



Quick Reference Style Guide: "There's No Place Like Snow"

Purpose of the Tagline

Use the tagline to communicate the experiences that make Snow College unlike any other institution. Some examples are below:

- Personalized attention from faculty and staff
- Early access to leadership, performance, and hands-on opportunities typically reserved for upperclassmen
- A close-knit, welcoming community where students are known and supported
- Small classes and meaningful mentorship
- The most affordable option in the state with the highest quality of teaching
- An active, fun student experience featuring clubs, campus life, outdoor adventures, and collegiate and intramural sports

The tagline should always reinforce why Snow is a uniquely transformative place.

How to Use It Effectively

- Place at the end of a message as a strong, emotional close
- Use as a **headline** or section opener for stories about unique student experiences
- Pair with **specific evidence** of what makes Snow special
 - Use **effective punctuation**—too many exclamation points make it feel insincere, while no exclamation points can make the messaging feel flat
- Language must portray enthusiasm, warmth, and excitement

Sample Uses

Always use Title Case when used as a stand-alone statement: *There's No Place Like Snow*

Headline:

There's No Place Like Snow: Where students lead and excel from day one.

Closing Line:

Thank you for supporting the personalized experiences that make Snow special. There's No Place Like Snow.

Narrative Lead-In:

Students quickly discover there's no place like Snow, where mentorship and opportunity begin in the very first semester.

What to Avoid

- Overuse or repetition
- Altering or parodying the tagline
- Using without supporting examples
- Applying in crisis or sensitive communications

More than Just a Catchy Phrase

"There's No Place Like Snow" is more than what we say—it's what we deliver. It is our promise to students, and every employee shares responsibility for bringing it to life through experiences that are personal, meaningful, and unmatched. Each interaction, service, class, activity, and moment comes together to create an experience found nowhere else.