BRANDING AND IDENTITY GUIDELINES

A GUIDE TO

CONSISTENT COMMUNICATION, GRAPHICS, AND STYLE

LINDENWOOD UNIVERSITY

REAL EXPERIENCE.
REAL SUCCESS.

LINDENWOOD.EDU

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BRAND

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LINDENWOOD UNIVERSITY REAL EXPERIENCE. REAL SUCCESS. LINDENWOOD.EDU

BRAND

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.

LINDENWOOD
UNIVERSITY

OUR BRAND

MISSION

REAL EXPERIENCE. REAL SUCCESS.
Enhancing lives through quality education
and professional preparatory experiences.

VALUES

WE PUT OUR STUDENTS FIRST.
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.

WE THRIVE TOGETHER.
As team members, we foster a community
founded on collaboration, authenticity, support,
and understanding.

WE DO WHAT IS RIGHT.
We work hard and hold ourselves accountable
for our decisions, actions, and words.

WE HAVE GRIT.
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.

LINDENWOOD
U N I V E R S I T Y

BRAND IDENTITY ELEMENTS

The elements below are used to create the visual identity of Lindenwood University in Saint Charles, Missouri. Reference each section below to learn more about proper usage and application in order to ensure the brand is applied consistently across all University materials.

1 UNIVERSITY LOGO
How to use the official Lindenwood University logo

2 UNIT, DEPARTMENT, AND SUB-BRAND LOGOS
Understanding the brand hierarchy, logo visualization, and usage

3 OTHER UNIVERSITY MARKS
When and how to use other University marks, including the crest, seal and athletics logos

4 COLOR GUIDELINES
Color breakdowns and how to use the primary and secondary color palettes

5 TYPOGRAPHY
How to acquire and use the official University typefaces and acceptable substitutes

6 OTHER BRAND ELEMENTS
How to use additional brand elements, such as icons, tagline, and footer

7 BRAND EXAMPLES
Sample projects that highlight brand elements and correct usage

8 CREATIVE CLOUD LIBRARIES
Lindenwood's Adobe Creative Cloud Libraries and how to gain access

LINDENWOOD
UNIVERSITY

UNIVERSITY LOGO

LOGO HIERARCHY

The primary Lindenwood logo should be used if the specific unit, department, or sub-brand logos become too small to read. The font size of the unit, department, or sub-brand should not fall below a 6pt font ("Campus Recreation" is at a 6pt font in the Department example below). Below is the order in which logos should be used. If readability becomes an issue, go to the level above your current logo choice. On the following pages, there will be more details into each of the options below. All of these files are located on Asset Den (See: Page 32).

LINDENWOOD
UNIVERSITY

1. PRIMARY LOGO

LINDENWOOD UNIVERSITY

2. SECONDARY LOGO

LINDENWOOD
UNIVERSITY
COLLEGE OF ARTS AND HUMANITIES

3. UNIT LOGO

LINDENWOOD
UNIVERSITY
CAMPUS RECREATION

4. DEPARTMENT LOGO

LINDENWOOD
UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
The Academy

5. SUB-BRAND LOGO

LINDENWOOD
UNIVERSITY

UNIVERSITY LOGO

The Lindenwood University logo is the keystone of our visual identity and marketing. This logo, or a university unit, department, or sub-brand logo, should be used on all materials. Using the logo consistently (See **DO:** below) will enhance the recognition of the University by all audiences. The primary logo uses a rectangle layout and the secondary logo is centered in a horizontal format.

The **primary logo** should be the first choice when the University logo is used. When a specific size or composition is needed, it may be substituted with the secondary logo.

LINDENWOOD
U N I V E R S I T Y

PRIMARY LOGO

LINDENWOOD UNIVERSITY

SECONDARY LOGO

GUIDELINES FOR LOGO USAGE

DO:
- ✓ Use high-resolution digital artwork on all material.
- ✓ Give the logo the proper amount of clear space.
- ✓ Ensure the logo's integrity.
- ✓ Reverse the logo on a gold or black background.
- ✓ Keep the logo intact.
- ✓ Use the primary logo with any program logo.

DON'T
- ✗ Alter the logo.
- ✗ Configure the elements into a different logo.
- ✗ Crop or remove any part of the logo.
- ✗ Distort the logo.
- ✗ Tilt the logo in any direction.
- ✗ Add any effect or treatments to the logo.
- ✗ Alter the proportions of the logo.
- ✗ Duplicate any part of the logo to create a pattern.
- ✗ Recreate the type or substitute another typeface.
- ✗ Surround logo with other competing shapes.
- ✗ Create your own logo.

LINDENWOOD
U N I V E R S I T Y

UNIVERSITY LOGO

COLOR OPTIONS

Both the primary and secondary University logos come in three different colors: gold, black, and white.
See below for correct color combinations. All of these files are located on Asset Den (See: page 32).

LINDENWOOD
UNIVERSITY

PRIMARY LOGO

LINDENWOOD UNIVERSITY
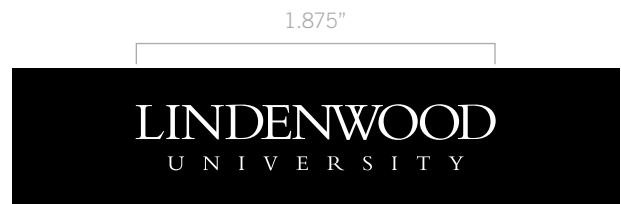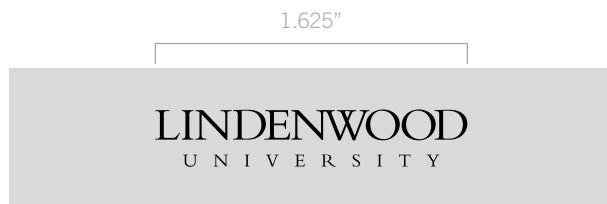
SECONDARY LOGO

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.

PRIMARY LOGO

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.

1.625" · 1.875"

LINDENWOOD
UNIVERSITY

SECONDARY LOGO

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.

2.5" · 2.75"

LINDENWOOD UNIVERSITY

LINDENWOOD
UNIVERSITY

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
U N I V E R S I T Y

PRIMARY LOGO

LINDENWOOD UNIVERSITY

SECONDARY LOGO

LINDENWOOD
U N I V E R S I T Y
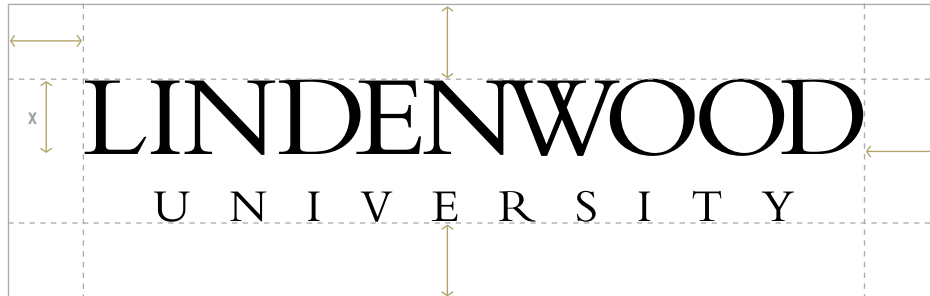
UNIT, DEPARTMENT, AND SUB-BRAND LOGOS

The University identity system has three levels of logos under the primary University logo: **unit, department,** and **sub-brand.** 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.

LINDENWOOD
UNIVERSITY
COLLEGE OF ARTS AND HUMANITIES

DEPARTMENT LOGOS

Department logos are a way of branding individual groups within a University unit. Any group within a unit, such as a department, office, division, or program, is eligible to receive a department logo. The decision on how to allocate department logos is made at the unit level and requires approval by the respective dean, vice chancellor, vice provost, or vice president. All department logos must be created by the Lindenwood Marketing Department. Department logos can replace the primary Lindenwood University logo on printed and online materials; it is not necessary to use both logos.

LINDENWOOD
UNIVERSITY
ACADEMIC SERVICES

SUB-BRAND LOGOS

Sub-brand logos are a way of branding individual groups within a department. This allows staff, faculty, and student groups to have a custom brand identity, while also following the University's hierarchy of logos. All sub-brand logos must be created by the Lindenwood Marketing Department. Sub-brand logos can replace the primary Lindenwood University logo on printed and online materials; it is not necessary to use both logos.

LINDENWOOD
UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
The Academy

LINDENWOOD
UNIVERSITY

UNIT, DEPARTMENT, AND SUB-BRAND 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, "Lindenwood University," must appear elsewhere on the publication. Unit, department, and sub-brand logos can replace the primary Lindenwood University logo on printed and online materials; it is not necessary to use both logos.
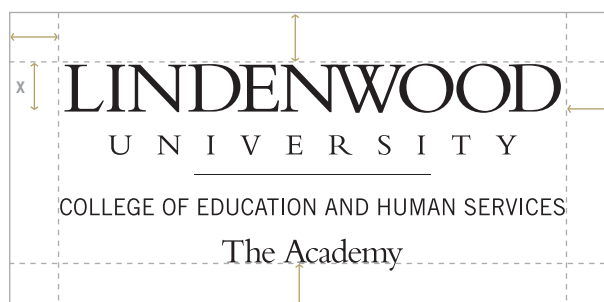
CLEAR SPACE REQUIREMENTS

Never place the unit, department, or sub-brand 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".
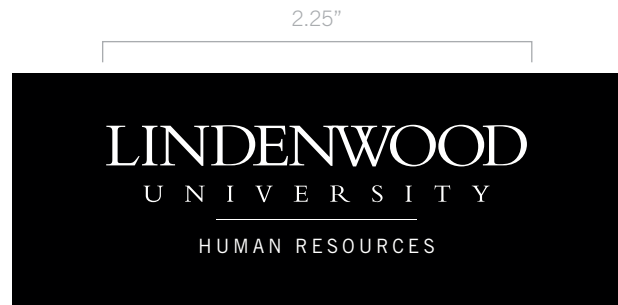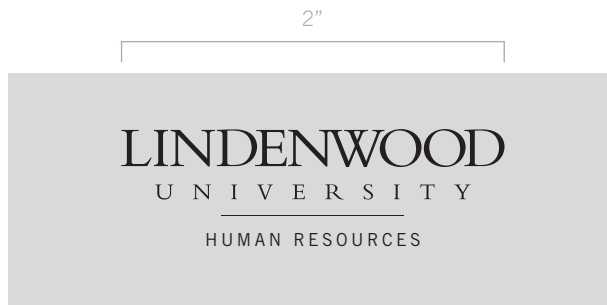
LINDENWOOD
U N I V E R S I T Y
COLLEGE OF ARTS AND HUMANITIES

UNIT LOGO

LINDENWOOD
U N I V E R S I T Y
ACADEMIC SERVICES

DEPARTMENT LOGO

LINDENWOOD
U N I V E R S I T Y
COLLEGE OF EDUCATION AND HUMAN SERVICES
The Academy

SUB-BRAND LOGO

LINDENWOOD
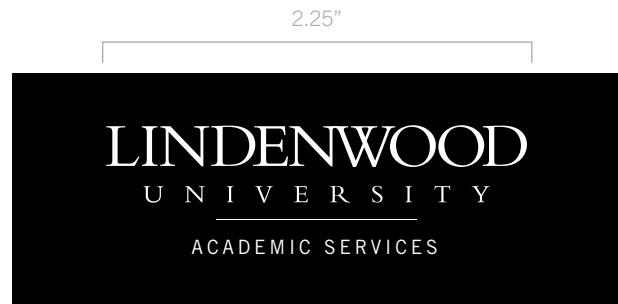U N I V E R S I T Y

UNIT, DEPARTMENT, AND SUB-BRAND LOGOS
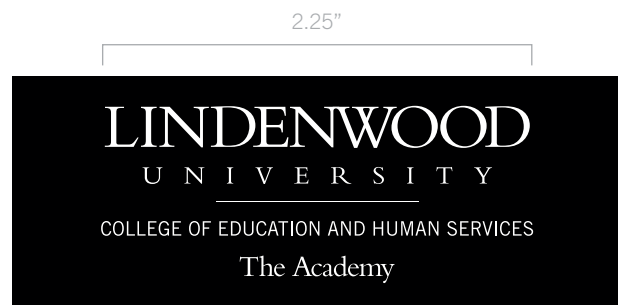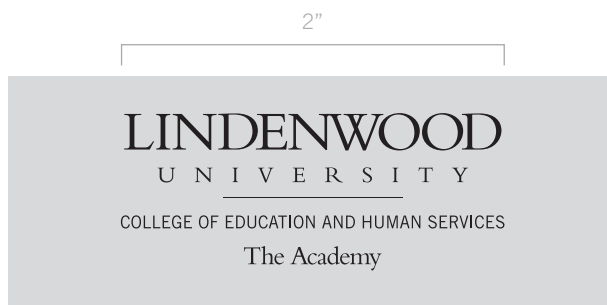
SIZE REQUIREMENTS

For the unit logo, the minimum width for the logo is 2 inches. When the logo appears as a white knockout on a color background, the minimum width is 2.25 inches. For the department logo, the minimum width for the logo is 2 inches. When the logo appears as a white knockout on a color background, the minimum width is 2.25 inches.

2"

2.25"

LINDENWOOD
UNIVERSITY
HUMAN RESOURCES

LINDENWOOD
UNIVERSITY
HUMAN RESOURCES

UNIT LOGO

2"

2.25"

LINDENWOOD
UNIVERSITY
ACADEMIC SERVICES

LINDENWOOD
UNIVERSITY
ACADEMIC SERVICES

DEPARTMENT LOGO

2"

2.25"

LINDENWOOD
UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
The Academy

LINDENWOOD
UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
The Academy

SUB-BRAND LOGO

LINDENWOOD
UNIVERSITY

UNIT, DEPARTMENT, AND SUB-BRAND LOGOS

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.

LINDENWOOD
UNIVERSITY
HUMAN RESOURCES

LINDENWOOD
UNIVERSITY
HUMAN RESOURCES

UNIT LOGO

LINDENWOOD
UNIVERSITY
ACADEMIC SERVICES

LINDENWOOD
UNIVERSITY
ACADEMIC SERVICES

DEPARTMENT LOGO

LINDENWOOD
UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
The Academy

LINDENWOOD
UNIVERSITY
COLLEGE OF EDUCATION AND HUMAN SERVICES
The Academy

SUB-BRAND LOGO

LINDENWOOD
UNIVERSITY

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.

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

1.25"

CLEAR SPACE REQUIREMENTS
Never place the athletic logo too close to other type or graphical elements. The clear space around the logo should be ¼ of the total height displayed below as "x".
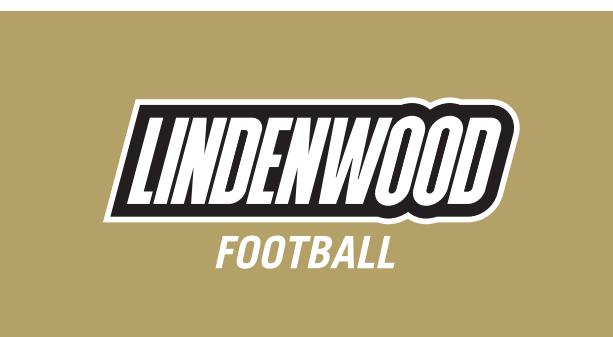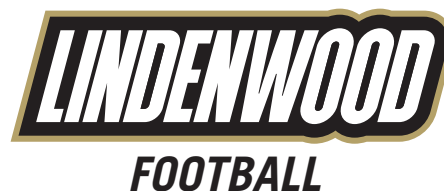
x

LINDENWOOD
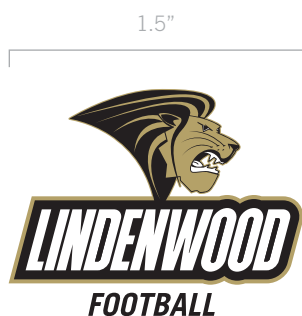UNIVERSITY

OTHER UNIVERSITY MARKS

ATHLETICS SPORT LOGOS

Specific sports logos can be requested from the Marketing Department. For assistance, please contact marketing@lindenwood.edu.
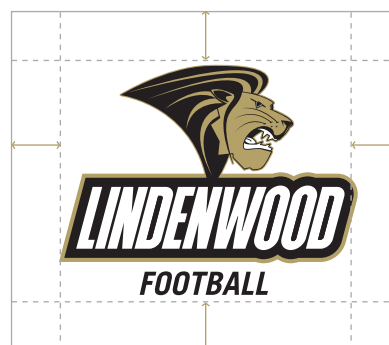
MINIMIZING SIZE
The athletics should never be used where it will be too small to read. Smallest size displayed below.

1.5"

CLEAR SPACE REQUIREMENTS
Never place the athletic logo too close to other type or graphical elements. The clear space around the logo should be 1/5 of the total height or .25" displayed below.
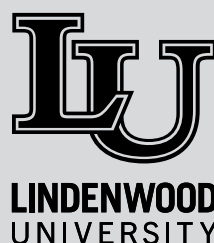
LINDENWOOD
UNIVERSITY

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.

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

0.75"

CLEAR SPACE REQUIREMENTS
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

LU LOGO USAGE

This option is primarily for social media use (profile images) or an area where a square composition must be used. When incorporating the LU logo into marketing or communication materials, pair it with "Lindenwood University" to clarify that LU represents Lindenwood University for our end users. To request access to these files, please contact marketing@lindenwood.edu.
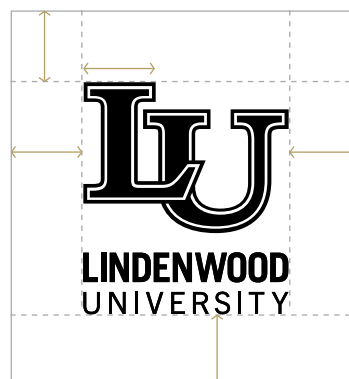

MINIMIZING SIZE

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

0.75"

CLEAR SPACE REQUIREMENTS

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.
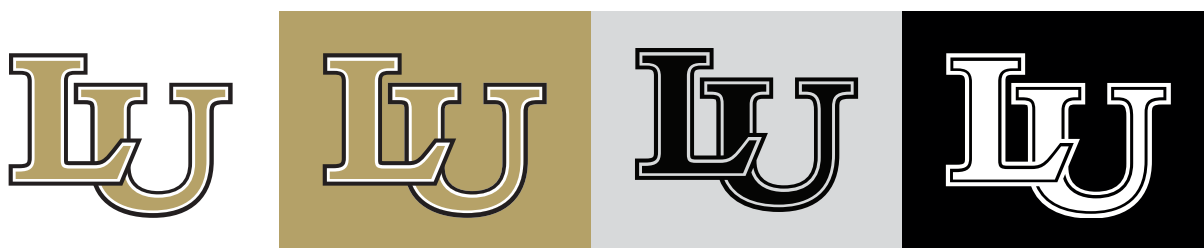
LINDENWOOD
UNIVERSITY

OTHER UNIVERSITY MARKS

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.

MINIMIZING SIZE
The crest should never be used where it will be too small to see the detail. Smallest size displayed below.

1.25"

CLEAR SPACE REQUIREMENTS
Never place the crest too close to other type or graphical elements. The clear space around the crest should be equal to the width of the moons in the shield.

CREST WATERMARK
Sibley crest watermark on the right used to balance content on the left like the example below. Watermark should be no less than 10% black.

HEADLINE
SUBHEAD

LINDENWOOD
UNIVERSITY

OTHER UNIVERSITY MARKS

OFFICE OF THE PRESIDENT LOGO

The usage of our primary logo with the Sibley Crest is reserved for the Office of the President material. To request access to these files, please contact marketing@lindenwood.edu.
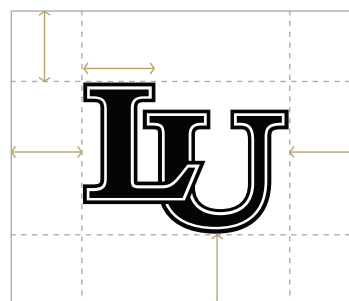

MINIMIZING SIZE
The logo should never be used where it will be too small to read. Smallest size displayed below.

2.75"
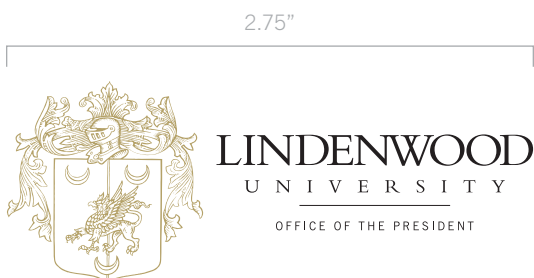
CLEAR SPACE REQUIREMENTS
Never place the logo too close to other type or graphical elements. The clear space around the logo should be equal to the capital height in the word "LINDENWOOD" displayed below.

LINDENWOOD
UNIVERSITY

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.
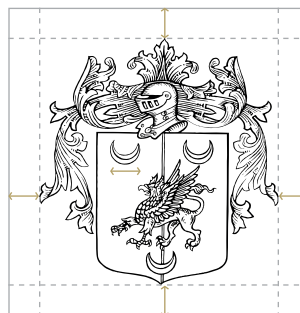
ONE COLOR VERSIONS

MINIMIZING SIZE

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

1.5"
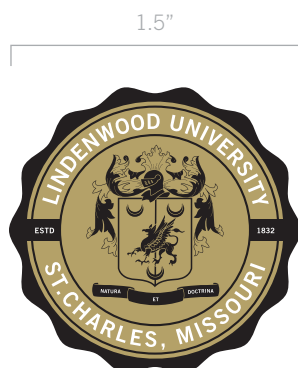
CLEAR SPACE REQUIREMENTS

Never place the seal too close to other type or graphical elements. The clear space around the seal should be no less than ¼ the diameter of the seal as displayed below as "x".

LINDENWOOD
U N I V E R S I T Y

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.

HORIZONTAL

VERTICAL

BADGE

MINIMIZING SIZE

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

1.5"

1.25"

1"

CLEAR SPACE REQUIREMENTS

The clear space around the logo should be no less than ¼ the diameter of the badge as displayed below as "x".

x

LINDENWOOD
U N I V E R S I T Y

OTHER UNIVERSITY MARKS

J. SCHEIDEGGER CENTER LOGO

This logo should only be used in the creation of material for the J. Scheidegger Center for the Arts.
To request access to these files, please contact marketing@lindenwood.edu.

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

1.5"

CLEAR SPACE REQUIREMENTS
Never place the logo too close to other type or graphical elements. The clear space around the seal should equal to the "J" in J. Scheidegger Center as displayed below as "x".

LINDENWOOD
UNIVERSITY

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).

LINDENWOOD
U N I V E R S I T Y
REAL EXPERIENCE. **REAL** SUCCESS.

LINDENWOOD
U N I V E R S I T Y
REAL EXPERIENCE. **REAL** SUCCESS.

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).

LINDENWOOD
U N I V E R S I T Y
209 S KINGSHIGHWAY ST • SAINT CHARLES, MO 63301

LINDENWOOD
U N I V E R S I T Y
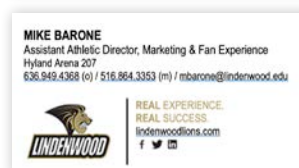209 S KINGSHIGHWAY ST • SAINT CHARLES, MO 63301

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
marketing@lindenwood.edu.

Because of limited space in email signatures, it may
not be possible for all requests to be approved.

JULEE MITSLER MA
Assistant Vice President, Communications
University Spokesperson
(636) 949-4913 (o) / jmitsler@lindenwood.edu

LINDENWOOD
U N I V E R S I T Y

REAL EXPERIENCE.
REAL SUCCESS.
lindenwood.edu

MIKE BARONE
Assistant Athletic Director, Marketing & Fan Experience
Hyland Arena 207
636.949.4368 (o) / 516.864.3353 (m) / mbarone@lindenwood.edu

REAL EXPERIENCE.
REAL SUCCESS.
lindenwoodlions.com

LINDENWOOD
U N I V E R S I T Y

OTHER UNIVERSITY MARKS

CUSTOM LOGOS

The following groups and initiatives are outside the University logo system and do not have a standardized unit logo or department logo: events, studies, campus-wide initiatives, revenue generators, groups funded outside of the University, alumni groups, and student groups. The creation of custom logos must be approved and created by the Marketing Department.

If you have any questions on custom logos, please contact marketing@lindenwood.edu.

LINDENWOOD
UNIVERSITY

COLOR GUIDELINES

The Lindenwood University brand uses both a primary and secondary color palette. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette. Lindenwood primary colors must be used on all marketing materials that are external facing. These rules do not apply to special events, custom logos, or other special use scenarios.

Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity. See the following page for color breakdowns.
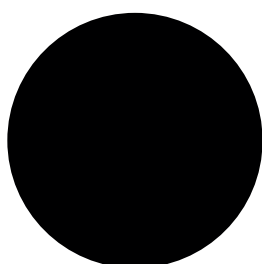
COLOR BREAKDOWNS

PRIMARY COLORS
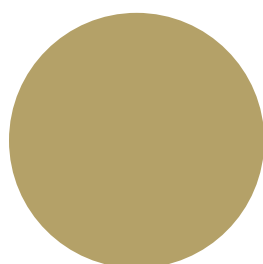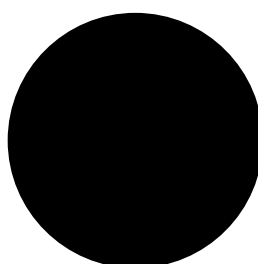
LINDENWOOD GOLD
PMS 4515
CMYK 30, 31, 69, 2
RGB 182, 162, 105
WEB #B5A36A

BLACK (DIGITAL)
CMYK 0, 0, 0, 100
RGB 0, 0, 0
WEB #000000

RICH BLACK (PRINT)
CMYK 60, 40, 40, 100
RGB 0, 0, 0
WEB #000000
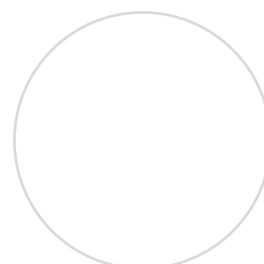
WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
WEB #FFFFFF

SECONDARY COLORS
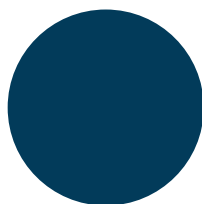
BLUE
CMYK 100, 74, 40, 32
RGB 0, 61, 91
WEB #003A5D

GREEN
CMYK 89, 42, 67, 32
RGB 12, 90, 78
WEB #0B5A4E

ORANGE
CMYK 2, 76, 100, 0
RGB 236, 98, 36
WEB #EC6223
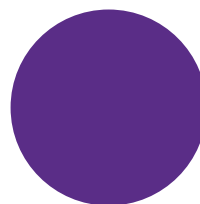
PURPLE
CMYK 80, 100, 7, 2
RGB 91, 44, 134
WEB #5C0F8B
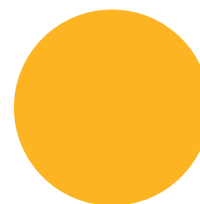
YELLOW
CMYK 0, 32, 95, 0
RGB 253, 181, 37
WEB #FCB525

LINDENWOOD
UNIVERSITY

COLOR GUIDELINES

COLOR USAGE

DO:
- ✓ Try to use Lindenwood gold on all marketing designs.
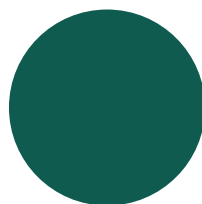- ✓ Make sure to use proper color breakdowns for specific uses.
- ✓ Use colors from the primary color palette as the main colors in a design.
- ✓ For events or swag, feel free to use our secondary colors to create your designs.

DON'T:
- ✗ Omit Lindenwood gold on any marketing designs.
- ✗ Eyeball or guess at a specific color.
- ✗ Use colors from the secondary color palette as primary colors (unless there is a specific color to be used on certain material).
- ✗ Use too many secondary colors on a design, pick a couple that complement one another.

COLOR USAGE EXAMPLES

LINDENWOOD
UNIVERSITY

TYPOGRAPHY

PRIMARY TYPEFACES

Trade Gothic is only approved for use by the Marketing Department, Communication Department, or for those permitted to have one of the ten seats within our Monotype subscription. 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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

- TRADE GOTHIC LH BOLD EXTENDED
- Trade Gothic Light
- **Trade Gothic Bold**
- 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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- **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
- *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. **Arial** 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 Italic*
- **Arial Narrow Bold**
- **Arial Narrow Bold Italic**

Bembo 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

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

Great Vibes
abcdefghijklmnopqrstuvwxyz
1234567890

LINDENWOOD
UNIVERSITY

OTHER BRAND ELEMENTS

TAGLINE

Our tagline **"Real Experience. Real Success."** 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.

LINDENWOOD UNIVERSITY   REAL EXPERIENCE. REAL SUCCESS.   LINDENWOOD.EDU

ICONS/ICONOGRAPHY

Icons are a great way to bring more life to the brand and visually break up the copy or key points into digestible parts. Here are some guidelines and examples to follow when using icons:

- Keep them small when used to support a paragraph of copy or as a visual for a key message (pull-quote, stat, etc.).
- Stick with modern, one-color icons as opposed to icons that are multi-colored and will lose detail at small sizes.
- Icons are not to be added to any of our official or custom logos.
- Icon colors can be changed, but for branded marketing material, stick with black, gold, and white versions.

LINDENWOOD UNIVERSITY
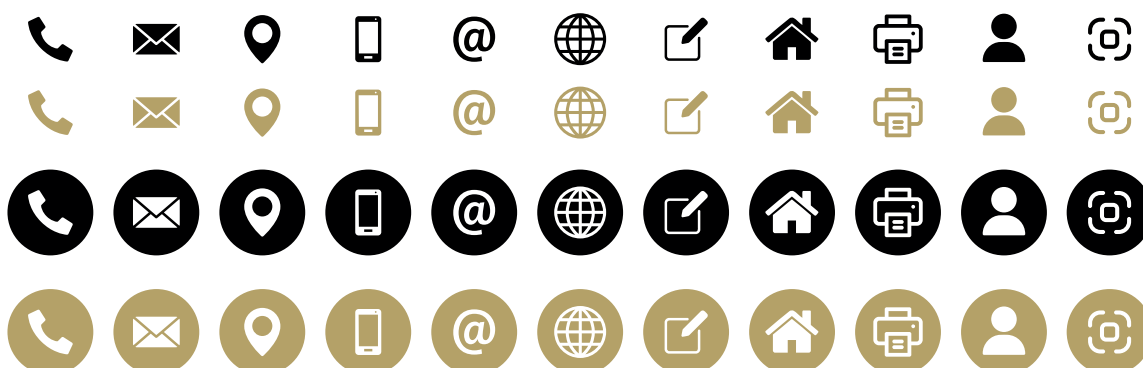
BRAND EXAMPLES

Using brand elements correctly and consistently helps to increase brand recognition for both the University, as well as individual units on campus. While the brand is flexible and allows for various styles and tones, it is important to always create designs that are distinctly "Lindenwood."

The real-life examples below illustrate how the core and optional University brand elements can be used together to achieve a variety of visual tones and styles across many different types of materials.

DIGITAL EXAMPLES
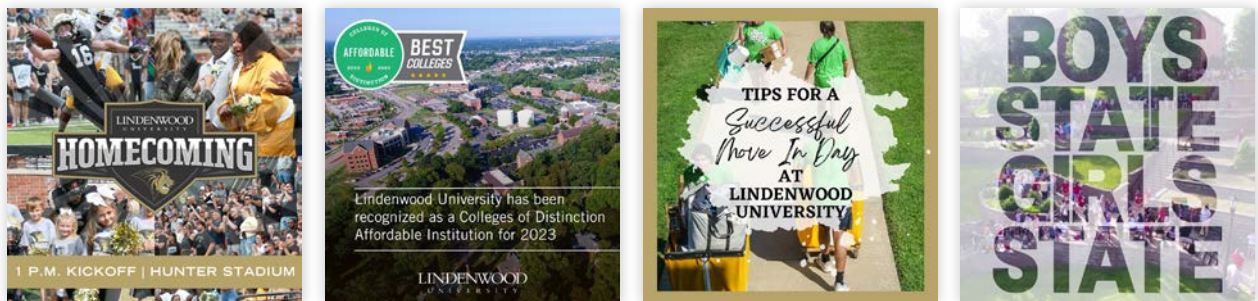
ORGANIC SOCIAL MEDIA POSTS
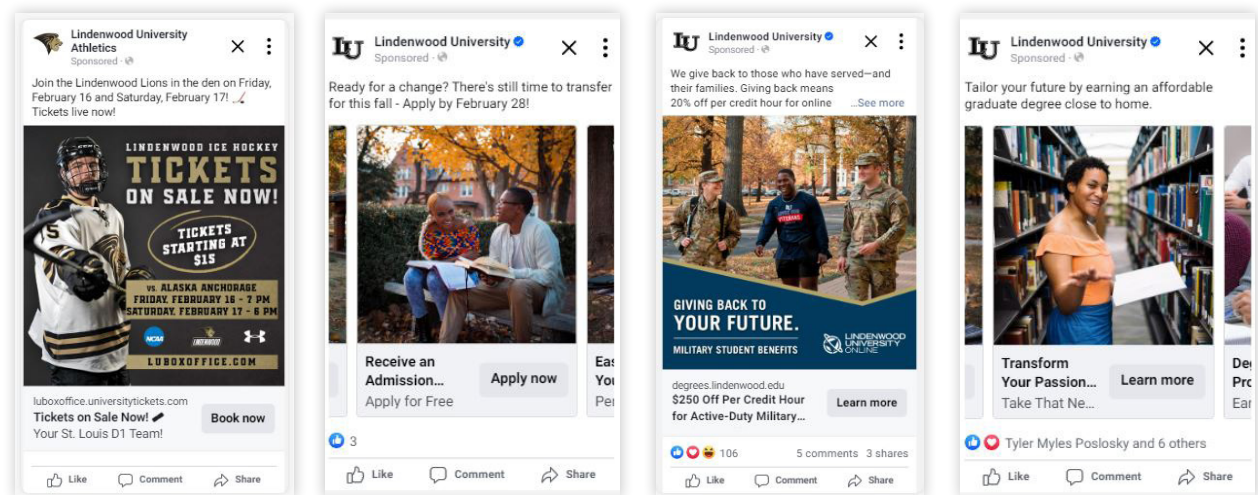
PAID ONLINE SOCIAL AND DIGITAL ADVERTISEMENT

LINDENWOOD
UNIVERSITY

BRAND EXAMPLES (CONTINUED)
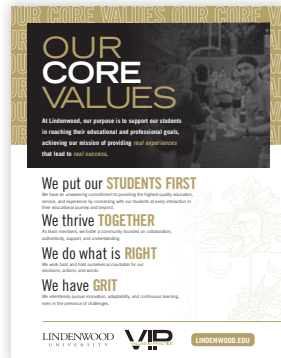
PRINT EXAMPLES

FLYER
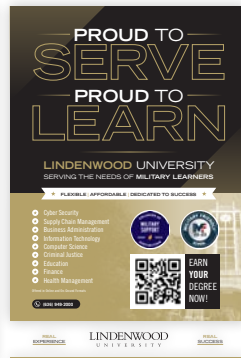
DIRECT MAIL
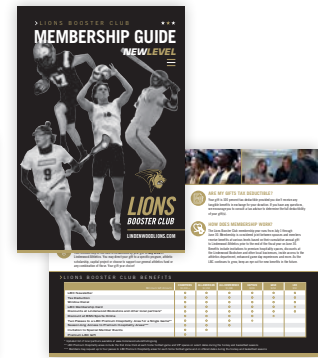
BROCHURE
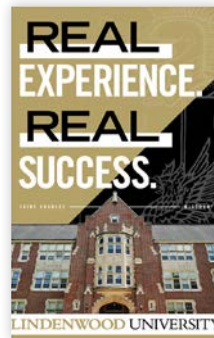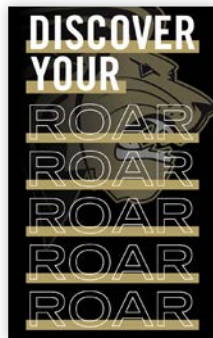
POSTERS

TSHIRT

WALL GRAPHICS

STICKERS

VEHICLE WRAP

LINDENWOOD
UNIVERSITY

BRAND EXAMPLES (CONTINUED)

SPECIAL EVENTS DESIGN GUIDELINES

Special events at Lindenwood are an integral part of connecting the University to our Saint Charles community. Below are some simple guidelines for creating materials. Any questions related to the marketing of special events can be sent to marketing@lindenwood.edu.

DO:

- ✓ Try to incorporate the LU logo into the design where appropriate, ensuring it doesn't overpower other elements.
- ✓ Utilize Lindenwood secondary colors to maintain brand consistency and cohesion.
- ✓ Opt for Lindenwood typeface options to reinforce the brand's visual identity and recognition.

DON'T:

- ✗ Avoid excluding the LU logos entirely, as they are an essential part of brand our identity and recognition.
- ✗ Refrain from eyeballing or guessing specific colors; instead, refer to the brand guidelines for accurate color selection.
- ✗ Avoid using too many secondary colors in a design: Select a couple that complement each other well to maintain visual harmony and coherence.

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.
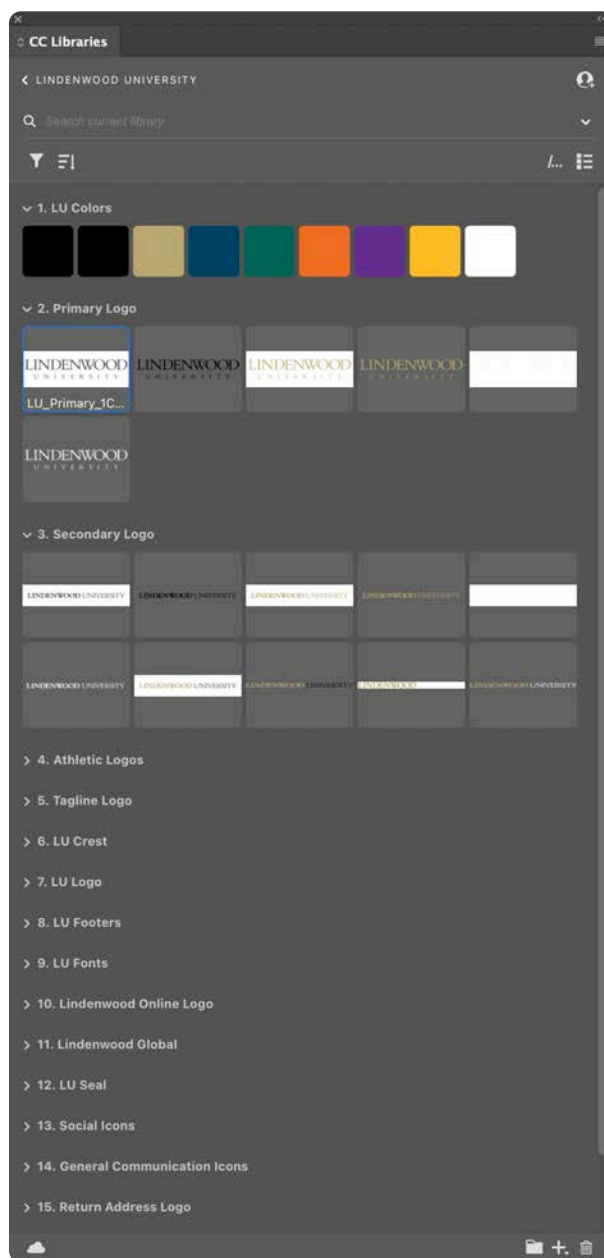
LINDENWOOD
UNIVERSITY

CONTENT

A story has many parts, and all elements need to operate in cooperation with one another to be successful. In our words and through our images, we have a responsibility to tell the **Lindenwood story**.

LINDENWOOD
U N I V E R S I T Y
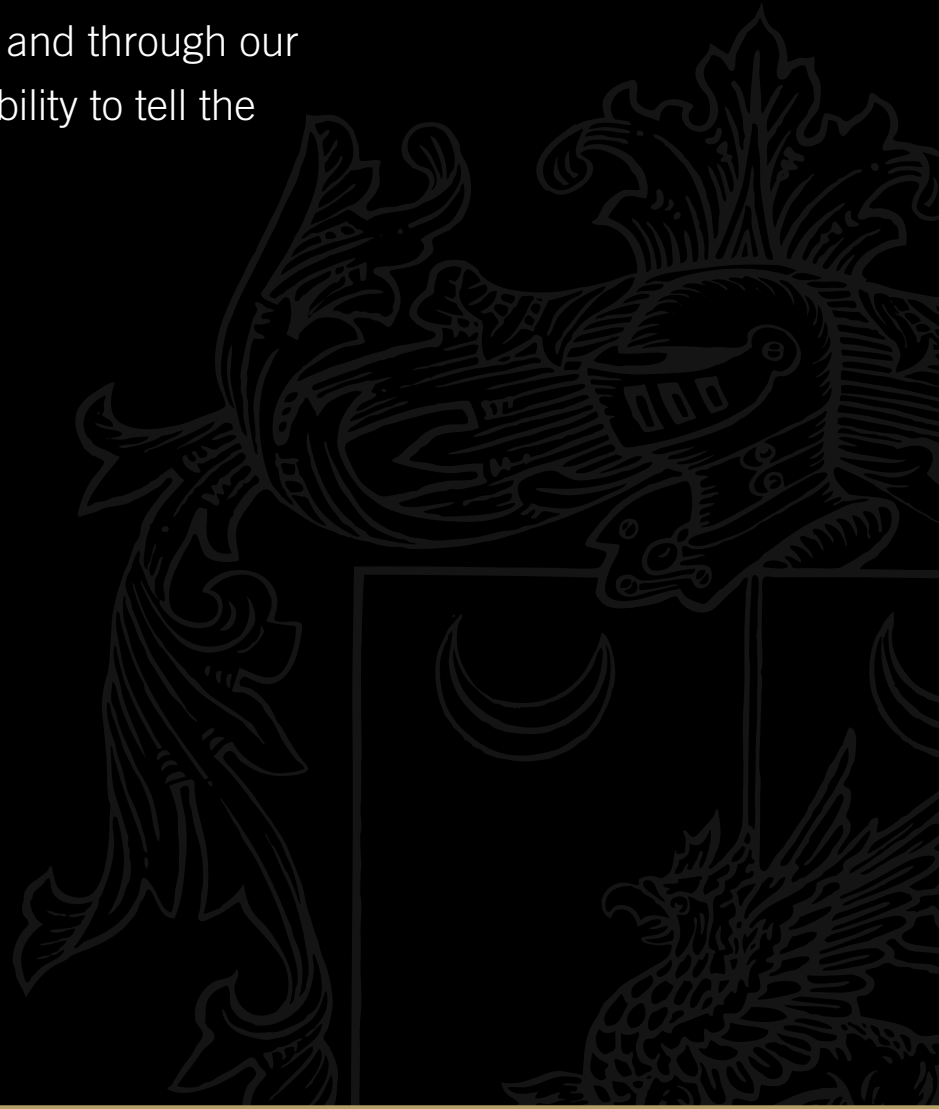
ASSET DEN

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, allowing us to review your request.

LINDENWOOD
UNIVERSITY

CONTENT OVERVIEW

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

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

❷ PHOTOGRAPHY
Guidelines and foundational steps to creating engaging and effective photographs

❸ VIDEOGRAPHY
Guidelines and foundational steps to creating engaging and effective videos

❹ WEBSITES
Information about accessibility, templates, and other best practices for creating websites and other online applications

❺ SOCIAL MEDIA
Best practices and guidelines for communicating on social media platforms

❻ SOCIAL MEDIA PROFILE GUIDELINES
Best practices and guidelines for communicating on social media platforms

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

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

LINDENWOOD
U N I V E R S I T Y

PHOTOGRAPHY

Photography is one of the most impactful ways we communicate the Lindenwood brand. Images are often the first impression—a snapshot of the story you are telling that should represent Lindenwood in a thoughtful and effective way.

Lindenwood photography should be used in materials whenever possible. For help scheduling a photo shoot or identifying images to use for projects, please submit your request through the Project Request Form.

Photos and images should represent the diversity of Lindenwood and should reflect the tone of any accompanying copy, understanding that one image does not unilaterally resonate with every audience.

LINDENWOOD
UNIVERSITY

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.

LINDENWOOD
U N I V E R S I T Y

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.

LINDENWOOD
U N I V E R S I T Y

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.

LINDENWOOD
UNIVERSITY

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 scans our web pages on a regular basis and indexes any errors that require review or modification.

GOOGLE LIGHTHOUSE
A free tool built into the Google Chrome browser. Can be used to run individual page scans for Performance, Best Practices, Accessibility, and SEO.

WCAG CONTRAST CHECKER BY ACART COMMUNICATIONS
This site provides precise contrast ratio testing that includes an interactive picker (click the mini palette next to the hex number). Contrast Checker

WEBAIM COLOR CONTRAST CHECKER
This site provides contrast ratio testing with helpful features that include incremental lightening and darkening options. WebAIM Color Contrast Checker

CHROME COLOR CONTRAST ANALYZER EXTENSION FROM NCSU
This tool captures sections of the page with text on top of images and scans the pixels to determine if enough contrast exists (eyeball test). Chrome Color Contrast Analyzer

WEBSITE RESOURCES

To download web resources, including logos, photos, and font files, visit www.lindenwood.edu/brand or fill out the request to join Asset Den (See: Page 32).

LINDENWOOD
UNIVERSITY

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 that you would not otherwise be permitted to share, including:
- Confidential, non-public information, including non-public financial information, business plans, and growth strategies
- Confidential information about our staff and students
- Other information about meetings or activities involving Lindenwood University that is not public

Use good judgment and be truthful—you are responsible for what you post. You should assume anything you post will be public and permanent, regardless of "privacy settings" or other limits you may try to place on your posting. Remember, anything you post can be saved, forwarded, and/or copied. Refer to Employee Policies for full and updated policies.

NETWORKING

Lindenwood University recognizes team members may want to use professional networking sites (e.g., LinkedIn). For such sites, you may identify yourself as an Lindenwood University team member,

but if you do, ensure your posts comply with Lindenwood University's policies. You are not required to accept "friend requests" from work colleagues (including team members, supervisors, and direct reports). If you include work colleagues in your social network, be thoughtful about these decisions, since the personal information you share can impact perceptions of you in the workplace.

LANGUAGE IN SOCIAL MEDIA

Please refer to the University Values on Page 3, and the Brand Attributes section on Page 16 when you are using social media.

GUIDELINES AND AGREEMENTS

Official Lindenwood University social networking guidelines are available, which include information to consider when creating an account, best practices for ongoing operation, and guidance regarding setup processes and account administrator requirements.

All social media accounts associated with the university must be registered with the Marketing Department and require the approval of the Social Media Specialist.

Please visit www.lindenwood.edu/brand and register your account under the Online, Social, Email heading.

LINDENWOOD
UNIVERSITY

SOCIAL MEDIA

The Lindenwood social networking guidelines can be accessed in the following locations:

MARKETING RESOURCES

Access to brand elements and social media guidelines can be found online:
www.lindenwood.edu/brand

LINKS

Lindenwood University social media links are as follows:

- **in**   linkedin.com/company/lindenwood-university
- **f**   facebook.com/LindenwoodUniversity
- **X**   twitter.com/LindenwoodU (@LindenwoodU)
- **⊙**   instagram.com/LindenwoodUniversity (@lindenwooduniversity)
- **♪**   tiktok.com/@lindenwooduniversity

IMAGE ASPECT RATIOS AND DIMENSIONS

FACEBOOK
Dimensions and Aspect Ratios
- Profile Picture –170 x 170px
- Cover Photo – 820 x 312px desktop (displayed taller at 640 x 360px on mobile)
- Image – recommended 1200 x 630 pixels
  – Landscape Image – 1.91:1 (1080 x 608px)
  – Square Image – 1:1 (1080 x 1080px)
  – Portrait Image – 4:5 (1080 x 1350px)
- Video – recommended 4:5 (1080 x 1350px)
  – Landscape Video – 9:16 for audience on mobile
  – Square Video – 1:1
  – Portrait Video – 16:9
- Stories – 9:16 (1080 x 1920px)
- Carousel – 1:1 (1200 x 1200px)

INSTAGRAM
Dimensions and Aspect Ratios
- Profile Picture – 320 x 320px
- Landscape Image – 1.91:1 (1080 x 608px)
- Square Image – 1:1 (1080 x 1080px)
- Portrait Image – 4:5 (1080 x 1350px)
- Video Posts – 1:91:1 (1080 x 608px) OR 4:5 (1080 x 1350px)
- Stories – 1.91:1 (1080 x 608px) OR 9:16 (1080 x 1920px)
- IGTV – 9:16 (1080 x 1920px)
- IGTV Cover Photos – 1:1.55 (420 x 654px)
- IG Live – 9:16 (1080 x 1920px)

X
Dimensions and Aspect Ratios
- Profile Picture – 1:1 (400 x 400px)
- Header Image – 3:1 (1500 x 500px)
- Banner Image – 3:1 (1500 x 500px)
- Image Post Size – 16:9 (1200 x 675px)
- X Moments – 9:16 recommended

LINKEDIN
Dimensions and Aspect Ratios
- Profile Picture –min (400 x 400px) to max (7680 x 4320px)
- Cover Image – 4:1 (1584 x 396px)
- Image Size – 1.91:1 (1200 x 627px)
- Blog Link Image – 1.91:1 (1200 x 627px)
- LinkedIn Stories – 9:16 (1080 x 1920px)

LINDENWOOD
U N I V E R S I T Y

SOCIAL MEDIA PROFILE GUIDELINES

Lindenwood University's brand should be reflected on all of our social media platforms—especially in profile and cover photos. Follow the guidelines below when creating these photos. Please contact the Marketing Department with any questions regarding acceptable social media photos before posting them.

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
Cover photos should use visual elements that reflect your college, program, or organization. In addition to visual storytelling, this is a good place to highlight upcoming events or iconic spots on campus. Only use high-resolution imagery. If text is being added, it is good practice to cover no more than 20% of the area. Also make sure that the text is not blocked by other profile elements. Be sure to follow the social media platform's suggested dimensions when creating the cover photo. If a logo is being used, be sure the whole logo is visible—it should never be cropped. Do not recreate or use photographs of the logo.

ATHLETIC PAGES

PROFILE PHOTOS
Any of the outlined athletic logos on page 13 are acceptable profile photos. Be sure to follow 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.

COVER PHOTOS
Cover photos should use visual elements that reflect the team, squad, or organization. Suggested imagery includes: team photos, player images, game photos, and stadium/field images. Only use high-resolution imagery. If text is being added, it is good practice to cover no more than 20% of the area. Also make sure that the text is not blocked by other profile elements. Be sure to follow the social media platform's suggested dimensions when creating the cover photo. If a logo is being used, be sure that the whole logo is visible—it should never be cropped. Do not recreate or use photographs of the logo.

LINDENWOOD
UNIVERSITY

WRITING STYLE

Telling the **Lindenwood story** 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?

LINDENWOOD
UNIVERSITY

EDITORIAL STYLE

Lindenwood University seeks to maintain consistent writing to unify our delivery of messages. Lindenwood generally follows Associated Press (AP) style, but exceptions are made on occasion. University standards, and AP style exceptions are outlined below.

ACADEMIC DEGREES

Examples of degrees awarded by Lindenwood include the following:
- bachelor of arts : BA, a bachelor's
- bachelor of science: BS, a bachelor's
- master of arts: MA, a master's
- master of business administration: MBA
- master of public administration: MPA
- doctor of education: EdD

Use an apostrophe in casual reference to a bachelor's degree. However, there is no possessive in formal references, such as a Bachelor of Arts or Master of Science. Use abbreviations such as BA, MA, and EdD only after a full name, and include periods in academic titles. When used after a name, the academic abbreviation is set off by commas.

Example: Brad Hansen, EdD, gave a guest lecture to graphic design students last week.

ACADEMIC DEPARTMENTS

When referring to a department by name, use its full name and capitalize it.
Example: the Chemistry Department, the History Department

Casual references to a particular subject should not be capitalized.
Example: She studied chemistry for two years. His degree is in history

The exception is when the subject name is a proper noun in which case it should be capitalized on all references.
Example: English, French, American studies

ACADEMIC COLLEGES

The first reference to Lindenwood's academic colleges should use the full name and capitalize it—
Plaster College of Business and Entrepreneurship.

ACRONYMS

Do not use acronyms on first reference, unless the particular group is well known by the acronym and use of the acronym will eliminate any confusion (i.e.: ROTC, NBC)

LINDENWOOD
UNIVERSITY

EDITORIAL STYLE

ADDRESS

The address of the main Lindenwood campus should be expressed as follows:
Lindenwood University, 209 S Kingshighway Saint Charles, 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
reference, and BOT abbreviation may be used on subsequent references.

COMMENCEMENT

Capitalize in all uses associated with the University's Commencement ceremonies held in May and capitalize
if using with Spring Commencement. Graduation is an acceptable alternative and preferred for social media.
Lowercase graduation.

LINDENWOOD
UNIVERSITY

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

When listing only a month and year, do not abbreviate the month or set off the year with commas
Example: January 1827 was a cold month

When a month is used with a specific date, always abbreviate per AP Stylebook—Jan., Feb., Aug., Sept., Oct., Nov., Dec. Always spell out March, April, May, June and July, and spell out all months when used without a specific date.

HOMECOMING

Capitalize in uses associated with the University's Homecoming event held in October.

LINDENWOOD UNIVERSITY

Lindenwood University should be used in all first references. Lindenwood is acceptable on second reference.

NAMES

Always use a person's first and last name in first reference. On second reference, use last name only. Do not include courtesy titles such as Mr., Mrs., Miss, Ms., Mx., or M. unless they are part of a direct quote or needed to decipher between two people with the same last name.

NUMBERS

Ordinal numbers, first through ninth, should be spelled out. Figures 10th and above can be used when describing order or time. Numbers indicating political or geographic order should use figures in all instances.

Example: 2nd District Court, 12th ward.

LINDENWOOD
U N I V E R S I T Y

EDITORIAL STYLE

OXFORD COMMA

Lindenwood University uses of the Oxford comma in all University publications and communications.

SEMESTER

When used with a season (fall semester, spring semester) the term should be lowercase. Seasons with a specific date should be capitalized if both the season and the year are included in the instance.

Example: Fall 2022, Spring 2022

TIME

When expressing time, use lowercase a.m. and p.m., with periods. Always include a space between the time and a.m. or p.m. If it is an exact hour, :00 is not required to follow the hour. When indicating a range, it is necessary to include a.m. or p.m. after the end of the range. If the time frame spans both a.m. and p.m. hours, both should be included.

Example: 3 p.m., 11:45 a.m., The event is from 3–5 p.m. Susan's class is from 10:30 a.m.–2 p.m.

TITLES

Capitalize formal University job titles, but only when the complete title is used. The titles of other university officials would only be capitalized following AP Stylebook rules which calls for capitalization only when the title precedes the official's name.

Example: Student Government President Emily Hansen called the meeting to order. Brad White, president of the Student Government, called the meeting to order.

UNIVERSITY

Capitalize "university" when used in conjunction with Lindenwood's name, or when used in reference to Lindenwood even when the name is not associated with the term. Only refer to Lindenwood as the university after it has been identified as Lindenwood University on first reference. Uppercase use of University when referring specifically to Lindenwood University.

WEBSITES AND URLS

When listing a website on a printed document or in a digital space, do not use http:// in front of the address.

Example: www.lindenwood.edu

LINDENWOOD
UNIVERSITY