

# Messaging for Samford University



## ESTABLISHED LEADER

Powerful and assertive, driven by growth and being an industry leader.

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### SAMFORD'S CHARACTER IS ROOTED IN STRENGTH AND LEADERSHIP.

Samford's 175-year history is one of academic excellence and leadership. As a private, Christian institution, we remain firmly rooted in our identity and mission while continually expanding educational opportunities and experiences for our students. Samford increases its influence by graduating students capable of addressing the profound challenges facing today's society. Samford's strong character positions us as a place of hope and as a guiding light for future generations of thoughtful leaders.

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## CLASSIC INSPIRER

Beautiful and refined, driven by experience, sophistication and beauty in all forms.

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### SAMFORD'S DISTINCTIVE BEAUTY INSPIRES EXCELLENCE.

At Samford, the beauty of God's creation that surrounds us inspires us to be our best selves. Beauty is found on our nationally recognized campus. It's in the architecture of our traditional brick buildings and our modern learning spaces. It's in the lush greenery of our 300-acre campus of rolling, tree-covered hills. Most importantly, beauty is found, and nurtured, within the hearts and minds of our students. Our learning environment enriches the spiritual, intellectual and social development of our community members. We manifest the beauty found at Samford by restoring hope to a broken world.

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## LOYAL SHEPHERD

Supportive and selfless, driven by compassion, warmth and the desire to care for others.

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### SAMFORD BUILDS STRONG, LASTING RELATIONSHIPS.

Samford is a welcoming and caring community. Christ's love and selfless example compel our culture of service and compassion. Community service, campus fellowship and classroom learning encourage us to focus our gifts on a world in need. Relationships develop and strengthen through research opportunities and scholarly collaboration between Samford faculty and students, and between Samford faculty and their colleagues around the world.

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## ESTABLISHED LEADER

Powerful and assertive, driven by growth and being an industry leader.

LEADER  
ESTABLISHED  
EMPOWERING  
DEDICATED  
TRADITIONAL  
INTELLIGENT  
EXPERIENTIAL  
CONFIDENT  
FORWARD-THINKING



## CLASSIC INSPIRER

Beautiful and refined, driven by experience, sophistication and beauty in all forms.

BEAUTIFUL  
INSPIRING  
CLASSIC  
DISTINCTIVE  
REFINED  
EXCELLENCE



## LOYAL SHEPHERD

Supportive and selfless, driven by compassion, warmth and the desire to care for others.

LOYAL  
COMPASSIONATE  
CARING  
WARM  
ETHICAL  
FRIENDLY  
SUPPORTIVE  
SELFLESS

# Messaging for Samford University

## ESTABLISHED LEADER

### Leader

Samford is a leader in higher education because of its continued ability to strive for excellence in all things.

### Established

Samford's 175-year history is one of academic excellence and leadership.

### Empowering

Samford equips servant leaders with confidence, compassion and knowledge.

### Dedicated

Samford ensures lasting success through a steadfast adherence to its Christian mission and vision.

### Traditional

Samford connects history with students' spiritual and intellectual development.

### Intelligent

Samford graduates students capable of addressing the profound challenges facing today's society.

### Experiential

Samford students strengthen their vocational and leadership skills through practical, real-world experiences.

### Confident

Samford graduates are confident and courageous, prepared to positively influence today's society.

### Forward-thinking

Samford shows forward thinking through its innovative academic programs.

## CLASSIC INSPIRER

### Beautiful

Samford's learning environment enriches the spiritual, intellectual and social development of community members.

### Inspiring

Samford's Christian values compel us to positively influence society as a whole.

### Classic

Samford's legacy is one of faith and tradition.

### Distinctive

Samford's Christian mission makes it a pillar in a shifting world.

### Refined

Samford's community members are accomplished, refined and sophisticated.

### Excellence

Samford achieves excellence through its distinguished academic programs.

## LOYAL SHEPHERD

### Loyal

Samford's community supports one another because of a foundational Christian mission.

### Compassionate

Samford helps others by meeting diverse needs and leading societal improvement.

### Caring

Samford's community members encourage, love and motivate one another.

### Warm

Samford's welcoming and caring community fosters lasting relationships.

### Ethical

Samford honors others by making moral decisions and leading with a servant's heart.

### Friendly

Samford's community is welcoming and respectful of all people.

### Supportive

Samford's community members support and encourage one another.

### Selfless

Samford's community members embody Christ's selflessness, believing that we are here to serve one another.