

University Brand Platform

Brand Essence

Transforming, together

Butler is built for those who seek transformation. For those who aspire to reimagine the status quo or to be someone more. For those who want to move concepts into realities and individuals into changemakers. Together we will transform what it means to be a university.

Personality

Tenacious

Ambitious

Collaborative

Creative

Sincere

Brand Pillars

Bulldog Results

Our academic approaches, access to a thriving metropolis, and industry-leading support systems result in real-world outcomes and demonstrable impact for individuals, businesses, and communities.

Our Best Selves

Our transformative approach to holistic well-being is evidence of our belief that the greatest achievements come from having the right support, guidance, and resources to achieve your best self.

Lifelong Learning

Our commitment to lifelong learning is front and center as we develop new educational models and teaching approaches that build the foundation of higher education.

Strategic Drivers

Lifelong Success and Access, Experiential Learning, and The Whole Person.

Developed from research and institutional priorities.