

LAGRANGE COLLEGE BRAND BOOK

A GUIDE TO UNDERSTANDING AND MANAGING THE LAGRANGE BRAND

V02//OCTOBER 2025

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WHY WE BRAND

A brand creates an opportunity for others to connect with LaGrange College, because ultimately, a brand is an idea that lives in our mind. Many times, people think of a brand as a logo, a set of colors, or a catchy slogan. In reality, it is so much more.

A brand is your story, and the stories that get told about you.

Together, these stories:

- Create expectations
- Connect us to people and groups
- Build awareness
- Strengthen the institution
- Make the College memorable

When the stories that are told by LaGrange College and about the College lack a unified or consistent idea, this can result in inconsistent expectations, experiences that are forgettable, and lower awareness. Today especially, higher education is a field where a memorable, meaningful brand stands out.

Institutions that have a true and meaningful “big idea,” or brand promise, and consistently deliver on that promise are recognizable and often endeared to certain segments of their audiences. This is the goal of developing an authentic LaGrange brand, which can be lived out and demonstrated by every person on campus.

While the Office of Marketing and Communications is charged with officially telling the LaGrange story through a variety of channels, every person at the College has

a part in building our brand. Whether you teach, coach, or serve in a staff role, your interactions, ideas, and conduct should create a unique verse in the common refrain of the College’s brand.

How do we do this—by clearly focusing on the unique values and pillars of the LaGrange’s brand and filtering our actions, ideas, and strategies through them. These values and pillars create our “why,” and a clear, committed focus on this will help the College deliver on our brand promise.

This branding guide is also designed to create consistency in how the LaGrange College brand is applied across different platforms and uses. Unity in our visual brand and voice helps us maintain a clear, consistent identity and reputation.

TELLING OUR STORY

Stories are powerful. They connect us to others in meaningful ways. Often stories are the beginning of relationships because they engage our minds and our feelings together.

By telling the unique story of LaGrange College, we create opportunities for powerful connection with a variety of audiences.

Our story—its past, present, and future—is unique. It is a story that only we can tell.

THE LAGRANGE STORY

Since 1831, LaGrange College has provided excellent liberal arts education that connects to real-world career success. Our graduates are artists and athletes, educators and entrepreneurs, practitioners and policymakers. We strive to be a welcoming, warm campus that cares deeply and cultivates intentionally.

At LaGrange, each student is encouraged, equipped, and empowered as an individual. We prioritize personalized experiences and

strong relationships. Mentorship and small classes help our students identify their gifts, passions, and abilities. Our emphasis on student-led initiatives generates creativity and collaboration.

As the first private college founded in Georgia, LaGrange is a nurturing home on the hill that draws on the past, elevates the present, and prepares students for the future.



OUR BRAND ESSENCE

LaGrange College challenges the minds and inspires the souls of our students. In doing so, we prepare them to become successful, responsible citizens who pursue lives of integrity, service and lifelong learning.

We take the time to listen. We pause long enough to discover how each student is wired and what makes them tick. We ask questions, share wisdom, and live like we believe every Panther has a unique gift to offer the world.

We support, inspire, and say, "You've got this. Take the next step." We cultivate compassion and care, but we don't coddle. We believe in what our students can do, but we don't do it for them. LaGrange College communicates continually that our students are more.



OUR BRAND PILLARS



Brand Pillars are the standout features of the LaGrange College experience that support the strategic narrative. For accuracy and consistency, external messaging will be filtered through the stated definition of the pillar.

BENEFITS-FOCUSED MESSAGING

It is LaGrange's distinct translation of these characteristics — from descriptive features to persuasive **Benefits-Focused Messaging** — that will enliven the brand's identity.

LEADING ASSET CLOSE-KNIT COMMUNITY

At LaGrange College, personal connections aren't just an aspiration — they're an everyday reality.

MESSAGING EXAMPLES

Welcome to your home on the hill.

Real Relationships

LEADING ASSET GUIDED GROWTH

Through scholarly coursework, professor-student relationships, and campus life opportunities, LaGrange College empowers students to grow in their academic, personal, spiritual, and social lives.

MESSAGING EXAMPLES

Let's tell the next chapter of your story together.

Be Known and Grow

Real Relationships

LEADING ASSET PURPOSEFUL PLACE

LaGrange College invites students into meaningful experiences rooted in places both physical and spiritual — ranging from the school's beautiful historic campus to its position in the charming town of LaGrange and proximity to Atlanta, its roots in Methodism to the opportunities for athletics and studying abroad.

MESSAGING EXAMPLES

Small-town charm or big-city connections — why not both?

Intentional Roots

LEADING ASSET INDUSTRY INTEGRATION

As a neighbor to Fortune 500 companies, international businesses, and growing corporations, LaGrange College is uniquely positioned for partnerships that benefit students, the college at-large, the marketplace, and the LaGrange community.

MESSAGING EXAMPLES

Excellent education and real-world readiness, hand in hand.

Positioned for Partnerships

LEADING ASSET SOULFUL SERVICE

Drawing upon its Methodist and liberal arts core, LaGrange College offers students opportunities to serve one another, the community, and the world around them while living in community with role models who daily serve the students.

MESSAGING EXAMPLES

Engaging in meaningful experiences that build a better world.

Student-Centred, Service-Minded

OUR BRAND POSITIONING



STRATEGIC NARRATIVE

The Strategic Narrative summarizes what you want to be known for—how you want your brand to be consistently positioned. All marketing messages will shape or support this big idea. The Strategic Narrative may be used in part or in whole to develop external messages.



LAGRANGE PROMISE

The LaGrange Promise highlights what a prospective student can expect to receive from the institution. It is the college's pledge of performance.

LaGrange College stands as a beacon on a hill, infusing a liberal arts education and career preparation into a transformative education that fosters student growth, close-knit community, and a culture of service.

You are more. That's why we promise to respect, challenge, inspire, and support you as you work toward the **more** you dream of—at LaGrange, in your career, and throughout your life.

EXTERNAL MESSAGING

TAGLINE:

All stories begin with words. **A tagline is not just a statement; it's about making a statement.** It is a summary of what matters most, but also an internal commitment and a source of pride and belonging to all those who are part of the community. By rule, a tagline should be short, memorable, and even wearable.

You Are More

At LaGrange College, we believe that **you are more** than a name, a number, or a face in the crowd. You have more potential than you know. You are more than enough. We're here to support all that you are and everything you want to become. Are you ready to live like you are more?

BUILDING OUR REPUTATION

As we tell the stories of LaGrange College and communicate across a variety of platforms and in different ways, we create impressions. People will draw conclusions about LaGrange based on what we say and how we say it.

We have a great responsibility to build the reputation of the College by ensuring that our communication is coordinated and strategic. Together, this unified language will result in a consistent image in the minds of others. We all have a part to play to present excellence across all of the College's various publications, media, and events.

These guidelines include strategic words and key messages that flow out of LaGrange's story. They reinforce the main ideas of our brand promise. While they can be adapted to fit specific audiences and media, the underlying messages should remain consistent.

OUR BRAND PERSONALITY

Branding isn't just about **how our story sounds**; it's about **how our story feels**. It's the character and vibe we're presenting at every touchpoint—**all the time and everywhere**.

OUR PERSPECTIVE

*Don't let **this** attribute be expressed **that** way.*

THIS

Rooted in Methodist principles

Service-oriented

Supportive

Intersection of liberal arts and career

Longest-standing private college in Georgia

Home on the hill

Innovative

Student-athletes

NOT THAT

Exclusive religious terms

Self-righteous

Coddling

Anti-intellectual

Old

Isolated and elitist

Unfocused

Athletes first





WORD BANK

DESCRIPTORS MAIN IDEAS

DESCRIPTORS	MAIN IDEAS
Authentic	Belonging
Caring	Close-knit community
Celebrated	Connection
Close-knit	Developing soft skills
Connected	Enrichment
Empowered	Experience
Friendly	Friendship
Genuine	Guided growth
Healthy	Heart
Helpful	Industry integration
Homey	Innovation
Known	Intention
Loving	Lead like you are more
More	Learn like you are more
Nurtured	Lifelong relationships
Purposeful	Live like you are more
Soulful	
Spirit	
Supported	
Understood	
Valued	
Vibrant	
Warm	
Welcomed	

ACTIONS

Mentorship	Ascend
More than a number	Care
More than name	Collaborate
Open doors	Connect
Opportunity	Cultivate
Personal growth	Develop
Prepared for life	Discover
Purposeful place	Encourage
Relationships	Engage
Seen as a story	Explore
Servant leadership	Grow
Soulful service	Help
Spiritual support	Innovate
Story	Inspire
Unity	Involve
You Are More	Mentor
	Nurture
	Partner
	Play
	Provide
	Serve
	Support



THEME VARIATIONS

To maintain the core meaning of the Theme, any variations should be incorporated with these guidelines in mind.

- When variations are used, “You Are More” will be the primary emphasis in graphics and descriptive copy.

Variations may include:

- You Are More at LaGrange College
- You Are More Than You Know
- You Are More Than a Face in the Crowd
- You Are More Than a Name
- You Are More Than a Number (class ranking, GPA, roster, jersey number)
- ~~Name. Number. Story. You are more.~~

- “You Are More” may be used as a call to action with an approved preceding verb:

LEARN LIKE YOU ARE MORE

LIVE LIKE YOU ARE MORE

LEAD LIKE YOU ARE MORE

- Variations may also precede the words “You Are More” or “Are More” if the word replacing “you” specifically refers to LaGrange College Students.

Examples include:

- Our Professors Know You Are More
- LaGrange Coaches See that You Are More
- Panthers Are More
- Servant Scholars Are More

- “You Are More” language can be applied to degree programs using the following structure: [Three word phrase], [degree program] students are more. Examples include:

- Confident and creative, Marketing and Entrepreneurship students are more.
- Shining on stage, Musical Theatre students are more.
- Innovating with compassion, Nursing students are more.



SUPPORTING CONTENT

Supporting Content demonstrates the main ideas of the pillars in practice. Think “show, don’t tell.” Supporting content may apply to print materials, digital assets, web, social media, and talking points.

CLOSE-KNIT COMMUNITY

Photos and quotes capturing genuine relationships among students, faculty, and staff
Infographics of student life organizations, clubs, and activities
Interviews with sorority and fraternity presidents on the values, events, and personalities of their chapters
Student quotes highlighting the fertile ground for rich relationships
Alumni stories of lifelong friendships that began at LaGrange College
Stories of students whose peers or LaGrange faculty/staff went above and beyond to care for them (ex. Illness or injury, family far away, first-generation student, transportation issues)

GUIDED GROWTH

Interview-style articles with students and their faculty mentors
Social media spotlights of LaGrange alumni who have gone on to succeed in graduate school and/or high-profile careers
Athletics features emphasizing whole-person formation
Callouts of students expressing gratitude for specific professors
Highlights of academic departments showcasing the diversity of faculty and experiences
Testimonials of employers emphasizing the soft skills of LaGrange graduates
Statistics demonstrating effectiveness in job placement and career-preparedness (see Findings Report)

PURPOSEFUL PLACE

Highlights of spiritual life opportunities (Soul Food, chapel, Bible studies, etc.)
Visual depictions of LaGrange’s proximity to Fortune 500 companies and Atlanta
Short social media interview with students about their favorite places in LaGrange
Features on athletics’ teams
Video tour of the flowers of LaGrange with a science professor
Emails announcing updates to buildings and grounds

INDUSTRY INTEGRATION

Testimonials of employers who have developed relationships with LaGrange
Video features on the aviation and nursing programs featuring community partnerships
Social media takeovers when students travel to work at sports events such as NASCAR races or the Super Bowl
Interviews with education majors about their field experience in local K-12 schools
Features on the music production and theater facilities

SOULFUL SERVICE

Student quotes on the impact of the Servant Scholars program
Interview with Professor Lukken
Profiles of professors whose careers embody servant leadership
Photos of students engaged in service projects or mission trips
Alumni stories highlighting the ways a LaGrange education prepared them to serve in their careers and personal lives



MANAGING OUR IMAGE

A **carefully managed application of the visible LaGrange College brand strengthens our image.** Visual elements such as color, imagery, fonts, and our logo are often the most recognizable elements of our brand, and applying them cohesively can influence how LaGrange College is perceived.

The visual elements found in this guide work together to build and convey our message, story, and personality. Using them repeatedly and consistently, according to the standards within this guide, helps make us recognizable.

Projects that use the LaGrange College logo, or those that are produced for an external audience, should be developed in collaboration with the Communications and Marketing team.

OUR BRAND MARKS

PRIMARY INSTITUTIONAL LOGO



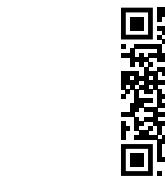
LAGRANGE
COLLEGE

PRIMARY ATHLETIC LOGO



The LaGrange College logo features a horizontal version and stacked version. The two-color horizontal logo is preferred. When only black ink is available, the logo should be reproduced in 100% black.

It is acceptable to display the shield and wordmark separately if the words "LaGrange College" are prominently featured elsewhere. The shield is a distinctive mark that communicates strength while alluding to both the physical campus and a student's bridge to the future. The year is a key inclusion, recognizing LaGrange College's status as the longest-standing private college in Georgia.



Scan the code to review the comprehensive LaGrange College logo guidelines.

OUR INSTITUTIONAL LOGOS

FOR A WHITE BACKGROUND

PRIMARY HORIZONTAL LOGO



PRIMARY STACKED LOGO



WORDMARK ONLY



SHIELD ONLY



OUR INSTITUTIONAL LOGOS

FOR A BLACK BACKGROUND

PRIMARY HORIZONTAL LOGO



PRIMARY STACKED LOGO



WORDMARK ONLY



SHIELD ONLY



OUR INSTITUTIONAL LOGOS

FOR A RED BACKGROUND

PRIMARY HORIZONTAL LOGO



LAGRANGE
COLLEGE

PRIMARY STACKED LOGO



LAGRANGE
COLLEGE

WORDMARK ONLY

LAGRANGE
COLLEGE

SHIELD ONLY



PRIMARY ATHLETIC LOGO



PANTHER HEAD



ATHLETIC WORD MARKS

LAGRANGE
PANTHERS

ATHLETIC MONOGRAMS



TYPOGRAPHY

Primary Font

Brother 1816

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brother 1816 Light

Brother 1816 Regular

Brother 1816 Medium

Brother 1816 Bold

Brother 1816 ExtraBold

Brother 1816 Black

Secondary Font

Proxima Sera

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Sera Light

Proxima Sera Light Italic

Proxima Sera Regular

Proxima Sera Regular Italic

Proxima Sera SemiBold

Proxima Sera SemiBold Italic

Proxima Sera ExtraBold

Proxima Sera ExtraBold Italic

COLOR PALETTE

Red

C16 M100 Y86 K7
R196 G32 B60
#C4203C
PMS 200 C



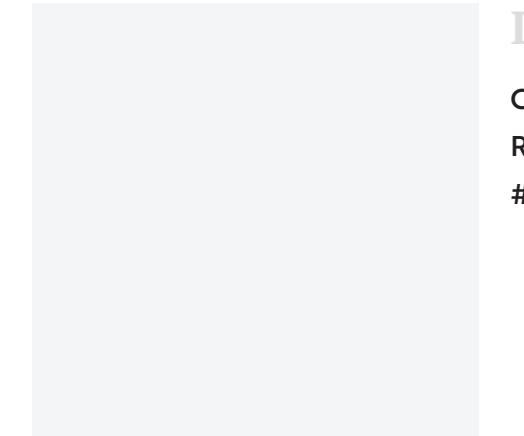
Near Black

C74 M67 Y66 K81
R13 G13 B13
#0C0C0C



Light Grey

C4 M2 Y2 K0
R242 G242 B242
#F2F2F2



Yellow

C0 M35 Y100 K0
R252 G175 B23
#FCAF17
PMS 1235 C



PATTERNS, ELEMENTS, AND STYLES

HEADLINES

WE BELIEVE THAT *You Are More*

IMAGE ELEMENTS



Consistent, cohesive visual elements help LaGrange College's various audiences understand and recognize our institution. When we communicate with clarity and continuity, we give people the chance to say, "I know who that is! That's LaGrange College."

Pair the sans serif font with the serif. Use a thick underline to emphasize key points.

QUOTE STYLE

"I really love LaGrange as a city. There are so many things that make the downtown area really welcoming and fun."

BOBBI WHITAKER '26
Nursing major

"I found such a welcoming and nurturing environment on campus. The faculty really want to get to know you as a person. I feel like I'm able to be myself."

AZARIA THOMAS '28
Political Science and Psychological Science double major

HIGHLIGHTS

CONNECT ON CAMPUS

- Join the Club

LaGrange College students are known for creating and growing student clubs, interest groups, and organizations. They're ready to welcome you — and to celebrate you as you start something new.

- Shine on Stage

Theatre arts majors are far from the only students who audition for our crowd-gathering productions! Students from every degree program regularly participate in our outstanding plays and musicals.

- Plan with PAC

The student-run Panther Activities Committee (PAC) creates and implements social events for LaGrange College. Bring your ideas to the table and your energy to the party!

FACT GROUPS



LOCATION ELEMENT



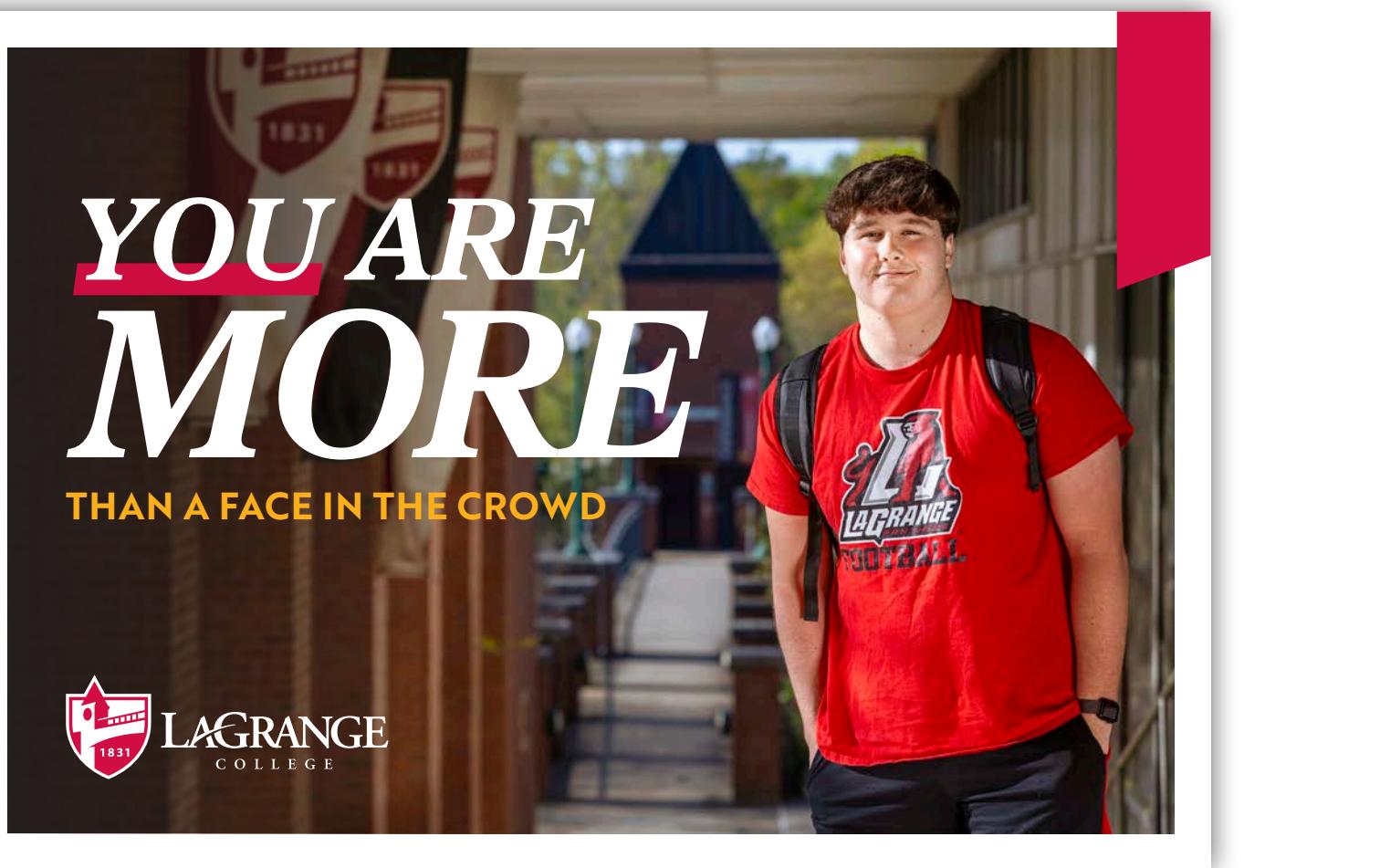
PHOTOGRAPHY

Photography will always be an important component to the LaGrange College brand. Our approach is to capture images that are personal, joyful, and full of the LaGrange spirit.

- Images that feature facilities or large space should make use of symmetry and geometric lines and should always include students as a personal element.
- Academic shots should have an element of “doing” and emphasize leadership, collaboration, hands-on learning, and expression.
- Images that capture the LaGrange spirit among students feature heavily in branding efforts. Whether at sporting events, on the intramural field, at student life activities, or just hanging around campus, the spirit of togetherness, realness, and joy mark what it means to be part of the LaGrange community.



OUR BRAND APPLIED



VISUAL ELEMENTS // Application Example // Cover

WE BELIEVE THAT

You Are More



"My experience at LaGrange was dolor sit amet, consectetur adipiscing metus elit. Curabitur at ipsum vel cursus lacinia quis mi nisl rhoncus justo."

JANE SMITH, '26
Biology Major

13:1
Student to Faculty Ratio

16
Average Class Size

Top 20
Best Value Schools
(U.S. News & World Report)

Top 15%
in Regional Colleges South
(U.S. News & World Report)

1831
Founded year, making us the longest-standing private college in Georgia

FROM ACCOUNTING TO THE ARTS and exercise science to engineering, LaGrange College offers dynamic degree programs designed to help you learn like you are more.

MAJORS

- Accountancy
- Art & Design
 - Ceramics/Sculpture
 - Graphic Design
 - Painting/Drawing
 - Photography
- Biostatistics
- Biology
- Business
 - Marketing and Entrepreneurship
 - Sports Management
- Computer Science
- Education
 - Elementary Education (K-5)
 - Middle Grades Education (B.A. to MAT)
 - Secondary Education (B.A. to MAT)
 - Education Studies
- Engineering (Dual-degree)
 - English Writing and Publication Studies
- Exercise Science
 - Allied Health
 - Sport and Human Performance
 - Strength and Conditioning
- Film and Media Arts
- Genetics Studies
- History
- Mathematics
- Manufacturing Engineering Technology
- Music
 - Music Production and Audio Engineering

MINORS

- Almost every major can be taken as a minor, as well as the following:
- Applied Finance
- Aviation
- Chemistry
- Coaching
- Criminology
- Data Science
- Entrepreneurship
- Human Resources
- International Business
- Marketing Design
- Neuroscience
- Servant Scholars
- Spanish
- Sports Management
- Teaching

PRE-PROFESSIONAL ADVISEMENT

- Dentistry
- Law
- Medicine(M.D.)
- Pharmacy
- Physical Therapy
- Physician Assistant (P.A.)
- Veterinary Medicine

GRADUATE DEGREES

- Clinical Mental Health Counseling
- Post-M.S. Certificate in Marriage and Family Counseling
- Computer Science
- Education
 - M.A. in Art of Teaching
 - M.A. in Elementary Education
 - M.A. Education Studies
 - M.Ed. Curriculum and Instruction
 - Ed.D. Doctor of Education in Curriculum and Instruction
 - Tier I Educational Leadership Certification
 - Tier II Educational Leadership Certification
 - M.Ed. Higher Education Administration

OUR BRAND APPLIED



VISUAL ELEMENTS // Application Example // Tabletop Banners



VISUAL ELEMENTS // Application Example // Pole Banner



OUR BRAND APPLIED

AVIATION

The Sky is the Limit

INTRO TO THE PROGRAM, lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed fermentum, nunc vitae fringilla luctus, leo orci sem, non tristique urna dui sit amet justo. Praesent ipsum velit, quis egestas vehicula, sagittis quis mi. Morbi sed vestibulum augue, in blandit neque.

Sed fermentum, nunc vitae fringilla luctus, leo orci dignissim sem, non tristique urna dui sit amet justo.



PROGRAM OVERVIEW

- Program Type: Minor
- Total Courses: XX Hours
- Average Length: X Semesters

HIGHLIGHTS

- On-campus flight simulator
- Flight training at LaGrange Callaway Airport, only 10 minutes from campus
- Four Cessna Skyhawks with digital avionics
- You'll fly your freshmen year

Why Aviation?

Over the next 15 years, more than half of U.S. pilots will have reached the mandatory retirement age of 65. More than **602,000 new pilots will be needed** to fly globally over the next 20 years according to the Boeing Pilot Outlook.

Commercial pilot salaries are expected to enjoy steady growth.

CAREER OPPORTUNITIES INCLUDE:

- Charter pilot
- Cargo pilot
- Airline pilot
- Flight instructor
- Aerial firefighter
- Test pilot

XX% acceptance rate into the aviation program

XX flight hours logged by the time you graduate

XX% pass rate of aviation students finishing all required courses

Grounded education and *next level* readiness, hand in hand

PROGRAM OVERVIEW

SHORT PARAGRAPH ABOUT OUTCOMES, lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed, nunc vitae fringilla luctus, leo orci sem, non tristique urna dui sit amet justo.

You can find LaGrange aviation graduates here:

- Internship
- Employer
- Internship
- Employer
- Internship
- Employer
- Internship
- Employer

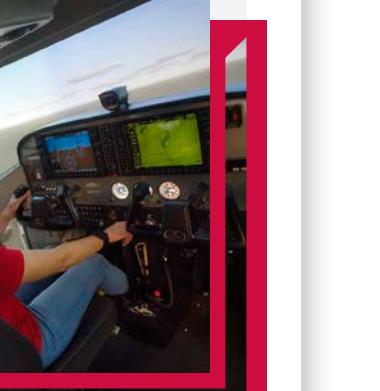
Why LaGrange?

LaGrange offers both small town charm and big city connections.

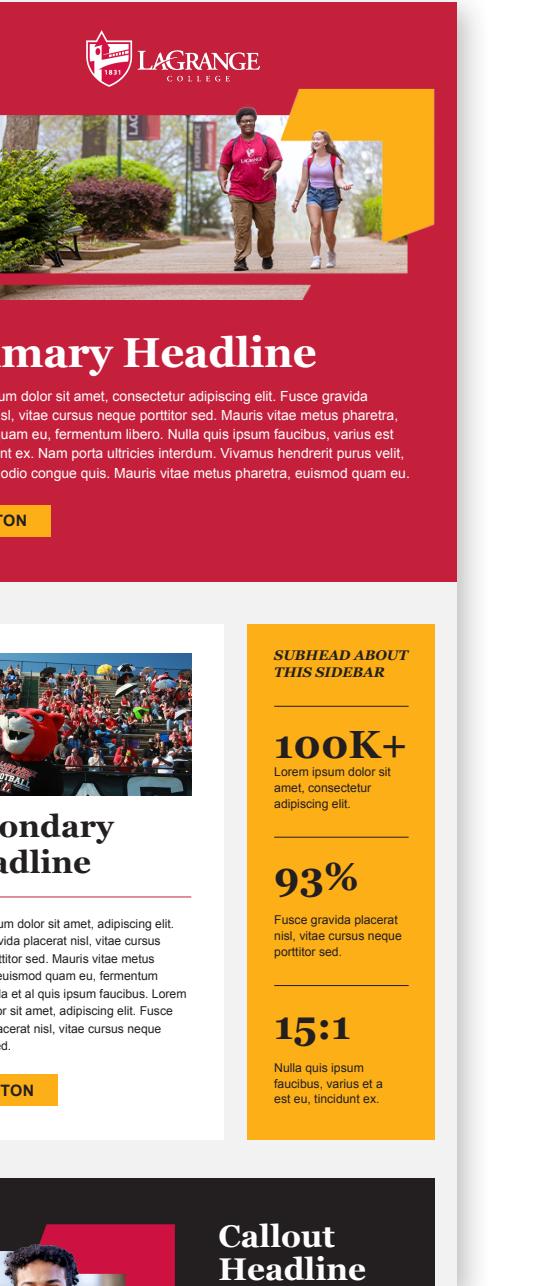
CAREER OPPORTUNITIES INCLUDE:

- 130-acre campus on a peaceful hilltop location
- Just over an hour from Atlanta
- 13:1 student to faculty ratio
- Top 20 Best Value Schools (U.S. News & World Report)
- 95% of students receive financial aid

EXPLORE THE PROGRAM
Scan the code to view a full course list and program costs.



601 Broad Street LaGrange, GA 30240 • lagrange.edu • 800-593-2885



Primary Headline

Primary Headline

Primary Headline

Secondary Headline

Secondary Headline

Callout Headline

Why LaGrange?

We believe you have *more potential* than you know

100K+ Lorem ipsum dolor sit amet, consectetur adipiscing elit.

93% Fusce gravida placerat nisl, vitae cursus neque porttitor sed.

15:1 Nulla quis ipsum faucibus, varius et a est eu, tincidunt ex.

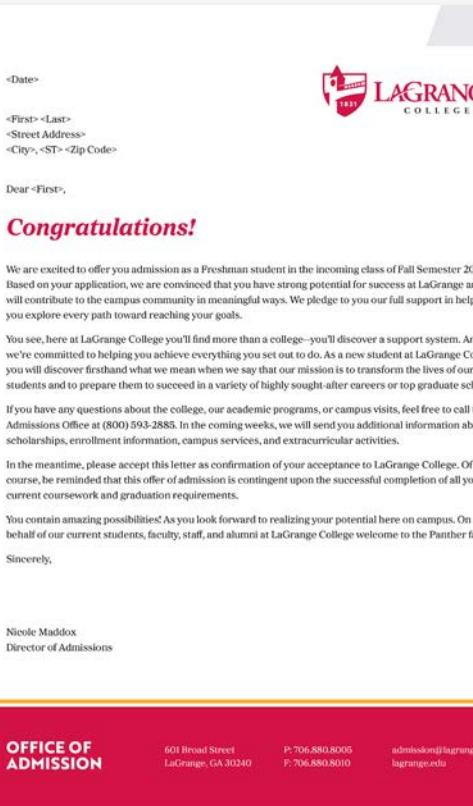
Justin Anderson | Chemistry Major | 3.75 GPA

National Player of the Week (Football)

OUR BRAND APPLIED



VISUAL ELEMENTS // Application Example // Acceptance Packet





LAGRANGE
COLLEGE