University *of* La Verne

Brand Identity Guide

July 2024

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Using This Document

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Brand Policy

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Brand Philosophy

The visual identity of the university consists of many different design assets that when put together, create our overall brand system.

These assets help communicate who we are, our core values, and culture.

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Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Our Voice

Our voice guidelines help us ensure that we always sound like University of La Verne across different channels.

Our voice is a big part of what makes our story compelling and timeless.

It's how we paint a story with words in our own unique way.

It should elevate our strengths, inspire our messaging, enhance our campaigns, and identify what our audiences can expect from us. Simply put, it is the tone we take when we speak or write.

Through careful word selection, a deliberate tone, and a consistent writing style, our story feels more personal and resonate, yet still professional and representative of the university.

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What is the personality of the University of La Verne voice?

- Progressive: We advocate for new ideas that change the face of global education.

- Personal: We value close connections with our students, faculty, and larger community.

- Deliberate: Our voice and actions are executed thoughtfully, consciously, and with intention.

- Visionary: As global citizens, we embrace big thinking and a forward-looking mindset.

- Principled: We act with integrity and honesty, and with a strong sense of fairness, justice, and respect.

- Daring: We possess the wisdom and courage to drive innovation in a changing landscape.

Create powerful copy by making it:

• Simple	• Genuine	• Brief
• Supportive	• Useful	• Consistent
• Approachable	• Clear	• Diverse
• Meaningful	• Open	• Confident
• Expressive	• Energetic	• Specific

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How does it sound?

1. Self-Assured: We aren't afraid to ask tough questions. And we certainly aren't afraid of tough answers.

   What it sounds like: "Challenges? Bring them on. And invite their friends."

2. Purposeful: We know what we want. And we have a pretty good idea about how to get it—through deliberate, consistent effort.

   What it sounds like: "Everyone has a purpose. Ours just happens to include changing the world."

3. Supportive: We're a tight-knit crew. Our voice and tone should reflect
   our welcoming spirit and caring community.

   What it sounds like: "At the University of La Verne, we go above and beyond for each other."

Our Colors

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each communication.

Only use the colors outlined in this section.

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Our primary colors should be visible in all communications.

This includes publication covers, web pages, billboards, posters, digital and print advertisements, invitations, and admissions enrollment materials.

Pantone 350
Process: C80 M21 Y79 K64
RGB: R44 G82 B52
Hex: 2C5234

Pantone 151
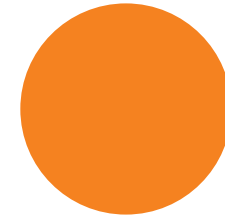Process: C0 M60 Y100 K0
RGB: R255 G130 B0
Hex: FF8200

Our Colors - Secondary & Tertiary Colors

Lean heavily on our primary colors, but use the supporting palettes to build color schemes that are complementary and balanced.

When using our colors, always use the color values listed on these pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns.

Primary Colors

Pantone 151
Process: C0 M60 Y100 K0
RGB: R255 G130 B0
Hex: FF8200
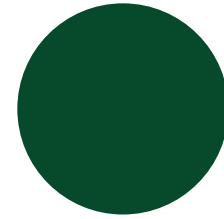
Pantone 350
Process: C80 M21 Y79 K64
RGB: R44 G82 B52
Hex: 2C5234

Secondary Palette

Pantone 364
Process: C71 M4 Y100 K45
RGB: R74 G119 B41
Hex: 4A7729

Pantone 143
Process: C0 M32 Y87 K0
RGB: R241 G180 B52
Hex: F1B434

Pantone 384
Process: C26 M4 Y99 K35
RGB: R148 G147 B0
Hex: 949300

Pantone 380
Process: C18 M0 Y82 K0
RGB: R219 G228 B66
Hex: DBE442

Tertiary Palette

Pantone 362
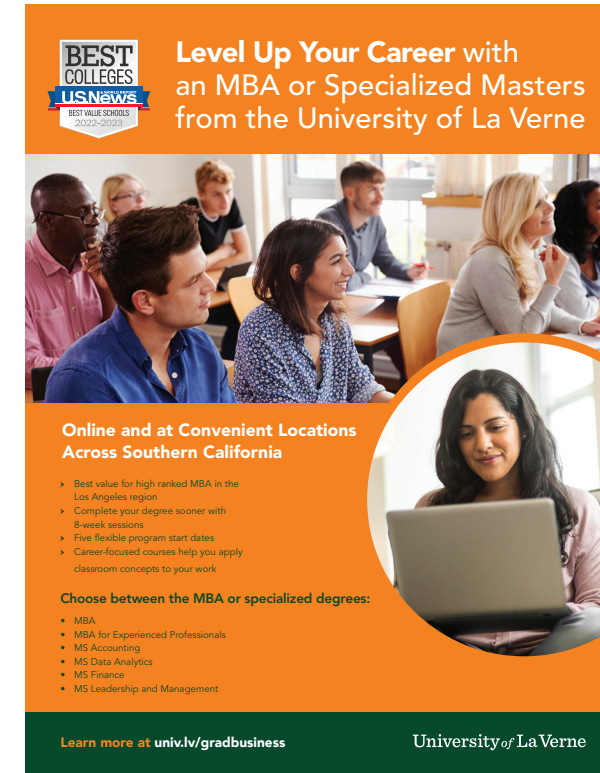Process: C93 M2 Y15 K7
RGB: R0 G147 B178
Hex: 0093B2

Pantone 7445
Process: C36 M33 Y0 K3
RGB: R167 G162 B195
Hex: FF8200

Pantone Warm Grey 9
Process: C23 M32 Y34 K51
RGB: R131 G120 B111
Hex: 83786F

Our Colors - Examples

Solid color splashes-

Using our primary orange and green as backgrounds in designs and advertisments can wield a powerful impact. Our colors are bright and engaging, making our designs memorable and distinct in a sea of visual noise.

Gradients and overlays-

Gradients and color overlays breathe new life into imagery, transforming ordinary photographs into captivating visual pieces. By layering our hues and blending tones, gradients can infuse depth and dimension to a composition.

Accents and emphasis-

With a strategic use of colors as accents, we can subtly guide the viewer's focus and enhance visual harmony. Our colors can add a subtle hint of visual intrigue and emphasis.
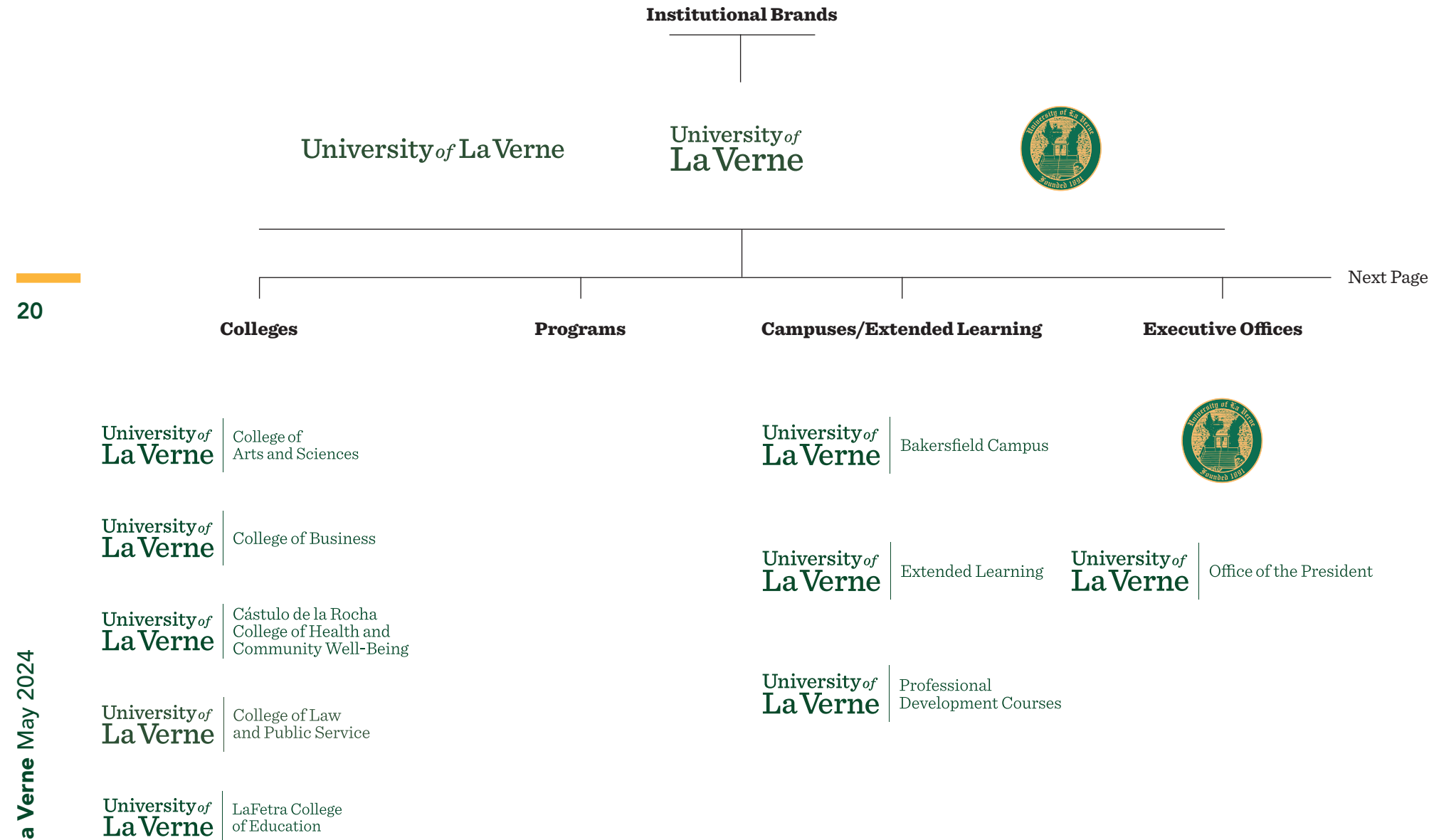
Our Brand Architecture

A brand architecture system has been developed to organize the structure of the brand portfolio. It specifies the roles and relationships among brands.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
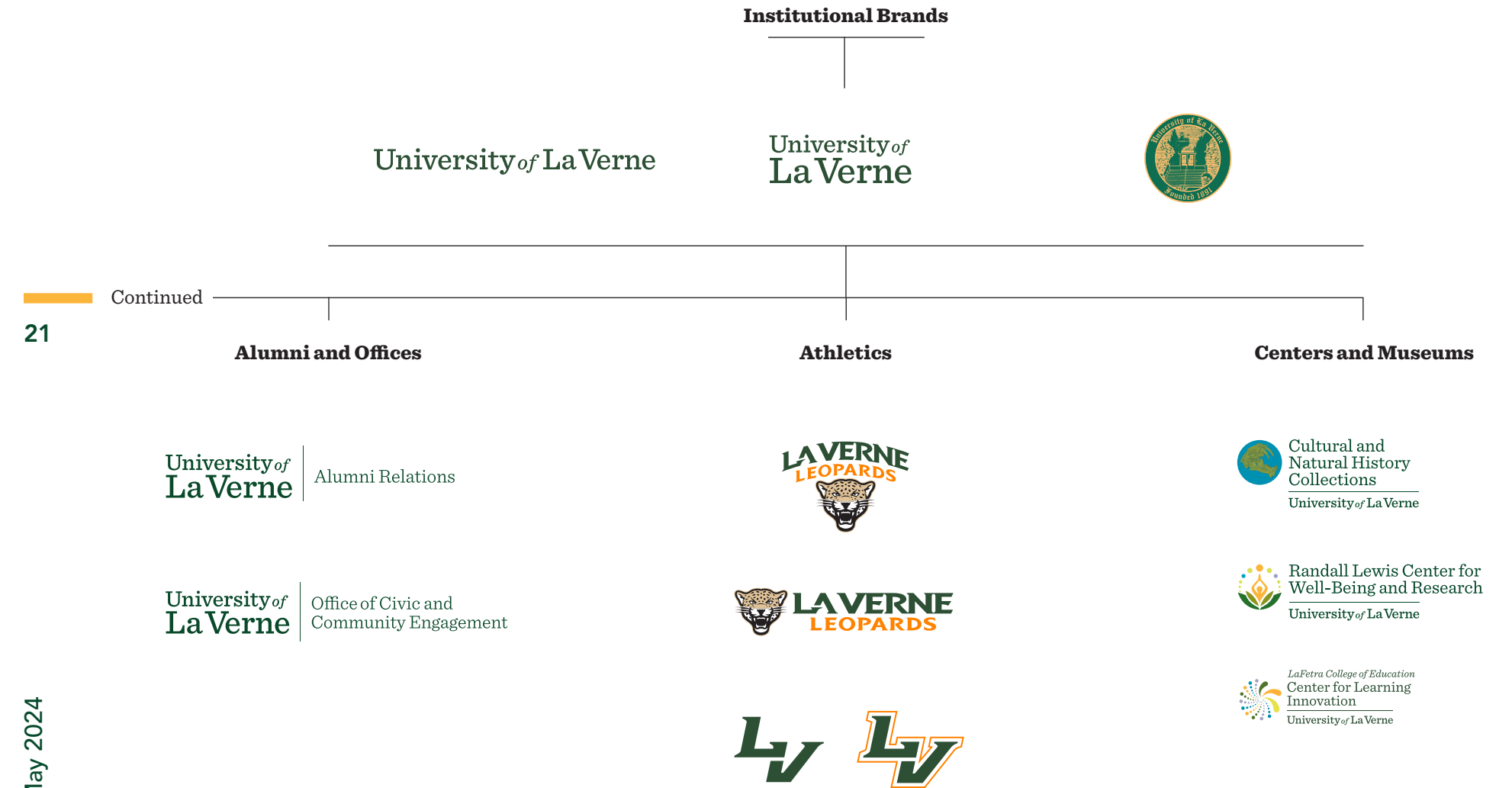
Our Brand Architecture - Hierarchy

Institutional Brands

University of La Verne   University *of* La Verne

Colleges	Programs	Campuses/Extended Learning	Executive Offices

University *of* La Verne | College of Arts and Sciences

University *of* La Verne | Bakersfield Campus

University *of* La Verne | College of Business

University *of* La Verne | Extended Learning

University *of* La Verne | Office of the President

University *of* La Verne | Cástulo de la Rocha College of Health and Community Well-Being

University *of* La Verne | College of Law and Public Service

University *of* La Verne | Professional Development Courses

University *of* La Verne | LaFetra College of Education

NOTE: This page contains representative samples. It is not a comprehensive list.

Our Brand Architecture - Hierarchy Continued

Institutional Brands

University *of* La Verne   University *of* La Verne

Continued

Alumni and Offices	Athletics	Centers and Museums

University *of* La Verne | Alumni Relations

LA VERNE LEOPARDS

Cultural and Natural History Collections
University *of* La Verne

University *of* La Verne | Office of Civic and Community Engagement

LA VERNE LEOPARDS

Randall Lewis Center for Well-Being and Research
University *of* La Verne

LV   LV

LaFetra College of Education Center for Learning Innovation
University *of* La Verne

NOTE: This page contains representative samples. It is not a comprehensive list.

University Seal

The University of La Verne seal is an official, trademarked symbol of academic excellence and should be employed with discretion so that its significance is preserved.

The seal is appropriate when marking formal university ceremonies and on texts or documents pertaining to the academic mission of the university such as diplomas, certificates of achievement, and awards for outstanding service. It is NOT intended as a marketing logo.

In every case, the seal should remind us of our educational priorities and stand for honor and rare achievement.

DO NOT use the official seal in combination with the logo.

It should NEVER be altered or varied.

The seal may only be used with permission from the Office of Strategic Marketing and Communications.

Our Logo

The University of La Verne logo serves as a signature, identifier, and a stamp of quality. It is critical that it be applied consistently throughout all communications. To maintain this consistency, follow the guidelines in this section.

The University of La Verne logo is the cornerstone of our visual identity. By applying it consistently we will establish a recognizable identity.

University *of* La Verne

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The primary logo is composed of our stacked wordmark.

The stacked version is the preferred signature and should be used whenever the layout allows.

The primary signatures should be used whenever possible. They should be used only as white on a dark background or in PMS 350.

All marketing and recruitment materials use the university wordmark.

The primary signature should only be reproduced from authorized digital files. Do not attempt to typeset or recreate the mark yourself.

University of La Verne

Wordmark

27

The primary logo is also composed of our horizontal wordmark.

The stacked version might not always be appropriate for the space alloted. In this case, the horizontal primary logo may be used.

University of La Verne

28

The primary horizontal logo is composed of our wordmark.

The horizontal version is reserved for applications where the area for the logo is restricted vertically.

The primary signatures should be used whenever possible. They should be used only as white on a dark background or in PMS 350.

All marketing and recruitment materials use the university wordmark.

The primary signature should only be reproduced from authorized digital files. Do not attempt to typeset or recreate the mark yourself.

University of La Verne

Wordmark

29

There are two approved primary logos: a stacked version and a horizontal version. The stacked version is the preferred logo and should be used whenever the layout allows. The horizontal version is reserved for applications where the area for the logo is restricted vertically.

Maintaining ample clear space around the primary logo ensures that it remains legible and doesn't get lost within the composition. Photos, text, and graphic elements should never be placed within the clear space, as shown here.

Do not attempt to typeset or create any logos on your own.

New logos should be undertaken only in consultation with the Office of Strategic Communications.

Stacked Logo (Primary)

University of La Verne

Horizontal Logo (Primary - Alternative)

University of La Verne

Our Logo - Primary Logo Minimum Size

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The primary logo should be applied at a minimum of the approved sizes displayed on this page. There is no maximum size limit.

If a large application is required, e.g., signage, vehicle wrap, billboard, etc. the logo can be increased to a logical size. If unsure, The Office of Strategic Marketing and Communications can give advice in these instances.

Minimum Size (Primary)

University *of* **La Verne**

1.75 inches wide

Minimum Size (Primary - Alternative)

University *of* **La Verne**

1.75 inches wide

Our Logo - Color Combinations

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Approved Color Combinations
Below are the approved color combinations for all University of La Verne logotypes. The logo must be printed in either green (PMS 350) or black, or it can be reversed to white on a solid green or black background.

Avoid placing the logo on a photograph or other graphic background unless it remains clearly visible.

University *of* **La Verne**

University *of* **La Verne**

University *of* **La Verne**

University *of* **La Verne**

PMS 350

University *of* **La Verne**

Black

32

NOT Approved Color Combinations
Using the approved colorways of our logo appropriately and consistently keeps our branding strong and inclusive. These color combinations do not provide sufficiant contrast for visually impaired individuals.

ADA Accessibility
To learn more about color contrast and accessibility visit **color.adobe.com/create/color-contrast-analyzer.**

PMS 151

33

Do not change the logo in any way.

Don't use another typeface for the logo

Don't change the scale of the logo's elements

Don't use any other color other than approved color combinations

Don't use drop shadows or other effects

Don't stretch the logo

Don't crop the logo

Don't bend or skew the logo

Don't rotate the logo

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Our Sub-brands

Consistency is key to overall brand recognition. Maintaining a uniform hierarchy between the logo and the sub-brand name creates a unified master brand. There are four primary categories of sub-brands: colleges, regional campuses, offices, and academic programs.

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A sub-brand lockup should only be used when all the content in the respective piece correlates to that college.

Whenever you are communicating to more than one school or audience, use the primary signature.

University *of* **La Verne** | College of Arts and Sciences

Our Sub-brands - First Tier Anatomy

36

A University of La Verne sub-brand lockup is composed of the logo, a divider line, and the sub-brand name.

Each official sub-brand should use only the approved and supplied version of its lockup. Only approved entities are permitted to be locked up with the university signature.
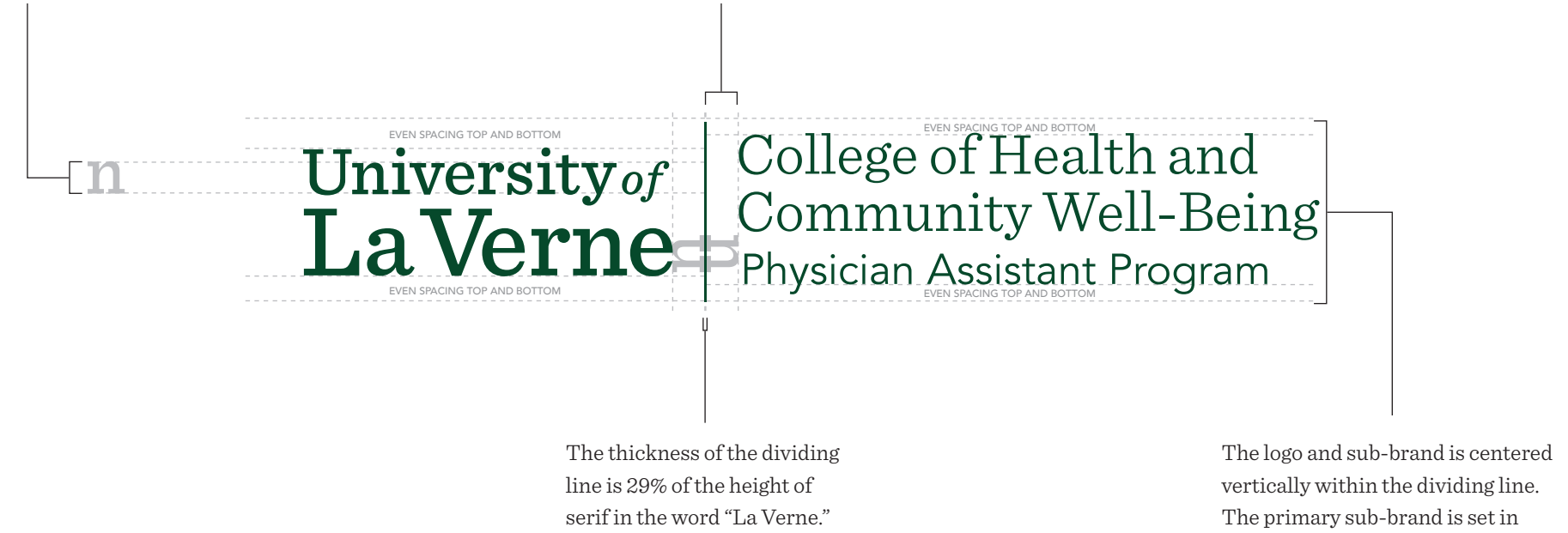
Logo

University *of*
La Verne | College of
Arts and Sciences — **Sub-brand**

Divider line

Our Sub-brands - First Tier Spacing & Positioning

37

The basic unit of measurement for our lockup system is the x-height of "University."

The spaces between the dividing line and the University of La Verne logo and between the dividing line and the sub-brand is equal to the x-height of "University" in the logo.

n

EVEN SPACING TOP AND BOTTOM

University *of*
La Verne | College of
Arts and Sciences

EVEN SPACING TOP AND BOTTOM

EVEN SPACING TOP AND BOTTOM

EVEN SPACING TOP AND BOTTOM

The thickness of the dividing line is 29% of the height of serif in the word "La Verne."

The logo and sub-brand is centered vertically within the dividing line. The primary sub-brand is set in Sentinel Light. The secondary sub-brand is set in Avenir Roman.

38

A University of La Verne second tier sub-brand lockup is composed of the logo, a divider line, sub-brand name, and portfolio brand name or naming gift.

Each official sub-brand should use only the approved and supplied version of its lockup. Only approved entities are permitted to be locked up with the university signature.

Logo

University *of* **La Verne** | College of Health and Community Well-Being
Physician Assistant Program

Sub-brand

Portfolio brand

Divider line

39

The basic unit of measurement for our lockup system is the x-height of "University."

The spaces between the dividing line and the University of La Verne logo and between the dividing line and the sub-brand is equal to the x-height of "University" in the logo.

n   EVEN SPACING TOP AND BOTTOM

University *of* **La Verne** | College of Health and Community Well-Being
Physician Assistant Program

EVEN SPACING TOP AND BOTTOM
EVEN SPACING TOP AND BOTTOM
EVEN SPACING TOP AND BOTTOM

The thickness of the dividing line is 29% of the height of serif in the word "La Verne."

The logo and sub-brand is centered vertically within the dividing line. The primary sub-brand is set in Sentinel Light. The secondary sub-brand is set in Avenir Roman.

Our Sub-brands - Clearspace

Our Sub-brands - Minimum Size

Sub-brand Logo (First Tier)

Minimum Size (First Tier)

40

Maintaining ample clear space around the logo ensures that it remains legible and doesn't get lost within the composition. Photos, text, and graphic elements should never be placed within the clear space, as shown here.

Do not attempt to typeset or create any logos on your own.

New logos should be undertaken only in consultation with the Office of Strategic Marketing and Communications.

University *of* La Verne | College of Arts and Sciences

41

To maintain full legibility, never reproduce the sub-brands at widths smaller than what is shown here, either for print or screen.

There is no maximum size limit, but use discretion when sizing the sub-brands. It should never be the most dominant element on the page, but the logo instead should live comfortably and clearly as an identifying mark.

University *of* La Verne | College of Arts and Sciences 10pt

0.9 inches wide

Sub-brand Logo (Second Tier)

University *of* La Verne | College of Health and Community Well-Being
Physician Assistant Program

Minimum Size (Second Tier)

University *of* La Verne | College of Health and Community Well-Being 10pt
Physician Assistant Program 8pt

0.9 inches wide

Our Sub-brands - Approved Color Combinations

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Approved Color Combinations
Below are the approved color combinations for all University of La Verne logotypes. The logo must be printed in either green (PMS 350) or black, or it can be reversed to white on a solid green or black background.

Avoid placing the logo on a photograph or other graphic background unless it remains clearly visible.

PMS 350


Black

Our Sub-brands - Not Approved Color Combinations

43

NOT Approved Color Combinations
Using the approved colorways of our logo appropriately and consistently keeps our branding strong and inclusive. These color combinations do not provide sufficiant contrast for visually impaired individuals.

ADA Accessibility
To learn more about color contrast and accessibility visit **color.adobe.com/create/color-contrast-analyzer.**
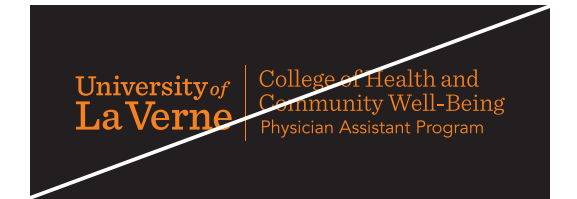
PMS 151

Colleges

University *of* **La Verne** | College of Arts and Sciences

University *of* **La Verne** | College of Law and Public Service

University *of* **La Verne** | College of Business

University *of* **La Verne** | LaFetra College of Education

University *of* **La Verne** | Cástulo de la Rocha College of Health and Community Well-Being

Campuses/Extended Learning

University *of* **La Verne** | Bakersfield Campus

University *of* **La Verne** | Extended Learning

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NOTE: This page contains representative samples. It is not a comprehensive list.

Alumni/Executive/Offices

University *of* **La Verne** | Alumni Relations

University *of* **La Verne** | Office of Civic and Community Engagement

University *of* **La Verne** | Office of the President

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NOTE: This page contains representative samples. It is not a comprehensive list.

Our Portfolio Brands

A system for portfolio brands has been
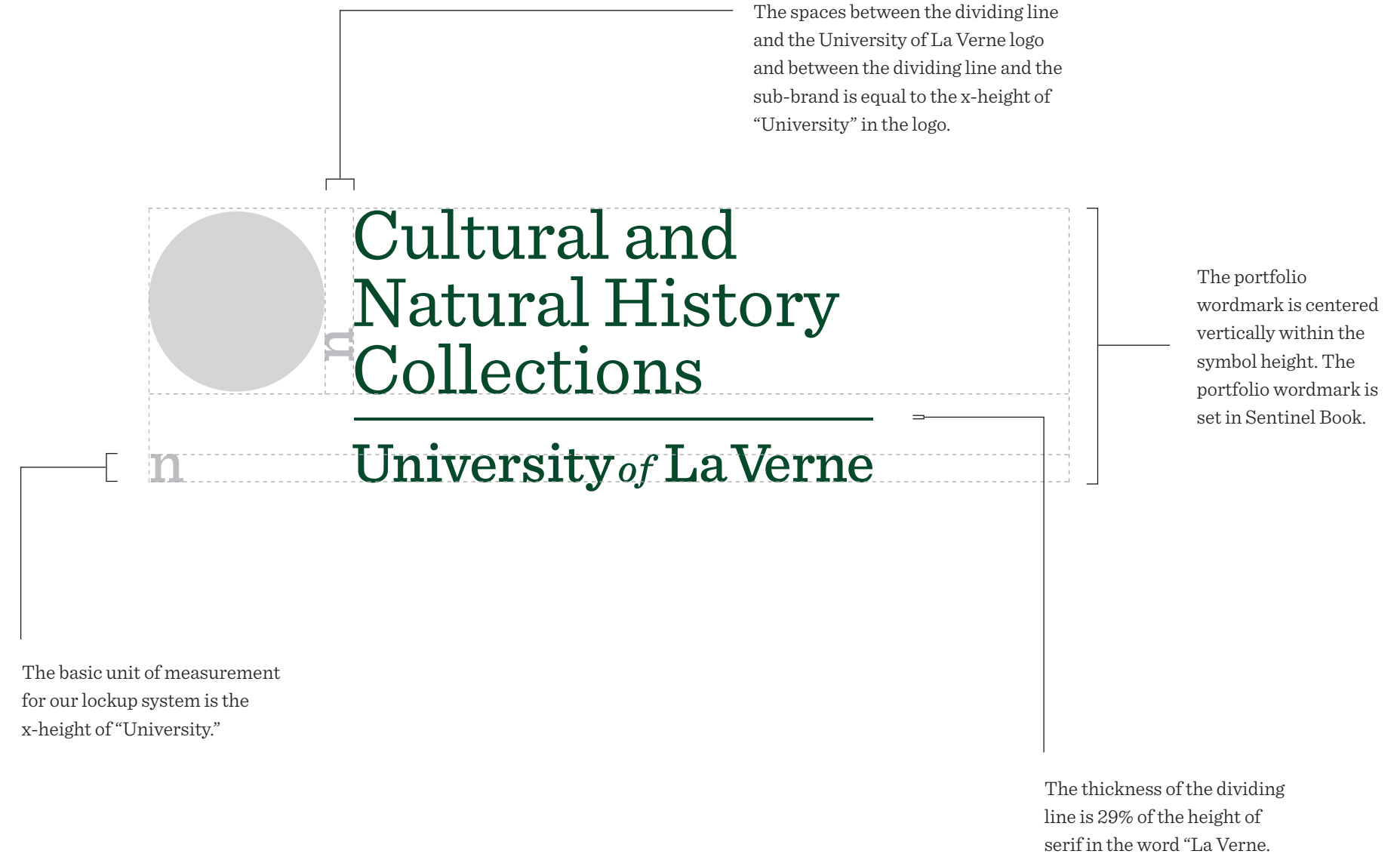designed to manage La Verne brand relationships.

A University of La Verne portfolio brand lockup is composed of a circular symbol, a portfolio wordmark, divider line, and the University wordmark.

Only colors from the university's priamry, secondary, tertiary palette, and black and white may be used in the portfolio brands (see Our Colors page).

The university wordmark and center name will always be in La Verne green (PMS 350), or black or white.

Avoid reversing the logo out of a photograph or complex background.

LaFetra College of Education
Center for Learning
Innovation
University *of* La Verne

A University of La Verne portfolio brand lockup is composed of a circular symbol, a portfolio wordmark, divider line, and the University wordmark.

Symbol

LaFetra College of Education
Center for Learning Innovation

University *of* **La Verne**

Portfolio wordmark

Divider line

University Wordmark

The spaces between the dividing line and the University of La Verne logo and between the dividing line and the sub-brand is equal to the x-height of "University" in the logo.

Cultural and Natural History Collections

University *of* **La Verne**

The portfolio wordmark is centered vertically within the symbol height. The portfolio wordmark is set in Sentinel Book.

The basic unit of measurement for our lockup system is the x-height of "University."

The thickness of the dividing line is 29% of the height of serif in the word "La Verne.

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Maintaining ample clear space around the logo ensures that it remains legible and doesn't get lost within the composition. Photos, text, and graphic elements should never be placed within the clear space, as shown here.

Do not attempt to typeset or create any logos on your own.

New logos should be undertaken only in consultation with the Office of Strategic Marketing and Communications.

Cultural and
Natural History
Collections

University *of* La Verne

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To maintain full legibility, never reproduce the sub-brands at widths smaller than what is shown here, either for print or screen.

There is no maximum size limit, but use discretion when sizing the sub-brands. It should never be the most dominant element on the page, but the logo instead should live comfortably and clearly as an identifying mark.

Minimum Size

Cultural and
Natural History
Collections

University *of* La Verne

12pt

10pt

.43"   1.25" inches wide

Our Portfolio Brands - Color Options

Secondary Palette

Pantone 364
Process: C71 M4 Y100 K45
RGB: R74 G119 B41
Hex: 4A7729

Pantone 143
Process: C0 M32 Y87 K0
RGB: R241 G180 B52
Hex: F1B434

Pantone 384
Process: C26 M4 Y99 K35
RGB: R148 G147 B0
Hex: 949300

Pantone 380
Process: C18 M0 Y82 K0
RGB: R219 G228 B66
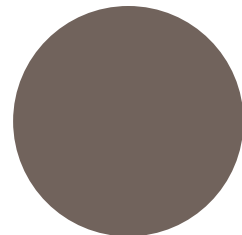Hex: DBE442

Tertiary Palette

Pantone 362
Process: C93 M2 Y15 K7
RGB: R0 G147 B178
Hex: 0093B2

Pantone 7445
Process: C36 M33 Y0 K3
RGB: R167 G162 B195
Hex: FF8200

Pantone Warm Grey 9
Process: C23 M32 Y34 K51
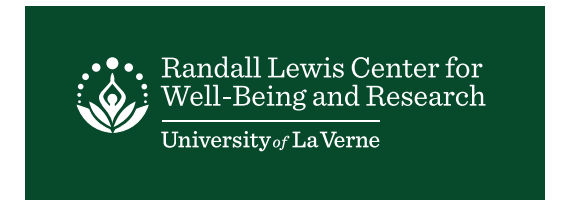RGB: R131 G120 B111
Hex: 83786F

Only these colors from the university's secondary and tertiary palettes may be used in the portfolio brands' symbols.

The university wordmark and center name will always be in La Verne green (PMS 350) or black and white.
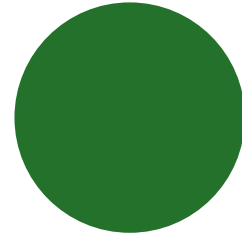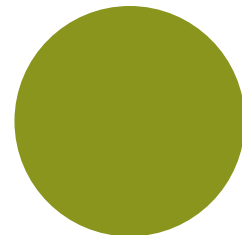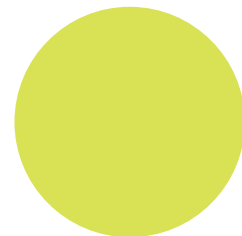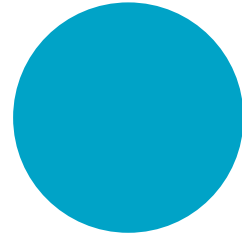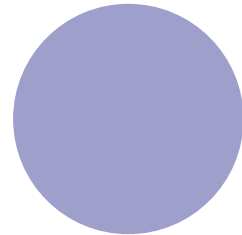
Our Portfolio Brands - Approved Color Combinations

Approved Color Combinations
Below are the approved color combinations for all University of La Verne logotypes. The text must be printed in either green (PMS 350) or black, or it can be reversed to white on a solid green or black background.

Avoid placing the logo on a photograph or other graphic background unless it remains clearly visible.

54

NOT Approved Color Combinations

Using the approved colorways of our logo appropriately and consistently keeps our branding strong and inclusive. These color combinations do not provide sufficiant contrast for visually impaired individuals.

ADA Accessibility

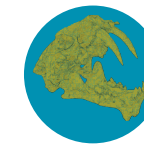To learn more about color contrast and accessibility visit **color.adobe.com/create/color-contrast-analyzer.**

PMS 151

PMS 350

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Our Typography

Our words carry weight, and so does our typography. The size, font, and style of the typefaces we choose are some of the most recognizable aspects of the University of La Verne brand. This section will help you skillfully match our typography with the message.

Paying careful attention to typography selection will help our communications read loud and clear.

Headlines

Avenir Black is Used for Headlines.

Size: 32 pt. / Leading: 38 pt. / Tracking: -25 pt.

Avenir is used primarily for headlines, but can also be used for subheads and call-outs.
It offers a wide range of weights that can be used for both large display type and for smaller subheads.

Subheads

Avenir Condensed is used for subheads, or...

Avenir Book is used for subheads.

Size: 20 pt. / Leading: 25 pt.

Avenir is used primarily for headlines, but can also be used for subheads and call-outs.
It offers a wide range of weights that can be used for both large display type and for smaller subheads.

Body Copy

Sentinel is used for body copy. Lorem ipsum dolor sit amet, consectetur et adipiscing elit. In fermentum consequat purus, euismod euismod ipsum aliquet.

Size: 10 pt. / Leading: 14 pt.

Sentinel is used in body copy. Sentinel has a classic feel that helps convey the integrity and rich history of La Verne.

DREAM LEARN ACHIEVE LEAD

Our primary sans-serif typeface is Avenir.

Avenir has a harmonious and sensible appearance which lends itself nicely to both text and headline use.

It is available and approved for use in a variety of weights. If Avenir is unavailable to you, or you need an open-source alternative, Arial may be substituted.

NOTE: Avenir may be purchased and licensed at MyFonts.com.

Weight	Sample
Light	Welcoming
Light Oblique	*Gala*
Book	Accomplished
Book Oblique	*Homecoming*
Roman	Spotlight Weekend
Oblique	*Creative*
Medium	Accepting
Medium Oblique	*Convocation*
Heavy	**Bright**
Heavy Oblique	*Dedicated*
Black	**Ambitious**
Black Oblique	***Commencement***

DREAM LEARN ACHIEVE LEAD

Our secondary sans-serif typeface is Avenir Next Condensed.

There is no web-safe alternative to Avenir Next Condensed.

If you want to use this font in a web capacity, you will need to purchase a web-specific license for it.

NOTE: Avenir Next Condensed may be purchased and licensed at MyFonts.com.

Weight	Sample
Ultra Light	Miller Hall
Ultra Light Italic	*Hanawalt House*
Regular	Sneaky Park
Italic	*Founders Hall*
Medium	Wilson Library
Medium Italic	*Ortmayer Stadium*
Demi Bold	**Dailey Theatre**
Demi Bold Italic	*Fasnacht Court*
Bold	**Super Tents**
Bold Italic	***Ludwick Center***
Heavy	**Leo Park**
Heavy Italic	***Campus Center***

DREAM LEARN ACHIEVE LEAD

Sentinel is a classic typeface.

It pairs well with our modern sans-serif, Avenir, and the two combine nicely for body text.

The typeface is available and approved for use in a variety of weights. If Sentinel is unavailable to you, or you need an open-source alternative, Google Font's Besley may be substituted.

NOTE: Sentinel may be purchased and licensed at MyFonts.com.

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Light	Welcoming
Light Italic	*Vibrant*
Book	Accomplished
Book Italic	*Inclusive*
Medium	Approachable
Medium Italic	*Creative*
Semibold	Accepting
Semibold Italic	*Diverse*
Bold	**Bright**
Bold Italic	***Dedicated***
Black	**Ambitious**
Black Italic	***Successful***

Three types of copy establish the typographic hierarchy on any design, print or digital: headline, subhead, and body.

Avenir, our primary typeface, may be used in all three instances, whereas Avenir Condensed, our secondary typeface is reserved primarily for sub-heads and call-outs. Sentinel may also be used in all three instances, but is primarily used in body copy.

To the right are a few examples that outline a basic typographic hierarchy complete with the appropriate typefaces.

1. Headline Copy
2. Subhead Copy
3. Body Copy

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1.

Avenir Black is Used for Headlines.

2.

Avenir Book is used for subheads and call-outs.

2. Avenir Condensed is used for subheads and call-outs.

3. **Sentinel is used for body copy.** Lorem ipsum dolor sit amet, consectetur et adipiscing elit. In fermentum consequat purus, euismod euismod ipsum aliquet.Lut volorer chicabo ressum as inusciet, sim con earitiis molenim simet vercidunt as auta nia delitio. Ulparch illaut et poreiur re venimus as molor molorem fuga. Nam si ut ellignatatur aut accus accullestion reic to et que dolupti occusanditi acea secabo.

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Our Photography

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Contacts & Resources

We hope you've found these guidelines helpful in guiding you to maintain a strong and on-brand social media presence.

For further assistance with our visual style and guidelines, please reference the Brand Identity page of our website, **laverne.edu/identity.**

Photography resources and approved brand imagery can be accessed by staff, faculty, and students by requesting an account on Image Relay at **laverne.imagerelay.com.**

To learn more about how the Office of Strategic Communications can support your next project, please visit **myportal.laverne.edu/web/osc/home.**

For general media-related questions or inquiries please contact **media@laverne.edu.**

creative@laverne.edu

laverne.edu/identity

laverne.imagerelay.com