

Human and authentic



Brandon Green

- PhD student, geosciences
- Needs quiet study space
- Studying for comprehensive exams
- Has a two-month old baby girl at home

Human and authentic

Include photos and names of real people

Use active, authentic voice

Avoid stock images when possible

Provide sense of place

Real people



Active voice

Grab your classmates and study at the library. We offer more than 50 group study rooms that you can reserve online.

Get working on your dissertation in a quiet shared space.

Swipe your CatCard to access. Available to students first-come, first served when no classes are scheduled.

Human and authentic
