BRANDING GUIDELINES
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Loyola University Maryland is a unique institution—a forward-looking university with strong Jesuit roots, where students are equipped with an infinitely adaptable education and encouraged to embrace their many facets. Loyola exemplifies the idea of Strong Truths Well Lived, a philosophy that provides students with values and guidance, and then inspires them to put their insights into practice through a passionately lived life. Loyola graduates make a difference in the world, and as a result, Loyola has grown by leaps and bounds over the past few decades. Along with the designation change to become Loyola University Maryland in Fall 2009, an overarching Loyola brand was established to communicate—and inspire—Loyola’s continued development in the years to come.

The new look, feel, and tone contained in these brand standards reflect Loyola University Maryland’s values, aspirations, and impact. Loyola’s brand, like Loyola itself, is the result of many facets coming together to form a whole. It is designed to create an accurate portrayal of the institution, and communicate the intangible spirit and curiosity that is distinctly Loyola.

Quite simply, the Loyola brand is what students, parents, academics, public servants, corporations, and outside observers think, feel, and respond to when they hear the words “Loyola University Maryland.” It is an identity that is as strong, compassionate, and multi-faceted as the University itself.
The unique brand for Loyola University Maryland was designed to flex as the school continues to improve its public perception, expand its reach, and grow as a university.

This document is intended for those in charge of creating communication materials for Loyola University Maryland, from graduate brochures and university websites, to student recruitment materials and alumni outreach efforts. Using these brand standards will ensure that the look and feel of Loyola remains consistent when it goes out to meet the wider world.

It is vitally important that, as the brand grows, Loyola University Maryland is portrayed in a consistent manner. Many people are going to touch this brand, and while they should use their creativity to bring the University to life in the eyes of various audiences, it is important to do so within the lines, so to speak.

Great brands build strong bonds with their audience by being consistent. They are instantly recognizable and immediately stand for something. And they speak a common language, despite the fact that they may be speaking to very different people from very different places.

Loyola University Maryland is comprised of—and nurtures—multi-faceted individuals, and the brand is designed to communicate this message in a controlled way. By following these parameters, the brand can effectively communicate the infinitely adaptable education that Loyola provides, while staying true to the unique character and mission that define the University.
BRAND ELEMENTS
This slab serif font is frank, personable, and easy to work with. Archer is friendly without being silly, attractive without being flashy, and communicates an inviting, welcoming spirit commensurate with Loyola’s ideals. Archer also contains many weights, which can be used to reflect the different facets of a Loyola education.

<table>
<thead>
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<tr>
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**ARCHER**

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OVERARCHING TYPOGRAPHY

GOTHAM NARROW

This sans-serif is a hard-working typeface that’s assertive but never imposing, friendly but never folksy, confident but never aloof. Its narrow proportions make it a perfect fit for the cramped confines of text columns. In addition, the many weights contained within Gotham Narrow also bring a broad range of expressive voices to the Gotham family, which reflect the infinitely adaptable Loyola education.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
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<tr>
<td>Gotham Narrow Medium</td>
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<tr>
<td>Gotham Narrow Medium Italic</td>
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<tr>
<td>Gotham Narrow Ultra</td>
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<tr>
<td>Gotham Narrow Ultra Italic</td>
<td>17 PT</td>
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Feuiscipit lobor adit lan veniam acincilit lore delit adipit in eum dolutat lore doloreetue cor init irilit nos nis nos ad enim ips dolorem nullam dunt am nos nim iure feum velNullaorp erillut niam veraessectem nisis essed eui blandigna feugiam etummod.
GENERAL LOGO USAGE

> For more detailed logo usage information, reference Loyola University Maryland Visual Identity Guidelines.

**PRIMARY SIGNATURE**

Loyola’s primary signature is a precise configuration of its shield and wordmark, “Loyola University Maryland,” typeset in a custom-drawn version of the typeface Hoefler Titling. The primary signature (shown below) should be used whenever possible. There are three approved signatures that represent Loyola in various formats. Each is designed to accommodate a specific stylistic or functional requirement, allowing for flexibility while retaining the integrity of Loyola’s identity.

**ALTERNATE SIGNATURES**

The **horizontal signature** was designed for use in horizontal spaces where the primary signature may not fit well. It is also widely used for the graduate programs, institutional forms and applications, the University website, as well as on Loyola business cards.

The **formal signature** was intended for more formal applications; invitations, wide format banners, plaques and, of course, Loyola’s letterhead and envelopes.

---

**Horizontal Signature**

---

**Formal Signature**

---

**Wordmark**

---

**Shield**

---

**LOYOLA UNIVERSITY MARYLAND**

---

**LOYOLA University Maryland**

— 1852 —
GENERAL LOGO USAGE

SIGNATURE ISOLATION
Space should be left around the signature; at a minimum, the space should be equal to \( 5 \times \text{width} = x \) of the shield at any given size. This applies to the primary, horizontal and formal signatures.
SIGNATURE COLOR VARIATIONS

FULL-COLOR

It is best to use the primary signature in full-color whenever possible. When full-color signatures print on a dark background, a rule is added around the shield to hold the edge. The rule and wordmark should always match and should be gold to maintain continuity of the signature.

ONE-COLOR

When printing with one color, the signature appears in black or green with a rule added around the shield to hold the edge. The one-color signature may be placed on a field of color without reversing the artwork, as long as there is sufficient contrast. Do not increase the weight of any rule, manually reverse the “positive” artwork, or reverse the background inside the shield of a one-color signature to gain more contrast. In full-color reverse the signature should never appear with a white rule and wordmark.

---

Full-color

![Full-color Image](image1)

Full-color Reverse

![Full-color Reverse Image](image2)

One-color Black

![One-color Black Image](image3)

One-color Reverse on Black

![One-color Reverse on Black Image](image4)

One-color Green

![One-color Green Image](image5)

One-color Overprint

![One-color Overprint Image](image6)
BRANDING GUIDELINES

GENERAL LOGO USAGE

BACKGROUND IMAGE
The full-color signature can only appear on a background image if the image is subtle in color and detail. If the image is vivid in color, use the black and white signature. If the image is highly detailed or contains a strong pattern, do not place the signature over it because the signature will not be legible.

BACKGROUND COLOR
The one-color signature may be placed on a background color either by overprinting or reversing. Be careful to use the appropriate version of the signature to achieve the best contrast on colored backgrounds. Do not attempt to place the signature on a background that is too dark or creates too much color dissonance.
The Loyola signature has a palette of six core colors. These colors play a critical role in defining Loyola’s visual identity. From this palette, green is the traditional spirit color for Loyola. Loyola Green (PMS 561) is symbolic of the name of its main campus—Evergreen.

Loyola’s core colors should be printed as spot colors whenever possible. All of the colors, except for gold, work when printed on coated or uncoated paper. Loyola Gold has a variable specification depending on what printing method and substrate is used.

When printing four-color process, be sure to specify the four-color builds listed here. Most of the color builds are the default PANTONE color builds. But some, including Loyola Gold, are adjusted slightly to better match the spot colors. These adjusted color builds are coded into the supplied art files for one-color, CMYK and RGB.
This overarching University-wide campaign was launched as part of Loyola College in Maryland's designation change to become Loyola University Maryland. It associates each of the essential aspects of a Loyola education (academics, athletics, student life), with the idea of “Strong Truths Well Lived”, showing how these varied elements contribute to the well-rounded nature of a Loyola student.
UNDERGRADUATE
Loyola students don’t leave campus with one skill or vocation. They’re not narrowly focused or single-minded. The evolution they undertake results in well rounded, interesting, and highly skilled thinkers — and doers. This concept celebrates the metamorphosis of Loyola students — whether they are undergrads, graduate or alumni — and how they ultimately become intellectually nimble and infinitely adaptable people. With a nearly 500 year-old tradition, the Jesuit education provides the foundation for this transformation, and the school’s nurturing community helps create socially aware and responsible students. Yet this is a school that also understands the value of a social life and the importance of creating memories that last a lifetime. All of these aspects help to form the next generation of worldly, confident students ready to tackle an ever-changing world — and ultimately improve it. That is because a Loyola education prepares students for the known, but it also encourages them to embark upon the unknown.

**UNIQUE SELLING PROPOSITION:** Loyola University Maryland welcomes undergraduates into a prestigious, supportive, and enduring community and prepares them to be distinctly viable and engaged in the world.
The Undergraduate copy tone is at once challenging and welcoming. It candidly acknowledges the uncertainties and concerns that prospective Loyola students and their parents encounter during the transition from high school to college. At the same time, the brand voice includes Loyola-specific details and a degree of quirkiness that inspires readers to imagine spending four years at Loyola. The voice is honest, smart, and insightful, and plugs relevant themes and issues into the content of Loyola-branded materials. The tone reflects Loyola’s warm, inspiring environment without discounting the intellectual challenges and personal growth that a Loyola education entails.

**THINK:** Loyola University Maryland is a top-tier university and is my first choice because the challenging academic environment and sense of community will allow me to grow and change.

**FEEL:** I can see myself at Loyola for the next four years. After graduating, my Jesuit education will have taught me how to make a difference in the world and be well prepared for my chosen profession.

**TONE:** Personal, Inspiring, Inquisitive, Reflective, Enthusiastic, Worldly, Welcoming, Prestigious
DESIGN OVERVIEW
BODY COPY HIGHLIGHTING AND ANNOTATION

The highlighting and annotation theory is used to call out parts of body copy text in three distinct ways: by highlighting noteworthy information in a color; by accentuating type through bold type or capitalization; or by using arrows to call out pieces within the text or links to external sources.

How does one become an EXPERT IN THE ROMAN CONQUEST OF GREECE, the classical tradition, and early Christianity? Dr. Joseph J. Walsh started by earning an A.B. from Fairfield University, an M.A. from the State University of New York, Buffalo, and a Ph.D. from the University of Texas, Austin. A PROFESSOR OF CLASSICS AND HISTORY—and classics department chair—Dr. Walsh teaches classes in Greek and Latin languages and literatures, history, and Carthage studies. The list of his honors for teaching and research is longer than the names of all the rulers of the Roman Empire. If you’re lucky, Dr. Walsh may invite you to take a trip in his LTM (Loyola Time Machine) or drob by his ANNUAL CHRISTMAS/SATURNALIA PARTY.

Through the core, you’ll develop lifelong habits of curiosity, integrity, persistence, and a passion for the pursuit of knowledge. When the time comes to do something different for a living (research shows that it will), you’ll be ready.
OPEN-ENDED COMPOSITION
Composition can fluctuate and adapt to the content, particularly in the use of white space. Within this compositional style, the photographic layout is flexible and does not have to adhere to a grid, but can take on a more organic feel.

GRAPHIC ILLUSTRATIONS
The playful graphic illustration style uses simple, geometric illustrations with a pop sensibility to convey complex or detailed information.
Photographic grids exist within the brand as a method of storytelling that emphasizes multi-dimensionality. This works by either assembling in a grid a series of photographs with seemingly unrelated content that, as a whole, make up something new or exemplify an over-arching theme, or by breaking up a single piece of portraiture into various gridded elements as a means of underscoring the many facets that make up a given person. These grids can occur either at 90-degree angles in a rectilinear grid, or in a more organic, less structured fashion.
TRANSFORMATIVE HEADLINES

Mirroring the process of discovery contained in a Loyola education, transformative headlines pose an intellectual challenge and often need to be “unlocked” by the reader. Existing modes include headlines that have a double read, act as a puzzle, combine multiple words, or have a transformative nature, though the particular incarnation of the headline “challenges” is flexible, depending on the content. The headline layout is determined by the copy concept.
Subheads can be used to pay off conceptual headlines, working in tandem to more accurately relay the “puzzle” message contained in a transformative headline. In this case, the headline and subhead are linked by a graphic device.

Subheads can also stand alone, in which case they function as straightforward second headlines that communicate messaging in accessible, direct language.
BODY COPY USE CASES

The body copy employs a drop cap theory. Content is housed in staggered text boxes that do not need to fall on a grid.

The core curriculum at Loyola is the foundation for a rich and meaningful intellectual life. In the core, you’ll be exposed to critical knowledge in a wide variety of subjects. Some of them will force you out of your comfort zone—which means you won’t be limited by having one.

In the end, the Loyola experience is about bringing together all the pieces of your potential—your intellect, interests, talents, personality—and transforming them into one balanced and perfect whole. Your mind, body, and spirit combine to create a confident leader who can adapt and thrive in an ever-changing world, with a solid foundation to succeed not only in a career, but in every aspect of your life. Loyola University Maryland—a complete education that prepares you for your life. All of it.

The result of that philosophy? Sincere, passionate students. Socially aware and ethical leaders. Interesting folks who can speak as thoughtfully about binary equations as they can the Baroque movement. The kind of people you’d want to sit next to on a delayed flight, or confer with in the boardroom.

Because the world will be radically different four years from now, we don’t prepare you for a single vocation. We want you to have the academic and moral foundation to adapt and remain relevant to a world where current knowledge has an increasingly short shelf life. It’s a journey that will require a lot out of you. And will give back so much more.
**COLOR**

**POP COLOR PALETTE**

The Loyola undergraduate brand doesn’t have a particular color palette; however, it employs an optimistic, pop color theory. Tints and overlapping colors are used to illustrate how various elements break up into facets. Gradients are used to show evolution or progress, in keeping with Loyola’s educational ideals.
PHOTOGRAPHY

IN-CAMERA MOMENTS
Photography is shot in a documentary style that captures natural, human moments on camera. Photography is then cropped unconventionally, in order to isolate a particular element or give perspective to the image.

PRESENCE OF NATURE
Nature photography appears throughout the brand, drawing attention to both Loyola’s Evergreen heritage, and the fact that the school is located on a lush, beautiful campus.
PHOTOGRAPHY USE CASES

LAYERING
Layering can be used to underscore the school’s multi-faceted nature by showing multiple viewpoints that overlap to illustrate a given scene; showing connections through unrelated, juxtaposing images; or overlapping related images or portraits that convey a sense of constant evolution and motion.
SELLINGER
SCHOOL
OF
BUSINESS
Loyola University Maryland’s Sellinger School of Business graduate programs are prestigious, personal, academically rigorous, and professionally relevant, and its students are distinctly prepared to be successful and engaged leaders in their chosen professions and communities.
The Sellinger voice is intelligent, sophisticated, and employs an understated confidence that inspires the audience to learn more about Sellinger’s approach to business. The tone illustrates the school’s cultural and professional fluency through an understanding of current affairs and relevant issues. By assuming the intellect of its audience, the Sellinger voice speaks directly to and about its students: connected, passionate, and intelligent professionals who are changing the way business is done.

**THINK:** Sellinger is the best business program in the Baltimore region. It meets my specific requirements and I will receive individual attention from enrollment to graduation and beyond. The quality of its curriculum and faculty will strengthen my leadership capacity and advance my career.

**FEEL:** I am proud to be associated with the Sellinger School of Business – its reputation reflects well on me. Through continuous learning and being part of a supportive network, I will fundamentally evolve both professionally and personally in order to become what I want to become.

**TONE:** Prestigious, Challenging, Personal, Inspiring, Inquisitive, Reflective, Connected, Engaging, Competitive, Worldly
DESIGN OVERVIEW

Regardless of your academic background, when you enter the real world, you enter the business world.

WHOEVER SAID IT'S LONELY AT THE TOP DIDN'T GRADUATE FROM LOYOLA

ETHICS ARE PROFIT.
EDITORIAL LAYOUT

Drawing inspiration from the publications that a prospective Sellinger student reads and is interested in, the Sellinger brand is designed for a sophisticated, discerning audience. It employs an editorial layout style similar to that found in leading business, cultural, and travel magazines.
DESIGN USE CASES

CONCEPTUAL ILLUSTRATION
Rather than focusing on typical business school photography, the brand communicates ideas and concepts through an illustration style derived from elevated editorial publications.
BRANDING GUIDELINES  GRADUATE: SELLINGER SCHOOL OF BUSINESS

DESIGN USE CASES

GRAPHIC DEVICES

Being attuned to the complexities of the global marketplace is vital in today's business world, not just for achieving success, but also for arriving at thoughtful, strategic decisions that have far-reaching impacts. Students

GLOBAL PRACTICE

The Emerging Leaders MBA

TIMONIUM GRADUATE CENTER
2034 GREENSPRING DRIVE
TIMONIUM, MARYLAND 21093
410-817-8387
LOYOLA.EDU/SELLINGER

Our approach to leadership—a unique combination of ethical decision making—will serve you for a lifetime. It’s a skill that’s not learned in a week, month, or year. To learn more, visit us at LOYOLA.EDU/SELLINGER.
The headline theory is rooted in the idea of subtly subverting common business clichés. The copy style is pithy and straightforward, but with a clever twist. All headlines are treated in Gotham Narrow Ultra.
COLOR

**PROFESSIONAL MBA**
- C20 M78 Y100 K8

**EMERGING LEADERS MBA**
- C27 M11 Y72 K0

**EXECUTIVE MBA**
- C29 M99 Y99 K54

**MBA FELLOWS**
- C63 M48 Y99 K42

**MASTER OF SCIENCE & FINANCE**
- C63 M15 Y56 K4
ACCENT COLOR

C27 M56 Y100 K2
C0 M15 Y85 K0
C37 M4 Y11 K0
C15 M80 Y100 K0
EDITORIAL

Editorial photography is used to show the real-world relevance of a Sellinger education. Though Loyola’s business education is rooted in a professional landscape, it is mindful of its impact on the world. This is emphasized through photography that documents the environments in which a Sellinger education is relevant.
CURA PERSONALIS (CARE OF THE ENTIRE PERSON)

Student testimonials are an important part of the Sellinger brand because they illustrate how a Loyola education transforms the whole person, and emphasize that effective leaders have full, multi-faceted personalities. These stories are accompanied by photography that shows students outside of the classroom, in the fullness of who they are as people, beyond the business world.
SCHOOL OF EDUCATION
Unwavering in its belief that all people are capable of learning equally, Loyola’s School of Education represents a bold new movement in education committed to removing inequalities and closing the current achievement gap. With the city of Baltimore as its laboratory and the complexity of urban education as both a challenge and opportunity, graduate students put these firm beliefs into practice on a daily basis, striving together with their committed faculty to improve the way we educate all students in all environments.

**UNIQUE SELLING PROPOSITION:** Loyola University Maryland’s School of Education graduate programs are prestigious, flexible, personal, experience-based, and draw on the vitality of an urban environment to distinctly prepare students to be engaged as ethical leaders capable of creating fundamental change in their chosen profession and communities.
The School of Education tone employs bold manifestos and a passionate, confident, self-assured voice that reflects the school’s devotion to creating a new approach to education from the ground up. The tone is elevated and knowledgeable about the nuances of its methodology, while remaining plainspoken and engaged with its audience on a personal level.

**THINK:** Loyola’s highly regarded School of Education graduate programs focus on deep inquiry and authentic, experientially-grounded practice in urban education, and will help me to advance my career and prepare me to be a leader in and out of the classroom. It meets my specific needs and I will receive personal attention from enrollment to graduation.

**FEEL:** Attending Loyola will not only make me intellectually richer and advance my career, but also make me a better person and capable of effecting positive change.

**TONE:** Prestigious/Rigorous, Professional, Personal, Inspiring, Inquisitive, Reflective, Engaged, Vibrant/Dynamic
BOLD MANIFESTO

The School of Education brand functions as a bold call to arms. In keeping with this style, the manifesto headlines are treated with bold pop colors and strong, weighty type that has a poster-like quality. This typographic style is accessible while retaining a degree of urgency and heft.
**BRANDING GUIDELINES**

**GRADUATE: SCHOOL OF EDUCATION**

# DESIGN USE CASES

## LAYERING AND MATERIALITY

These two photo theories give physicality to the elements, tools, and environments that a School of Education student will encounter. This can be expressed by layering multiple images on top of one another, or referencing school-related materials that nod to Loyola’s hands-on educational approach.

---

**WHAT INSPIRES INSPIRATION?**

Preparing a new generation of educators with the innovation, imagination, and critical commitment needed to tackle social change in public education requires a unique faculty of dedicated, accomplished professionals to lead the way. The professors you encounter here are deeply passionate and committed individuals who embody the spirit of ‘ex redi’ in all they do. Read through their collective answers to get an idea of what inspires such inspiring people.

---

**WHO AM I?**

- Dr. John Smith
- Dr. Emily Johnson
- Dr. Michael Brown
- Dr. Sarah Davis
- Dr. Alex Thompson

---

**WHO ARE THE PEOPLE ALONGSIDE ME?**

- Dr. Jane Green
- Dr. Kevin Taylor
- Dr. Elizabeth White
- Dr. Donald Clark
- Dr. Lisa Johnson

---

**WHAT OF YOUR MOST?’**

- Cooking with the kids
- Exploring nature
- Reading a good book
- Writing
- Traveling

---

**WHAT SCENE ARE YOU READING?’**

- A quiet corner in the library
- The beach at sunset
- A bustling coffee shop
- A peaceful garden
- A crowded concert

---

**WHAT IS YOUR FAVORITE MAP OF THINKING?’**

- The Enneagram
- The Myers-Briggs Type Indicator
- The Four Agreements
- The 7 Habits of Highly Effective People
- The Emotional智商

---

*Images to come...*
HEADLINE USE CASES

Headlines are short, aspirational imperatives that call the reader to action through direct, clever manifestos. Additionally, headlines can function in a more straightforward style. All headlines are treated in Archer Bold.
Body copy that accompanies the manifesto headlines is justified, with a drop cap.
All other body copy is flush left, and does not require a drop cap.

We will not address the problems in American education by searching for the one best system. Nor will we adequately address them through “best practices” or new models of reform. The challenge requires envisioning a whole new kind of public education. One led by a new generation of educators equipped with the innovation, imagination, and ethical commitment needed to face the challenges of our time. We embody this bold new vision at Loyola. We use it to prepare the next generation of young people for the challenges of their time. This re-envisioning of education is vital for the continuous development and revolution of our democratic public life. We are preparing the teachers and educational leaders who will make it happen.

Loyola’s graduate program in Curriculum and Instruction is an innovative, inquiry-based program with a focus on social justice in the classroom.

Rooted in the Jesuit traditions of service and community engagement, the Curriculum and Instruction program is designed to expose students to critical perspectives on reform in K-12 education. With a strong focus on questions of equity and social justice, Loyola’s program prepares future educational leaders who will be at the forefront of meaningful debate and change. Thus, students leave the Curriculum and Instruction program with a deepened sense of the big picture far beyond their own classroom walls. The interdisciplinary curriculum includes courses about educational theory, history, and philosophy, as well as courses that focus on race, class, and gender studies. We encourage new perspectives on the causes of and solutions to problems such as achievement gaps, sub-par academic performance, and unsafe schools, through independent research and a capstone seminar.

Students move from theory to practice by bringing in real-world examples and examining, with their peers,
COLOR
FIELDWORK PHOTOGRAPHY

Natural, documentary-style photography that captures objects, people, or still-life scenes that students will encounter in the field.
URBAN VITALITY PHOTOGRAPHY

Loyola’s urban context is an integral part of the School of Education’s mission. Featuring the Baltimore streets, people, and environment, the photography illustrates the diversity, life, and vitality of Loyola’s geographic setting and urban access.
Loyola University Maryland’s graduate programs are prestigious, flexible, personal, and practitioner-based, and prepare students to be distinctly viable and engaged in their chosen profession and communities.
Loyola College’s voice flexes in order to address specific elements of the different graduate programs contained within the College. The copy tone employs a challenging adaptive headline theory common across programs, coupled with a direct, informative body copy style that addresses the specific mission, curriculum, and purpose of each program. This combination allows the materials to speak to candidates on a level relevant to their academic interests and professional aspirations, while remaining in brand.

**THINK:** Loyola University Maryland’s highly regarded graduate programs and experiential learning approach will help me to advance my career and prepare me to be a leader. It meets my specific needs and I will receive personal attention from enrollment to graduation.

**FEEL:** Loyola works for me. Attending it will not only make me intellectually richer and advance my career, but also make me a better person and capable of effecting positive change.

**TONE:** Prestigious, Personal, Inspiring, Inquisitive, Reflective, Enthusiastic, Leading, Professional, Caring, Engaged
BRANDING GUIDELINES  GRADUATE: LOYOLA COLLEGE

DESIGN OVERVIEW
## COLOR

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Example Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>C10 M100 Y150 K50</td>
<td><img src="#" alt="Red" /></td>
</tr>
<tr>
<td>C4 M83 Y64 K0</td>
<td><img src="#" alt="Maroon" /></td>
</tr>
<tr>
<td>C0 M77 Y00 K0</td>
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</table>
COVER THEORY

Loyola College brochure covers consist of an evocative word list headline placed over a representational object photo.
HEADLINES

The headline mode consists of an evocative list of words that describe either the essential character of, or the motive behind the featured graduate program.
PHOTOGRAPHY

REPRESENTATIONAL OBJECT
FIELD PHOTOGRAPHY
Focuses on the fundamental experience of a graduate program by showing where learning happens—whether in the classroom or in the field. It employs natural, in-camera shots cropped in an interesting way.
KEY IMAGE SPREAD

The brochure materials work on a templated system that consists of an opening spread with a full-bleed “key image” photo, a subhead, and an introductory paragraph with a drop cap.
SPREAD DESIGN THEORY

PROGRAM FUNDAMENTALS SPREAD

At Loyola, we believe that learning by doing is particularly ideal where large computer systems are concerned. Our computer and software engineering laboratory you apply the fundamentals in a hands-on learning environment, in-real-time scenarios that can’t be duplicated in any other way. The labs are filled with state-of-the-art equipment and tools to facilitate software specification, design, debugging testing, configuration management, code estimation, project tracking and the building of advanced user interfaces. As well as integrated development environments and software productivity tools that prospective software system designers need to successfully navigate through the entire software development lifecycle. A few of our faculty "tools" include: 3D modeling, our collection of Linux servers, on-board game development platforms, and new software development workstations.

We also believe that fundamentals are best taught and learned through personal interaction with faculty and peers together in the classroom and the computer lab. As a Loyola student, you’ll experience a high degree of personal interaction with full-time research faculty as well as affiliates who are leaders in their respective areas. It’s the kind of interaction you won’t get from online or remote learning programs.

Our faculty comprises of experts and researchers who are considered leading innovators in a variety of technological specialization areas. Our full-time faculty includes Dr. David Skelley who is one of a handful-dozen experts in the world in a software engineering area known as program slicing. Dr. Roberta Russo is one of a handful-dozen staff members at NASA’s Goddard Space Flight Center (GSFC) who builds high-fidelity embedded software using virtual reality and simulation tools. Our part-time faculty boasts experts like Patrick Staker—a senior technical person at NASA’s Goddard Space Flight Center (GSFC) who builds high-fidelity embedded software using virtual reality and simulation tools. Then there’s Michael Berman, a senior software architect at Northrop Grumman Engineering Systems (NGS) responsible for cockpit software for the Advanced Technical Flightline. These are just a few of an entire group of highly-qualified faculty members who will see to it that you receive the personal attention and instruction you need to become an innovator in your own right.

At Loyola, being a graduate student in computer science isn’t just about 7s and 3s. It’s about academic excellence. Learning problems from many points of view: Reflection, abstraction, and discovery. Core personal—true care of the whole person—mind, body and spirit. These are the ideals espoused by the presidents of the Society of Jesus otherwise known as the Jesuits. They have guided Loyola University for more than 30 years. And those same Jesuits value an important role in our Computer Science and Software Engineering graduate program.

This unique philosophy has produced accomplished scholars and deep thinkers for hundreds of years. Within the Computer Science and Software Engineering program, we continue to create more fully formed individuals. Students who become innovators and adaptors. Who can make significant contributions to technological and societal advancement. Using this method of education, you’ll become sufficiently prepared to make a difference in the world. You guide to teach. To become an ethically motivated leader, engaged not just in the improvement of your chosen profession, but the world at large. Which is why we provide direct services for advancement and opportunities such as involvement in the Center for Community Informatics, a Loyola-sponsored project that provides computer and Internet services to remote areas around the world.

For more information about the Computer Science and Software Engineering graduate program, internship, our distinguished faculty and the difference a Loyola education can make, please visit Loyola.edu/gsda
SPREAD DESIGN THEORY

PROGRAM SPREAD

MASTER OF SCIENCE IN COUNSELING PSYCHOLOGY (M.S.)

Loyola master's in counseling psychology places great importance on personal and interpersonal understanding across a person's life span, and promises graduate students for counseling positions in private settings, or in various roles within mental health centers. With a rich tradition of research in the areas of educational psychology, assessment, and work with families, Loyola's counseling psychology programs are well suited to help students understand the importance of educational psychology and counseling psychology. Students choose their three required courses: Advanced Research, Foundations of Counseling, and Social and Developmental Psychology.

PROGRAM OBJECTIVES

This doctorate track equips students with both a well-rounded theoretical and practical understanding of counseling psychology, as well as the ability to critically evaluate existing research and theories. This three-year program is designed for students who already hold a master's degree in counseling psychology or a related field, and for those who wish to pursue a Ph.D. in counseling psychology.

FORMAT OPTIONS

Full- or part-time formats are available. Full-time students are required to complete six courses per year, and part-time students complete three courses per year.

PROGRAM FEATURES

Loyola's Counseling Psychology program offers a unique opportunity for students to pursue a Ph.D. in counseling psychology. The program is designed to provide students with the opportunity to develop skills in research methodology, data analysis, and critical thinking, as well as to foster a commitment to the professional development of counselors and therapists.

PROGRAM SPREAD

CERTIFICATE OF ADVANCED STUDY

Students who have already completed a master's degree are encouraged to continue their education with a Certificate of Advanced Study (C.A.S.), which is designed to provide advanced training in counseling, psychology, and related fields. The program is designed for students who wish to pursue a career in counseling psychology, or who wish to continue their education in a related field.

PROGRAM FEATURES

Loyola's Certificate of Advanced Study program offers a unique opportunity for students to continue their education in counseling psychology. The program is designed to provide students with advanced training in counseling, psychology, and related fields, and to foster a commitment to the professional development of counselors and therapists.

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PROGRAM SPREAD
SPREAD PHOTOGRAPHY THEORY

KEY IMAGE
Close-up shots and crops featuring environments or tools that emphasize the essence of a given program.
UNIQUE SELLING PROPOSITION: Institutional Advancement seeks to cultivate, expand, and harness the power of a passionate and committed alumni and donor community in pursuing Loyola University’s goal of building upon over 150 years of tradition as it evolves itself into the leading Catholic comprehensive university.
COPY TONE

**TONE:** Prestigious, Personal, Inspiring, Inquisitive, Reflective, Worldly, Sophisticated, Confident, Encouraging, Dedicated, Responsible

**THINK:** Loyola University has helped shape the community I live in and/or the person that I am and/or my child is. The people there truly cared and guided me and/or my child on a path for success, and I want to help Loyola – through my philanthropic or volunteer support - put future students on that same path to achieving their goals and aspirations.

**FEEL:** I feel a deep-set loyalty and appreciation for Loyola. The University believes in the advancement of its students and the surrounding community, and the act of giving back, whether philanthropically or as a volunteer, is my way of saying thank you.
DESIGN USE CASES

In progress.
The Loyola Clinical Centers not only provides therapeutic services, its changes lives. This highly advanced, yet accessible system is what helps patients get from sickness to wellness, or students from inexperience to professional expertise. It is a system that is not focused on one approach or clinical method; rather, it utilizes several of them. It is a system that involves the expertise of several clinicians and professors while offering a personal touch and 1-on-1 attention to patients. It helps patients grow in skills and self-knowledge. It advances the growth of new theories and techniques in each clinical discipline. And it facilitates the growth of stronger, healthier communities. This concept communicates how the Loyola Clinical Center’s system of support, multidisciplinary thinking, comprehensive testing, academic theories, clinical methods, experts, peers, and community partners all work together to complete the seemingly simple task of getting people from Point A to Point B in their lives. It shows how, ultimately, the Loyola Clinical Centers provides others with a sense of progress and a sense of peace.

**UNIQUE SELLING PROPOSITION:** Building on the Jesuit tradition of Ignatian pedagogy and service, the Loyola Clinical Centers provide comprehensive, interdisciplinary training and education to students, as well as affordable, personal, state-of-the-art mental health, rehabilitative, and educational services to the community.
The Loyola Clinical Centers copy tone is plainspoken and reassuring, while clearly articulating complex themes and program details. The content is designed to speak to two audiences: busy medical professionals affiliated with the centers, and the Clinical Centers patrons. By breaking the body copy into clear, succinct segments, the copy successfully articulates medical details, financial information, and Loyola’s overarching Jesuit mission in an accessible and friendly voice.

**TONE:** Professional, Personal, Accommodating, Compassionate, Understanding, Welcoming, Enthusiastic, State-of-the-Art, Accessible

**CLIENT THINK:** The Loyola Clinical Centers are an affordable one-stop-shop that provides high quality testing and services that will allow me/my loved one to lead an improved, fulfilled, and meaningful life.

**CLIENT FEEL:** I feel that I/my loved one will be personally attended to and treated with compassion, enthusiasm, and understanding.

**DONOR THINK:** If I give to the Loyola Clinical Centers, not only will I help those in need, but I will also be helping train students who in turn will be able to exponentially help more of those in need.

**DONOR FEEL:** I have a deep-set appreciation for this organization. It has helped shape the community I live in and/or people that I care about. Giving back philanthropically is my way of saying thank you.

**STUDENT THINK:** The Loyola Clinical Centers provide a top-notch training environment for the graduate program I am interested in. I will receive personal attention from experienced faculty/supervisors, and get hands-on experience helping real people.

**STUDENT FEEL:** I’m impressed by the Loyola Clinical Centers. Learning there will not only make me intellectually richer and advance my career, but also makes me a better person and capable of affecting positive change.

**FACULTY THINK:** The Loyola Clinical Centers provide a top-notch training environment and research opportunities in my field. I will be able to use my experience to mentor students and help real people.

**FACULTY FEEL:** I’m impressed by the Loyola Clinical Centers. Teaching there will not only make me intellectually richer and advance my career, but also a better person and capable of affecting positive change.
Clinical Centers headlines are clever yet direct. They require no “unlocking” or second reads, but rather intelligently communicate the content contained in Clinical Centers materials.

Examples to come.
In progress.
WEB
STANDARDS
Web Overview

Using the power of simplicity to tell a larger story is the core of the Loyola University Maryland website. Because the navigation is scripted, it allows you, the communications team, to control how the story unfolds. Reusable content appears in multiple sections, based on a modular page design that allows for easy additions and subtractions so the content can remain current and relevant. As big moments are revealed one after another, the story flows uninterrupted, moving from crafted marketing messaging to more detailed “deep dive” content. And like any story worth its binding, you’re compelled to go on and discover more. In essence, the navigation and the creative both function like headlines— giving the user evocative moments of discovery while allowing the revealed content to pay off each section heading.
LANDING PAGES
The Loyola web landing page style consists of a header, a full-screen image that scales with the user’s browser window, and two modes of navigation. The site is designed to invite the reader to explore a topic rather than being presented with an overwhelming amount of information. The primary mode of navigation follows the main marketing narrative that consists of a series of large-type links that lead from overview pages to “deep dive” pages focusing on specific subjects. The secondary mode of navigation consists of the more utilitarian links contained within the landing page’s header and footer, allowing the browser to jump directly to a specific page.
OVERVIEW PAGES

An overview page is comprised of a series of portlets that are stacked and assembled on the page as needed, either in a single or double column. Each portlet includes either an image or copy overview of the topic, and a link box. The link box leads the browser to detail pages elaborating on the topic. These pages are designed to give the user just enough information to learn more about a subject, rather than presenting them with exhaustive information.
OVERVIEW PAGE ELEMENTS

- **Page tag**
- **Bread crumbs**
- **Brand art** (for prominent landing pages, use full banner brand art)
OVERVIEW PAGE ELEMENTS
OVERVIEW PAGE ELEMENTS

quick link box with deep dive links
Typography

Headlines

Headlines should be set in Archer Book in one of the three approved point sizes or five approved colors. Type may be set in uppercase or sentence case, depending on the flow of the layout and copy length.

Headline 60pts
Headline 40pts
Headline 26pts
These are the ideal photo sizes for the website. If photos are uploaded that are smaller or larger than these sizes it will not break the site. However, the photos will be cropped or leave white spaces.