



University of Nottingham Ningbo China

Brand narratives

March 2024



Lead brand message

Creating the future, today.

In a world brimming with endless possibilities, each day offers opportunities for growth and discovery.

Here at UNNC, you can seize them.

This is the place where we celebrate the boundless horizons of a global education which empowers people to change the world.

This is the place where we create a better future, together.

Right here, right now, today.

品牌口号

创造未来，就在现在

在无限可能的世界，每天都是一次成长与新生。

宁波诺丁汉大学邀你把握每个蜕变的瞬间。

我们共襄全球教育，赋能每个人探索无界未来，

我们共创美好，就在这里，就在现在。



University messaging

Creating the future, action for today.

We are a self-sufficient, energy efficient record-breaker. The first Sino-foreign university. Where the traditional and contemporary collide to light up Ningbo, one of China's greenest, greatest and happiest cities. Where cutting edge laboratories cut shapes across the landscape. Vibrant, connected. This is the place that achieves the unexpected. This is the University of Nottingham Ningbo China. Home of opportunity.

大学叙事

创造未来，就在现在

我们自立且高效，不断创造着新的记录。
宁波，一座历史悠久且极具幸福感的城市，
孕育了中国第一所中外合作大学。
在这里，传统文化与现代文明交相辉映，
历史文脉与科技创新融会贯通，
任何机会都有可能成为现实。
这里就是宁波诺丁汉大学，
一个充满无限机遇和可能性的地方。



FoSE messaging

Creating future world-leading scientists and engineers.

We don't just teach; we ignite curiosity. We spark your passion for pushing boundaries and solving problems. This is the place where science and technology pave the way to a brighter, more sustainable future.

We're the Faculty of Science and Engineering.
Here the vision of a better future fuels the journey of tomorrow's foremost scientists and engineers.

理工学院

培养世界顶尖科学家和工程师

我们不只传授知识，更激发兴趣。

我们驱动你不断精研致思、突破边界、通过创新的方式解决问题。

在这里，科学与技术携手，为全球的可持续发展作出贡献。

我们是理工学院。

在这里，美好未来的蓝图引领着明日顶尖科学家和工程师的征程。



FHSS messaging

Creating future global learners.

Welcome to the Faculty of Humanities and Social Sciences, where vibrant staff inspire cutting-edge teaching and research, and foster critical thinking and creativity.

This is the place where a truly global experience is offered, a global mindset is cultivated, and global challenges are addressed. From FHSS, graduates go on to be employed by the best organisations worldwide, putting knowledge into practice and research to the test. FHSS is the home of global learners and the gateway to their future.

人文与社会科学学院

培养全球学习者

我们热烈欢迎来自世界各地的学生。

在这里，充满活力的教学团队始终致力于推动现代教育和研究，并培养学生的批判性思维和创造力。

我们为学生提供真正的全球化体验，培养他们用国际视野解决全球性挑战。

我们的毕业生广受全球顶尖企业的青睐，并能在工作中将他们的所有学识付诸实践并加以验证。

这里是人文与社会科学学院，未来全球学习者的家园。



NUBS China messaging

Creating future business leaders of the world.

At Nottingham University Business School China, we nurture and inspire innovative thinking that shapes the future of responsible businesses and managers in an interconnected world. We leverage our unique tri-campus and global perspectives to provide a truly immersive educational experience that prepares our students to excel in today's ever-changing business world. As a business school with AACSB and EQUIS accreditations, we are dedicated to making a positive impact by empowering our students, contributing to the community, and driving positive change in the world.

诺丁汉大学商学院（中国）

培养未来商界领袖

在这里，我们启迪创新思维，
培养具备责任心的未来企业管理者，能够在未来世界中取得非凡成就。
我们充分利用全球三校布局的国际化优势，
为学生提供真正的沉浸式学习体验，
帮助他们在不断变化的商业环境中蓄势待发。
作为获得国际商学院促进协会（AACSB）和欧洲质量提高体系（EQUIS）双重认证的商学院，
我们不仅赋能学生、启迪智慧，
更致力于推动当地社会发展，积极促进全球变革性进步。



China Beacons Institute messaging

Creating the future with no limits.

This is a new journey for UK-China cooperation.

This is the place where technology and science come together to light a new spark.

Combining the pioneering spirit of Ningbo with world-class university research, we accelerate local enterprise and innovation with a global impact.

From Life Sciences and Healthcare to Intelligent Manufacturing, Green Chemicals and Energy, we push boundaries and ourselves to achieve more. We know that a better future tomorrow is in our hands today.

We are the China Beacons of Excellence Research and Innovation Institute.

灯塔研究院

创造无限可能的未来

这是中英合作的又一里程碑。

在这里，科学和技术激情碰撞，交织出革新未来的火花。

融合宁波的开拓精神与世界级大学的研究实力，

我们助推本地企业加快实现创新发展，提升国际影响力。

我们攻坚生命科学与生命健康、智能制造、绿色化工与能源领域重大难题，

我们不断突破界限，挑战自我，矢志攀登更多科研高峰。

我们深知，今日之努力，将铸就明日之辉煌。

我们是卓越灯塔创新研究院。



Research messaging

Creating a future where nothing is impossible.

For aspirations to materialise, inspiration must be turned into action. At UNNC, we weave together advanced technology, ground-breaking ideas and talent cultivation, partnering seamlessly with industries to address local challenges.

We champion an enduring ecosystem of innovation and enterprise, extending a stage for all students and staff to reach their pinnacle.

We are creating a research-forward future, where leaps get taken and breakthroughs get made, where world-leading research brings real-world change, and where global challenges meet their match.

This is the place where the impossible becomes the possible.

宁诺科研

创造一切皆有可能的未来

要实现美好愿望，就必须把灵感转化为实际行动。

在宁波诺丁汉大学，我们将先进的技术，突破性的想法和人才培养结合在一起，与行业无缝合作以应对挑战。

我们鼓励创新、追求卓越，营造全球学习合作氛围，为每个学生和教职员工提供实现梦想的平台。

我们正在创造一个以研究为导向的未来，

一个充满突破和重大发现的未来，

一个全球领先科研带来变革的未来，

一个解决全球挑战的未来，

一个将不可能变为可能的未来。



Lead student messaging

Creating a future where every passion has a place.

Nottingham has long been the cradle to the trailblazer and the pioneer, stepping up to the challenges of new frontiers. We will help you find your spark and light it up, and create the future launchpad for you depart.

You are encouraged to choose your own destiny.
You will be provided the wings you need to fly into the unknown.

宁诺学生

创造未来，让每份激情都有一席之地

诺丁汉大学一直是开拓者和先驱者的摇篮，
不惧未知，勇敢迎接新领域的挑战。

我们助你找到火种，点燃火种，
助你踏出通向未来的坚实一步。

我们鼓励你选择自己的命运，
为你插上翅膀，在未知世界尽情翱翔。



Diversity messaging

Creating the future of equality, diversity and inclusivity.

Regardless of your age, gender, belief, or origin, UNNC is your safe space. Here we learn to enjoy and respect each other's differences. Here we stand together and build a future of equality, diversity and inclusivity.

多元文化

创造平等、包容、多样的未来

无论任何年龄、性别、信仰或者种族，
宁波诺丁汉大学是你的安全港湾。

在这里，我们欣赏和尊重彼此的差异。

在这里，我们携手并进，
共同创造一个平等、包容、多样的未来。



Passionate tutors messaging

Creating the future for curious minds to pick at great ones.

Teachers have three loves here at UNNC: the love of learning, the love of learners, and the love of bringing the first two together. Here, we are dedicated to give you the best liberal arts education possible in order to help you reach your full potential and succeed on the global stage. Here, we have educators from all over the globe work together to provide you an education with a genuinely global perspective. Here we allow curious minds to pick at great ones, to create the future together.

宁诺教师

好奇心由智者引航

在宁波诺丁汉大学，教师心怀三种热爱：

对学习的热爱，对学生的热爱，以及将前两者融为一体的热爱。

在这里，我们致力于提供最优质的博雅教育，帮助学生充分发挥潜力，
并在全球舞台上取得成功。

来自世界各地的教育工作者在这里通力合作，为学生提供真正具备全
球视野的教育。

我们鼓励充满好奇心的学生向智慧的师长学习，共同创造未来。



Dynamic students body messaging

Creating the future for whispering talent to find its voice.

From language learners and ballroom dancers to magic makers and tennis players. The poets, the designers, the gamers and the song writers. The innovators, the explorers, the givers, and the trailblazers. Whoever you want to be, and whatever you want to be a part of, we help you create.

学生社团

让潜藏的才华找到自己的声音

语言学习者、交际舞蹈家、魔术师、网球选手；
亦或是诗人、设计师、游戏玩家、歌曲创作者；
甚至如果你想成为创新者、探险家、奉献者或是开拓者.....

不论你想成为什么样的人，
不论你想进入什么领域，
我们都将助你实现梦想。



Find your people messaging

Creating the future unique “you” together.

University is about more than just learning – you’ll discover once in a lifetime experiences, make unforgettable memories, and find friends for life. At UNNC, every voice is integral, every story contributes. A lot of different flowers makes a bouquet. A diverse mix of voices leads to better outcomes.

找到你的同伴

共同创造未来独一无二的你

大学不仅仅是学习的地方。

在这里，你将获得“一生一次”的体验，
留下难忘的回忆，结交毕生的挚友。

在宁波诺丁汉大学，
每个声音都不可或缺，每个故事都被铭记。
只有在百花齐放、百家争鸣的氛围中，
我们才能共同创造繁荣和进步的未来。



Sports messaging

Creating the future of global sportsmanship and holistic wellness.

We are international in our outlook, and have created an Asian home for sport, health and wellbeing that embraces our whole community and partners.

Our diversity gives us our strength, our uniqueness and is a source of pride. We draw students and staff from across the world to a place of sporting excellence that connects and supports them.

Our sport, health and wellbeing programmes are individually balanced with academic programmes to enrich the life of our students offering support, challenge, and adventure.

Our talented student athletes are supported through our high-performance system to reach their potential, compete, and achieve at the highest levels.

We deliver a distinctive, world class experience which enriches lives and creates memories for a lifetime.

宁诺体育

打造未来全球互联的卓越体育与健康教育

我们秉持国际化视野，
创立了一个融合体育和身心健康之家。

我们欢迎社区和合作伙伴的加入。
多元化赋予我们力量，独特性是我们的骄傲之本。

我们吸引了来自世界各地的学生和员工，
大家共聚一堂，

在这里建立链接、相互支持。

我们的体育健康教育与学术项目相互补充，
旨在丰富学生生活，鼓励他们积极面对挑战与风险，收获机遇。
我们通过高效科学的体系激发学生潜能，助力达到个人的最高水平。

在这里，
你将获得独一无二、世界一流的体验，
这些经历将丰富你的生活，为你留下美好的回忆。



Staff recruitment messaging

Creating the future for your career.

Our people excel because they enjoy an inclusive, inspiring and supportive culture that everyone can contribute and be appreciated for who they are. From career progression to personal mentoring, you'll get all the support you need to fulfil your goals whilst keeping your inner-self in peak condition. Join a community where open minds and diverse cultures are able to learn, challenge and create. Let's build something great together. Get ready to start your Nottingham journey.

宁诺雇主品牌

为你的职业生涯创造美好未来

我们的员工之所以出色，
是因为他们在这里享受着包容、激励和支持的文化，
每个人都可以做出贡献并收获认可。

在这里，
你将得到全方位的支持，包括职业晋升和个人指导。
我们将帮助你实现自己的目标，同时让你保持最佳的身心状态。

加入这个包容、开放思想和多元文化的社区，
你将有机会学习、挑战自己并创造更伟大的事业。
准备好开始你的诺丁汉之旅吧！



Student recruitment messaging

Creating the future with no boundaries.

We have long been the cradle to the trailblazer and the pioneer, stepping up to the challenges of new frontiers.

We know that the spirit of innovation can bring out the best in people.

At UNNC, we foster creative individual with an international perspective in order to broaden the range of opportunities available to you throughout your lives.

We will help you find your spark and light it up, and create a boundless future.

宁诺招生

创造不设限的未来

我们一直是开拓者和先驱者的摇篮，
不惧未知，勇敢迎接新领域的挑战。

我们深信创新精神能够点燃每个人最卓越的潜能。

在宁波诺丁汉大学，

我们将赋予你国际视野与创造性思维，

为你的人生旅途扩宽机遇之门，探索无限可能。

我们将助你找到火种，点燃火种，助你踏出通向未来的坚实一步。



Careers and employability messaging

Creating a future where jobs seek you.

We help you take off on the world stage, let your UNNC degree be your ticket to the world.

We have a professional career planning team and a sophisticated career guidance platform in order to provide students with individualised guidance.

Here, hundreds of companies from all over the world have signed up with our job posting system.

Here, frequent job fairs are organised in order to present employment prospects to our graduates.

Here, we are creating a future where jobs seek you.

学生发展

在这里，工作机会将亲自“登门拜访”

让我们帮助你在世界舞台上展翅高飞，

让宁波诺丁汉大学的学位成为你走向世界的通行证。

在这里，我们设有专业的职业规划团队和先进的就业指导平台，

为学生提供个性化的支持和服务。

来自世界知名的数百家公司已经在我们的职位发布系统注册，

这意味着我们的学生能够第一时间获得职位信息。

在这里，我们定期举办招聘会，为毕业生提供就业机会。

在这里，工作机会将亲自“登门拜访”。



Local engagement messaging

Creating the future of sustainable societal progress.

Spanning brief consultations to extensive research endeavours, our collaboration with industry, research institutes, and public entities shines brightly, yielding breakthroughs and innovative solutions.

Here, global integration brings local prosperity.

Here, titans of industry seek direction and foresight.

Here, eco-initiatives find tangible roots and implementation.

Here, one is armed with lifelong learning proficiencies for the challenges ahead.

地方合作

创造社会可持续发展的未来

从短期咨询到长期科研与培训项目，我们与产业、研究院所和公共机构精诚合作，共同解决问题、寻求突破并推动创新。

在这里，我们融汇全球技术助力地方繁荣。

在这里，我们协助产业领袖洞察行业机遇。

在这里，我们推动绿色倡议顺利落地实施。

在这里，我们践行终身学习应对未来挑战。



Graduation/Alumni messaging

Creating the future by connecting the world.

We come together to inspire and connect people, advancing knowledge and changing lives.

We mobilise our global network of stakeholders to support Nottingham with our time, expertise and resources.

We nurture relationships with communities and motivate people to take action while recognising their contribution.

We are experts in identifying the causes that share our goal of making the biggest and best impact.

We collaborate with thousands of alumni across the globe to build a strong, supportive Nottingham community.

宁诺校友

连结世界，共创未来

我们汇聚在此，启迪思想，通达人际，传播智慧，改变生活。

我们调动全球范围的关系网，

以专业的知识和丰富的资源助推诺丁汉的发展。

我们与社区建立密切联系，

鼓励人们采取行动，并充分认可他们的贡献。

我们擅长找到努力的方向，为社会带来更积极的影响。

我们与全球数千名校友合作，

构建一个强大、支持性的诺丁汉社区。



Wellbeing messaging

Creating the future where “you” becomes “we”.

Nurturing a haven for ingenious minds to flourish is at the heart of our ethos.

Life at university presents its own set of challenges, yet we are unwavering in our commitment to foster an ambiance that's welcoming, inclusive, supportive, and ensures every voice is heard and valued.

学生身心健康

让未来的你成为我们

为聪明的头脑提供一个成长和学习的安全空间是我们使命的核心。

大学生活可能并不会总是一帆风顺，

我们将始终积极创造开放、包容、支持和自由的环境，

让所有声音都能被听到、被尊重。



Environment and facilities messaging

Creating the future campus that is safe, smart, culture-rich and environmentally sustainable.

At UNNC, our dedication extends beyond mere safety standards – we're influenced by global perspectives, ensuring a human-centred, intelligent environment both within and beyond our architectural marvels.

We seamlessly merge Chinese architectural prowess with contemporary Western artistry, all while championing eco-conscious practices and green energy transformations.

Here, we cultivate an atmosphere where your quest for knowledge and creative drive flourish within a secure, invigorating, and welcoming community.

环境与设施

创造安全、智能、丰富、可持续的未来校园

在这里，我们遵循全球安全标准，提供以人为中心的智能环境。

我们巧妙地融合了中国建筑 and 现代西方艺术特色，

同时致力于改变校园运营方式并采用绿色能源，以保护环境。

在这里，我们确保你的求知欲和创造力能够在安全、鼓舞人心和友好的社区环境中充分发展。



Library messaging

Creating the future, starts here and now.

With extensive collections and access to leading libraries in the world, you'll find the support you need for lifelong learning. This is the place where our experienced staff guide you every step of the way, with state-of-the-art facilities and inspiring spaces waiting to ignite your creativity.

Explore, learn and unleash your potential in our cutting-edge library environment.

图书馆

此处、此刻、共创未来

我们的丰富馆藏，为你的终身学习打开大门。

我们的专业团队，为你的学习旅程保驾护航。

在这里，前沿设施和艺术空间将点亮你的创造灵感。

在这里，你将沉浸探索、释放潜能、迈向卓越。



Global engagement messaging

Creating the future of global connections.

At UNNC, our global vision extends far beyond borders. This is the place where we champion education and dialogue that surpasses national lines, cultural divides, and linguistic barriers. We're committed to fostering a diverse and inclusive community where knowledge knows no boundaries. Through our innovative programmes and collaborative initiatives, we equip our students with the skills and perspectives needed to thrive in an interconnected world.

全球合作

创造全球互联互通的未来

在宁波诺丁汉大学，我们放眼全球，
不受国家、文化和语言的界限束缚，不断促进全球教育互联互通。
我们倾力营造一个多元包容的社群，打造跨域国界的知识交流平台。
凭借持续创新与深度合作，确保学生掌握在互联时代蓬勃发展的必备素养。



Innovation and entrepreneurship messaging

Creating the future of unparalleled accomplishments.

At UNNC, we fuel the dreams of budding entrepreneurs.

Home to the Li Dak Sum Incubator, Ningbo's distinguished hub dedicated solely to nurturing "international talent".

Laying foundational support for every ambitious student and staff member with entrepreneurial visions.

Bridging the gap between global talent, business assets, and local enterprise needs.

Upholding tech supremacy, ensuring it reaches the marketplace. Transforming intellectual capital into thriving ventures, leveraging research outcomes for business innovation, and enriching the global landscape.

创业创新

创造非凡的未来

在宁波诺丁汉大学，我们助力心怀企业家梦想的你成为未来商界翘楚。我们设有李达三孵化园，宁波市唯一一家以国际引才为方向的专业孵化器。

我们为每一位有创业目标的学生和员工提供支持。

在这里，我们高效地连接外籍人才、商业资源和本地企业的需求，

坚持科技至上，并将其应用于市场。

我们通过科研赋能商业创新，促进科技成果的落地与转化，为世界创造价值。



Thank you !