



we
are

LYNN
UNIVERSITY

Our brand story

Innovative.
Global.
Personalized.

These are the three most important words in the Lynn University vocabulary. They are the foundation of our mission and represent our brand promise to students, parents, colleagues, alumni, supporters and the community.

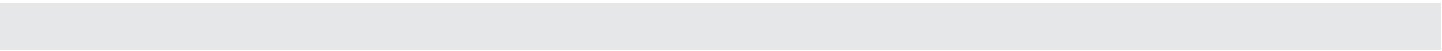
Lynn's people have long been pioneers: from the dedicated nuns who broke ground on a new campus in uncharted territory to the entrepreneurs who believed a young startup would someday become the top-ranked university it is today. We are, at heart, defiantly optimistic.

We come from everywhere and believe we can do anything. Our pioneering spirit inspires us to continually explore new programs, new markets and new approaches that position our graduates for a prosperous future.

Our brand is more than a name or a logo. It is who we are, what we believe, and how we serve our students and our community. To deliver our brand promise powerfully and effectively, all of our interactions must be consistent. As members of the Lynn University family, we are all responsible for maintaining a positive identity and delivering on our mission.

Mission

Lynn University's mission is to provide an **innovative, global** and **personalized** education that enables students to realize their potential.



Brand values

Innovative. Global. Personalized.

These ideals describe the education we provide and the behaviors we value. They guide how we work together toward our mission to help students realize their potential.

Innovative

We believe education demands bold, persistent experimentation. We are agile and forward-looking, and we embrace new ideas and technology to constantly improve and adapt.

Global

We see strengths in differences. We gain unique insights from our diverse backgrounds, interests and abilities. We encourage dialogue to learn from each other and take action as thoughtful and informed global citizens.

Personalized

We provide a remarkable educational experience and seek to build lifelong relationships. We are dedicated, accessible and responsive to students, parents, colleagues, alumni and supporters. We go above and beyond the call of duty because we believe education can build a better world.

Key messages

Key message(s)

Innovative

We speak the universal language of possible.

We offer a whole new style of teaching and learning.

The best classrooms aren't always rooms (and the best books aren't always books).

Supporting points

- Twice named among the nation's most innovative schools by *U.S. News & World Report*
- An industry leader in iPad-powered learning:
 - Mobile technology is limitless
 - Faculty-produced e-books save students up to 90 percent off the cost of traditional textbooks
- An early adopter of new learning models, including three-year bachelor's degrees, boot camps and social impact programs

Global

We see strengths in differences.

We come from everywhere and believe we can do anything.

We believe in the power of education to build a better world.

- Approximately 3,000 students from 100 countries
- Consistently ranked by *U.S. News & World Report* for most international students
- Curriculum immerses students in community, culture and careers to create global citizens

Personalized

We're not for profit, we're for people.

We do things big schools only wish they could.

All styles are welcome.

- CliftonStrengths assessments tailor educational experiences to each student's abilities
- 17:1 student-faculty ratio; academic advisers and peer mentors ensure students receive plenty of one-on-one attention
- Nationally recognized Institute for Achievement and Learning empowers students with learning differences
- Consistently recognized in *The Chronicle of Higher Education's* "Great Colleges to Work For" report

Writing and visual style

Writing style*

Innovative

Innovation requires agile and forward-looking people.

Agility means that we are swift, so **our language is clear, simple, to the point.**

Forward-looking means we're at the forefront of change, so **our writing style is active.** We use short sentences and active verbs.

Global

We encourage dialogue to learn from each other, and we seek to be clearly understood.

Therefore, **our grammar, word choice, punctuation and presentation must be impeccable.**

Personalized

We put people ahead of systems, technology or bureaucracy, so we **avoid jargon**, acronyms or technical terms. (But if we absolutely must, then we clearly define them first.)

We are dedicated, and we believe we are building something important, so we're **positive when we talk or write.**

Visual style

Our **design style is simple and modern.**

We use white backgrounds and uncluttered spaces to create a blank canvas. This **showcases our logo and our people**, the two most important elements of Lynn's visual identity.

We use only images, colors and design elements required to tell the story. **If it doesn't add meaning, we don't use it.**

We **refresh our materials frequently** to ensure fashion and technology are current.

Our **colorful, vibrant photography features our people in action** and demonstrates our community's diverse cultures, strengths and lifestyles.

We use **original photography** that captures natural activity and authentic behaviors, **not stock images or clip art.**

*To ensure quality and consistency, university communications follow standards set by the Associated Press Stylebook, which is the leading reference for most forms of public-facing corporate communication. The Stylebook offers a basic reference to grammar, punctuation and reporting principles, including many definitions and usage rules as well as styles for capitalization, abbreviation, spelling and numerals. Additionally, the marketing and communication team maintains a custom stylebook that defines university-specific grammar protocols.

See: apstylebook.com

Name and description

Name

Our formal name is Lynn University. When used in copy, the complete name “Lynn University” should be used on first reference. Thereafter, “Lynn” may be used.

The university’s formal name must appear on all legal documents and university publications. Capitalize the word “university” only when referencing the proper name of the university, as in Lynn University. DO NOT capitalize “university” when it stands alone.

ALWAYS use Lynn for shorthand (as in Duke) instead of LU (as in State U).

Description

Use this standard description in press releases and materials that require an “elevator pitch.” When limited by character count or page space, you may shorten the standard description by eliminating full sentences. Do not rework the copy.

About Lynn University

Lynn University is an independent college based in Boca Raton, Florida, with approximately 3,000 students from nearly 100 countries. *U.S. News & World Report* has named it among the most innovative and international universities. Lynn’s NCAA Division II Fighting Knights have won 24 national titles, its Conservatory of Music features a world-renowned faculty of performers, and its nationally recognized Institute for Achievement and Learning empowers students with learning differences. The school’s Dialogues curriculum and award-winning iPad program help Lynn graduates gain the intellectual flexibility and global experience to fulfill their potential in an ever-changing world. For more information, visit lynn.edu.

Shortened example:

About Lynn University

Lynn University is an independent college based in Boca Raton, Florida, with approximately 3,000 students from nearly 100 countries. *U.S. News & World Report* has named it among the most innovative and international universities. For more information, visit lynn.edu.

Our
visual
identity

one brand.

Visual identity includes
all the visible elements
of our brand.

People trust brands they recognize.

Using the same logo, colors and visual styles provides a dependable experience across all communication channels.

Inconsistency creates confusion.

An irregularly executed visual identity sends mixed signals and creates questions about quality and professionalism. Repetition ensures people remember us.

Creating brand awareness is a process, and it requires support at all levels of the organization.

These visual identity guidelines maximize Lynn's reach and create a credible and memorable brand image.

one organization.



Our logo is our central brand symbol.
Use it consistently to foster brand awareness.

Logo architecture

This logo architecture identifies our entire organization—our business areas and marketing offers. It is important that we use it consistently so that we are seen as one brand and one company.

Approval from the Office of Marketing and Communication is required for all communications that use the university logo, logo variations or seal.

Lynn University logo



Where to use:

Use the Lynn University logo on the majority of university communications.

The Lynn University logo and the Lynn University seal should never be used together.

Lynn logo variations



Where to use:

Use these to help promote services that are otherwise not evident when using the Lynn University logo. These logo variations should be used sparingly.

The Lynn logo variations and the Lynn University seal should never be used together.

Lynn University seal



Where to use:

The Lynn University seal is reserved for official and ceremonial uses only. Its use must be approved by the Office of the President or the Office of Marketing and Communication.

The Lynn University logo and the Lynn University seal should never be used together.

Logo guidelines

A logo is like a signature. A person's signature stands for their word. The Lynn University logo stands for our word, delivering a promise of the Lynn experience wherever it is placed. The logo must be used consistently so people can instantly recognize Lynn and trust the quality of our products, services and other offerings.

Our logo is a graphic representation of our organization's name. Our marks are symbols that represent subsets of our organization such as athletics teams or student organizations.

Our logo is our central brand symbol. Our logos and marks should not be altered in any way.

Color

The Lynn University logo, logo variations and seal are available in a one-color execution only—Lynn Blue and white.

Backgrounds

The Lynn University logo, logo variations and seal should always appear on a white background. For apparel and promotional items or in cases where white background is not an option, you may also:

- Use white logo on Lynn Blue
- Use Lynn Blue logo on Lynn Gray

Lynn Blue on white



White on Lynn Blue



Lynn Blue on Lynn Gray



Minimum size

The minimum size of the Lynn University logo is 0.5" wide.



Exclusion zone

The exclusion zone around the Lynn University logo and all logo variations is 0.25" all around.



Incorrect backgrounds

The Lynn logos should never appear on photographic backgrounds, textures or on any colors that are not in the primary color palette. Never use the white logo on any color other than Lynn Blue.



Alterations

Never alter a Lynn logo or mark.



Placement

In printed materials, the Lynn University logo and logo variations should always be left aligned. Place it at the top or bottom left, depending on the application.


All logo files are set at 100 percent. For print materials, use the logo files exactly as provided. This ensures the art appears in the same dimensions across all pieces.

Do not resize or stretch the logo.

Remember: Consistency is key.

Examples:

Advertisements




Earn the degree you’ve always wanted

Enroll at Lynn and get your bachelor’s, master’s or doctoral degree—for less money and in less time.

- Online: Earn your bachelor’s degree by taking classes online.
- Graduate program: Earn a master’s degree in as little as a year or an Ed.D. in three.
- Advance quickly with accelerated terms.
- Be inspired by the most advanced technologies with Lynn’s award-winning iPad®-powered curriculum.

Employees of Boca Raton Chamber of Commerce members save up to 20 percent, plus 10 percent off tuition for immediate family members. You’ll also enjoy waived application fees, deferred tuition payments and no entrance exams. Apply or learn more today.



+1 561-237-7900 | lynn.edu/boca-chamber

* iPad is a registered trademark of Apple Inc. Lynn University does not discriminate on the basis of race, color, gender, religion, sexual orientation, national origin, disability, genetic information, age, pregnancy or parenting status, veteran status or retirement status in its activities and programs. In accordance with Title IX of the Education Amendments of 1972, Lynn University does not discriminate on the basis of sex. Inquiries concerning the application of the non-discrimination policy may be directed to the University Compliance Officer/Title IX Coordinator at 800 N. Military Trail, Boca Raton, FL 33483, via email at NonDiscrimination@lynn.edu, by phone at +1 561-237-7777 or to the U.S. Dept. of Education OIG. Lynn University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, master's and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4607 or call +1 404-679-4500 for questions about the accreditation of Lynn University. ©2018 Lynn University

Stationery



Name Surname
Company Name
12 The Street
Town Name, State Zip Code

Date

Dear Member:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam purus risus, molestie dapibus, dignissim a, feugiat sit amet, elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Mauris mollis libero quis quam. Maecenas ultricies. Duis dignissim, arcu adipiscing porta auctor, leo eros pulvinar nulla, id consequat urna pede at elit. Integer dictum, tellus sed rutrum porta, tellus arcu lacinia ante, sed feugiat ante massa commodo felis. Curabitur molestie porta purus. Pellentesque vel mi. Curabitur blandit neque sit amet diam. Suspendisse pulvinar nisi a odio. Sed omare. Donec eu elit vitae massa faucibus ultricies.

Phasellus risus. Fusce eget justo sed velit auctor sollicitudin. Suspendisse interdum elementum enim. Vivamus sit amet ante eget pede interdum ornare. Quisque sollicitudin. Aliquam at mauris non tellus mattis fermentum. In hac habitasse platea dictumst. Donec at nisl in metus sagittis faucibus. Nullam purus. In arcu nisi, hendrerit a, mollis non, dapibus in, odio. Donec eu elit vitae massa faucibus ultricies.

Fusce elementum. Donec eleifend molestie ante. Morbi justo augue, dapibus sit amet, vestibulum a, luctus vitae, leo. Praesent ut nibh. Pellentesque vehicula sollicitudin nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec eu elit vitae massa faucibus ultricies. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec sollicitudin pretium ipsum. Aliquam nisl leo, varius interdum, varius vitae, ullamcorper at, nunc. Aliquam elit. Cras porta, massa ornare fringilla viverra, orci enim tincidunt sem, ut euismod eros nulla quis nisl. Maecenas iaculis. Sed imperdiet. Pellentesque ullamcorper.

Phasellus risus. Fusce eget justo sed velit auctor sollicitudin. Suspendisse interdum elementum enim. Vivamus sit amet ante eget pede interdum ornare. Quisque sollicitudin. Aliquam at mauris non tellus mattis fermentum. In hac habitasse platea dictumst. Donec at nisl in metus sagittis faucibus. Nullam purus. In arcu nisi, hendrerit a, mollis non, dapibus in, odio. Donec eu elit vitae massa faucibus ultricies.

Yours sincerely,

Name Surname



spirit mark

The spirit mark is a simplified version of the Fighting Knights logo to demonstrate team spirit on promotional items and apparel.

Spirit mark

The Office of Marketing and Communication must approve the use of this mark, and it must be produced by a procurement-approved vendor.

The spirit mark should always be used in addition to the Lynn University primary logo. Place the logo and mark in separate locations on an object; never connect them.

The Fighting Knights spirit mark should never be used in place of the primary logo.

Color

The spirit mark is available in these one-color and two-color executions.

Backgrounds

The spirit mark may be used on white, Lynn Blue and Lynn Gray backgrounds.

Lynn Blue/Gray on white



Lynn Blue/white on Lynn Gray



Lynn Gray/white on Lynn Blue



White on Lynn Blue



Minimum size

The minimum size of the spirit mark is 0.5" wide.



Exclusion zone

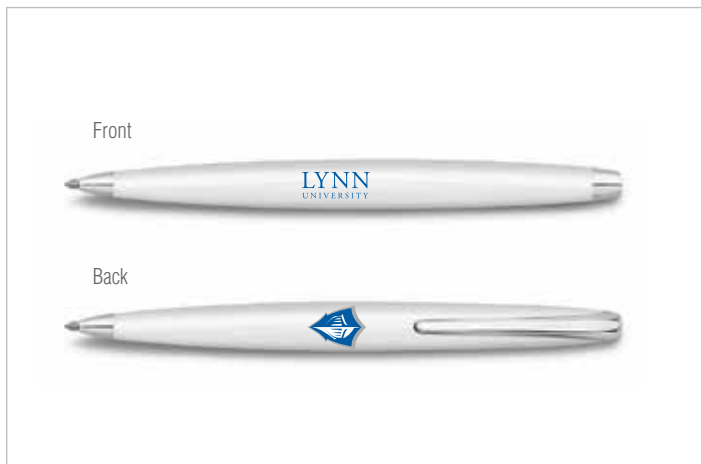
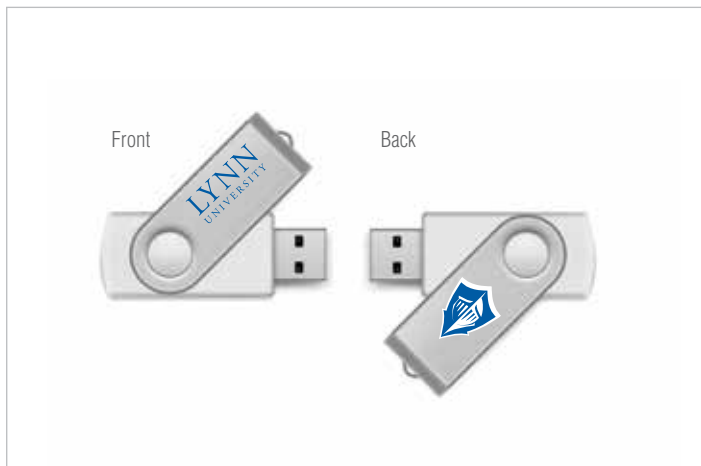
The exclusion zone for the spirit mark is 0.25" all around.



Placement

The spirit mark should always be used in addition to the Lynn University logo. Place the logo and mark in separate locations on a document or object; never connect them. Always lead with the Lynn logo on the front.

Examples:



Spirit mark for student organizations

Student groups that want a logo expressing their connection to Lynn University may request spirit marks featuring their student organization name. The Office of Marketing and Communication and Division of Student Affairs will determine approved uses.

Student organizations that use a Lynn-branded student organization mark are required to follow the university's typography and color guidelines. Any student use of Lynn University's name, logos and marks must comply with all university policies and procedures. Any student organization using the mark shall not represent itself as acting on behalf of Lynn University as an official representative or employee.

The Office of Marketing and Communication will host training sessions upon request for student organizations interested in using the university's visual identity and branding.

Student organizations are not required to use the student organization mark and may create their own logos. All student-created organization logos must be completely distinct from university logos and cannot contain any Lynn brand marks.

Color

The spirit mark for student organizations is available in these one-color and two-color executions.

Backgrounds

The spirit mark for student organizations may be used on white, Lynn Blue and Lynn Gray backgrounds.

Lynn Blue/Gray on white



Lynn Blue/white on Lynn Gray



Lynn Gray/white on Lynn Blue



White on Lynn Blue



Minimum size

The minimum size of the spirit mark for a student organization is 1" wide.



Exclusion zone

The exclusion zone for the spirit mark for a student organization is 0.25" all around.



Examples:



Spirit mark for club sports

Any club sports team that wants a logo expressing its connection to Lynn University may request a spirit mark featuring its team name. The Office of Marketing and Communication and Student Affairs will determine approved uses.

Club sports teams that do not have an NCAA athletic team counterpart at the university (for example, ice hockey) may use their sport as a team name. Club sports teams that do have an NCAA athletic team counterpart (for example, soccer) must use the word “club” in their team name.

Club sports teams that use a Lynn mark are required to follow the university’s typography and color guidelines. Any student use of Lynn University’s name, logos and marks must comply with all university policies and procedures.

Color

The spirit mark for club sports is available in these one-color and two-color executions.

Backgrounds

The spirit mark for club sports may be used on white, Lynn Blue and Lynn Gray backgrounds.

Lynn Blue/Gray on white



Lynn Blue/white on Lynn Gray



Lynn Gray/white on Lynn Blue



White on Lynn Blue



Minimum size

The minimum size of the spirit mark for club sports is 1" wide.



Exclusion zone

The exclusion zone for the spirit mark for club sports is 0.25" all around.



Examples:





color

Colors, like language, communicate. They influence how people view the “personality” of a brand. Our blue, white and gray palette helps make us instantly recognizable. It creates a professional, clean and modern look. Using too many colors dilutes the brand, but consistent and controlled use of color can intensify and clarify our communications.

We are one brand, one team, one organization, and using one color palette creates the brand consistency and awareness we strive for. Therefore, we intentionally do not use different color palettes to represent individual departments, colleges or programs.

Primary colors

Lynn University's official colors are blue and white. Our primary color palette is blue, white and gray. Color studies show that these colors symbolize traits that fit the character of our brand.

It is important to use the primary color palette correctly. Use white and gray to provide a neutral backdrop. This sets a blank canvas for the sophisticated use of Lynn Blue as our identifying university color.

Lynn Blue
PMS 293
CMYK 100.68.2.2
RGB 0.61.165
Web #003DA5

Blue signifies confidence
and integrity.

White
CMYK 0.0.0.0
RGB 255.255.255
Web #FFFFFF

White stands for good
and represents humility.

Lynn Gray
PMS Cool Gray 5
CMYK 13.9.10.27
RGB 177.179.179
Web #B1B3B3

Gray conveys maturity
and intelligence.



typography

Typography can strongly affect how people react to a document. Careful selection and consistent use of a chosen typeface can be just as important as the use of graphics, color and images in creating and solidifying a professional brand.

Lynn University font

Use Helvetica Neue Light, Bold, Italic and Bold Italic to maintain consistency in our messaging and branding.

For business documents, Arial is an acceptable substitution if Helvetica Neue is not available.

45 Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

45 Helvetica Neue Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

75 Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

75 Helvetica Neue Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aa

Typesetting guidelines

Color: When printing Pantone Matching System (PMS) colors, always use Cool Gray 11. When printing documents on digital printers or standard office printers (which use CMYK four-color process), choose black at 75 percent opacity.

PMS Cool Gray 11	CMYK 0.0.0.7 (black at 75% opacity)
RGB 83.86.90	Web #53565A

Headlines: Helvetica Neue Light, PMS Cool Gray 11 or PMS 293. Use sentence case with no punctuation. Vary headline size depending on the space provided, but do not use less than 20-point size. For two-line or longer headlines, tighten leading by hand where necessary. NOTE: Leading refers to the space between two lines of type (also known as line spacing).

Subheads: Helvetica Neue Light, PMS Cool Gray 11 or PMS 293, use point size/leading 14/0. Use sentence case with AP- style punctuation.

Section head: Helvetica Neue Light, PMS 293, point size/leading 12/0. Use sentence case and AP-style punctuation.

Body copy: Helvetica Neue Light, PMS Cool Gray 11, point size/leading 10/13. Space permitting, use two returns between sections for airiness. If text does not fit available space, request edits from the writer to reduce character count. Bold can be used sparingly to call out copy.

First-level bullets: Use round bullets and do not indent. Use 0.15 tab after bullet to indent the copy. For example:

- this is first level

Second-level bullets: Use en dash for second-level bullets, and indent 0.15 inch. After en dash, tab 0.25 to start text. For example:

- this is first level
 - this is first level
 - this is second level
 - this is second level

Use a 4pt. return between multiple bullets.

Callouts: PMS 293, Cool Gray 11 and tints of Cool Gray 11

CTAs: Helvetica Neue Light, PMS 293 or Cool Gray 11. Use dashes, not periods, for phone numbers. In web addresses, omit “http://” and “www.” and use Helvetica Neue Bold. For example:

+1 561-237-7900
lynn.edu

+1 561-237-7900 | 1-800-888-5966
lynn.edu/comprograms

Spacing: Always use one space between sentences. Use one space between state and ZIP code in an address.

Disclaimers and copyrights: Typeset in 5 pt. Helvetica Condensed Light, PMS Cool Gray 11.

Photo captions: Typeset in 8 pt. Helvetica Condensed Light, PMS Cool Gray 11.

Misc.: Always left align copy. Always pay close attention to rags (irregular or uneven vertical margins in a block of type) and adjust as needed. Avoid hyphens, widows and orphans. Avoid tracking whenever possible, but if necessary it should not be more than -3. Set first-level tabs at 0.15.

Typography layout example:

Master the digital world

Use your past experience as a foundation for advanced techniques.

Round out your resume

Enhance your talent and ability with a graduate certificate in digital media from Lynn. Or earn a master's in communication and media with a specialization in digital media. Use social media, video production, journalism and video editing techniques to create persuasive messages that target distinct audiences and generate real results. Reinforce your work with the latest design software to take your messaging to an entirely new dimension.

All our professors have amazing experience in the world of print and broadcast communication, including American Media Inc., InStyle magazine, the Oprah Winfrey Network, Volcom Clothing, and additional national and international radio and television programs. They've worked in all fields of digital media, from film and photography to mixed media and computer art and animation.

What will you create?

The digital media programs offered at Lynn consistently produce successful and highly skilled professionals. With a graduate certificate in digital media, you'll hold the qualifications necessary to achieve such roles as:

- page layout designer
- freelance advertising and design consultant
- general media production
- web/social media content manager
- video production designer/editor

When you earn a master's in communication and media with a specialization in digital media, your opportunities could include:

- art director
- advertising/public relations/marketing agency executive
- public relations specialist
- nonprofit organization director
- event planner
- media specialist

Special effects

Our digital media alumni are doing incredible things with the knowledge they've gained. Our graduates have started careers with:

- CNBC, WCBS-TV and NFL Films
- Elite Marketing Strategies
- Dew Imagery and Design
- Littles Photography
- Verizon Wireless

We are committed to staying ahead of the curve in the field of communication, anticipating the needs of the industry and providing our students the skills they need.

Social media

The Office of Marketing and Communication oversees university-wide social media efforts and is solely responsible for the management of primary Lynn University channels.

Social media platforms include, but are not limited to:

- Facebook
- Flickr
- Google+
- Instagram
- LinkedIn
- Pinterest
- Reddit
- Snapchat
- Tumblr
- Twitter
- WhatsApp
- YouTube

Social media is an external communications tool; therefore, Lynn University authorized pages must follow all Lynn University communication policies, brand guidelines and copyrights. Any social media account that represents university business or programs must be approved and accessible by the Office of Marketing and Communication.

This supports the university's effort to create a consistent and recognizable image, and helps audiences identify official university communications.

Guidelines for university authorized social media use

Lynn University's name and trademarks are not permitted for social media use without marketing team approval. Send all requests for new social media platforms with a clear purpose and strategy for execution to socialmedia@lynn.edu.

Additionally, Lynn social media pages must not discriminate or show bias, political or personal agendas. Learn more about policies on political activities, discrimination and harassment at lynn.edu/policy.

Branding your channel

Official department names must be used across all platforms, unless otherwise approved by the marketing team. The Office of Marketing and Communication will provide profile images upon account approval. Departments must use the blue Lynn logo with the official department name.

Fonts and colors: Whenever a platform allows it, users should default to Helvetica Neue (Standard, light or bold). Lynn Blue (RGB 0.61.165), Cool Gray 11 (RGB 83.86.90) and white (RGB 255.255.255).

Content and engagement

- #WeAreLynn is the preferred university-wide hashtag. Using it helps us collect posts about the people, places and moments that represent Lynn University.
- Social media content creators should use the following hashtag guidelines:
 - Capitalize the first letter of each word in a hashtag. #LynnIsAwesome is easier to read than #lynnisawesome
 - Keep event hashtags short and relevant to the event being promoted
 - Engage the marketing team to help generate campaign-specific hashtags (and to be sure no one else is using them!)
 - For athletics-related hashtags, contact the assistant athletics director for communications
- Departments and employees:
 - Are not permitted to create official university social media-based groups or forums without marketing team approval.
 - Should not communicate crisis and emergency information, unless approved by the Department of Campus Safety or Office of Marketing and Communication.
 - Cannot interact through Lynn accounts with student athletes who share that they've committed to the university until official signing has taken place, per NCAA bylaws. Contact the athletics department for information regarding official signing days.
- Videos, graphics or other materials created for social media should not use the Lynn University logo without marketing team approval. See video guidelines for more information.
- Facebook Live videos must be approved by the Office of Marketing and Communication.

Channel-specific guidelines

The Office of Marketing and Communication manages university accounts on Facebook, Google+, Instagram, LinkedIn, Twitter, Snapchat and YouTube. To request that information be shared on these platforms, contact the public relations manager at socialmedia@lynn.edu.

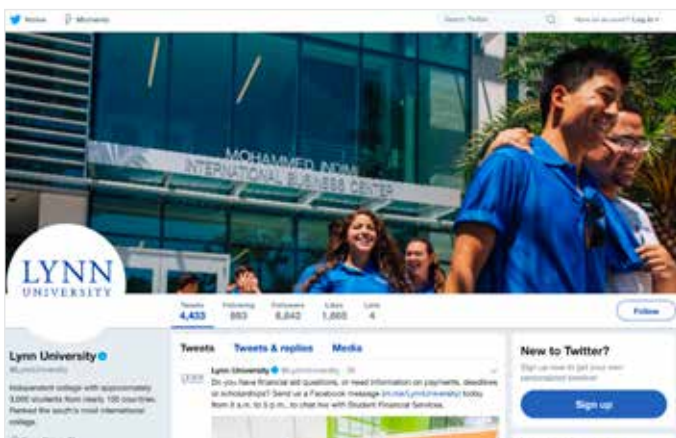
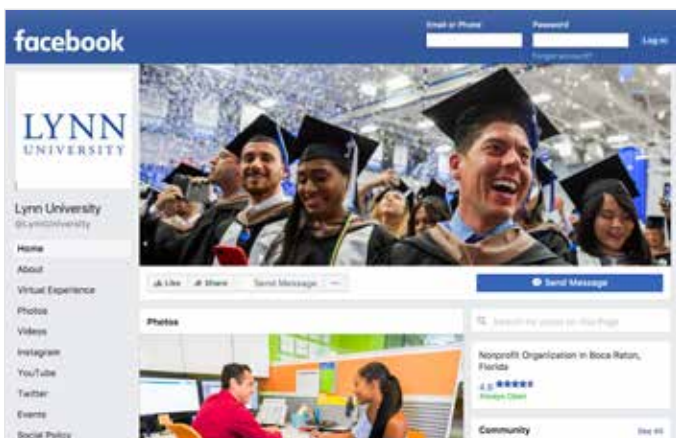
Additionally:

- Approved university Facebook accounts should be managed through Facebook Business Manager. Contact the public relations manager for access.
- WhatsApp may be used only as a personal communication tool; mass text communications are not permitted at this time.

- University departments are not authorized to run social media advertising campaigns or purchase Snapchat geo-tags unless authorized by the marketing team. Departments may use Facebook “Boosted Posts.” To explore advertising opportunities, contact the public relations manager.

Note: The Office of Marketing and Communication reserves the right to suspend, take over or terminate any user not adhering to university communications policies or brand guidelines. Should a page become inactive, the marketing team will flag this to the page’s owner; upon continued misuse or lack of use, the page will be deleted.

Examples:



Photography

Lynn University is innovative, global and personalized—and this comes across in photography, too. Lynn's photography is about more than recording an image of an event, person or place—it reflects who Lynn's people are and what the Lynn experience means.

Vibrant and sharp

Vibrant defines not only the colors, but also Lynn's culture. Lynn photography represents not only the tropical paradise we live in, but also our campus. The natural blues and greens found in our environment carry over into the images of our students: Lynn blue represents pride, dependability, safety and trustworthiness, and green conveys positivity, growth and energy.

Lynn photography also is sharp. Our images always portray the general experience of learning—not only academically, but also personally and culturally. Our students learn in and out of the classroom from life experiences and from engaging with each other. Wherever possible, we capture these authentic moments in our photography.

We are Lynn

Consistency is important in photography. We maintain the same style in each image we produce. We build upon the images by changing our subjects, focus, vantage points and techniques.

- The subject matter is people engaged in learning. Display our authentic diversity of styles, skills and cultures where possible.
- Focus on natural situations and behavior: people smiling, working together, having conversations or instructing others. Use shallow depth of fields for intimate settings with blurred backgrounds; deep fields for focus on backgrounds and foregrounds.
- Always use natural environments as a backdrop to showcase our beautiful campus and show where students learn. Studio or graphic backdrops may not be used unless approved by the marketing team.
- Change the point of view. Try to capture subjects while they're not looking at the camera, but at each other or whatever they're doing. Resulting photos should not appear posed or represent false situations. Exceptions include marketing-approved campaigns and other photo shoots.
- Use interesting angles, crops, framing and exposure to keep the perspective fresh and representative of our pioneering and innovative environment.
- Clothing and technology should always be current. Encourage students to wear the Lynn brand; do not photograph students wearing gear from other universities.
- Photographs are shot in color. We do not use black-and-white photos. We do not place graphics or text over photographs.

Examples:



Videography

The Office of Marketing and Communication oversees and approves the production and distribution of all Lynn University multimedia communications. Contact the director of marketing and communication or the multimedia producer for more information.

Marketing-produced videos

The marketing team is solely responsible for the production of marketing videos (e.g. campus tour, anthems, event promos, etc.). These videos are produced in collaboration with university departments, as appropriate. University videos adhere to all branding and video style standards (see below) and receive visibility via Lynn.edu, YouTube and other university-authorized channels.

Department- and student-produced videos

The Office of Marketing and Communication must approve, prior to distribution, any video produced by Lynn University employees, departments or students that uses Lynn University's name or trademarks. Videos intended for external distribution (including YouTube, web properties and social media), or produced with university funds, are required to adhere to university brand and video guidelines. This includes a minimum resolution of 1920x1080 (standard HD resolution). Videos produced for scholarly internal use, and those that do not bear the university's name or logo, are exempt from this guideline.

Working together

Contact the Office of Marketing and Communication to request a video project.

The marketing team will evaluate all creative briefs and advise how best to achieve the project goals, based on the following criteria:

1. Audience-appropriate messaging and content;
2. Appropriately supports organizational goal or communication strategy;
3. Approved use of university name and trademarks;
4. Adherence to brand and video guidelines;
5. Appropriate distribution plans.

Provide completed videos to the multimedia producer in a format suitable for upload to YouTube (H264 .mp4 or .mov).

Video guidelines

The following requirements must be achieved by any video production bearing the university's name and trademarks. Bumpers are reserved for application only by the Office of Marketing and Communication, unless otherwise approved.

Bumpers and lower-third titles

Bumpers allow the university's name, key messages and contact information to be prominently displayed. This provides context and ensures repetition.

- Use an introduction bumper at the beginning of a video (there are five), and the single end bumper at the end. One exception: videos produced exclusively for social media eliminate the intro bumper.
- Bumpers animate and fold down over the first shot. They have a transparent background and should be overlaid on the first and last video shots. Folding down a black screen before a shot begins is incorrect.
- Special music may not be added to the introduction or end bumpers. The main audio track should begin as the piece appears.
- A person's name and title fades in on the square white background for a lower-thirds title, then fades out before the animated white square recedes. The person's name is in Lynn Blue (RGB 0.61.165) and their title is in Cool Gray 11 (RGB 83.86.90).

To display key messages, lower-third boxes may be used. Another option is to use Lynn Blue or gray text on a white background/bar at the bottom of the video.

Downloads

Video bumper intro:

<http://brand.lynn.edu/downloads/lynn-video-bumper-intro-awholenewstyle.mov>

Video bumper closing:

<https://www.dropbox.com/s/zfocufg7h81vouf/PlusOne2018.mov?dl=0>

Lower thirds:

<http://brand.lynn.edu/downloads/lynn-video-lowerthirds-left.mov>

<http://brand.lynn.edu/downloads/lynn-video-lowerthirds-right.mov>

Character and graphic generation

Lynn University's brand is clean and modern. The use of graphics, beyond bumpers and lower-thirds, should be strictly limited to only those that enhance a video's message. Graphics must adhere to color, typography and graphic guidelines. If graphics are used, the main title font is Helvetica Neue Light. Any graphical text should be Helvetica Neue Light in Lynn Blue on a white background.

If auto closed-captioning is not an option, captions may be placed at the bottom or the top third of the screen, centered. Captions use white, **bolded** text with a drop shadow.

Music

- Lynn University's brand is mature, modern and sophisticated. Music tracks must also be.
- Lynn must obtain the rights to any music that is used. This includes royalty-free music and music purchased by the marketing team for specific use, only.
 - Download royalty-free music here: audiojungle.com, freemusicarchive.org, Vimeo music store, YouTube music library, The Music Bed.
 - Proof of purchase/receipts must be retained for any licensed music use.
 - The use of unlicensed music is not permitted. It also will activate advertisements or playback restrictions across distribution channels, and jeopardizes the university's reputation.
- Music must also:
 - Reflect a video's theme, style and mood. Edit footage and images to the track's rhythm, beat and flow.
 - Not interfere with dialogue.

Special uses

The integration of boomerangs, flixels, mosaics, sounds and other animated effects is restricted to use only by the Office of Marketing and Communication, or with the marketing team's prior permission.

Other tips and tricks

Do:

- Execute well-framed, nicely lit shots with clean audio. Subtle and natural color-grading is acceptable.
- Film in 24 FPS (23.976) if camera allows. If not, 30 FPS is acceptable.
- Make sure exposure, focus and white balance are correct. For more information, visit exposureguide.com/white-balance.htm
- Apply key-framed movement, a.k.a. the "Ken Burns effect," to any photography used in videos.

Don't:

- Use color filters or presets. This includes automatic color correction and/or effects (warm or cool image, vintage look, cross-process, etc.).
- Backlight your subjects. This occurs frequently when subjects are filmed in front of a bright window or the sun. Always ensure faces are exposed properly and shadows are not exaggerated.
- Include shaky or jumpy camera movements unless it is vital to the message.
- Remain on an interview subject for more than six or seven seconds unless what the person is saying is incredibly interesting. Shoot artful B-roll to fill your pieces.

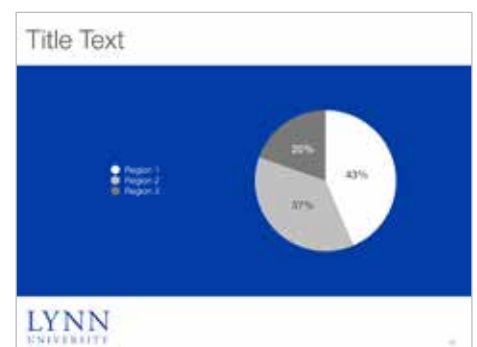
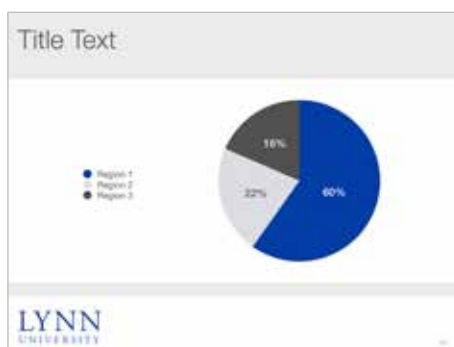
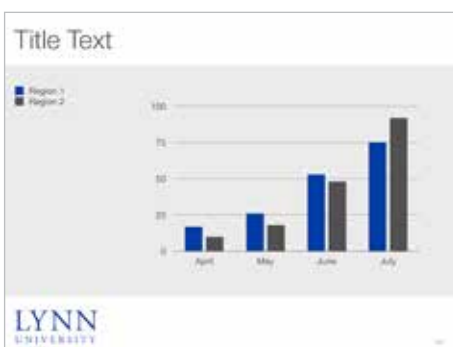
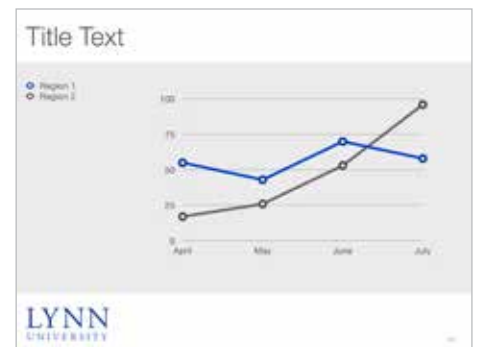
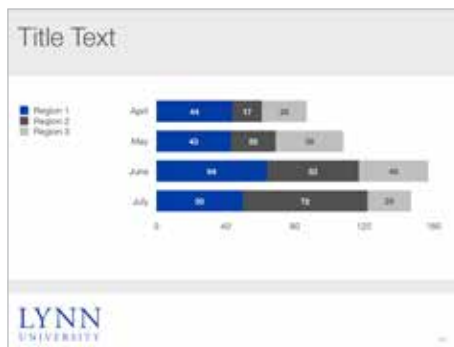
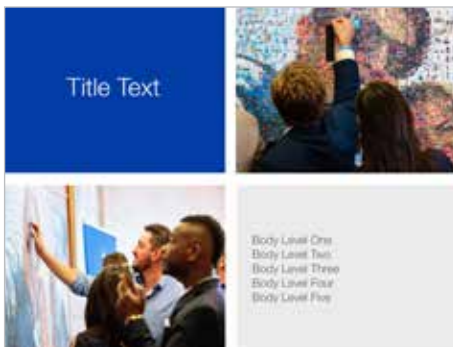
Presentations

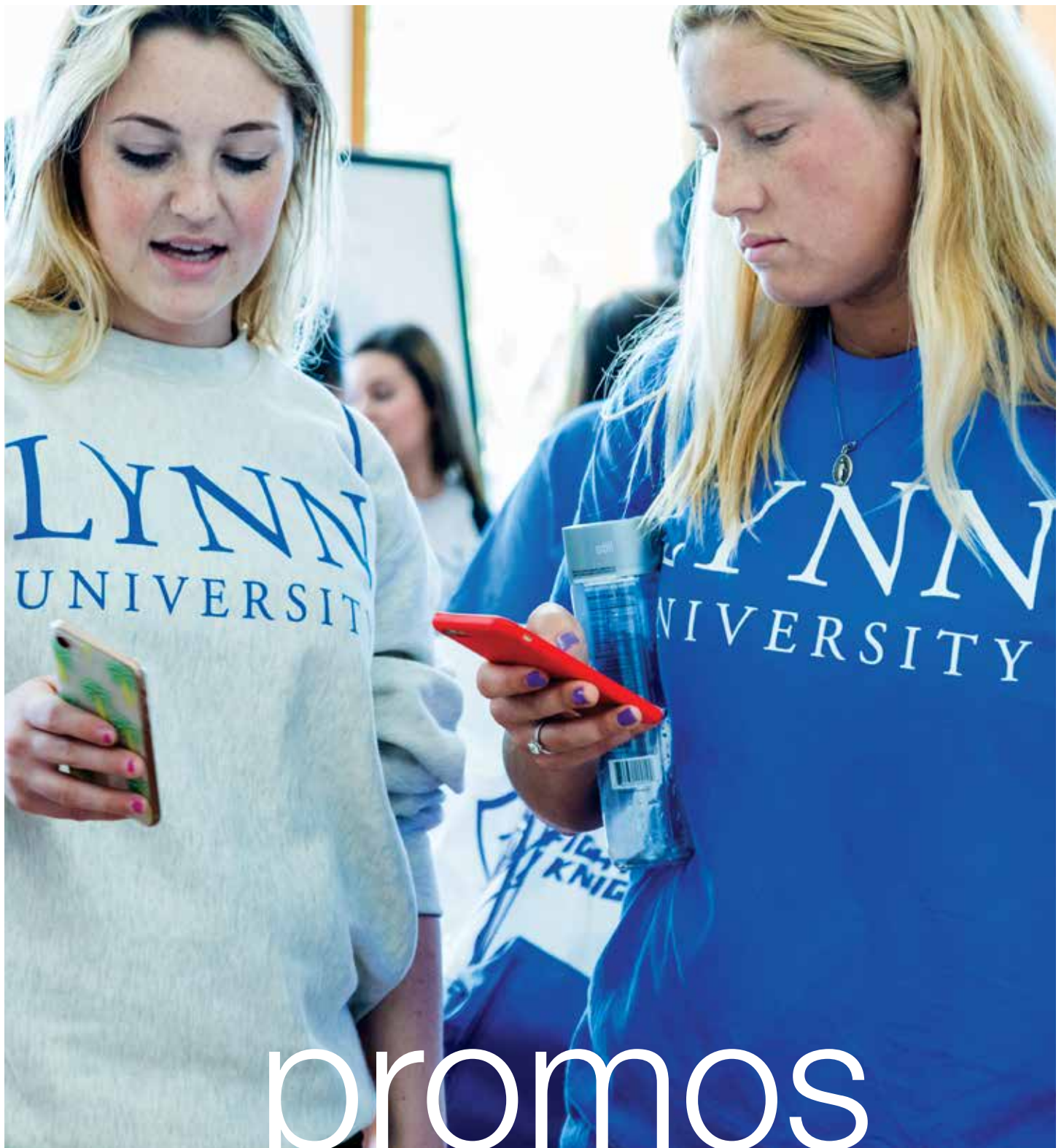
PowerPoint or Keynote presentations are influential representations of the university's brand. These important and highly visible communication tools should follow the university's writing and visual style guidelines. Download branded templates for internal and external audiences at lynn.edu/brand.

When creating university presentations, follow these guidelines to maintain consistency:

- Use only the primary logo.
- Follow writing standards set by the Associated Press Stylebook. See apstylebook.com.
- Use sentence case for cover slide titles, slide page titles and body copy.
- To avoid visually overpowering Lynn Blue, use Cool Gray 11 (RGB 83.86.90) instead of black on text and graphics.
- Use only Helvetica Neue Light, Helvetica Neue Bold or Helvetica Neue Italic fonts. Arial is an acceptable substitution if Helvetica Neue is not available.
- Use the university's primary color palette: Lynn Blue (RGB 0.61.165), white (RGB 255.255.255) and Cool Gray 5 (RGB 177.179.179).
- Use on-screen quality images of 150 pixels per inch (ppi) or higher. If you do not have images, you may request them from the marketing team by contacting marketing@lynn.edu.
- Do not use Google images; most require legal permission.
- Do not include other company logos without proper permission from the company.
- Do not crowd slides with excess information or images.

Examples:





promos

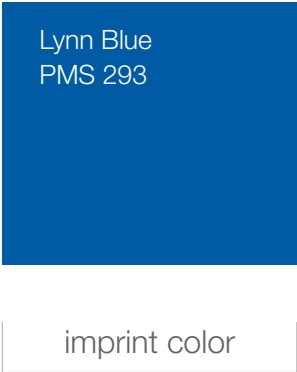
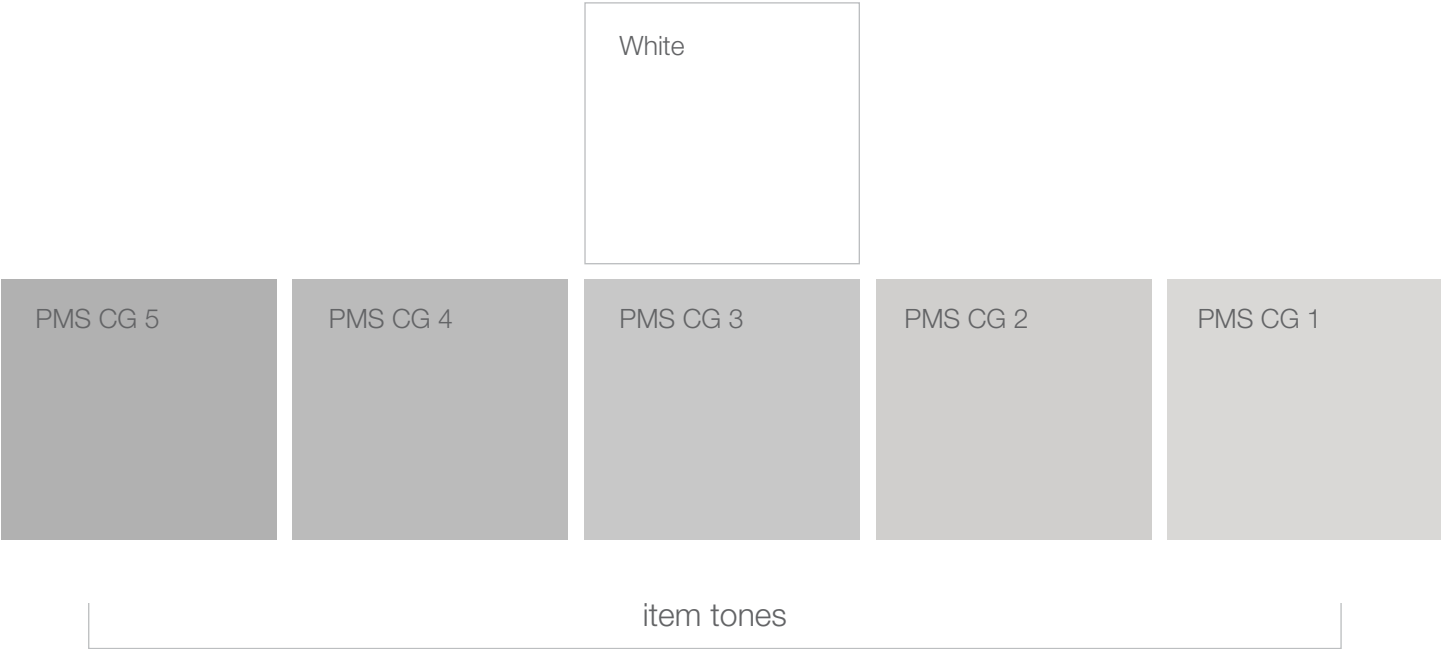
Promotional merchandise items are used to build the Lynn University brand. Branded items help to create a sense of community on campus at our events and strengthen our identity off campus for brand building. If our merchandise isn't consistent with the rest of our branding, it can actually be more damaging than useful. These inconsistencies can be confusing for our audience, and, as a result, hurt our brand recognition.

Color

Consistent use of our primary color palette through our promotional merchandise reinforces the cohesiveness of our identity. However, in the promotional marketing world, products are not made to an exact match of Lynn Blue. Royal blue is a standard for most items, and there are many variations in the shades offered. Substituting new variations of blue or royal blue can have a negative impact on the strength of our brand identity and should be avoided.

We intentionally choose items in our neutral palette of white and gray to ensure consistency for our exact Lynn Blue logo imprint. These neutral colors are consistent in catalog items to be able to achieve this.

To request royal blue merchandise, please contact the Office of Marketing and Communication. We check all items to achieve a color match to Lynn Blue and to ensure the items meet quality standards.



Materials

We choose items that are modern in style. We use leather, vinyl, brushed aluminum and silver, high- and low-gloss lacquer and transparent acrylics, glass and plastics. These materials should be used in white or shades of gray in Cool Gray 5 or lighter. Do not use black or brown for leather or vinyl. See below for examples.

Examples:



Apparel

We choose modern and trendy apparel items. We use our primary color palette only for apparel items and follow our logo and spirit mark imprint rules. We consider our apparel walking billboards. The Lynn logo should be large and lead front and center.

When using the spirit mark, always place it in a location separate from and secondary to the primary logo, such as the back or sleeve on a shirt or the back of a hat.

Examples:

Front



Back for spirit mark



Sleeve for spirit mark



Department apparel

The Lynn University logo should always appear on the left chest and the department name on the right chest. The department name should be sentence case and Helvetica Neue Light font only.

Examples:



Our environment

Our campus design style is simple, functional and modern. We use contemporary materials and uncluttered spaces to create unique experiences that inspire purposeful work.

Implementation of our environmental branding strategy requires discerning use of our logo and Lynn Blue. Exactly matching our primary color and using the logo sparingly, but in high-impact ways, creates a consistent image and commands respect for our brand.

Our goal is to create signature moments to showcase the logo and Lynn Blue, like the spirit mark on the gym floor, rather than place the logo on trash cans and door mats, for example. Approval from the Office of Marketing and Communication is required for use of the university logo, logo variations or seal.

Our environmental branding goals:

- support an expression of our personality
- increase brand awareness through connections with students, employees and campus visitors
- create consistency in our execution across campus

From the flags at our front entrance to collaborative work spaces and alumni stories on lobby walls, environmental branding helps set us apart and highlights Lynn's innovative, global and personalized nature.



color & spaces

Color is a powerful tool for designing compelling environments. Shifts between colors may seem subtle, but the psychological effect can be significant. It is important to consider the space as a whole and how people move through and experience it. Brighter hues tend to make spaces feel bigger and energize people using the space. Darker tones can make an area feel smaller and more intimate, creating a calm and relaxing environment.

Color and spaces

Effective use of color in print or web design is significantly different than color for interior spaces. For example, a vibrant block of color in a viewbook or on a webpage can be appealing, but when a similar color floods the walls of a room, the effect may be overwhelming. For this reason, we’ve developed color palettes and usage guidelines specifically for environmental spaces.

Neutral color palette

Use white and various shades of PMS Cool Gray (CG) for permanent materials such as flooring, counters and other fixtures. Use this neutral palette to achieve a timeless style that will work just as well in 10 years as it does today.

Flooring:

Hard white surface, or cool gray carpet tiles

Furniture and hard fixtures:

White or cool gray

Wall paint:

Sherwin Williams, PROMAR® 200 Zero VOC Interior Latex Eggshell, Extra White B30W02651

Do not use Lynn Blue for flooring, furniture or wall paint unless approved by the Office of Marketing and Communication.

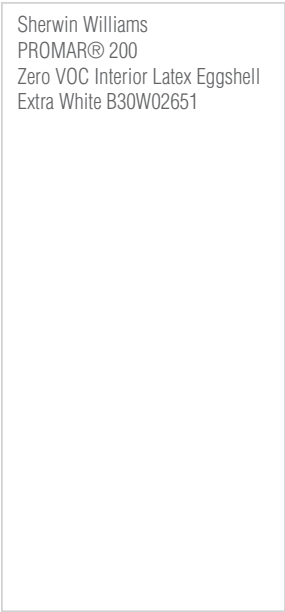
Accent color palette

Use colors from our accent color palette to add a pop of visual interest on non-permanent or semi-permanent materials. For example, wall art, upholstery, area rugs, a side table or chairs. Use the accent colors sparingly. Choose only one color for any single space. Do not use multiple colors from the accent palette in any one space to avoid a “rainbow effect.”

Lynn Blue

Incorporate Lynn Blue as appropriate through branded elements and signage across campus. Because of the difficulty of color matching Lynn Blue, please work with the Office of Marketing and Communication for guidance and approval before use.

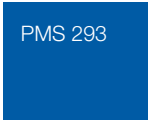
Neutral color palette



Accent color palette



Lynn Blue

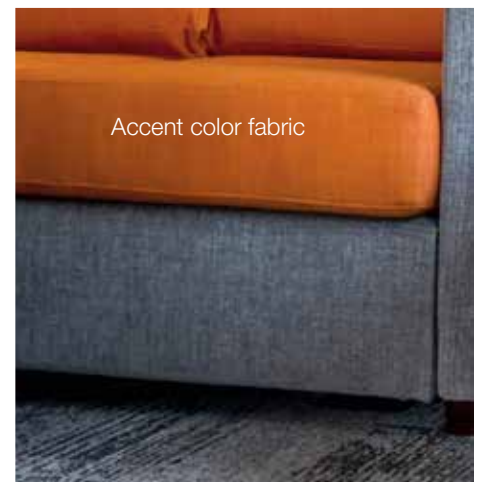


Material and spaces

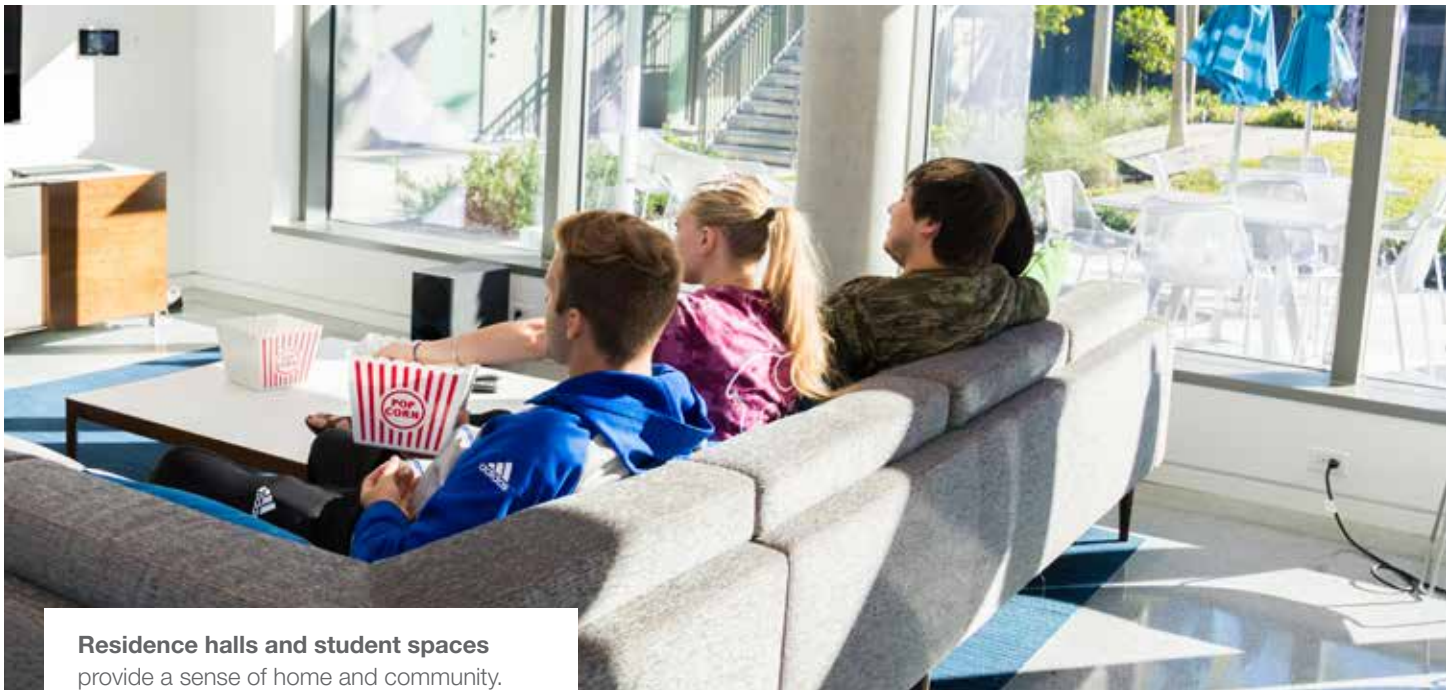
Materials should be modern, simple and functional. Use transparent or white acrylics, gray acrylic, brushed metal in gray or silver tones, high/low gloss white lacquer. Always aim for timeless style that will work just as well in 10 years as it does today.

Always seek to match material colors to the Lynn color palette. If translating exact PMS colors into specific finishes or materials is too difficult or prohibitively expensive, use the best possible match from the neutral or accent palette. Avoid using Lynn Blue if an exact color match is not possible.

Examples:



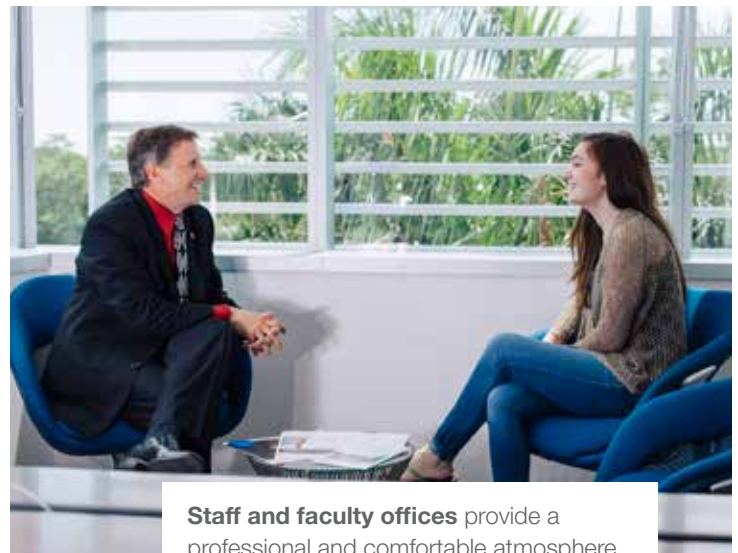




Residence halls and student spaces provide a sense of home and community.



Classrooms and study spaces create a climate that inspires engagement and collaboration.



Staff and faculty offices provide a professional and comfortable atmosphere.



Lobbies and reception areas establish an open and inviting space.



wayfinding

Wayfinding includes anything that helps guide people through the environment, such as directional signage and building signs.

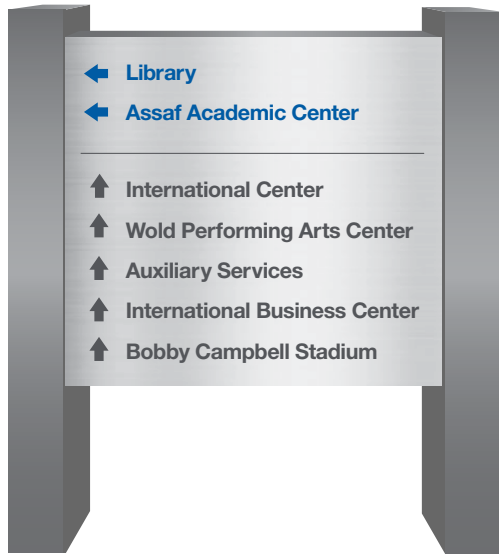
Aligning signage to create consistency across campus is an iterative process that will likely take a number of years. High-visibility, low-cost items

should take priority for replacement. During this process of replacing old with new, avoid mismatched signage that mixes new elements with existing signage or within a single sign. When possible, make changes to all similar types of applications campuswide.

Exterior signs

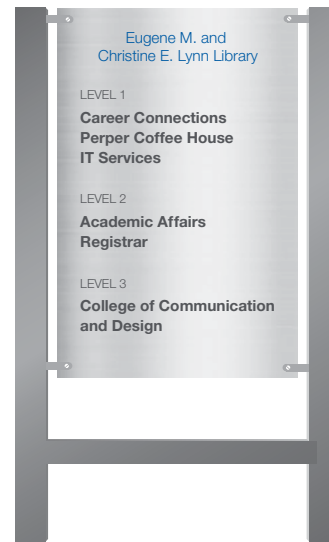
These sign structures are made from durable steel that should stand the test of time. The center is made from aluminum with letters and symbols engraved using

Lynn Blue and Cool Gray 11. Lynn Blue is used to highlight an action or a donor name.



Vehicle signs

These ground-secured signs are placed at key locations along our main drive to direct visitors to buildings and their closest parking locations.



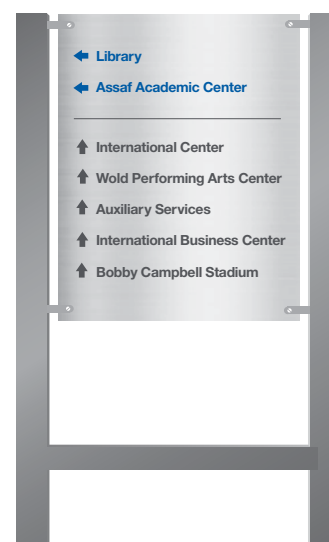
Building services signs

These ground-secured signs are placed in front of buildings to identify the services available inside.



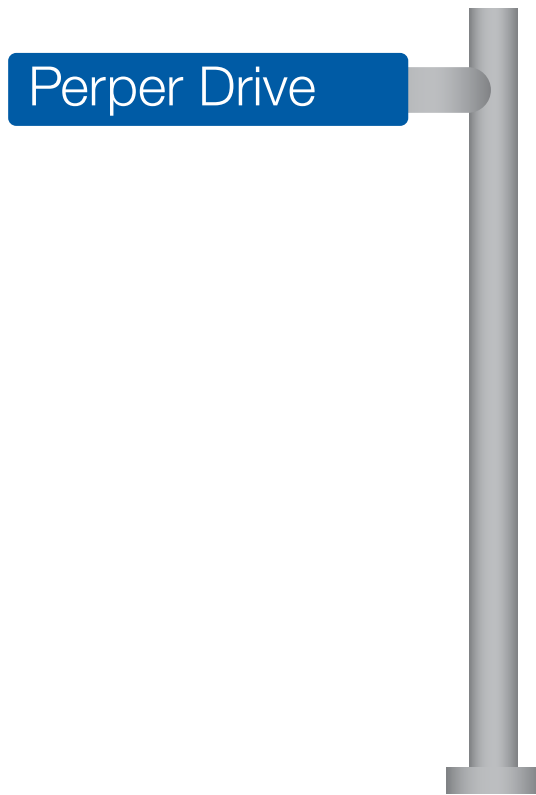
Building entrance identifier

This wall-mounted sign identifies building entrances and indicates the nearest accessible entrance.



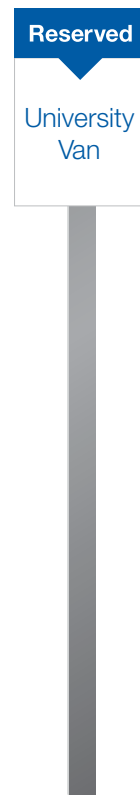
Pedestrian signs

These ground-secured signs are placed at key pedestrian intersections on campus walkways to guide pedestrians to primary destinations in that vicinity.



Overhead street signs

These ground-secured signs are used on high-volume campus roads. They are made from metal and printed using Lynn Blue and white.



Parking space signs

These ground-secured signs are used to convey regulatory information such as the location of accessible parking and other parking restrictions. They are made from metal and printed using Lynn Blue and white.

MARY & HAROLD PERPER RESIDENCE HALL

Building signs

Use all capital letters only for exterior building names.

Use brushed silver metal for the letters and Helvetica Neue Light for the font.

Adjust the spacing proportionally between characters to achieve a visually pleasing result.



Event signs for vehicle direction

These sign structures are ground-secured and removable. The posts are made from durable steel that should stand the test of time. The center is made from two panels of clear acrylic. They are attached by brushed aluminum hardware. This construction allows for information to be changed out when necessary.

These are available for use to direct visitors to campus events. Contact Auxiliary Services to reserve the use of these signs.

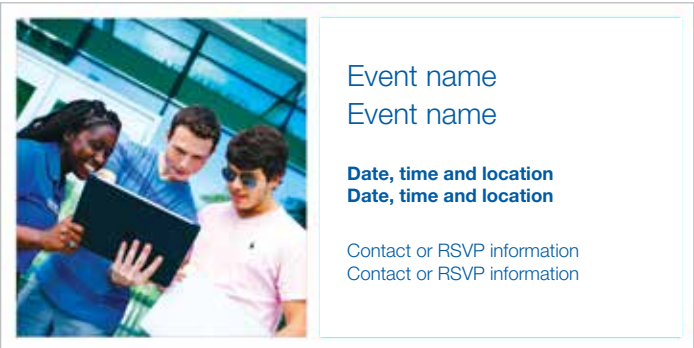
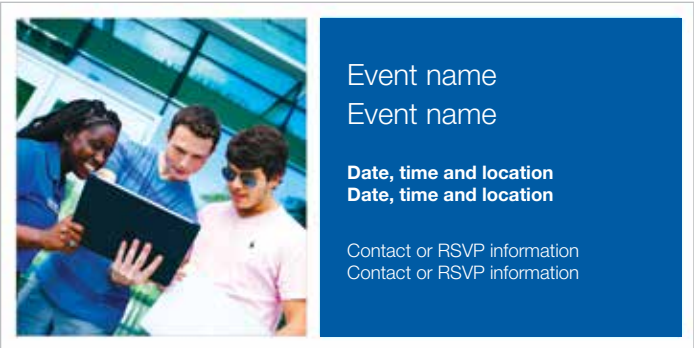
Design templates for these signs are available in accent colors located on Marketing on Demand. Limited accent colors are available to ensure readability.



Event banners

These temporary signs are printed on durable vinyl and are designed to direct visitors to campus events. Contact Auxillary Services to hang them.

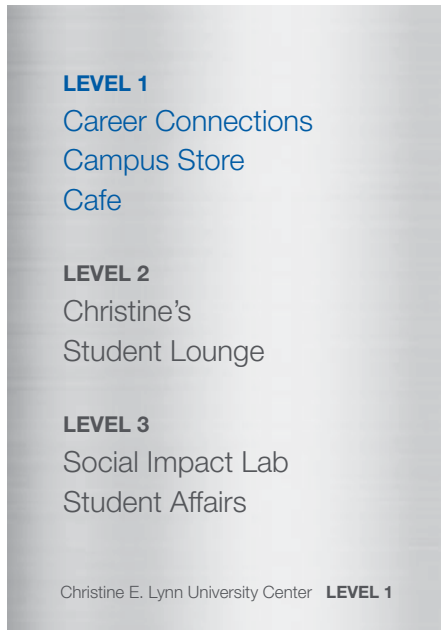
Design templates for these signs are available in accent colors located on Marketing on Demand. Limited accent colors are available to ensure readability.



Interior signs

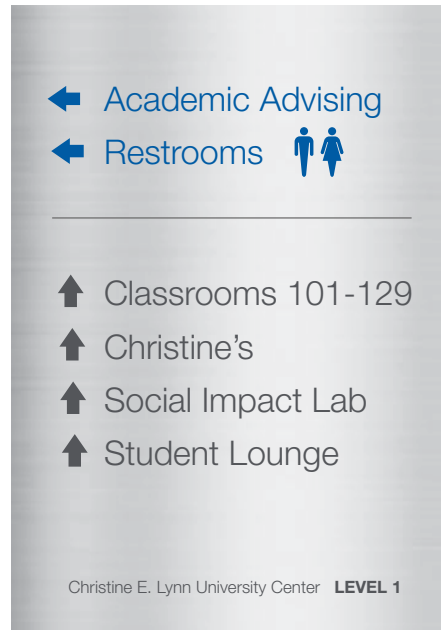
These sign structures are flush mounted to the wall. They are made from a brushed aluminum panel.

For ADA compliance, signs that identify a room, space or area shall have raised characters, Braille and all uppercase text.



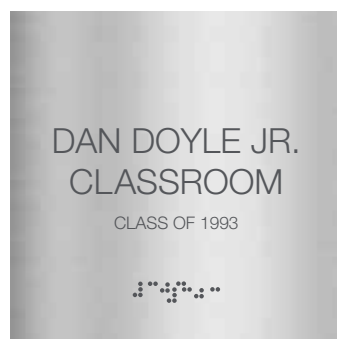
Lobby signs

This sign type identifies departments within the building and indicates floor level. The footer information displays the official building name and current floor level.



Hallway signs

This sign type identifies rooms and locations on a specific level. The footer information displays the official building name and current floor level.



Named room signs

The signs are wall mounted. The material is brushed aluminum with a Lynn Blue and Cool Gray 11 engraved imprint. These are available in one size: 8wx8h.



Room signs

This sign type identifies the name of the room and is located outside the doorway.



Restrooms

This sign type identifies specific gender use for restrooms. Unisex, women or men. These are available in one size: 8wx8h.



Office signs

This sign type includes a business card holder to identify the individual who occupies the office.

Named spaces

This sign type identifies dedicated and sponsored spaces.
Donor walls should be painted either white or Cool Gray 10.

The letters are made from brushed aluminum.

Sherwin Williams
PROMAR® 200
Zero VOC Interior Latex Eggshell
Extra White B30W02651

CG 10
Paint TBD

Sylvester Center at the Institute for Achievement and Learning

made possible by the Harcourt M.
and Virginia W. Sylvester Foundation

Sylvester Center at the Institute for Achievement and Learning

made possible by the Harcourt M.
and Virginia W. Sylvester Foundation

Office of Admission

Department names on glass

These signs are used to identify departments with large glass doorways. Use silver vinyl cut letters and center the application on the window. Any type treatment for windows should follow this style: “Office of” font is Helvetica Neue Light and the department name is Helvetica Neue Bold. Adjust the spacing proportionally between characters to achieve a visually pleasing result.



Environmental extras

Lynn Blue
PMS 293

Awnings

These structures should be Lynn Blue. If wayfinding is necessary, use a white imprint.

- PMS 636
- PMS 638
- PMS 714
- PMS 158
- PMS 2284
- PMS 368

Umbrellas

Umbrellas should use colors from our accent color palette only. Choose one accent color for any given space, not multiple.

Lynn Blue
PMS 293

Lynn branded mats

Manufacturer: Xpressmyself
Model: 1815585, Xpress Mats, 4'x6'-B, classic impressions, 48 gauge

CG 10

Mats and hallway runners

Mats and runners should match Cool Gray 10 as much as possible. These should never have a university logo, athletics logo or spirit mark applied.



Hammocks

Manufacturer: Nags Head

Model: NH11

Single Modified Hammock: size from 13.5-15.5 to 11-13 foot

Color: Oatmeal Duracord



Seating

Manufacturer: Dumor Inc.

Model: 160

Finish: Powder Coated

Color: black



Seating

Manufacturer: Dumor Inc.

Model: 164

Finish: Powder Coated

Color: black



Waste and recycling

Manufacturer: Dumor Inc.

Model: 157

(2) 20 gallon liners with 40 RC Split Liner Recycle Lid

Finish: powder coated

Color: black



Traffic control, bollard

Manufacturer: Reliance Foundry

Model: R-8901

Height: 36 in

Body diameter: 4 1/3 in

Base diameter: 4 1/3 in

Weight: 36 lbs

Material: 316 stainless, #4 satin brush finish

Symbols



Lynn brand identity at a glance

Logo

Size:

Minimum logo size (print) is 0.5" wide

Minimum logo size (digital) is 130w x 55h pixels



Clear space:

Maintain 0.25" clear space all around the logo (print)

Maintain 42 pixels all around the logo (digital)



Approval from the Office of Marketing and Communication is required for all communications that use the university logo. Download logo files at lynn.edu/brand

Typography

Use Helvetica Neue Light, Bold, Italic and Bold Italic. Arial is an acceptable substitution if Helvetica Neue is not available. Use sentence case headlines and subheads and follow AP-style punctuation and grammar rules.

To avoid visually overpowering Lynn Blue, use gray text instead of black.

PMS Cool Gray 11
CMYK 0.0.0.75
(black at 75% opacity)
RGB 83.86.90
Web #53565A

45 Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Color

Our color palette is blue, white and gray.

Lynn Blue
PMS 293
CMYK 100.68.2.2
RGB 0.61.165
Web #003DA5

White
CMYK 0.0.0.0
RGB 255.255.255
Web #FFFFFF

Lynn Gray
PMS Cool Gray 5
CMYK 13.9.10.27
RGB 177.179.179
Web #B1B3B3

Our message

Innovative.

Global.

Personalized.

These are the three most important words in the Lynn University vocabulary. They are the foundation of our mission and represent our brand promise.

Voice and visual style

- Our voice is clear and active.
- Our design style is simple and modern.
- We use original photography to feature our vibrant people and beautiful campus.

Resources

Brand portal: lynn.edu/brand

Promo store: promos.lynn.edu

Lynn.edu questions or updates:
webteam@lynn.edu

Social media requests:
socialmedia@lynn.edu

News requests: news@lynn.edu

Marketing team questions or project requests:
marketing@lynn.edu
or +1 561-237-7779