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Blue Horizons : New brand campaign for the University of Maine

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Blue Horizons: New brand campaign for the University of Maine

1 message

UMaine President's Office <umaine.president@maine.edu>
Reply-To: UMaine President's Office <umaine.president@maine.edu>
To:

Mon, Aug 5, 2024 at 2:09 PM



Dear University of Maine and University of Maine at Machias colleagues,

Our institution strives to ensure every learner who experiences an education here discovers a deep appreciation for the world around them, and a desire to make it better.

As Maine's public land-grant and R1 university, we advocate for awareness of the changing climate and have been research leaders in this area for more than 50 years. The University of Maine and our regional campus in Machias play a significant role in stewarding the natural resources of the state of Maine and improving the lives of all in our communities.

With this in mind, I am pleased to announce a new brand campaign that is specific to our institution and speaks to our core values. It has been developed internally, in collaboration with faculty, students and staff across our campuses.



Blue Horizons is a statement that shows the journey we are on, together, toward an undiscovered place, full of opportunity and optimism for what is possible. It reflects our commitment to ensure a vibrant

tomorrow for Maine and beyond, and the research required to drive us toward creating and implementing actionable solutions.

As we lean into the [Strategic Re-envisioning process](#), having a solid brand foundation will be essential for communicating the university's unique value. Speaking with a clear and unified voice is critical to our success.

- [A one-page overview of the campaign and new brand platform can be found here.](#)

The marketing team will be offering informational sessions for interested members of the UMaine and UMaine Machias communities.

- [Sign up for an informational session here.](#)

While many students and faculty have “defined tomorrow” on our campuses, we now have the opportunity to explore our Blue Horizon — together. I encourage our community to embrace this new campaign as the work being done at UMaine and UMaine Machias leads us toward a brighter future, for Maine and beyond.

If you have questions, please contact the UMaine marketing team at um.marketing@maine.edu.

Sincerely,

A handwritten signature in blue ink that reads "Joan Ferrini Mundy". The signature is written in a cursive, flowing style.

Joan Ferrini-Mundy
President