In this presentation, I examine the rhetoric of diversity in higher education. I show how diversity in U.S. higher education depends simultaneously upon the hyper-visibility and the erasure and invisibility of difference. This hyper-visibility singles out only those who are “visibly,” that is, culturally or ethnically, “different,” so that some differences matter more than others. For an American-style university outside the US, the rhetoric of “respect for diversity” functions to “brand” the university as “American” while also distinguishing it as a “local” institution that respects the culturally-distinct environment in which it operates. Through an examination of institutional documents, this presentation explores how the rhetoric of diversity is transplanted and circulates within an economy of representation that reinforces the power of the norm by fetishizing cultural diversity over all other differences.