When entrepreneurial spirit combines with social justice, there is power.

When a drive for excellence is unified with a passion for service, it creates energy.

When ambitious minds embrace a common goal, it starts a fire.

And when we bring people who hold these convictions together, they ignite.

They become agile thinkers and able contributors. Fearless leaders and willing servants. Spirited dreamers and effective doers. They become people with the guts to try, the heart to care, and the resolve to win.

And they come to fully understand what it means to win: To be the force that acts for good no matter what. To set a higher standard in the workplace and in the community.

To go forth and set the world on fire. To take a stand and **BE THE DIFFERENCE.**
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARQUETTE’S FUTURE</td>
<td>4</td>
</tr>
<tr>
<td>Mission and Vision</td>
<td>5</td>
</tr>
<tr>
<td>Strategic Plan</td>
<td>6</td>
</tr>
<tr>
<td>MESSAGE AND VOICE</td>
<td>7</td>
</tr>
<tr>
<td>What We Say</td>
<td>8</td>
</tr>
<tr>
<td>Core Message</td>
<td>9</td>
</tr>
<tr>
<td>How We Say It</td>
<td>13</td>
</tr>
<tr>
<td>Positioning</td>
<td>14</td>
</tr>
<tr>
<td>Creative Platform</td>
<td>16</td>
</tr>
<tr>
<td>LOGO</td>
<td>17</td>
</tr>
<tr>
<td>Lockup</td>
<td>18</td>
</tr>
<tr>
<td>Clear Space</td>
<td>20</td>
</tr>
<tr>
<td>TYPOGRAPHY</td>
<td>21</td>
</tr>
<tr>
<td>Primary</td>
<td>22</td>
</tr>
<tr>
<td>Secondary</td>
<td>23</td>
</tr>
<tr>
<td>Headline Structure</td>
<td>24</td>
</tr>
<tr>
<td>Hierarchy Example</td>
<td>25</td>
</tr>
<tr>
<td>COLOR</td>
<td>26</td>
</tr>
<tr>
<td>Palettes</td>
<td>27</td>
</tr>
<tr>
<td>Gradient Palettes</td>
<td>28</td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>29</td>
</tr>
<tr>
<td>Overview</td>
<td>30</td>
</tr>
<tr>
<td>In the Classroom</td>
<td>31</td>
</tr>
<tr>
<td>In the World</td>
<td>32</td>
</tr>
<tr>
<td>GRAPHIC LANGUAGE</td>
<td>33</td>
</tr>
<tr>
<td>Chevron and Apex</td>
<td>34</td>
</tr>
<tr>
<td>MAKING IT REAL</td>
<td>37</td>
</tr>
</tbody>
</table>
MARQUETTE’S FUTURE
OUR MISSION, VISION, AND STRATEGIC PLAN

These brand elements act as a compass. They guide our decisions, influence our direction, and inspire our brand.
MISSION
Describes why we exist.

The search for truth, the discovery and sharing of knowledge, the fostering of personal and professional excellence, the promotion of a life of faith, and the development of leadership expressed in service to others, pursued for the greater glory of God and the common benefit of the human community.

VISION
Outlines what we aspire to be.

Marquette University aspires to be among the most innovative and accomplished Catholic and Jesuit universities in the world. We will reach beyond traditional academic boundaries and embrace new and collaborative methods of teaching, learning, research, and service so that Marquette graduates will be problem-solvers and agents for change, ready in the spirit of St. Ignatius to “go forth and set the world on fire.”
STRATEGIC PLAN

Sets the course for our future and provides focus as we fulfill our mission and work toward our vision. It is based on six strategic themes.

Pursuit of Academic Excellence for Human Well-Being
Advance Marquette as a highly ranked destination university, renowned for academic rigor, high-impact educational experiences, innovation in teaching and learning and achievement of its community of scholars.

Research in Action
Advance Marquette as a university committed to research and scholarship with a distinctive emphasis on excellence in strategically defined areas, including innovation.

A Culture of Inclusion
Foster a diverse teaching and learning environment and a culture that values, respects, welcomes and promotes a sense of belonging for members of our campus and our community.

Social Responsibility through Community Engagement
Distinguished by our ethics, service and promotion of justice, we will position Marquette as a pivotal partner and resource to address issues within our community and beyond its boundaries.

Formation of Minds and Hearts
Define the Marquette experience as personally transformative, grounded in Jesuit spirituality and pedagogy, informed by/in dialogue with the Catholic intellectual tradition and Catholic social teaching, and formative in developing men and women of faith and service for and with others.

Sustainability of Valuable Resources
Continuously improve university operations to increase efficiencies, sustain shared resources and thrive in tomorrow’s competitive higher education landscape.

For more information, visit marquette.edu/strategic-planning.
MESSAGE AND VOICE

Just as we have a distinct look, we also have a distinct sound. What we say and how we say it are key components of how the Marquette brand is expressed. Following these message and voice guidelines ensures that whenever we talk to our audiences, we always sound like us.
WHAT WE SAY

OUR MESSAGES
This message map acts as a narrative foundation for our story. When crafting communications, consult this map to determine how your content aligns with our brand messages. By grounding everything we say in these messages, we create compelling, authentic, and consistent communications.

BRAND ATTRIBUTES
The top half of the map represents what Marquette offers. These messages support what we deliver to each of our audiences.

BRAND BENEFITS
The lower half of the map describes what our audiences gain from the Marquette experience. It’s never enough to simply state what Marquette offers. Every attribute should support something your audiences will receive. These benefits answer the reader’s unasked questions: “so what?” and “why should I care?” Use these messages to give our attributes deeper meaning and relevance.
CORE MESSAGE

This is the vital essence of who we are and what we do. Our core message is the most succinct distillation of our brand. It sits at the center of our message map and represents the highest-level expression of what we offer and what it means to our audiences.

Marquette University fosters formation of the mind and heart, so a Marquette graduate is poised to lead a limitless life.
MESSAGE AND VOICE

CORE MESSAGE

Our core message is our highest-level expression, but it’s backed up by several attributes and benefits. On the next few pages, we’ve listed our key attributes and benefits, and shown how each pair complements each other.

We are committed to the pursuit of academic excellence for human well-being so that our students understand what it means to be driven by purpose.

As we help them develop Jesuit values, they are prepared to benefit others.

As we provide an innovative learning approach, students have a transformative experience.

As we offer a well-rounded, rigorous education, students become prepared for personal success.
MESSAGE AND VOICE

CORE MESSAGE

Our core message is our highest-level expression, but it’s backed up by several attributes and benefits. We’ve listed our key attributes and benefits, and shown how each pair complements each other.

Career-focused faculty ensure students who are professionally in demand.

A curriculum that provides real-world context allows students to gain experience in their fields.

Teachers who focus on practical application motivate students to go the extra mile.

Interdisciplinary collaboration teaches students an inventive approach to their work.
MESSAGE AND VOICE

CORE MESSAGE

Our core message is our highest-level expression, but it’s backed up by several attributes and benefits. We’ve listed our key attributes and benefits, and shown how each pair complements each other.

By committing to research in action, we prepare students to solve immediate problems.

Because we work to extend knowledge beyond what exists, we allow students to know how to address complex problems.

The opportunity to work closely with faculty shows students the value in working toward results, not recognition.

By learning to focus on solutions to the world’s pressing problems, students help others lead better lives.
MESSAGE AND VOICE

HOW WE SAY IT

While what we say is our message, how we deliver that message is our voice. Our voice is heavily influenced by our personality—the traits that reflect who Marquette is. Use our personality words as a guide for how the Marquette voice should sound.

ACUMEN
Our talented, discerning, and intellectual side

Hardworking and ambitious
Honored, principled, and energetic from day one

Smart
Thoughtful, inquisitive, discerning

Creative
Innovative, imaginative, and resourceful

HUMANITY
Our thoughtful, social, and giving side

Community-oriented and socially aware
For the common benefit of the human community

Caring and faith-filled
Engaged with the real world and committed to the greater good

Fun
Proud and spirited
POSITIONING

Our positioning articulates who we are in the market, and elevates what we do best. It defines the territory we can truly own in a crowded market. Or, in our words, it’s what allows us to be the difference.

Marquette University embraces innovation and collaboration, challenging its community to explore new ideas, discover new solutions, and deliver truly meaningful results. Through intellectual inquiry and engagement, the complete Marquette experience pushes all to achieve excellence and contribute societal impact in the Catholic, Jesuit tradition.

If we break it down further into separate points of distinction, it looks like this:

Philosophy
Catholic, Jesuit tradition and values

People
Those willing to explore new ideas, discover new solutions, and deliver truly meaningful results

Product
Excellence in achievements and societal impact

Place
Innovative and collaborative environment

Process
Intellectual inquiry and engagement
EXTENDING OUR POSITIONING

As you extend our positioning to creative expression, use combinations of words below (and others like them) to craft powerful headlines.

These phrases describe our drive to

**achieve excellence**

<table>
<thead>
<tr>
<th>drive for excellence</th>
<th>entrepreneurial spirit</th>
<th>intellectual power</th>
<th>innovative mindset</th>
<th>focused expertise</th>
</tr>
</thead>
</table>
+                      |                       |                   |                    |                  |

These phrases describe our drive to

**contribute societal impact**

<table>
<thead>
<tr>
<th>social justice</th>
<th>passion for service</th>
<th>greater good</th>
<th>impact the world</th>
<th>generous spirit</th>
</tr>
</thead>
</table>
=               |                     |              |                  |                 |

Combined, they describe the

**Marquette difference**

It is what differentiates Marquette from our competition and allows us to achieve our full potential.

The phrases above are good general examples, but don’t feel limited to this list. To craft a headline, follow these steps:

1. Consider the story you are telling. In what way does it demonstrate our drive to achieve excellence? Brainstorm some phrases that best express it.

2. Think about how the story demonstrates our drive to make societal impact. Brainstorm some phrases that best express that aspect.

3. Combine the best phrase from step one and step two, then pay it off with the aspirational goal to Be The Difference.

*For specific examples, consider pages 37–42.*
CREATIVE PLATFORM

This statement is part of the creative expression of our brand. It communicates the ideas in our positioning statement with a distinct, ownable tone of voice. It describes the character of our community, and conveys a sentiment that everyone can take pride in.

When entrepreneurial spirit combines with social justice, there is power.

When a drive for excellence is unified with a passion for service, it creates energy.

When ambitious minds embrace a common goal, it starts a fire.

And when we bring people who hold these convictions together, they ignite.

They become agile thinkers and able contributors. Fearless leaders and willing servants. Spirited dreamers and effective doers. They become people with the guts to try, the heart to care, and the resolve to win.

And they come to fully understand what it means to win: To be the force that acts for good no matter what. To set a higher standard in the workplace and in the community.

To go forth and set the world on fire.
To take a stand and be the difference.
LOGO AND TAGLINE

Our logo represents who we are, and our tagline encapsulates what we stand for. When combined, they signify exactly what makes us so unique. Because they are an important symbol of our identity, it is imperative that we use them consistently.
The Marquette logo should always appear together, in a fixed relationship, and should never be altered, modified, or reproduced in any way other than what’s shown in this document.

Our logo has three versions: horizontal, vertical and centered.

**HORIZONTAL**

- Full-color on light background
- One-color, PMS 281 or black on light background
- PMS 123 on dark background
- Reverse on dark background

**VERTICAL**

- Full-color on light background
- One-color, PMS 281 or black on light background
- PMS 123 on dark background
- Reverse on dark background
LOGO AND TAGLINE

CENTERED

Full-color on light background

One-color, PMS 281 or black on light background

PMS 123 on dark background

Reverse on dark background
CLEAR SPACE

Maintaining clear space around the logo ensures that it remains fully legible and has room to breathe. Photos, text, and graphic elements must follow this guideline. Use the height of the Marquette icon as a measuring tool for proper clearance, and the ‘Q’ in the Marquette logo to properly space the lockup elements.

The x represents the minimum clear space required around the logo. There is, however, no maximum distance necessary.

HORIZONTAL

VERTICAL
TYPOGRAPHY

Just as we choose different words to convey different messages and different verbal constructions to address different audiences, the typeface we use can have a profound effect on our messaging.
PRIMARY

Univers Extra Black is our primary typeface, and it’s used for dramatic and powerful headline structures. Only use capital letters from this typeface in our headlines.

The Univers family is a simple, modern, and versatile font that is the driving typeface of the Marquette brand platform. Univers 45 Light is the primary font for body text, a mix of Univers 65 Bold and Univers 55 is used for headlines and subheads. Univers 67 Condensed Bold and Univers 47 Condensed Light are used for invitations and related event materials.
The Garamond type family is an elegant, classic typeface that contrasts with Univers. Use it when a serif font is more appropriate than a sans serif font.

**ITC Garamond**

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

ITC Garamond Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

ITC Garamond Light

Light
*Light Italic*
*Book*
*Book Italic*
*Bold*
*Bold Italic*
HEADLINE STRUCTURE

Large type is part of our brand, and it’s great for communicating short and powerful messages. Use this type execution to make bold, declarative statements about who we are and what we stand for — especially when it’s something that is unique to Marquette.

In layout, keep it simple and don’t clutter the page with too many elements. Using both brand typefaces, we can create a hierarchy for content that draws the reader in and reinforces the main point in headlines.
HIERARCHY EXAMPLE

Magnimpore sitiatis
LOREM IPSUM

DOLOR SIT AMET REMULES

Totatur, eos inis as magnimpore sitiatis dolorro dolupta tiatem imusam same magnis molendae omnis eat.

Ota ditatque is excernatem debis ex es eicidibita corit occae cuptatiss sint moditate volest dolupti quaspelitin el exeruptatis majoriberum facest doluptat etur sunditat.

Des estrum inverib uscium fugit rest, odis eiciatem antorem quaitor ectint eosam quidige niscips untoire, simperibus arumqui conse cusdanda doluptatis volorio. Ximagnatium rem dolliquo tem fugiatis si occum fugiatiore quid que et veligendam audae ommos nis il iuscid et eum et dis nobit pratur sum aut excetiasi vollia volum am, idebit excerovidit eum labore et ant eumendam nis dis duntore pereperrum qui odio explabo ribuscilis dipsunt unt. Sum qui iliqui nobitam eum consedi tiatiorecus rem di solorep elique ni siminctem valor sitessit ad que dem labori corrum, nonsed qui berum dolupta que aut abor mo evelendunt, ommolo consero ratior aut voluptur aut et la nonsed que simus velest aut alibus simus re es cus reprovitatum exero voluptur sum eturist, et et quo quidicipid et adissitem accaboreuem fugit fugit que debitem. Expellandi blaut rem sam voluptas sa cor sim quae que voluptia eossequ asperro cullecu llabo. Edis dolorio te in pel in ratatem denissi doluptiis aut od magnati onsequi ducium re vid magnatet eum alicius maximus apidic tecernat evenis aspit fugia verum fuga.
COLOR

Our colors say a lot about who we are. They help identify us at a glance and set the mood for each of our pieces, bringing an energy and vibrancy to our communications.
PALETTES

We’ve introduced a secondary palette to our primary color palette, which adds balance, consistency, and flexibility, and helps keep the brand fresh.

Primary palette

<table>
<thead>
<tr>
<th>PMS 281</th>
<th>PMS 123</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 100, 72, 0, 32</td>
<td>CMYK 0, 24, 100, 0</td>
</tr>
<tr>
<td>RGB 0, 32, 91</td>
<td>RGB 255, 199, 44</td>
</tr>
<tr>
<td>WEB 003366</td>
<td>WEB FFCC00</td>
</tr>
</tbody>
</table>

Secondary palette

<table>
<thead>
<tr>
<th>PMS 7694</th>
<th>PMS 285</th>
<th>PMS 299</th>
<th>PMS 138</th>
<th>PMS Yellow</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 100, 57, 9, 52</td>
<td>CMYK 90, 48, 0, 0</td>
<td>CMYK 86, 8, 0, 0</td>
<td>CMYK 0, 52, 100, 0</td>
<td>CMYK 0, 1, 100, 0</td>
</tr>
<tr>
<td>RGB 1, 66, 106</td>
<td>RGB 0, 114, 206</td>
<td>RGB 0, 163, 224</td>
<td>RGB 222, 124, 0</td>
<td>RGB 254, 221, 0</td>
</tr>
<tr>
<td>WEB 01426A</td>
<td>WEB 0072CE</td>
<td>WEB 00A3E0</td>
<td>WEB DE7C00</td>
<td>WEB FEDD00</td>
</tr>
</tbody>
</table>
GRADIENT PALETTE

Our gradient palette acts as a graphic device in many of our communications materials. The color gradient is a great way to adjust the look of a piece based on the audience.

Contact the Office of Marketing and Communication to obtain approved gradients.
PHOTOGRAPHY

Photography plays a major role in how we communicate. Whether you’re using images from our existing library or creating new ones, each photograph should reflect Marquette.
OVERVIEW

The primary photography for the brand platform features students, faculty, staff, and alumni in interesting environments that bring Marquette to life. Our photography falls into three categories: in the classroom, out in the world and portraits. Think of them as a visual way to tell a story.

The elements of our visual storytelling, whether it’s the people, props, or environment, are meant to feel natural and not staged. Some images are composed purposefully to feel open and airy, with space for overlays of text and graphic elements. Other images may have a fuller composition, showing richer environments and backgrounds. Photos should be shot in an editorial style, using little or no camera lighting. Use a short depth of field to draw attention to the subject, so it’s dramatic and intimate.

IN THE CLASSROOM

When capturing classroom and research settings, it is important to include a human element—the people who are immersed in teaching and learning. Attempt to capture a candid moment and compose the photo in a way that showcases not just the subject, but the environment surrounding him or her, as well.

OUT IN THE WORLD

The images chosen to support the brand platform should be vibrant, active, and emotive. They should capture the energy of real-life experiences that relate to the content being promoted. Choose real, interactive experiences that convey a sense of immediacy and evoke an authentic tone.
IN THE CLASSROOM

Our photos capture our subjects “in the moment,” not in a pose. We want our images to be honest and true to the nature of the topic, so we create a natural situation and let it unfold on camera, to cultivate and capture genuine reactions.
PHOTOGRAPHY

OUT IN THE WORLD

The objects and environments we use to create our visual stories feel real and relate to the overall subject matter. On-location environments are used to achieve this whenever possible.
GRAPHIC LANGUAGE

We have a set of graphic tools that create a distinct look and make us recognizable at a glance. These elements make our communication distinct and unique.
GRAPHIC LANGUAGE

CHEVRON AND APEX

The diagrams in this section illustrate the basic construction of the graphic devices featured in our communication materials.

BLUE AND GOLD

Once the elements are assembled, the graphic may be deconstructed or cropped to be used within layouts as needed.

Inverted
CHEVRON AND APEX

The diagrams in this section illustrate the basic construction of the graphic devices featured in our communication materials.

**MONOCHROMATIC**

Once the elements are assembled, the graphic may be deconstructed or cropped to be used within layouts as needed.

Inverted
GRAPHIC LANGUAGE

CHEVRON AND APEX

The diagrams in this section illustrate the basic construction of the graphic devices featured in our communication materials.

BLUE AND GOLD

Once the elements are assembled, the graphic may be deconstructed or cropped to be used within layouts as needed.
MAKING IT REAL

Here are a few examples of how everything comes together. Don’t think of these as rigid rules or templates. Instead, use them as a guide to understand how the brand can flex, and how all of our brand elements can come together to create an engaging, effective suite of marketing materials.
Don’t Call It a Weekend. We’re Just Getting Started.

Chances are, your weekends on campus will feel less like downtime and more like a two-or-three-day extravaganza, full of moments you’ll later refer to as “Remember that one time?” Not that we’re opposed to lazy Saturdays or afternoon naps (sometimes they’re downright necessary), but between bowling, cheering, dancing, sledding, shouting from the front row and posting it to Instagram, your futon will likely be gathering some dust.

Here are four reasons to thank God it’s Friday (or Thursday, depending on your class schedule).

1. $1 bowling on Thursday nights – the unofficial start to the college student’s weekend.

2. 2.5 events every week organized by Late Night Marquette. That’s an average, of course, and we’re not sure what half an event is, but as long as there’s food, who cares?

3. $225 of Marquette Cash up for grabs in monthly Team Trivia challenges at the Annex. It’s free to play, but be sure to get there on time. Competition kicks off right at 9 p.m.

4. 200+ miles of recreational trails throughout Milwaukee County. We recommend you start with just 100 and work up from there.

Lakefront When you’re on campus, you’re just one short ride from the sunny shores of Lake Michigan. Head there to watch some pro-volleyball, sample a little frozen custard or just chill with a cappuccino. If you’re really adventurous, enter the Strongest Man Competition at Bradford Beach.

The Milwaukee Art Museum is one of the few structures where the building just might outshine the artwork (no offense to Picasso, Warhol, Monet and the other museum residents). And whenever you’re done gawking at the exterior, step inside for more than 40 galleries’ worth of eye candy.


If you’re looking to get your foot in the door, Milwaukee boasts an extensive number of financial service firms, publishing and printing companies and other industry leaders. Work with our career Services center to book an internship and start practicing your firm handshake now. Milwaukee is home (and, in some cases, headquarters) to several Fortune 500 companies like Baird, Harley-Davidson, Johnson Controls, Manpower Group, Northwestern Mutual and Rockwell Automation, just to name a few.

I should warn you, I can’t swim. I’m made of stone, and my arms don’t move.
AUDIENCE

PROSPECTIVE STUDENTS

Postcard and brochure

You and your parents are invited to spend a day on campus to discover Marquette University.

Sunday, Sept. 14, 2014
Sunday, Oct. 12, 2014
10 a.m. – 3 p.m.

SPIRITED DREAMERS.
AGILE THINKERS.
FEARLESS LEADERS.

Postcard
Brochure cover
AUDIENCE
ALUMNI AND FRIENDS

Ad

CREATIVITY.
WE BUILD ON THAT.

A creative person looks at a problem and sees opportunity. In Marquette University’s Opus College of Engineering, our most successful students are curious and creative. And their skills and talents are not limited to math and science. So whether you have a flair for design, an ear for music or a gift for storytelling, bring your diverse talents here. At Marquette, we build on people’s passion and creativity to provide solutions for the 21st century.

marquette.edu/engineer
AUDIENCE

GENERAL

Billboard

WHERE THE JOURNEY BEGINS.

It’s not a coincidence we’re named after an explorer.

MARQUETTE UNIVERSITY

BE THE DIFFERENCE.
Thank YOU
INVESTORS’ ANNUAL REPORT
2013–14

AUDIENCE
ALUMNI AND DONORS
Booklet

MARQUETTE UNIVERSITY DE THE DIFFERENCE.

IMPACT NOW
Marquette University relies on immediate-impact scholarship funds to address the current needs of returning and incoming students. These funds are generally spent in the fiscal year they are received and make a tremendous difference for students struggling to meet educational expenses. As readily available resources, they are essential to help create access to the university for deserving students and to recruit and retain the best and brightest who want to study at Marquette.

IMPACT TOMORROW
Endowed scholarship funds have a great and lasting impact on Marquette. The ability to continue to reinvest the principal of the fund while using withdrawals from the annual spendable portion of the investment means its impact will be available to bring students to Marquette now and in perpetuity. Because the need for scholarship aid continues to be so great, nearly half of the university’s total endowment goes to providing scholarship aid to our students.

SCHOLARSHIP
MORE THAN FINANCIAL AID

Linda Beritones, Eng ’10
Like many others, my Marquette student experience has been unique. After my first week, I quickly realized the reason I stayed—the tradition. The core values of academic excellence and faith that resonates through to all Marquette students, no matter where they are from or who the individual is. We are Marquette. Scholarship aid is not just funding you receive, but it’s also the journey and hardships that one goes through to achieve academic recognition and advancement. It is the joy that one receives after overcoming hardships and the self-reflection of who you are and how strong you are. My scholarship has not just aided me in continuing my education. It has guided me to find out who I am, what I want to accomplish and how I can give back.

Arthur Jones, Comm ’16
My Marquette experience has been unique. After my first week, I quickly realized the reason I stayed—the tradition. Not necessarily through my undergraduate experience, but through the people who are at Marquette. Scholarship aid is not just hard-earned money, but it’s also the journey and hardships that one goes through to achieve academic recognition and advancement. It is the joy of receiving an education that meets your needs and the pride of who you are and how strong you are. My scholarship has not just aided me in continuing my education. It has guided me to find out who I am, what I want to accomplish and how I can give back.

98% of Marquette undergraduates receive financial aid
98% of Marquette undergraduates receive financial aid
44% of Marquette undergraduates graduate with average debt of $34,000
11,745 students enrolled
67% of freshmen 25 are in the top 10%