The Ampersand Campaign
Communicating about Our Mission & Approach

Educating leaders for BUSINESS & SOCIETY

The School

is unique in that we weigh the business and society parts of our mission equally...

Nearly every social problem demands an engagement with the world of business, and likewise, enduring success in business requires nuanced understanding of myriad social factors. Our students learn to evaluate issues with both perspectives in mind.

Dean Kerwin K. Charles

Three major themes shape how we communicate about the school. You don’t need to recite them verbatim, but do touch on each of these areas when describing our approach and our community.

RELEVANCE

The major challenges that society faces—the climate crisis, racial injustice, income inequality, political polarization—can’t be solved by any organization, or any sector, working in isolation.

In the coming decades, every leader will need to manage in the context of these issues and other problems that cross functions, geographies, and sectors.

The combination of broad perspective and actionable skills that we teach prepares students for this challenge.

SUCCESS & IMPACT

Understand the real problems to find meaningful solutions

Integrated curriculum, raw cases, engagement with real challenges in both New Haven and the global community, academic programs focused on business and society issues

RIGOR & PURPOSE

Develop the tools to make a difference that’s measurable and scalable

Faculty research on pressing issues, connection with Yale’s intellectual resources, areas of expertise around major challenges, vibrant campus dialog and discussion

SELF & COMMUNITY

Build the team you’ll need to do big things

Internship Fund, diverse campus life, diverse perspectives, graduate students, with ongoing engagement with the school and each other

The Ampersand Campaign

Our communications use the “&” in the mission to convey the distinctive fitness of our mission for this moment and the benefits for leaders in all kinds of roles and industries of a broader understanding of the challenges they face.

We put stories of how our community lives the mission at the center of our communications. We make provocative design choices to get audience attention and convey the distinctiveness of the school’s approach. This includes use of a bold new stencil font for the mission and other key ideas and a honed, more vibrant color palette.

We emphasize the authenticity, values, and passion underlying the mission whenever we communicate with our audiences.

Find the full Yale SOM Communications Guide and the & Toolkit at som.yale.edu/commguide.

This is a brief guide to a new way of communicating about our distinctive approach to management education and our longstanding mission, educating leaders for business & society. We highlight the ampersand in the mission to emphasize the ways that we combine perspectives and skills—such as attention to metrics of organizational success and concern for the well-being of society, deep technical expertise and broad-ranging curiosity, rigorous analysis and compassion—to give students an advantage in a complex world riven by deep challenges.
One critical aspect of our approach is taking a broader view of leadership challenges—keeping in sight both the urgent and the long term, responding both to the numbers and the human element. This dual approach is reflected in our use of image and word pairings.

An updated version of the school’s historic shield, which symbolizes the meeting of the public and private sectors, rendered in a medium Yale blue. The shield is paired with a wordmark created according to Yale’s identity standards, but can be used separately as well.

The Ampersand

The ampersand is the heart of our mission; the stenciled & is at the heart of our communications. It can be used boldly as a design element, as it is here, or it can be used playfully—filled with images or colors relevant to a particular publication or subject matter. The ampersand serves as a visual shorthand for the many ways the school lives the mission.

For use with key messages closely tied to the mission. This distinctive font designed by Matt Wiley reflects the school’s rigorous approach to management through precise letterforms, as well as the way our community is composed through the joining of diverse elements. The stencil form evokes engagement with the challenges and needs of this moment.

The Type Lockup

This presentation of the school’s mission emphasizes the fundamental interconnectedness of business & society. This lockup should be used on nearly all school materials. Different versions are available for various sizes and media.

Visual tools to help tell the SOM story.