Defining Our New Brand

The University of Pittsburgh at Greensburg is part of the University of Pittsburgh system. The Power of One University means that you have the resources of a major university available to you. It means that when you graduate, your diploma will read, “University of Pittsburgh.” The Power of One University means that you will receive a quality education that will prepare you for your career—and that education will prepare you for a lifetime of learning and change.

The Power of One Dream is the power of your dream. For some, earning a degree and beginning their career is One Dream. For others, it is the dream of becoming an accountant or a biochemist. For all, it is the Power of One Dream, their individual dream. Pitt-Greensburg can help you harness the Power of One Dream and make it a reality.

The Power of One Idea: It is that moment in class when the concept clicks and you understand. It is the assignment that takes you out of your comfort zone and allows you to see the world with a whole new perspective. It is the experiential learning/internship that helps you to know that you have chosen the right major and career path. That’s the Power of One Idea.

At Pitt-Greensburg, the Power of One Goal fuels all of our activities. Whether it is the long-range goal of graduating with that four-year Pitt Degree or the goal of becoming a stronger leader, your experience at Pitt-Greensburg will help you to achieve the Power of One Goal. With faculty, staff, and fellow students to help you along the way, your One Goal will help to define your choices for classes, activities, and internships.

New branding initiative

For nearly a decade, the University of Pittsburgh at Greensburg has been inviting prospective students to “discover themselves . . . discover their world.” As the campus continues to grow and change, adding new programs and initiatives while holding strong to the hallmarks of a quality Pitt-Greensburg education, it became clear that our brand was changing. After significant marketing research consisting of in-depth interviews with students, faculty, staff, and alumni, as well as community partners, our new brand—Pitt to the Power of One—emerged.

Pitt to the Power of One represents our promise to every student, family, and stakeholder that we will pay close attention, respond to their needs, and inspire the extra effort often required to achieve greatness.

Pitt to the Power of One speaks to our defining character and to a model of education we have designed for the 21st century. It’s an education with a built-in bias for action and incentives to re-think digital learning, create signature programs, and thread interdisciplinary and experiential elements into a strong liberal arts experience. Each student, faculty, and staff is fueled by the Power of One to make individual contributions to this dynamic model of education.

Our brand builds on the well-known Pitt name, yet distinguishes Pitt-Greensburg from all the other campuses in the larger University of Pittsburgh system. It’s a brand that highlights the creativity and entrepreneurial spirit we expect in our faculty and staff, affirms the affinity our alumni have with the campus, and appreciates the relationship we enjoy with our community partners and the Pittsburgh campus.

An authentic brand is one that has always been there, alive and well in our everyday actions. We believe that our authentic brand is expressed through the various stories that can be told through the lens of Pitt to the Power of One: The Power of One Person, The Power of One Idea, The Power of One Dream, The Power of One University.

The Power of One Discovery permeates the Pitt-Greensburg campus. It is in the classrooms, on the playing field, and in the workplace. Through your experience here, you can discover your career path, new countries, and new skills and talents. Or you can discover different perceptions and ideas as you more deeply explore the familiar or break new ground by exploring new experiences and subjects. It is the Power of Discovery that makes college the Power of One Experience.

For all, it is the Power of One Dream, their individual dream. Pitt-Greensburg knows that its graduates enter the workforce with strong skills and capabilities. Their poise and breadth/depth of knowledge is coupled with a strong work ethic that frequently allows them to outshine their competitors—at least that what employers who have hired Pitt-Greensburg graduates tell us. It is the Power of One Promise.