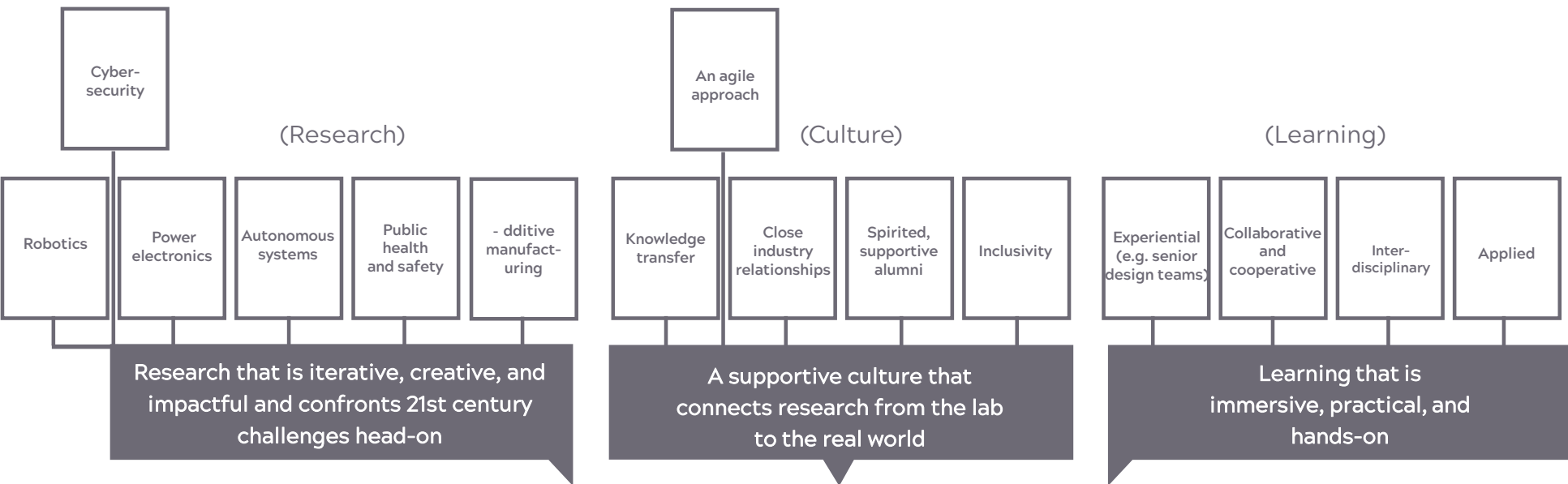


# ■ SUB-BRAND MESSAGING MAP | ENGINEERING



**Attributes**  
(what we offer)

**College of Engineering...**

reimagines the roles of **education and technology** in every aspect of life

**Benefits**  
(what they get)

**So that...**

we serve as a force for **positive change** in a world without boundaries

