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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 o 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.









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



MESSAGE AND VOICE

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

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 BRAND PERSONALITY

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

This ... Not that ...

Curious Idealistic Apathetic Cynical

Inspiring Intelligent Followers Thoughtless

Resourceful Well-rounded Average Eclectic

Supportive | Confident | Intrusive | Egotistical

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:

Oles land 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

• #I 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.



ONLY AT ST. OLAF

- Um! Yah! Yah! (A popular phrase from and title of the St. Olaf fight song; note that an exclamation point and space follows each word)
- Fram, Fram, Kristmenn, Krossmenn (the motto of St. Olaf College; it means "Forward, Forward, People of Christ, People of the Cross")
- Fram! Fram! St. Olaf! (A popular phrase and title of the college hymn)
- the Hill ("the" isn't capitalized unless it's at the beginning of a sentence:
 She loved her time on the Hill.)

ALUMNI CLASS YEARS

When identifying current students or alumni by their class years, the two-digit year is preceded by an apostrophe. Do not insert a comma before the year.

Right: John Smith '87, Jane Doe '00 **Wrong:** John Smith, '87, Jane Doe, '00

Identify alumni who have changed their names since birth, through marriage or otherwise, as follows: first name/birth name/present last name/class year. Do not set off birth names with parentheses.

Right: Jane Doe Smith '70 **Wrong:** Jane (Doe) Smith '70

Identify alumni couples who share a last name as follows: first partner's first name/birth name (if different)/ and class year followed by second partner's first name/birth name/the couple's present last name/and second partner's class year.

Right: John '47 and Jane Doe Smith '45 Wrong: John and Jane Doe Smith '47, '45 Right: John Smith '90 and Jane Doe-Smith '90

NOTE: Word will automatically insert the apostrophe curling the wrong way (e.g., '01). Type a space in after the year, and it will curl the apostrophe the correct way.

ALUMNUS, ALUMNA, ALUMNI, ALUMNAE

The word "alumnus" indicates a man who has attended or graduated from a school; an "alumna" is a woman who has done so. When referring to a group of men and women who have attended or graduated from a school or to more than one alumnus, use the word "alumni." When referring to an exclusively female group, use the word "alumnae." Do not use the phrase "alumni/ae" to refer to mixed groups.

ACADEMIC DEPARTMENTS, DIVISIONS, AND DISCIPLINES

Capitalize the full, formal names of academic departments, faculties, and divisions. Do not capitalize the names of academic disciplines.

Right: the Department of History, the History Department

Right: She teaches mathematics.

Right: She became the academic administrative assistant of the

Mathematics Department in 2001.

Right: He presented his findings to the Natural Sciences and Mathematics

Faculty, one of the five divisions of the college's academic program.

ACADEMIC MAJORS

Except for languages (English, French, Norwegian, etc.) and studies related to geographical areas, the names of academic disciplines are not proper nouns and should not be capitalized. This includes references to disciplines in major fields of study, programs, and concentrations.

Right: He is a music major who also pursued Russian area studies.

Right: He majored in American racial and multicultural studies and

completed a concentration in financial management.

ACADEMIC TITLES

Academic ranks and titles are specific and not interchangeable. It is not appropriate to bestow the title "Professor" upon someone who holds the rank of instructor — or vice versa. A person is "Professor of," "Assistant Professor of a discipline or "Instructor in" a discipline.

Right: Associate Professor of Biology Jane Doe

Right: Jane Doe, associate professor of biology, will be the keynote speaker.

Wrong: Jane Doe is Associate Professor of Physics and Director of the

Center for the Study of UFOs.

Right: Instructor in English William Shakespeare **Wrong:** Instructor of English William Shakespeare

Exception: Titles of the holders of named professorial chairs are always capitalized in full, whether they appear before or after the holder's name:

Right: Anton Armstrong '78, the Harry R. and Thora H. Tosdal

Professor of Music

Right: Tosdal Professor of Music Anton Armstrong '78

Note: Never use courtesy titles (Dr., Mr., Ms., etc.)

CLASSES

Do not capitalize individual class designations: first-year student, sophomore, junior, senior. (Note the hyphenation of the words "first" and "year".) Do not capitalize generic references like "the senior class."

Do capitalize the formal names of organized entities: the Class of 1979, the Class of '92 Reunion Gift Committee.

COMMAS

Use commas to separate elements in a series, and do put a comma before the conjunction in a simple series.

Right: The flag is red, white, and blue.

When "etc." is used at the end of a series (and it should be used sparingly), set it off with commas.

Right: The professor discussed dates, tests, extra help, etc., during her opening remarks.

Use a comma for most figures greater than 999. The major exceptions are: street addresses, broadcast frequencies, room numbers, serial numbers, telephone numbers, and years.

Commas always go inside quotation marks.

Right: "When we arrive," she said, "I want to go snorkeling."

"CONDUCTOR" VS. "DIRECTOR"

A "conductor" is "a director of an orchestra, choir, etc.," according to Webster's New World Dictionary, while a "director" is one "who directs a play, motion picture, etc." Refer to the leader of a musical ensemble as "conductor" and to the person who oversees the production of a play — or the St. Olaf Christmas Festival — as a "director."

EMERITUS, EMERITA, EMERITI, EMERITAE

These titles are an honorable recognition of the service of those who have contributed substantially to the life and mission of the college. For faculty at St. Olaf, it normally is recommended by the dean of the college and conferred by the Board of Regents upon retirement. The word "emeritus" indicates a man who has retired from his rank or title; an "emerita" is a woman who has done so. When referring to a group of men and women who have retired from their rank or title or to more than one emeritus, use the word "emeriti." When referring exclusively to a female group, use the word "emeritae." The term should be included in academic titles as follows:

Right: Professor Emeritus of Music John Doe **Right:** Professor Emerita of Biology Jane Doe

Right: Associate Professor Emeritus of English Jack Doe

ENSEMBLES, TEAMS, ETC.

The words "band," "choir," "orchestra," "football," "soccer," etc., are not capitalized on second reference to one of those organizations.

Right: A member of the St. Olaf Band, he was pursuing an independent

major through the Center for Integrative Studies.

Right: A member of the band, he could usually be found at the center. **Wrong:** A member of the Band, he was also a familiar sight at the Center.

NUMBERS IN DATES

Always use Arabic figures, without "st," "nd," "rd" or "th."

Right: October 16 Wrong: October 16th

PUBLICATIONS AND OTHER TITLES

Italicize the names of newspapers and magazines and the titles of books, journals, movies, television and radio programs, photographs, plays, art exhibitions, and collected works when they are in text; enclose the titles of articles, poems, and episodes of television programs in quotation marks. Fact-check the names of all magazines, newspapers, programs, etc.

SEMESTERS

Do not capitalize fall semester or spring semester; Interim, however, is always capitalized.

TIMES

Use figures except for noon and midnight. A figure alone without zeroes is sufficient for the top of the hour. Use a colon to separate hours from minutes. Do not put a 12 before noon and midnight. Do not omit the periods in a.m. and p.m.

Right: 11 a.m., noon, 1 p.m., 3:30 p.m., midnight

Wrong: 2:00 p.m., 5pm

TITLES

In running text, titles are capitalized only if they directly precede the name of the individual. A title following the name of an individual or a title by itself is not capitalized. **However**, titles used in event listings or programs are capitalized in all instances.

Right: President Lars W. Boe will speak at the event.

Right: Ole E. Rølvaag, professor of Norwegian, will speak at the event.

Right: The president, Clemens M. Granskou, will speak at the event.

Right: The crowd stood as the president of the United States entered.

Right:

David R. Anderson '74, President Matthew Marohl, College Pastor Mary Walczak, Professor of Chemistry Exception: Titles of the holders of named professorial chairs are always capitalized in full, whether they appear before or after the holder's name:

Right: Anton Armstrong '78, the Harry R. and Thora H. Tosdal

Professor of Music

Right: Tosdal Professor of Music Anton Armstrong '78

Right: Anton Armstrong '78 is the Harry R. and Thora H. Tosdal

Professor of Music

Exception: Some words identifying occupations or professions should not be capitalized even if they precede the name. Do not capitalize in instances such as:

Right: attorney Clarence Darrow

Right: pianist Van Cliburn

Right: music faculty member F. Melius Christiansen

Right: basketball coach Pat Summitt

URLS, WEB ADDRESSES

When including a URL in text in print, set the address in lowercase letters and italicize. Do not put "www" at the beginning of URLs. It isn't needed when typing in an address and looks antiquated.

Still have questions? We have resources!

The Chicago Manual of Style Online: chicagomanualofstyle.ora

Webster's New World Dictionary:



IDENTITY SYSTEM

Our logo and designated design assets that serve as a signature, an identifier, and a stamp of quality.

PRIMARY LOGO

Woven directly in the creative of our brand platform, our logo carries forward the visual themes of the current logo and creates a more modern, energetic, and flexible identify for St. Olaf College.

The mark creates an identity that speaks with a Minnesota Lutheran reserve, but with a little more volume behind the Ole pride.



THE SHIELD

Originating from the St. Olaf Seal and derived from the Coat of Arms from Norway, the shape presents the strength to be a citizen of substance, the freedom to strive and learn, and the courage to shape the world.



THE SHIELD

Originating from the O in Olaf, the swoosh beams with confidence and soars through an archway with the promise of achievement and forward movement.



ST. OLAF

Square serif that looks forged and powerful merge with rounded, smart-looking serifs in the same letter



COLLEGE

Sans serif face that creates a youthful, forward-looking foundation.



LOGO COLORS

The logo should appear in black and gold whenever possible. Alternative options are used when production limitations prevent the use of the two-color options. The following are the one-color options approved for the logo and text: PMS 131, black and white.









LOGO what not to do

The logo is not be tilted, stretched, or have a shadow or graphic elements added.

Only official art files are to be used to represent the official logo. Please contact the Marketing and Communications office at macs@stolaf.edu if you have questions.









SECONDARY HORIZONTAL

Several versions of our logo exist for use in different situations and layouts.









SECONDARY VERTICAL

The horizontal stacked logo is a preferred logo — but when the layout requires simplicity, the vertical form can be used.









LIVE AREA

There needs to be adequate space around the logo in order to retain impact and quality.







MINIMUM SIZE

1" for print 175 pixels for screen







WORDMARK

Used when there's a lack of space, or when the communication is already established well.

Used when you want to communicate the name without needing the full logo.

ST. OLAF COLLEGE



DEPARTMENT WORDMARKS

Use this treatment when it is necessary to lock up a division or department with the logo.

ST. OLAF MUSIC

ST. OLAF PHYSICS

ST. OLAF ECONOMICS

ST. OLAF ENGLISH

DESCRIPTIVE SUB-BRAND IDENTITIES

Sub-brands are entities that closely align with St. Olaf and have descriptive names vs. unique identities.













LOGO LOCKUP

For entities with separate, unique names, we have two options for aligning the new brand identity.

The first is the primary option when both St. Olaf and the organization need to represented.

The second is meant for internal or other uses where the St. Olaf name is already represented.









Find What's Next

OBSOLETE LOGOS

Represented here are logos that are obsolete. If you have questions about whether a logo you are using is out of date, please contact the Marketing and Communications office at macs@stolaf.edu.









IDEALS TO ACTION







IDENTITY SYSTEM + The Lion ST. OLAF COLLEGE

THE LION

The St. Olaf lion is an identifiable asset that can be used on its own or as a graphic element in communications. It is important to use the official lion in communications to avoid diluting the equity of the mark, and interpretations (cartoon version, illustrated versions, etc.) of the lion are prohibited.







IDENTITY SYSTEM + The Lion ST. OLAF COLLEGE

OBSOLETE LIONS

Represented here are versions of the lion that are obsolete. If you have questions about whether a lion you are using is out of date, please contact the Marketing and Communications office at macs@stolaf.edu.









UM! YAH! YAH!

Not only the title to our fight song but a rally cry and signature for St. Olaf. The saying dates back to 1911 and is based on a Norwegian folk song. Um! Yah! Yah! conveys our heritage and is an emphatic statement of Ole pride.

The proper treatment is Um! Yah! Yah! not Um Ya Ya.









OFFICIAL SEAL

We have refined the seal for stronger representation and better reproduction.

The official seal is primarily used for presidential and official college communications.

Examples include: diplomas, letterhead from the President's Office, etc.





LIVE AREA

There needs to be adequate space around the logo in order to retain impact and quality.



1" for print 175 pixels for screen





SEAL CONSISTENCY

The seal is not to be tilted, stretched, or have a shadow or graphic elements added.

Only official art files are to be used to represent the official seal. Please contact the Marketing and Communications office at *macs@stolaf.edu* if you have questions.







SUB-BRANDS

We have sub-brand identities to consistently convey and align our brand with our touring ensembles.













ATHLETIC MARKS

We have athletic marks that are consistent with our primary logo but serve the needs of athletics. These marks are reserved for athletic applications only (uniforms, events, and promotional materials). They should not be used in the same layout as a primary logo or for academic or other non-athletic applications.







TYPOGRAPHY

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.

TYPOGRAPHY | Calluna ST. OLAF COLLEGE

Calluna Sans (print & web)

Aa Aa Aa Aa Aa Aa

LIGHT REGULAR SEMIBOLD BOLD BLACK

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.

The St. Olaf typeface, Calluna, is reflected in the

Calluna (print)

LIGHT

REGULAR

SEMIBOLD

BOLD

BLACK

PRINT

CALLUNA REGULAR

Font-size: 22px Line-height: 28px Color: #242121 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat.

CALLUNA SANS REGULAR Font-size: 16px

Line-height: 22px Color: #242121 Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim. elit. sed

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

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

HEADLINE TWO

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

HEADLINE SIX

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

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat.

HEADLINE

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dienissim. elit. sed

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat.

olore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim. elit, sed Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Headline

Improper Headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat.

headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat.

Not enough contrast between Headline and Paragraph

Too much text to use Calluna Sans

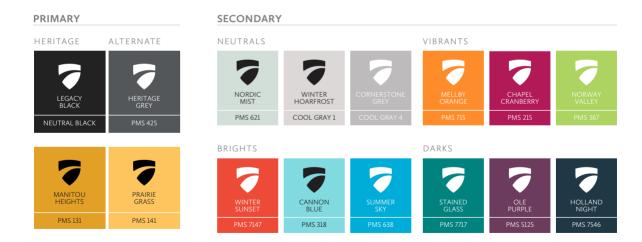


COLOR

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.

COLOR ST. OLAF COLLEGE

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.



COLOR | In Use ST. OLAF COLLEGE

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.









PHOTOGRAPHY

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















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.



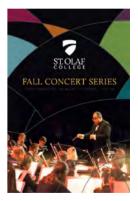
MOSAIC

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.

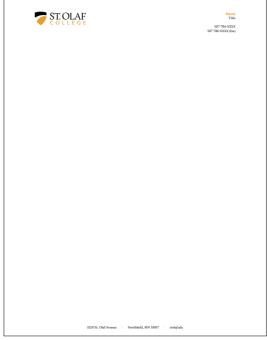




BRINGING THE PLATFORM TO LIFE

Using the brand identity and elements in context provides insight into how design can be used to tell the St. Olaf story. The goal is to convey the brand expression through a variety of touch points. Our audience should know at one glance that something is from St. Olaf because we are consistently conveying the right tone, imagery, and voice.





Option 1



1520 St. Olaf Avenue Northfield, MN 55057 stolaf.edu

Name Title

507-786-XXXX xxxx@stolaf.edu

Option 2



1520 St. Olaf Avenue Northfield, MN 55057 stolaf.edu

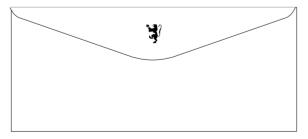
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St. Olaf College challenges students to excel in the liberal arts, examine faith and values, and explore meaningful vocation in an inclusive, globally engaged community nourished by Lutheran tradition.















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