

“Thomas Jefferson University” to Be The Name of Our Combined University



The new Jefferson will be a comprehensive university with preeminence in transdisciplinary, experiential, professional education, research, and discovery. Our shared characteristics of student-centered innovation, access to university leaders, education of the whole person, and a desire to grow our national reputation and ranking will be key brand attributes.

After careful research analysis led by global branding firm FutureBrand, as well as widespread consultation and extensive collaboration, the PhilaU and Jefferson Boards of Trustees have approved the name of Thomas Jefferson University for our combined university—pending regulatory approvals and the signing of the final agreement (expected this summer).

Our combined university brand will include the Philadelphia University Honors Institutes and Philadelphia University Design

Institute; the University’s athletics mascot will be the Jefferson Ram.

FutureBrand conducted more than 200 personal interviews with members of the Jefferson and PhilaU communities, as well as a quantitative survey of 3,100 faculty, staff, alumni, current and prospective students, trustees, and area employers.

“We are very grateful to all who participated and helped inform this process,” said Stephen K. Klasko, MD, MBA, president and CEO of Thomas Jefferson University and Jefferson Health.

Next Steps: Developing Our Visual Identity and Campaigns

Pending all regulatory approvals, the next step in the branding process is to develop the visual identity—one that will celebrate the forward momentum of the combined university, leverage the strong equity of both Philadelphia University

and Thomas Jefferson University, and honor our storied histories. In addition, over the next few months, we will begin rolling out a new university website; new admissions recruitment campaigns; and digital, print, and broadcast awareness campaigns that emphasize the value of our combined university.

“As you know, this has been a long and thoughtful process, and it’s incredibly gratifying to have the endpoint in sight—which, will of course, be the beginning of our next chapter together,” said Klasko. “There will be much more to come.”