

BACKGROUND AND OBJECTIVES

Our brand is much more than a logo; it defines who we are, what we say, and how we act.

Colleges and universities face several challenges, including competing for a shrinking pool of prospective students and finding meaningful ways to engage with alumni and donors. While we are richly blessed at St. Olaf, we are not immune to the challenges facing our competitors and our peers. We need to adapt, refine, and continuously develop authentic and meaningful ways to highlight the quality and the success of our programs, faculty, students, and graduates. And we need to do that in a fast-paced, cluttered, and fragmented communications world.

The Strategic Plan outlines a commitment to enhancing our internal and external communication and branding practices. We need to focus our collective energy and creativity to define a new brand platform. This platform is built from the strength of our mission and developed to successfully position our brand with internal and external audiences.

This platform will allow us to more consistently convey the strengths of the St. Olaf brand and build equity over time with our key stakeholders. This work serves as a foundation and springboard for us to reflect the value of our brand and authentically reflect what makes St. Olaf unique.

OUR MISSION

Why we exist and what we aspire to as an organization.

St. Olaf College challenges students to excel in the liberal arts, examine faith and values, and explore meaningful vocation in an inclusive, globally engaged community nourished by Lutheran tradition.

OUR BRAND POSITION

A succinct way to communicate the value we offer and what differentiates us.

what we do

We develop individuals of action and substance ...

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how we do it

through a strong community that both challenges and empowers ... DarshanoCFC House

Jansen EndowmentoSARN Af Academic Departments

why we do it to form citizens who will shape the world.

OUR BRAND POSITION

We develop individuals of action and substance through a strong community that both challenges and empowers to form citizens who will shape the world.

OUR BENEFITS

The key benefits students are provided as part of the St. Olaf experience.

- Challenge students academically
- · Engage students to be citizens of the world
- Provide an accessible pathway to develop strengths, talents, and vocation
- Encourage exploration of faith, values, and personal fulfillment
- Build lifelong connections as a result of an inclusive and vibrant residential campus

Eric Larson '93