

A Guide to the Chicago Booth Brand and How to Bring It to Life



IN THE HEART OF CHICAGO BOOTH'S HYDE PARK CAMPUS, A NEON SIGN BLAZES WITH A TIMELESS QUESTION:

WHY ARE YOU HERE AND NOT SOMEWHERE ELSE

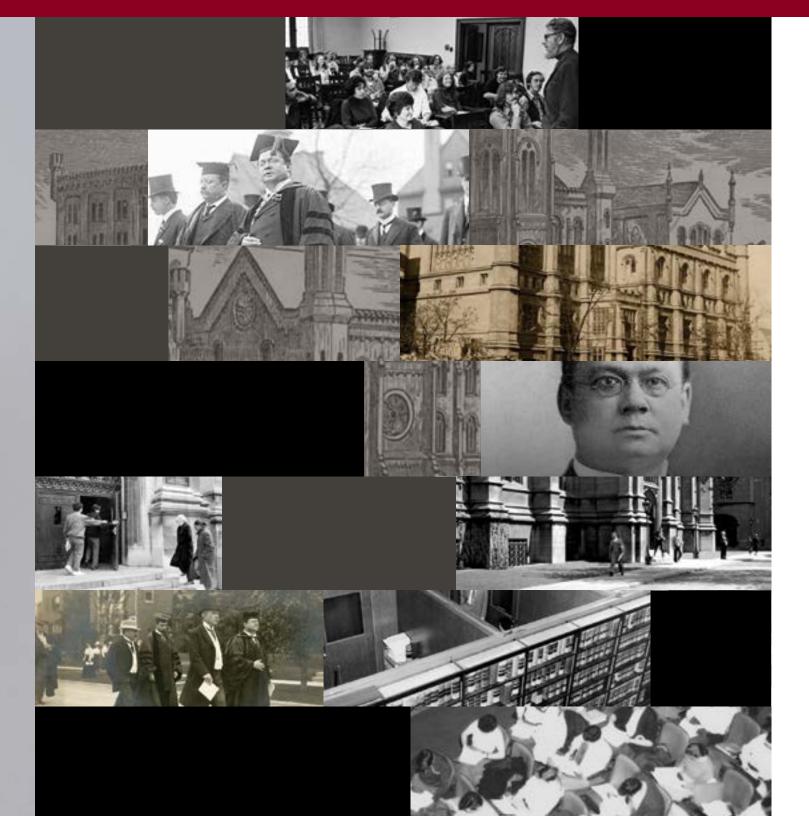
In the question lies a challenge: Know yourself. Know your purpose.

Generations of pathbreaking men and women who passed through our doors have each found their own answers to that question. They have seized their purpose, and defined their own unique "why."

But every member of the Booth community shares in a common commitment: to a culture rooted in rigorous inquiry.

At Booth, we have the courage to seek truth where the data and evidence lead, and to forge ideas in the heat of open-minded debate.

WE ARE BOOTH. THIS IS THE STORY OF OUR "WHY."



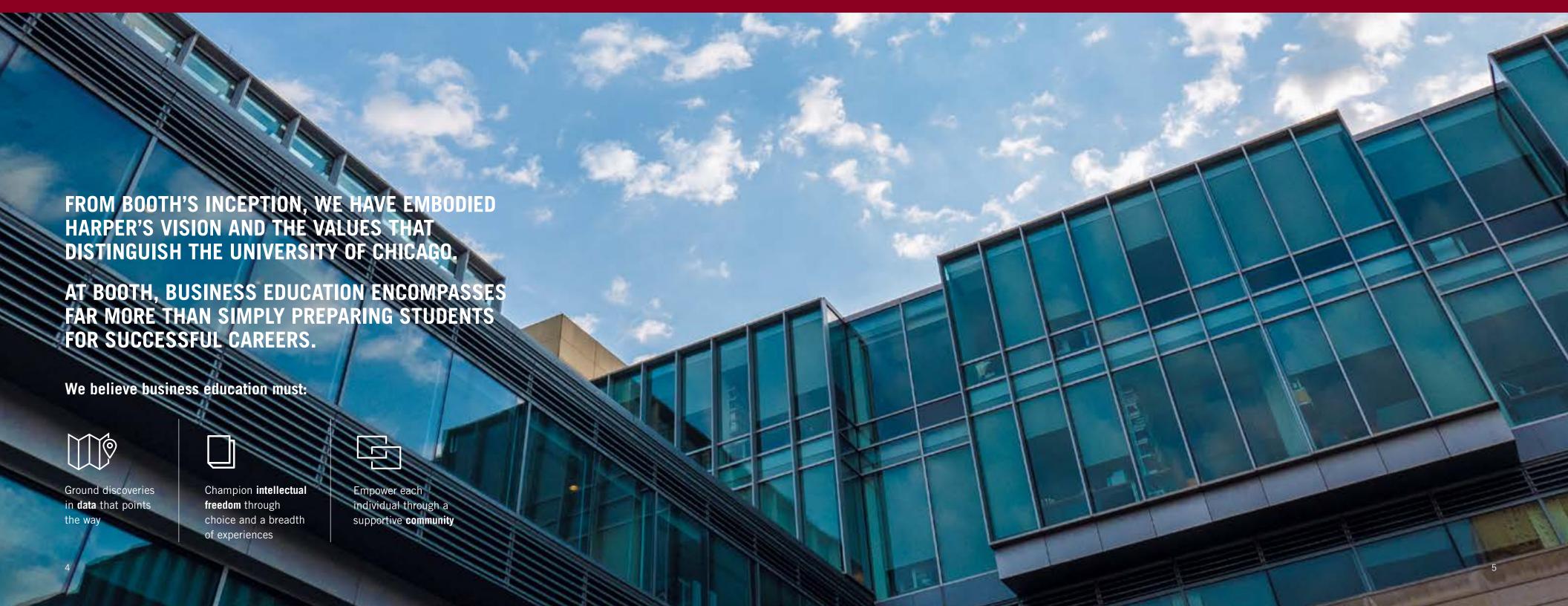
The University of Chicago Booth School of Business was founded in 1898. Our story begins eight years earlier, when William Rainey Harper established the University of Chicago.

Harper was an intellectual—a prodigy and a preeminent scholar of his day, grounded in a fundamental belief in academic freedom.

But he was also a rebel—an iconoclast who radically reshaped the landscape of higher education.

He created a university where the best and brightest minds could flourish and where your ideas, not your class or rank, were what mattered.

BACK THEN, CRITICS CALLED HIS PLAN "HARPER'S FOLLY." TODAY WE CALL IT VISIONARY.

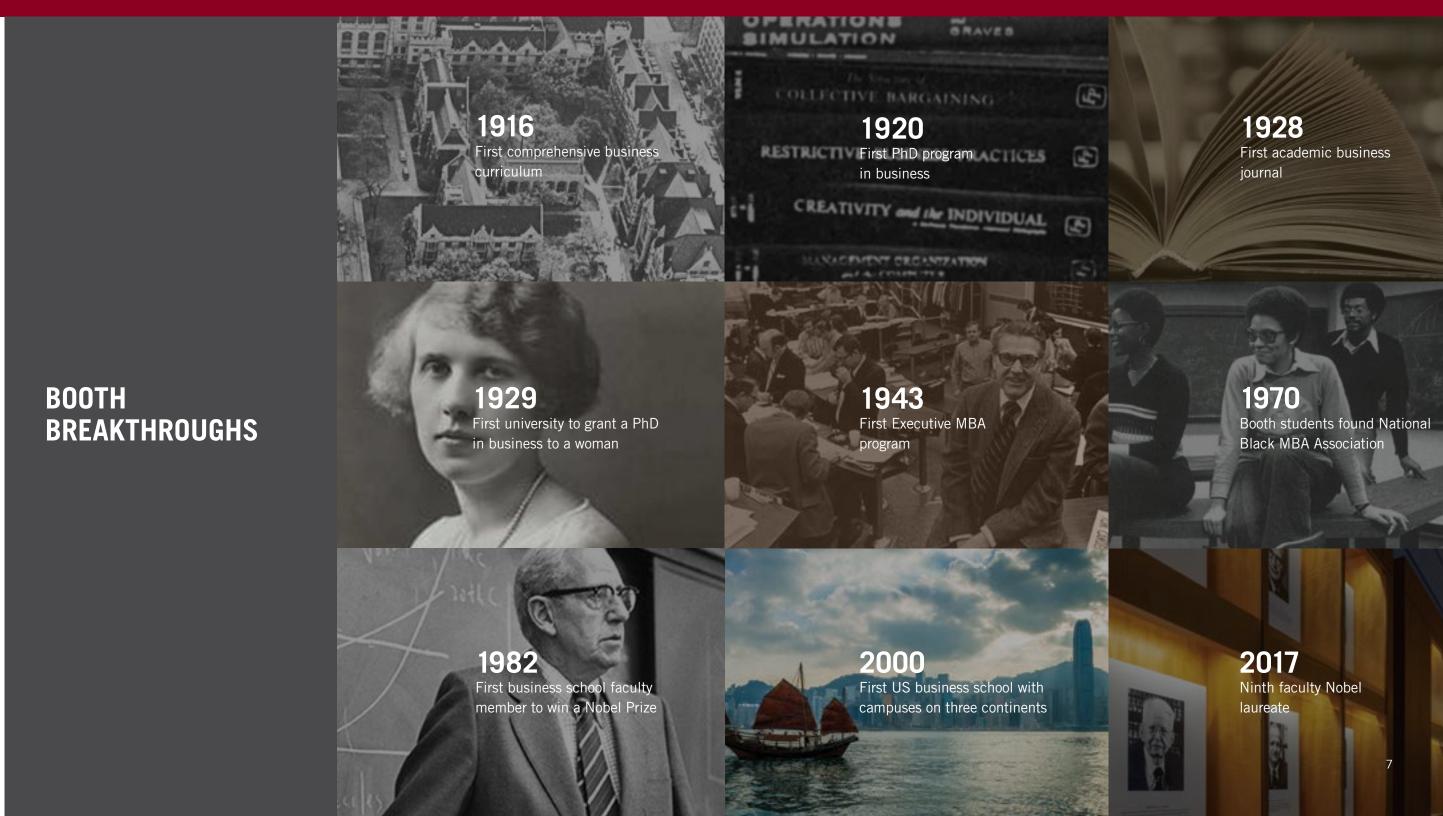


BOOTH'S DISTINCTIVE EDUCATIONAL PHILOSOPHY—KNOWN AS THE CHICAGO APPROACH—SETS US APART FROM ALL OTHER BUSINESS SCHOOLS IN THE WORLD.

The Chicago Approach is a multidisciplinary, empirical framework for solving the toughest problems.

It enables you to analyze any situation in order to create impactful solutions—no matter the industry. It has taught generations of inquisitive students not *what* to think, but *how* to think.

It encourages people with a thirst for knowledge to follow their convictions, leveraging data to challenge convention and charge ahead to new innovations and discoveries.



More than 120 years after Booth's founding, we still believe in pushing the boundaries of "business as usual."

AT BOOTH:



We foster a **sense of curiosity** and a lifelong love of learning that illuminates transformative insights.



We nurture an **analytical understanding** of how to apply frameworks and data to solve real-world problems.



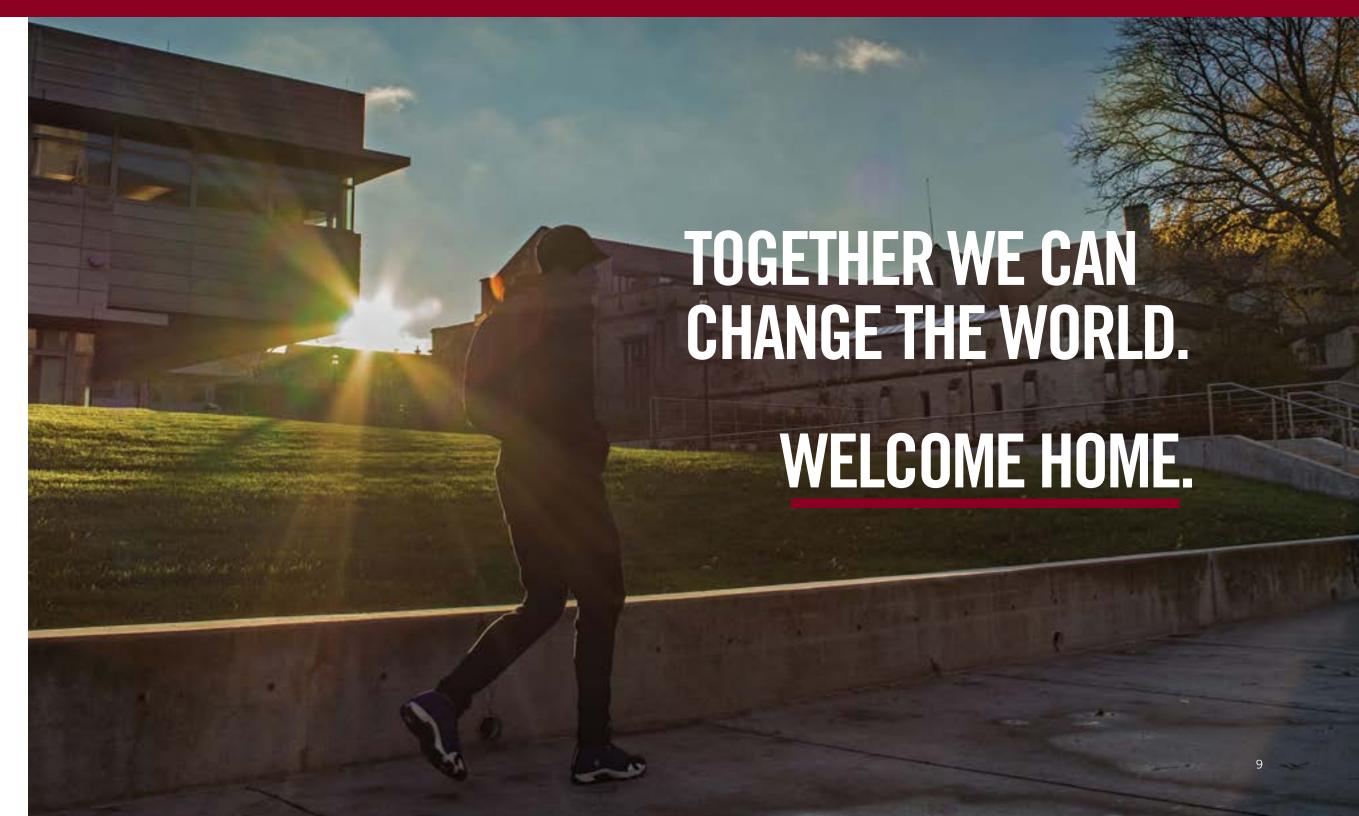
We flourish amid a **collaborative community** that pushes ideas and people to be their best.

? We upend the status quo by **asking bold questions** that change the way people think.

SO WHY ARE YOU HERE AND NOT SOMEWHERE ELSE?

You are here and not somewhere else because you're intellectually curious. You question conventional wisdom and strive ever-onward in pursuit of enduring knowledge.

But you're also a rebel. You're a bold thinker with the passion and conviction needed to transform those big ideas into tomorrow's breakthroughs.





BOOTH MESSAGING ARCHITECTURE

The Booth messaging architecture should should help guide the narrative of Booth marketing content. The language below is not intended to be used as advertising copy or taglines. It is the strategic foundation for all Booth content strategy, messaging development, and storytelling.

BRAND IDENTITY: Our unique identity carried through all

content

BRAND

PILLARS:

narrative.

The core messages

align our collective

that shape and

WHO WE ARE

We believe rigorous inquiry inspires insights.

Determined questioning unlocks solutions for creating change in the world.

WHAT WE DO

Grounding discoveries in

data that points the way

Multidisciplinary knowledge gives you analytical frameworks for unlocking solutions to complex problems.

Championing intellectual freedom through choice and a breadth of experiences

Diverse perspectives and career objectives enable you to create your own path to success.



Empowering each individual through a supportive community

Our culture of collaboration inspires you and pushes your ideas to be their beast throughout your career.

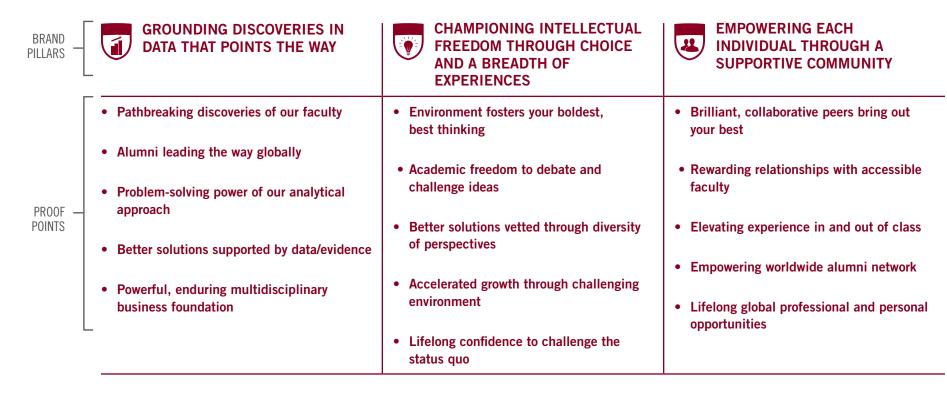
BRAND PROMISE: Our value proposition WHY IT MATTERS

We deliver enduring impact

Our approach shapes bold leaders who turn insights into game-changing action in their careers, in their organizations, and in the world.

BOOTH BRAND PROOF POINTS

The evidence or "key messages" for the Booth brand in support of the claims of value we make in our pillars.



HELPFUL HINT: The proof points, story angles, and story examples on these pages help content creators identify the right kind of stories to tell to communicate the value of Booth.

Use them as thought starters to identify talking points, story ideas, subjects to profile from our students, alumni, and faculty, or themes for any content efforts.

BOOTH BRAND STORY ANGLES

General story angles that give life to the Booth messaging architecture and will help generate real-world examples of our proof points.

GROUNDING DISCOVERIES IN DATA THAT POINTS THE WAY PILLARS • Pathbreaking discoveries of our faculty: Stories highlighting the benefits of learning business from our pioneering business school faculty • Alumni leading the way globally: Stories showcasing how Booth alumni make a profound impact on business around the globe Problem-solving power of our analytical **approach:** Stories highlighting how learning analytical frameworks prepares students and alumni to meet any business challenge Better solutions supported by data/ evidence: Stories highlighting how alumni and students leverage evidence and data to drive better decisions and solutions • Powerful, enduring multidisciplinary **business foundation:** Stories highlighting how learning core business disciplines from leading scholars gives a lifelong framework for better decision-making

- CHAMPIONING INTELLECTUAL FREEDOM THROUGH CHOICE AND A BREADTH OF **EXPERIENCES**
- Environment fosters your boldest, best thinking: Stories illustrating how the collaborative, free-thinking environment brings out new strengths and capabilities
- Academic freedom to debate and challenge ideas: Stories illustrating our enriching classroom environment of open-minded debate and freedom to challenge ideas
- Better solutions vetted through diversity of perspectives: Stories highlighting how the diversity of perspectives enriches learning and improves decisions and solutions
- Accelerated growth through challenging environment: Stories highlighting how transformative power of a challenging curriculum and incredibly accomplished colleagues
- Lifelong confidence to challenge the status quo: Stories highlighting alumni who are pathbreakers at all stages of their career



EMPOWERING EACH INDIVIDUAL THROUGH A SUPPORTIVE COMMUNITY

- Brilliant, collaborative peers bring out **your best:** Stories highlighting how the pay-it-forward ethos at Booth among students, alumni, faculty, and staff pays lifelong dividends
- Rewarding relationships with accessible faculty: Stories highlighting how access to Booth's renowned faculty both in and out of class gives students an enduring professional edge
- Elevating experience in and out of **class:** Stories showcasing the enriching classroom experience and how it elevates students professionally and personally
- Empowering worldwide alumni network: Stories showcasing how students and alumni reap lifelong benefits from Booth's growing network of 53,000 collaborative alumni
- Lifelong global professional and personal opportunities: Stories showcasing the lifetime global opportunities for members 13 of the Booth community

BRINGING THE REBEL INTELLECTUAL ARCHETYPE

PURPOSE

The Rebel Intellectual is the brand archetype of the University of Chicago Booth School of Business. Its purpose is to represent the emotional tenor and personality that set us apart as a brand and to serve as an inspiration for all our externally facing branding and marketing activities.

USE

The Rebel Intellectual archetype is a tool designed for use by Booth's internal communicators and marketers and for the partner individuals and agencies who support them. It is not intended to be a tagline, a marketing campaign, or any other externally facing property.

TO LIFE

DEFINING THE REBEL INTELLECTUAL

FUELED BY CURIOSITY, REBEL INTELLECTUALS ARE DRIVEN TO MAKE THE WORLD BETTER BY TURNING IDEAS INTO ACTION.

We are bold thinkers with global perspectives who leverage data to take informed risks, question the status quo, and forge our own path.

Rebel Intellectuals recognize that a collaborative approach to complex questions pushes people and ideas to be their best.

Always thoughtful and probing, we use analytical frameworks to create knowledge and make a meaningful impact in our lives and our communities.

Rebel Intellectuals are lifelong learners who lead with agile minds—constantly illuminating transformative insights to address the challenges of a rapidly changing world.

VOICE

THE CONSISTENT EXPRESSION OF A BRAND'S IDENTITY

The Booth brand voice is the personality by which our prospects, students, alumni, faculty and staff, business audiences, partners, and the general public experience our brand. It is a purposeful expression of who we are the Rebel Intellectual.

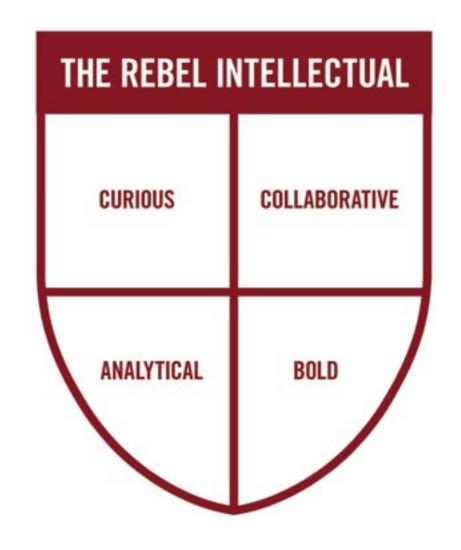
As a reflection of our unchanging character, that voice remains consistent across audiences and contexts.

Four core attributes of the Rebel Intellectual define our brand voice.

THE REBEL INTELLECTUAL ATTRIBUTES

The graphic to the right is a visual representation of the four foundational personality attributes of the Rebel Intellectual archetype. It's designed to serve as a quick reference for Booth brand practitioners.

In practice, Booth practitioners may choose to amplify one or more of the four attributes, relative to the others, as market or cultural conditions dictate. This amplification is perfectly acceptable and should be used at the discretion of the practitioner.



BOOTH VOICE ATTRIBUTES



CURIOUS

Description

Driven by an eager, probing, and agile intellect that questions the status quo, sees new possibilities, and relentlessly seeks to improve ideas based on their real-world applications.

Guidelines

- Express a sense of wonder, thirst for knowledge, and joy for learning
- Highlight unexpected questions or surprising but supportable insights and points of view
- Convey an open-minded, inquisitive spirit that desires to learn about the people and world around us
- Bring alive via specific language and examples of the unique aspects of people, subject matters, topics, and events

We are not: Naive, Immature, Misguided, Gullible, Unsophisticated, Shortsighted

Keywords

- Learn Seek
- Question
- Wonder Explore
- Probe
- Delve
- Adapt

Investigate

Inquire

Curious Attribute Example

Management Conference Video Script

"You belong here alongside global business leaders. Networking." Learning. Exploring new ways of thinking with the University of Chicago Booth School of Business. Developing your management skills, guided by Booth's preeminent faculty. Invest in your growth and gain an edge on the theory and practice of business."



Why It Works:

The introduction, "You belong here," addresses the viewers directly and piques their curiosity about the event. The copy inspires viewers to join the Booth community to explore new ways of thinking, engage in lifelong learning, and invest in personal and professional growth.

BOOTH VOICE ATTRIBUTES



Description

Rooted in theoretical frameworks, evidence-based thinking, and deeply rigorous, multidisciplinary inquiry encompassing every facet of an issue.

Guidelines

- Ground storytelling in careful observation, factual insights, and thorough research
- Use data to illustrate and enhance—but not overwhelm storytelling
- Highlight the problem-solving power of the Chicago Approach
- Showcase the pathbreaking insights born out of rigorous analysis and inquiry

We are not: Cold, Antisocial, Pessimistic, Impractical, Pedantic

Keywords

- Research
- Quantify
- Analyze
- Think
- Prove Assess
- Inquiry Insight

Ideas

Measure

Analytical Attribute Example

Print Advertisement

"Identifying a great opportunity requires a ready mind. At the University of Chicago Booth School of Business, we're preparing MBA students with the analytical rigor, intellectual frameworks, and global network they need to rise above any challenge and succeed in any market."



Why It Works:

Linking analytical rigor and intellectual frameworks to professional success demonstrates the power of the Chicago Approach in action. It illustrates that Booth can give a reader with a "ready mind" the business toolkit to turn knowledge into impactful solutions across industries.

BOOTH VOICE ATTRIBUTES



Description

Courageous enough to turn insight into action, whether that means speaking truth to power, holding a contrarian position, or taking a risk few would dare.

Guidelines

- Utilize vivid language, evocative details and facts, energetic quotes, and descriptions that bring personality alive
- Draw in audiences by asking unexpected questions or making provocative but supported claims
- Position boldness as supported by analysis and purpose
- Showcase actions, outcomes, and impact to highlight that we are doers as well as thinkers

We are not: Reckless, Arrogant, Careless, Rash, Pushy, Overbearing, Hyperbolic

Keywords

Dare

- Challenge
- Pioneer

Lead

- Impact Contrarian
- Discover Defv

Bold Attribute Example

Economic Outlook Video Script

"You can't write the history of economics without the University of Chicago and its tradition of Nobel Prize winners in economics. But in today's fast-paced economic climate, you're less interested in the past than the future. What's next for the global marketplace? Find out from top Booth economists."



Why It Works:

It opens with a bold claim—"You can't write the history of economics without the University of Chicago"—that is supported by referencing the history of Nobel winners at Chicago Booth. It pivots on a provocative question—"What's next for the global marketplace?"—and positions Booth as an authority that will provide the answer.

BOOTH VOICE ATTRIBUTES



Description

Joined with a diverse global community of fiercely individual thinkers who share a commitment to supporting one another, a multidisciplinary ethos, and an unshakable belief that collaboration pushes ideas and people to be their best.

Guidelines

- Showcase how the supportive community engenders collaboration in the service of better ideas and outcomes
- Highlight how at Booth, ideas compete, and people collaborate
- Emphasize how the multidisciplinary approach at Booth yields impact
- Convey how engaging diverse opinions, perspectives, and backgrounds yields greater insight and impact

We are not: Indecisive, Unprincipled, Uncritical, Passive

Keywords

- Collaborate
- Integrate

Exchange

Facilitate

- TeamworkCommunityListen
- MultidisciplinaryDiscourse

Collaborative Attribute Example Rustandy Center Website 'How We Help You' Page

"The Rustandy Center is a resource for nonprofit leaders; social entrepreneurs; Booth faculty, students, and alumni; nonprofit board members; and impact investors—anyone committed to making the world more equitable and sustainable. Our social impact programs are designed to

help members of our community increase their odds of

solving seemingly intractable problems."



Why It Works:

The headline addresses readers personally ("You") to welcome them into the Booth community. The supporting copy showcases the inclusivity and breadth of the Rustandy Center community and articulates how the center facilitates the work of committed contributors to social impact.

TONE

THE ATTITUDE OF
A BRAND VOICE IN
A SPECIFIC CONTEXT

Tone, on the other hand, is much more connected to a specific audience. Our tone is the attitude of our voice, and it changes as audience and context shift. We strive to be as relevant as possible to each particular group we communicate with. Defining tone must be done by Booth practitioners on a case-by-case basis.

Example 1

Context & Audience

Social media ad promoting Reconnect Weekend to alumni

Attributes

Collaborative, Curious

Tone

Nostalgic, Welcoming, Friendly

The language and visuals are rooted in a sense of nostalgia for the Booth experience and community, inviting alumni to reflect on their time here and feel proud. Beginning with a question makes would-be attendees curious about where their classmates are today, and ends with a strong call to action to register and find out.



Example 2

Context & Audience

Advertising campaign for right-fit prospects

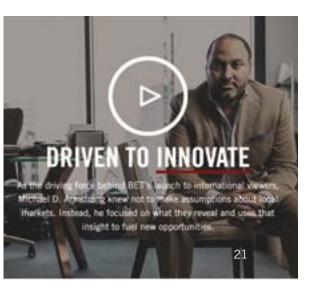
Attributes

Bold, Analytical

Tone

Daring, Inquisitive, Inspiring

The high-impact phrase "driving force" coupled with the example of an impressive career achievement demonstrates the real-world impact of bold Booth thinking. The second sentence grounds this success in the importance of turning to the data, and invites prospects to imagine how Booth can equip them with the analytical skills to turn their ideas into action.



LOOK AND FEEL: FOUNDATIONAL ELEMENTS

Just as the language we choose is carefully crafted to express the Rebel Intellectual, the imagery we put forth plays an equally important role in telling that story. For the Rebel Intellectual, we bring together photography, typography, and the use of collage and type ribbons to build a narrative and form foundational elements of our identity.

Photography



Typography



Collage



THE REBEL INTELLECTUAL LOOK AND FEEL

The guidance that appears on these pages is designed to help you incorporate the Rebel Intellectual into the work you're already doing. Please use it as a supplement to—rather than a replacement for—the Booth Style Guide.

Please continue to refer to the Booth Style Guide for detailed guidance and technical specifications for logo treatment and placement, sizing, color palette, typography, and photography.







LOOK AND FEEL: PHOTOGRAPHY SELECTION

When choosing photography, look for opportunities to add nuance and context based on audience by using images that emphasize specific Rebel Intellectual attributes.

LOOK AND FEEL: PHOTO TREATMENT

Rebel Intellectual photographic treatment relies on the two main techniques of warming and darkening. Warming should be used as the default technique, while darkening is used when type overlays a photo.

Curious Emphasis



Photos that show people engrossed in lively conversation or problem-solving convey curiosity and engagement.

Collaborative Emphasis



Collaboration can be expressed in a variety of ways and isn't limited to classroom conversation. This unexpected take on collaboration highlights the teamwork involved in a fun social activity.

S

Analytical Emphasis



Photos of faculty members lecturing or students or alumni deep in thought highlight the analytical aspect of the Rebel Intellectual.

Bold Emphasis



Portraits with subjects who pose confidently and look directly into the camera communicate the fearless and challenge-ready attitude that characterizes the bold.

Original Photo



This color treatment warms up the tones of photos and reduces their contrast and saturation. Warming serves to unify disparate photographic styles under a common look that is ownable as part of the Booth brand.

Warming Treatment

Darkening Treatment



Darkening a photo under text allows the text to pop as the brightest element in the composition, ensuring good legibility.

LOOK AND FEEL: THE IMAGE COLLAGE

The Chicago Booth brand is often best expressed with an image collage that captures different aspects of student life, faculty, the Booth community, and Booth campus cities worldwide. Through photo selection, each collage can reflect the full spectrum of the Rebel Intellectual or focus more narrowly on one or more of the attributes.



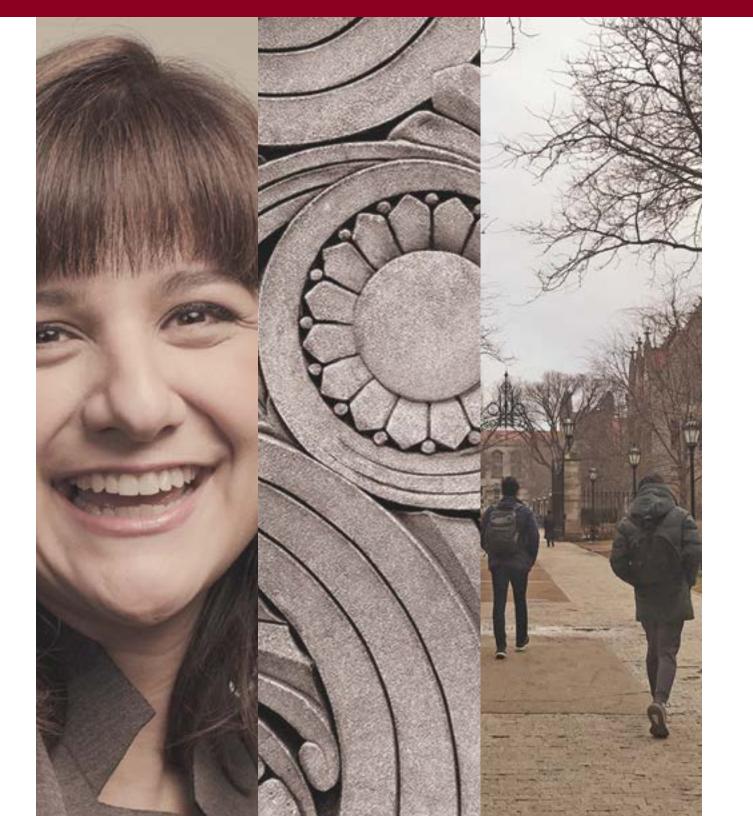
LOOK AND FEEL: THE COLOR-BLOCK IMAGE COLLAGE

A variation on the image collage, the color-block collage allows practitioners to increase visual interest through the use of color blocks. This option allows for fewer images and more of a visual break between them when the goal is to focus attention on a smaller group of narrative elements.



LOOK AND FEEL: THE NARRATIVE COLLAGE

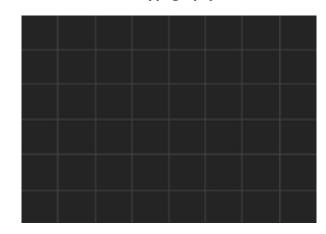
A second and more focused variation on the image collage, the narrative collage is a combination of multiple images in columns. This approach to displaying imagery can be used to visually suggest a narrative, multiple viewpoints of a single subject, or a subject and its environment.



LOOK AND FEEL: TYPOGRAPHY

Rebel Intellectual typography strikes a balance between the ordered and organized nature of a grid and unexpected breaks in type flow suggestive of a break with convention. This arrangement conveys a personality on the page that is rational, balanced, and provocative.

Rebel Intellectual Typography Construction



Start with a grid appropriate to the asset you are creating to establish the layout system.



Place type on the grid in a way that enhances the meaning. In this case, placing the word "impact" away from the rest of the statement adds emphasis to it.



Add imagery. The final composition combines photography and type in a way that is rational and balanced, yet provocative.

LOOK AND FEEL: THE TYPE RIBBON

The Booth Type Ribbon is an emphatic visual element that can be used to add emphasis, to counter meaning, or to speed or slow pacing of written words. Ribbon use is always tied to the meaning of the words it is used with.

LOOK AND FEEL: THE TYPE RIBBON

When using the type ribbon, take care to avoid the following practices.

For Emphasis

SOME SAY YOU'RE A DREAMER. WE CALL YOU VISIONARY.

Here the type ribbon is used as an underline to emphasize a select word in the sentence. Note that the selected word (or words) can appear anywhere in the sentence, not just at the end.

As a Counterpart



The type ribbon is used as a strikethrough to counter the meaning of "an" in a visual flourish that underscores the idea of individuality and self-direction expressed here.

For Pacing

BECAUSE YOU ASK
THE QUESTIONS
OTHERS
DON'T.

The type ribbon is used to create a visual pause before the word "don't" to create a more unexpected, and thus provocative, rhythm and meaning for the sentence.

Don't:



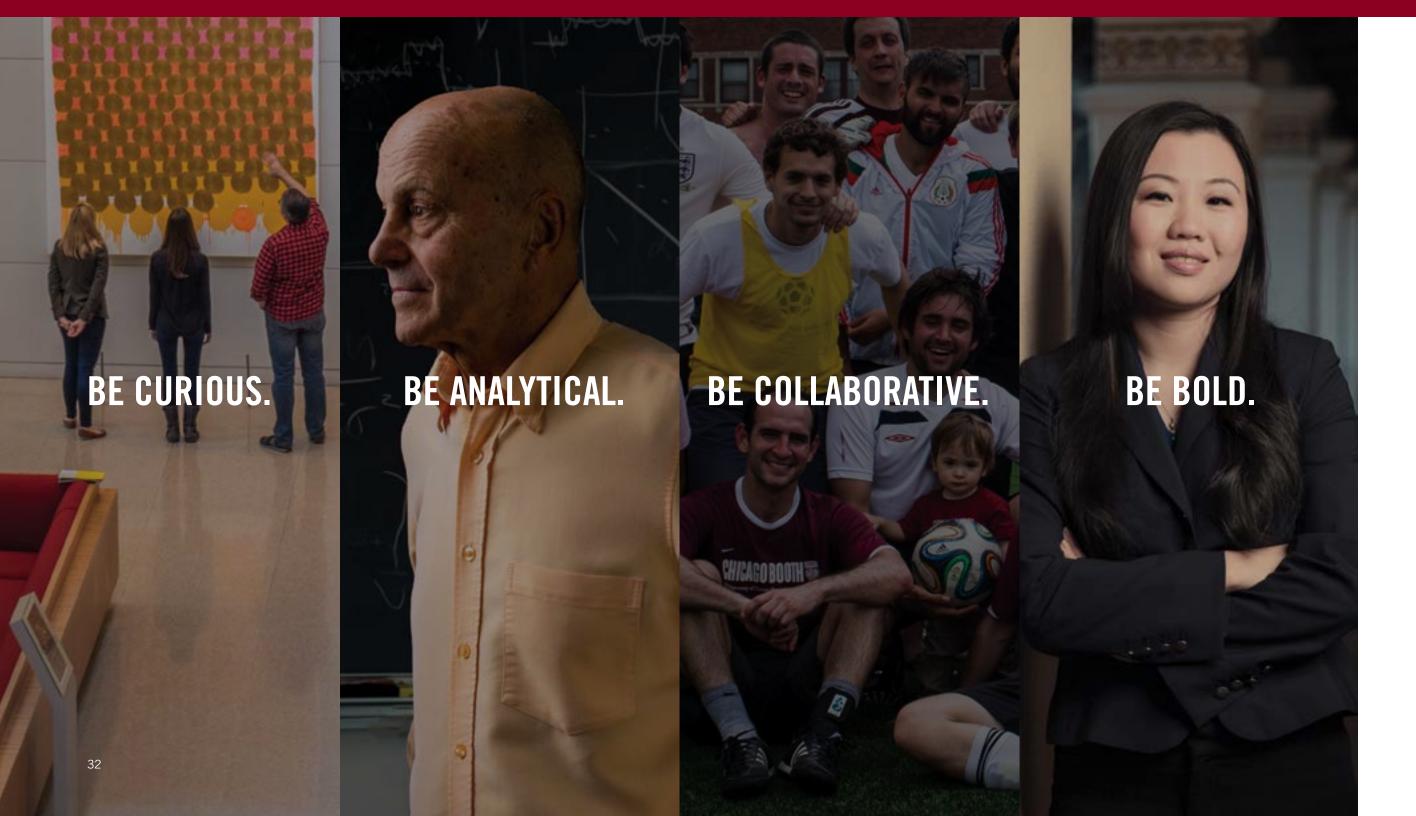
Don't use the type ribbon to emphasize an entire statement. Using it sparingly preserves its impact. Don't underline punctuation that ends a sentence.



Don't combine different usages.

BECAUSE YOU ASK
THE QUESTIONS
OTHERS
DON'T.

Don't use the ribbon when doing so fails to convey additional meaning or conveys the wrong meaning.



BE BOOTH.

