

Our Proposition

If you have the drive to shape a better world,
UBC will support you in realizing your greatest potential.

Functional Offering

Excellence in teaching, learning and research.

Emotional Offering

You will be given opportunities to create and share knowledge, to be inspired and to shape your future.

Our Story

UBC's history is rooted in the initiative of students, filled with the desire for a better life and dedicated faculty creating pathways to a more certain future. It is the story of a bold new Canadian university striving, against the odds, to be among the very best. Our motto, Tuum Est (*It is Yours*), continues to be a declaration of our drive to develop opportunities for people who want to create a better world.

Frame of Reference

Globally-recognized universities committed to excellence in teaching, learning and research.

Audience (Who We Are For)

UBC is for people who see a better world for themselves and others, and have the initiative to turn their vision into reality.

Audience Core Desire

To be encouraged, challenged and to succeed.

Core Idea
**The potential
is yours**

Conviction

We believe that, when provided with opportunity, people with drive and curiosity will change the world.

Purpose

To inspire new ideas and encourage people to maximize their potential.

Brand Attributes

Curiosity, Initiative, Courage, Inspiring

Brand Identifiers

Tuum Est, UBC crest, Coat of Arms, iconic campuses, and blue and gold

