


University of
La Verne

Brand Identity Guide

October 2024

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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.

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 |

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.

Our Colors - Primary Colors

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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

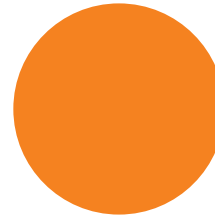
10

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

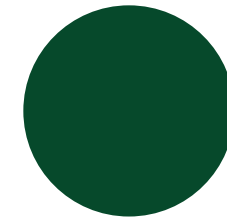
When using our colors, always use the color values listed on these pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns.



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



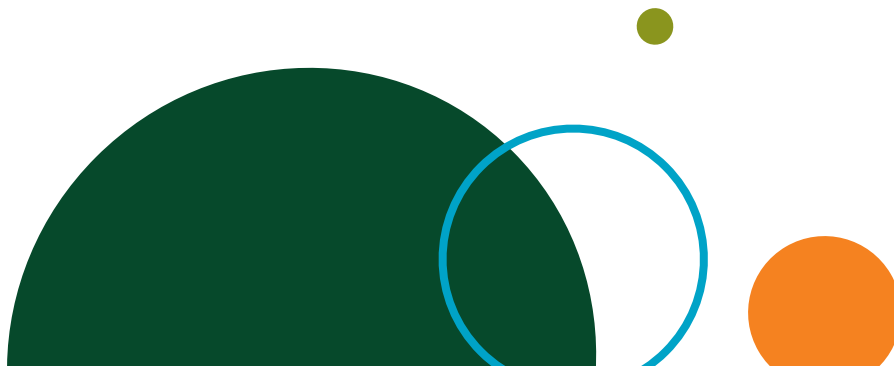
Pantone 362
Process: C93 M2 Y15 K7
RGB: R0 G147 B178
Hex: 0093B2



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

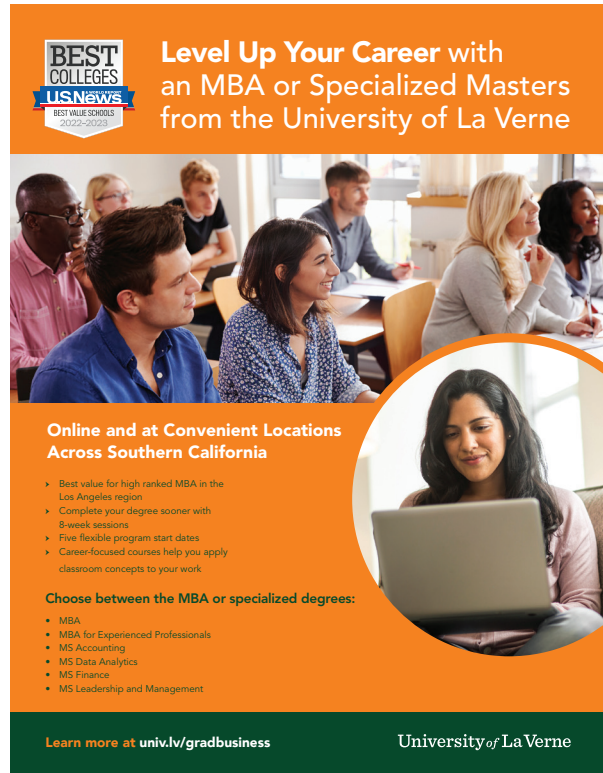


Pantone Warm Grey 9
Process: C23 M32 Y34 K51
RGB: R131 G120 B111
Hex: 83786F



Our Colors - Examples

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BEST COLLEGES
USNews
BEST VALUE SCHOOLS
2022-2023

Level Up Your Career with an MBA or Specialized Masters from the University of La Verne

Online and at Convenient Locations Across Southern California

- ▶ Best value for high ranked MBA in the Los Angeles region
- ▶ Complete your degree sooner with 8-week sessions
- ▶ Five flexible program start dates
- ▶ Career-focused courses help you apply classroom concepts to your work

Choose between the MBA or specialized degrees:

- MBA
- MBA for Experienced Professionals
- MS Accounting
- MS Data Analytics
- MS Finance
- MS Leadership and Management

Learn more at univ.lv/gradbusiness University of La Verne

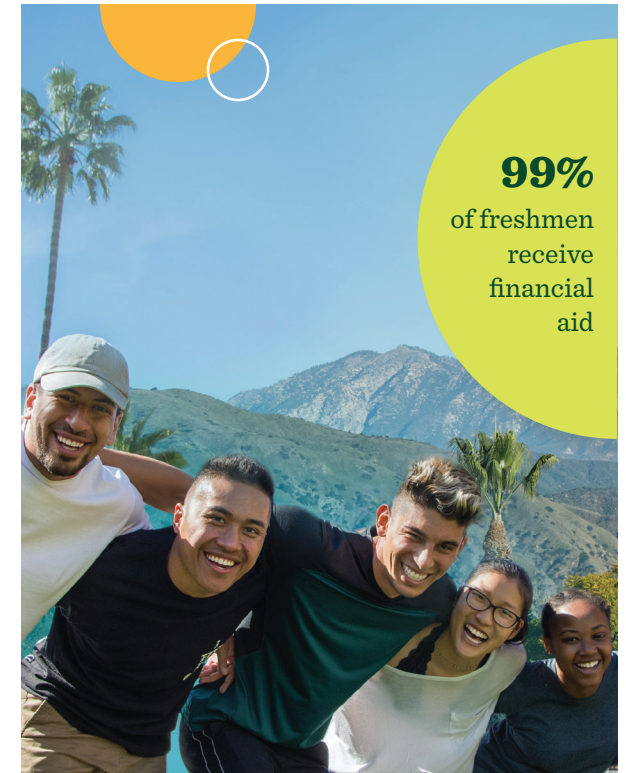
Solid color splashes-

Using our primary orange and green as backgrounds in designs and advertisements 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.



99%
of freshmen
receive
financial
aid

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.

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.

University Seal

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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.

Our Logo - Primary

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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

Our Logo - Primary Logo Anatomy

16

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

Our Logo - Primary (Alternative)

17

The primary logo is also composed of our horizontal wordmark.

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

University *of* La Verne

Our Logo - Primary (Alternative) Logo Anatomy

18

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

Our Logo - Primary Clearspace

19

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)



Horizontal Logo (Primary - Alternative)



Our Logo - Primary Logo Minimum Size

20

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

PMS 350

University of
La Verne

Black

Our Logo - Color Combinations

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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 sufficient contrast for visually impaired individuals.



ADA Accessibility

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



Our Logo - Logo Restrictions

Don't use another typeface for the logo

UNIVERSITY OF
La Verne

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

University of
La Verne

Do not change the logo in any way.

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

University of
La Verne

Don't use drop shadows or other effects

University of
La Verne

Don't stretch the logo

University of
La Verne

Don't crop the logo

University of
La Verne

Don't bend or skew the logo

University of
La Verne

Don't rotate the logo

University of
La Verne

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.

Our Sub-brands

25

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

26

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.



Our Sub-brands - First Tier Spacing & Positioning

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.



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 - Second Tier Anatomy

28

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.



Our Sub-brands - Second Tier Spacing & Positioning

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.



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

30

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.

Sub-brand Logo (First Tier)



Sub-brand Logo (Second Tier)



Our Sub-brands - Minimum Size

31

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 (First Tier)



0.9 inches wide

Minimum Size (Second Tier)



0.9 inches wide

Our Sub-brands - Approved Color Combinations

32

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

33

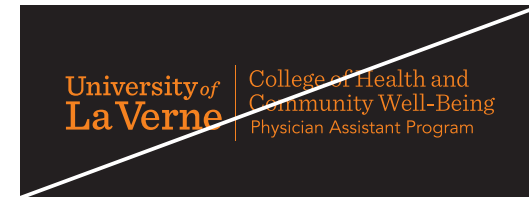
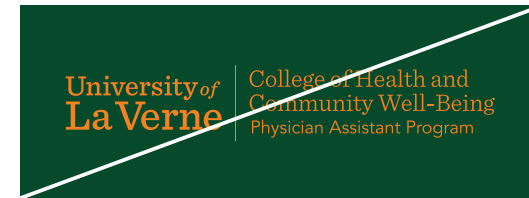
NOT Approved Color Combinations

Using the approved colorways of our logo appropriately and consistently keeps our branding strong and inclusive. These color combinations do not provide sufficient 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

Our Sub-brands - Examples

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

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

Our Sub-brands - Examples (Continued)

Alumni/Executive/Offices

University of
La Verne | Alumni Relations

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

University of
La Verne | Office of the President

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.

Our Portfolio Brands

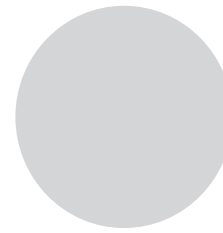
37

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 primary, 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.



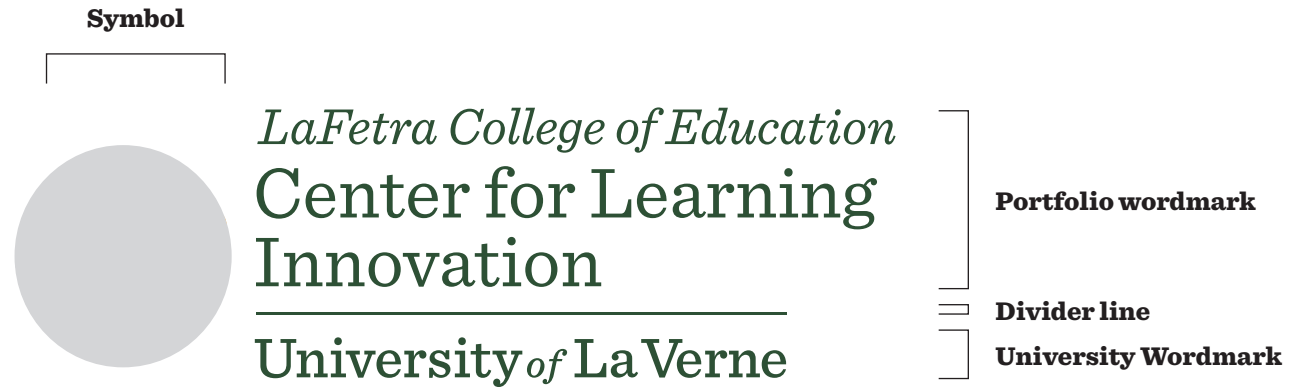
LaFetra College of Education
**Center for Learning
Innovation**

University of La Verne

Our Portfolio Brands - Anatomy

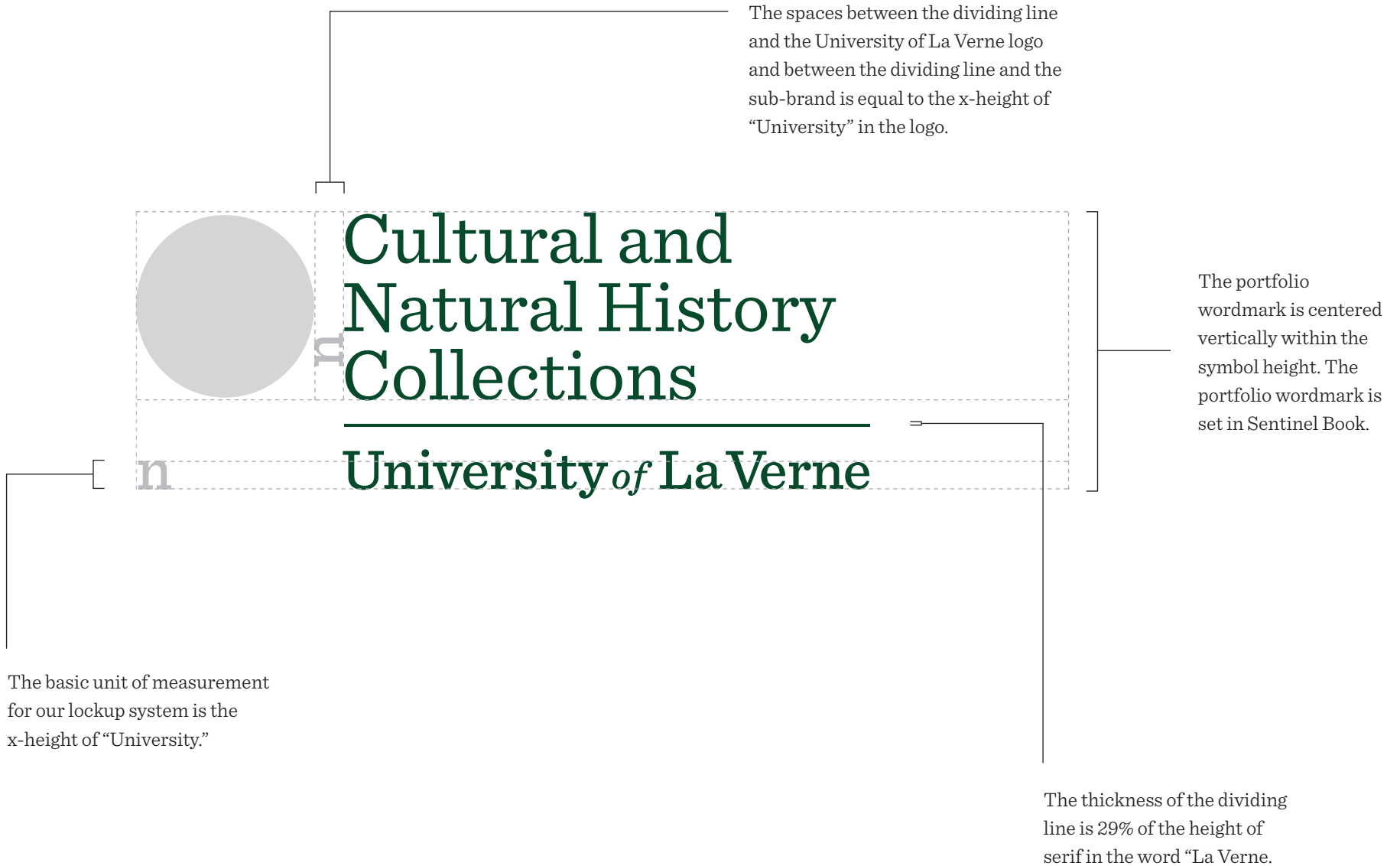
38

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



Our Portfolio Brands - Spacing & Positioning

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Our Portfolio Brands - Clearspace

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.



Our Portfolio Brands - Minimum Size

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.

Minimum Size



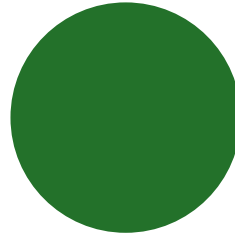
Our Portfolio Brands - Color Options

42

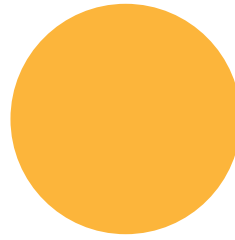
Only these colors from the university's secondary and tertiary palettes may be used in the portfolio brands' symbols.

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

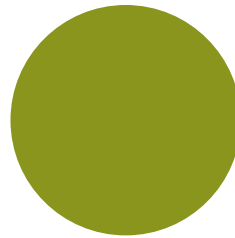
Secondary Palette



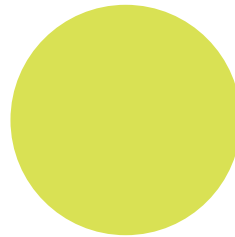
Pantone 364
Process: C71 M4 Y100 K45
RGB: R74 G119 B41
Hex: 4A7729



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

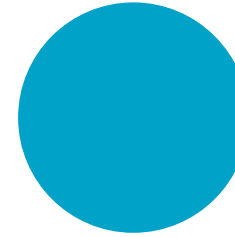


Pantone 384
Process: C26 M4 Y99 K35
RGB: R148 G147 B0
Hex: 949300

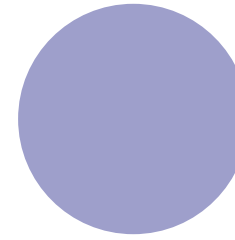


Pantone 380
Process: C18 M0 Y82 K0
RGB: R219 G228 B66
Hex: DBE442

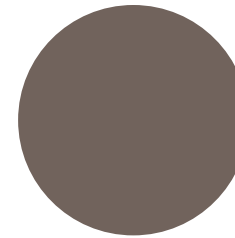
Tertiary Palette



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

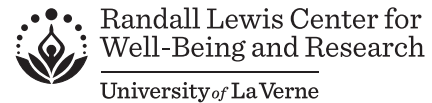
Our Portfolio Brands - Approved Color Combinations

43

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.



Our Portfolio Brands - Not Approved Color Combinations

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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 sufficient contrast for visually impaired individuals.



ADA Accessibility

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



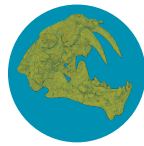
PMS 151



PMS 350

Our Portfolio Brands - Examples

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Cultural and
Natural History
Collections

University of La Verne



Randall Lewis Center for
Well-Being and Research

University of La Verne



LaFetra College of Education

Center for Learning
Innovation

University of La Verne

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...

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.

Avenir Book is used for 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](https://www.myfonts.com).

Light _____	Welcoming
Light Oblique _____	<i>Gala</i>
Book _____	Accomplished
Book Oblique _____	<i>Homecoming</i>
Roman _____	Spotlight Weekend
Oblique _____	<i>Creative</i>
Medium _____	Accepting
Medium Oblique _____	<i>Convocation</i>
Heavy _____	Bright
Heavy Oblique _____	<i>Dedicated</i>
Black _____	Ambitious
Black Oblique _____	<i>Commencement</i>

Our Typography - Avenir Next Condensed

DREAM LEARN
ACHIEVE LEAD

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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](https://myfonts.com).

Ultra Light _____	Miller Hall
Ultra Light Italic _____	<i>Hanawalt House</i>
Regular _____	Sneaky Park
Italic _____	<i>Founders Hall</i>
Medium _____	Wilson Library
Medium Italic _____	<i>Ortmayer Stadium</i>
Demi Bold _____	Dailey Theatre
Demi Bold Italic _____	<i>Fasnacht Court</i>
Bold _____	Super Tents
Bold Italic _____	<i>Ludwick Center</i>
Heavy _____	Leo Park
Heavy Italic _____	<i>Campus Center</i>

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](https://www.myfonts.com).

Light _____	Welcoming
Light Italic _____	<i>Vibrant</i>
Book _____	Accomplished
Book Italic _____	<i>Inclusive</i>
Medium _____	Approachable
Medium Italic _____	<i>Creative</i>
Semibold _____	Accepting
Semibold Italic _____	<i>Diverse</i>
Bold _____	Bright
Bold Italic _____	<i>Dedicated</i>
Black _____	Ambitious
Black Italic _____	<i>Successful</i>

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

Avenir Black is Used for Headlines.

Avenir Book is used for subheads and call-outs.

Avenir Condensed is used for subheads and call-outs.

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Our Photography

Our images capture the essence of our university, showcasing our vibrant community, academic excellence, and close-knit campus culture. Through thoughtfully composed images, we tell the story of our diverse students and faculty, highlighting the dynamic experiences that define our institution. This visual narrative not only reinforces our brand identity but also invites prospective students to envision their future here.

Our Photography

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Photography Styles

Campus Beauty Shots

Our campus is rich with its lush green backdrop complemented by the warm tones of the University of La Verne's buildings. Our campus beauty shots aim to highlight the campus through vibrant hues of greens and clear blue skies.

Editorial Style

Whether it's highlighting student success or promoting campaigns, the editorial is a style choice we use to tell a story in a visually compelling way.

Event Photography

From Homecoming to Commencement, there is a plethora of ULV events that embody the spirit of La Verne. Capturing events, we highlight the joy and comradery through gleeful imagery and candid crowd shots.



Contacts & Resources

We hope you've found these tips helpful in maintaining a strong and on-brand presence.

For further assistance with our visual style and guidelines, please reference the MarComm page of our website, laverne.edu/marcomm.

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 Marketing and Communications can support your next project, please visit univ.lv/projectrequest.

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



creative@laverne.edu



laverne.edu/marcomm



laverne.imagerelay.com