As a result of the research and University consensus through promise-statement testing, the following promise statement emerged that best captures and articulates UAlbany’s distinctive strengths:

UALBANY PROMISES A STRONG FOUNDATION AND A BROAD WORLDVIEW, OFFERING GREAT VALUE FOR THOSE SEEKING TO LEARN, SUCCEED AND CREATE LASTING CONNECTIONS.

The attributes support and speaks to one facet of the UAlbany educational experience and captures its essence in language that is consistently used in all University communications, from recruiting and advancement materials to informal conversations with visitors.

MODERN VISION
EXCELLENCE AT A GREAT VALUE
LIFE-ENHANCING RESEARCH AND SCHOLARSHIP
DIVERSITY THAT ENRICHES LEARNING
STRATEGICALLY LOCATED

THE WORLD WITHIN REACH
COMMUNICATIONS & MARKETING
BRAND LAUNCH POSTERS
TARGET AUDIENCE: INTERNAL AND EXTERNAL

WE ATTRACT THE BEST MINDS ON THE PLANET

A HUB FOR NEW IDEAS

UAlbany students learn from leading thinkers at one of the nation’s top research universities.

UAlbany’s strategic location in the capital of New York has led to some of the nation’s top programs.
GET A GLOBAL PERSPECTIVE

THE WORLD WITHIN REACH

With students and faculty from over 100 countries, and all across the nation, UAlbany is a place where diverse thinking drives innovation and learning.

UNIVERSITY AT ALBANY
State University of New York

140,000 ALUMNI WORLDWIDE

THE WORLD WITHIN REACH

When you start your career it's nice to know a network of 140,000 alumni is ready to help you get your big break.

UNIVERSITY AT ALBANY
State University of New York
COMMUNICATIONS & MARKETING
BRAND LAUNCH
TARGET AUDIENCE: INTERNAL AND LOCAL COMMUNITY
APRIL 2008
COMMUNICATIONS & MARKETING
TRAIN AND AIRPORT ADS
TARGET AUDIENCE: EXTERNAL

APRIL 2008

TRAIN

AIRPORT

A HUB FOR NEW IDEAS

THE WORLD WITHIN REACH

UNIVERSITY AT ALBANY
State University of New York
ALBANY.EDU

GET A GLOBAL PERSPECTIVE

THE WORLD WITHIN REACH

UNIVERSITY AT ALBANY
State University of New York

A HUB FOR NEW IDEAS

THE WORLD WITHIN REACH

UNIVERSITY AT ALBANY
State University of New York