

Ryerson Brand Platform Overview

Brand Big Idea

The Intersection of Mind & Action

Brand Story

Ryerson University is a leading comprehensive innovation university integrated into Toronto's diverse urban core. At the intersection of mind & action, we've built a home and a hub for inventive and purposeful thinkers and creators — all working to positively transform themselves, their culture, the economy and society.

Brand Mission

Ryerson University can be found at the intersection of mind and action, equipping its students with the knowledge and experiences that empower them to positively and meaningfully transform themselves, their culture, the economy and society.

Brand Vision

To be Canada's leading university and hub for inventive and purposeful thinkers and creators.

Brand Values

Diversity
Inventiveness
Resourcefulness
Relevance
Courage
Openness

Brand Differentiators

We Are Enterprising
We Are City Builders
We Are Connected by Diversity
We Are Creators
We Stay Relevant

Brand Tone

Optimistic
Grounded
Progressive
Inclusive
Daring
Scholarly

Brand Values

Diversity

We value an environment where diversity thrives. Our exceptional number of perspectives, ideas and approaches drive our innovation.

Inventiveness

We value creative and original thought in all our endeavours. Our inventiveness increasingly defines us.

Resourcefulness

We value making things happen. Our grit, pragmatism and desire to create manifests in a culture of action.

Relevance

We value relevance. From our mission to our programs, we are designed to respond to society's needs.

Courage

We value the courage required to challenge convention. We are not here to maintain the status quo.

Openness

We value openness — to new concepts, points-of-view and society. Our ability to stay open is what keeps us moving forward.

Brand Differentiators

We Are Enterprising

At Ryerson, we get things done. We have the smarts, expertise and drive to improve ourselves and our surroundings.

We Are City Builders

We shape our learning environments to maximize connections, partnerships and creativity. We are building not only a great urban university, but also a great city.

We Are Connected by Diversity

Ryerson thrives because of its diversity — of cultures, perspectives and programs. Together, our diversity makes us more connected, global and able to solve complex challenges.

We Are Creators

At Ryerson we create — new knowledge, approaches, ventures and cultural works. We believe the best way to challenge convention is to create new possibilities.

We Stay Relevant

Ryerson's mission has always been rooted in responding to society's needs. Our programs continually evolve to equip students with the knowledge and experiences to contribute, lead and adapt.

Brand Tone

Optimistic

We focus on opportunities instead of dwelling on challenges. We believe in the future, because we are the ones who will create it.

Grounded

Our intellect and optimism are grounded in skill and creating. Smart but not stuffy.

Progressive

We champion change and innovation. Our youthful nature keeps us curious and unjaded. We will always ask why and what if?

Inclusive

We are strongest when we include everyone. Our diverse makeup drives us to be well-balanced and considerate.

Daring

We are not afraid to boldly challenge convention. Our audacity is thoughtful and with purpose.

Scholarly

We are always looking to learn. We create experiences that challenge the mind and encourage action.