

BEHIND THE DESIGN:

the Elements of the Values Campaign

Each of the four institutional values make up what the University of Alberta stands for and believes in as a whole. With that inspiration, we created a separate graphic moment for each of the values to shine on their own – and a visual opportunity for them to come together, creating a sense of unity. We housed the collective designs in a shield (which comes from our logo) because these values are what make us, us.

When the individual parts of the design (quadrants of the shield) are shown separately, we give the reader a chance to focus on one element and learn about that individual value. When we bring all four together, we demonstrate how the collective themes unify us in what we do and how we do it.

Here is the inspiration behind each of the designs:



Unwavering Curiosity:

An abstract eye symbolizes how curiosity opens our perspective and invites deeper exploration of big ideas.



A Spirit of Community:

Overlapping faces show people coming together and sharing a common purpose.



Shared Accountability:

Repeating arrows show shared directions and responsibility for the future.



Impact through Excellence:

Radiating shapes illustrate how ideas and actions spread outward and affect the world beyond their starting point.



Mega Poster



Sticker Postcard



UNIVERSITY OF ALBERTA