



LAGRANGE

COLLEGE

STYLE GUIDE - V1.0

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BRAND RATIONALE



BRAND RATIONALE

At the heart of curiosity, there is a goal.

A goal to explore, and an eagerness to learn more.

At LaGrange College, we see curiosity as practical and functional. It allows students to not only uncover their goal, but to reach it. And it's something we encourage our students to feel from the moment they step on campus.

This "practical curiosity" positions LaGrange College as an engine of intrigue, driving students forward and inspiring them to seek out every opportunity.



COPYWRITING

TONE

Tonal words are used to reflect the personality and feel of the institution. All LaGrange College communications from event promotions, to print pieces and signage, to emails and websites should use the following tone words as a guide.

SURPRISING

PERSONALIZED

FULFILLING

IMMERSIVE

CHALLENGING

GENUINE



COPY VOICE

LaGrange College is a competitive, quality liberal arts institution where students thrive in an intimate setting and form personal bonds with peers and faculty. The brand's Unique Selling Proposition is

CATALYST OF CURIOSITY.

All messaging for the college should stem from the idea that LaGrange College's multitude of opportunities and experiences inspire students to stay curious and encourage them to search every path.

Copy Example 1

WANDER WITH PURPOSE

What do you want to do with your life? What do you want to study? Even if you don't know, it's okay, because sometimes reaching your goal means straying from the path. And paths of all kind are what you'll find here at LaGrange.

Copy Example 2

THESE BUILDINGS ARE WHERE YOUR CURIOSITY WILL BE SPARKED,

and the channels through which your new and inherent talents will pass. Skills you weren't even aware of are waiting for you at every desk, computer, wood block, and stage. Science labs, music studios, performance spaces, and museums will ignite your inner passions. When you leave these halls, the skills you've learned allow you to hit the ground running.

LOGO USAGE



LOGO USAGE

The logos below are used throughout the brand.
Comprehensive guidelines can be downloaded at:
lagrange.edu/resources

Logo & Wordmark - Horizontal



Logo & Wordmark - Vertical



The Logo



The Wordmark



TYPOGRAPHY





TYPOGRAPHY

There is one primary typeface used in the LaGrange brand. Brother 1816 is a clean, versatile font with many weights. It is suitable for a wide range of applications including headlines, body copy, and captions. See the design examples on pages 24-27 for reference.

Brother 1816 - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Brother 1816 - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Brother 1816 - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Brother 1816 - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Brother 1816 - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Brother 1816 - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

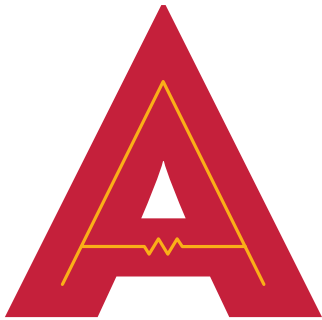
Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789



WORD ART

The curious collection of letters below shows the wide range of type styles can be used throughout the brand. Using Brother 1816 as a foundation ensures it all feels consistent, while allowing for expressive, unique looks. See the design examples on pages 24-27 for reference.



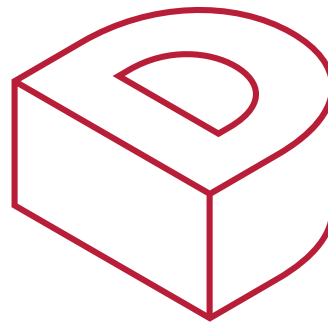
Inner Line



Floating 3D



Offset



Isometric 3D



Sectional



Traced Outline



BODY COPY

The examples below show some of the ways body copy can be styled. Be sure to consider the size and intent of the design and keep the type readable and clear. Avoid hyphenation where possible. Use color to help add interest and depth.

A lead line can be used to highlight the start of a body copy section. Be sure to make the lead line bigger and bolder than the body copy itself. A line can be used to add hierarchy and visual interest.

Lead Line - Brother 1816 / Medium / 12pt

Body Copy - Brother 1816 / Book / 8pt

HERE WE BELIEVE IN THE PERFECT WORK/LIFE BALANCE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ornare placerat nunc, a egestas magna vestibulum sed. Quisque lacinia, nibh at commodo vehicula, metus nisl pretium orci, id sollicitudin elit sapien id odio. Etiam ultricies sed purus.

Pull quotes provide a quick hint about the content of a longer piece. They also add visual pauses by breaking up dense sections of copy. Varying the color helps the quote stand out.

Pull Quote - Brother 1816 / Book / 11pt

Body Copy - Brother 1816 / Book / 8pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ornare placerat nunc, egestas magna vestibulum sed.

"I was on a certain path after high school, and then I completely reassessed everything."

Donec et dictum arcu, tempor vestibulum ex. Phasellus ante velit, pellentesque eu fringilla, tempor non massa. Maecenas.

Call-outs are another way to highlight specific content in longer sections of copy. Use all caps to distinguish call-outs from pull quotes. A corner block can be used to indicate the start of the body copy.

Call-Out - Brother 1816 / Medium / 12pt

Body Copy - Brother 1816 / Book / 8pt



Donec et dictum arcu, tempor vestibulum ex. Phasellus ante eu fringilla ut, tempor non.

WITH A BETTER YOU DISCOVERED AT THE END.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque ornare placerat nu.



COLOR PALETTE



PRINT COLOR SPECIFICATIONS

The colors below are for printed materials. Both Pantone spot colors and CMYK percentages have been provided. Solids and gradients can be used. Every print technique is different and print proofs may be required to ensure color accuracy.

PMS 3275C	PMS 654C	PMS 1235C	PMS 200C	PMS 432C
C - 80	C - 100	C - 0	C - 16	C - 21
M - 10	M - 69	M - 35	M - 100	M - 0
Y - 45	Y - 0	Y - 100	Y - 86	Y - 0
K - 0	K - 32	K - 0	K - 7	K - 85
PMS 3285C	PMS 648C	PMS 158C	PMS 7427C	PMS 546C
C - 100	C - 100	C - 0	C - 16	C - 36
M - 19	M - 69	M - 69	M - 100	M - 0
Y - 56	Y - 0	Y - 100	Y - 78	Y - 0
K - 0	K - 51	K - 0	K - 31	K - 93



DIGITAL COLOR SPECIFICATIONS

The colors below are for digital, on-screen materials. Both RGB values and HEX codes have been provided. Solids and gradients can be used. Every display is different so there may be slight variation across devices.

HEX 00A89D	HEX 004180	HEX FCAF17	HEX C4203C	HEX 39474F
R - 0	R - 0	R - 252	R - 196	R - 57
G - 168	G - 65	G - 175	G - 32	G - 71
B - 157	B - 128	B - 23	B - 60	B - 79
HEX 009389	HEX 003066	HEX F47C20	HEX 99132B	HEX 15303B
R - 0	R - 0	R - 244	R - 153	R - 21
G - 147	G - 48	G - 124	G - 19	G - 48
B - 137	B - 102	B - 32	B - 43	B - 59

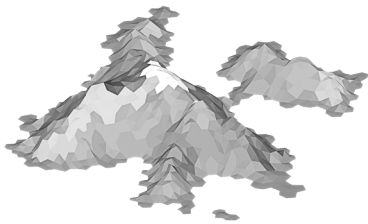
DESIGN TOOLKIT



ELEMENTS

The graphic elements shown below are used throughout the brand. Their dynamic, randomized look represents the unique combination of experiences and opportunities possible at LaGrange College. All elements can appear in a range of colors and applications. See the design examples on pages 24-27 for reference.

Low-Polys



Low_Poly_1.psd



Low_Poly_2.psd



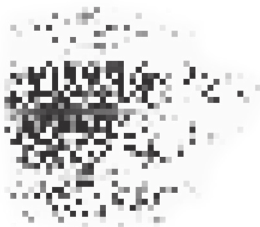
Low_Poly_3.psd

Blobs

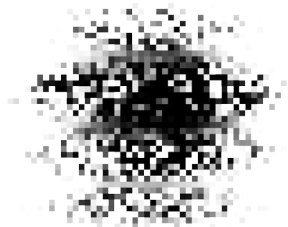


Blobs.ai

Pixels



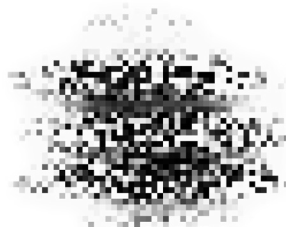
Pixel_1.psd



Pixel_2.psd



Pixel_3.psd



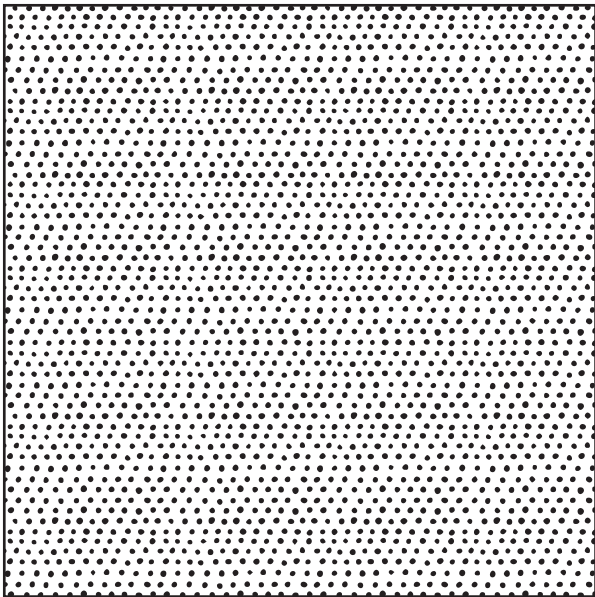
Pixel_4.psd



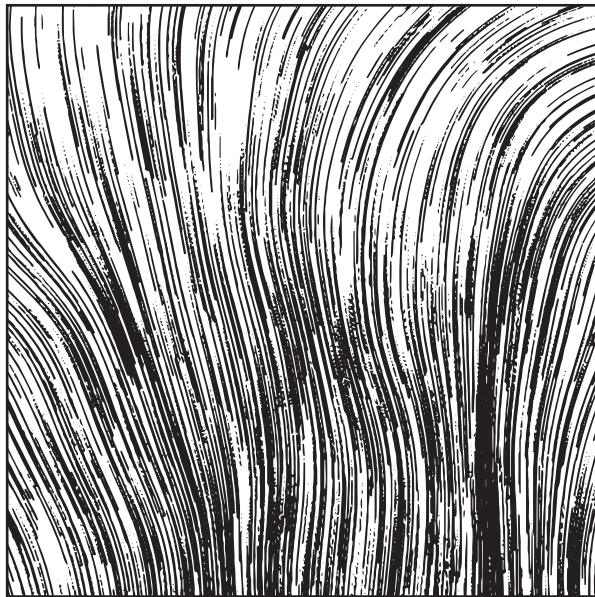
TEXTURES & PATTERNS

Textures and patterns are used throughout the brand to add depth and interest to compositions. The hand-made look reflects the uniqueness of each individual at LaGrange. There are additional versions of the shading textures in the main asset collection. See the design examples on pages 24-27 for reference.

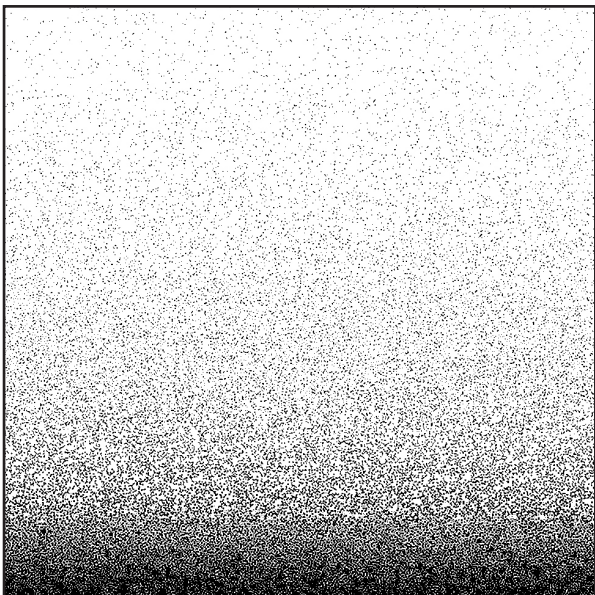
Drawn_Dots.ai



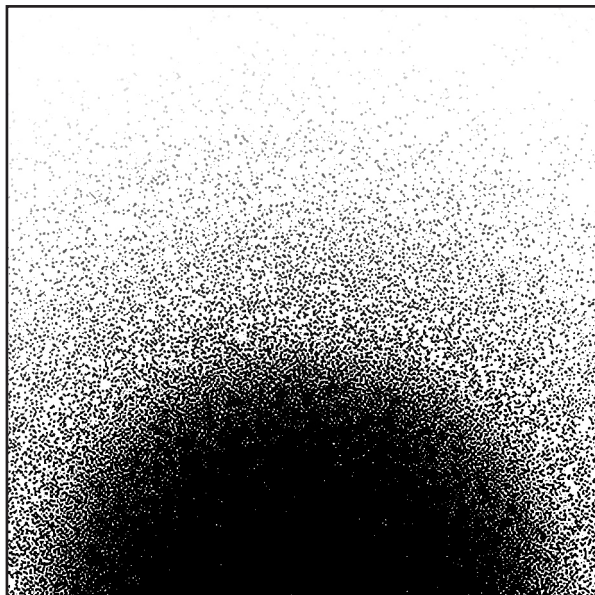
Flow_Lines.ai



Shading_Line_3.jpg



Shading_Circle_1.jpg

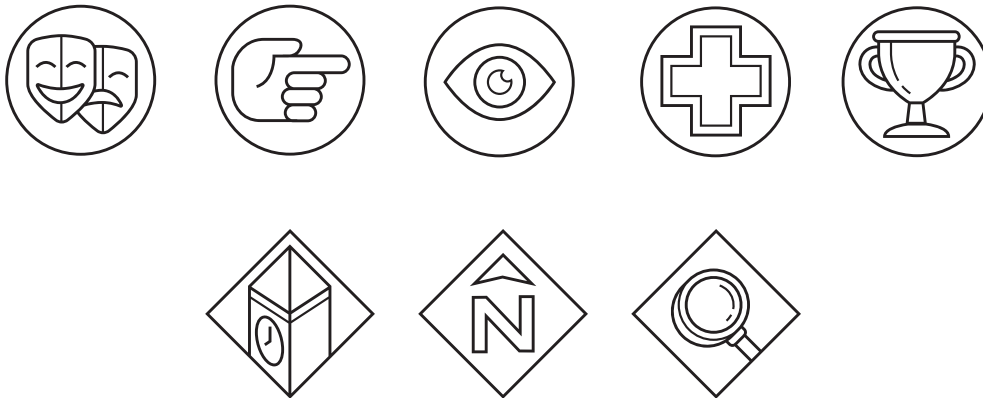




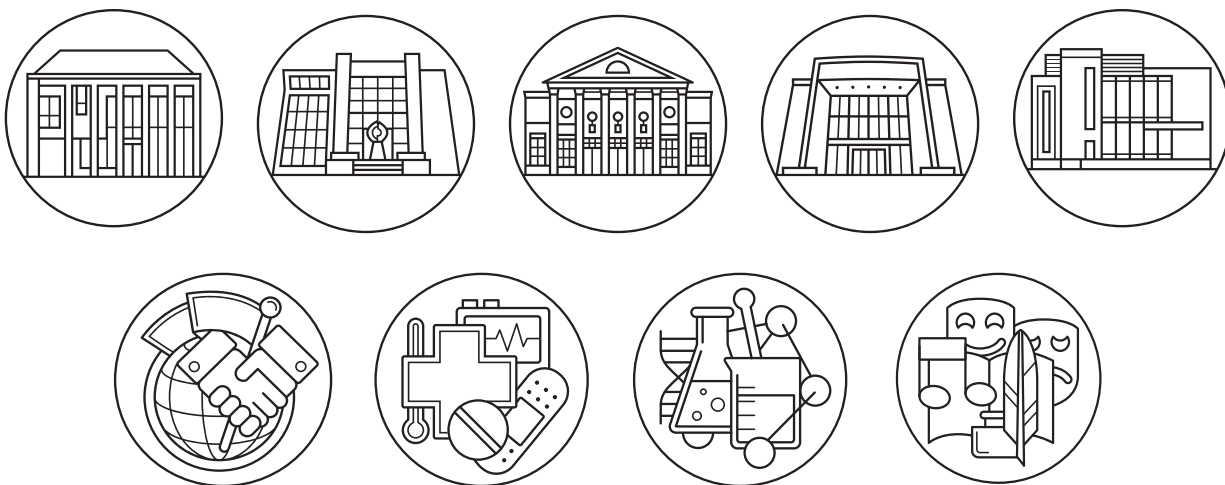
ICONS & ILLUSTRATIONS

Simple, clean icons and illustration can be used to reference topics and ideas in a bold, graphic way. Icons are very basic and meant to be functional at small sizes. They're great for accents or call-outs. Illustrations are more detailed and specific and are best suited for backgrounds or as supporting elements. There are additional elements in the main asset collection.

Icons



Illustrations



PHOTOGRAPHY



PHOTOGRAPHY

The photography style for the brand is authentic, diverse, and vibrant. Below are some general guidelines for working with photography. See the design examples on pages 24-27 for reference.

Activity

Show genuine interactions and hands-on action

Feature dynamic perspective and a sense of depth

Avoid staged subjects looking into the camera



Portrait

Use soft lighting with a natural feel

Backgrounds should be blurred and non-specific

Subject can look at camera, but should feel casual



Texture / Detail

Use interesting angles and framing

Combine organic and angular to add visual interest

Apply as a secondary accent or background





APPLICATIONS

The examples below show the range of ways photography is applied throughout the brand. Using a variety of looks speaks to the uniqueness of each person's LaGrange experience.

The tone-on-tone treatment creates a bold, graphic look with photography. It can be used with most colors from the palette. Be sure the contrast between the tones is high enough for the image to read clearly.



Textures and patterns can be overlaid on photography to add depth and visual interest. It should be used to highlight a specific subject, whether that is a person, building, or object. The treatment should interact with the subject matter.



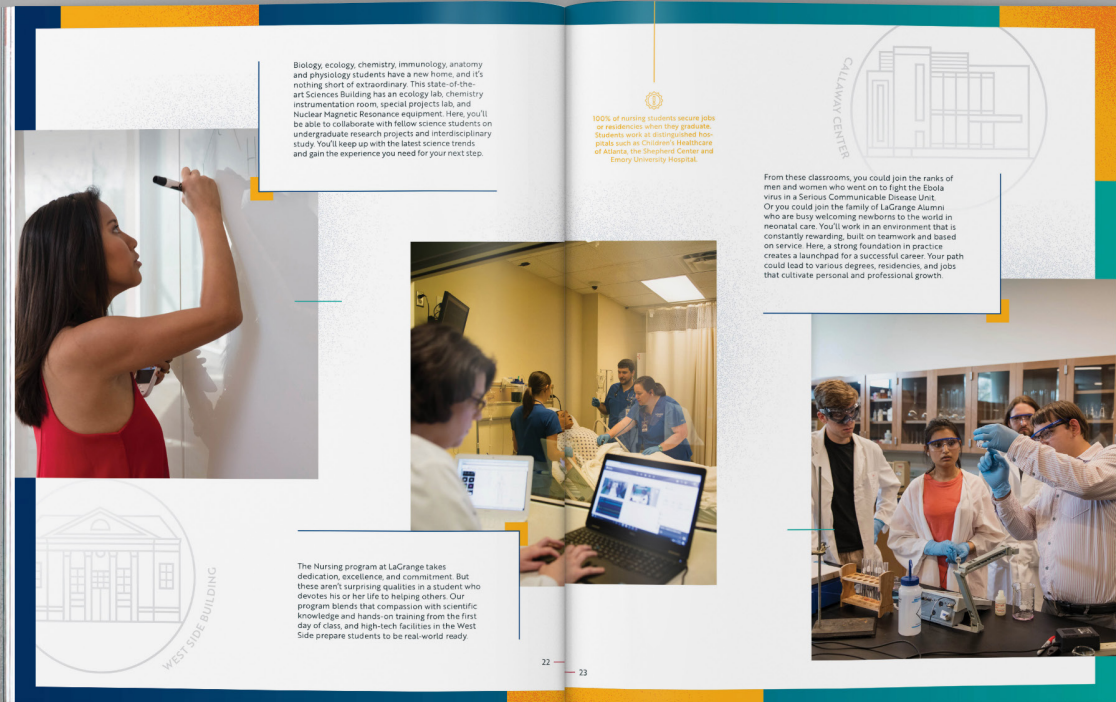
Untreated photography should be selected for the best composition. Use Images with clear, dynamic perspective. Subjects should be natural and genuinely engaged. Avoid flat compositions with overly-posed or inactive people.



DESIGN EXAMPLES









QUESTIONS?

For questions or additional
information please contact:

LaGrange College
Communications and Marketing

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