



Linfield  
University

**B R A N D**  
**G U I D E**  
**L I N E S**

VERSION 1.0

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# INTRODUCTION

## Welcome to the Linfield University Brand Guidelines

The Linfield brand is much more than a logo. It's what students, parents, faculty, alumni, peers and the community all think, feel and respond to when they encounter anything and everything Linfield.

It is important that we maintain brand consistency across our communications. This document should be used as the resource for understanding and showcasing our brand, identity and creative expression. It outlines brand strategy, tone, and voice and provides standards for the use of logos, artwork, color palette, typography and other key visual elements necessary in creating all communications materials.

This guide is a living document intended to serve as a resource and a starting point for communications so it may evolve moving forward.



Brand  
**STRATEGY**

# BRAND STRATEGY

The Linfield brand strategy is an internal reference framework meant to guide all marketing communications, from student information packets, to website contents and everything in between. It's based on a deep review we had conducted where we learned what it means to be part of the Linfield community.

The strategy should be broad enough to cover multiple audiences and campaigns, while also accurately expressing the brand's true essence.

## BRAND EXPRESSION

Ah. Clarity.

When you're driving from the coast and the forest suddenly gives way to wide open skies.

When the grey clouds part and the sun beams through, even for just a second.

When all the pieces start to fit and the big picture comes into focus.

Let's be real. That kind of clarity's a rarity. Normally.

But normal isn't a college where everybody knows your name. Where beaming downtown to party with aliens is an annual holiday. Where QBs take center stage. Where your nose for pinot develops before you're even allowed to drink it. For us, exploring the unusual is just another Tuesday night. Being ourselves just feels undoubtedly right.

Stepping outside the norm is not **uncommon**.

**IT'S WHO WE ARE.**

# BRAND STRATEGY ON A PAGE

The brand strategy consists of the single idea, supported by four brand pillars and five tone words that capture the spirit of Linfield.

## The Single Idea

### UNCOMMON SOURCE OF RADIANCE

## Pillars

Location & Resources

**ORGANIC RICHNESS**

Academics & Culture

**MOSAIC OF PERSPECTIVE**

Campus & Community

**UNITED BY THE HUSTLE**

Outcomes & Impact

**TRANSFORMATION MATTERS**

## Brand Tone

- AUTHENTIC**
- CURIOUS**
- DAUNTLESS**
- GROUNDDED**
- WORLDLY**

## THE SINGLE IDEA

# UNCOMMON SOURCE OF RADIANCE

This phrase isn't a tagline, it's what captures the essence of Linfield. The single idea is influenced and formed by the brand pillars and should be used as inspiration for creating work.

**This statement should never be used in outward-facing materials;** it should only be used as a lens with which to check creative work—ensuring that the spirit of Linfield is always radiating.



# BRAND PILLARS

Four pillars support and clarify the “Uncommon Source of Radiance” positioning. These are:

## Location & Resources

### **ORGANIC RICHNESS**

Linfield shares all the attributes you’d expect from an Oregonian school—lush, picturesque and a little quirky. The school embodies the same sense of optimism and resourcefulness its students boast, because when life hands you grapes, why not make wine? And, with both McMinnville and Portland campuses, students have unique and varied opportunities at their fingertips.

## Academics & Culture

### **MOSAIC OF PERSPECTIVE**

Linfield places an emphasis on the value of community and concern for the common good—providing its students with a sense of belonging in a nurturing environment and access to opportunities for self-realization and personal development. We also foster a multicultural understanding of human differences and similarities through 32 study abroad programs.

## Campus & Community

### **UNITED BY THE HUSTLE**

Here, students are united by an unparalleled work ethic and an innate desire to hustle. Their multidisciplinary and curious mindset develops overachievers, critical thinkers and leaders. Students are encouraged to explore their passions fully—and show that same passion for their peers’ successes—because excellence inspires excellence.

## Outcomes & Impact

### **TRANSFORMATION MATTERS**

Only a trained eye can appreciate the true value of a diamond. The raw material needs to be excavated, cut and polished before it fulfills its full potential. Through professional and academic mentoring and personal accountability, student growth at Linfield can be just as transformational, providing lifelong relationships and long-lasting career connections.

## tone words

These five tone words describe the character and persona of the Linfield brand. The tone will shift depending on our audience, but all brand communications—from social media posts and websites to printed materials—should use the following words as a guide.

### Tone Words

#### **AUTHENTIC**

Genuine, real, reliable and trustworthy. Palpable in their approach.

#### **CURIOUS**

Eager to learn and inquisitive.

#### **DAUNTLESS**

Fearless, intrepid, bold and forging paths forward.

#### **GROUNDED**

Prepared, disciplined, established and deeply rooted.

#### **WORLDLY**

Experienced, refined and sophisticated. Connected to a larger meaning.

## tone words (cont.)

These words can be dialed up or down in order to appropriately address each audience. For instance, the brand might be more “Curious” and “Dauntless” when talking to students, but more “Authentic” and “Grounded” when speaking to Alumni.

### STUDENTS



### PARENTS



### ALUMNI





Brand  
**PLATFORM**

# BRAND PLATFORM

The Positioning Statement, Brand Pillars and Tone Words all come together to form the Creative Platform. This platform guides concept development and execution, sets a baseline tone and becomes the springboard for the entire brand. Here again, this is not a tagline, but an emotion that resonates throughout the work. Think of it less as a template and more as a litmus test for successful communication.



Explore the  
**UNCOMMON**

**THIS ISN'T  
A NORMAL  
UNIVERSITY.**

It's a place where the unbelievably driven chart the uncharted. Where the undaunted unearth unheard of solutions to previously unsolvable problems. Here, ideas are uninhibited. Creativity is unhinged. And the solutions to the world's unanswered questions become clear. At Linfield University, we explore the uncommon within, to build a better future for all.



Brand  
**VOICE**

# BRAND VOICE

The Linfield voice is authentic. It's bright, down to earth, conversational and should represent not only the uncommon nature and enthusiasm of our student body, but also the inspiration that comes from our unique environment. We're redefining what it means to get an education by creating a place where students can go on to shine in all aspects of their life. This feeling should be reflected in all our work.





## HEADLINES

The best headlines are engaging, clear and communicate a single thought. When writing for Linfield, consider the message you're trying to share. Think about who you're speaking with. Create a simple but interesting headline that will motivate your audience to read what you have to say.

It's best to keep them short and sweet, and while they can contain a combination of ingredients, most of the time they have only one interesting twist that draws the reader in and leaves them wanting to know more.

### Traditional Headlines

Our system is a short, impactful headline style that plays up the strengths of what it means to be uncommon. It should capture the spirit of how being unconventional or unusual can lead you somewhere unexpected. And how, at Linfield, we're championing that idea and inspiring those to be uncommonly bright. Finding creative ways to play off using "Un" is great too, if used in the right context.

### Examples

- **UNLEASH THE UNDERESTIMATED**
- **TRAVERSE THE UNDISCOVERED**
- **UNEARTH THE UNDENIABLE**
- **CULTIVATE THE UNCOMMON**
- **EMBRACE THE UNUSUAL**



## HEADLINES (CONT.)

### Story Headlines

The story headline system allows for more nuanced messaging that works closely with longer form storytelling in body copy. It should be conversational, friendly and should play off a feeling of being unique and unconventional.

### Examples

- **A STUDENT, A NURSE AND A GYMNAST VAULT OVER A BAR.**
- **DON'T FEAR THE UNKNOWN. THAT'S WHERE ALL THE ANSWERS ARE.**
- **HE CAN HANG IN THE POCKET BUT DON'T PUT HIM IN A BOX.**



## BODY COPY

While the headline grabs attention, the body copy is where your content lives. This is where you have the chance to elaborate on the specific strengths of whatever aspect of Linfield you've chosen to focus on. Whatever you've decided to emphasize, make your copy clear, engaging and easy to understand. Our voice is conversational, so make it relatable and friendly. Also, be sure to consider what you want your audience to do, and where appropriate, include a clear call to action.

### Example 1

#### **A STUDENT, A NURSE AND A GYMNAST VAULT OVER A BAR.**

No, it's not a wisecrack. It's the story of Olivia McDaniel, the Linfield gymnast turned pole vaulter turned labor delivery nurse. In 2019 she won the NCAA Division III Indoor Track & Field National Championship, clearing a personal best of 12 feet-11 1/2 inches. And now she's setting her sights even higher.

### Example 2

#### **DON'T FEAR THE UNKNOWN. THAT'S WHERE ALL THE ANSWERS ARE.**

When you put some distance between yourself and what you think you know, things become clear. You'll see overlooked details that make all the difference. You'll find connections between ideas you'd never put together—and bonds between people from different worlds. And you'll discover pathways that will carry you to a future you never thought possible. That's what it means to be unafraid to step outside the norm. Because when you strive to see the world from new perspectives, your place in it will come into focus.



Brand

# IDENTITY & ELEMENTS

# COLOR

Our signature colors, Purple and Red, make up the core of our primary color palette. Accenting our primaries are a supporting shade of Lavender and Gold. Bright White is the canvas on which our colors live—our media expressions are vast and bright.

These colors should be the foundation of all work—print and digital—so that our communications are focused and unified. Purple is the star. By maintaining the hierarchy of color usage in undergraduate and graduate materials, we elevate our global brand equity through consistent and recognizable elements.

## Print & Outdoor

### PRIMARY COLOR



**Purple**

PMS 2617 C  
C 85, M 100, Y 0, K 23

**Red**

PMS 200 C  
C 0, M 100, Y 76, K 13

### SECONDARY COLOR



**Lavender**

PMS 2088 C  
C 61, M 69, Y 0, K 0

**Gold**

PMS 871 C  
C 0, M 17, Y 55, K 50

**White**

Opaque White  
C 0, M 0, Y 0, K 0

## Digital & Web

### PRIMARY COLOR



**Purple**

#470A68  
R 70, G 10, B 104

**Red**

#d50032  
R 213, G 0, B 50

### SECONDARY COLOR



**Lavender**

#825dc7  
R 130, G 93, B 199

**Gold**

#aa9050  
R 170, G 144, B 80

**White**

#ffffff  
R 0, G 0, B 0

# GRADIENT

The signature Purple-to-Red gradient is a powerful device to drive visual interest in the aesthetic expression of our brand. Again, within these shades of the gradient, Purple is the star—however there is a great deal of opportunity for flexibility and customization depending on the subject. The direction of the gradient is flexible. It may appear purple-to-red or red-to-purple while adhering to the 75/25 percent rule illustrated below. Additionally, it may appear vertical or horizontal depending on the context of the layout it is used within.

## Gradient (Print & Outdoor)



### Purple

PMS 2617 C  
C 85, M 100, Y 0, K 23

75%

### Red

PMS 200 C  
C 0, M 100, Y 76, K 13

## Gradient (Digital & Web)



### Purple

#470A68  
R 70, G 10, B 104

75%

### Red

#d50032  
R 213, G 0, B 50



# TYPOGRAPHY

Linfield uses three typefaces in its visual communications, two for use in headlines and display copy, one used only for body copy.

Titling Gothic Extended is a wide sans-serif that is bold and forward-thinking; Inknut Antiqua is a pressprint-inspired serif that is humanist and of the earth. The contrast of Titling Gothic Extended and Inknut Antiqua offers a contemporary, uncommon take on our heritage and our bright future. Inknut Antiqua should only be used when paired with Titling Gothic Extended.

Supporting our display typefaces is the ubiquitous and highly-readable Proxima Nova, used only for captions and body copy.

## TITLING GOTHIC FB EXTENDED BOLD

Leading: same as text size  
Tracking: 0, All caps.

### HEADING

Titling Gothic Extended bold is used for any form of primary headline, callout or display phrases. It's ideal for single sentences and strong statements that should stand out. Titling Gothic Extended looks great against solid brand colors and images showcasing high visual contrast.

## TITLING GOTHIC FB EXTENDED MEDIUM

Leading: same as text size  
Tracking: 0, All caps.

### SUBHEADING

Titling Gothic Extended Medium is for sub-headlines and longer callout statements. If there is a longer statement used to attract attention, the sub-heading should be used as it's easy to read and can handle multiple sentences without taking up too much space.

## Inknut Antiqua

Leading: 6pt > auto  
Tracking: 0, Title Case.

### COMPLEMENTARY

Inknut Antiqua is used to help highlight typographic composition or collateral. It can help minor details, such as page numbers, stand out. This font should be short and kept only to a few words.

## Proxima Nova

Leading: 6pt > auto  
Tracking: 0, Sentence Case.

### BODY COPY

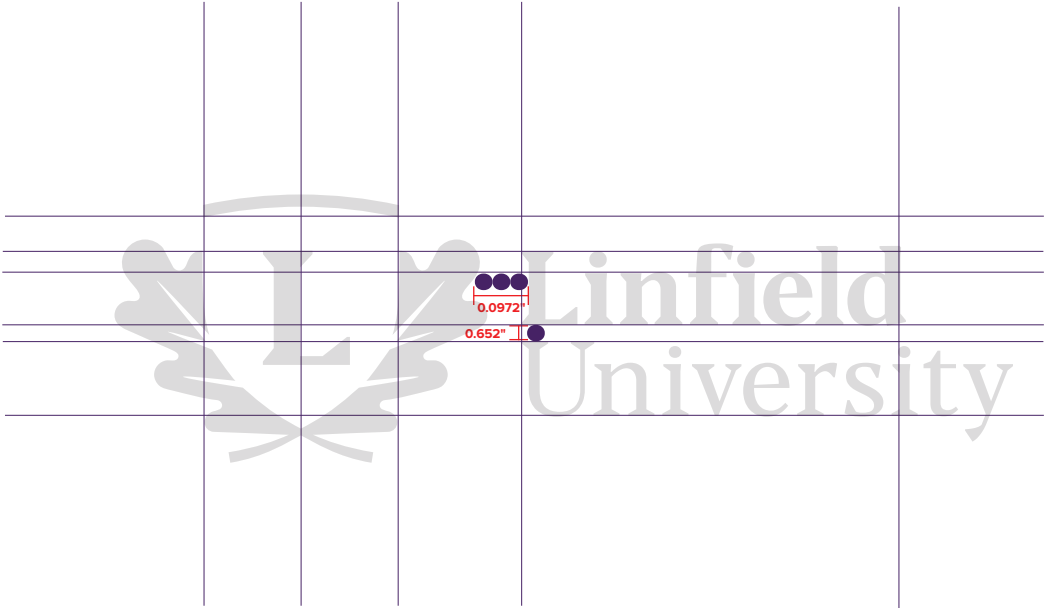
Proxima Nova is used for longer text paragraphs and normal text that does not need to be highlighted or visually enhanced.

**LOGO**

Horizontal Logo



Horizontal Logo Spacial Relationship



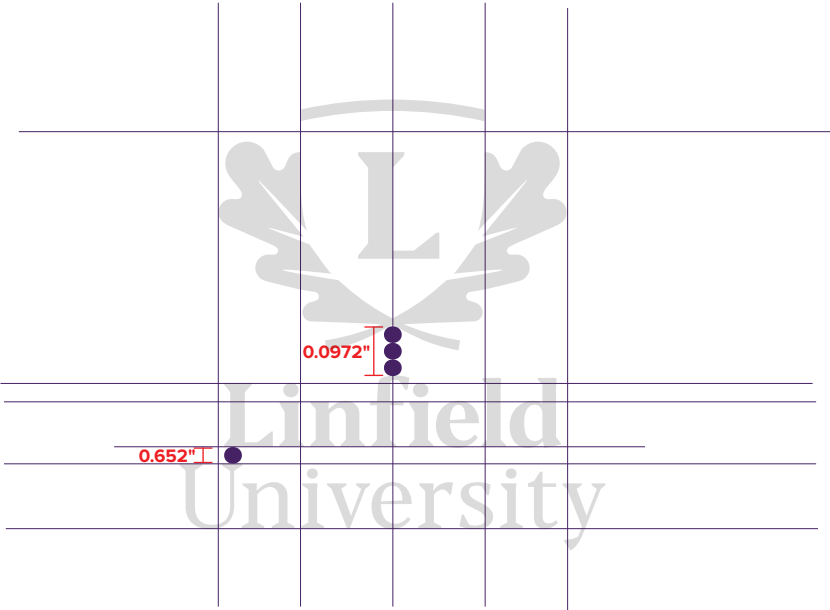


**LOGO (CONT.)**

Vertical Logo



Vertical Logo Spacial Relationship



**LOGO (CONT.)**

Horizontal Logo (all one line)



Horizontal Logo (all one line) Spacial Relationship



**LOGO (CONT.)**

Clear Space



Clear space is based on the bold “L” in the logo.  
Horizontal and vertical space required is the full height/length of the “L.”

Size



The logo must be no smaller than 1.5” wide for print or 80 pixels on screen.

**LOGO (CONT.)**

**Pattern**



**LOGO COLOR USAGE**

Color Variants



**LOGO COLOR USAGE (CONT.)**

Color Background



**LOGO COLOR USAGE (CONT.)**

**Don'ts**



Do not change the scale of individual elements in the logo.



Do not use colors that have not been outlined in the guidelines.



Do not outline.



Do not stretch or distort artwork in any way.

# TYPOGRAPHIC TREATMENTS

## Radiating Type



The combination of Titling Gothic Extended and Inknut Antiqua are used to establish the foundation of the Linfield brand. With Inknut Antiqua set in standard casing juxtaposed with a single keyword set in Titling Gothic Extended in all caps, we're relaying a fresh take on Linfield's next chapter. The keyword quite literally radiates. This typographic treatment should be used in our highest tier materials such as covers, books and out-of-home.





# GRAPHIC TREATMENTS

Graphic elements are used in a variety of ways to enhance the overall effect of a piece. They may be used to frame or break up content, direct the eye across the page or to capture the viewer’s attention by adding visual interest to design compositions.

## Design & Content Syle

**The visual combination of people and place is the most signature element of the Linfield aesthetic.** The portrait captures the individual in a clear moment of radiance and contemplation before they embark on their bright future. Framing the portrait is the source—the environment—from which our hero draws inspiration.



# GRAPHIC TREATMENTS (CONT.)

## Framing Elements



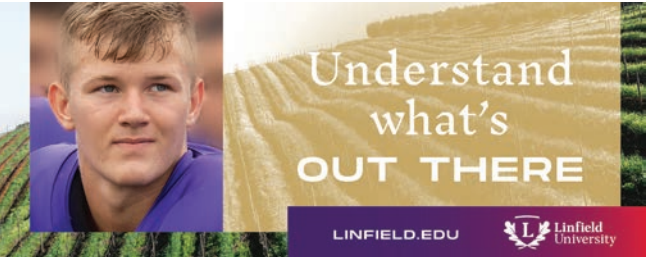
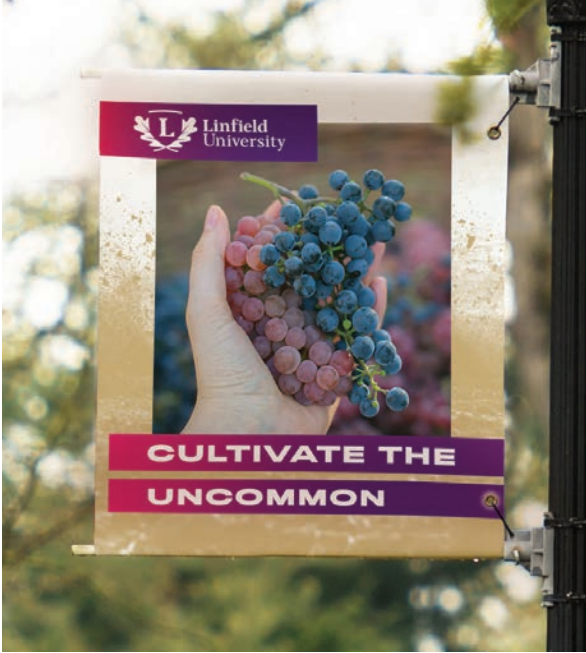
The frame is an adaptable and elegantly simple design element that can be used in a multitude of ways, across any type of media. The frame is the anchor for key visuals and hero messaging—it should be uniformly set to sit flush at the edges of the canvas border. Three example combinations are shown above: combining a duotone image frame with a gradient or white fill; gradient frame with a white fill; and a full color photo with a duotone border.



# GRAPHIC TREATMENTS (CONT.)

## Gradient Bands

Meant to be used selectively, the Purple-to-Red gradient band is used as visual accent to highlight headlines and give visual interest to CTAs. **Make sure that the Red highlight matches the direction of the lightsource when pairing with creative that contains photography.**



# PHOTOGRAPHY

## People & Portraiture

The Linfield community is made up of individual students and faculty united by multidisciplinary and curious mindsets. Portraits should demonstrate bright, hopeful moments—where our hero takes an undistracted breath. Photography should be simply composed, brightly lit by natural light and may use artful devices that convey radiance, such as simple prism effects and glow.



# PHOTOGRAPHY (CONT.)

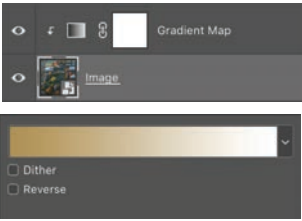
## The Source: Campus & Region

The environment of Linfield is where our students source their optimism and resourcefulness. Brightness, radiance and artful use of light should pervade our approach to capturing Linfield's sense of place. Sweeping aerials should capture our campuses' place in the heart of the organic richness of the region and the outdoors.



# PHOTOGRAPHY (CONT.)

## Duotone Treatment



**Gold**  
#aa9050  
R 170, G 144, B 80

**White**  
#ffffff  
R 0, G 0, B 0



Supporting photography can be filtered with a duotone using our signature gold color. This monochromatic effect is accomplished by applying a gold screen to a grayscale image.





Brand  
**OVERVIEW**



# BRAND OVERVIEW



BRAND OVERVIEW



# BRAND EXTENSION EXAMPLES

## Digital Ads

### Large



320x568



1080x1080



480x120

Logo, Portraiture, Copy Line, Duotone Frame, CTA

### Medium



300x250

Logo, Portraiture, Copy Line, Duotone Frame, CTA

### Small



300x50

Logo, Gradient Frame, Copy Line, Optional Duotone Background, CTA.

# BRAND EXTENSION EXAMPLES (CONT.)

## Paid Social



BRAND OVERVIEW



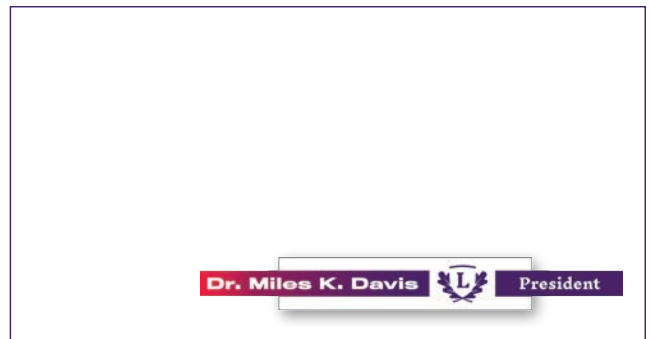
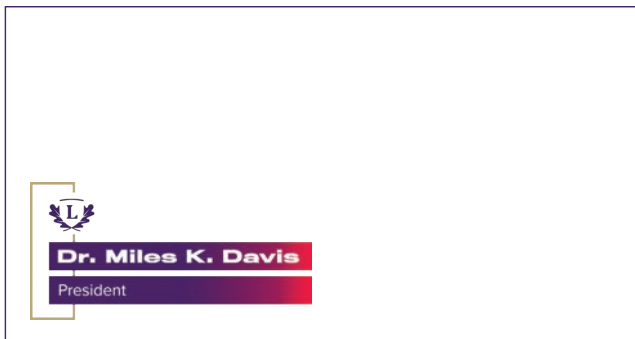
# BRAND EXTENSION EXAMPLES (CONT.)

Video End Card, Lower Thirds and Nameplate



For video, use all white logo overtop of footage. For endcard, refer back to “print” color usage, as this could incorporate the logo flooding from white to purple.

BRAND OVERVIEW



## **CONTACT INFO & ADDITIONAL BRAND ASSETS**

If you have any questions about how to use the brand guidelines, where to find elements, or any other concerns regarding Linfield University's brand, please visit [URL] or contact [ TBD ] for further advice.

[ OFFICE ]

[ NAME ]

[ EMAIL ]

[ PHONE ]

