
BRAND IDENTITY

A Guide To
**CONSISTENT COMMUNICATIONS,
GRAPHICS, AND STYLE**

LINDENWOOD
UNIVERSITY

JULY 2019



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OUR BRAND

MISSION

Real experience. Real success. Enhancing lives through quality education and professional preparatory experiences.

VALUES

- Integrity
- Dedication
- Community
- Excellence
- Creativity

OUR BRAND

On the surface, our brand is our outward appearance to the world. But in reality, it's deeper than that. It's a symbol of everything we stand for and the difference we make in the lives of our students and our community.

Designed to represent the grand tradition of one of the oldest institutions west of the Mississippi River, every fiber of our brand reflects our pride and ongoing dedication to our students. The look and feel of our brand balances respect, sophistication, and approachability.

We give our students the “real experience” they need to enjoy “real success” long beyond graduation through an educational experience that is full of fun, excitement, and opportunity.

University communicators and external marketing consultants contracted by Lindenwood University are required to follow the brand identity standards in all university communications.

OUR BRAND ESSENCE

Lindenwood University focuses all of the resources necessary for its students to be successful in and out of the classroom.

OUR BRAND POSITIONING

FOR...

students and parents in our region seeking a high quality academic experience,

LINDENWOOD UNIVERSITY...

focuses on enhancing the lives of its students by delivering a high-quality education and professional preparatory experiences, leading to real-life success,

BECAUSE...

Lindenwood University's faculty and staff are experts in their fields and strive to prepare students for their lives and careers after college, Lindenwood University offers a wide range of ever-expanding programming — providing new and innovative degree programs in dynamic career categories. Lindenwood's commitment to delivering real experiences and real success for our students is supported by a comprehensive strategic plan to enhance and prepare our students for their careers.

OUR BRAND PERSONALITY

The Lindenwood brand personality is one of guidance and mentorship. It is grounded in our aspiration to help our students succeed in their education and in their careers after graduation. As mentors, we consider it our duty to show our students the ropes of the real world but also understand the value of letting them explore on their own. We guide them to keep them on the path to defining and achieving their own unique ideas of success.

OUR BRAND MESSAGE

We are a dynamic, private, comprehensive university focusing all of our resources on creating the ultimate student experience. We have an unwavering, approachable faculty and staff dedicated to student life and the success of the students in and out of the classroom. Along with our mission to create real success for our students, we offer personalized financial aid programs to help each of our students achieve their dreams. And, we offer more than 100 degree programs that can be utilized by our traditional students, our accelerated adult evening program, and online. We offer a full range of education options that fit your lifestyle.

OUR BRAND PROMISE

We have a culture that focuses on student success both during your time at Lindenwood and beyond graduation. Our personalized approach to education allows us to develop a rapport with each student, and our emphasis on hands-on learning and experiences serves to develop lifelong skills and career abilities. Our students get “real experience,” which accelerates “real success” for the rest of their lives.

UNIVERSITY PRIMARY LOGO USAGE

UNIVERSITY LOGO

Lindenwood should not appear on its own. It should always be accompanied by “University.” It should appear with the tagline in places that makes sense. It does not have to appear with the tagline, however.

PRIMARY

LINDENWOOD
UNIVERSITY



SECONDARY

LINDENWOOD
UNIVERSITY
SCHOOL OF ARTS, MEDIA,
AND COMMUNICATIONS



TERTIARY

LINDENWOOD
UNIVERSITY
SCHOOL OF ARTS, MEDIA,
AND COMMUNICATIONS
— FASHION BUSINESS AND DESIGN —



WATERMARK VERSION

LINDENWOOD
UNIVERSITY



When on a white background, the watermark version should be 20% black. When on a black background, it should be close to 70% black. The watermark version should never be used large behind any other elements. This document is a good example of proper use.

MINIMUM SIZING

The logo should never be used where it will be too small to read:

LINDENWOOD
UNIVERSITY

Should be shown no less than 1.625 inches wide

CLEAR SPACE

Never place the logo too close to other type or graphical elements. The clear space around the logo should be equal to the height of the “L” in “Lindenwood.”



UNIVERSITY SECONDARY LOGO USAGE

The following examples are not recommended but have their use for certain applications.

SIBLEY CREST LOGO OPTIONS

The Sibley crest is reserved for use by University Relations or the Office of the President, unless permission is expressly provided by director of marketing.

PRIMARY



SECONDARY



TERTIARY



INTERLOCKING "LU" LOGO OPTIONS

PRIMARY



LINDENWOOD UNIVERSITY
OFFICE OF UNIVERSITY RELATIONS

TERTIARY



LINDENWOOD UNIVERSITY
SCHOOL OF ARTS, MEDIA,
AND COMMUNICATIONS
— FASHION BUSINESS AND DESIGN —

SECONDARY



LINDENWOOD UNIVERSITY
SCHOOL OF ARTS, MEDIA,
AND COMMUNICATIONS

ATHLETICS LOGO USAGE

PRIMARY LINDENWOOD UNIVERSITY ATHLETICS LOGO

The following logos will be used in conjunction with athletic-focused materials and may upon occasion be used for admissions. The athletic logo cannot be mixed with the university logo. All other materials should use the Lindenwood University logos on page 4.



Primary logo on white



Primary logo on black

ALTERNATE LINDENWOOD UNIVERSITY ATHLETICS LOGO



Lion head only on white and black



Athletic type only on white



Athletic type only on black



Vertical on white



Vertical on black

LOGO DOs AND DON'Ts

DO

- Use the logos EXACTLY as they are shown on pages 4, 5, and 6.
- Make the approved logos available to vendors, who must use them unless special exceptions are granted by the director of marketing.
- Make sure all signage, collateral, premium/giveaways use the approved logos.

DO NOT



Add elements to the logo



Use the logo in any other colors than those indicated on page 11



Stack or group the logo with other elements



Stretch or distort the logo

LINDENWOOD

REAL EXPERIENCE. REAL SUCCESS.

Redraw or retype the logo



Add graphical styles like drop shadows and gradients



Use the logo in a line with text or a URL

TAGLINE AND OTHER VECTOR ELEMENTS

A Lindenwood education goes far beyond the expected. Our curriculum focuses on providing our students with “real experience,” which prepares them for careers and lives that are full of “real success.” Everything, from our facilities to our class sizes to our course experiences, is designed to help students thrive, not just here but far beyond graduation.

In all we do, we go above and beyond to provide an atmosphere where students can excel and grow. Because that’s what “Real Experience. Real Success.” looks like.

TAGLINE

Our tagline “Real Experience. Real Success.” needs to permeate everything that we do. However, it does not always have to be presented with the logo. Only put it in places where it makes sense. Refer to logos on page 4 for usage and spacing guidelines.

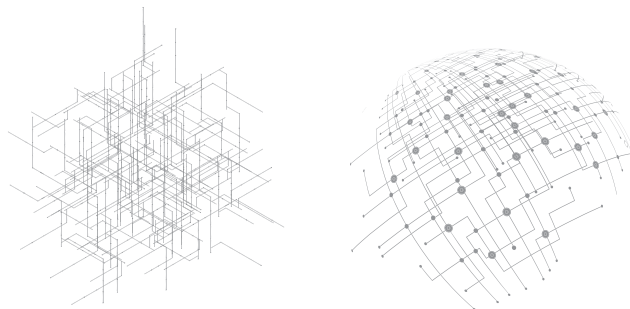
Real Experience. Real Success.

LINDENWOOD
UNIVERSITY

ABSTRACT SHAPES

These shapes are used to convey certain aspects of the Lindenwood experience — words like connections, global, diversity, etc. Shapes and patterns that visually describe these words help convey a sophisticated, academic feel. Also, shapes that have a heavy geometric look work well — giving off a technical, articulately crafted feel that reflects the curriculum. Here are some guidelines and examples to follow when using these shapes or patterns:

- Shapes should be used as large, transparent textures, rather than as smaller icons.
- Shapes should be sophisticated and unique in nature.
- Be selective on placement and size of shapes. Only where something is needed, it should add to an image or background and not compromise legibility of type. More often than not, running the shape off the page or giving it a unique crop is preferred.
- Refer to the Design Examples section for how these shapes can be used.



ICONS/ICONOGRAPHY

These are a great way to bring more life to the brand and visually break up the copy or key points into digestible parts. Here are some guidelines and examples to follow when using icons:

- Keep them small when used to support a paragraph of copy or as a visual for a key message (pull-quote, stat, etc.).
- Stick with modern, keyline style icons as opposed to icons that are filled in.



PRIMARY FONT USAGE

TRADE GOTHIC

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+

Trade Gothic can be used on any communication materials. It has the versatility to work well for body copy and headlines, but also on print materials, outdoor boards, and everything in between.

Trade Gothic Light
Trade Gothic Light Oblique

Trade Gothic Medium
Trade Gothic Oblique

Trade Gothic Bold Two
Trade Gothic Bold Two Oblique

Trade Gothic Bold
Trade Gothic Bold Oblique

Trade Gothic Condensed Eighteen
Trade Gothic Condensed Eighteen Oblique

Trade Gothic Condensed Twenty
Trade Gothic Condensed Twenty Oblique

Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+

There are some instances where the primary fonts should not be used — mostly on websites and in PowerPoint presentations. Arial is a great substitute because it is a universal font accessible by everyone.

Arial Regular
Arial Italic

Arial Bold
Arial Bold Italic

Arial Black

Arial Narrow Regular
Arial Narrow Italic

Arial Narrow Bold
Arial Narrow Bold Italic

SECONDARY FONT USAGE

Bembo

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

Bembo is intended for use on longer text documents. It should only be used as an alternative for body copy since the primary fonts are most closely associated with the Lindenwood brand in headlines, subheads, etc. Bembo is not intended to be used for department or unit identification.

Bembo Regular

Bembo Italic

Bembo Bold

Bembo Bold Italic

SULLIVAN

ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890 !@#\$%^&*()_+

Sullivan can also be used on any communication materials. It provides another font option for larger copy — it does not work well in smaller text, such as body copy. Sullivan is recommended for infographics, headlines, subheads, and for use in materials that wish to strike a lighter tone directed at a younger audience. The viewbook is a great example of this.

- It is recommended that Sullivan be used in all caps and not small caps.
- When using a zero (0), please create outlines and get rid of the slash through it — it looks much cleaner without it.
- Please reserve the use of “Sullivan Regular” for larger copy. If it gets too small, the lines can be hard to read. Resort to “Sullivan Fill” instead or use the “Fill” version and have the “Regular” version act as a drop shadow.

SULLIVAN REGULAR

SULLIVAN FILL

PRIMARY COLOR PALETTE

APPROVED LOGO COLORS

Our logos are instantly recognizable, and as such the colors behind them hold particular importance throughout the Lindenwood brand. The balance of black, Lindenwood Gold, and white work together to complete a distinct Lindenwood look and feel, even where logos are not prominently featured. See the next page on Secondary Colors for how to incorporate extra colors.

The use of a metallic gold is allowed and noted.

COLOR GUIDELINES

Here are some general rules of thumb to go by when using type on gold or black backgrounds:

- For each of the backgrounds, there is a primary type color (stands out more) and a secondary type color (stands out less).
 - On Lindenwood Gold, black type is the primary color and white is the secondary color.
 - On a black background, white type is the primary color and Lindenwood Gold is the secondary color.
- Sometimes, gold type works well for headlines on black (the section pages of this document are a great example of that).

PMS 4515

C 30 R 182 WEB
M 31 G 162 #b5a36a
Y 69 B 105
K 2

METALLIC GOLD PMS 8365



PRIMARY TYPE COLOR



SECONDARY TYPE COLOR

BLACK

C 0 R 0 WEB
M 0 G 0 #000000
Y 0 B 0
K 100



PRIMARY TYPE COLOR



SECONDARY TYPE COLOR

COMPATIBLE COLORS

Shades of gray pair nicely with Lindenwood Gold and black. For guidance on adding other colors, see our Secondary Color Palette section on the next page.

GRAY

C 0
M 0
Y 0
K 0–100

SECONDARY COLOR PALETTE

APPROVED SECONDARY COLORS

Adhering strictly to the primary colors of black and Lindenwood Gold can be restricting. A selection of five vibrant secondary colors may be used where needed, providing variety with intentionality. These colors allow for improved navigation and categorization of the Lindenwood University brand. This secondary color palette is for use on any Lindenwood University materials. For further insight, see the Design Examples section of these brand guidelines.

<p>ORANGE C 2 M 76 Y 100 K 0 WEB #ec6223</p>	<p>BLUE C 100 M 74 Y 40 K 32 WEB #003a5d</p>	<p>GREEN C 83 M 20 Y 56 K 3 WEB #009483</p>	<p>PURPLE C 80 M 100 Y 7 K 2 WEB #5c0f8b</p>	<p>YELLOW C 0 M 32 Y 95 K 0 WEB #fcb525</p>
--	--	---	--	---

APPROVED SCHEIDEGGER CENTER COLORS

The Scheidegger Center is a place of sophistication and significance, serving not only our university but our local community as a whole. As such, materials for the Scheidegger Center may use these three secondary colors (red, blue, and purple) to help further distinguish Scheidegger Center pieces from other university pieces.

<p>ORANGE C 7 M 87 Y 100 K 1 WEB #e04403</p>	<p>BLUE C 100 M 62 Y 7 K 0 WEB #005cb9</p>	<p>PURPLE C 68 M 100 Y 11 K 2 WEB #722282</p>
--	--	---

SECONDARY BRAND ELEMENTS

With the wide reach of our brand, there are elements that go beyond our primary look and feel but are still an intrinsic part of Lindenwood's essence. Each secondary element has a distinct purpose to fulfill and should be placed with care.

For alternative branding purposes, Lindenwood University incorporates the following secondary marks, signatures, and other usage guidelines.

UNIVERSITY SEAL

Usage of the seal is restricted and requires the permission of the University Relations Department. For assistance, please contact the director of marketing.

LINDENWOOD UNIVERSITY SCHOOL SEAL

Use the black and gold version whenever possible. Depending on the application, a one-color black or gold version is allowed.



Black and gold version



one-color versions

SIBLEY CREST

Usage of the Sibley crest is restricted and requires the permission of the University Relations Department. For assistance, please contact the director of marketing.

THE SIBLEY CREST

Use the black and gold version whenever possible. Depending on the application, a one-color black or gold version is allowed.



CLEAR SPACE

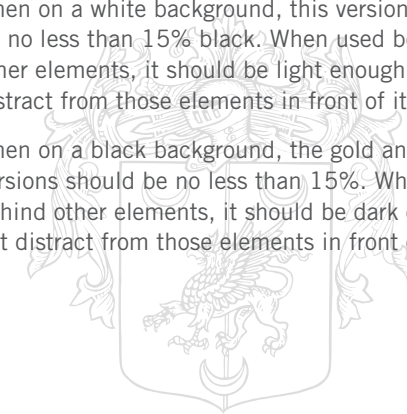
Never place the crest too close to other type or graphical elements. The clear space around the crest should be equal to the width of the moons in the shield.



WATERMARK VERSION

The crest can be used in percentages of black and can be shown large behind other elements. Guidelines are as follows:

- When on a white background, this version should be no less than 15% black. When used behind other elements, it should be light enough to not distract from those elements in front of it.
- When on a black background, the gold and white versions should be no less than 15%. When used behind other elements, it should be dark enough to not distract from those elements in front of it.



MINIMUM SIZING

The crest should never be used where it will be too small to read:



one-color versions



Should be shown no less than 1.25 inches wide

BRAND ATTRIBUTES

At Lindenwood, we see ourselves as mentors to our students — invested in their today and their tomorrow. Our tone is one of sophistication and respect, balanced with approachability and empathy. We are honest with our students and their families.

We believe that an education is an investment that should provide a great return, and we strive to deliver an educational experience that is unquestionably worth our students' time and effort. Everything we say, both internally and externally, should reflect the unshakable values that make Lindenwood University stand apart from the rest.

BRAND ATTRIBUTES

We have selected five key words that represent what others can expect from us. We call them our Brand Attributes. This is the language to use when describing what we have, what we do, and what we are.

GUIDANCE

We're there for you to guide you from start to finish — from admissions to graduation — including financial aid, scheduling, accessible faculty, and all other aspects of the college experience.

PASSIONATE

Our dedicated faculty and staff are solely focused on providing students with the best educational experience and knowledge base. We go the distance for our students.

APPROACHABLE

Our faculty and staff are always available to students — from financial aid planning to tutoring or if they just need a mentor to talk with — all with the student's best interest in mind. Our manageable class sizes make it easy to approach all faculty and staff.

BRAND ADJECTIVES

REAL

TRUE FRIEND

DEDICATED

PROFESSIONAL

APPROACHABLE

VISIONARY

PERSONAL

RESPECTFUL

RESPONSIVE

INNOVATIVE

ENGAGED

TEACHING

UPWARD TRAJECTORY

TEACHING INSTITUTION

ENTREPRENEURIAL

EMPOWERED

GROWTH-FOCUSED

SUCCESSFUL

MASTER TONE

GENUINE

We have a genuine passion for the success of our students. We're approachable — we listen to them and react to their needs. We serve our students so they can serve the community. Our altruistic and unselfish approach allows us to be selfless in our concerns for the well being of our students.

CURRENT

Choosing a college can be a daunting task. We understand that and know we have to be innovative in the ways we interact with and educate students. We constantly evolve our programs, facilities, enrollment processes, financial aid programs, and more. The common denominator to all of this is that it's all for the students. We're nimble, flexible, and forward-thinking and understand the need to be innovative in the way we move education forward and the way we respond to needs of students in the marketplace.

INCLUSIVE

If a student wants to attend Lindenwood, we'll make it happen. We take pride in our culturally diverse student body and in offering them an affordable, high-quality education.

SOCIAL MEDIA

As a Lindenwood University team member, you are an ambassador of our brand 24/7. That means that when you are using social media, whether for business or personal reasons, you need to be mindful that the Internet is permanent — once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous.

BE SMART

Approach the online world in the same way you do the physical one — by using sound judgment, common sense, and by following Lindenwood University policies.

BEWARE WHAT YOU SHARE

Do not post information about Lindenwood University that you would not otherwise be permitted to share, including

- Confidential, non-public information, including non-public financial information, business plans and growth strategies
- Confidential information about our staff and students
- Other information about meetings or activities involving Lindenwood University that is not public

Use good judgment and be truthful — you are responsible for what you post. You should assume anything you post will be public and permanent, regardless of “privacy settings” or other limits you may try to place on your posting. Remember, anything you post can be saved, forwarded, and/or copied. Refer to the Employee Handbook for full and updated policies.

NETWORKING

Lindenwood University recognizes that team members may want to use professional networking sites (e.g., LinkedIn). For such sites, you may identify yourself as an Lindenwood University team member, but if you do, ensure your posts comply with Lindenwood University’s policies.

You are not required to accept “friend requests” from work colleagues (including team members, supervisors, and direct reports). If you include work colleagues in your social network, be thoughtful about these decisions, since the personal information you share can impact perceptions of you in the workplace.

LANGUAGE IN SOCIAL MEDIA

Please refer to the University Values on page 3, and the Brand Attributes section on page 16 when you are using social media.

GUIDELINES AND AGREEMENTS

Official Lindenwood University social networking guidelines are available, which include information on factors to consider when creating an account, best practices for ongoing operation, and guidance regarding setup processes and account administrator requirements.

Included within the guidelines is a link to a social media agreement document, which must be completed before an official Lindenwood social media account is launched.

The Lindenwood social networking guidelines can be accessed in the following locations:

UNIVERSITY RELATIONS PORTAL

Access to the portal with all brand elements and social media guidelines can be found at www.lindenwood.edu/brand

LINKS

Lindenwood University social media links are as follows:



[linkedin.com/company/lindenwood-university](https://www.linkedin.com/company/lindenwood-university)



[facebook.com/LindenwoodUniversity](https://www.facebook.com/LindenwoodUniversity)



[@LindenwoodU](https://twitter.com/LindenwoodU)



[@lindenwooduniversity](https://www.instagram.com/LindenwoodUniversity)

SOCIAL MEDIA PROFILE GUIDELINES

Lindenwood University's brand should be reflected on all of our social media platforms — especially in profile and cover photos. Follow the guidelines below when creating these photos. Please contact the University Relations Department with any questions regarding acceptable social media photos before posting them.

ACADEMIC PAGES

PROFILE PHOTOS

Acceptable profile photos include

- The interlocking LU logo
- The Lindenwood Lion from the athletics logo — it should be in full color on a white or black background or reversed on a black background

Additional organizations affiliated with Lindenwood can use their own approved logos.

Be sure to adhere to the social media platform's suggested dimensions when creating the profile photo. Be sure that the whole logo is visible — it should never be cropped. Do not recreate or use photographs of the logo. Instagram has minimal room for multiple profile photo components, so national organizations and local chapters may use their national crest as long as the Lindenwood name is in the handle, otherwise the Lion head may be used.

COVER PHOTOS

Cover photos should use visual elements that match the brand — like the “Real Experience. Real Success.” tagline. This is a good place to highlight upcoming events or iconic spots on campus. Only use high-resolution imagery. If text is being added, it is good practice to cover no more than 20% of the area. Also make sure that the text is not blocked by other profile elements. Be sure to follow the social media platform's suggested dimensions when creating the cover photo. If a logo is being used, be sure that the whole logo is visible — it should never be cropped. Do not recreate or use photographs of the logo.

ATHLETIC PAGES

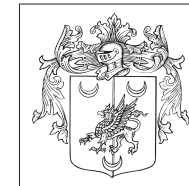
PROFILE PHOTOS

Any of the outlined athletic logos on page 6 are acceptable profile photos. Be sure to follow the social media platform's suggested dimensions when creating the profile photo. Be sure that the whole logo is visible — it should never be cropped. Do not recreate or use photographs of the logo.

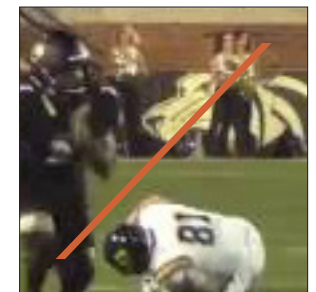
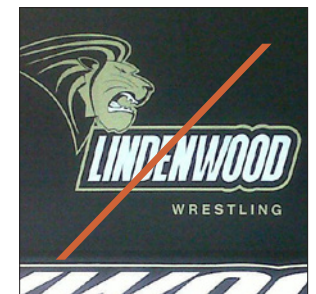
COVER PHOTOS

Cover photos should use visual elements that match the brand — like the “Real Experience. Real Success.” tagline. Acceptable cover photo imagery includes player photos, game photos, or team photos. Only use high-resolution imagery. If text is being added, it is good practice to cover no more than 20% of the area. Also, make sure that the text is not blocked by other profile elements. Be sure to follow the social media platform's suggested dimensions when creating the cover photo. If a logo is being used, be sure that the whole logo is visible — it should never be cropped. Do not recreate or use photographs of the logo.

DO



DO NOT



IMAGERY

DO

In all branded communications, we strive for authenticity, which means that we should only use stock photography when necessary.

For example, when we create an advertisement, use authentic and unique imagery whenever possible.

When using photography that highlights our university, please make sure that it aligns with our brand values. We want to use imagery that highlights “Real Experience. Real Success.” — images that show hands-on learning, small-group discussions, technology, etc. The more candid and the less students are looking into the camera, the better. Please reference these examples for approved imagery approaches and styles.

Images should be bright and vibrant. Subjects should be clear with faces visible when it makes sense for the image. Natural light is preferred.

Special attention should always be given to illustrate the diversity and inclusion present at Lindenwood University.

There are occasions when it is okay to show students looking directly into the camera. This should be restricted to certain campus events or capturing student life.

DO NOT

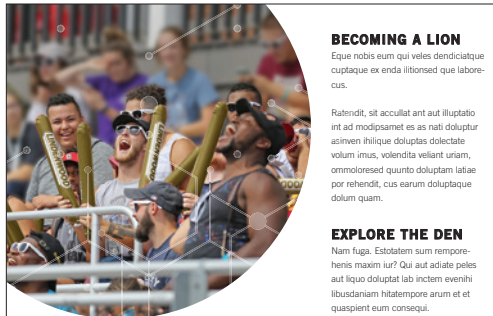
The use of low-resolution imagery is prohibited. For digital, photos should be at least 72 dpi at the size with which they are used. For print, photos should be at least 300 dpi at the size with which they are used.

The use of lion images is restricted to only those of the actual Lindenwood Lion mascot. All other lion images must be expressly approved by University Relations. Please contact the director of marketing for assistance.



DESIGN EXAMPLES

We follow our brand personality in both language and design. The design and aesthetic of our branding materials mirrors the truths about Lindenwood University as a whole — combining the old with the new and invoking professionalism and authenticity. As with our curriculum, we avoid gimmicks or exaggerations in how we present ourselves. We don't use starbursts or distorted graphic elements. The excitement of our campus is communicated through subtle graphic elements that add visual interest and reflect the brand.



BECOMING A LION

Equie nobis eum qui velis denticulique cupitque ex eruda litoris que labore-cus.

Ratendit, sit acculat ant aut illuplatio int ad modipsamet es nati doluptur asiven ihilique doluptas dolectate volumt vms, volendia vellat unam, ornitrosed auroto doluptam latiae por rehendi, cus earum doluptaque dolum quam.

EXPLORE THE DEN

Nam fuga, Estaliam sumi rempore-hemis maxim iur? Qui aut adlate peles aut liquo doluptat lab incitem evenihli libudianiam hitatempore arum et et quaspient eum consequi.

NEW STUDENT ORIENTATION

MONTH | DAY | YEAR
08 | 10 | 19

CULTURE • EXPERIENCE • TRADITION • EDUCATION

MORE INFORMATION

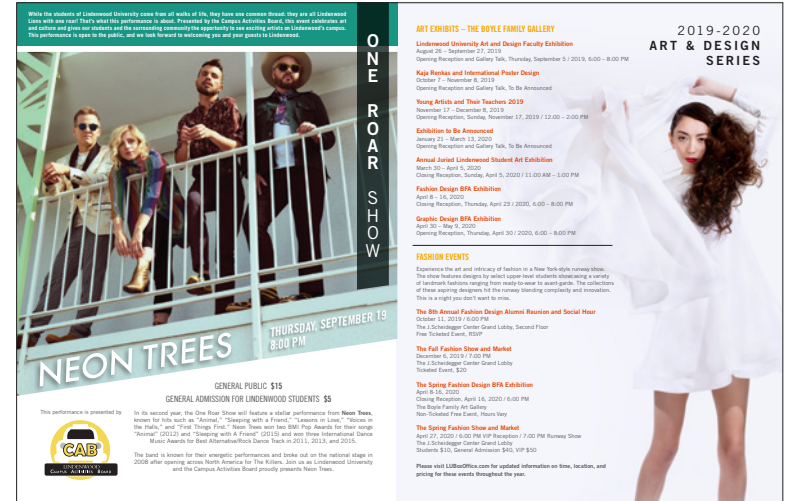
636.949.4949
admissions@lindenwood.edu

LINDENWOOD
UNIVERSITY

flyer



postcard



cover and spread



NEW STUDENT ORIENTATION

Welcome home
Class of 2023

Sit veniam re oc, din namum publi paris porum denam con sae laed Deculi erfecus ex manie pulnitum factus et;

**LINDENWOOD THEATER
J. SCHEIDEGGER CENTER
FOR THE ARTS**

MONTH | DAY | YEAR
08 | 10 | 19

TIME
1-3 P.M.

For more information, contact xxx xxxxxxxx

**LINDENWOOD
UNIVERSITY**

209 S. KINGSHIGHWAY
ST. CHARLES, MO 63301

EMAIL SIGNATURE

GUIDELINES

An example of Lindenwood University's email signature is provided.

- DO NOT create your own email signature.
- Please use the official Lindenwood University email signature generator <https://www.lindenwood.edu/academics/support-resources/information-technology/it-applications/email-signatures/>
- Only Lindenwood University social media links can be used in institutional signatures. Personal social media links may not be used.

INSTITUTIONAL

CRAIG CARMICHAEL

Director of Marketing, University Relations

636.949.4920 (o) / xxx.xxx.xxxx (m) / ccarmichael@lindenwood.edu

LINDENWOOD
UNIVERSITY

REAL EXPERIENCE.
REAL SUCCESS.
lindenwood.edu
f t in

ATHLETICS

CRAIG CARMICHAEL

Director of Marketing, University Relations

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REAL EXPERIENCE.
REAL SUCCESS.
lindenwoodlions.com
f t in