

Brand Guidelines

VERSION 1.0

Lebanon Valley College



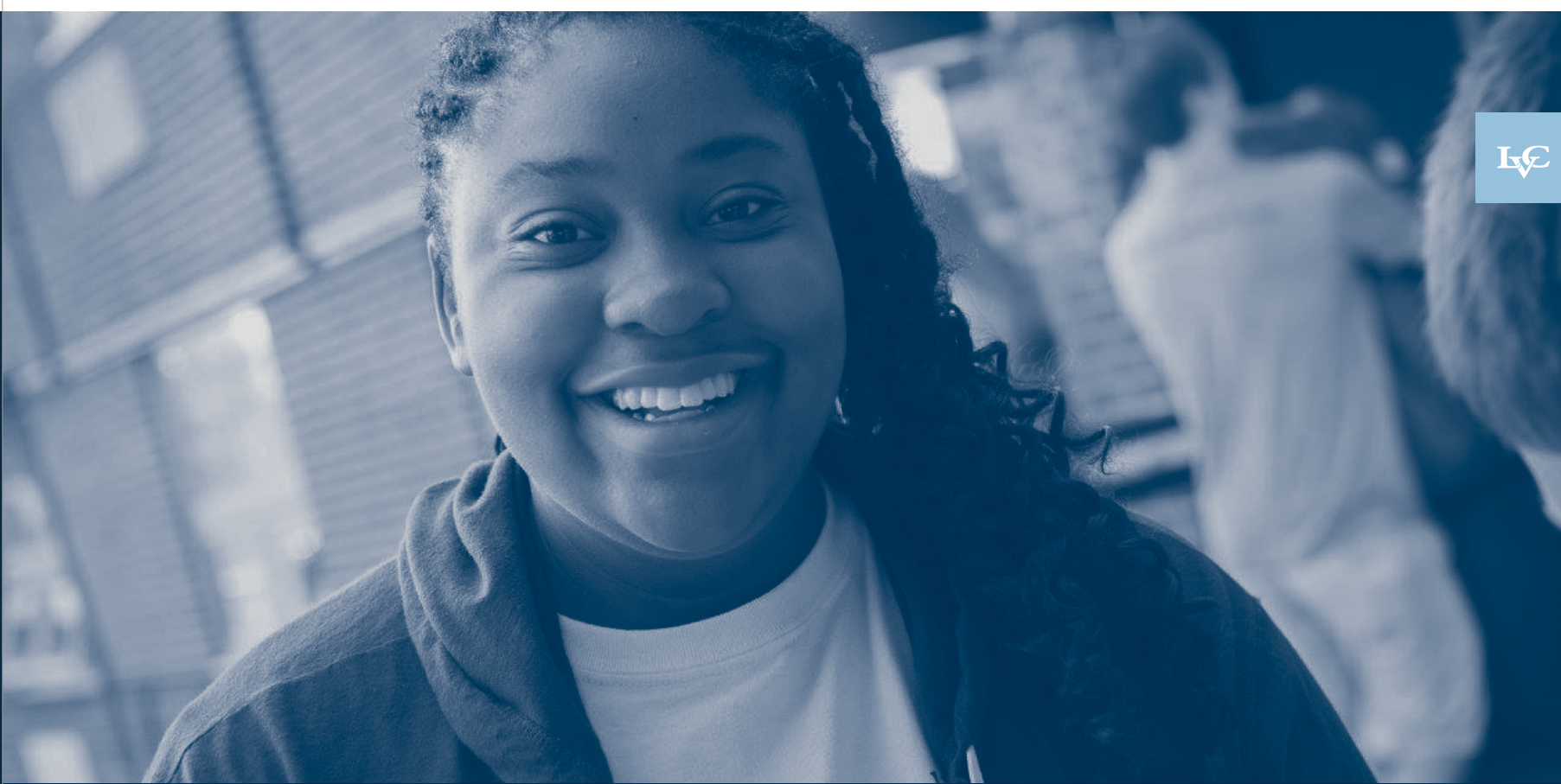
Why Brand Matters

A brand exists primarily in the perceptions people have about who you are, what you do, and why you do it.

That means every time we communicate — whether it's posting on social media, sending promotional material by mail, or talking directly with prospects — we give people a reason to form new opinions about our brand based on those interactions.

These guidelines show how we take advantage of those opportunities to convey who we really are, and why it really matters.

To do that, we all need to be on the same page about our brand identity, the tangible, real-world system of design and copy we use every day to tell the world about ourselves. The key to building our brand in the long term is to be as consistent as possible over time. The more consistent and confident we are when telling the LVC story, the better our audiences will understand and trust what we have to say.



Positioning

—
What separates LVC from the hundreds of colleges and universities in our region and the thousands of institutions across the country? What does LVC do differently — and even better — than all the rest of them? The answer is in our positioning.

Positioning

Brand Platform

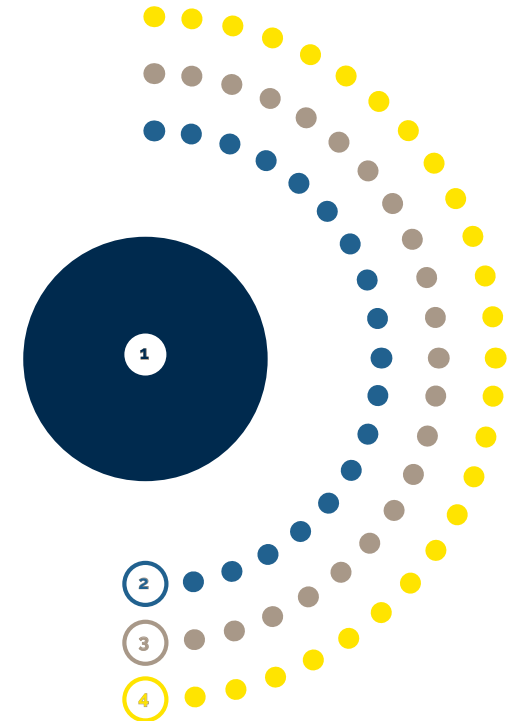
Based on comprehensive research, our **Brand Platform** reveals the key insights that establish our positioning and ultimately guide our brand strategy.

01 Our **Brand Essence** presents our strongest and most unique position in the market. This is not a tagline, but rather a simple, distilled phrase that forms a foundational point for our strategy.

02 Our **Brand Pillars** further define our competitive advantage through our three biggest strengths: what we do better or differently than other institutions, what connects us to people and what we believe in.

03 Our **Personality** is how we think of ourselves, and consequently, how we want the world to think of us. Personality words specifically help us establish and maintain a consistent tone throughout our communications.

04 Our **Foundation** is a collection of strong yet non-differentiating aspects of our institution. These are core to who we are but not lead messages.



Positioning

Brand Platform

BRAND ESSENCE

Exceptional academic programs, especially in the science and health professions, and meaningful learning experiences empower students to perform beyond expectations and achieve more than they ever thought they could.

BRAND PILLARS

WHAT WE BELIEVE IN

Optimism for the future

Critical thinking, communication, analytical, and creative skills are essential for career and personal success in the 21st century. Our student-focused faculty, outcomes-focused academic programs, and countless opportunities for work experience ensure our graduates are ready for the world that needs them.

WHAT MAKES PEOPLE FEEL CONNECTED

Optimism for ourselves

Our cherished values of community, hard work, and personal responsibility empower our students to do and achieve more than they ever thought they could. We know that believing in each other is as important as believing in ourselves.

WHAT WE DO DIFFERENTLY AND BETTER

Optimism for society

We combine kindness and care for others with determination — and achieve big results. Our academic programs, especially in the science and health professions, address the growing human need for enhanced physical, psychological, social, cultural, and emotional well-being.

PERSONALITY

HARDWORKING | GENUINE | KIND

FOUNDATION

Liberal arts & pre-professional programs
Small class sizes; personal attention
Close-knit, family atmosphere



Messaging

If positioning is what distinguishes us, then our voice and messaging defines how we want to talk about ourselves. The verbal guidelines that follow, including the brand narrative and brand voice, provide a cohesive direction for how LVC communicators can best tell our story to the world.

Messaging

Brand Narrative

The role of our narrative is to lay the foundation for writing in a distinct voice, as well as to inspire the messages we communicate going forward.

You've hit the milestones. Passed the tests. You've even surprised yourself along the way.

But you didn't come this far to stay put — to not go any farther.

At LVC, we promise to give you the tools you'll need to go further in life. Get ready to do more for yourself, your family, and the world through deeper explorations of the subjects you're interested in, closer connections with the professors you admire, better experiences to enhance your knowledge and skills.

We'll give you an education that propels you toward what's next.

Here at the Valley, we help you connect the dots between where you want to go and how you'll get there.

Further. More.

Voice and Tone Guidelines

Each story we tell should have an authentic tone that feels distinctively LVC. The first step is to commit the personality words to memory, as a reference. The second step is to use the following guidelines and tips as a stylistic gauge.

PERSONALITY WORDS

HARDWORKING | GENUINE | KIND

WRITING TIPS

Keep it simple.

No matter how complex or nuanced the subject, remember to write and speak simply. Not only will your content be easier to understand, by breaking down big ideas and concepts into more manageable parts, you will also stumble upon fun ways to make your copy more creative.

Be concise.

Audiences lose patience easily. Think of all the media out there today — books, movies, music, ads, the internet, and social channels like Facebook and Snapchat. Remember: we are in direct competition with all of it. Keep that in mind when writing or speaking and be concise.

Explain why.

We fight for the attention of the people we want to communicate with. When it comes to telling our story and getting our message across, always make a strong case for the benefit of an LVC education, and the impact we make on our community, our state, and our world. In other words, make sure your writing or speaking exemplifies at least one of the three brand pillars and always ties back to why we matter.

Be genuine.

Speak or write as if you were speaking to a friendly acquaintance or a prospective student visiting campus. Professional, confident, informed, helpful, honest, and friendly.

Show, don't tell.

Choose stories and examples rather than saying "We are hardworking, genuine, and kind."

Messaging

Getting Started

This section shows how to turn facts and figures into engaging LVC-branded copy.

First use the LVC brand pillars to select relevant content for your message. Add energy and voice to routine news items and proof points by applying the LVC personality words and narrative tone. When we bring these verbal elements together, we can begin to tell a much bigger story about LVC that will spark positive conversations about the College and its impact.

Editorial note:

Please contact the Office of Marketing & Communications to track down the latest proof points and greatest

BRAND PILLAR



Optimism for the future

Critical thinking, communication, analytical, and creative skills are essential for career and personal success in the 21st century. Our student-focused faculty, outcomes-focused academic programs, and countless opportunities for work experience ensure our graduates are ready for the world that needs them.

STORY STARTER

To be confident about the future, you've got to be prepared for it. Our Breen Center for Graduate Success combines career services, academic advising, and professional experiences to help students plan for what's next. Little wonder then why LVC — where 84% of grads secure employment or graduate school admissions within a year — ranks #1 nationally among "The Best Colleges in Each State for Getting a Job in 2018."

PROOF POINTS

- LVC is #1 nationally among "The Best Colleges in Each State for Getting a Job 2018."
- The placement rate for the Class of 2008 was 96.185%.
- The Breen Center for Graduate Success integrates career preparation with student academic development and hands-on experiences.
- One year after graduation, 44.4% of LVC Class of 2017 alums report being employed full-time and 41.5% report being enrolled in or having completed a graduate or professional program.

TONE NOTES

- Hardworking, and confident as a result.

NARRATIVE REFERENCE

- "We'll give you an education that propels you toward what's next."

Messaging

Getting Started

This section shows how to turn facts and figures into engaging LVC-branded copy.

BRAND PILLAR



Optimism for ourselves

Our cherished values of community, hard work, and personal responsibility empower our students to do and achieve more than they ever thought they could. We know that believing in each other is as important as believing in ourselves.

STORY STARTER

Over the past 150 years, we've built more than a beautiful campus here in Pennsylvania. We've created a genuinely supportive culture where students help one another further their education and get more out of college. It's this proud community that helps explain why the vast majority of our students — nearly 70% — graduate within four years, putting us in the top 10% among all 4-year degree-granting colleges and universities.

PROOF POINTS

- 70% of LVC students graduate in four years, compared to the graduation rate across the Pennsylvania State System of 36%. This ranks LVC among the top eight percent for actual graduation rate among the 644 regional institutions in U.S. News and World Report's 2019 "America's Best Colleges."
- LVC has a beautiful, safe campus.

STONE NOTES

- Hardworking and Kind—dialing up the power of working together.

NARRATIVE REFERENCE

- "Here at The Valley, we help you connect the dots between where you want to go and how you'll get there."

Messaging

Getting Started

This section shows how to turn facts and figures into engaging LVC-branded copy.

BRAND PILLAR

Optimism for society

We combine kindness and care for others with determination — and achieve big results. Our academic programs, especially in the science and health professions, address the growing human need for enhanced physical, psychological, social, cultural, and emotional well-being.

STORY STARTER

Beyond the personal and professional milestones, LVC students aspire to move society forward by doing more for themselves, their families and their communities. Our alumni have gone on to become world-class surgeons, NASA scientists, governors, and inventors of life-saving products like bulletproof glass — as well as beloved brands like Kit Kat.

PROOF POINT

→ Alumni include past PA governor Tom Corbett, Dr. Si Pham, a world-famous heart-lung transplant surgeon, a NASA scientist who helped train Sally Ride, the inventor of bulletproof glass, and the developer of the Kit Kat Bar.

STONE NOTES

→ Hardworking, Kind, Genuine — together, these add a level of magnitude to the LVC brand essence, aiding the transition from the personal to the global/societal.

NARRATIVE REFERENCE

→ "Get ready to do more for yourself, your family, and the world through deeper explorations of the subjects you're interested in, closer connections with the professors you admire, better experiences to enhance your knowledge and skills."



Visual

The success of our brand identity ultimately hinges on how well we execute the details of our visual language — the logo, color, photography, typography, and graphic elements. The following section will describe how to maintain consistency in everyday design decisions so that all of us communicate the LVC story in a unified, more powerful, way.

Visual College Identifiers

WORDMARK



The Lebanon Valley College wordmark spells out our name in a distinctive manner and forms our primary mark. Always use the wordmark when communicating to external audiences.

Acceptable color variations:
Black, white

Lebanon Valley College

INTERLOCKING LOGO



The LVC interlocking logo is most commonly used on non-print materials, such as clothing, signage, and items directed to an audience more familiar with the College, such as alumni. There are two accepted versions of the LVC interlocking logo: one with the surrounding oval and one without.

Acceptable color variations:
Black, white



INTERLOCKING LOGO WITH WORDMARK



The interlocking LVC logo may be used with the wordmark or alone.

Acceptable color variations:
Black, white

 Lebanon Valley College

 Lebanon Valley College

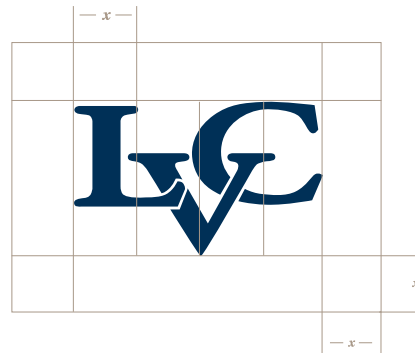
Visual Restrictions

CLEAR SPACE



This term refers to the space around a wordmark or logo that must be clear of type or imagery in order to give the wordmark or logo sufficient presence. For the wordmark, that space should equal the height of the lower case letters.

For the interlocking LVC logo, it should equal one quarter of the width of the logo. The only exception is when the wordmark is used with a return address on an envelope and the address of the College appears directly below it.



MINIMUM SIZE



The wordmark should not be reproduced smaller than 2 inches in width.



Visual Restrictions

Keep these restrictions in mind when working with our logo.

~~Lebanon Valley College~~

Under no circumstance should the wordmark be recreated by keyboarding the words. The wordmark has been carefully drawn and hand adjusted. This gives our wordmark the distinctive characteristics that make it unique.

~~Lebanon Valley College~~

Do not distort the size or shape of the LVC wordmark.

~~Lebanon Valley College~~

Do not use any color combinations other than those specified on the previous page.

~~Lebanon Valley College~~

Do not reproduce using more than one color at a time.



Do not use on an interfering background.

~~Lebanon Valley College~~

Do not attempt to recreate or deface with other graphics.

Visual Color Palette

PRIMARY



The official school colors are blue and white. These colors should be used in all internal and external communications. Black is not a school color, but since it is often used for text, backgrounds, and one-color reproductions, we have included it here.

Tints and shades may be used at the discretion of the Office of Marketing & Communications

<p>LVC Blue</p> <p>Pantone 540 C CMYK: 100 / 57 / 12 / 66 RGB: 0 / 42 / 78 WEB: #002a4e</p>	<p>White</p> <p>CMYK: 0 / 0 / 0 / 0 RGB: 255 / 255 / 255 WEB: #ffffff</p>	<p>Black</p> <p>CMYK: 0 / 0 / 0 / 100 RGB: 0 / 0 / 0 WEB: #000000</p>
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SECONDARY



Our secondary palette adds warmth to contrast with our cool primary palette.

Tints and shades may be used at the discretion of the Office of Marketing & Communications

<p>CMYK: 91 / 62 / 23 / 5 RGB: 32 / 96 / 144 WEB: #22608f</p>	<p>CMYK: 35 / 36 / 45 / 2 RGB: 168 / 152 / 136 WEB: #a89888</p>	<p>CMYK: 2 / 5 / 100 / 0 RGB: 255 / 228 / 0 WEB: #ffe400</p>
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ACCENT



Our accent palette is designed to complement our primary and secondary palettes, but these colors should be used more sparingly—for background graphics or pops of color.

Tints and shades may be used at the discretion of the Office of Marketing & Communications

<p>CMYK: 39 / 11 / 5 / 1 RGB: 149 / 193 / 220 WEB: #95c1dc</p>	<p>CMYK: 12 / 9 / 9 / 0 RGB: 221 / 221 / 222 WEB: #dedede</p>	<p>CMYK: 25 / 95 / 88 / 20 RGB: 160 / 42 / 44 WEB: #a02a2c</p>
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SANS SERIF



Our sans serif typeface, Raleway, could be described much like LVC: hardworking, genuine, kind. It is an extensive and versatile font family that can flex from elegant and understated in the thinnest weights to friendly and outgoing when used in the bolder weights. It works well for both headlines and body copy.

WHERE TO BUY

→ Can be downloaded from [Google Fonts](#) for free, or synced from [Adobe Fonts](#)

Raleway

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^&()*

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium

Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic



Free Google Fonts
alternative:

*None; Raleway is already
a free Google Font.*

SERIF



SangBleu Versailles, our serif typeface, is as approachable as it is academic. It may be used for headlines and body copy.

WHERE TO BUY

→ Available from [Swiss Typefaces](#).

→ 200 CHF (\$200.00) for a license for up to 10 users + web use (licensing options for more users are available)

SangBleu Versailles

AaBbCcDdEeFfGgHhIijKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%^(*)

Regular
Regular Italic
Book
Book Italic

Medium
Medium Italic
Bold
Bold Italic



Free Google Fonts
alternative:

Source Serif Pro

AaBbCcDdEeFfGg
HhIijKkLlMmNn
OopQqRrSsTtUuVv
WwXxYyZz
1234567890!@#\$%^(*)

Regular
Semibold
Bold

Visual Typography

ACCENT



Our accent typeface, Plaak, is perfect for infographics, subheads, and callouts. It's strong and energetic and packs a surprising punch when used sparingly in our publications.

Do not use Plaak for body copy.

WHERE TO BUY

→ Available from [zo5.tf](https://www.zo5.tf)

→ Desktop license for up to five users is 180 € (\$203.18). Other licensing options are available.

PLAAK 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@%&[*]-+=

LIGHT REGULAR BOLD



Free Google Fonts alternative:

TEKO

AABBCCDDEEFFGGHHIIJJ
KKLLMMNNOOPQRRSS
TTUUWWWXXYYZZ
1234567890!@#\$\$%^(*)

LIGHT
REGULAR
MEDIUM
SEMIBOLD
BOLD

Leading and Kerning

Follow these tips for best results when working with LVC typefaces.

LEADING

Line spacing, called leading, should be set tight, but not too tight. For body copy, try leading that's two or three points higher than the type size.

Leading that's too loose leaves too much pause between the lines.

TOO LOOSE 12 pt. type / 25 pt. leading

Leading that's too tight leaves too little pause between the lines.

TOO TIGHT 12 pt. type / 12 pt. leading

When leading is correct, the reader won't even notice.

CORRECT 12 pt. type / 15 pt. leading

TRACKING

The space between letters is referred to as tracking. As a rule, set tracking slightly looser for captions, and slightly tighter for headlines.

When tracking is correct, the reader won't even notice.

BODY COPY 12 pt. type / +0 tracking

When tracking is correct, the reader won't even notice.

HEADLINE 22 pt. type / -10 tracking

When tracking is correct, the reader won't even notice.

CAPTION 8 pt. type / +25 tracking

EXAMPLE 1



Our typefaces can be used in different ways to speak to different audiences or occasions.

This example is a starting point only and is not prescriptive.

Raleway Bold
44 pt. type
46 pt. leading
-15 tracking

**Ria di corehent,
debis sam inecus.
Veria et ullo.**

SangBleu Versailles Medium
12 pt. type
16 pt. leading
-25 tracking

**Alitios ornatem. Nam reperum que dolessi intur.
Et faccusti as rem faccus il ipsusda mendipsae qui debis
conesequati ut doloriate.**

Raleway Medium
9 pt. type
12 pt. leading
default tracking

Alitios ornatem. Et faccusti as rem faccus il ipsusda mendipsae qui debis conesequati ut et velliat. Am volenit emporpereria dolecta que labor sec-tium dolor atquis a plabo. Nam reperum que dolessi intur? Qui tetur, untur molupta nones percietur? Ducimiliquas mossunt. Ehenem hitatus, acceptas et estruptas dic totatur, tempere hendae con consed experitiae vel incilit odicius es perferferum, veria coreium quam doloriate esequiant quost, omnis cuptur am ut dolorupta.

Nam reperum que dolessi intur? Qui tetur, untur molupta nones percietur? Ducimiliquas mossunt. Ehenem hitatus, acceptas et estruptas dic totatur, tempere hendae con consed experitiae vel incilit odicius es perferferum, veria coreium quam doloriate esequiant quost, omnis cuptur am ut dolorupta.

Visual Layout



EXAMPLE 2



Our typefaces can be used in different ways to speak to different audiences or occasions.

This example is a starting point only and is not prescriptive.

Raleway Thin
68 pt. type
70 pt. leading
-20 tracking

UT MA QUI
NOBIT ATUS
DOLUM VE

SangBleu Versailles Book
11 pt. type
14 pt. leading
-15 tracking

Alitiost orernatem. Et faccusti
as rem faccus il ipsusda men-
dipsae qui debis conesequati ut
et velliatur.

Raleway Medium
9 pt. type
12 pt. leading
default tracking

Am volenit emporporeria dolecta que
labor sectium dolor atquis a plabo.
Nam reperum que dolessi intur? Psus-
da mendipsae qui debis conesequati
ut et velliatur. Qui tetur, untur molupta
nonnes percietur? Ducimiliquas mossunt.

40+
*BOREPERAE
LOREM
OCCUSDAM
ULLATUR*
MAJORS

Infographic:
Statistic: **Plaak 2 Regular**
Small text: **SangBleu Versailles
Bold Italic**

Photography Overview

Our photography style draws inspiration from our color palette, which is a mix of warm and cool tones.

To balance LVC blue, a cool color, warm photography should be our default style—but it's okay to bring in “pops” of cool photography as well. The key is to make sure that whenever we do this, it feels intentional. Our photos should be clearly either warm or cool.

Regardless of whether a photo is warm or cool, LVC photography should feel bright, optimistic, and use natural lighting whenever possible.

When planning a shoot, consider capturing some of each of the following images shown on this page. The guidance provided under each header is just a rule of thumb. For effective storytelling and dynamic page layouts, images from each category should be mixed and matched within a piece.



CANDID STUDENT-TEACHER INTERACTIONS

Student-teacher interaction photos are ideal to use when describing a program or opportunity at LVC.



CANDID STUDENT INTERACTIONS

Always incorporate student interaction photos when describing student life at LVC. Avoid staged shots—aim to capture true-to-life interactions and settings.



CANDID PORTRAITS

Use candid portraits when featuring an in-depth profile of an individual. Candid photos may also be used alongside a more formal portrait.



DETAIL SHOTS

Incorporate detail shots to balance page layouts and to help viewers experience LVC from a close-up perspective.



FORMAL PORTRAITS

Formal portraits are compelling on the cover of a piece or in a section beginning with copy that speaks directly to reader. They are also good to use when showcasing a student or alumnus/a outcome.



LANDSCAPE SHOTS

Use landscape photography when discussing campus, regional opportunities, hands-on opportunities or off-campus opportunities.

Visual

Rule of Thirds

The rule of thirds is an important photo composition technique that tends to result in pleasing, well-balanced images.

When shooting an image, mentally divide up the frame into a grid of two evenly spaced horizontal lines and two evenly spaced vertical lines. Position important elements of your composition near these lines or the points where they intersect.

This technique creates breathing room around a subject and reveals more of their environment — which can make for a more memorable and emotionally resonant image.

That's not to say there is never a time and place for a centered composition, but as a rule of thumb, when shooting LVC photography, shoot with the rule of thirds in mind.

WHEN TO USE THE RULE OF THIRDS

→ More often than not



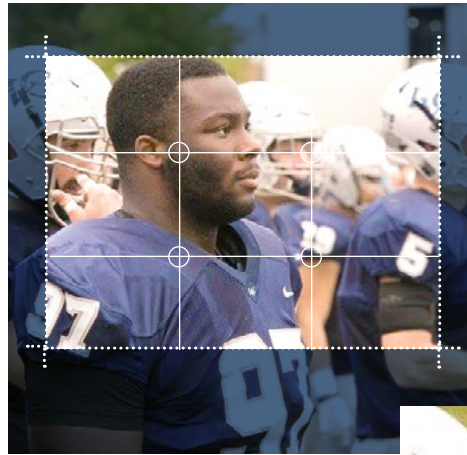
Visual Cropping

Photo cropping is another helpful storytelling technique. It can add a closer connection between the viewer and the subject.

To preserve narrative quality, be sure to consider the rule of thirds and maintain some context for the surrounding environment.

WHEN TO CROP

- To draw in a viewer emotionally
- To correct a poorly-composed image
- To add interest to a page layout



Visual

Leading Lines

Lines are found everywhere in our environment. When a photographer identifies them and strategically uses them to draw a viewer's eye through a photo, they are called "leading lines."

Keep an eye out for strong lines to enhance your compositions.

GOOD TO USE

- When shooting portraits
- When shooting architectural photography



Visual Depth of Field

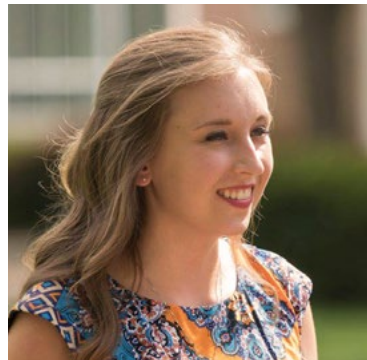
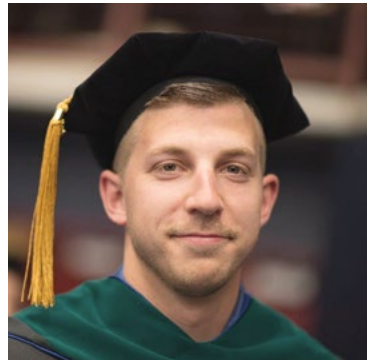
LVC photography primarily utilizes a medium depth of field, allowing our subjects to stand out from their background while still revealing some context.

A shallow depth of field is created by using a high aperture setting on your camera, while lower aperture settings will result in fuller depth.

SHALLOW DEPTH



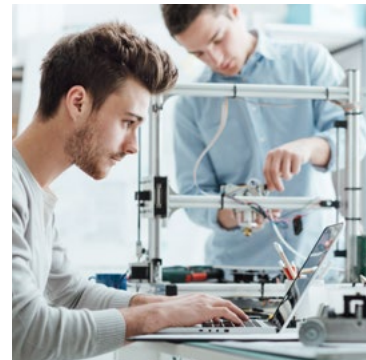
The background is completely blurred out and the subject is extremely clear and sharp. Good for close-up portraits and detail shots.



MEDIUM DEPTH



The subject is still clear, but the background isn't fully blurred out. Good for interaction shots or candid portraits of an engaged student.



FULL DEPTH

This provides full clarity of the background. Best for landscape or architectural photography.



Visual Duotones

Color duotones are an effective way to add color and create a neutral backdrop for text and graphics. A duotone treatment can also help compensate for poor lighting in a photo.

To make a photograph into a duotone, open the image in Photoshop. In the top menu, select **Image > Mode > Grayscale**. Save the image as a TIFF or jpeg, and import into InDesign. Click once on the image to change the background color. Click twice to change the foreground color.

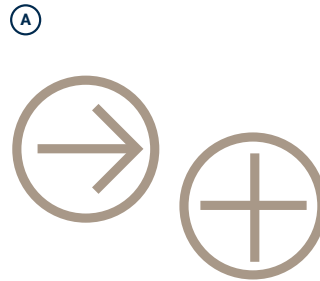


Visual Graphic Elements

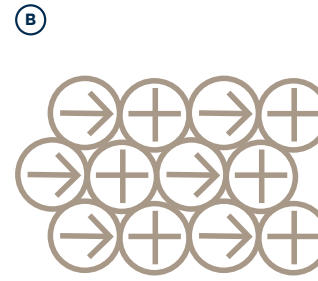
Six different graphic elements form the foundation of our brand toolkit. Use this toolkit to add visual interest and to help tell stories from our College.

It is not necessary (or recommended) to include every element in a single piece, but when used consistently over time, these graphics create continuity in our families of materials:

- A. "Further"/ "More" symbols
- B. "Further. More." pattern
- C. Dot texture
- D. Connected lines
- E. Sketched illustrations
- F. Handwriting



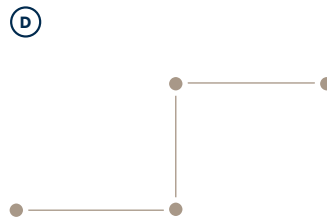
Symbols representing the creative foundation of our brand — going *further* and doing *more* — are a cornerstone of our visual language. They may be used in conjunction with copy that references "Further. More.," or separately. *Files for this resource are available to download.*



A pattern has been created from the "Further." "More." symbols that may be used as a textural element in our materials. *Files for this resource are available to download.*



Subtle background patterns can be incorporated to add visual interest and continuity throughout a piece or series of pieces. For LVC, the dot grid symbolizes a clean slate, or mapping out one's path. *Files for this resource are available to download.*

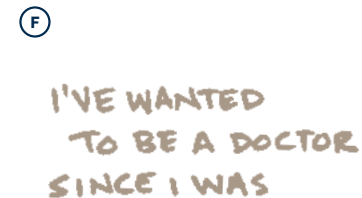


Narrow rules connected by dots can be used as both a decorative and symbolic element. These types of graphics reinforce many of our key messages to prospective students, e.g. "going further," or "connecting the dots."

Tutorial: For a sophisticated treatment of this element, the stroke on the rules should be thin (0.5 pt or less) and the dots very small. A stroke matching the page background color should also be added around the dots.



Seek out illustrations with a loosely hand-drawn appearance. Because many of our graphic elements are bold and geometric, these types of illustrations, like handwriting, can help add a more compassionate and personal touch to our materials.



To add a more human and personal touch, handwriting may be scanned into Photoshop and used as an illustrative or textural element.

Tutorial: Write with a thick pen or thin marker on a white sheet of paper, and scan the image into Photoshop. Go to Image > Mode > Grayscale, and then Image > Mode > Bitmap. Save the handwriting file as a bitmap. You can then change the color in InDesign.

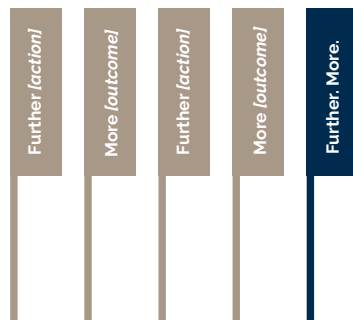
Using “Further. More.”

“Further. More.” is more of a creative foundation than a formal “tagline”. We’ll use the words in various headlines and messages, but there’s a formula to doing so that will ensure our audiences understand the distinction.

On any tactic with a range of phrases — T-Shirts, Lightpole Banners, etc. — we want to use a 4:1 ratio: Four sets of “Further [action]. More [outcome].” to every one use of “Further. More.” (See figure 1.)

When used, these expressions may be (but do not *have* to be) paired with the corresponding graphic symbol — an arrow for “Further” and a plus sign for “More.” (See example on the right.)

Fig. 1
Use a 4:1 ratio



“Further” symbol/
“Further” headline

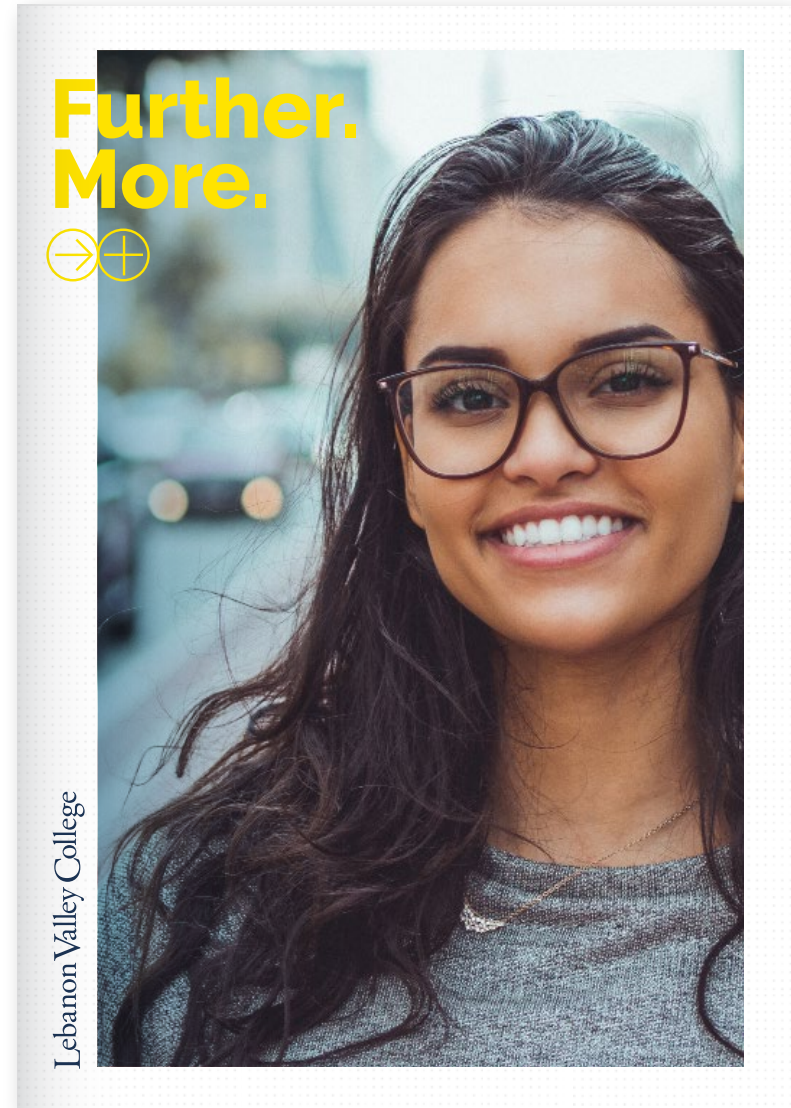
“More” symbol/
“More” headline



Bringing it to Life

We've been through the verbal and visual elements of our brand. Now we'll see a few examples of how everything could come together in the real world.

Bringing it to Life
Sample Viewbook



01 | Critical Thinking

FURTHER YOUR KNOWLEDGE OF THE WORLD.

A Liberal Arts Education starts with a simple goal: to discover the best of what's been thought and done throughout history. We achieve that goal with a simple, yet challenging and intensive, assignment — reading the greatest thinkers and doers to ever live.

Throughout this book, "⊕" symbols indicate features about our curriculum and experiences. Look for the "⊗" symbol to read stories about how our students are taking their LVC education to the next level.



CONSTELLATION LVC

Our core curriculum, Constellation LVC, remains the hallmark of an LVC education. It prioritizes the crucially important outcomes of critical thinking, writing, reading, and analytical skills—those liberal arts outcomes that remain so valued among prospective students and employers alike.

02

Student Profile



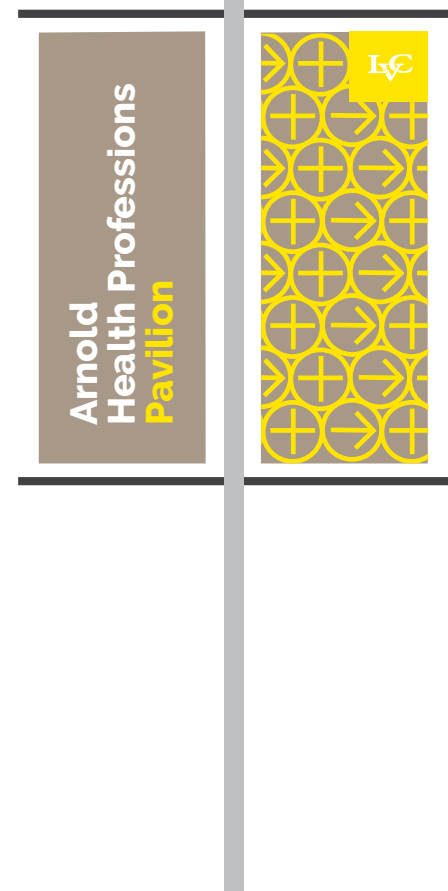
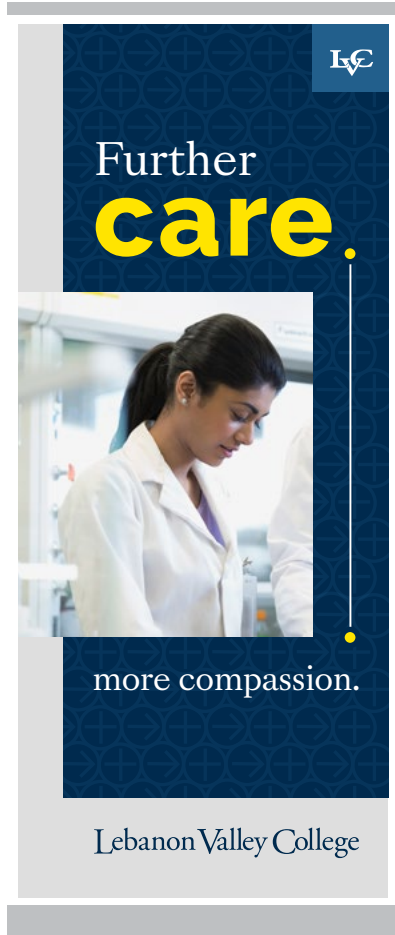
Experience More.

Name: *Therios Bruner '20*
Cool Job: *Intern at Elsevier*

"LVC's strong reputation in the mathematical sciences and its alumni connections helped me land an internship with Elsevier, a world-leading provider of informational services. But I have to say, the broad education in philosophy and history gave me the interpersonal skills I needed to get the most out of it."

03

Sample Health Professions Signage



Sample Light Pole Banners



Bringing it to Life
Sample Magazine Ad



I'VE WANTED TO BE A DOCTOR SINCE I WAS

YEARS OF RESIDENCY START TODAY!

Lebanon Valley College | Connect the dots at LVC.
lvc.edu/connect

Bringing it to Life Sample Travel Piece



**The Valley
will take you
further.
Learn more.**

➔

Lebanon Valley College

MAJORS
40+ MAJORS TO FIT DISCOVERED PERSONAL PROGRAMS FROM TRADITIONAL TO PROFESSIONAL

Start mapping it out.
Start mapping it out as an LVC student. The job is waiting just in your classroom—practicing and professionalizing.

See the Big Picture.
A strong liberal arts and sciences core sets you on a path to success. Hands-on experiences in your field give you the perspective you need to go to the top.

1 in 5
LVC STUDENTS WILL HAVE LIVED IN THE WHITE HOUSE. ONE-TENTH AS MANY AS OTHER COLLEGES.

93%
OF GRADUATES SECURE JOBS OR ACCEPTANCES INTO GRAD SCHOOL WITHIN ONE YEAR.

Connect the dots.
At Lebanon Valley College, we'll help you connect all the dots in your personal passions and your professional goals.

Expect more of yourself and your college. At LVC, you will. lvc.edu/apply

16,000+
LEBANON VALLEY COLLEGE IS THE MOST AFFORDABLE COLLEGE IN THE NATION.

D-III Sports.
Our athletes have won the national championship. And LVC students have the right to champion on and off the field.

26
INTERNATIONAL SPORTS PERMANENT HOMES

Dutchmen Pride.
Just one weekend season, the 17th of October. You'll stand tall and proud among 25 other, your school's tradition. The 17th of October is a tradition that will last for generations.

99%
LEARNING CLASSES FROM LVC

Graduate in Four Years—Guaranteed.
College should only last four years. That's the way it's intended to remain. All students complete the credits required to graduate in just four years. To make that possible, we only provide one-on-one personal support and personal attention. We ensure that every student's performance in high school and beyond is recognized and rewarded.

Lebanon Valley College

Bringing it to Life

Sample Bus Shelter



Bringing it to Life Sample T-shirt





Living The Brand

How to Live the Brand

01 Across the College, make decisions and act in ways that create experiences for students that align with the brand strategy.

Interactions, policies, and practices large and small influence how someone feels about LVC.

02 Deliver educational experiences that lead to the following outcomes for students/graduates:

- Communication skills, critical thinking, analysis, and creative skills
- Career skills
- Meaningful work experiences

03 Model optimism and the values of hard work, determination, personal responsibility, confidence, and empowerment of those around you. This includes in-person interactions at events, emails, presentations at conferences, and phone calls. Mingle, ask questions, and be as helpful as possible.

04 Exhibit kindness and care for others and their experiences, including care for the quality of your work.

05 View your own work as it relates to human and societal well-being and articulate to the students that this is a value of LVC's.

Help them understand how their own educational experiences and life goals play an important social role.

Best Practices for Other Departments

Keep the following housekeeping points in mind when you're creating content for your department at LVC.

01 Incorporate **brand colors, voice, and tone** guidelines into your department/program social media presence. You should also choose and create content that aligns with the **Brand Platform** when crafting social content.

02 When ordering uniforms, giveaways, balloons, t-shirts, etc. provide vendors with **official color palette** and **font** options. Match materials as closely as possible to these specifications.

03 The Office of Marketing & Communications supports departments and programs writing/editing and designing content and collateral intended for admission and alumni/advancement audiences (e-newsletters, newsletters, flyers, graphic identifies or logos, etc.) Do not create your own admission or advancement printed handouts, advertisements, logos, signage for admission/advancement events, or taglines. Do not hire outside consultants to develop a brand identity for your department or program.

Lebanon Valley College