



CONCORDIA  
UNIVERSITY

Identity Standards

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service  
empathy  
justice  
integrity  
transformation

academic  
nurturing  
spirited  
engaged  
confident  
principled

## Graphic Standards

Concordia University strives to challenge its students to grow intellectually, personally, and to positively affect the community. This is supported with Christian values of service, empathy, justice, integrity, and transformation. Using these guidelines consistently will elevate the Concordia brand image and reinforce its values.

This guide is a reference tool for applying a consistent look, feel, voice, and tone for all Concordia University communications. The identity conveys a look that is academic, nurturing, spirited, engaged, confident, and principled. These words help keep Concordia University Portland distinct from other academic institution and other Concordia schools. You will find in this book elements such as color, photography, typefaces, and use of the logo. You will also find guidance for organizing elements, rules, and guidelines focusing on branding.

Use this as a foundation to keep the overall University brand consistent. However, we don't not want to discourage creative thinking in order to communicate successfully to the varied audiences from alumni to prospective students. Language, image choice, and additional design elements can be used to communicate to these varied audiences as long it supports the overall brand image.

You can access this guide, logos, and our PowerPoint template from the internet. ([intranet.cu-portland.edu/identity](http://intranet.cu-portland.edu/identity))

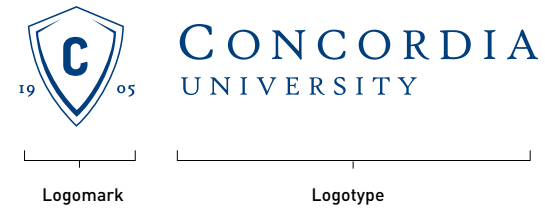
All questions regarding the Concordia University graphic identity program should be addressed to:

Concordia University Foundation  
2811 NE Holman Street, Portland, OR 97211  
503-288-9371 or 1-800-321-9371

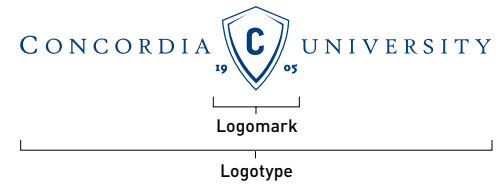
### Primary Signature – Vertical



### Alternate Signature – Horizontal



### Special Use Logo



## Identity Reproduction

### LOGO STRUCTURE

The Concordia University logo is a signature consisting of two components: the logomark and the logotype. These components are always placed in a fixed relationship and should never be separated, altered, modified, or redrawn in anyway.

The vertical signature is the preferred format for most applications. When space limitations or size of reproduction preclude the use of the primary configuration, the alternate horizontal configuration may also be used. Any other configuration of the signature is not authorized for use.

The introduction of the new logo requires a strict adherence to the standards in order to increase recognition. At this time, it is imperative that the signature is kept intact. Do not use the logomark alone or the logotype alone.

The special use logo is to be used only for long banners (proportions of 5:1) and display advertising, where the logo needs to have maximum impact on extreme horizontal applications.



## Minimum Clear Space

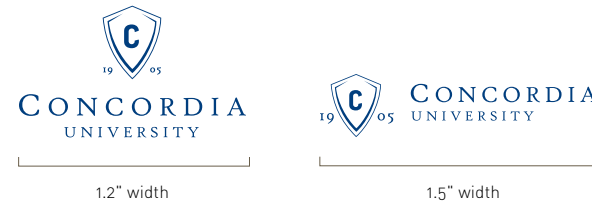
### MINIMUM CLEAR SPACE

To ensure its integrity and visibility, the Concordia University logo should be kept clear of competing text, images, and other marks. It must be surrounded on all sides by an adequate clear space—a space equal in size to three times the cap height of the logotype (the capital “C” in Concordia).

### Recommended Print Size



### Minimum Print Size



### Minimum Screen Size



## Size Requirements

### RECOMMENDED SIZE

The suggested size for the Concordia University logo is 1.75" on a typical 4" x 9" rack brochure, and 2" on larger (e.g., 8.5" x 11") publications.

For electronic applications, the suggested size for the logo is 2.5" in PowerPoint, and 3" on the Web.

### MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the Concordia University logo. It is stated at minimum width. The minimum size for the vertical logo is 1.2" and the minimum size for the horizontal logo is 1.5".

For electronic applications, the minimum size for the vertical logo is .85" and the minimum size for the horizontal logo is 1.125".

NOTE: The minimum size logo has been modified with larger "1905" date numbers. Use only when the logo is smaller than 1.5".

**Preferred Usage**



**Acceptable Usage**



**Logo Usage**

**CHOOSING THE CORRECT LOGO**

The preferred usage of the Concordia University logo is the color version on a white background. Use the vertical logo when possible. Use the color version when possible. The reverse logo treatment may be used on a dark background if sufficient contrast exists (see the Contrast Recommendations, page 11).

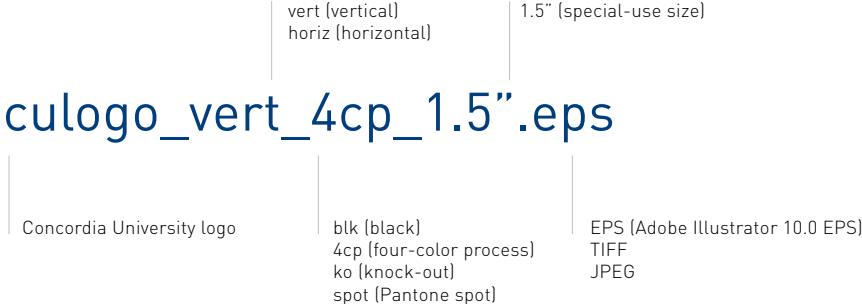


## Additional Logo Usages

### LOGO WITH ADDED INFORMATION

When there is an additional line of information (i.e. department, college), always use DIN. Center the information underneath the logo and use upper-typography. The use of a set of en-dashes can occasionally be used to enclose Portland, Oregon.





## Logo File Names

### LOGO FILE NAMES

Use this naming convention guide to select the appropriate logo for reproduction. EPS files can be imported into or opened through page layout and illustration software such as InDesign, QuarkXPress, Freehand, Illustrator, or Photoshop. The EPS logos should be used for high-resolution print applications. TIFF or JPEG images can be placed in applications such as Microsoft Word, Publisher, and PowerPoint.

#### Primary Logo

- culogo\_vert\_blk
- culogo\_vert\_4cp
- culogo\_vert\_ko
- culogo\_vert\_spot

#### Alternate Logos

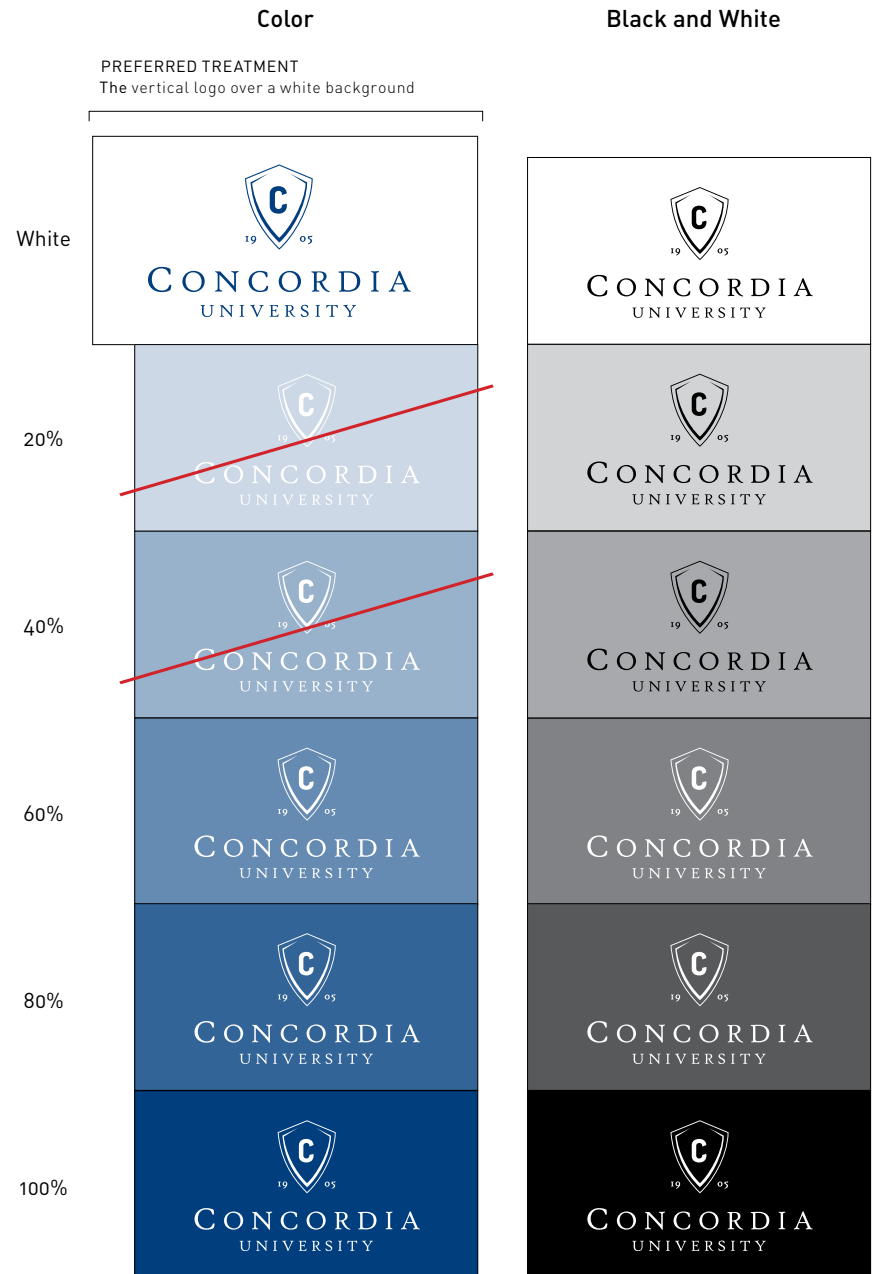
- culogo\_horiz\_blk
- culogo\_horiz\_4cp
- culogo\_horiz\_ko
- culogo\_horiz\_spot
- culogo\_vert\_blk\_1"
- culogo\_vert\_blk\_1.2"
- culogo\_vert\_blk\_1.25"
- culogo\_vert\_blk\_1.5"

- culogo\_vert\_4cp\_1"
- culogo\_vert\_4cp\_1.2"
- culogo\_vert\_4cp\_1.25"
- culogo\_vert\_4cp\_1.5"
- culogo\_vert\_ko\_1"
- culogo\_vert\_ko\_1.2"
- culogo\_vert\_ko\_1.25"
- culogo\_vert\_ko\_1.5"
- culogo\_vert\_spot\_1"
- culogo\_vert\_spot\_1.2"
- culogo\_vert\_spot\_1.25"
- culogo\_vert\_spot\_1.5"
- culogo\_horiz\_blk\_1.25"
- culogo\_horiz\_blk\_1.5"
- culogo\_horiz\_4cp\_1.25"
- culogo\_horiz\_4cp\_1.5"
- culogo\_horiz\_ko\_1.25"
- culogo\_horiz\_ko\_1.5"
- culogo\_horiz\_spot\_1.25"
- culogo\_horiz\_spot\_1.5"
- culogo\_vert\_blk\_college
- culogo\_vert\_blk\_pdx
- culogo\_vert\_4cp\_college
- culogo\_vert\_4cp\_pdx
- culogo\_vert\_ko\_college
- culogo\_vert\_ko\_pdx
- culogo\_vert\_spot\_college
- culogo\_vert\_spot\_pdx

## Contrast Recommendations

### LOGO OVER VALUES OF BLUE AND BLACK

For sufficient contrast, reference these diagrams. For light backgrounds (0-20%), use the primary color logo. For a solid black background (100%), use the reverse (knock out) logo. If the color logo lacks contrast against the background (60-100%), use the reverse (knock out) logo to maximize legibility.



### Acceptable Usage



White is the preferred background color for the logo.



The logo may be used over light solid backgrounds.



The reverse (knock out) version of logotype should be used when placed over dark colors.

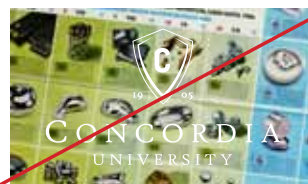


Always position the logo over an image in a way that maintains its legibility.

### Unacceptable Usage



Never use the primary logo over a color that renders it unreadable.



Never use over a background that renders the logo unreadable.



Never use over a background that renders the logo unreadable.

## Background Guidelines

### ACCEPTABLE CONTRAST

Background colors and images can easily overpower or compete with the Concordia University identity.

The preferred treatment of the Concordia University logo is the vertical color logo over an open, white background.

If the logo must be placed on a dark background, you may use a reverse (knock out) version of the logo. Please refer to the Contrast Recommendations (page 12) to view acceptable ranges for using a reverse version of the logo.

The logo may be placed over a background image or pattern only if there is sufficient contrast to distinguish the logo from outside elements.

Never substitute type in the logo.



Never alter the colors in the logo.



Never fill in the interior of the logo



Never outline elements of the logo.



Never change the size relationships or positioning of the logo elements.



Never use the Concordia University logomark alone.



Never alter the logomark in any way.



Never add effects such as bevels, textures, drop shadows or glow.



Never flip or reposition elements of the logo.



## Unacceptable Uses

### PROTECTING THE LOGO

Always use original Concordia University logo artwork. It should never be edited, recreated, or combined with other graphic or typographic elements. Below are some examples of unacceptable usage:



## Approved Concordia University Seal

### **PRESIDENTIAL MARK**

The presidential mark is reserved for academic purposes only. It is used for official university documents, such as diplomas and certificates. The presidential mark should not be reversed nor be combined with another logo.

Usage of the presidential mark is reserved to the following official documents only: diploma, podium, academic letters and awards

### Primary Color



**Concordia Navy Blue**    Pantone 281C  
C:100 M:85 Y:5 K:20  
R:0 G:38 B:100  
Hex # 003E7E

## Color Palette

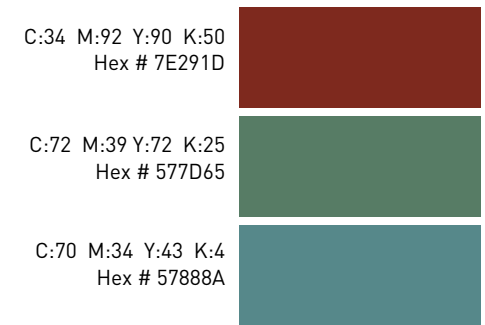
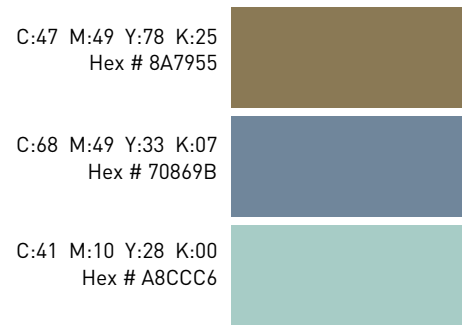
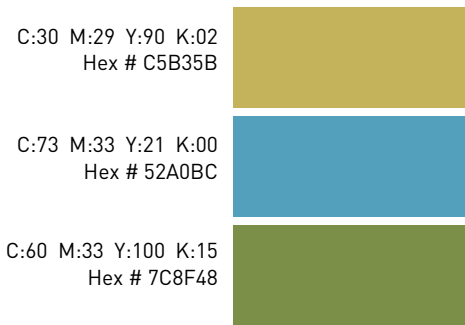
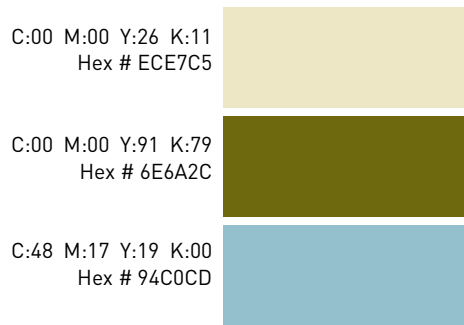
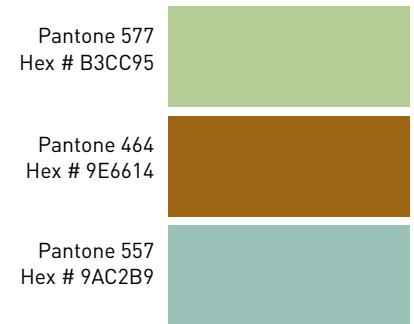
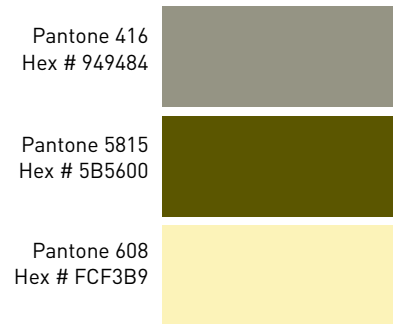
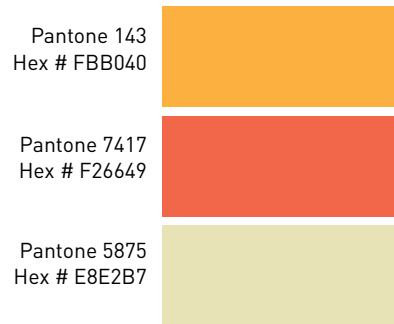
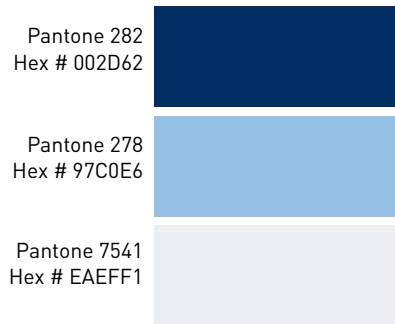
### APPROVED CONCORDIA UNIVERSITY COLORS

It is important that Concordia University maintains consistency of visual communications across various media types and materials. Using approved colors in all communications will strengthen Concordia's identity, create impact, and help differentiate information.

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The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

### Secondary Color Options



## Typographic Style

### OFFICIAL FONTS

Concordia University typographic style consists of three typefaces: Hightower as the logo typeface, Hightower (serif) and DIN (sans serif) as primary typefaces. These fonts are used in all printed works to ensure continuity in the visual image of the University.

CONCORDIA  
UNIVERSITY

Hightower TextRoman

### Logo Typeface

Hightower is the Logo Typeface for Concordia University. Use Hightower for the Logomark only. Always use Hightower TextRoman.



# Concordia

Adobe Jenson Pro Light

*Adobe Jenson Pro Light Italic*

## Primary Serif Typeface

Adobe Jenson Pro is the primary serif typeface for Concordia. Use Adobe Jenson Pro as body text in letters, brochures, catalogs, and newsletters. Adobe Jenson Pro is always left aligned. Do not justify Adobe Jenson Pro. The Adobe Jenson Pro font family comes in several different versions. Adobe Jenson Pro Light is recommended for most uses. The light italic version should be used only where additional emphasis is needed.

# Concordia

DIN Light Alternate

DIN Regular Alternate

**DIN Medium Alternate**

## Primary Sans Serif Typeface

DIN is the primary sans serif typeface for Concordia University. DIN complements the Adobe Jenson Pro typeface and reproduces well at both large and small sizes. Use DIN for titles, headlines, and subtitles.

Arial

Arial is the substitute font for DIN.

**Arial Regular**

**Arial Bold**

Minion

Minion is an acceptable substitute for Adobe Jenson Pro. Use standard Minion unless Adobe Jenson Pro is specified in the template.

**Minion Regular**

**Minion Bold**

Georgia

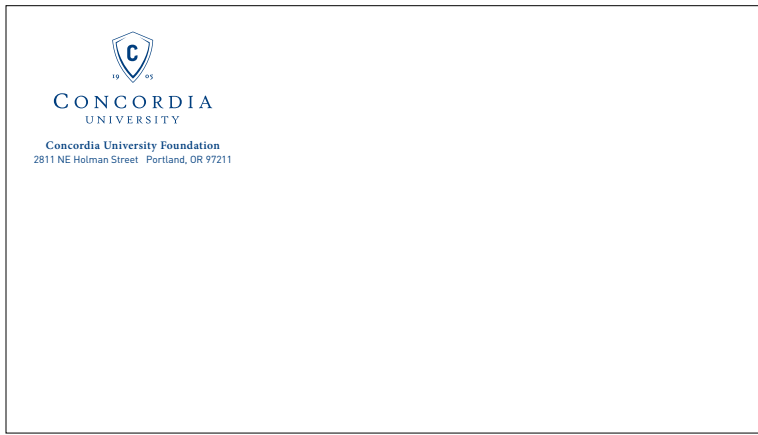
Georgia is the secondary/substitute font for Minion. Use Georgia for web, body copy on letterheads and official documents to improve legibility.

**Georgia Regular**

*Georgia Italic*

## **SECONDARY/SUBSTITUTE FONTS**

The recommended typefaces for any electronic or other non-published communications are Arial (in place of DIN) and Minion (in place of Adobe Jenson Pro) and Georgia in place of Minion. Official fonts must be purchased, and will display consistently on all platforms.



Logomark

University address and phone

Personal contact information

## Stationery System

### BUSINESS CARD AND LETTERHEAD

Not to scale. Always use the vertical logo lock-up for the Concordia University stationery system.



1.75"

.75"

at least 1.0"

at least 1.0"

# Stationery System

## FORMATTING A SHORT LETTER

### Font:

- Minion (OR Georgia if Minion is not provided)
- 10 point

### Spacing:

- Single or space-and-a-half is acceptable, do not double space
  
- Place 1 space after ending punctuation and beginning of the next sentence

### Margins:

- Short letters begin 2.5 inches from the top of the page
  
- Left and right margins at least 1 inches, if not larger

  
CONCORDIA  
UNIVERSITY

Date

Name  
Address 1  
Address 2  
State/City/Zip

Dear Jennifer,

The time to make that big, life altering decision is just around the bend: Which college or university is the best fit for you? Soon it will feel like you've joined the circus with all the juggling you'll be doing – researching schools, tests, filling out apps, writing essays, etc. But I don't want to stress you out. I want to assure you that your interest in Concordia University is proof you're already on the right track.

You really need to check this place out for yourself. My education went far beyond the classroom; it was not only an education of the head, but of the heart. But enough about me. I'm eager to learn more about you; what makes you tick, what your interests are, what your favorite pizza is, the works. I'm here to make the admissions process as headache-free as possible. If you decide CU is the right place for you, I will be with you every step of the way. Give me a call or email me when you get a moment. I'm here for you.

Sincerely,

Delishia Pittman  
Admissions Counselor

Office of Admission 2811 NE Holman Street Portland, OR 97211 t 503-280-8501 800-321-9371 f 503-280-8531 www.cu-portland.edu

1.75"

at least 1.0"

at least 1.0"

.75"

**FORMATTING A LONG LETTER**

**Font:**

- Minion (OR Georgia if Minion is not provided)
- 10 point

**Spacing:**

- Single or space-and-a-half is acceptable, do not double space
- Place 1 space after ending punctuation and beginning of the next sentence

**Margins:**

- Long letters are to begin 1.75 inches from the top of the page
- Long letters are to end 1 inches from the bottom of the page
- Left and right margins at least 1 inches, if not larger

  
CONCORDIA UNIVERSITY

Date

Name  
Address 1  
Address 2  
State/City/Zip

Dear Jennifer,

The time to make that big, life altering decision is just around the bend: Which college or university is the best fit for you? Soon it will feel like you've joined the circus with all the juggling you'll be doing – researching schools, tests, filling out apps, writing essays, etc. But I don't want to stress you out. I want to assure you that your interest in Concordia University is proof you're already on the right track.

This isn't another piece of college propaganda, this is my life. I was a student here not that long ago. So I will tell you first hand what few others in my shoes would say: Concordia University isn't for everyone. But it could be for you. Let me share a little bit about my experience here.

When I stepped onto campus, I felt at home. The welcome was all-encompassing and came from every direction. Fellow students. Staff. Professors. My fears about spending the next three years without having a conversation with another human being evaporated. It wasn't long before I was a vital thread in the fabric of life at Concordia. Necessary. Involved. Free to explore and make mistakes because I had an entire community of people here who cared and backed me up.

You really need to check this place out for yourself. My education went far beyond the classroom; it was not only an education of the head, but of the heart. But enough about me. I'm eager to learn more about you; what makes you tick, what your interests are, what your favorite pizza is, the works. I'm here to make the admissions process as headache-free as possible. If you decide CU is the right place for you, I will be with you every step of the way. Give me a call or email me when you get a moment. I'm here for you.

Sincerely,

Name of Concordia Employee  
Admissions Counselor

Office of Admission 2811 NE Holman Street Portland, OR 97211 t 503-280-8501 800-321-9371 f 503-280-8531 www.cu-portland.edu

1.75"

.75"

at least 1.0"

at least 1.0"

## Writing Style Outline

22	Abbreviations and Acronyms
22	Capitalization
23	Names
23	Nondiscriminatory Language
23	Nonsexist Language
24	Other Points of Style
24	Punctuation
25	Room Numbers
25	Titles of Publications
25	Word Choice
26	Appendix Acronyms and Terms

## Writing Style Guide

### ABBREVIATIONS AND ACRONYMS

Use abbreviations after the first full introduction of an organization or program. Do not put the acronym in parentheses immediately after the first full reference. See list of Concordia University acronyms in the Appendix.

### CAPITALIZATION

In general, avoid unnecessary capitals. For example, use lowercase for the elements of a proper name when they stand alone as a common noun.

*Concordia University prepares leaders to transform society. We are pleased that our alumni support the mission of the university.*

### Academic Degrees

Lowercase names of degrees unless they include a proper noun.

*bachelor of arts*

*master of arts*

*bachelor's degree in nursing*

*master's degree in German.*

Use lower-case for baccalaureate when used as a modifier.

*baccalaureate nursing program*

### Course Names

Capitalize the name of specific school courses but not the name of a general subject unless it is a proper noun.

*I am taking the Faith for Life course, but I would rather be studying biology and German.*

## CAPITALIZATION (CONTINUED)

### Department and Program Names

Use lower case except for words that are proper nouns or adjectives. For example, capitalize the name of the department or program if it is preceded by Concordia. Lowercase the name of the department if it stands alone.

<i>office of admission</i>	<i>Concordia University Office of Admission</i>
<i>athletic department</i>	<i>Concordia University Athletic Department</i>
<i>board of regents</i>	<i>Concordia University Board of Regents</i>
<i>foundation</i>	<i>Concordia University Foundation</i>
<i>nursing program</i>	<i>Concordia University Nursing Program</i>

### Personal Names and Titles

Capitalize a title preceding a name if the person is addressed by that title; otherwise do not capitalize.

*Dean Kunert    Professor Jan Albrecht    Coach Landy*  
*financial officer Denny Stoecklin.*

When a title follows a name, it is lower-case.

*Bobi Swan, dean of admission*

Do not precede a name with Dr. unless the person is a physician. Use Professor and, if appropriate, follow his or her name with Ph.D set off from the last name with a comma.

*Professor J. D. Wyneken, PhD*

Use lowercase modifiers.

*division Dean Glenn Smith.*

## NAMES

### Alumni

*Class of 2007*  
*Professor Michael Thomas '93*

### Church

*Lutheran Church-Missouri Synod*  
*St. Michael's Lutheran Church*

### President:

Concordia University's president is Chuck Schlimpert. Refer to him as Chuck Schlimpert in general usage.

*President Chuck Schlimpert led the meeting.*

Use the formal *President Charles E. Schlimpert* in official or academic situations.

### University

*Concordia University Athletic Department*  
*Concordia University Student Services Division*  
*Concordia University Foundation*  
*Concordia University College of Education*  
*Concordia University College of Health and Human Services*  
*Concordia University College of Theology, Arts, & Sciences*  
*Concordia University Office of Admission*  
*Concordia University School of Management*

## NONDISCRIMINATORY LANGUAGE

The term *handicapped* should be replaced with *disabled* in all written communications.

## NONSEXIST LANGUAGE

*Chairman* and *chairwoman* are acceptable when they refer to specific people; otherwise, use *chair*.

Avoid using *he*, *him*, and *his* to refer to people in general. Recast the sentence in the plural.

## OTHER POINTS OF STYLE

Use figures for numbers 10 and higher; write out one through nine.

Use numbers for ages and percentages.

*4 years old      9 percent*

Write out the word percent except in charts and scientific copy.

To form the plurals of figures, add an s; no apostrophe is needed.

*1980s      20s*

## PUNCTUATION

### Abbreviations

Use periods in two-letter abbreviations or in longer abbreviations when two letters are used for one term.

*B.S. degree      Ph.D.      M.Ed.*

Do not use periods in longer abbreviations or when the letters are pronounced.

*MAT      GPA*

Periods in abbreviations are not included on business cards or University signage.

### Academic Degrees

Do not use an apostrophe when using of in the name of the degree.

*Master of Education  
Master of Arts in Teaching  
Master of Business Administration Bachelor of Arts  
Bachelor of Science*

Do use an apostrophe in the name of the degree when of is not used.

*bachelor's degree      master's degree*

### Compound Modifiers

When a compound modifier – two or more words that express a single concept – precedes a noun, use a hyphen or hyphens to link the words in the compound except with the adverb very and all adverbs that end in –ly.

*a full-time job      a know-it-all attitude  
a very good time an easily remembered rule.*

### Dates

Do not use a comma between month and year.

*September 2006.*

Use the slash (/) for the numerical date format

*##/##/##*

### Lists

Delineate lists with numbers:

- *When the total amount is important to communicate*
- *When the list is in priority order*
- *When items exceed 10 in number*
- *When group discussion of the list is anticipated*

Use bullet points to delineate lists in all other circumstances.

A complete thought delineated with number or bullet point has lost its right to be treated as a sentence. Therefore, do not punctuate the end of a numerical or bulleted list. Do not use a period, exclamation point or a question mark. Resist including multiple thoughts in a single listing. Each item in a numbered or bulleted list should be a single thought.

### Numerals

Use a comma to separate digits of one thousand, 10 thousand, etc.

*1,905      10,000*



### Other

Punctuation goes inside quotation marks.

Do not use a colon to introduce a list unless you use as follows or the following.

*The people attending the conference were Jane Smith, Kevin Simpson and Brad Barbarick.*

*The following people attended the conference: Jane Smith, Kevin Simpson and Brad Barbarick.*

### Phone Numbers

No parenthesis on the area code and use a dash.

*Area Code- ###-####*

### Series

Do use a comma before the conjunction in a simple series.

*Chuck, Johnnie, and Denny each claimed to have caught the most fish.*

## ROOM NUMBERS

Put room number s after building names.

*Luther 121*

## TITLES OF PUBLICATIONS

Italicize titles of books, newspapers, magazines, record albums, movies, plays, works of art, operas and other long musical works, ships, aircraft, spacecraft and satellites.

Use quotation marks for titles of articles, poems, short stories, songs, lectures, and TV and radio programs.

## WORD CHOICE

### Lay vs. Lie

The active verb is lay and its past tense is laid.

*I will lay the textbook on the table.*

*I laid the textbook on the table.*

Lie indicates a reclining posture and its past tense is lay.

*He lies on the floor to study.*

*Yesterday, he lay on the floor to study.*

### Led vs. Lead

Led is the past tense of the verb to lead.

*The Concordia University student led the transformation of society.*

Lead is a toxic metal.

### That vs. Which

Use *that* when the clause it introduces is essential to the sentence; do not use commas to set off the clause. Use *which* when the relative clause is not essential to the sentence; use commas to set off the clause.

*The figure that Jim Cullen gave me is correct.*

*The Concordia Teacher Corps., which is comprised entirely of students, started in the fall.*

### Other

<i>advisor</i>	<i>Not adviser</i>
<i>alumna</i>	<i>A female graduate</i>
<i>alumnus</i>	<i>A male graduate</i>
<i>alumni</i>	<i>Plural of alumnus (used to describe two or more male graduates); also used as the plural to describe graduates of both sexes at co-educational institutions</i>
<i>alumnae</i>	<i>Plural of alumna (used to describe two or more female graduates)</i>
<i>emeritus</i>	<i>An honorary status accorded to some male retired faculty</i>
<i>emerita</i>	<i>An honorary status accorded to some female retired faculty</i>
<i>emeriti</i>	<i>Plural of emeritus</i>
<i>freshman</i>	<i>Use freshman class not freshmen</i>
<i>residence hall</i>	<i>Not dorm or dormitory</i>

## Concordia University Key Messages 2011-2012

### FACTS

1. Over 3,000 students are enrolled at Concordia University
2. Average class size is 20 students
3. The student/faculty ratio is 17:1
4. The median GPA for Concordia students is 3.5.
5. Tuition for 2012-2013 is \$24,900 and room and board average \$7,450
6. Average freshmen scholarship is \$12,000
7. Concordia University employs over 150 full-time faculty and staff
8. The Concordia University Cavaliers compete in over a dozen sports in the National Association of Intercollegiate Athletics

These facts are current as of March 2012. Check the Brand Identity System section of the Intranet for updated information.

### DESCRIPTIVE STATEMENTS

#### One Sentence

As a private, Lutheran liberal arts university in Northeast Portland, Concordia University encourages spirited intellectual inquiry to strengthen our students' commitment to faith, justice, compassion, and moral integrity.

#### Paragraph

Concordia University is a private, Lutheran liberal arts university located in Northeast Portland that is open to students of any faith. We create a challenging yet supportive learning environment to prepare our students for life and for a living. Our faculty and staff work closely with community partners to provide experiential learning opportunities for our students and crucial services for our neighbors. Spirited intellectual inquiry and community service strengthens our students' commitment to faith, justice, compassion, and moral integrity.

### Extended Statement

Located in Northeast Portland, Concordia University is a private, Lutheran liberal arts university that welcomes over 3,000 undergraduate and graduate students of all races, faiths, and backgrounds. Since its inception in 1905, Concordia University has graduated thousands of students who have assumed responsible positions in their communities and workplaces to live out the university's mission of preparing leaders for the transformation of society.

Concordia offers 25 undergraduate and graduate programs. From teachers, church leaders and social workers to business executives, nurses and scientists; Concordia University graduates use their education to benefit the communities in which they live. Concordia University works closely with local civic, educational and faith-based partners to develop a variety of programs that provide crucial services for our neighbors and experiential learning opportunities for our students.

### SUPPORT POINTS

#### Academics

1. Concordia University's enrollment has increased over 50 percent since the year 2000
2. All Concordia University students seeking a Bachelor of Arts degree complete a senior thesis or project

#### Service

1. Every Bachelor of Arts student experiences 25 hours of community-based service learning through required general education classes
2. The Concordia Teacher Corps is a group of students who mentor youths at risk of dropping out of school

#### Athletics

1. As a NAIA Character Institution, Concordia University seeks to create an environment in which every student-athlete, coach, official and spectator is committed to the true spirit of competition through these five tenets:

Respect	Servant leadership
Integrity	Sportsmanship
Responsibility	

## Concordia University – Portland Official Names List

### UNIVERSITY:

Concordia University – Portland

### COLLEGES:

College of Education  
 College of Theology, Arts, & Sciences  
 College of Health & Human Services  
 School of Management  
 School of Law

### OFFICES:

Office of Admission  
 Office of Alumni & Parent Relations  
 Office of Christian Life Ministries  
 Office of Church Relations  
 Office of Financial Aid  
 Office of the Provost  
 Office of the President  
 Office of Marketing & Communications  
 Office of Online Education  
 Office of Student Services  
 Business Services  
 Concordia University Foundation  
 Department of Athletics  
 Information Technology Services (ITS)  
 Registrar’s Office  
 Physical Plant Services  
 Public Safety

### BUILDINGS:

Centennial Hall  
 Coates Apartments (North & South)  
 Concordia Place Apartments  
 Concordia House  
 East Residence Hall  
 Elizabeth Residence Hall  
 Fine Arts Building  
 George R. White Law Library  
 George R. White Library & Learning Center  
 Gymnasium  
 Hagen Campus Center  
 Hilken Community Stadium  
 Luther Hall  
 Mary Neils Building  
 Navy & White House  
 Neils Residence Hall (North & South)  
 St. Michael’s Lutheran Church  
 Throw Center  
 Weber Residence Hall

### CENTERS:

Art & Carol Wahlers Center for Applied Lutheran Leadership (CALL)  
 Center for Excellence in Learning & Teaching (CELT)  
 Office for Service Leadership  
 Center for Volga German Studies (CVGS)  
 Computing Center  
 ELS Language Center  
 FWJ Sylwester Library  
 Fitness Center  
 Information & Services Center  
     Mail and Shipping Services  
     Printing and Duplicating Services  
 Jody Thurston Northwest Center for Children’s Literature (NWCCCL)  
 Multicultural Services  
 Richard Paul & Jane Roe Shakespeare Authorship Research Centre (SARC)  
 Robert & Virginia Hilken Family Nursing Center  
 Student Events & Activities Center  
 Student Involvement Center  
 Technology Help Desk

### SPACES:

The Bookmark at Concordia University  
 Brandes Dining Room  
 Cafe 1905  
 Campus Green  
 Cavalier Cafe  
 Dining Services  
 Guild Lounge  
 Luther Courtyard  
 Luther Front Lawn  
 Anna Neils Dining Hall  
 Porter Park  
 Tuominen Yard

