

PHOTOGRAPHY



The background features two large, overlapping orange geometric shapes. One is a dark orange triangle pointing downwards from the top left, and the other is a lighter orange triangle pointing upwards from the bottom right. They overlap in the center of the page.

PHOTOGRAPHY

Photography needs to capture St. Olaf's beauty, traditions, people, and community — on the Hill and beyond.



AUTHENTICITY

Casual. Not posed.
True expressions.



IN THE MOMENT

Slice-of-Ole-life
at work and play.



UNIQUE SENSE OF PLACE

Unique campus.
Unique Oles.



ACADEMIC SUPPORT

Students working with others.



OLES DOING

Making. Growing. Performing.
Learning. Helping.



BEYOND THE HILL

Travel. Adventures. Experiences.




GRAPHIC ELEMENTS


The background features two large, overlapping purple geometric shapes. One is a dark purple triangle pointing downwards from the top left, and the other is a lighter purple triangle pointing upwards from the bottom right. They overlap in the center of the page.

GRAPHIC ELEMENTS

Our brand platform has several graphic elements that work together to graphically represent strength, action, and forward movement. These elements provide a flexible tool kit to tell a visual story for the brand.

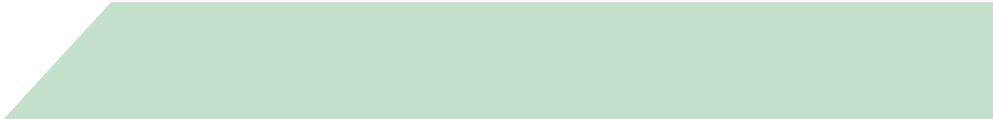


The graphic concept of Boe Beams is inspired by the arched braced roof structures in Boe Chapel. When this shape becomes a dynamic graphic element, its meaning moves beyond the simple representation of St. Olaf's foundation in Christian values and reaches toward unimagined possibilities.

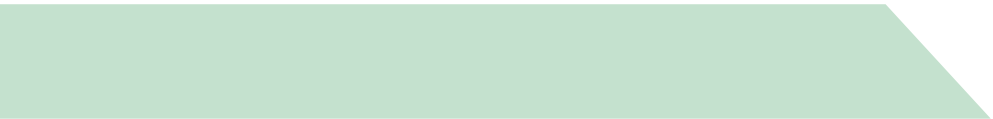


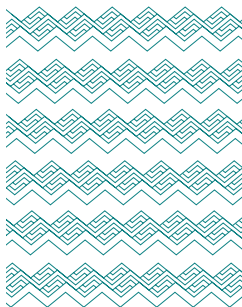
The Boe Beams always have two strong, supporting parts — both moving inward, creating an overlap — and outward beyond the boundaries of the page.

These parts always work together, always touch — as the merging of academic rigor and innovation with tradition and community.



Repeating the angle of the Boe Beams, these horizontal beams are angled at either end and are used as secondary elements for defining content, creating separation between elements, or as call-outs.





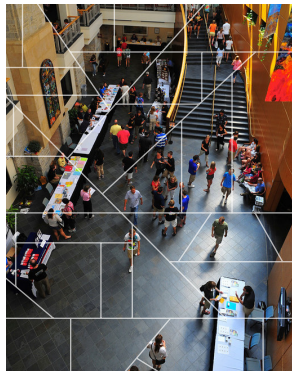
This pattern is used to add depth and motion while reinforcing the angles of the Boe Beams. With its classic Scandinavian chevron design, it projects motion and a landscape with rolling hills.

Textures can be used to add depth and identity to photos and layouts. When overlaying a photo, the texture color is white with normal transparency set from 20% to 80%. When used as a graphic element on a page, it can be any secondary color.



CONNECTIONS

Sections can be removed to fit layout, create focus, and not distract from the subject.



MOSAIC

Modeled after the stained glass patterns from the windows of Boe Chapel, this pattern adds interesting shapes to photos.



OUTWARD RIPPLE

These pulsing lines are the actual topography of the Hill. This graphic can be reduced/enlarged and moved to suit the design.



ARCHWAYS

Repeating the swoosh arc creates many different archway shapes.

Structural elements can be placed anywhere on the page as long as the two angles of the Boe Beams are identifiable. The negative space is always a 109-degree angle.

