

# THE WORLD WITHIN REACH BRAND

# UNIVERSITY<sup>AT</sup>ALBANY

State University of New York

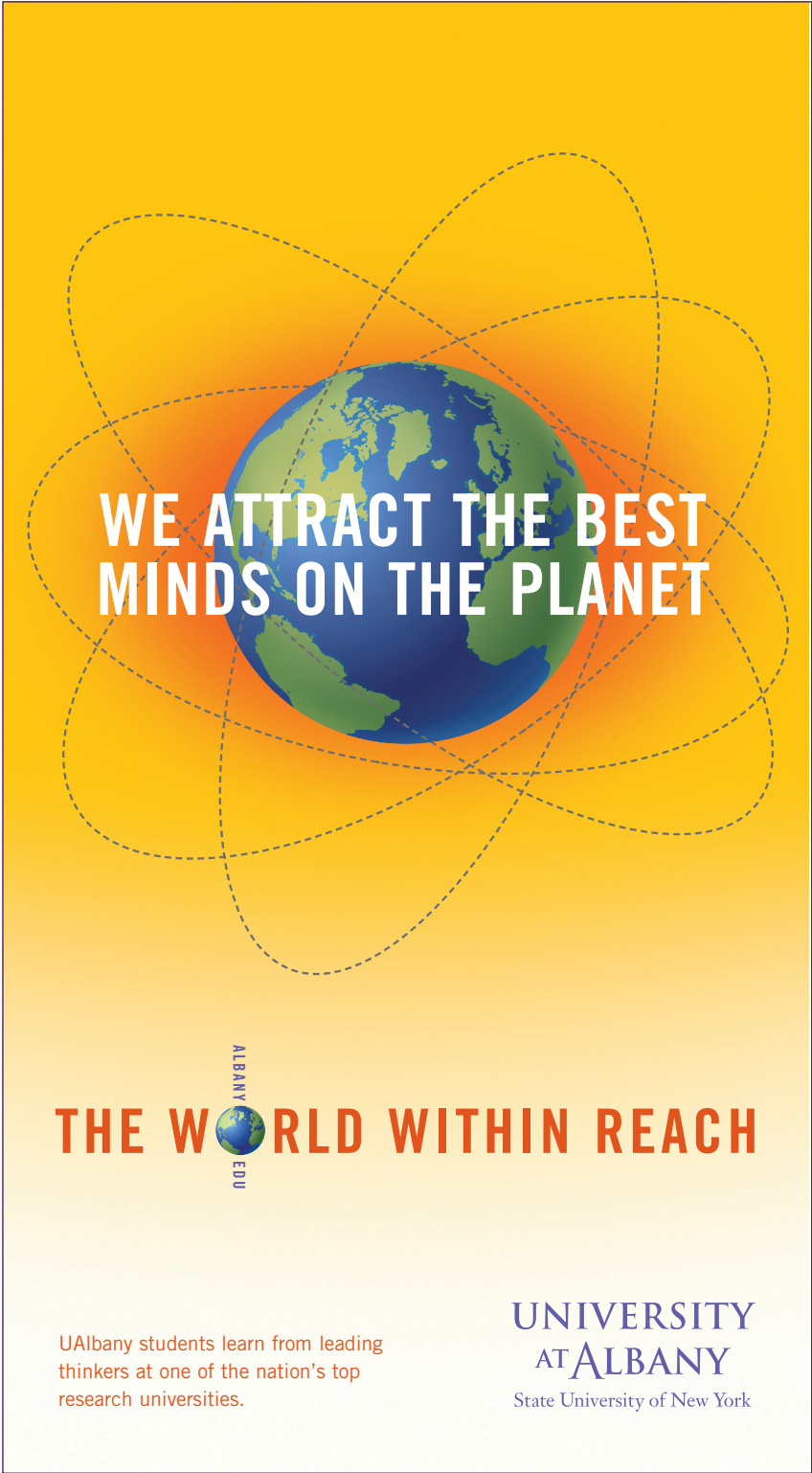
As a result of the research and University consensus through promise-statement testing, the following promise statement emerged that best captures and articulates UAlbany's distinctive strengths:

**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 W  RL D WITHIN REACH**



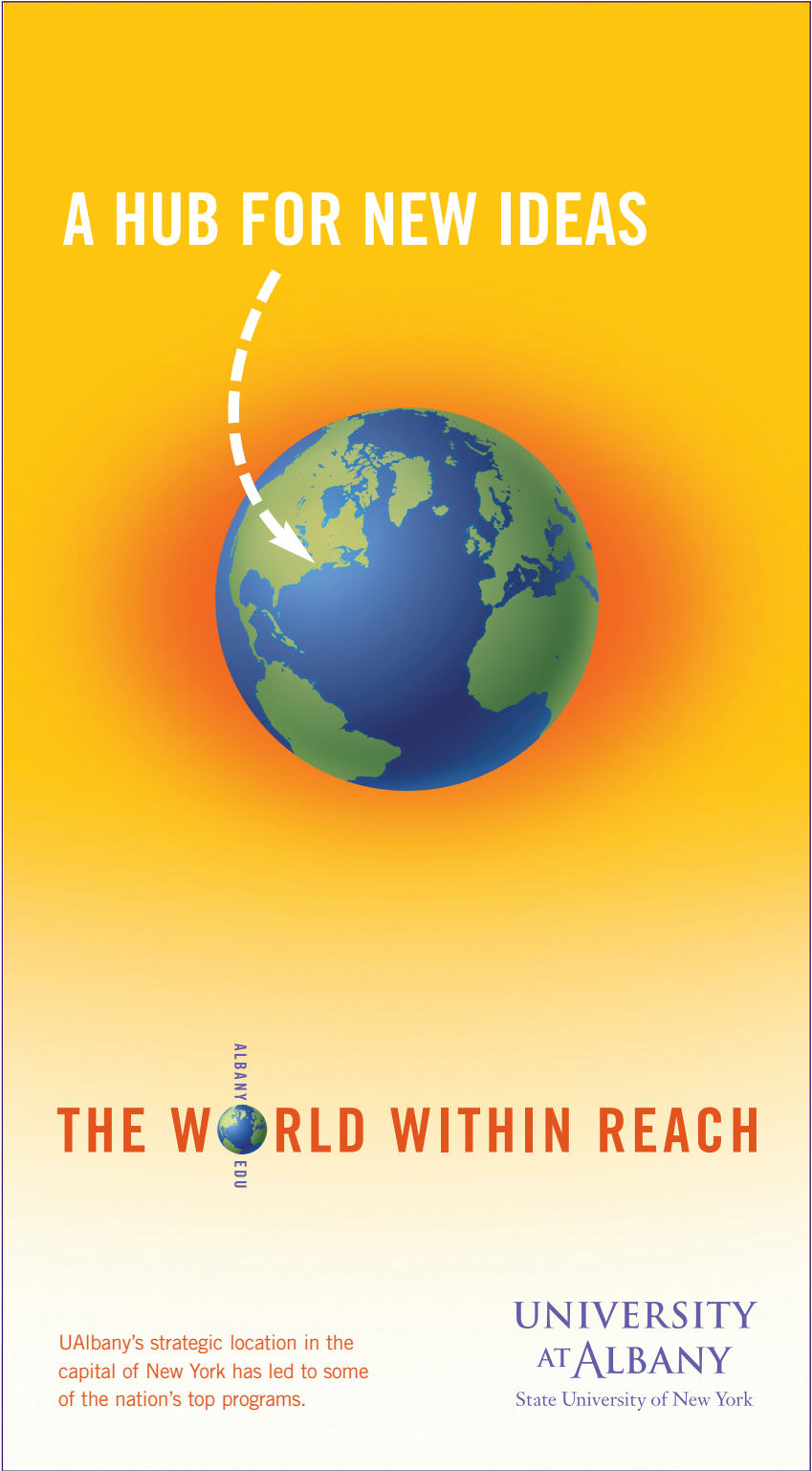
WE ATTRACT THE BEST MINDS ON THE PLANET

ALBANY  
EDU

THE WORLD WITHIN REACH

UNIVERSITY  
AT ALBANY  
State University of New York

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




A HUB FOR NEW IDEAS

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EDU

THE WORLD WITHIN REACH

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UAlbany's strategic location in the capital of New York has led to some of the nation's top programs.




# GET A GLOBAL PERSPECTIVE

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## 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.

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State University of New York



# 140,000 ALUMNI WORLDWIDE

ALBANY  
EDU

## 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.

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TRAIN



AIRPORT

