



MESSAGE AND VOICE

The background features two large, overlapping red geometric shapes. One is a wide triangle pointing downwards, and the other is a parallelogram-like shape pointing upwards, creating a central white triangular area where the text is located.

MESSAGE AND VOICE

Telling our unique story in a compelling and memorable way is crucial to building brand recognition and value.

OUR BRAND PERSONALITY

The tone and persona of our brand; the way you could describe St. Olaf College if it were a person.

This ...

Curious | Idealistic

Inspiring | Intelligent

Resourceful | Well-rounded

Supportive | Confident

Not that ...

Apathetic | Cynical

Followers | Thoughtless

Average | Eclectic

Intrusive | Egotistical

OUR CREATIVE PLATFORM

The creative expression represents the highest-level expression of what we offer.

Oles can. Oles will.

At St. Olaf, we don't turn out typical college grads. We turn out Oles.

Individuals of substance. Dynamos. Doers.

Oles are the people companies want. Oles are the people the planet needs.

Why? Because they're not jaded or cynical. They're not easily discouraged.

Oles are resourceful. Engaged.

Oles don't all look alike or think alike, but what they share is an enthusiasm.

An optimism.

A work ethic driven by the knowledge that anything is possible, the answer to every problem is yes, that what's broken needs fixing, what's working can be improved.

Oles think harder; dive deeper. Oles aren't like everyone else.

They're Ole-achievers.



OUR BENEFITS AND REASONS TO BELIEVE

Our core message is our highest-level expression. This message is supported with our benefits and reasons to believe our brand position.

OUR BENEFITS | Academic Challenge

BENEFIT:

St. Olaf offers challenge and opportunity.

DESCRIPTION:

We challenge students academically and provide opportunities to excel and contribute to the community.

REASONS TO BELIEVE:

Tradition of academic excellence

- St. Olaf College consistently ranks among the top baccalaureate institutions in the United States in the number of graduates who go on to earn doctoral degrees.
- The medical school acceptance rate for St. Olaf student applicants is more than one-third higher than the national average.
- St. Olaf is a top producer of Fulbright international fellows and other prestigious award recipients such as Goldwater undergraduate science scholars.

An environment that fosters curiosity

- Breadth of offering: 85 majors, concentrations, and pre-professional programs.
- Small class sizes: 12:1 student to faculty ratio and an average class size of 23.
- Liberal arts +: foundation of liberal arts with opportunities for undergraduate research and scholarly collaboration.

Opportunities to engage and excel

- Over 200 clubs and organizations.
- 1/3 of our students participate in our renowned music program.
- 27 varsity sports and 75% of our students participate in intermural sports.

OUR BENEFITS AND FEATURES | [Vocation](#)

BENEFIT:

Olaf offers many jobs and opportunities. But more importantly, they find vocations.

DESCRIPTION:

We provide pathways to develop students' strengths, talents, and vocation.

REASONS TO BELIEVE:

Our resources and Lutheran tradition

- Identifying a vocation is a fundamental part of our Lutheran tradition.
- The Piper Center for Vocation and Career provides resources and experiences designed to help students leverage their liberal arts education to achieve their full potential.
- We have a network of over 35,000 alumni to open doors and make connections.

Meaningful Results

- 86% of our students participate in experiential learning that includes internships, research, and community-based work study.
- 96% of our graduates are employed, in graduate school, or doing full-time service work within 9 months after graduation.
- 87% of our graduates find satisfying jobs that leverage the skills they developed at St. Olaf.
- 84% find the work meaningful and 74% say the job pays enough to support their desired lifestyle.

OUR BENEFITS AND FEATURES | Global Engagement

BENEFIT:

The St. Olaf College experience is a broader world experience.

DESCRIPTION:

We engage students to be citizens of the world.

REASONS TO BELIEVE:

Outstanding Study Abroad Program

- #1 in study abroad for liberal arts colleges (100+ programs in 40+ countries)

Curriculum with a global view

- Through languages and area studies, students explore specific countries and cultures, but global issues are embedded in courses across the curriculum.

Campus community

- Increasing international diversity of our students, faculty, and staff, who collectively come from more than 80 countries.

OUR BENEFITS AND FEATURES | Reflection

BENEFIT:

Lutheran Tradition.

DESCRIPTION:

We encourage the exploration of faith, values, and personal fulfillment.

REASONS TO BELIEVE:

Accepting

- Our community includes and welcomes people of many religions and of no particular religious tradition.
- 21+ religious organizations.

Active faith tradition

- The college was founded by Lutheran immigrants from Norway. Today, 30% of our student body is Lutheran.
- Daily chapel and Sunday worship services.
- ELCA student congregation supported by a college pastor and associate pastor.

Religious study

- All students take core courses in biblical and theological studies and ethics and moral reasoning.

OUR BENEFITS AND FEATURES | Community and Connection

BENEFIT:

Lifelong friendships are forged on the Hill.

DESCRIPTION:

We support an inclusive and vibrant residential campus that builds lifelong connections.

REASONS TO BELIEVE:

Community

- Honor code and code of conduct that promotes individual responsibility and shared accountability.
- Increasingly diverse student body.

Residential

- 95% of students live on campus or in college-owned houses nearby.
- A single, common dining hall brings students together for meals to promote community.

Sustainability

- 350 acres of restored wetlands, woodlands, and native tall grass prairie.
- A college-owned wind turbine, combined with 40 acres of solar panels on college land, achieve 100 percent carbon-free electrical power.