



BRAND FOUNDATION

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 ...



how we do it

**through a strong community
that both challenges and empowers ...**

Darshan CFC House
Lipson Printing Carleton College
Kearse-John Endowment SARIN
Staff Academic Departments

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A full-page photograph of two hikers on a rocky ridge. The hiker on the right is standing, wearing a green long-sleeved shirt, olive cargo pants, a yellow headband, and sunglasses. They have a large black and red backpack. The hiker on the left is sitting on the rock, wearing a red long-sleeved shirt and dark shorts, also with a backpack. They are both looking out over a vast, arid landscape with a range of snow-capped mountains in the distance under a clear blue sky.

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