



Brand strategy overview

THE BRAND POSITIONING STATEMENT

the key takeaway

BENTLEY UNIVERSITY IS WHERE GOOD BUSINESS BEGINS.

BRAND PILLARS

the truths that prove it

WHO WE ARE

**FORCES
OF POSITIVE
CHANGE**

Bentley University has a clarity of purpose and believes in having a positive impact. Being both dynamic and proactive demonstrates Bentley's unwavering commitment to making a tangible difference. The successful business leaders of tomorrow will be expected to deliver real-time value in the marketplace as well as lasting positive outcomes for society. As a community, we will drive that positive impact – and the future of business.

WHAT WE DO

**UNPARALLELED
IMPACT**

Bentley University understands impact – it's woven into everything we do. Since our founding days, this institution has maintained a resolute, comprehensive and sustained commitment to success and outcomes. It's our core competence – and core promise. Students, faculty and staff come to Bentley with life-changing aspirations, and achieve their goals here.

HOW WE DO IT

**HOLISTIC
BUSINESS
EDUCATION**

In a world marked by seismic change and grand challenges, Bentley University cultivates an environment that fosters ethical and moral principles, nurturing the development of well-rounded leaders poised to make an impact on the world stage. We deliver a highly innovative, technology-infused, future-focused business education and scholarship. With multidisciplinary academic programs, corporate collaborations and real-world partnerships, Bentley educates the head and heart with the best of business and arts and sciences – and prepares the leaders of tomorrow to meet any challenge the global economy may bring.

IT'S JUST GOOD BUSINESS



Bentley University believes good business can impact more than just the bottom line – it can change the world.

Bentley is a community of future business leaders who will deliver value in the marketplace and lasting positive effects for society.

We're focused on impact, outcomes and success.

Our students are highly sought after; our faculty are applying innovative research to real-world problems; and our alumni are leading organizations around the world.

Bentley educates the head and the heart with a highly innovative, technology-infused, future-focused education that integrates the best of business and arts and sciences.

We prepare the leaders of tomorrow to meet any challenge the global economy may bring.