



# Our Brand Story

**EVERY GENERATION** is called upon to build a university poised to tackle the challenges of today and tomorrow. We meet those challenges grounded by our roots – yet spurred forward by our profound responsibility to seek truth, solve problems and shape a future unhampered by fixed tradition.

**Here we seek out challenges** so we can create change. We question and test the status quo and then innovate on it. We **collaborate** and **integrate**. We overcome barriers so our ideas can collide and grow.

And, together, **we create new purpose.**

We build the university of tomorrow for the students who are seeking their purpose. For the educators and researchers who pursue theirs in the lab and share it in the classroom – and around the world. For our alumni and partners who deliver greater good into our communities. Working together alongside and in partnership with Indigenous Peoples and all under-represented voices. We weave together a tapestry of backgrounds and cultures, because we are made stronger by our diversity.

**Together we are  
change makers,  
community builders,  
world shapers.**

This world is challenged like never before. But when we stand together and listen to one another, we generate the solutions that make us healthier, safer, stronger and more just.

**Moving forward, we make  
this simple but vital promise:**

We, the University of Alberta, will never be satisfied with the “now.” We will always be seeking, always be challenging and, most of all, always be leading.

**Leading with Purpose.**