

Voice and Tone

Just One Example

Before

Emory University, a top research university located in Atlanta, Georgia, is an inquiry-driven, ethically engaged, and diverse community whose members work collaboratively for positive transformation in the world through courageous leadership in teaching, research, scholarship, health care, and social action.

The university is recognized internationally for its outstanding liberal arts college, superb professional schools, and one of the Southeast’s leading health care systems.

This is well written, but it reads formal and functional. It describes Emory, but doesn’t tell the larger brand story.

After

From internationally ranked liberal arts to one of the Southeast’s leading health care systems, Emory University is so much **more than the sum of its recognized parts**. It’s inspired learning, **fearless collaboration**, ethical engagement, and the **courage to answer the greatest questions of our time** with creativity and optimism.

From its beginnings in Oxford, Georgia, in 1836 to its present status as an academic and research powerhouse, Emory shapes the critical thinkers and compassionate leaders who shape the world.

This feels bold, connected, and human. It describes Emory as not just a place but a people, tying their actions to a larger brand story about creating an impact for the greater good.

- ← **Goes beyond a surface-level description of the institution**
- ← **Demonstrates connection**
- ← **Balances confidence with humility**