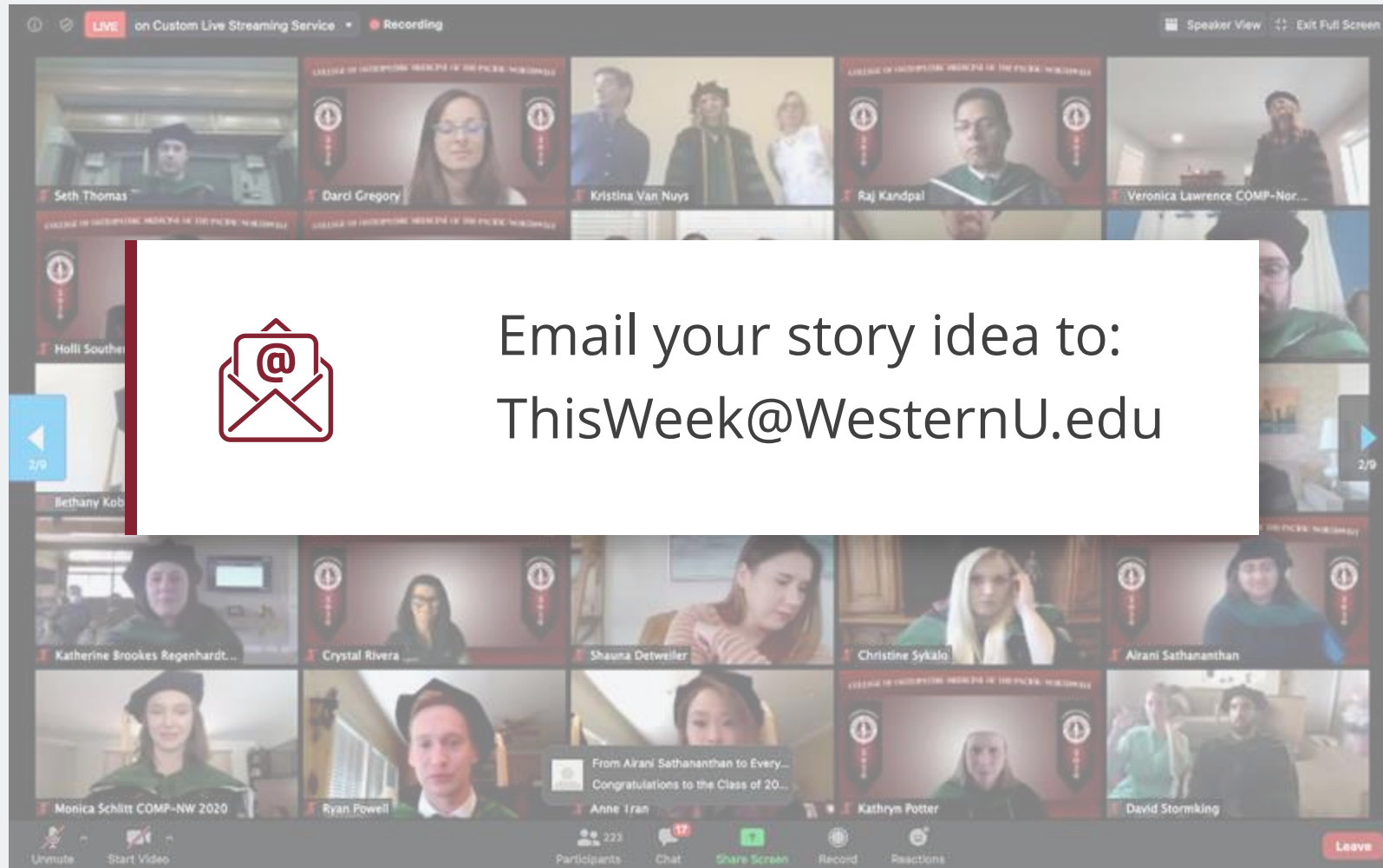
Logo and Wordmarks

Humanism

What it is and how it can be part of our brand story

- Embody humanism:
 - Caring
 - Respect
 - Empathy
 - Trust
 - Diversity
 - Inclusion
- Sustain a pioneering culture of bold innovation
- Strive for excellence in everything you do

Let us tell your story!



The image shows a screenshot of a Zoom meeting interface. At the top, it says "LIVE on Custom Live Streaming Service" and "Recording". The meeting is in "Speaker View" and "Exit Full Screen" is available. The grid shows several participants, including Seth Thomas, Darc Gregory, Kristina Van Nuys, Raj Kandpal, Veronica Lawrence COMP-Nor..., Holli Souther, Bethany Kob, Katherine Brookes Regenhardt..., Crystal Rivera, Shasina Detweiler, Christine Sykalo, Airani Sathananthan, Monica Schlitt COMP-NW 2020, Ryan Powell, Anne Iran, Kathryn Potter, and David Stormking. A central white overlay contains an envelope icon with an @ symbol and the text: "Email your story idea to: ThisWeek@WesternU.edu". At the bottom, there are controls for "Unmute", "Start Video", "Participants" (223), "Chat" (17), "Share Screen", "Record", "Reactions", and a "Leave" button.

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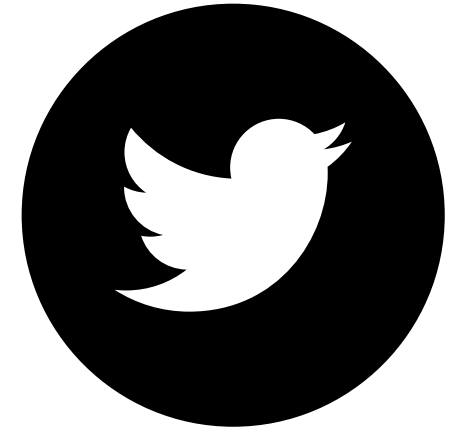
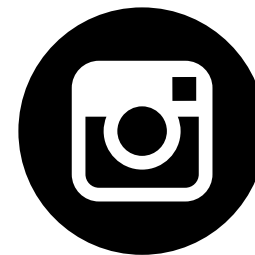
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To Teach, To Heal, Together.

Tell us your
story...
and we'll share it
with the world





Welcome to WesternU!