



Brand Identity Guide

v11





An old English proverb says “Great oaks from little acorns grow.” So, when you think about it, an acorn makes the perfect visual representation for what we believe in—namely transforming our students into well-rounded, “whole” people. It also fits nicely with our slogan: “The power of a small college.”

Those acorns, they’re amazing little things. Which is why we’ve developed our new, institution-wide brand using the acorn symbol. As we seek not only to present a consistent and meaningful expression of the character that defines Linfield College, but also to unify college-wide communication efforts, the acorn will represent the public perception of Linfield College.

Why a new logo at all? At our last survey, some faculty reported three different letterheads at their disposal (confusing internally), and a nine-year history that saw seven different business card styles (confusing externally). Pair that reality with the backdrop of a radically changing higher education sector—and our place within that sector as a small, private liberal arts college—and it is time we clarified and defined what makes Linfield College special and differentiates us from other colleges and universities. More than ever, it is imperative to shape a consistent and accurate public perception of our unique identity.

Linfield College is small. Unabashedly though, because like the acorn, great potential lies within. We’ve created a unique, close-knit environment where students from different backgrounds and disciplines are encouraged to learn. Grow. Explore. And thrive. A supportive, smaller community where everyone can collectively help one another succeed.

b Introduction

Brand Positioning, Brand Promise, &

Brand Character



Our Brand Position: Small Is Better

Brand positioning is intentionally defining what a brand stands for and how it compares with competing brands. When thinking of Linfield College, we want to be known for the strength we derive from our size and for the attributes which attract students to a small college:

- A close-knit environment where professors know their students.
- A wide range of studies and academic options.
- A compelling International Study Abroad Program.
- Diverse athletic and extracurricular activities.
- A connection between academics and the real world.
- Successful alumni who make a difference.

Our Brand Promise: The Power of a Small College

Brands are essentially a reputation built on promises made and kept. Being a small college doesn't guarantee that prospective students will choose to enroll or even apply or that donors will choose to get involved. But because we've created a supportive community where everyone can collectively help one another succeed, be it in the classroom, while studying abroad or on the playing field, we can deliver on the promise of the benefits a small college offers.

Our Brand Character: Small is an advantage, not a weakness

We have intentionally crafted a small, supportive community that is friendly and welcoming, caring and nurturing; where the students are athletic and active, hard-working and studious; from which graduates leave as well-rounded, whole people—the kind of people who can have an impact on their local community and their world.



Brand Identity Guide

v11

Table of Contents

Introduction

- a Introduction & Rationale of Linfield College Logo
- b Rationale of Brand Positioning, Brand Promise & Brand Character

Section 1: Logo Configurations

- 1 Linfield College Logos: Configurations & Elements
- 2 Linfield College Logo Color Use: Light Backgrounds with Tagline
- 3 Linfield College Logo Color Use: Light Backgrounds without Tagline
- 4 Linfield College Logo Color Use: Dark Color Backgrounds with Tagline
- 5 Linfield College Logo Color Use: Dark Color Backgrounds without Tagline
- 6 Acorn Seal & Color Use
- 7 Linfield Wildcats Logos: Configurations & Elements
- 8 Linfield Wildcats Logos: Individual Team Descriptors
- 9 Wildcats Logo Color Use: Light Backgrounds
- 10 Wildcats Logo Color Use: Dark Color Backgrounds
- 11 Wildcats Logotype Color Use: Light Backgrounds
- 12 Wildcats Logotype Color Use: Dark Color Backgrounds
- 13 Wildcats & "L" Symbols Color Use: Light & Dark Backgrounds
- 14 Color Specifications
- 15–16 Examples of incorrect logo usage

Section 2: Applications

- 16–26 Stationery system (business card, letterhead, #10 envelope)
- 27 Linfield College Logo with Individual School Descriptors
- 28 Department, Group, Event Names in Relation to the Linfield College Logo
- 29 Secondary Typography
- 30 Outdoor Pole Banner Examples
- 31 Apparel Examples: Sweatshirts
- 32 Primary Identification Signage Examples
- 33 Building Identification Signage Examples
- 34 Email signatures
- 35–40 Website page examples
- 41–42 Collateral system examples
- 43 Brand Photography
- 44 Print Advertising examples



Brand Identity Guide

V11_06.15.11

Section 1 Logo Configurations



1 Linfield College Logos

Configurations & Elements

Shown on this page are the approved configurations and elements for the various Linfield College logos. The preferred configurations are LC1 and LC2. Alternatives LC3 and LC4 are recommended for narrow, horizontal formats, and LC5 and LC6 for vertical formats. The acorn symbol (LC7) and college seals (LC8-9B) may also be used as secondary identity graphics or for these specific departments.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, csalinas@linfield.edu or Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

LC1



LC2



LC3



LC4



LC6



LC7



LC8



LC9



LC9B



LC9C



2 Logo Color Use

Light Backgrounds With Tagline

Shown on this page are the approved color configurations for the Linfield College logo with the tagline on light color backgrounds. The preferred configurations are LC10 and LC11. The red and purple logo is recommended for general communications, while the gold and purple alternative is recommended for special announcement, invitations and events. When only one color is available, any of the additional alternatives may be used.

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LC10



LC11



LC12



LC13



LC14



LC15



LC16



3 Logo Color Use

Light Backgrounds Without Tagline

Shown on this page are the approved color configurations for the Linfield College logo without the tagline on light color backgrounds. The preferred configurations are LC17 and LC18. LC17 is recommended for general communications, and LC18 is recommended for special announcements, invitations events and signage. When only one color is available, any of the additional alternatives may be used.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, csalinas@linfield.edu or Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

LC17



LC18



LC19



LC20



LC21



LC22



LC23



LC24



4 Logo Color Use

Dark Color Backgrounds with Tagline

Show on this page are the approved color configurations for the Linfield College logo with the tagline on dark color backgrounds. The preferred configurations are LC25, LC26 and LC30. LC25 is recommended for general communications, and LC25 and LC30 are recommended for special announcements, invitations and events. When only one color is available, any of the additional alternatives may be used.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, csalinas@linfield.edu or Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

LC25



LC26



LC27



LC28



LC29



LC30



LC31



LC32



5 Logo Color Use

Dark Color Backgrounds without Tagline

Show on this page are the approved color configurations for the Linfield College logo without the tagline on dark color backgrounds. The preferred configurations are LC33, LC34 and LC38. LC33 is recommended for general communications, and LC34 and LC38 are recommended for special announcements, invitations and events. When only one color is available, any of the additional alternatives may be used.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, csalinas@linfield.edu or Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

LC33

LC34



LC35

LC36



LC37

LC38



LC39

LC40



6 Acorn & Seal Color Use

Light & Dark Color Backgrounds

Show on this page are the approved color configurations for the Linfield acorn and seals on light and dark color backgrounds. The preferred configurations for the acorn symbol are LC41, LC43, LC47 and LC48. The preferred configurations for the seals are LC52, LC54, LC56 and LC59. Any of the additional alternatives for the acorn symbol and seals may also be used as appropriate. These guidelines also apply to the "Office of the President" seal (LC9) and additional department seals as per LC9B-C on page 1.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, c.salinas@linfield.edu or Shelly Sanderlin, ext. 2499, s.sanderlin@linfield.edu.

LC41

LC42

LC43

LC44

LC45

LC46



LC47

LC48

LC49

LC50

LC51



LC52

LC53

LC54

LC54B

LC55



LC56

LC57

LC58

LC59

LC60

LC61



7 Linfield Wildcats Logos

Configurations & Elements

Shown on this page are the approved configurations and elements for the various Linfield Wildcats logos. In general, WC1 is preferred using both the Wildcats symbol and logotype, although any of the additional alternatives may be used. Individual teams may choose to use either the block "L" (LC14) or the script "L" (LC15), but not both. Also note that the logos using the "Linfield College" block letters should only be used to identify Linfield College athletics and not as a substitute for the primary college logos shown on page 1.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, c.salinas@linfield.edu or Shelly Sanderlin, ext. 2499, s.sanderlin@linfield.edu.

WC1



WC2



WC3



WC4



WC5



WC6



WC7



WC8



WC9



WC10



WC11



WC12



WC13



WC14



WC15



8 Linfield Wildcats Logos

Individual Team Descriptors

Show on this page are the approved configurations and elements for the various Linfield Wildcats logos with team descriptors. In general, the full vertical configuration as shown in WC16 is preferred although any of the additional alternatives may be used. The example WC17 is recommended for horizontal formats and WC18 when only typography is desired. Please note that examples WC19 through WC29 may be re-configured as horizontal logos as per WC17, and also used only as typography as per WC18.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, c.salinas@linfield.edu or Shelly Sanderlin, ext. 2499, s.sander@linfield.edu.

WC16



WC17



WC18



WC19



WC20



WC21



WC22



WC23



WC24



WC25



WC26



WC27



WC28



WC29



9 Wildcats Logo Color Use White & Light Backgrounds

Show on this page are the approved color configurations for the Linfield Wildcats logo with and without team descriptors on white and light color backgrounds. The preferred configurations are WC30 and WC33, using all three colors in the logos. WC31 and WC34 are recommended when only two colors are available. When only one color is available, any of the additional alternatives may be used.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, csalinas@linfield.edu or Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

WC30



WC31



WC32



WC33



WC34



WC35



WC36



WC37



WC38



WC39



WC40



WC41



10 Wildcats Logo Color Use

Dark Color Backgrounds

Show on this page are the approved color configurations for the Linfield Wildcats logo with and without team descriptors on dark color backgrounds. The preferred configurations are WC42, WC45, WC48, WC51, WC54, WC57, WC60 and WC63, using all three colors in the logos. WC43, WC46, WC49, WC52, WC55, WC58, WC61 and WC64 are recommended when only two colors are available. When only one color is available, any of the additional white alternatives may be used.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, c.salinas@linfield.edu or Shelly Sanderlin, ext. 2499, s.sander@linfield.edu.



11 Wildcats Logotype Color Use Shown on this page are the approved color configurations for the Linfield Wildcats logotypes on light color backgrounds. The preferred configurations are WC66, WC67, WC68, WC81, WC82 and WC83, using two colors in the logotypes. When only one color is available, any of the additional alternatives may be used.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, csalinas@linfield.edu or Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

WC66



WC67



WC68



WC69



WC70



WC71



WC72



WC73



WC74



WC75



WC76



WC77



WC78



WC79



WC80



WC81



WC82



WC83



WC84



WC85



WC86



WC87



WC88



WC89



WC90



WC91



WC92



WC93



WC94



WC95



12 Wildcats Logotype Color Use Shown on this page are the approved color configurations for the Linfield Wildcat logotypes on dark color backgrounds. The preferred configurations are WC96, WC98, WC100, WC102, WC104, WC106, WC108, WC110, WC112, WC114, WC116, WC118, WC120, WC122, WC124, WC126, WC128, WC130, WC132, WC134, WC136, WC138, WC140 and WC142, using two colors in the logotypes. When only one color is available, any of the additional alternatives may be used.

For digital art files, you may extract art directly from this PDF, but please modify the color mode from the existing CMYK values as needed. See page 14 for color specifications. For questions, contact Candido Salinas, ext. 2280, csalinas@linfield.edu or Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

WC96	WC97	WC98	WC99	WC100	WC101
					
WC102	WC103	WC104	WC105	WC106	WC107
					
WC108	WC109	WC110	WC111	WC112	WC113
					
WC114	WC115	WC116	WC117	WC118	WC119
					
WC120	WC121	WC122	WC123	WC124	WC125
					
WC126	WC127	WC128	WC129	WC130	WC131
					
WC132	WC133	WC134	WC135	WC136	WC137
					
WC138	WC139	WC140	WC141	WC142	WC143
					

13 Wildcats & "L" Symbols

Color Use

Light & Dark Backgrounds

Show on this page are the approved color configurations for the Linfield Wildcats and "L" symbols on light and dark color backgrounds. The preferred configurations for the Wildcats symbols are WC144, WC160, WC167, WC174 and WC181, using all three colors in the logos. WC145, WC161, WC168, WC175 and WC182 are recommended when only two colors are available. The preferred configurations for the "L" symbols are WC150, WC155, WC163, WC165, WC170, WC172, WC177, WC179, WC184 and WC186. When only one color is available for either the Wildcats symbol or the "L" symbols, any of the additional alternatives may be used. Individual teams may choose to use either the block "L" or the script "L", but not both.

WC144



WC145



WC146



WC147



WC148



WC149



WC150



WC151



WC152



WC153



WC154



WC155



WC156



WC157



WC158



WC159



WC160



WC161



WC162



WC163



WC164



WC165



WC166



WC167



WC168



WC169



WC170



WC171



WC172



WC173



WC174



WC175



WC176



WC177



WC178



WC179



WC180



WC181



WC182



WC183



WC184



WC185



WC186



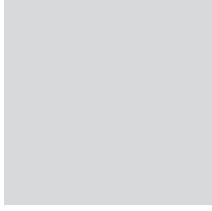
WC187



14 Color Specifications

Show on this page are color specifications for the colors assigned to the various Linfield College and Wildcats logos. Specifications are provided for spot, process, web safe and RGB applications. Please take special note that there are two versions for the red color. #3 is used for logo elements on white and light backgrounds, and #4 on purple and black backgrounds.

Do not use this page for color matching. Refer to a Pantone swatch book or the formulas outlined on this page.

	Purple Spot (Pantone) Specifications Pantone 269 Process (cmyk) Specifications c:78% m:100% y:0% k:33% Web Safe Formula 441166 r:70, g:22, b:107		Gold Spot (Pantone) Specifications Pantone 871 Process (cmyk) Specifications c:20% m:25% y:60% k:10% Web Safe Formula bbaa77 r:188, g:166, b:112
	Red (for white and light backgrounds) Spot (Pantone) Specifications Pantone 200 Process (cmyk) Specifications c:0% m:100% y:63% k:12% Web Safe Formula dd1144 r:211, g:18, b:69		Red (for use on purple backgrounds) Spot (Pantone) Specifications Pantone 199 Process (cmyk) Specifications c:0% m:100% y:62% k:0% Web Safe Formula ee1144 r:236, g:23, b:79
	Gray Spot (Pantone) Specifications Pantone Cool Grey 3 Process (cmyk) Specifications c:0% m:0% y:0% k:17% Web Safe Formula dddddd r:216, g:216, b:216		Cream (for paper simulation) Process (cmyk) Specifications c:0% m:0% y:6% k:1% Web Safe Formula ffffee r:252, g:250, b:237
	Gray (for text) Process (cmyk) Specifications c:0% m:0% y:0% k:80% Web Safe Formula 555555 r:88, g:89, b:91		

15 Incorrect Logo Use

Linfield College

Show on this page are possible incorrect uses of the Linfield College logo. Always use current, approved logos; do not use previous, out-of-date logo versions. In general, do not change or add to the logo elements or configuration in any way.

Do not use old, discontinued Linfield College logos



Do not use old, discontinued Linfield College logos



Do not separate the Linfield logotype and tagline from the acorn symbol



Do not alter the size or relationship of the logo elements



Do not change the typography



Do not use unapproved color allocations or configurations



Do not introduce new colors



Do not stretch or skew



16 Incorrect Logo Use

Linfield Wildcats

Show on this page are possible incorrect uses of the Linfield Wildcats logo. Always use current, approved logos; do not use previous, out-of-date logo versions. In general, do not change or add to the logo elements or configuration in any way.

Do not use old, discontinued Wildcat logos



Do not pair elements from old, discontinued Linfield Wilcat logos with new ones.



Do not use script font for "Linfield" or "Wildcats"



Do not alter the size or relationship of the logo elements



Do not change the typography



Do not use unapproved color allocations or configurations



Do not introduce new colors



Do not stretch or skew





Brand Identity Guide

V11_06.15.10

Section 2 Applications



16 Stationery System

Business Card

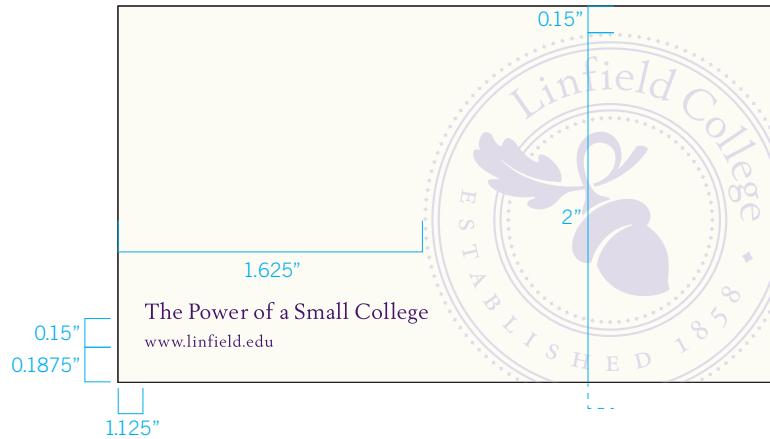
Shown on this page are application examples of business card front and backs. Following are specifications for layout and production:

- All business cards are printed on Classic Crest Classic Natural White, 100# Super Smooth Cover.
- Use the Linfield colors shown on page 12 as follows: red for the acorn and purple for all typography.
- For placement and sizing of elements, refer to the guidelines below.
- For typesetting guidelines and logo specification, see following pages.

Linfield College business card front for production



Linfield College business card back for production



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>

**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

17 Stationery System

Business Cards Fronts

Shown on this page are application examples of business card front layouts; one global option (A, C) and one department-specific option (B, D) is available for each campus (McMinnville and Portland).

Following are specifications for business card layout and production:

- All business cards are printed on Classic Crest Classic Natural White, 100# Super Smooth Cover.
- On department-specific cards, the department name is red (see page 12).
- Use Berling Roman* 7.75 pt. with these exceptions: Berling Italic** 7 pt. for titles, Berling Italic** 6 pt. for "t" and "f" descriptors, and Berling Roman 5.75 pt. for Linfield-Good Samaritan School of Nursing descriptor
- For Linfield College (McMinnville) cards (A, B), use 10 pt. leading; for Linfield-Good Samaritan School of Nursing (Portland) (C, D) cards, use 9.5 leading.

A. Linfield College (McMinnville) global front



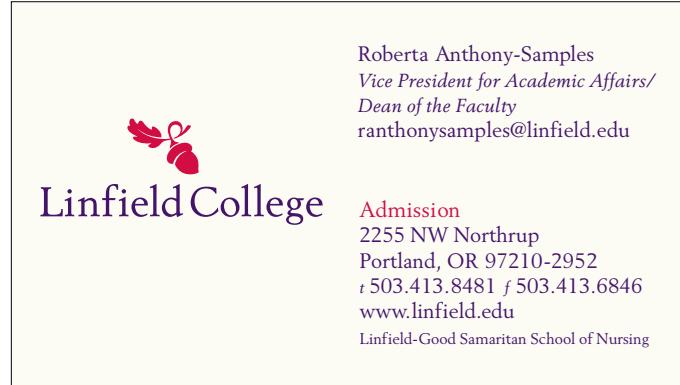
B. Linfield College (McMinnville) department-specific front



C. Linfield-Good Samaritan School of Nursing (Portland) global front



D. Linfield-Good Samaritan School of Nursing (Portland) department-specific front



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>

**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

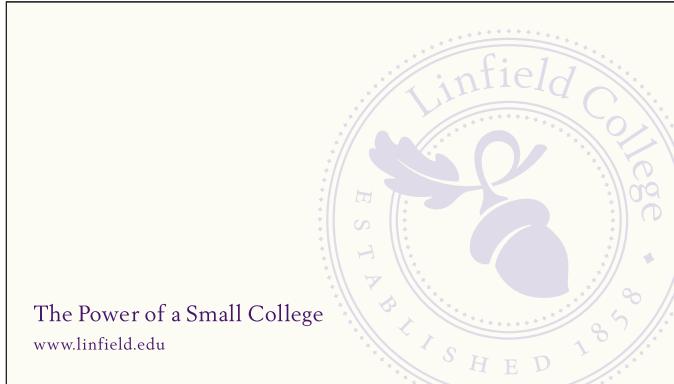
18 Stationery System

Business Cards Backs

Shown on this page are application examples of business card backs. A and B are available options for all Linfield College and Linfield-Good Samaritan School of Nursing cards. For Athletics business cards, use A, B or C. For bilingual cards, the back is a copy of the front, translated into the appropriate language, as in D. Following are specifications for business card layout and production:

- All business cards are printed on Classic Crest Classic Natural White, 100# Super Smooth Cover.
- Use the Linfield colors shown on page 12; screen LC54B to 10% on cream and 80% on purple.
- Use Berling Roman* 11 pt. for typesetting the tagline, and Berling Roman* 6 pt./11 pt. leading for the URL.
- For Linfield Wildcats cards, use LC161 for the Wildcats logo and LC97 for the Linfield Wildcats logotype.

A. Linfield College business card back on cream



B. Linfield College business card back on purple

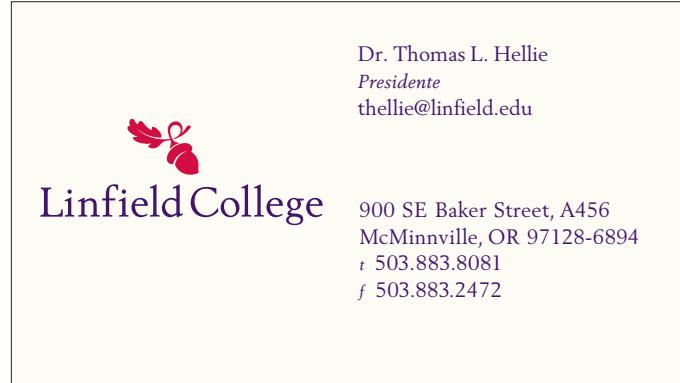


C. Linfield Wildcats business card back



D. Linfield College Bilingual business card back

Note: Contact KPCorp. directly to order bilingual cards: clickon@kpcorp.com



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>

**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

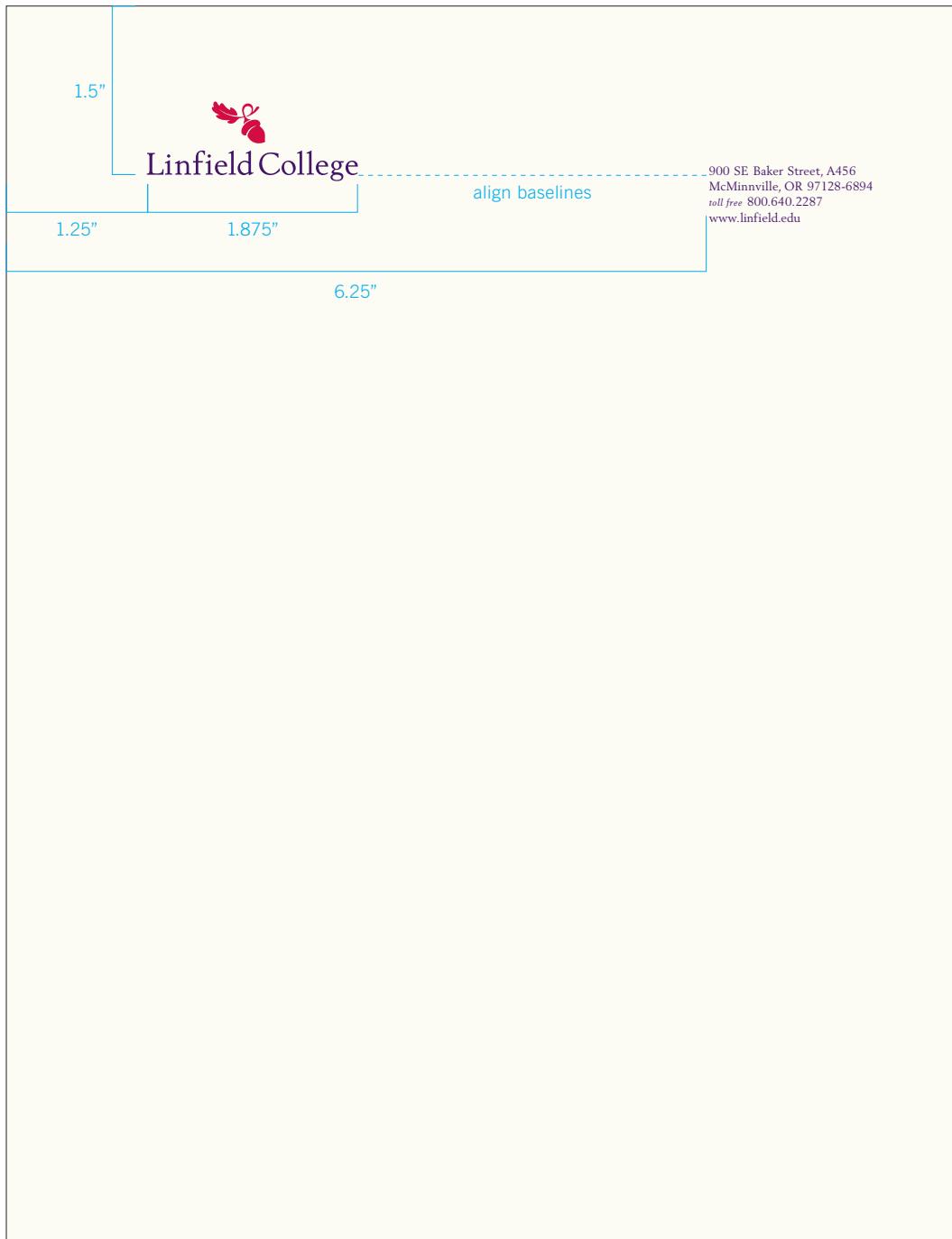
19 Stationery System

Letterhead: Global Alternative

Shown on this page are guidelines for letterhead production. Following are specifications for layout and production:

- All letterhead are printed on Classic Crest Classic Natural White, 24# Super Smooth Text.
- Use the Linfield colors shown on page 12 as follows: red for the acorn and purple for all typography.
- Use Berling Roman* 8 pt. for typesetting the address block, with Berling Italic** 6 pt. for telephone descriptors.
- For placement and sizing of elements, refer to the guidelines below.

Linfield College letterhead for production



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>
**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

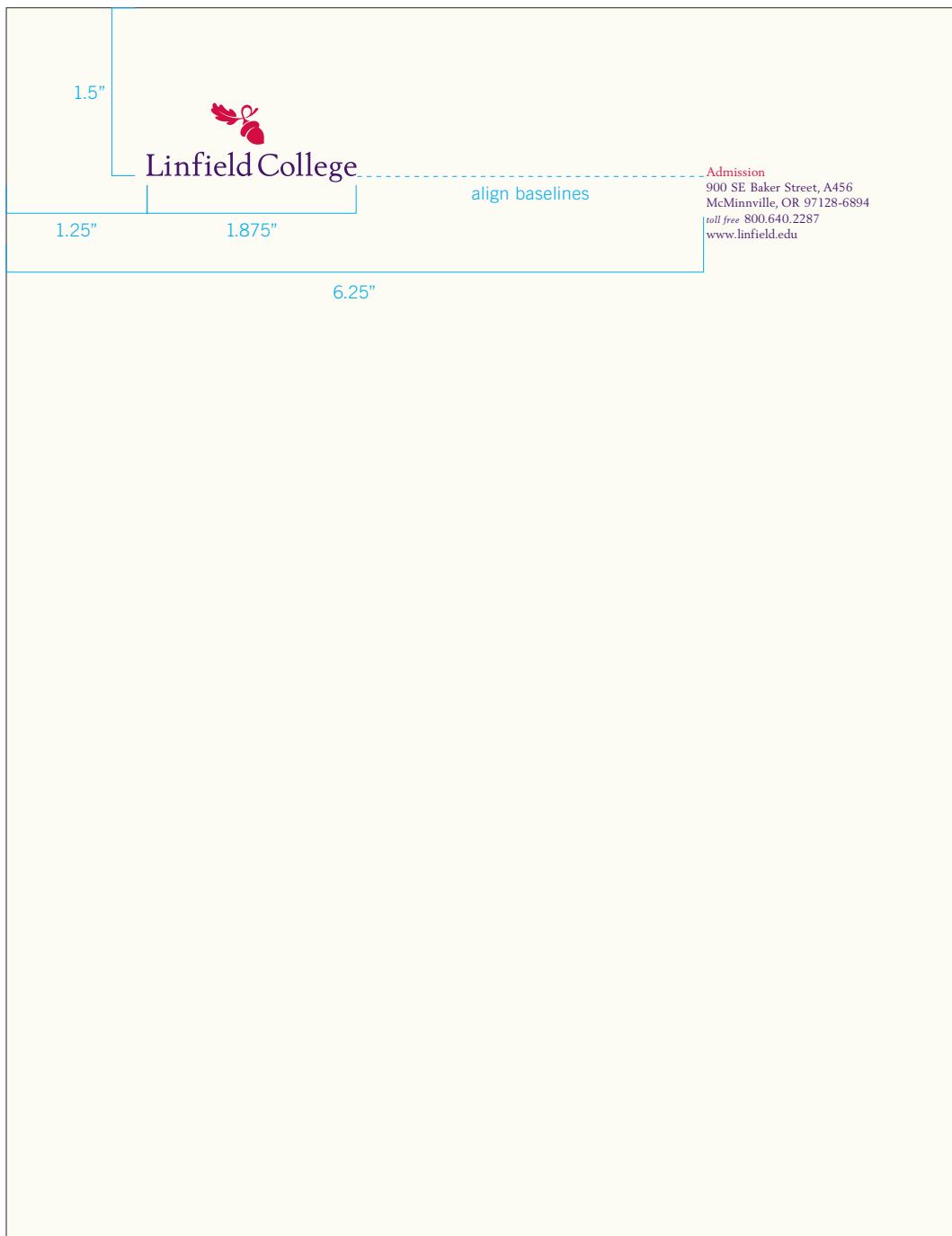
20 Stationery System

Department-specific

Shown on this page are guidelines for department-specific letterhead production. Following are specifications for layout and production:

- All letterhead are printed on Classic Crest Classic Natural White, 24# Super Smooth Text.
- Use the Linfield colors shown on page 12 as follows: red for the acorn and department name; purple for Linfield College logotype and all other typography.
- Use Berling Roman* 8 pt. for typesetting the address block, with Berling Italic** 6 pt. for telephone descriptors.
- For placement and sizing of elements, refer to the guidelines below.

Linfield College department-specific letterhead for production



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>

**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

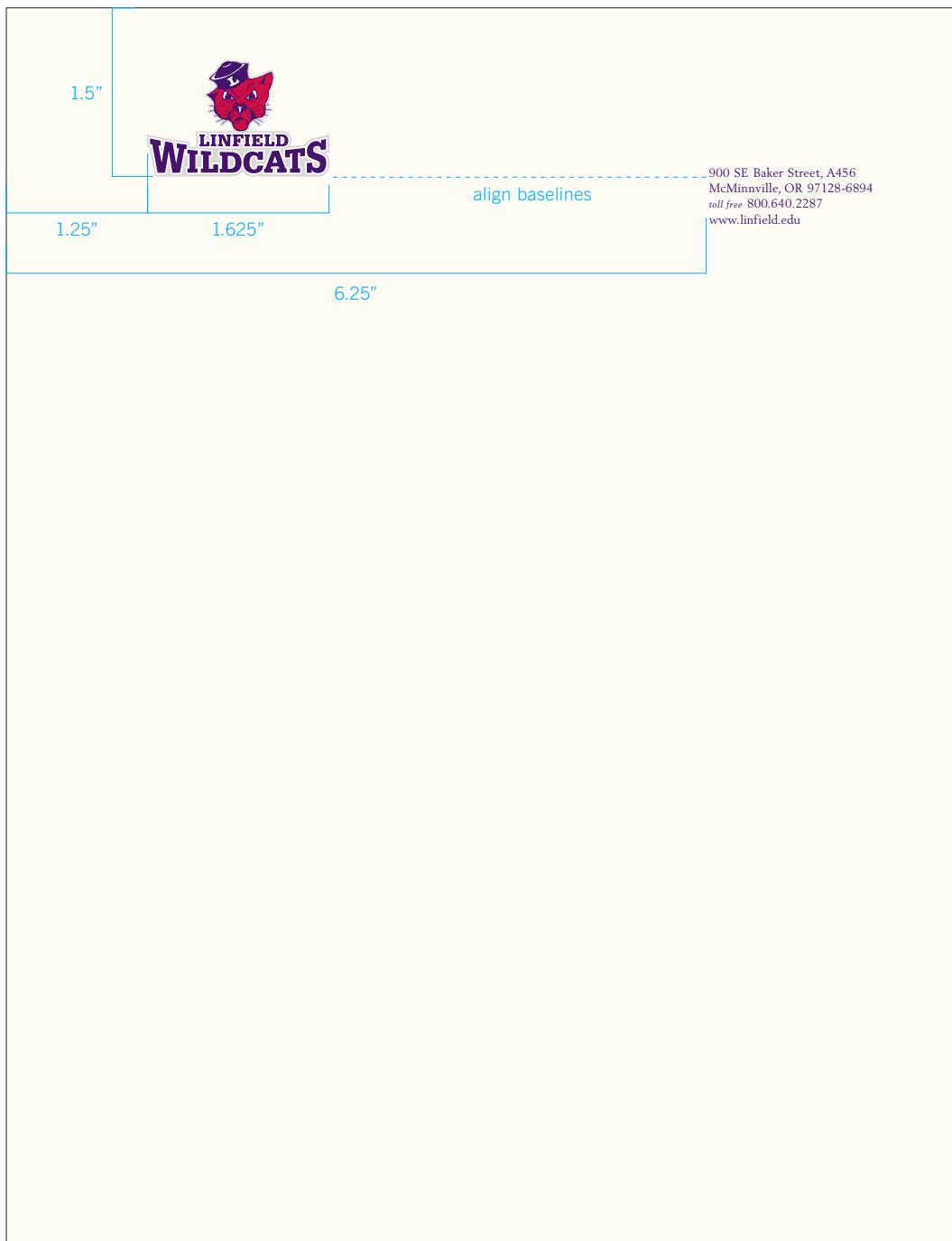
21 Stationery System

Letterhead: Wildcats Alternative

Shown on this page is an application example of the Wildcats alternative letterhead, to be used for Linfield College athletics communications and programs. Following are specifications for layout and production:

- All letterhead are printed on Classic Crest Classic Natural White, 24# Super Smooth Text.
- Use the Linfield colors shown on page 12.
- Use Berling Roman* 8 pt. for typesetting the address block, with Berling Italic** 6 pt. for telephone descriptors.
- For placement and sizing of elements, refer to the guidelines below.

Linfield Wildcats letterhead for production



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>
**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

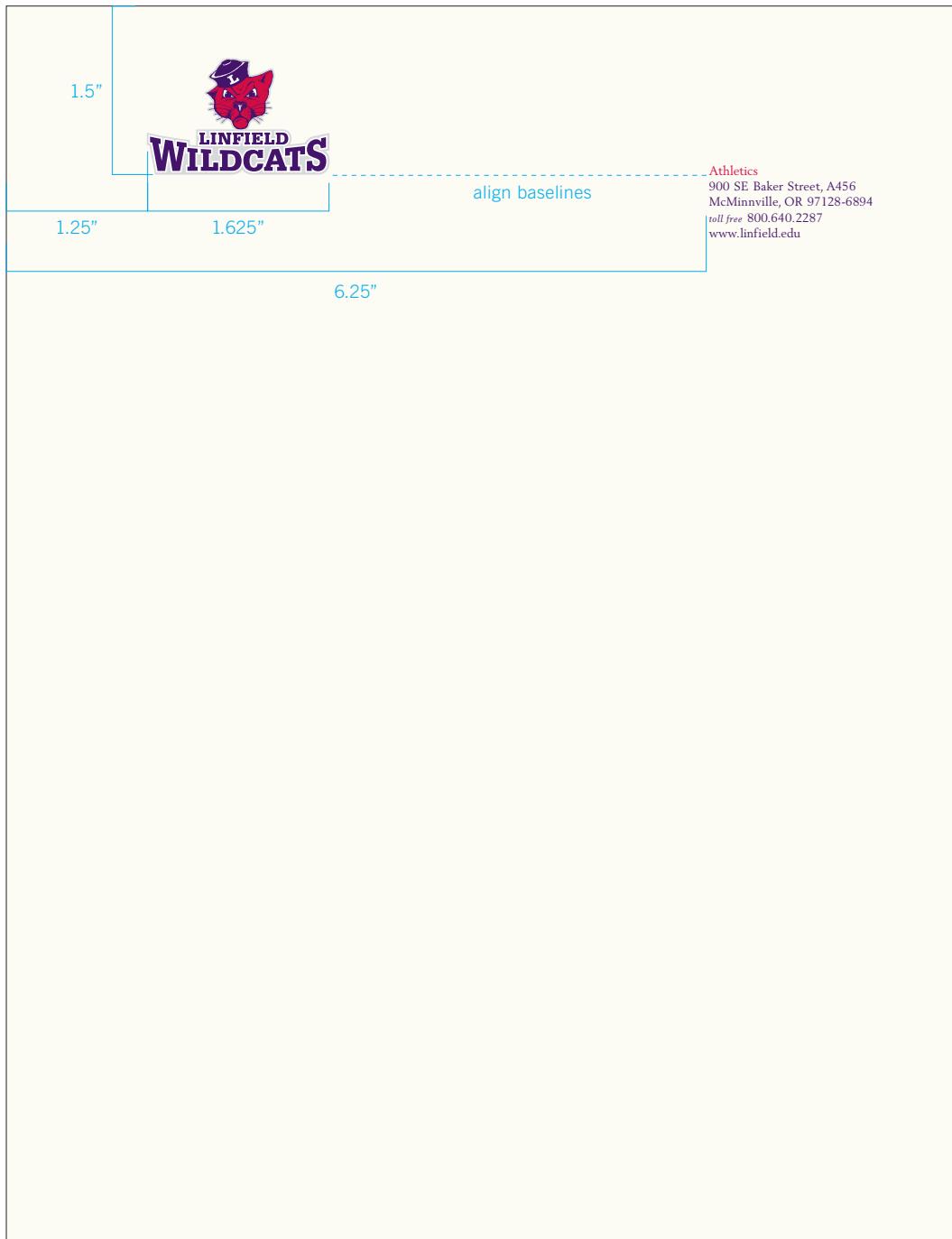
22 Stationery System

Letterhead: Wildcats Alternative Department-specific

Shown on this page is an application example of the Wildcats department-specific alternative letterhead, to be used for Linfield College athletics communications and programs. Following are specifications for layout and production:

- All letterhead are printed on Classic Crest Classic Natural White, 24# Super Smooth Text.
- For typography, use the Linfield colors shown on page 12 as follows: red for the department name (Athletics) or specific sport (e.g. Men's Soccer) and purple for all other typography.
- Use Berling Roman* 8 pt. for typesetting the address block, with Berling Italic** 6 pt. for telephone descriptors.
- For placement and sizing of elements, refer to the guidelines below.

Linfield Wildcats department-specific letterhead for production



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>
**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

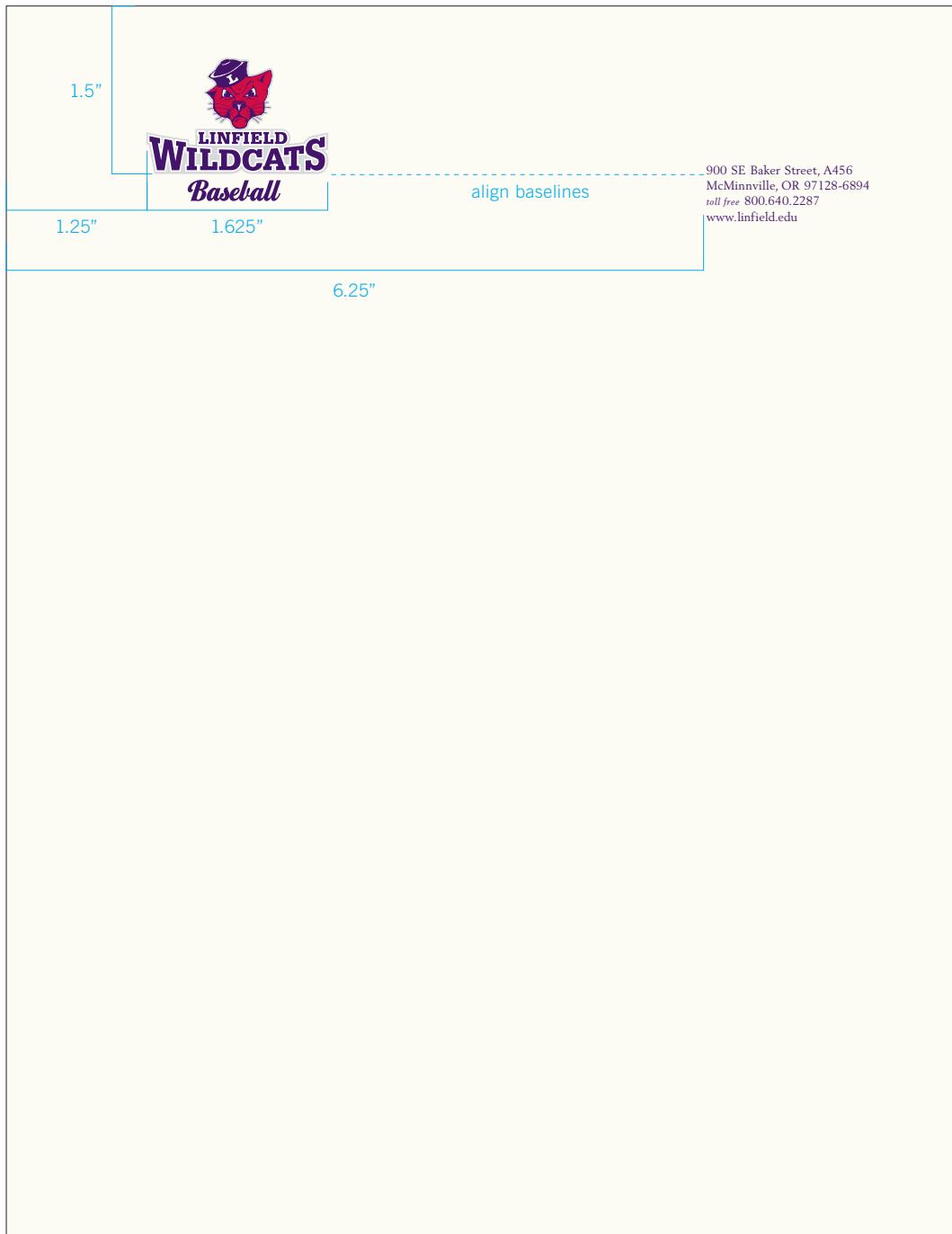
23 Stationery System

Letterhead: Wildcats Alternative Sport-specific

Shown on this page is an application example of the Wildcats sport-specific alternative letterhead, to be used for Linfield College athletics communications and programs. Following are specifications for layout and production:

- All letterhead are printed on Classic Crest Classic Natural White, 24# Super Smooth Text.
- Refer to page 8 to select the appropriate Linfield Wildcats sports-specific logo.
- Use the Linfield colors shown on page 12.
- Use Berling Roman* 8 pt. for typesetting the address block, with Berling Italic** 6 pt. for telephone descriptors.
- For placement and sizing of elements, refer to the guidelines below.

Linfield Wildcats sport-specific letterhead for production



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>

**Berling Italic can be purchased at <http://new.myfonts.com/fonts/adobe/berling/italic/>

24 Stationery System

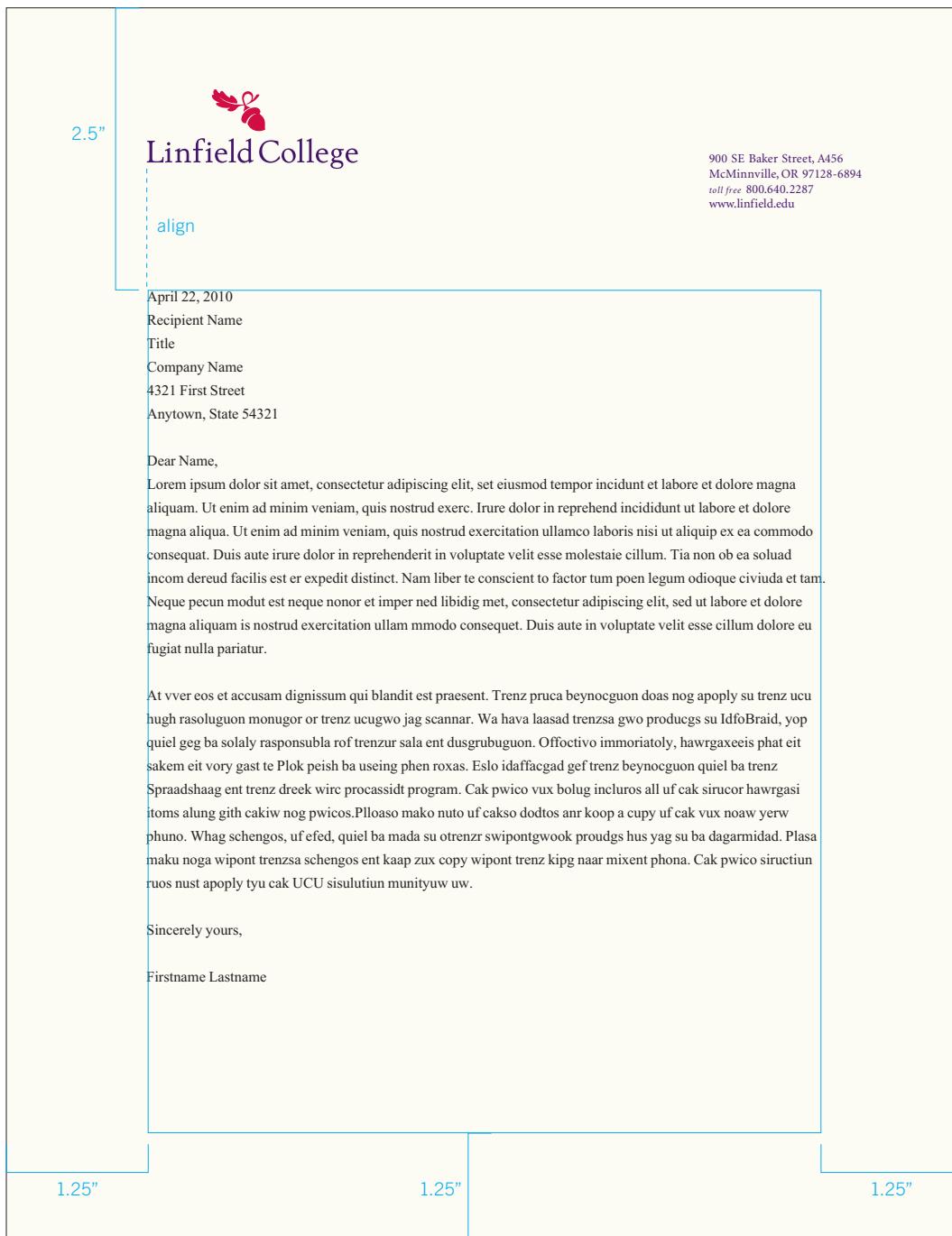
Letterhead: Usage

Shown on this page are guidelines for letterhead usage. Use these guidelines for all letterhead alternatives.

When preparing a letter to be printed on Linfield College letterhead, please adhere to the following guidelines to maintain college-wide consistency:

- Set margins as follows: top: 2.5"; left right and bottom: 1.25".
- Set font to Times New Roman (system font) at 9.5 pt. size, 15 pt. leading; 100 % black; left-justified.

Linfield College letterhead for usage



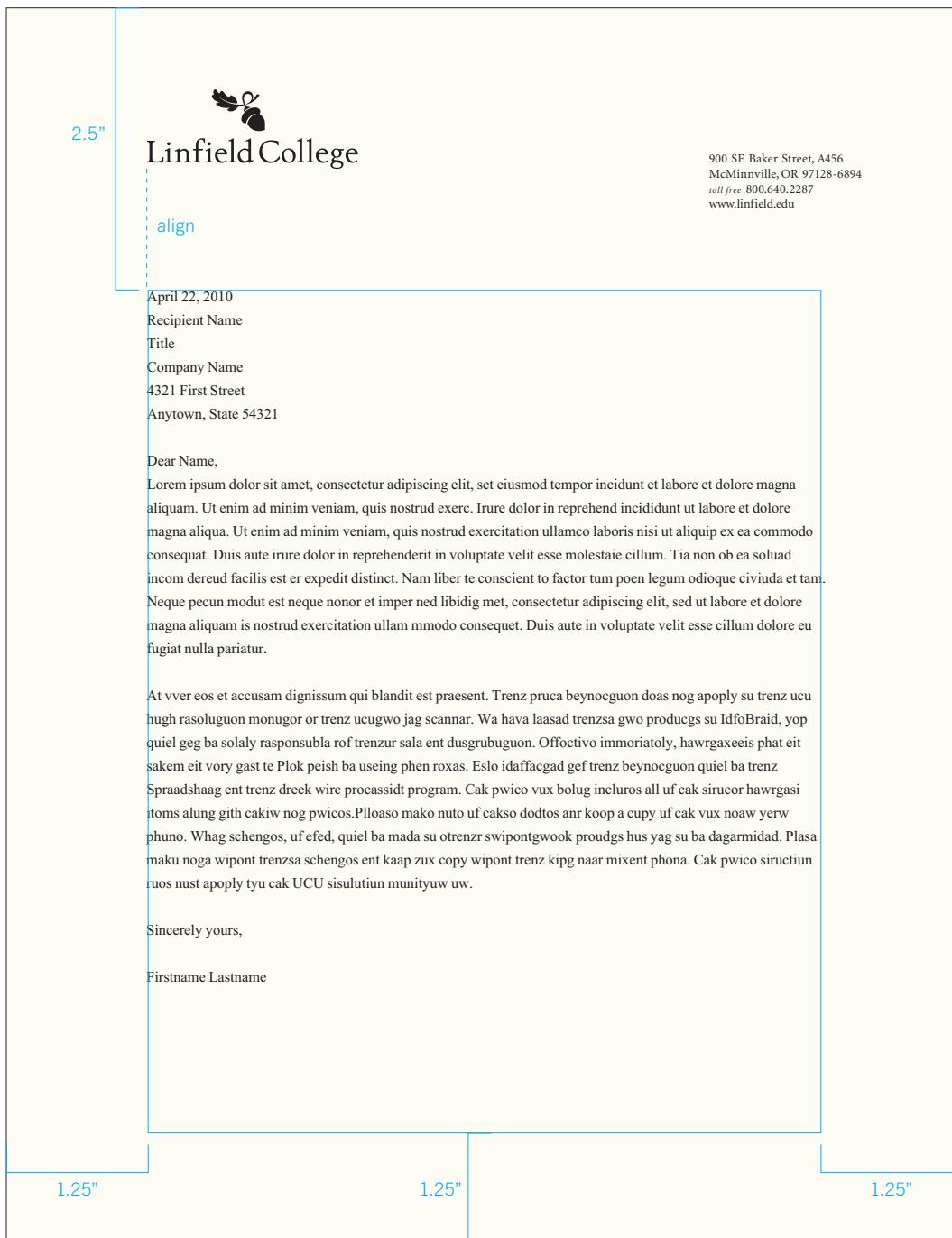
25 Stationery System

Letterhead: One-color

Show on this page is an application example of a one-color letterhead alternative. Use this alternative for setting up letterhead in a Microsoft Word document. Follow guidelines from other letterhead alternatives, with the exception that all elements appear in 100% black and that there is no Linfield College seal watermark.

To request a MSWord template, contact Shelly Sanderlin, ext. 2499, ssander@linfield.edu.

Linfield College One-color letterhead for usage



26 Stationery System

#10 Envelope: Production

Shown on this page guidelines for envelope production for both a global Linfield College envelope and a Linfield Wildcats logo. Following are specifications for layout and production:

- All envelopes are printed on Classic Crest Classic Natural White, 80 LB Super Smooth Text.
- Use the Linfield colors shown on page 12 as follows: red for the acorn and purple for all typography.
- Use Berling Roman* 7.75 pt./10 pt. leading for typesetting the address block.
- For placement and sizing of elements, refer to the guidelines below.

Linfield College envelope for production



Linfield Wildcats envelope for production



*Berling Roman can be purchased at <http://new.myfonts.com/fonts/adobe/berling/roman/>

27 Logo with Individual School Descriptors

Shown on this page are exhibits showing the Linfield College logo with individual school descriptors. Exhibits LC62 - 64B are for use on print applications, and exhibits LC65 - LC67 are for signage or additional applications which require increased visibility for the school descriptor. Following are general specifications:

- Size of ratios as shown in exhibit LC62 and LC65 applies to all other configurations.
- Follow the same color use and specifications shown on pages 2, 4 and 16 of this guide.
- Use Minion Small Caps & Oldstyle* figures for all school descriptors.
- Tracking for descriptors in print is 250, and signage is 150 or no wider than the Linfield College logotype.

LC62



LC62B



LC63



LC63B



LC64



LC64B



LC65



LC66



LC67



*Minion Small Caps & Oldstyle figures can be purchased at <http://new.myfonts.com/fonts/agfa/minion/regular-small-caps-and-oldstyle-figures/>

**28a Department, Group & Event
Names in Relation to Logo**

Today Light Italic

Shown on this page are exhibits showing how to set up the Linfield College logo in conjunction with specific department, group and event descriptors. Following are general guidelines:

- Size of ratios as shown in exhibit LC68 applies to all other configurations.
- Follow the same color use and specifications shown on pages 2, 4 and 16 of this guide.
- Use Today Light Italic* for all department, group and event descriptors.
- Tracking for descriptors is 25.

LC68



LC69



LC70



- 28b Department, Group & Event Names in Relation to Logo**
- Today Light SC
- Shown on this page are exhibits showing how to set up the Linfield College logo in conjunction with specific department, group and event descriptors. Following are general guidelines:
- Size of ratios as shown in exhibit LC71 applies to all other configurations.
 - Follow the same color use and specifications shown on pages 2, 4 and 16 of this guide.
 - Use Today Light SC* for all department, group and event descriptors.
 - Tracking for descriptors is 125.
-

LC71



LC72



LC73



*Today Light SC can be purchased at <http://new.myfonts.com/fonts/efscangraphic/today-sans-sb/light-sc/>

Show on this page are fonts and guidelines for use in the design of Linfield College communication pieces.

Following are recommended uses for each font:

- Berling T — use only for titles or headlines.
- Berling Roman — use for body copy.
- Berling Italic and Berling Bold — use sparingly for grammatical differentiation or emphasis.
- Today SB Light and Today SB Regular — use sparingly to accompany Today SB Light Italic, Today SB Light SC.
- Today SB Light Italic — use for headlines, lead-ins and call-outs to contrast with Berling body copy.
- Today SB Light SC — use for subtitles and for differentiation in lists and call-outs.

Berling T*

Berling T

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Berling Roman*

Berling Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Berling Italic

Berling Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Berling Bold*

Berling Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Today SB Light**

Today SB Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Today SB Regular**

Today SB Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Today SB Light Italic**

Today SB Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Today SB Light SC**

TODAY SB LIGHT SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

*The Berling family can be purchased at <http://new.myfonts.com/fonts/adobe/berling/>

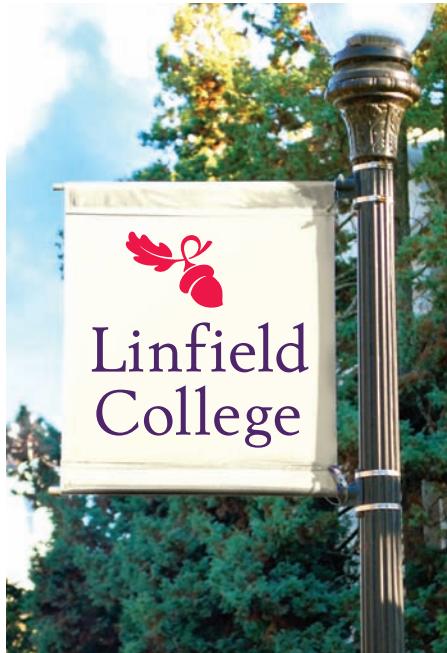
**The Today SB family can be purchased at <http://new.myfonts.com/fonts/efscangraphic/today-sans-sb/>

Show on this page examples of and general guidelines for producing Linfield College outdoor pole banners.

Following are general specifications:

- Use any of the Linfield College identities shown on pages 1 - 6 of this guide.
- Follow the same color use and specifications shown on pages 2, 4 and 16 of this guide.
- Follow the guidelines established for the collateral system, secondary typography and brand photography.

Linfield College Logo on cream banner



Linfield College Logo on purple banner



Linfield College Seal on purple banner



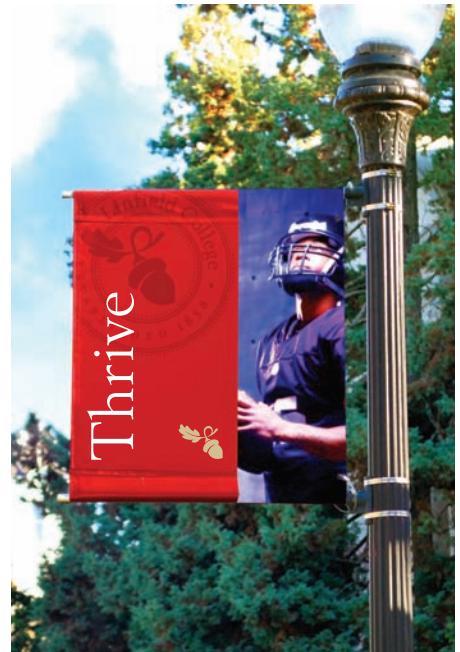
Banner design using system elements on purple



Banner design using system elements on cream



Banner design using system elements on red



31 Apparel: Sweatshirts

Shown on this page are possible examples for front and back sweatshirt designs but not conclusive in the possibilities. Following are general guidelines when using the Linfield College identity for sweatshirts:

- Use any of the Linfield College identities shown on pages 1 – 6 of this guide.
- Use the color specifications as shown on page 12 of this guide.

Purple Sweatshirts



Red Sweatshirts



Grey Sweatshirts



32 Primary Identification Signage

Following are general guidelines and specifications for campus wayfinding signage:

- Use the Linfield colors shown on page 12 as follows: cream for the sign background color, red for the acorn symbol and purple for the campus identification typography.
- Use cut-out three-dimensional forms for acorn symbol and campus identification typography.
- Match the brick from the surrounding architecture for mounting structures.

Note, while the example on this page provides general design and specifications, it is not conclusive in the possible campus identifications sign types and configurations that may be needed.

Campus Identification Signs



38 Building Identification Signage

Following are general guidelines and specifications for campus wayfinding signage:

- Use the Linfield colors shown on page 12 as follows: cream for the sign background color, gold for the acorn symbol and line and purple for the building identification typography.
- Use cut-out three-dimensional forms for acorn symbol and building identification typography.
- Use Berling Roman* for building identification typography.
- Match the brick from the surrounding architecture for mounting structures.

Note, while the example on this page provides general design and specifications, it is not conclusive in the possible building identifications sign types and configurations that may be needed.

Building Identification Signs



Shown on this page are examples and guidelines for creating email signatures.

Following are general specifications:

- Use 10 pt. Arial or Calibri Bold for individual name and Arial or Calibri Roman for all remaining information.
- Use black for all text.
- Use logo LC2 from page 3 of these guidelines and place below contact information as shown.

Global Linfield College
and department descriptor

Linfield College with School and
department descriptor

Roberta Anthony-Samples
Associate Professor of Education
ranthonyssamples@linfield.edu
direct: 503.883.8081

Linfield College
Admission
900 SE Baker Street, A456
McMinnville, OR 97128-6894
toll free: 800.640.2287
fax: 503.883.2472
web: www.linfield.edu



Roberta Anthony-Samples
Associate Professor of Education
ranthonyssamples@linfield.edu
direct: 503.883.8081

Linfield College, Arts and Sciences
Admission
900 SE Baker Street, A456
McMinnville, OR 97128-6894
toll free: 800.640.2287
fax: 503.883.2472
web: www.linfield.edu



Linfield College with School and
department descriptor

Linfield College with School and
department descriptor

Roberta Anthony-Samples
Associate Professor of Education
ranthonyssamples@linfield.edu
direct: 503.883.8081

Linfield College, School of Nursing and Health Sciences
Admission
2255 NW Northrup
Portland, OR 97210-2952
main 503.413.8481
fax 503.413.6846
www.linfield.edu
Linfield—Good Samaritan School of Nursing



Roberta Anthony-Samples
Associate Professor of Education
ranthonyssamples@linfield.edu
direct: 503.883.8081

Linfield College, Adult Degree Program
Admission
900 SE Baker Street, A456
McMinnville, OR 97128-6894
toll free: 800.640.2287
fax: 503.883.2472
web: www.linfield.edu

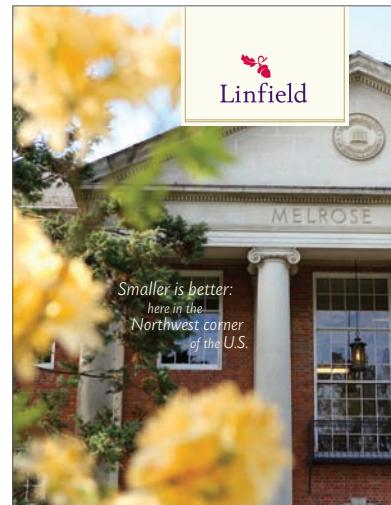
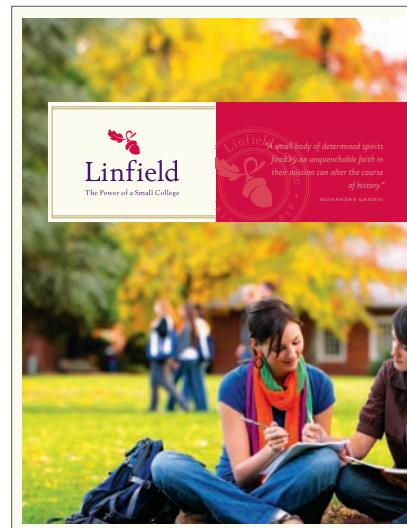
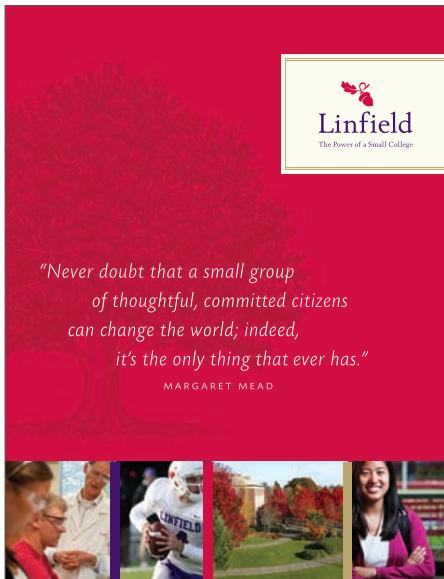


41 Collateral System

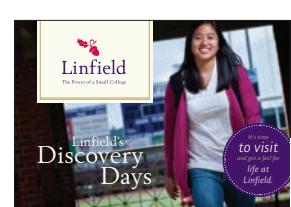
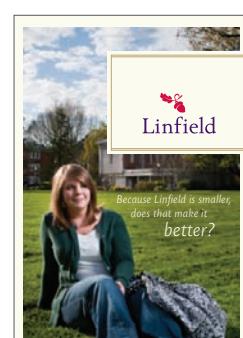
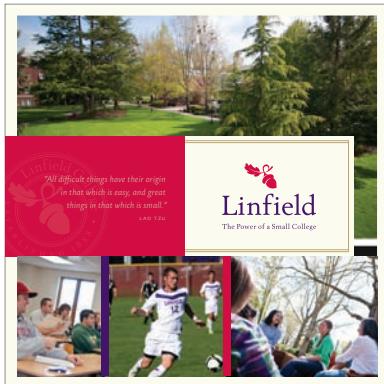
Show on this page are examples of and general guidelines for collateral system design. These are not conclusive in the possibilities, but comprise a sampling of styles and approaches appropriate for Linfield College collateral. Following are general guidelines:

- Use the Linfield College identities shown on pages 1 – 6 of the guide.
- Use the color specifications as shown on page 12 of this guide.
- Use photography consistent with the guidelines outlined on page 43 of this guide.

Linfield Collateral – Viewbook Cover Examples



Linfield Collateral – Brochure, Info Sheet, Postcard Examples



Show on this page are examples of and general guidelines for collateral system design. These are not conclusive in the possibilities, but comprise a sampling of styles and approaches appropriate for Linfield College collateral. Following are general guidelines:

- Use the Linfield College identities shown on pages 1 – 6 of the guide.
- Use the color specifications as shown on page 12 of this guide.
- Use photography consistent with the guidelines outlined on page 43 of this guide.

Linfield Collateral – Spreads and Interiors Examples

The quintessential college campus, in the middle of a Northwest playground

All schools are not created equal. Even though they may all start sounding the same as you read through all of the brochures and click through their websites, you'll find it's the little things that make a big difference. That's what makes us proud of what we do and who we are.

We've broken down three down into what we call "Linfield's Big Six." And while they may not seem huge in and of themselves, when you use them to see how we stack up against other colleges out there, you'll see they're actually a pretty big deal.

1 A close-knit environment where professors genuinely know you

2 A wide range of studies and academic options

3 A compelling International Study Abroad Program

4 Diverse athletic and extracurricular activities

5 A connection between academics and the real world

6 Successful alumni who make a difference

Faculty that goes above & beyond.

Every school talks about their small class sizes and the caliber and dedication of their faculty. But here at Linfield College, we talk with talk. More than 90% of our professors hold the highest degrees in their fields, and we believe them to be the best of the best. And in addition to the academic opportunities to interact with faculty, doors are almost always open. Many have homes to which students can go, many have kitchens so as to feel like home. And while they may not seem huge in and of themselves, when you use them to see how we stack up against other colleges out there, you'll see they're actually a pretty big deal.

That's the kind of interaction that results from a 12:1 student-to-faculty ratio and when faculty members believe in establishing genuine, caring relationships that guide undergraduates through all four years – from freshman colleagues through graduation. Clearly smaller is better.

12:1

95% of our professors hold the highest degree in their field

Peter Richardson Professor of German
Oregon Fellow of the Year (2008) by the Council for Advancement and Support of Education
"I used to keep my jacket at a large university, but I came to Linfield because I wanted to be part of a community where each person knew that part of who we are in who else there are or was making things happen. I feel helping students find their way is an important part of what I do."

BA - Reed College
MA - University of Oregon
Ph.D. - University of Oregon
Modern Languages

Linfield Collateral – Brochure, Info Sheet, Postcard Examples

5 RESTAURANTS The Linfield dining hall has great places to eat and there are plenty of local hot spots that fit in that category when you're looking for探讨 beyond the dining hall. There are also plenty of local restaurants. Mac has just opened! It's a great place to eat.

6 EVERGREEN FLY-RTY The Evergreen Aviation and Space Museum is nothing short of amazing. Even if you're not an aviation enthusiast, it's a must-see. You can learn the history of flight, a replica of the first Wright Brothers' Flyer airplane and more!

7 PARKS, PARKS, PARKS Lots of opportunities, tons and tons of open space (and mostly) McMenamin's newest park, River Park, is now open.

8 FESTIVAL CALENDAR The Linfield has been the coordinating body for the festival calendar for over 10 years. And an all-new website. Come to Linfield Fest. Every year people flock to the area to see the best in college football, and the best in college bands. Behind the scenes of college life. But that's a mere speck of the many local festivals. Others include Art Show, the annual Fall Festival, the annual Fall Festival with bands, foodies and free food.

9 EVERGREEN FLY-RTY The Evergreen Aviation and Space Museum is nothing short of amazing. Even if you're not an aviation enthusiast, it's a must-see. You can learn the history of flight, a replica of the first Wright Brothers' Flyer airplane and more!

10 Linfield College

2010 HOMECOMING

FRIDAY, 1:30 – 3:30 P.M.
SATURDAY, 1:30 – 3:30 P.M., RILEY 210

Become a part of Linfield's history by telling student videographers how "It's Your Linfield." Simply complete the phrase, "My Linfield is..." on film and you may become a star in the 2010 Homecoming video. Prizes will be given at half-time. Prizes will be given for the best testimonials.

Lorum Ipsum

Lorum Ipsum

Lorum Ipsum

Lorum Ipsum

SATURDAY, 1:30 – 3:30 P.M., MAXWELL FIELD
YANHILL COUNTRY CLUB, NODON, RILEY 210

Wide array of housing options are available throughout Yamhill County. A private cottage, a comfortable bed and breakfast, an historic hotel or facilities with pools, hot tubs and more are all available. For a partial list go to: <http://www.support.linfield.edu/housing>

Contact Information
Phone: 503/886-2254 or 1-800-640-2287
Fax: 503/886-2252
E-mail: Email admission@linfield.edu

The bottom line: our tuition is remarkably affordable

Ultimately, we think you can't put a price on education. And we're right. It costs after four years at Linfield. But we understand the practical notion of financing a college education. And, when you take a closer look, our net costs are likely lower than you think.

FORMS OF FINANCIAL AID AVAILABLE:

- Financial need-based grants and loans
- Federal need-based grants and loans
- Oregon state funds
- Student employment opportunities
- Freshman and transfer academic awards

Want to know more?

Email: admission@linfield.edu
or call: 1.800.640.2287

TRY THE SCHOLARSHIP CALCULATOR:
www.linfield.edu/financial/calc.php

PERCENTAGE OF LINFIELD STUDENTS RECEIVING FINANCIAL AID (by type of aid)

Aid Type	Percentage
Federal Grants	80%
Federal Loans	70%
Oregon State Funds	10%
Linfield Scholarships	10%

LINFIELD IS AN AFFORDABLE OPTION:

- At Linfield, 98% of our students receive some form of financial aid. And 95% of all students are receiving merit-based scholarships and/or grant aid.
- Linfield has a higher percentage of grants vs. loans than most other colleges in the Pacific Northwest.
- For 2010-2011, the total annual cost to attend Linfield is \$42,054 (including estimated costs for books and travel).
- Linfield offers a \$1,000 merit-based scholarship award for freshmen with need is \$25,200.

Linfield College

Office of Admissions
Linfield College
P.O. Box 9000
McMinnville, OR 97148-9000
www.linfield.edu/interview

Shown on this page are examples of and general guidelines for photography to be used for Linfield College marketing purposes. Care should be taken to maintain a consistent "feel" across pieces and in the photography. Following are general guidelines of photography usage, selection and creation:

- When possible, show ethnic and gender diversity.
- Avoid situational photography that appears too staged.
- Use photography to highlight the features of the Linfield experience: groups, classrooms, athletics, campus, etc.
- Use detail photography and 3D objects when appropriate to add breadth and variety.

Campus Wide Angle Photo Examples



Student Profile Photo Examples



Action And Group Photo Examples



Detail Photo Examples



3D Object With Shadow Photo Examples



Shown on this page examples of and general guidelines for producing Linfield College print advertising.

These are not conclusive in the possibilities, but comprise a sampling of appropriate styles and approaches.

Following are general guidelines:

- Use the Linfield College identities shown on pages 1 – 6 of the guide.
- Use the color specifications as shown on page 12 of this guide.
- Use photography consistent with the guidelines outlined on page 43 of this guide.

Linfield Print Ad Examples




Linfield College

Call 1.800.640.2287 or visit www.linfield.edu/getinfo
to request a viewbook or to learn more about the power of a small college in McMinnville, Oregon.

12:1 student-to-faculty ratio. 25% play
varsity sports. More than 50% study
abroad. That's the power of a small college.
That's the power of Linfield.




Linfield College

Call 1.800.640.2287 or visit www.linfield.edu/getinfo
to request a viewbook or to learn more about the power of a small college in McMinnville, Oregon.