The University seal combines the basic elements of the seals of its parent institutions, Atlanta University and Clark College. The outer circle of the seal bears the name and founding date of Clark Atlanta University; the inner circle bears the traditional mottos “I’ll find a way or make one” (Atlanta University) and “Culture for Service” (Clark College). In the field of the seal is an open book representing the search for and transmission of knowledge, and more specifically the enlightenment of the Bible. On the left page are inscribed the date of the founding of Atlanta University and its traditional emblems of the sword of truth and torch of knowledge. On the right page are the founding date of Clark College and its emblem of a lamp. Both the torch and the lamp signify knowledge and the illumination of the mind.

The mission of Clark Atlanta University is to provide a quality undergraduate, graduate and professional education to a student body that is predominantly African-American and also diversified by students from various other racial, ethnic, cultural and socioeconomic backgrounds. As an institution grounded in the liberal arts, the University is committed to the development of productive and creative students who excel in their chosen careers and who become responsible citizens in their communities and the world.

To achieve its mission, the University attracts and maintains a dedicated faculty that meets high professional standards in teaching, scholarship, research, and service. The University also provides an educational environment in which its students thrive, learn, and develop their potential for leadership and responsible citizenship, and the pursuit and creation of knowledge.

The University maintains an historic relationship with the United Methodist Church and emphasizes sound ethical and moral principles that promote personal integrity and understanding of others.