

Mission

Student Life

Student Services

Academic

tagline

The Match Game



Which College uses each tagline?

University of Mississippi

Michigan State

University Montana Missoula

University of Texas Austin

Arizona State

Ohio State

University of Tennessee

University of Vermont

University of Rhode Island

University of Delaware

Colorado State

Purdue

It's Happening Here

Knowledge to go Places

The Greatness within our Grasp

Building a New Culture of Learning

Advancing Knowledge, Transforming Lives

What Starts Here Changes the World

A Great American University

Life Shouldn't be Ordinary

Future

Do Something Great

The Discovery Continues

Excellence, Impact, Access

Actual Taglines

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Let's Play Again



Which College uses each tagline?

Northern Illinois University

Willamette University

University of Kentucky

University California Irvine

Union College

University North Carolina Asheville

Texas A&M Corpus Cristi

University Southern California

Louisiana State A&M

Georgetown University

Sweet Briar College

Xavier University

You are Union

Think is for Girls

Hoya Saxa

LSUnique

The Power of X

NIU Works!

See Blue

The First University in the West

North Carolina's Public Liberal Arts College

Rip em Eaters!

The Island University

Fight On!

Actual Taglines

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Two out of Three?



Which College uses each tagline?

Albertson College of Idaho

Erksine College

Harvey Mudd College

Mayville State University

Methodist University

St. Francis College

Texas Lutheran University

University Minnesota Crookston

Small College, Big Opportunities

Small University, Big Advantage

Small Classes, Big Difference

Small School, Huge Possibilities

Small Campus, Big Degree

The Small College of Big Dreams

A Small College with a Big Reputation

A Smaller School with a Bigger Calling

Actual Taglines

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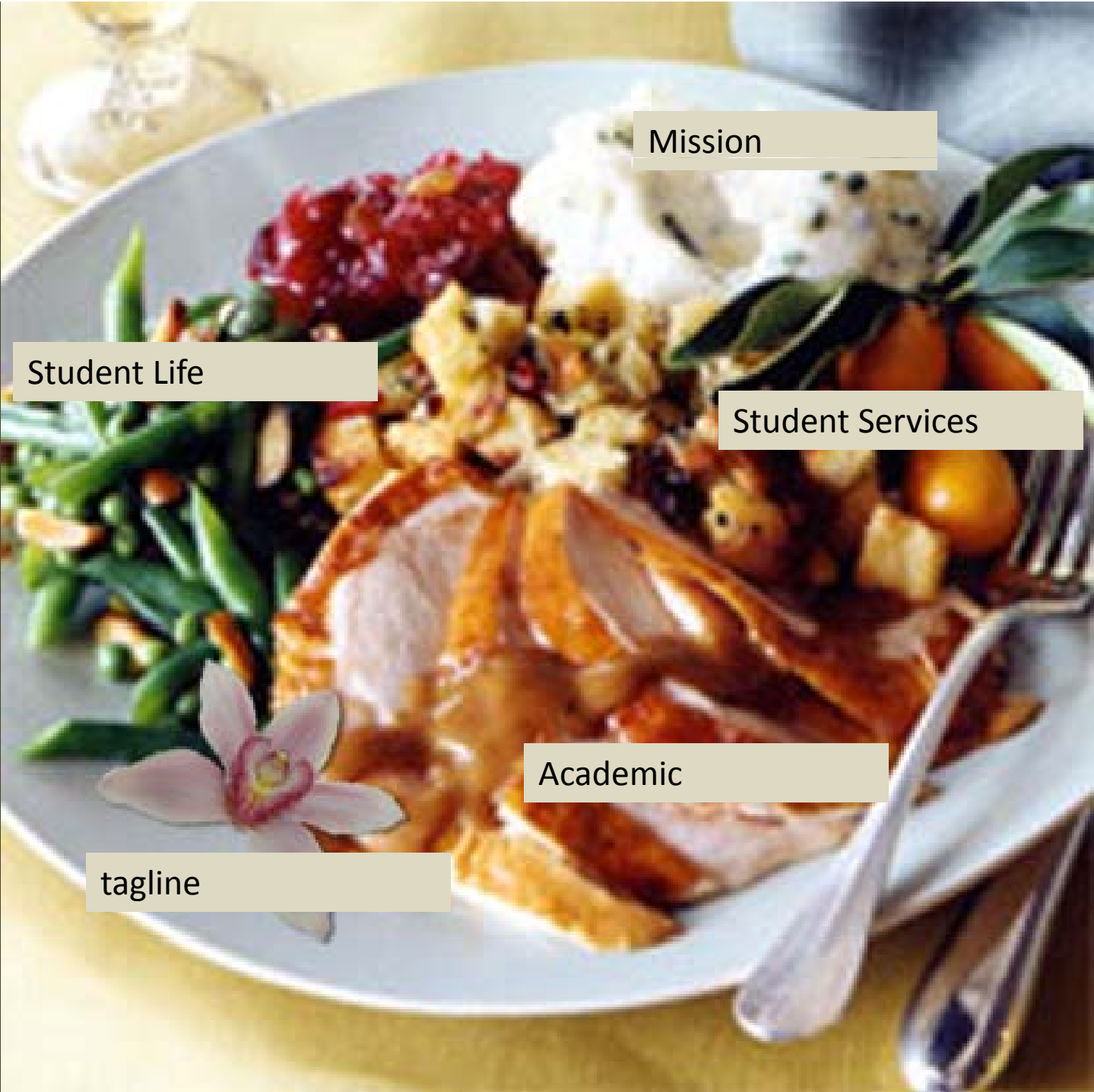
Small College, Big Opportunities

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Small Campus, Big Degree





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What is unique about UH Hilo?

- Can our competitors say the same thing?
- Can you say it easily?
- Does it trigger interest or curiosity?
- Is it short enough to fit on a bumper sticker?
- Would people want to put it on their own car bumper?



UNIVERSITY OF HAWAI'I AT HILO



Small Campus Big Opportunities



SMALL CAMPUS

BIG OPPORTUNITIES



UNIVERSITY
of HAWAII®

HILO



BIG ISLAND

SMALL CAMPUS



UNIVERSITY
of HAWAI'I®

HILO



UNIVERSITY OF HAWAII AT HILO
BIG ISLAND SMALL CAMPUS



UNIVERSITY OF HAWAII AT HILO



Where Learning Comes Alive

UNIVERSITY OF HAWAI'I AT HILO



Where Learning Comes Alive



UNIVERSITY OF HAWAI'I AT HILO



Big on Learning, Big on Adventures

UNIVERSITY OF HAWAI'I AT HILO



Big on Learning, Big on Adventures



UNIVERSITY OF HAWAI'I AT HILO
THE STATE U ON THE BIG I



UNIVERSITY OF HAWAI'I AT HILO
THE STATE U ON THE BIG I



UNIVERSITY OF HAWAII AT HILO
seeking edventurers

