

A large, dark brick building with a prominent steeple, set against a snowy landscape with bare trees in the foreground.

TYPOGRAPHY

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Typography can strongly affect how people react to a design and other communications. Consistent use of a chosen typeface can be just as important as the use of color or images in solidifying a professional brand.

Thoughtful use of typography allows a brand to evoke emotion and convey the tone of the brand.

Calluna Sans (*print & web*)

Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa

LIGHT REGULAR SEMIBOLD BOLD BLACK

The St. Olaf typeface, Calluna, is reflected in the logo to create a seamless look and feel. Calluna is an Open Font type family with both serif and sans serif fonts in multiple weights. Supports multiple languages, ligatures, small caps, fractions, superscripts, and subscripts.

Calluna (*print*)

Aa Aa Aa Aa Aa
Aa Aa Aa

LIGHT REGULAR SEMIBOLD BOLD BLACK

PRINT**CALLUNA REGULAR**

Font-size: 22px
Line-height: 28px
Color: #242121

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CALLUNA SANS REGULAR

Font-size: 16px
Line-height: 22px
Color: #242121

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WEB**H1:****CALLUNA SANS REGULAR**

Font-size: 48px
Line-height: 52px
Color: #242121

H3:**CALLUNA SANS REGULAR**

Font-size: 30px
Line-height: 34px
Color: #242121

H6:**CALLUNA SANS BOLD**

Font-size: 16px
Line-height: 20px
Color: #242121

Headline One

24PX

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at.

HEADLINE TWO

20PX

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at.

HEADLINE SIX

16PX

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at.

Too many headlines for 1 document

Headline

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HEADLINE

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Headline

Improper Headline

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headline

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Not enough contrast between Headline and Paragraph

Too much text to use Calluna Sans

An aerial photograph of a wind turbine in a rural setting. The turbine is white with three blades and is positioned in the center-right of the frame. It stands on a circular concrete foundation. The surrounding land is a mix of agricultural fields, some with crops and others fallow, and patches of forest. In the background, there's a large body of water and more distant fields under a clear sky.

COLOR

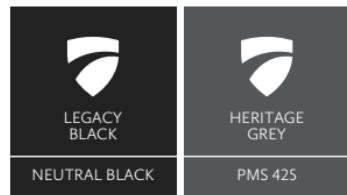
COLOR

Our color palette tells the story of St. Olaf's history and tradition AND tells the story with a renewed zest that reaches beyond the ordinary with bright and vibrant colors. As no two Oles are the same, these colors show individuality while also working together to express a common community of adventurers, thinkers, and doers.

Our color range reflects our visual storytelling. The colors provide a palette that can be used to appeal to a range of audiences and convey different tones within the same unified look and feel.

PRIMARY

HERITAGE ALTERNATE

LEGACY
BLACKHERITAGE
GREY

NEUTRAL BLACK

PMS 425

SECONDARY

NEUTRALS

NORDIC
MISTWINTER
HOARFROSTCORNERSTONE
GREYMELLBY
ORANGECHAPEL
CRANBERRYNORWAY
VALLEY

BRIGHTS

MANITOU
HEIGHTSPRAIRIE
GRASS

PMS 131

PMS 141

DARKS

STAINED
GLASSOLE
PURPLEHOLLAND
NIGHT

PMS 7717

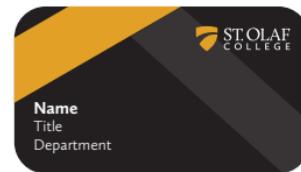
PMS 5125

PMS 754X

CLASSIC PALETTE

Our primary colors should be used to reflect our core identity and used in traditional or formal communications.

We have leveraged our classic palette in a variety of primary communication elements, including our college stationery, name badges, and campus banners.



MODERN PALETTE

Our modern palette should be used to reflect the positive, energetic tone of our brand personality.

Used in conjunction with our primary colors, our neutrals, vibrants, darks, and brights add texture and vibrancy to our communications.

We have leveraged our modern palette in a variety of communications, including admissions post cards, admissions brochures, and our campaign progress report.

