Message from the Dean

Consider this guide a powerful tool to communicate what the Mihaylo College of Business and Economics brand is and why it matters. By building our remarkable brand together—cohesively and consistently—we can create a single, strong voice that will convince others why they should care about the Mihaylo brand.

Mihaylo College of Business and Economics itself will change with the times—employing talented faculty and leadership, welcoming new classes of energetic students, retooling innovative programs and offerings, and leading the cutting edge of business education. Yet the Mihaylo brand remains unwavering, an enduring legacy to recognize and embrace.

Anil K. Puri
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Brand Positioning:

Positioning is creating an image or identity for a brand in the minds of its audiences—especially in relation to competitor brands. How a brand is positioned in the marketplace determines who the brand appeals to, how the brand is perceived, and what the brand can and should offer.

All communications for Mihaylo College of Business and Economics should echo our established brand positioning:

Mihaylo College of Business and Economics’ deep interaction with the Southern California region creates a one-of-a-kind environment where faculty, students and our supportive alumni network investigate, innovate, and initiate the cutting edge of business. A learning laboratory unlike any other has grown in part from our longstanding, symbiotic relationship with Orange County—sharing a diverse population, entrepreneurial spirit, and global connections. And this immersion—where we eat, sleep, and breathe the business of tomorrow—could only be Mihaylo.
Brand Essence:

Also known as the heart and soul of a brand, the brand essence is a meaningful and memorable mantra that remains constant across categories. Boiled down to the fundamental nature of the brand, the essence declares a stance—usually through emotional connections that make a lasting impression.

When marketing Mihaylo College of Business and Economics, touch on these key facets of the brand essence:

- Continually on the forefront of business innovation with a global outlook
- The driving engine of business in Orange County and the region, with an alumni network of more than 50,000 graduates
- Ready to work and ready to lead
- Translating the latest in classroom theory into real-world practice

You will notice these four recurring themes are represented by color throughout the Mihaylo brand guide.
When offered the chance to describe your brand, do you know how to respond on your feet? Using a consistent brand story with targeted talking points allows everyone to act as a brand ambassador.

Propel Mihaylo College of Business and Economics among its audiences—and the world at large—by remembering this succinct, prepared answer:

Mihaylo College of Business and Economics is a one-of-a-kind learning laboratory, with a supportive alumni network that's more than 50,000 strong. It offers a valuable perspective on the business of tomorrow—a global outlook from our known and respected presence in Orange County. Delivering hard-working, confident graduates grounded in theory and ready to lead in the real world, Mihaylo can proudly proclaim the future of business starts here.
Successful brands have strong and well-defined values that set them apart, attract markets, inspire trust, and give the brand continuity and longevity.

Mihaylo College of Business and Economics is one of these brands. Make sure to represent these values consistently in all brand executions:

- A focus on creating what’s next in business
- A global perspective and world view
- A symbiotic relationship with Orange County and influence in Southern California
- A culture of hard work and resourcefulness
- A belief in the enterprising spirit and the dedication to bring ideas to fruition
- A connection to the real world of business
A successful brand must benefit those who own it, engage with it, and experience it in all forms.

The Mihaylo College of Business and Economics brand should consistently reflect and communicate these benefits:

- **Skills, maturity, and forward-thinking outlook** that come from mastering our rigorous academic program
- **Valuable connections to international business professionals and change agents eager to collaborate**
- **A proactive attitude and distinctive work ethic**
- **The ability and commitment to create leaders**
- **An extensive alumni network that will engage and support you for life**
- **A broad and relevant perspective on the future of business**
- **Exposure to diverse people, ideas, approaches, and industries**
- **Confidence that comes from first-hand experience and knowledge**
Think of the brand as a person who just walked into the room. How would that brand behave? What would it say? The best brands have vibrant personalities that are familiar and recognizable in the markets they serve.

These personality traits of the Mihaylo College of Business and Economics brand should come through in all communications:

- **Strives to find new opportunities and realizes them**
- **Energetic, optimistic, and idea-focused**
- **An engaged and integral part of the community**
- **Honest, open, confident, and empathetic**
- **Embraces diversity of all kinds—people, ideas, industries, and cultures**
- **Believes in the importance of real-world education**
Communicating a brand consistently and multidimensionally is critical to strategic brand building. A creative expression captures the essence of the brand in concept, imagery, and text.

The Mihaylo College of Business and Economics examples on the following pages are designed to inspire creative thought and should be used as the foundation for all communications.

**Noteworthy elements of the brand expression:**

Imagery illustrates the symbiotic relationship that exists between Mihaylo and Orange County.

Underlying concept reinforces the demonstrated link between what goes on in our classrooms and the larger world of business our region symbolizes.

Text expresses all four elements of the brand essence, which have been introduced in the previous section.
Mihaylo College is my laboratory... 

...and so is Orange County. 

Thanks to our home in Orange County, Mihaylo College eats, sleeps, and breathes the future of business. Diversity, entrepreneurial spirit, a ready-to-work attitude, international connections with Asian and European focus, and confidence to lead—these aren’t abstract concepts to our students and faculty. They’re the real world of Orange County that permeates everything we do in the classroom. To be precise, we’ve created a one-of-a-kind learning laboratory—where everyone tests theories and ideas, gets their hands dirty in shaping and fueling this vital region’s economy, and gains a unique vantage point to see what’s ahead in business. That’s why only Mihaylo College can proudly proclaim the future of business starts here.
Businesses in Orange County are defining the future . . .

. . . and so are our students.

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A brand serves many markets and types of individuals. While the core brand does not change, the way it speaks to individuals and market segments varies—depending on the particular needs, values, and orientation of each market.

The following core messages express the Mihaylo College of Business and Economics brand consistently when you’re translating the core value proposition to various audiences.

**Prospective students:**
- Mihaylo prepares you for how business will be done in the future, and here, everyone has the opportunity to help define that future.
- By being an integral part of a region that is defining the future of business, you’ll gain a fresh vantage point and knowledgeable perspective on what’s ahead.
- Our culture is rich, diverse, and reflective of how the world will look in the future. The large, supportive network of alumni, faculty, and community make you feel comfortable, no matter where you are from.
- You’ll develop a strong work ethic and skill set that allow you to think, act, and accomplish as a leader.
- Our location and educational model offer a learning laboratory with real-world experiences grounded in rigorous academics other schools can’t match.

**Current students:**
- Take advantage of your connections with the community and our alumni network. You are one of tomorrow’s business innovators and leaders of the region.
- You are part of a one-of-a-kind learning laboratory.
- Your personal experience enhances our learning environment. Bring it with you in all interactions in and out of the classroom.
- The quality of education here relies on top-notch academics. Many of today’s leaders have gone through our program, gaining an experience and real-world perspective that has made them successful in business.
- As you participate in this one-of-a-kind program, you shape the Mihaylo business learning laboratory—and discover a Titan pride you’ll carry with you for life.

**Alumni:**
- You have helped make this region and Mihaylo a place of enviable value, relevance, and importance to the future of business.
- View your participation in this laboratory as a life-long resource. By actively sharing ideas and ways to enhance programs, you keep us on the forefront of business learning.
- Build your relationships with fellow alumni, Orange County business leaders, Mihaylo faculty and students—these are your colleagues, business leads, and future employees. Although your backgrounds may differ, the Mihaylo connection will always bind.
- View us as your “intellectual home.” And come home often. The more you participate, the more it helps us and the more it helps you.
Faculty:

- Your academic rigor and willingness to pursue experiential knowledge by engaging with the issues and opportunities of Orange County have made Mihaylo a rare resource.
- We have an opportunity to do something groundbreaking in terms of building a business school of great importance—not only to Orange County, but to the entire region and beyond.
- You are part of a legacy of academic thought leaders who have engaged in and help drive the transformation of a critical region and economic engine of our country.
- You are molding students into young professionals who are ready to work and ready to lead.
- Sharing your knowledge and experience in real-world work settings helps your students learn and understand what to expect after graduation.

Employers:

- Our students’ values, rigorous academic training, and forward-thinking perspectives make them future industry leaders. The leadership skills one develops at Mihaylo makes our graduates open-minded critical thinkers as well as practical, hard-working doers.
- Our entire community, including our graduates, is committed to this region but also to leveraging the knowledge we’ve created together in markets around the world.
- Our students believe recognition comes from commitment and hard work, not just holding a degree.
- Sharing the perspective and insight you’ve developed from your distinct experience and background allows us to become better partners.
The words and images a brand uses to communicate are critical to how it is positioned, understood, and valued in the marketplace.

For the Mihaylo College of Business and Economics brand to be consistent with its positioning, values, and personality, all communications should adhere to the following editorial style guidelines:

- Open, direct, and conversational in nature
- Confident with appropriate humility
- Competitive without denigrating others
- Tough-minded, but empathetic
- Young, energetic, and approachable voice
- Language is modern without trying to be hip
- Copy is informed, compelling, and intelligent—reflecting a mastery of business skills
- Tone exudes a sense of opportunity and commitment to the success of the Mihaylo community
The images used to communicate a brand are vital to effective expression. Typically, brand personality comes through in candid and portrait photography, while the brand essence is best supported by concept photography.

When selecting photography for marketing materials, make sure images mirror the Mihaylo College of Business and Economics brand.

**Candid photography**

Candid photography projects the intensity, immediacy, and immersion in subject. The “unvarnished truth” it delivers should reinforce confidence, honesty, and commitment. It’s the most credible way to capture diversity and energy inherent in the Mihaylo community. Candid photography also showcases Mihaylo’s genuine, real-world environment well.
*Portrait photography*

Strong portrait photography projects optimism and confidence. It has the best potential to connect with audiences on an emotional level. When executed by a high-quality photographer and talented art director, this style can be a compelling storytelling device. Portraits of Mihaylo students, alumni, faculty, and staff should be innovative in style and never boring.
Concept photography

The main purpose of concept photography is to emphasize positioning statements and essential brand messages. It is often used to express ideas and concepts that are complex or, to some degree, abstract in nature. Concept photography is most powerful when paired with a headline. Taking many forms and styles, this style of photography may be used as a metaphor or may present reality in a playful—but meaningful—way.

A. This conceptual photography demonstrates the symbiotic relationship between Orange County and Mihaylo. Together, they form a learning laboratory for real-world business.

B. Here, we illustrate the unique vantage point Mihaylo offers—a global view on the future of business from the heart of Orange County—and how it benefits the people connected.

C. The character of Mihaylo comes through in this metaphoric representation: hard-working, entrepreneurial, professional, and fully immersed in the business of tomorrow.