BRANDING AND IDENTITY GUIDELINES

CONSISTENT COMMUNICATION, GRAPHICS, AND STYLE

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OTHER BRAND ELEMENTS .....

BRAND

OUR BRAND

MISSION

[illegible]
Enhancing lives through quality education and professional preparatory experiences.

VALUES

[illegible]
We have an unwavering commitment to providing the highest quality education, service, and experience by connecting with our students at every interaction in their educational journey and beyond.

[illegible]
As team members, we foster a community founded on collaboration, authenticity, support, and understanding.

[illegible]
We work hard and hold ourselves accountable for our decisions, actions, and words.

[illegible]
We relentlessly pursue innovation, adaptability, and continuous learning, even in the presence of challenges.

OUR BRAND

Our brand reflects the rich history of Lindenwood University—driven by innovation, rooted in tradition, and educating for the future.

As an all-encompassing brand, it involves historic elements, such as the Sibley Crest, that pay tribute to the University's heritage. These elements are framed in a fresh look and feel that leans on the forward-thinking and innovation driving Lindenwood's upward trajectory.

Our brand highlights Lindenwood's academic excellence, shares stories of both our past and future, with a call to faculty, staff, students, alumni, and community members to serve as storytellers. As brand ambassadors, these voices unite to tell the beautiful story of Lindenwood.

BRAND PROMISE

Lindenwood University puts students first, promising a transformative experience through personalized support, innovative teaching, and empowering self-discovery—inspiring learners to explore their talents and passions and realize their true potential.

UNIVERSITY LOGO

LINDENWOOD
UNI

LINDENWOOD
UNIVERSITY

UNIVERSITY LOGO

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

When gold or black is used in printing the logo, the minimum width for the logo is 1.625 inches. When the logo appears as a white knockout on a color background, the minimum width is 1.875 inches. If a four-color process build is used to print the logo, the minimum width is 1.875 inches.

When gold and black is used in printing the logo, the minimum width for the logo is 2.5 inches. When the logo appears as a white knockout on a color background, the minimum width is 2.75 inches. If a 4-color process build is used to print the logo, the minimum width is 3 inches.

LINDENWOOD UNIVERSITY

UNIVERSITY LOGO

CLEAR SPACE REQUIREMENTS

Never place the primary or secondary logo too close to other type or graphical elements. The clear space around the logo should be equal to the capital height in the word “LINDENWOOD” displayed below as “x”.

LINDENWOOD
UNIV

LINDENWOOD
UNIVERSITY

UNIT, DEPARTMENT, AND SUB-BRAND LOGOS

The University identity system has three levels of logos under the primary University logo: , , and . All of these files are located on Asset Den (See: Page 32).

UNIT LOGOS

Unit logos are a way of branding individual units within the University. University units include approved schools, centers, institutes, and foundations. Any group meeting one of these criteria is eligible to receive a unit logo, which must be created by the Lindenwood Marketing Department. Unit logos can replace the primary Lindenwood University logo on printed and online materials; it is not necessary to use both logos.

USAGE

All groups allocated as a unit, department, or sub-brand logo have access to a version of their respective logo. This provides flexibility of use in print and online materials.

In order to ensure consistency across the University, all words must be spelled out completely and must not be abbreviated. Non-alphanumeric characters, such as ampersands (&) and at symbols (@) may not be used.

When using a unit, department, or sub-brand logo, the University's full name, "L8 "L8 (enwoodto ensure consistnUS

COLOR OPTIONS

There are only two color options for unit, department, and sub-brand logos: black and white. White can only be used on a black background as displayed below.

LIN

HUMAN RESOURCES

OTHER UNIVERSITY MARKS

ATHLETICS LOGO

Usage of the athletic logos is restricted and requires permission from the Marketing Department or Athletics Department. For assistance, please contact the marketing@lindenwood.edu.

The athletics should never be used where it will be too small to read. Smallest size displayed below.

1.25”

OTHER UNIVERSITY MARKS

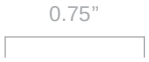
OTHER UNIVERSITY MARKS

There are a number of logo marks associated with Lindenwood University in addition to the primary University logo and the unit, department, and sub-brand logos. Each of these marks has specific usage criteria and guidelines. In general, they should not be considered for primary use.

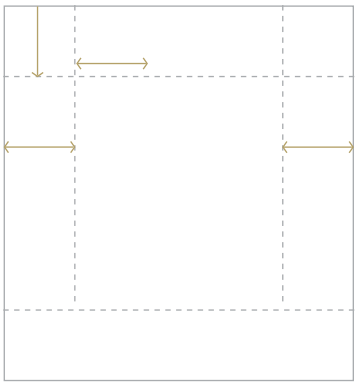
LU LOGO LOCK-UP USAGE

This logo lock-up is best suited for digital and print applications that require a square composition, where the primary and secondary logos do not suffice. The lockup can also serve as an alternative logo variation for Lindenwood, suitable for use on various merchandise, promotional, and giveaway items. Usage of the LU lock-up is restricted and requires permission from the Marketing Department. To request access to these files, please contact marketing@lindenwood.edu.

The logo should never be used where it will be too small to read. Smallest size displayed below.

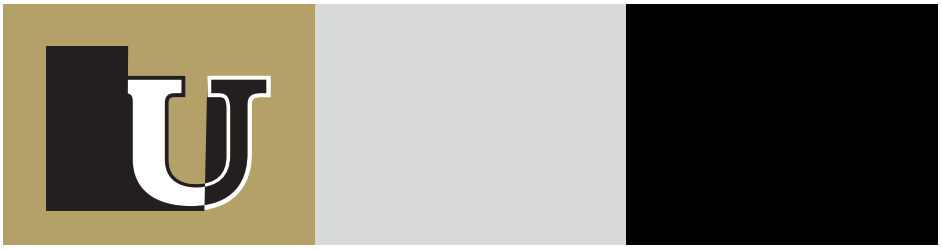


Never place the logo too close to other type or graphical elements. The clear space around the logo should be equal to the serif width of the “L” displayed below.



LINDENWOOD UNIVERSITY

OTHER UNIVERSITY MARKS



LINDENWOOD
UNIVERSITY

OTHER UNIVERSITY MARKS

SIBLEY CREST

Usage of the Sibley crest is restricted to specific offices only and requires permission and approval from the Marketing Department. To request access to these files, please contact marketing@lindenwood.edu.

HEADLINE

SUBHEAD

OTHER UNIVERSITY MARKS

UNIVERSITY SEAL

Usage of the seal is restricted and requires permission and approval from the Marketing Department. To request access to these files, please contact marketing@lindenwood.edu.

The seal should never be used where it will be too small to read. Smallest size displayed below.

OTHER UNIVERSITY MARKS

LINDENWOOD ONLINE LOGO

Lindenwood University has a long tradition of providing academic excellence and continues this tradition as a nonprofit, accredited online university—offering more than 35 programs in a convenient online format.

For students seeking to complete their degree online, Lindenwood's career-driven programs are the solution that fits their aspirations while offering the flexibility and convenience that online adult learners need.

To request access to these files, please contact marketing@lindenwood.edu.

OTHER UNIVERSITY MARKS

TAGLINE LOGO

This is how the University primary logo should be displayed with our tagline of "Real Experience. Real Success." These files are located on Asset Den (See: Page 32).

RETURN ADDRESS LOGO

This is how the University address should pair with our primary logo. These files are located on Asset Den (See: Page 32).

EMAIL SIGNATURES

Employees adding their own badges, logos, or quotes may be asked to remove anything that is not approved by the Marketing and Communications Departments.

Colleges and departments wishing to add badges to the signature creator should contact

COLOR GUIDELINES

COLOR USAGE

DO:

COLOR USAGE EXAMPLES

LINDENWOOD UNIVERSITY

TYPOGRAPHY

PRIMARY TYPEFACES

. This only applies to uses for external/commercial purposes. Trade Gothic has the versatility to work well for body copy and headlines, but also on print materials, outdoor boards, and everything in between. Listed below are the five variations currently active within our agreement with Monotype.

TRADE GOTHIC

1 0

- TRADE GOTHIC LH BOLD EXTENDED
- Trade Gothic Light
-
- Trade Gothic Condensed Eighteen
- Trade Gothic Condensed Twenty

Trade Gothic Next is approved to be used in the same way as Trade Gothic. Due to our licensing agreement with Monotype, Trade Gothic Next is to be used to fill in the gaps that our Trade Gothic agreement cannot. This includes the ability to use italic or oblique variations of a typeface. Those with a Creative Cloud subscription are able to download the fonts through Adobe Fonts.

TRADE GOTHIC NEXT LT PRO

1 0

- **Trade Gothic Next LT Pro Heavy**
- ***Trade Gothic Next LT Pro Heavy Italic***
- **Trade Gothic Next LT Pro Bold**
- ***Trade Gothic Next LT Pro Bold Italic***
- Trade Gothic Next LT Pro Regular
- *Trade Gothic Next LT Pro Regular Italic*
-
- *Trade Gothic Next LT Pro Light Italic*
- **Trade Gothic Next LT Pro Bold Condensed**
- *Trade Gothic Next LT Pro Bold Condensed Italic*

SECONDARY TYPEFACES

There are some instances where the primary fonts can't be used by the University Community—most commonly on internal documents or PowerPoint presentations. is a great substitute because it is a universal font accessible by everyone.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- Arial Regular
- Arial Italic
- **Arial Bold**
- **Arial Bold Italic**
- Arial Narrow Regular
-
- Arial Narrow Bold
- *Arial Narrow Bold Italic*

B should only be used with the permission of the Lindenwood Marketing Department.

BEMBO STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- Bembo Regular
- *Bembo Italic*
- Bembo Semibold
- *Bembo Semibold Italic*
- **Bembo Bold**
- *Bembo Bold Italic*
- **Bembo Extra Bold**
- *Bembo Extra Bold Italic*

SPECIAL USE TYPEFACE

G should only be used with the permission of the Lindenwood Marketing Department.

Gea Vibe
abcdefghijkl
1234567890

LINDENWOOD UNIVERSITY

OTHER BRAND ELEMENTS

TAGLINE

Our tagline **R a E . R a S .** needs to permeate everything that we do. However, it does not always have to be presented with the logo. Refer to logos on Page 7 for usage and spacing guidelines. See below for an example on how our tagline can fall within a layout aligned with our primary logo.

ICONS/ICONOGRAPHY

BRAND EXAMPLES

Using brand elements correctly and consistently helps to increase brand recognition for both the University,

BRAND EXAMPLES (CONTINUED)

PRINT EXAMPLES

POSTERS

TSHIRT

BRAND EXAMPLES (CONTINUED)

SPECIAL EVENTS DESIGN GUIDELINES

DO:

SPECIAL EVENTS EXAMPLES

LINDENWOOD UNIVERSITY

CREATIVE CLOUD LIBRARIES

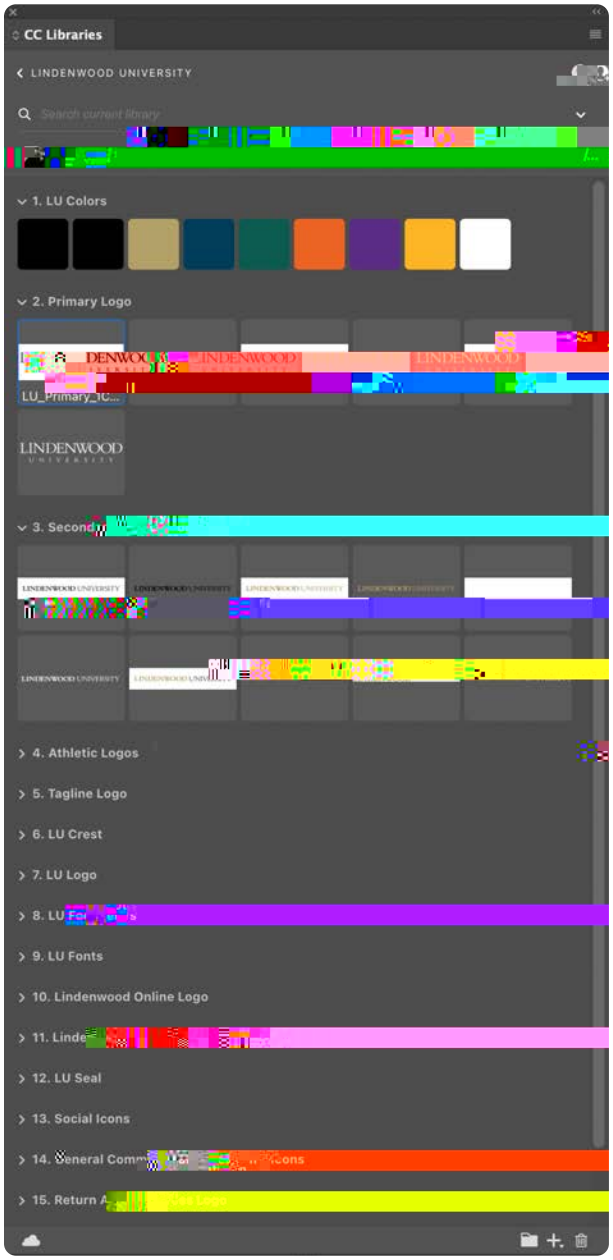
LINDENWOOD S CC LIBRARY

Adobe Creative Cloud Libraries are an invaluable asset for designers and creatives at Lindenwood University, providing a centralized hub for storing, organizing, and accessing assets across various Adobe Creative Cloud applications.

By consolidating graphics, colors, logos, and other design elements into easily accessible libraries, users can streamline their workflow and ensure consistency across projects. Whether collaborating with team members or working solo, CC Libraries facilitate seamless sharing and syncing of assets, enabling designers to maintain brand integrity and accelerate the creative process.

With the ability to access libraries directly within Adobe Photoshop, Illustrator, InDesign, and other Adobe programs, users can efficiently leverage their curated assets to bring their creative visions to life with precision and efficiency.

To receive access to our official Lindenwood University Creative Cloud libraries, please contact marketing@lindenwood.edu.



LINDENWOOD UNIVERSITY

CONTENT

ASSET DEN

LINDENWOOD S DIGITAL ASSET MANAGEMENT (DAM)

The Asset Den serves as a comprehensive digital asset management system tailored for storing and organizing a wide range of media resources, including photos, videos, and branded materials, all readily available to the campus community. Ensuring adherence to the University's brand standards, the assets within the system are curated to maintain consistency and quality. Access to the Asset Den is open to faculty, staff, student workers, as well as external partners and vendors who play a crucial role in University-related projects. To gain access to these resources, please take a moment to fill out the provided form

CONTENT OVERVIEW

Each section below includes guidelines and best practices for creating content that achieves the University's goals.

1. **ASSET DEN**
   Lindenwood's Digital Asset Management system and how to gain access to our latest assets

2. **PHOTOGRAPHY**
   Guidelines and foundational steps to creating engaging and effective photographs

3. **VIDEOGRAPHY**
   Guidelines and foundational steps to creating engaging and effective videos

4. **WEBSITES**
   Information about accessibility, templates, and other best practices for creating websites and other online applications

5. **SOCIAL MEDIA**
   Best practices and guidelines for communicating on social media platforms

6. **SOCIAL MEDIA PROFILE GUIDELINES**
   Best practices and guidelines for communicating on social media platforms

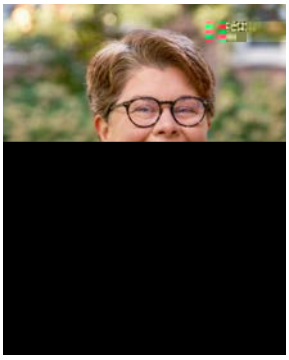
7. **WRITING STYLE**
   Tips for writing in a way that conveys the University's tone, message and mission

8. **EDITORIAL STYLE**
   Guidelines for producing written content that adheres to the University's editorial style, including the University-specific rules

PHOTOGRAPHY

PHOTOGRAPHY

Professional headshots and formal profile portraits should be friendly and approachable.
The focus should be the subject of the photo so simple backgrounds without distraction should be incorporated into the composition.



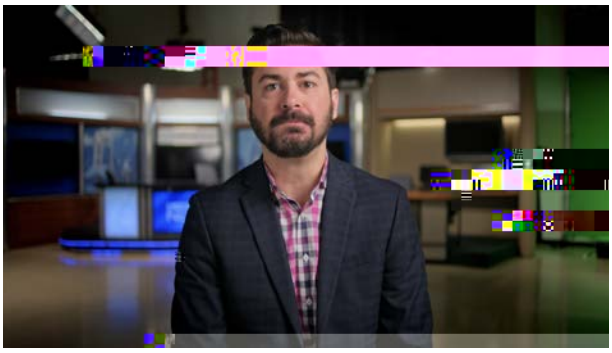
All imagery should be captured with great lighting, which can be secured through natural light or artificial light sources. Avoiding direct sunlight reduces harsh shadows and is not ideal for photographing people.

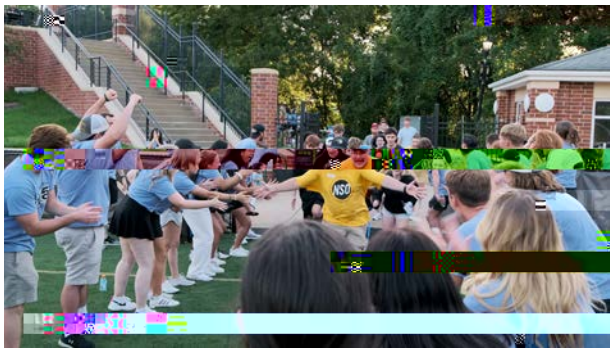
VIDEOGRAPHY

Video is an impactful way to tell the Lindenwood story, and should reflect high quality in production, sound, and visual aspects. It is important to use professional videography whenever possible. Requests for new video production can be submitted through the Project Request Form.

Lindenwood videography should reflect the values of the institution. A successful video will incorporate footage and audio that clearly represents any of these values.

All video footage should be recorded with professional equipment, and stabilized shooting. Audio should be recorded in a clear manner, with minimal background noise taped in a quiet setting. Microphones should be used to record audio when possible.





WEBSITES

Websites are valuable tools for sharing information about Lindenwood University and engaging with the University community. The guidelines below are designed to assist staff and faculty who create and manage official University websites, such as for a professional school, department, office, center, or institute.

ESSENTIAL FOUNDATIONS FOR AN EFFECTIVE WEBSITE

USER ACCESSIBILITY

An effective and engaging website should be accessible to all users. Lindenwood University is committed to creating an accessible web presence. We adhere to Web Content Accessibility Guidelines (WCAG), Level AA and AAA: Therefore, all web content contributors must develop and edit their content with accessibility in place.

For more information on accessibility, see www.lindenwood.edu/accessibility

CONTENT STRATEGY

Content strategy focuses on the planning, creation, delivery, and governance of content. Who are the target audiences? Why do they come to this website? What should they know or do once they're on the site? How often will the site be updated? Who is responsible for ensuring that the content is up to date? Consider these questions at the beginning of any website project to ensure that content is accurate and useful.

RESPONSIVE DESIGN

The website should work as well on mobile devices as it does on bigger screens: Visitors will be frustrated if the site provides a disappointing mobile experience. A responsive website presents the same copy, images, and elements no matter what device it is viewed on, but the content may be arranged differently based on screen size.

REQUIRED FEATURES

GLOBAL NAVIGATION ELEMENTS

The available templates include global navigation components that must appear (or be available on all www.lindenwood.edu pages). This includes a campus alert banner, the main navigation menu, and footer navigation menu.

DOMAIN NAMES

The University does not provide subdomains or custom domains for schools, departments, and services. Exceptions do exist, but it must be noted that the domain registration must be processed by the Department of Information Technology with Lindenwood University being the owner of the domain. The department requesting the custom domain will be responsible for any and all addition cost.

COLOR CONTRAST RATIOS

To successfully meet the accessibility standards set forth for contrast ratios. These standards are already applied by the www.lindenwood.edu style sheets. Content contributors with website content management system (web cms) access should not modify text presentation (font family, color, etc.) without the approval of the Marketing Department.

WEBSITES

TOOLS

BIGTREE – WEBSITE CONTENT MANAGEMENT SYSTEM (WEB CMS)
Content contributors from various departments have the opportunity to receive access and training within the Web CMS in order to help facilitate their own website updates.

SITEIMPROVE – WEBSITE GOVERNANCE TOOLS / SERVICES
To help enforce and ensure accessibility compliance, Lindenwood University utilizes third-party software that

SOCIAL MEDIA

As a Lindenwood University team member, you are an ambassador of our brand 24/7. That means when you are using social media, whether for business or personal reasons, you need to be mindful the Internet is permanent—once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous.

BE SMART

Approach the online world in the same way you do the physical one—by using sound judgment, common sense, and by following Lindenwood University policies.

BEWARE WHAT YOU SHARE

Do not post information about Lindenwood University 41-72.10 ( )]TJ EMC Tj EMC /P <</Lang (en-US)/MCID94382 >>BDBTDBSpre

LINDENWOOD
UNIVERSITY

SOCIAL MEDIA

SOCIAL MEDIA PROFILE GUIDELINES

ACADEMIC PAGES

PROFILE PHOTOS

Acceptable profile photos include:

- Approved Unit, Department, or Sub-Brand logo (Page 9)
- The LU lock-up logo (Page 15)
- The interlocking LU logo (Page 16)
  The Sibley Crest (Page 17)

Additional organizations affiliated with Lindenwood can use their own approved logos.

Be sure to adhere to the social media platform's suggested dimensions when creating the profile photo. Be sure the whole logo is visible—it should never be cropped. Do not recreate or use photographs of the logo. Instagram has minimal room for multiple profile photo components, so national organizations and local chapters may use their national crest as long as the Lindenwood name is in the handle, otherwise the Lion head may be used.

COVER PHOTOS

60 sure the whoreate or use

WRITING STYLE

Telling the **L** [redacted] is the essence of our writing. Our copy should be simple and clear, speak in a conversational tone, and embody Lindenwood's quality of education and professional preparatory experiences. Language should center around Lindenwood University's commitment to tradition, while highlighting the innovation and forward-thinking of the institution.

Our writing should highlight the campus happenings and speak to the real experiences and real successes of our campus constituents—faculty, staff, students, and alumni.

WHY WRITE?

Communication from Lindenwood University should seek to answer the following questions:

- Why is Lindenwood University communicating about this topic or situation?
- What makes Lindenwood's involvement with this topic or situation significant?

EDITORIAL STYLE

Lindenwood University seeks to maintain consistent writing to unify our delivery of messages. Lindenwood

EDITORIAL STYLE

ADDRESS

The address of the main Lindenwood campus should be expressed as follows:
L U , 209 S K a Sa C a , MO 63301
When no street number is included, the entire street name should be spelled out
(The campus is located on South Kingshighway).

ATHLETICS

Lindenwood University competes in NCAA Division I athletics. The one in Division I should be an uppercase "I" (roman numeral) and not the number "1".

ALUMNI

All alumni should be identified with class year. Include graduate designations for alumni who did not earn undergraduate degrees from Lindenwood. Examples: Susan Brewer '94, Janet King '14 (EdD)
Appropriate variations to distinguish alumni should be used when relevant.

- alumna = one female graduate
- alumnae = two or more female graduates
- alumnus = one male graduate
- alumni = individual non-binary graduates, groups of two or more graduates that are comprised of male, non-binary, or a variety of genders

BOARD OF TRUSTEES

Lindenwood University's governing body that oversees the institution. Full name should be used on first referencil-on b Tc 0 Tw 14 0 0 14 72.28 644.5602 Tm (ADDRESS)TBst

EDITORIAL STYLE

DATES

Specific dates are to be expressed with the day of the week first, followed by the month and, if applicable, the year.

Example: Monday, September 14, 2020

Always use Arabic numbers without st, nd, rd, or th. When using a day and date in a sentence, set off the date with commas.

Example: Spring break will start Monday, April 14, and end Monday, April 27