



CAMPAIGN GUIDELINES

VERSION 1.0
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WHAT WILL WE BE KNOWN FOR?

For almost 200 years, La Salle has been grounded and guided by one simple but powerful belief: that all knowledge is practical.

The story of La Salle spans centuries and continents. It's entwined with countless lives, and has empowered just as many. For us, the only way to tell our story is to tell the whole story — for the individual and the institution alike.

This brand campaign is more than our way of telling our whole story. It's an invitation to anyone and everyone who wants to be known for their whole story too.

We ask again — what will we be known for?

Simply put, we'll be known for more.

STRATEGY



TELLING THE WHOLE STORY STARTS WITH STRATEGY.

Strategy provides the why that makes everything we do possible. It grounds our perspective, uplifts our people, and amplifies our outcomes. It defines where we are in the world, and how we impact it. In other words, it's the foundation on which our work takes shape.

Brand Platform

The platform is the foundation of our brand — the basic components that make us who we are and shape what we do. It's the final sum of discovery, research, and strategy.

OUR BRAND PROMISE

Presents our strongest and most ownable position in the market. This is not a tagline, but rather, a simple, distilled phrase that forms a foundational point for our strategy.

OUR BRAND PILLARS

Further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us, and what we do differently or better than other institutions.

OUR PERSONALITY

Helps us to establish and maintain a consistent tone throughout our communications.

Brand Platform

The platform is the foundation of our brand — the basic components that make us who we are and shape what we do. It's the final sum of discovery, research, and strategy.

BRAND PROMISE Propelling learners into leaders and opportunities into outcomes.

PERSONALITY

UNITED

We meet students where they are at and partner with them in moving them along their educational journey.

STORIED

We celebrate and promote the successes and accomplishments of our students, faculty, staff, and alumni.

RESOLUTE

We adapt and innovate when the circumstances and environment around us change.

FEARLESS

We are not afraid to meet a challenge head-on.

CHAMPION

We value every member of our community and challenge them to be the best versions of themselves.

PILLAR 01

Meaningful Learning & Outcomes

An education defined by asking questions, deepening knowledge, providing hands-on experience, and connecting students to in-demand careers.

PILLAR 02

Principled & Deliberate

Guided by the Lasallian Catholic tradition, we are motivated to serve others, pursue solutions to some of society's most vexing challenges, and contribute to a more just society.

PILLAR 03

Building Intrepid Learners

We challenge our students to seek knowledge and reach their full potential, empowering them in their tireless pursuit of successful futures.

PILLAR 04

A Close-knit Campus in a Connected City and Interconnected World

Close to the vibrancy and opportunity of Philly's Center City, our social and academic experiences are enhanced by the city at our fingertips, our campus, and our broader global network.

FOUNDATION

FAITH-BASED INSTITUTION

DIVISION 1 ATHLETICS

PERSONALIZED ATTENTION

DEDICATED CAMPUS

Brand Personality

Wherever we are and whoever we're talking to, our personality should always shine through. These five traits drive us and characterize the spirit we bring to every communication, from media placements to press releases.

UNITED

We meet students where they are at and partner with them in moving them along their educational journey.

STORIED

We celebrate and promote the successes and accomplishments of our students, faculty, staff, and alumni.

RESOLUTE

We adapt and innovate when the circumstances and environment around us change.

FEARLESS

We are not afraid to meet a challenge head-on.

CHAMPION

We value every member of our community and challenge them to be the best versions of themselves.

SO YOU'VE GOT A BRAND PLATFORM. NOW WHAT?

Establishing a solid strategy founded on an authentic understanding of our identity is just the beginning. To mature and transform that strategy into a full-fledged brand that can be experienced, we have to communicate about it.

That's where our messaging comes in.

Messaging Strategy

To carry our brand out into the world, we build on our brand pillars to express these supporting truths about our offerings and the impact on students.

PILLAR 01

Meaningful Learning & Outcomes

An education defined by asking questions, deepening knowledge, providing hands-on experience, and connecting students to in-demand careers.

MESSAGING PRIORITIES

A career-oriented education rooted in the liberal arts.

Faculty, staff, and alumni who are accomplished in their fields and dedicated to teaching.

A Lasallian Catholic university that challenges perspectives, deepens learning, and prepares students for their roles as engaged citizens in a diverse democracy.

Messaging Strategy

To carry our brand out into the world, we build on our brand pillars to express these supporting truths about our offerings and the impact on students.

PILLAR 02

Principled & Deliberate

Guided by the Lasallian Catholic tradition, we are motivated to serve others, pursue solutions to some of society’s most vexing challenges, and contribute to a more just society.

MESSAGING PRIORITIES

Developing ethical leaders who approach their chosen careers with purpose.

Committed to serving and leading in our communities – local, national, and global.

Responsive to injustice and examining solutions to improve society.

Messaging Strategy

To carry our brand out into the world, we build on our brand pillars to express these supporting truths about our offerings and the impact on students.

PILLAR 03

Building Intrepid Learners

We challenge our students to seek knowledge and reach their full potential, empowering them in their tireless pursuit of successful futures.

MESSAGING PRIORITIES

A learning experience rooted in personalized attention and empowerment fosters relationships across the university.

A continual care and advocacy for the whole student that extends beyond the classroom.

An academic experience that challenges and welcomes students of all backgrounds.

Resources and programs that foster critical thinking skills and develop resolve in rigorous, civil discourse.

Messaging Strategy

To carry our brand out into the world, we build on our brand pillars to express these supporting truths about our offerings and the impact on students.

PILLAR 04

A Close-knit Campus in a Connected City and Interconnected World

Close to the vibrancy and opportunity of Philly's Center City, our social and academic experiences are enhanced by the city at our fingertips, our campus, and our broader global network.

MESSAGING PRIORITIES

A vibrant campus culture fueled by interaction and involvement.

A campus and Lasallian university with both big-city access and global opportunities.

Hands-on professional, cultural, and social engagement across the globe utilizing the Lasallian network of colleges and universities.

VERBAL LANGUAGE



WE KNOW OUR WORDS MATTER.

To tell our whole story authentically across channels, it's essential we keep our verbal language consistent with itself. This involves both what we want to say and how we say it — one without the other isn't authentic or consistent, and shouldn't be part of our brand.

At the same time, this is a living brand, and we should be open to allowing it to breathe and grow as our needs change. In this section, we'll explore the what, the how, and the why of telling the La Salle story — and what it truly means to be known for more.

Brand Line

All our brand work culminates in our brand line: a single primary construction that captures our identity and viewpoint, and serves as the foundation for how we talk about our institution. This line serves as the creative ideation of our strategic identity.

KNOWN FOR MORE

To know and be **known** is the driving engine of our verbal identity — a statement of who we are, what we offer, and how we're different from the competition.

Don't mistake this for a mere preposition: **for** represents the strategic foundation of our verbal. As a Lasallian institution, our purpose is crucial to how we serve and connect with others in the world. It represents intent and meaning in a congested collegiate landscape that lacks.

Summarizing the benefits of a Lasallian education, **more** is the simplest way to describe what we offer to Explorers — past, present, and future. It represents opportunity to find success professionally and fulfillment personally.

Applying the Brand Line

Repetition, applied meaningfully and with intent, is key to building brand affinity. Here are a few ways you can apply our brand line that's authentic to our identity and consistent with our goals.

KNOWN FOR MORE

BE KNOWN FOR MORE
LA SALLE UNIVERSITY

Use It as a Headline

Our brand line can be effectively used as a primary headline — such as, for example, on a digital billboard or the cover of a print piece. The assertiveness of the phrase allows it to stand on its own here.

In admissions contexts and for other external-facing audiences, use the imperative form of our brand line.

**BE KNOWN FOR MORE AT
LA SALLE UNIVERSITY**

Use It as a Call to Action

When contextualized appropriately, our brand line can be applied as a call to action.

**BE SEEN. BE HEARD.
BE KNOWN FOR MORE.**

Use It as a Signoff

Within the context of other content — such as a social placement or digital display ad — we can allow our brand line to serve as a final “signoff” that complements other content. This is a particularly strong usage within the context of our secondary language (see next section).

**YOU DESERVE TO BE KNOWN
FOR YOUR WHOLE STORY.**

Use It as a Message

The core of our brand line can be used, either in totality or separated into its constituent parts, to guide messaging more broadly. In these cases, you might see the full brand line used — such as in example 1 above — but you also might see a more free-form approach that uses our brand line's building blocks (here simply “be known,” paired with “whole story”).

SO YOU'VE GOT A BRAND LINE.

HOW DO WE USE IT?

Brand Line— Primary Constructions

Our brand line can be flexed into several primary constructions, which you'll see repeated across our brand campaign. These constructions build on our core brand line to reach different audiences and deliver different messages, based on our immediate needs.

KNOWN FOR _____

This application of our brand language focuses on outcomes and impact, both individually and institutionally. It's highly flexible and has broad applicability, placing both tangible and intangible benefits front and center.

Brand

**KNOWN FOR SERVING.
KNOWN FOR LEADING.**
BE KNOWN FOR MORE.

School of Nursing

**KNOWN FOR EXCELLING.
KNOWN FOR CARING.**
BE KNOWN FOR MORE.

Extension Brand Application

**KNOWN FOR ASKING,
AND ANSWERING,
THE HARD QUESTIONS**
BE KNOWN FOR MORE.

Brand Line— Primary Constructions

Our brand line can be flexed into several primary constructions, which you'll see repeated across our brand campaign. These constructions build on our core brand line to reach different audiences and deliver different messages, based on our immediate needs.

BE _____

This application uplifts the role of the individual and positions the university as a support system that enables its people — all its people — to be and become more.

Brand

BE SEEN. BE HEARD.
BE KNOWN FOR MORE.

School of Nursing

**BE ON THE FRONT LINE —
AND THE CUTTING EDGE.**
BE KNOWN FOR MORE.

Extension Brand Application

**BE BRAVE.
BE AUTHENTIC.**
BE KNOWN FOR MORE.

**WHAT IF I
WANT TO FLEX
MY BRAND
LINE DOWN
THE ROAD?**

WE'RE GLAD YOU ASKED.

Additional Constructions

It's important to note that this is a living system. The brand line can be flexed and applied in a variety of ways, and even those constituent parts themselves can serve as the inspiration for additional verbal constructs. Here are a few possible ways you could think about riffing on some of these central ideas.

KNOW

How might we play with this concept of knowing and being known for a variety of audiences?

Prospect Outreach — Outcomes

**KNOW YOURSELF.
CHANGE THE WORLD.**
BE KNOWN FOR MORE.

Prospect Outreach — General

**KNOW MORE AND
BE KNOWN.**
BE KNOWN FOR MORE.

Alums/Donors — Engagement

**WHAT WILL YOU BE
KNOWN FOR?**
BE KNOWN FOR MORE.

Institutional Identity Messaging

**160 YEARS OF
PURSUING GOOD.**
BE KNOWN FOR MORE.

Additional Constructions

It's important to note that this is a living system. The brand line can be flexed and applied in a variety of ways, and even those constituent parts themselves can serve as the inspiration for additional verbal constructs. Here are a few possible ways you could think about riffing on some of these central ideas.

BE

How can we flex this idea of being to have greater applicability for multiple audiences in the future?

Prospect Outreach — Outcomes

**BE A LEARNER.
BECOME A LEADER.**
BE KNOWN FOR MORE.

Alums/Donors — Engagement

**BE WHY EXPLORERS
THRIVE.**
BE KNOWN FOR MORE.

Prospect Outreach — General

**BE BRILLIANT. BE
CURIOUS. BE AN
EXPLORER.**
BE KNOWN FOR MORE.

Institutional Identity Messaging

**BE KNOWN FOR
SERVICE. BE KNOWN
FOR SUCCESS.**
BE KNOWN FOR MORE.

Additional Constructions

It's important to note that this is a living system. The brand line can be flexed and applied in a variety of ways, and even those constituent parts themselves can serve as the inspiration for additional verbal constructs. Here are a few possible ways you could think about riffing on some of these central ideas.

MORE

Prospect Outreach — Outcomes

**MORE THAN A
CAREER — A CALLING.**
BE KNOWN FOR MORE.

Prospect Outreach — General

**GET MORE THAN YOU
BARGAINED FOR.**
BE KNOWN FOR MORE.

Alums/Donors — Engagement

**YOU'RE MORE THAN
A SUCCESS STORY. WE
WANT TO HEAR IT.**
BE KNOWN FOR MORE.

Institutional Identity Messaging

**MORE THAN A COLLEGE
— A COMMUNITY.**
BE KNOWN FOR MORE.

Secondary Language

Our brand language doesn't end with a single line. Use this extension language for further brand executions, media campaigns, and more.

KNOWN FACTS

Use this formulation to reinforce brand language and highlight the achievements of Explorers for audiences already familiar with La Salle and its impact on the world.

100% Job Placement? Known fact.

Before he was a Senator, John Smith was a dog lover. A photographer. A Poli Sci major. An Explorer. #KnownFact

Secondary Language

Our brand language doesn't end with a single line. Use this extension language for further brand executions, media campaigns, and more.

YOUR WHOLE STORY

This phrase appears in conjunction with our brand line and can be used broadly to indicate the breadth of experiences that make up an individual's 'whole story.'

Wouldn't it be nice if the world knew the whole story of you?

Be known for your whole story.

Secondary Language

Our brand language doesn't end with a single line. Use this extension language for further brand executions, media campaigns, and more.

KNOWN FOR [DESCRIPTIVE PHRASE]

This construction showcases the immense range of talents, skills, and experiences that every Explorer brings to La Salle as a campus, and is best applied in longer formats, such as print pieces or when animated. This format essentially expands our brand line, turning it into a "container" for a variety of qualities or achievements that apply to the individual or institution in question.

Known for asking, and answering, the hard questions.

Known for standing up and speaking out.

LET'S PUT THEORY INTO PRACTICE.

In this section we'll tackle some essential structures that provide a solid starting point for actually putting all this language to work, from tips, tricks, and hints to helpful constructions you can use to create headlines for social media, emails, articles, and more.

Tips & Tricks

Communication is the bare minimum of what our writing should do. When we're at our best, our writing captures our spirit — the essence of what it's like to be part of our institution. Here are a few tips to keep you on the right track, and thinking strategically, as you write for La Salle.

1. REMEMBER WHO YOU'RE TALKING TO.

Your audience is more than...an audience. They're people, and people love to be intrigued. Tell a story that gets people engaged and invested, emotionally and intellectually, in what you're saying.

TAKEAWAY

Emotive, personalized language relevant to your topic creates stronger connections with your audience.

2. REMEMBER WHAT YOU'RE SAYING.

Your words are more than a fulfillment of a messaging priority. When you're writing for La Salle, you're illuminating a small but important part of a much bigger picture — one rooted in our tradition and mission. Use our brand language to connect your topic back to our wider identity, and give your audience a reason to care in the process.

TAKEAWAY

Use brand language, including our primary brand line or secondary language, to connect specific topics back to our mission more broadly.

3. REMEMBER WHY IT MATTERS.

It's easy to let the why get lost in campaign metrics. But, at the end of the day, everything we do ladders back to our promise to the world: to educate the whole person in their search for truth, letting the transformative power of that knowledge better the world in the process.

TAKEAWAY

Every piece of communication you create should fuel this single idea: that by being known for more, individuals are empowered to pursue truth and allow knowledge to transform their lives.

Content Blueprint

Whatever you need to write, these simple questions can help craft a branded narrative about who we are and what we're doing.

1. WHAT'S OUR PRIMARY TOPIC?

How does it show that here, knowledge is uniquely empowering?

How is our approach unique? Is it informed by our Lasallian heritage, our location in Philadelphia, etc.?

EXAMPLE

Our primary topic is showcasing how BUSCA empowers Spanish-dominant students to embark on their collegiate journey at La Salle. This shows how our unique position in Philadelphia and our close ties to the community are directly reflected in our programs as a core part of our mission.

2. WHAT'S OUR AUDIENCE?

Who are they? Are they more traditional and reserved, or younger and bolder?

What do they care about?

How do they want to be spoken to?

EXAMPLE

Our audience is twofold: high school counselors able to connect students with the BUSCA program, and prospective BUSCA students themselves. Both audiences want to know students will be supported fully and positioned to succeed, so they need to hear messaging in confident and empowering language.

3. WHAT DO WE WANT PEOPLE TO TAKE AWAY FROM THIS?

What proof points come to light in this story?

How do they align with our messaging priorities?

How do these proof points show our audience that people can truly be known for more here?

EXAMPLE

We want people to understand that our commitment to letting people be known for their whole story is more than just a tagline — it's a value we truly live out by providing students with what they need to succeed. Broad audiences can feel confident that La Salle is invested in education of the whole person, regardless of background, and prospective students can feel empowered to tackle the next phase of their education in a place that truly knows them and their needs.

Tone Checklist

Consistency and authenticity reinforce our messaging and mature our brand. Here are a few simple questions to ask yourself as you begin to create content for La Salle.

- **Does this content reflect our brand promise?**
- **Does this content align with our brand language on a high level?**
- **Am I showcasing our personality as fully as possible?**
- **Am I showing the value of this content for the audience?**
- **Is this content appropriate for this audience?**
- **Am I using our brand line effectively?**
- **Is there room to include secondary language that reflects our identity?**
- **Does this content reflect the Lasallian experience, both authentically and aspirationally?**

IDENTITY



**BECAUSE OUR
VISUAL IDENTITY
REPRESENTS
LA SALLE AT ITS
HIGHEST LEVEL,
IT'S VITAL TO
OUR BRAND.**

Our logo acts as a signature, an identifier and a stamp of quality. And it should always be the most consistent component in our communications.

IDENTITY

Our Logo

The La Salle University identity is composed of a system of coordinated graphic marks. All artwork is provided as .EPS files. Always use approved artwork files.



LEGACY L LOGO

Introduced in 2016 to supplement the La Salle athletics identity system, the Legacy L logo proved to be an instant success. Beyond its uses for athletics, the Legacy L serves as a less formal alternative to the University Chevron logo and is intended for uses where a bold visual representation of the University's identity is needed.

Identity Assets

Our academic brand uses several important logos and marks. Each has a specific role in representing the University. Identity assets must never be manipulated, altered or modified for use by other entities.

LEGACY L (PRIMARY CAMPAIGN LOGO)

This logo serves as a less formal alternative to the University Chevron logo and is intended for uses where a bold visual representation of the University's identity is needed.



UNIVERSITY CHEVRON LOGO

The University logo, formally introduced in 2004, is based upon a type treatment of the University name, and the logo's mark, which is the Chevron.



UNIVERSITY LOGO VARIATION

SCHOOL AND DEPARTMENT DISTINCTION

Each school and department must use the logo uniformly. The school name will appear 1/4 the size of the Chevron mark under the logo in Roboto Bold, set in all capital letters and, when used with the Primary Logo, it should be printed in PMS 540 Blue or the CMYK equivalent.



Primary Logo Usage

This campaign is all about boldness, and will primarily utilize the Legacy L logo. The University Chevron Logo is used secondarily.

FULL COLOR LEGACY L



On the gold background, ensure a version with the outline is used to prevent the gold edge of the logo from disappearing against the background.

ONE COLOR LEGACY L



When a version of the one color logo appears on white, ensure a version with the outline is used to prevent the edge of the logo from disappearing against the background.

Logo Sizing & Clear Space

To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed onto images, but no other graphic elements, typography, rules or images should appear inside this clear space.

SAFE SPACE

When using the Legacy L logo, all elements must remain in exact scale. No element may be enlarged or lessened individually. Additionally, the logo can never appear smaller than $\frac{3}{4}$ " wide (shown here) for printed material, 90 pixels wide for standard screens, and 70 pixels wide for mobile applications.

Minimum Use

No maximum usage restriction.

Minimum usage:

.75 inches wide – print

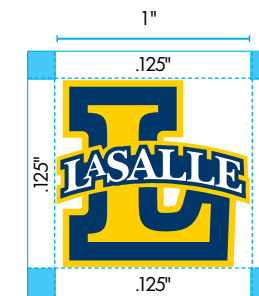
90 pixels wide – screen

70 pixels wide – mobile



Clear Space

$\frac{1}{8}$ of the width of the Legacy L Logo should be used to create the clear space. If the logo is 1 inch wide the save space is 0.125 inch.



When Used with Text

Use a clear space equal or greater than $\frac{1}{8}$ of the width of the Legacy L Logo. Text must be in Robot Black, all caps.



Logo Misuses

The University Logo lockups should not be altered in any way, including extending, condensing, outlining, adding borders, special effects or drop shadows.



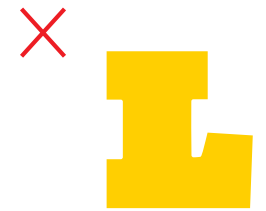
Don't scale a lockup horizontally or vertically.



Don't rearrange components within a lockup.



Don't crop a lockup.



Don't use only outlines of the L



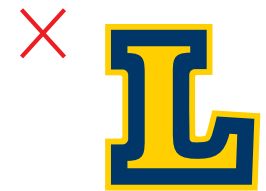
Don't alter the size relationship or alignment between parts of a lockup.



Don't rotate a lockup.



Don't add unapproved typography to a lockup.



Don't use the L without LaSalle text



Don't use unapproved colors.



Don't place the logotype on top of a busy or complex photograph.



Don't create a background shape for the lockups.

Secondary Logo

The University Chevron Logo is used as a supporting logo where appropriate in this campaign. It appears only after the Legacy L logo has been introduced.

FULL COLOR UNIVERSITY CHEVRON LOGO



NOTE

This is not the logo. The chevron mark should never be separated from the logo type.



ONE COLOR UNIVERSITY CHEVRON LOGO



Secondary Logo Sizing & Clear Space

To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed onto images, but no other graphic elements, typography, rules or images should appear inside this clear space.

SAFE SPACE

When using the University Chevron Logo, all elements must remain in exact scale. No element may be enlarged or lessened individually. Additionally, the logo can never appear smaller than 1.5" wide (shown here) for printed material and 108 pixels wide for screen usage.

Minimum Use

No maximum usage restriction.

Minimum usage:
1.5 inches wide – print
108 pixels wide – screen

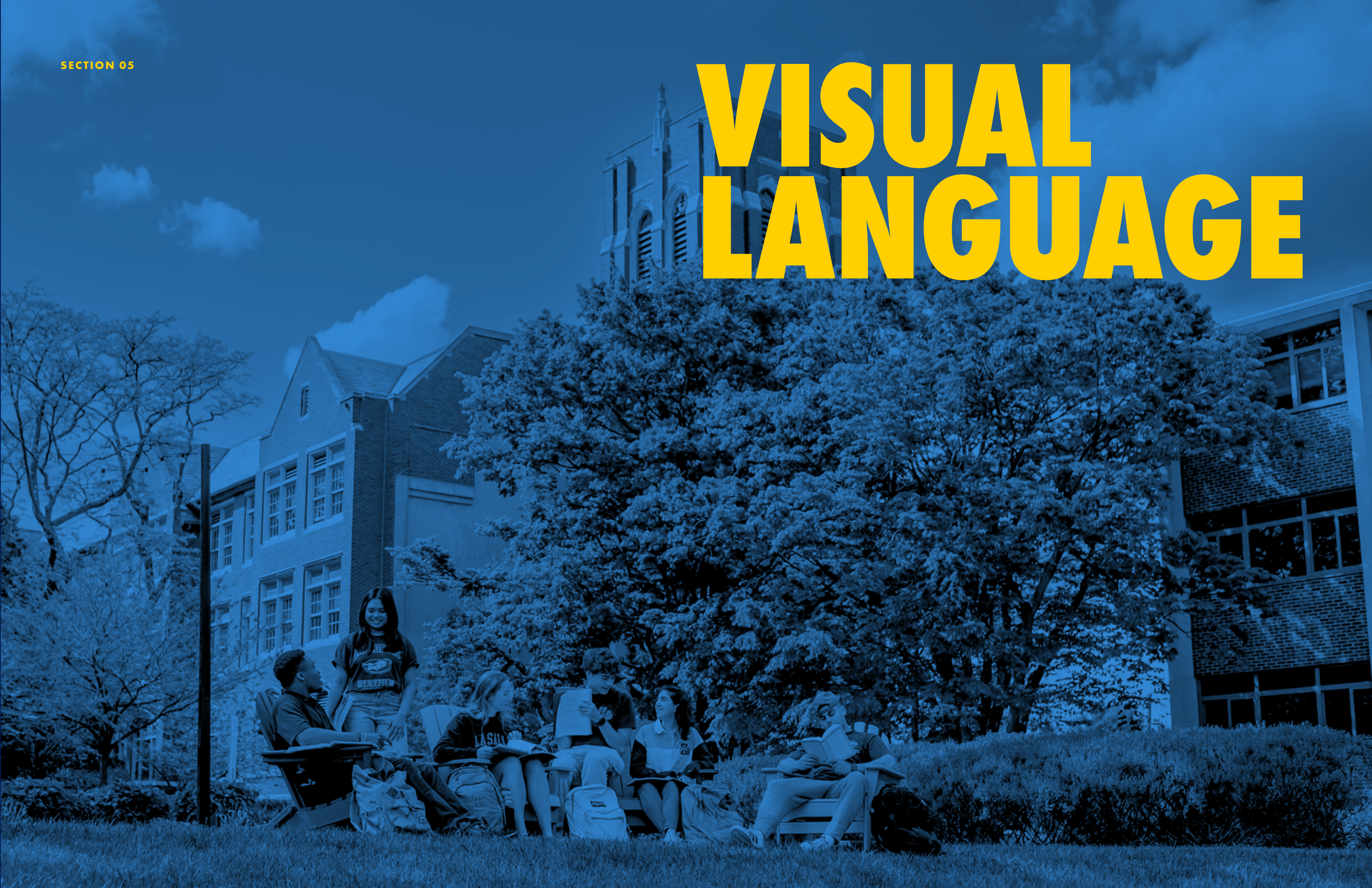


Clear Space

The safe area is based on the size of the Chevron mark. The safe area is half the size of the Chevron mark surrounding the entire logo.



VISUAL LANGUAGE



OUR VISUAL LANGUAGE SHAPES HOW PEOPLE SEE AND RECOGNIZE US

It creates cohesion between the way we sound and the way we look. Our logo, color, typography, photography, and graphic elements all work together to convey our brand's identity and build its reputation over time.

Color Palette

These colors have been chosen not only to specifically represent La Salle traditions, but to work together in harmony.

NOTE

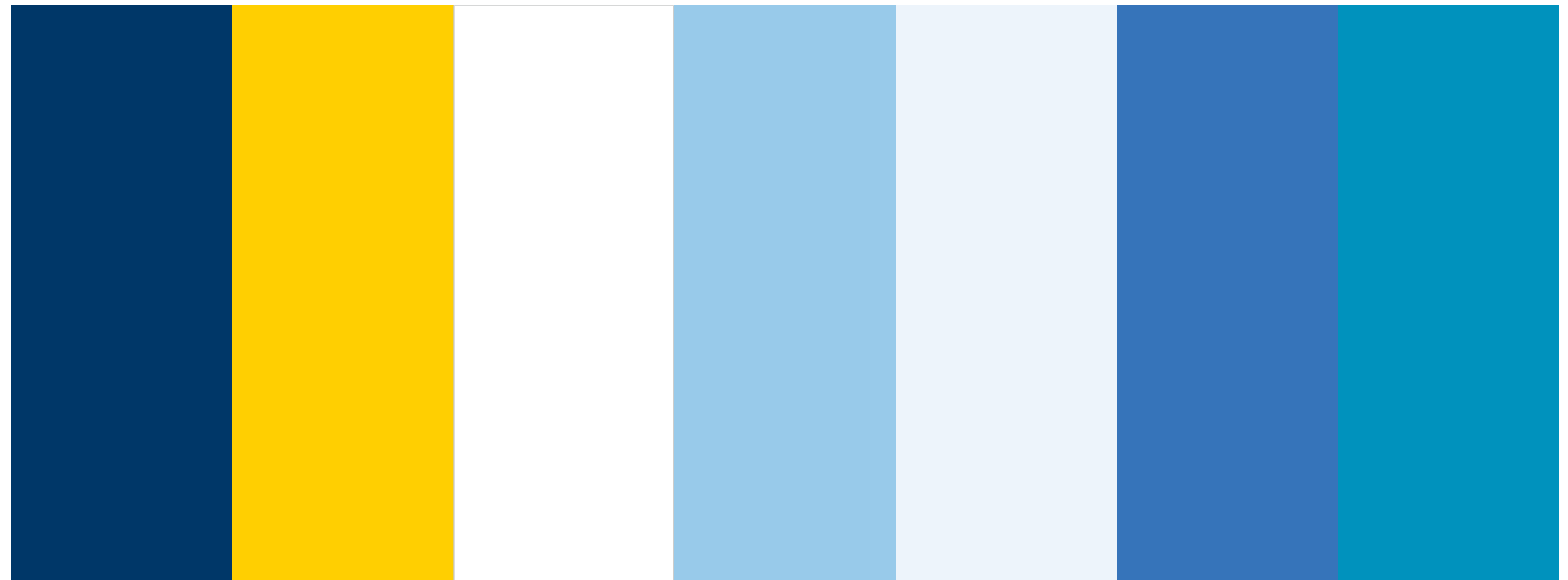
Use CMYK conversions as shown. Do not use Bridge conversion.

Primary Palette

These colors should make up about 75% of the palette for any particular piece of communication.

Secondary Palette

All together, these colors should make up about 25% of the palette for any particular piece of communication.



La Salle Blue

Pantone 540
CMYK: 100-55-0-55
RGB: 0-55-103
Hex: 003356

Explorer Gold

Pantone 7406
CMYK: 0-18-100-0
RGB: 255-207-1
Hex: FFCE00

White

#ffffff
PMS n/a
CO M0 Y0 KO

Powder Blue

Pantone 291
CMYK: 38-8-1-0
RGB: 154-202-235
Hex: 99CAEA

Powder Blue 15%

Pantone 291
CMYK: 38-8-1-0
RGB: 154-202-235
Hex: 99CAEA

Medium Blue

Pantone 660
CMYK: 81-52-0-0
RGB: 53-116-186
Hex: 3574ba

Teal

Pantone 313
CMYK: 100-0-11-6
RGB: 0-146-188
Hex: 0092BC

Color Palette

These colors have been chosen not only to specifically represent La Salle traditions, but to work together in harmony.

NOTE

Use CMYK conversions as shown. Do not use Bridge conversion.

Tertiary Palette

These colors should only be used as accents and only used for internal marketing materials.



Pantone 1807
CMYK: 3-90-65-28
RGB: 164-52-58
Hex: A4343A

Pantone 178
CMYK: 0-75-57-0
RGB: 255-88-93
Hex: FF585D

Pantone 144
CMYK: 0-49-100-0
RGB: 237-139-0
Hex: ED8B00

Pantone 1205
CMYK: 0-4-48-0
RGB: 248-224-142
Hex: F8E08E

Pantone 3425
CMYK: 96-2-80-47
RGB: 0-99-65
Hex: 006341

Pantone 559
CMYK: 31-4-22-0
RGB: 187-218-199
Hex: BBDAC7

Usage Ratios

La Salle Blue and Explorer Yellow should be used more than any other colors in the palette. The secondary colors are meant to act as complements to the main color palette. The recommended ratio of use for all colors in the palette is shown here.

Primary Palette

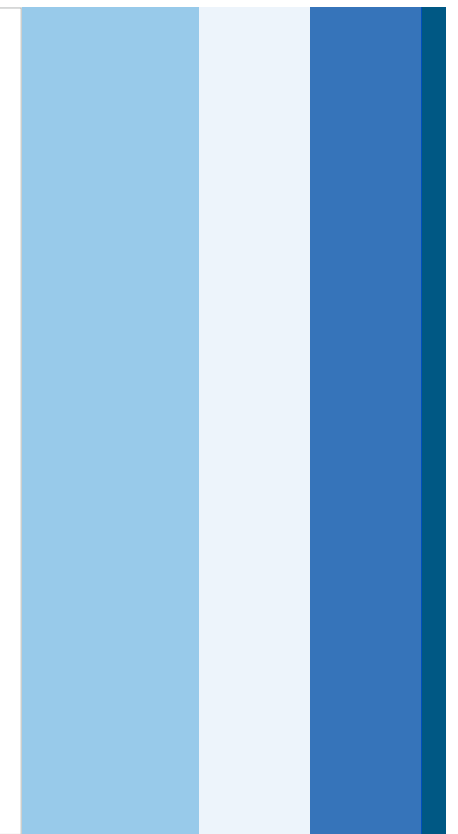
These colors should make up about 75% of the palette for any particular piece of communication.



Institutional, Formal

Secondary Palette

All together, these colors should make up about 25% of the palette for any particular piece of communication.



Enrollment, Admissions, External Marketing

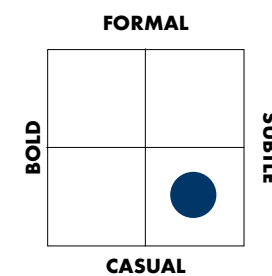
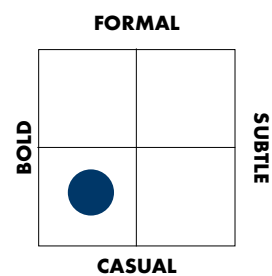
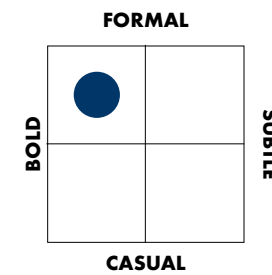
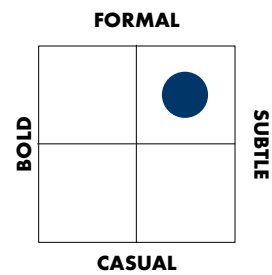
Usage Ratios

La Salle Blue and Explorer Yellow should be used more than any other colors in the palette. The secondary colors are meant to act as complements to the main color palette. The recommended ratio of use for all colors in the palette is shown here.

Color Usage Matrices

Use this as a guide for crafting color ratios for certain purposes and audiences.

Begin with the primary colors, La Salle Blue and Explorer Gold. From there, add appropriate accent colors based on whether your project calls for a bold, subtle, formal, or casual approach.



Primary Typeface

The bold typeface for this campaign is Futura PT Condensed Extra Bold. This sans serif typeface offers a wide range of weights, allowing for small and digital use without degradation. We'll be using different weights very specifically to balance bold headlines without creating compositions that are heavy and overwhelming.

**FUTURA PT
CONDENSED
EXTRA BOLD**

Futura PT Book
Futura PT Book Oblique
FUTURA PT BOLD
FUTURA PT BOLD OBLIQUE

NOTE

When Futura PT is unavailable Arial should be used in its place.

Arial Regular
Arial Italic
Arial Black

Typography Hierarchy

The bold typeface for this campaign is Futura PT Condensed Extra Bold. This sans serif typeface offers a wide range of weights, allowing for small and digital use without degradation. We'll be using different weights very specifically to drive the boldness without creating overwhelming compositions.

HEADLINE STACKED TO SEVERAL LINES

**VOLORAE PRO DERNAM, OMNIET
VENTUM FACIUR SINT.**

Aut rerum harchil in ea dist volectotas esed magnimus poruptas.

Tem untio. Solore aspelenda dolupta fiatiiscit eum asimi, voluptatem quibus dit, volorae pro dernam, omniet ventum faciur sint.

Ehenit ut ommodi ipiet aut dolorec eperuptiur sum labo. Met quiatus aut explacest, es eserfernat aut rerum harchil in ea dist volectotas esed magnimus poruptas moluptatur?

Caturibus, ventus dit molor a idelignita nobit odi re pa se planis aperian danisit q uae parum et voluptae ne corruptatet hicae nam resto esequi tendunt in ratenienti doluptas di quamus

Titles and Main Headlines

Futura PT Condensed Extra Bold

All Caps

Tracking -20 to -30

Subheads/ Secondary Headlines

Futura PT Bold

All Caps

Tracking 100

Tertiary Headlines

Futura PT Medium

Tracking -10

Body Copy

Futura PT Book

Leading: Type size +2 (If text is set to 12, leading would be 14)

Tracking -10

Typography – Leading

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with the leading set slightly tighter than the default.

HEADLINE WITH TOO MUCH LEADING.

Too loose.
45 pt. size
50 pt. leading

Harum consendlique sequi
te comnimi nctempero
commolum aspitatur sitis
ma quat aliaerume liquia
ilit, ulparum dollorrovit
moditio incienda.

Too loose.
12 pt. size
18 pt. leading

TIP

Start with leading that's 10 points lower than the point size of the text. This won't always be right, but leading can be adjusted most easily from there. Smaller blocks of text may need settings that are slightly more open.

HEADLINE WITH TOO LITTLE LEADING.

Too tight.
45 pt. size
30 pt. leading

Harum consendlique sequi
te comnimi nctempero
commolum aspitatur sitis
ma quat aliaerume liquia
ilit, ulparum dollorrovit
moditio incienda.

Too tight.
12 pt. size
10 pt. leading

HEADLINE THAT'S JUST RIGHT

This is correct.
45 pt. size
35 pt. leading

Harum consendlique sequi
te comnimi nctempero
commolum aspitatur sitis
ma quat aliaerume liquia
ilit, ulparum dollorrovit
moditio incienda.

This is correct.
12 pt. size
14 pt. leading

Typography – Tracking

Correct letterspacing, called tracking, also makes the type easier to read. Outside of headlines, text should be tracked slightly looser than the default setting, and optical kerning should be used when it's available.

When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

**HEADLINE
WITH TOO
MUCH TRACKING.**

Too loose.
45 pt. size
50 pt. tracking

**HEADLINE
WITH TOO LITTLE
TRACKING.**

Too tight.
45 pt. size
-50 pt. tracking

**HEADLINE
THAT'S JUST
ABOUT RIGHT.**

This is correct.
45 pt. size
-25 pt. tracking

Graphic Elements— Blackletter Graphic

The modern blackletter La Salle graphic combines La Salle's heritage and vision into one single mark of pride. It's bold and is used purposefully as a texture. This graphic should never compete with or replace any official La Salle logos.



Graphic Elements— Blackletter Graphic

As a campaign element, the blackletter graphic should never compete with other visual elements like headlines, logos or imagery. It complements those pieces and as such should be used with care.

Yes

Vertical placement adds a modern take
Monochromatic yellow on yellow or blue on blue color treatment



No

Should never be used for any text other than La Salle



Graphic Elements— Chevron Mark

The chevron mark is used as a punctuating design element to balance headlines. It never appears alone, without the Legacy L logo. It is also used sparingly so it stands out and adds finality to the headline it is supporting—overuse diminishes this effect.

Yes



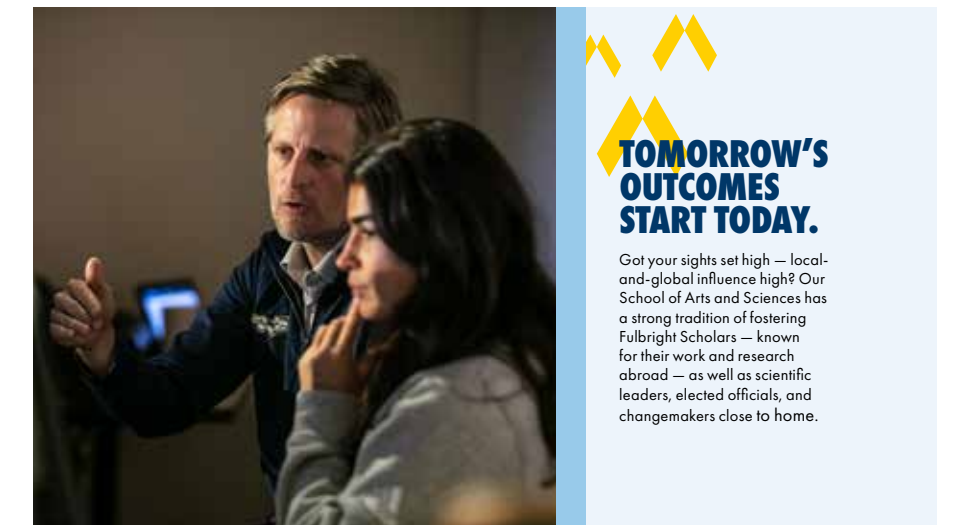
One mark punctuates a poignant, future-thinking headline.



No



Multiple marks of different sizes form a pattern—only one mark should appear at a time and modify a headline.



Photography

Photography is a primary visual tool for our storytelling. It helps us show the past and future of La Salle with a look and style distinctly ours. In organizing our photo library we group images into several categories: archival, editorial, and portraiture.



Portraiture

Heroing a single subject in portraiture photography offers us the chance to highlight students, faculty and alumni, capturing their personality and their La Salle story. Portraiture can be captured two ways—studio or environmental. Subjects should feel natural and be future-looking. Utilizing a shallow depth of field highlights the individual.

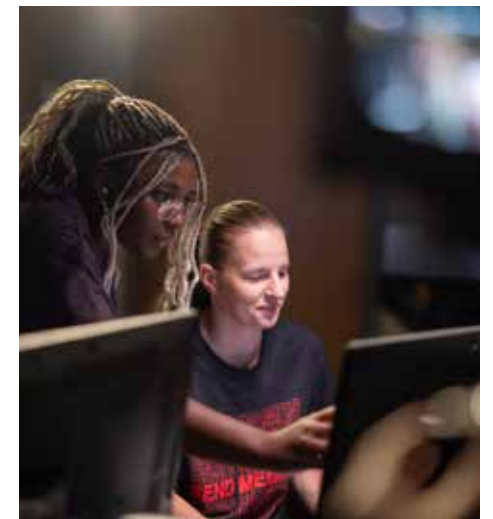
NOTE

This campaign utilizes portraiture and environmental imagery clipped out and placed over solid colors. This is to draw focus and hero the individual—imagery that is clipped should be selected carefully. The subject should feel natural and be clipped in a way that allows them to pop off the color background.



Editorial Photography

Editorial photography is candid and environmental—it captures hidden moments in the real lives of Lasallians and gives our audience a sense of place. Use bright natural light and a shallow depth of field to consistently depict our campus and surroundings, and incorporate students collaborating together to keep our photography rooted in a human element.



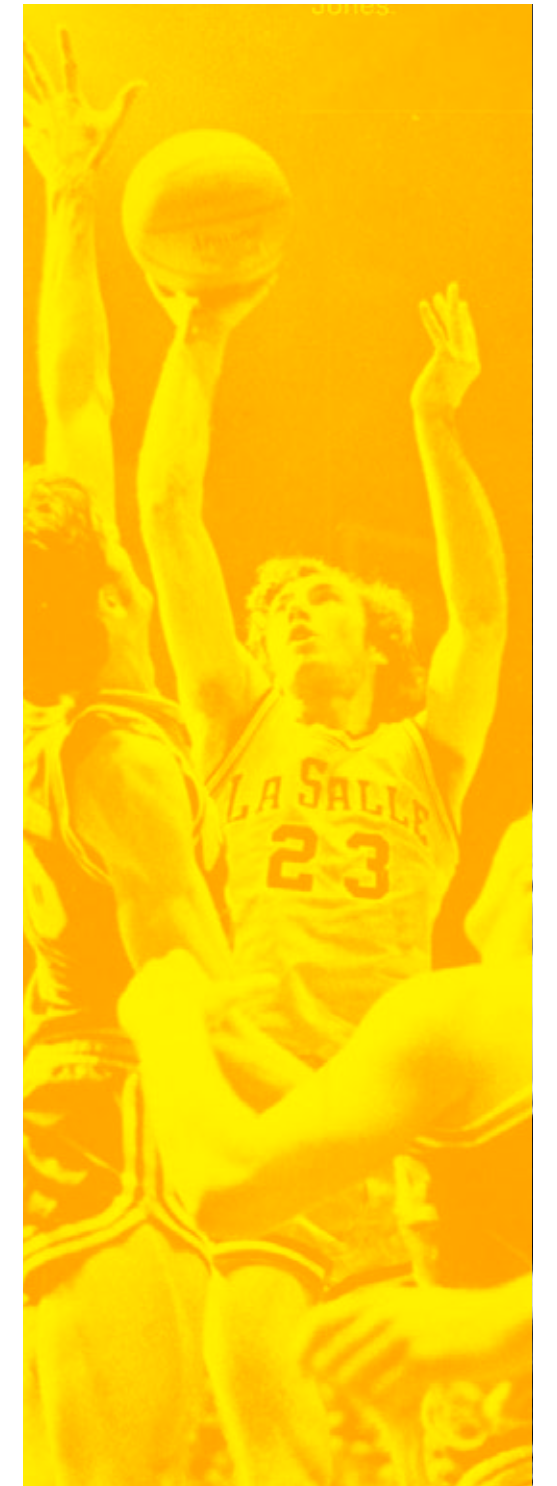
Archival Photography

Archival imagery is used specifically as a texture in composition and nods to the deep legacy La Salle has created in Philadelphia. Because of its role, it is used the least out of all our photography styles. Imagery should represent a clear moment in time or place. It is always used in a duotone color treatment to make imagery distinctly Lasallian.

MAKING A COLOR OVERLAY

To apply this color treatment, create a color block using a shade from the brand palette. Set it to the hard light blending mode and place it over a black and white image.

You may need to adjust the contrast/levels in the black and white image to create enough dimension when the color block is placed over it.



Photography Best Practices



Depth

Showcase our depth — literally and metaphorically. Particularly when shooting events, try to photograph as large or deep as possible to tell the full story from all sides. A wide depth of field lets the viewer experience La Salle in a multitude of ways, from the unique power of its people to the natural beauty of campus and the energy of Philadelphia.

In order to achieve a large or deep depth of field, you want a smaller aperture, which means the larger F-stops, i.e., a maximum aperture of $f/22$. Additionally, you'll need a shorter focal length and to be further away from your subject.



Composition

To highlight the creativity and power of our people and brand, try to capture candid photography over posed.

When capturing an individual as your subject, do your best to fill the frame with them, and create a dynamic image with a strong focal point. Avoid unnecessary negative space.



Lighting

Natural light is authentic to our photography, and should be used whenever possible. If shooting indoors, try to shoot near windows and keep the subject illuminated and vibrant. When using artificial light, make sure the subject is well-lit, and take care to use softboxes, diffusers, and reflectors to avoid harsh shadows.

Unacceptable Photography

La Salle Photography should not be dark, low contrast, or desaturated. In addition, photography for La Salle should not be overexposed, oversaturated, artificially colored, or appear overly blurry.



Overly staged, low contrast



Blurry, overexposed



Artificial lighting



Posed, not candid



Subjects with back to camera



Archival photograph without color treatment

Layouts

La Salle compositions are bold and feature a layered approach to represent the whole story. Headlines and portraiture in most cases are the hero elements, while graphic elements like the La Salle blackletter graphic, are secondary layers. Boldness does not mean that all elements receive prominence—they work together in a hierarchy to effectively communicate one message.

Layered Style

Multiple images arranged can show the full picture and give a sense of place. When utilizing this style one image should be the hero and imagery should be balanced to tell a bigger story—it should never feel overwhelming.

Yes

Images represent different aspects of the La Salle experience and are secondary to the main subject and headline.



No

Too many secondary images, the scale of the elements fight one another.



Layouts

La Salle compositions are bold and feature a layered approach to represent the whole story. Headlines and portraiture in most cases are the hero elements, while graphic elements like the La Salle blackletter graphic, are secondary layers. Boldness does not mean that all elements receive prominence—they work together in a hierarchy to effectively communicate one message.

Subject & Headline Interaction

Portraiture photography can violate text to elevate the individual even more. This should be done with care.

Yes

The subject overlaps the headline without diminishing legibility.



No

The subject doesn't overlap enough to feel intentional. This looks like a mistake.

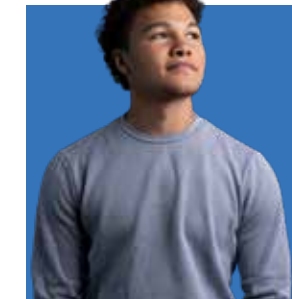
The subject overlaps so much the headline is hard to read.



**BE KNOWN FOR
THE CRITICAL SKILLS
EMPLOYERS WANT.**



**BE KNOWN FOR
THE CRITICAL SKILLS
EMPLOYERS WANT.**



**BE KNOWN FOR
THE CRITICAL SKILLS
EMPLOYERS WANT.**



EXAMPLES





**EVERY
GREAT STORY
NEEDS THE
RIGHT SETTING.**



FIND YOURS HERE.

A LASALLIAN EDUCATION

TO KNOW AND BE KNOWN

IS THE LASALLIAN WAY.

WE BUILT OUR HISTORY SO YOU CAN MAKE YOUR OWN

For 160 years, La Salle University has excelled in educating talented students from all backgrounds (including yours). First founded by the Brothers of the Christian Schools, a Roman Catholic teaching order established by Saint John Baptist de La Salle, the Patron Saint of Teachers, we welcome students from all walks of life who seek to grow in knowledge of themselves and the world. Saint La Salle's approach to education was innovative — in his time and ours: a deeply welcoming and compassionate dedication to educating the whole person as a human being with individual dignity and strength. To this day, we continue that mission by making meaningful, outcomes-oriented higher education accessible to all.



YOUR STORY MAKES THE WORLD A BETTER PLACE.

At La Salle, your degree isn't just a degree — it's how you make yourself, and what you believe in, known in the world. The education you receive here will be rigorous and supported, grounded both in liberal arts and the practical, professional skills you'll need to be a competitive force in your career. You'll always be more than a number here. Whatever you go through, chances are we've been there too. Our diverse, inclusive community welcomes and supports every student, no matter your path. We'll help prepare you to live and work in a diverse democracy through plenty of opportunities for community service and civic engagement, so you're ready to be an active, engaged citizen.

OUR VALUES:

- ⚡ **TEACHING & LEARNING**
- ⚡ **THE SPIRIT OF FAITH AND ZEAL**
- ⚡ **SERVICE IN SOLIDARITY AND JUSTICE**
- ⚡ **ASSOCIATION**



PHILADELPHIA

GET TO KNOW

THE CITY OF BROTHERLY LOVE

Did you know the name 'Philadelphia' literally means brotherly love? No wonder we have such fond feelings for it. The fact is, Philadelphia's not just a big city with a big heart — it's our biggest classroom. Philadelphia's brimming with global corporations, nonprofits, media outlets, nation-shaping history, and pro sports teams (did someone say Eagles?). Your La Salle experience doesn't have to involve city life, but with so many opportunities to learn and grow in the city and on campus, we know you'll thrive here.



PHILLY FACTS

6TH

LARGEST CITY IN THE COUNTRY

13

FORTUNE 500 COMPANIES IN THE PHILADELPHIA AREA

4TH

LARGEST MEDIA MARKET IN THE NATION

2ND

LARGEST CITY ON THE EAST COAST

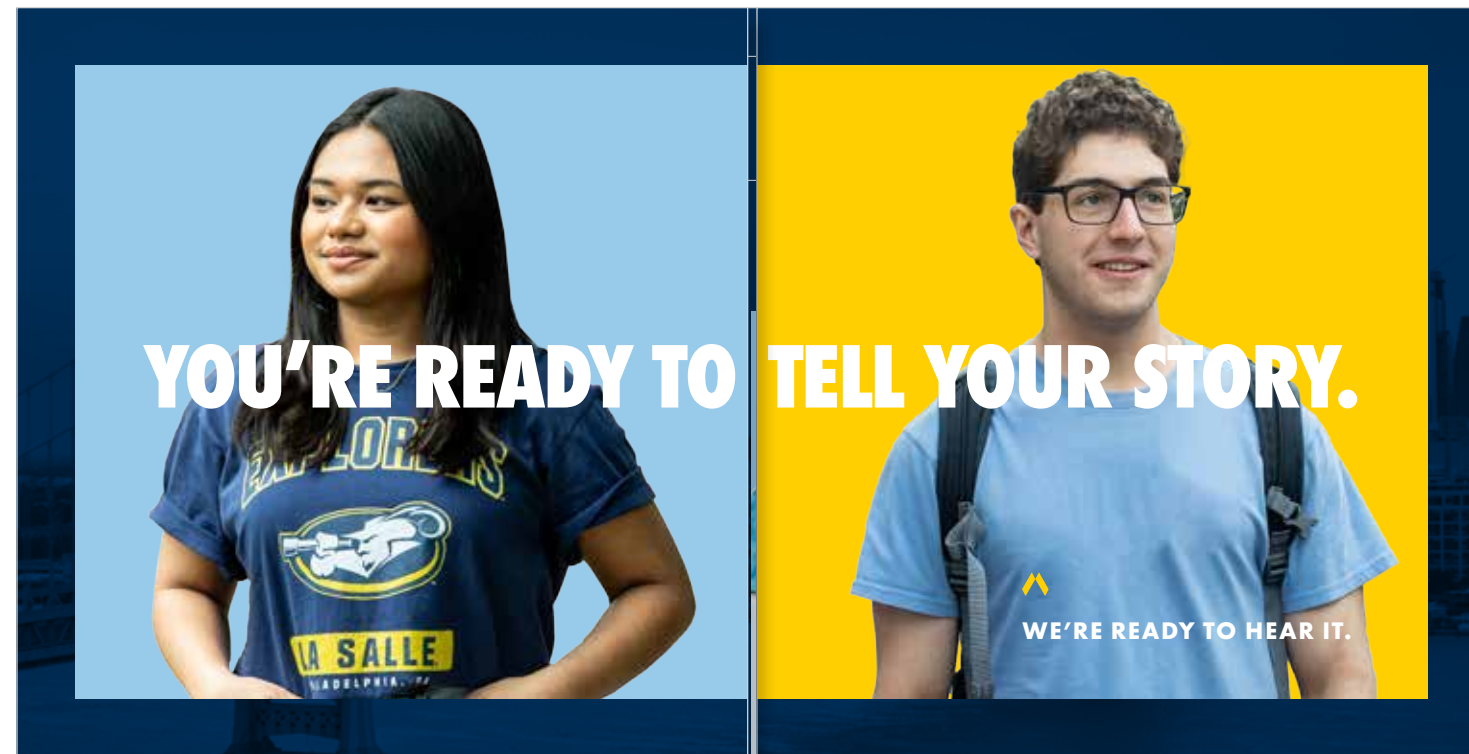
MORE PUBLIC ART

THAN ANY OTHER CITY IN THE COUNTRY

RANKED AS BEST CITY

IN THE U.S. FOR DIVERSITY IN STEM FIELDS (BY SMARTASSET)





IT'S NOT EVERYDAY YOU FIND A SECOND HOME.

But that's what we are: a home for Explorers of all origins, from all backgrounds and with all kinds of backstories. At La Salle, you'll gain an invaluable education grounded in your humanity and designed to fuel your success — now and in the future. As an Explorer, you'll know more and be known for more, as part of a deeply connected, passionate community of equals.

KNOWN FOR SUCCESS.

A La Salle education is known for being one of the best in the country — but don't just take our word for it. We think the stats speak for themselves.

Georgetown Center on Education and the Workforce (2022)

TOP 7%

NATIONALLY FOR LIFETIME ROI

U.S. News & World Report (2024)

TOP 150

BEST VALUE

Washington Monthly (2023)

TOP 50

FOR EARNINGS PERFORMANCE

Third Way (2023)

TOP 170

BEST COLLEGES FOR VETERANS

Money Magazine (2023)

TOP 50

FOR SERVICE

Forbes (2023)

TOP 150

NATIONAL UNIVERSITIES

Washington Monthly, 2023

TOP 75

NATIONALLY FOR SERVICE

Third Way (2023)

1ST TIER

ECONOMIC MOBILITY INDEX

Money Magazine (2023)

BEST COLLEGES IN AMERICA

Forbes (2023)

AMERICA'S TOP COLLEGES

42 MAJORS. MAJOR OPPORTUNITY.

MAJORS LIST

- Accounting*
- Accounting: 4-Year (B.S./MBA)
- Actuarial Science
- American Studies*
- Biochemistry
- Biology*
- Business Administration*
- Business Systems and Analytics**
- Chemistry*
- Communication*
- Communication: 5-Year (B.A./M.A.)
- Communication Sciences and Disorders*
- Communication Sciences and Disorders: 5-Year (B.S./M.S.)
- Computer Science*
- Computer Science/Computer Information Science: 5-Year (B.S./M.S.)
- Computer Science/Cybersecurity: 5-Year (B.S./M.S.)
- Criminal Justice*
- Digital Arts*
- Economics*
- Economics and International Studies
- Education Major Options: Early Elementary (Pre-K-4)
- Early Elementary/Special Education

- Middle Level (Grades 4-8)
- Middle Level/Special Education
- Secondary Education (Grades 9-12)
- Education Studies
- Education B.A./M.A. (5-Year)
- English*
- Environmental Science*
- Finance
- History*
- Information Technology*
- Information Technology/Cybersecurity: 5-Year (B.S./M.S.)
- Integrated Science, Business, and Technology (ISBT)*
- International Business
- International Relations
- Management and Leadership
- Marketing**
- Mathematics*
- Nursing
- Nursing
- Nutrition*
- Nutrition: 5-Year (B.S./M.S.)
- Political Science*
- Political Science, Philosophy, and Economics*
- Psychology*
- Public Health*

- Public Health: 5-Year (BSPH/MPH)
- Religion*
- Social Work
- Social Work: 5-Year (BSW/MSW)
- Sociology*
- Spanish*
- Spanish/Translation & Interpretation: 5-Year (B.A./M.A.)

**These majors are offered as minors to non-business majors.

ADDITIONAL MINORS

- Black Studies
- Creative Writing
- Entrepreneurship
- Global Education
- Human Services
- Interpersonal Skills
- Latin American Studies
- Leadership and Global Understanding
- Media Skills
- Media Studies
- Public Relations*
- Risk Management and Insurance
- Sport Management
- Translational Life Science



KNOWN FOR CONNECTION.

Our campus is more than an urban oasis in Philadelphia — it's a thriving community rooted in Lasallian Catholic educational tradition, putting us among the world's most powerful global educational networks.




KNOWN FOR LEADING AND SERVING.

Lasallians make a difference, wherever they go. Service and ethical leadership are key to a La Salle education, and our students serve as catalysts of change, for themselves and others, all across the world.

SCHEDULE A VISIT NOW







The collage features three distinct visual elements. On the left is a photograph of three diverse students in conversation on a campus path, with a white statue in the background. On the right is a digital representation of an admissions folder. The folder's top section is a 'CONFIRMATION OF ATTENDANCE' form with the Lasalle University logo and instructions. Below this is a yellow 'CONGRATULATIONS ON YOUR ACCEPTANCE!' banner with a QR code and instructions for confirmation. The bottom section of the folder is a dark blue area with a yellow box containing the text 'NEXT STOP: LA SALLE CONGRATULATIONS! YOU'RE IN.' and a form for student information. At the very bottom of the folder is a dark blue banner with the text 'WELCOME, FUTURE EXPLORER.' and 'WE CAN'T WAIT TO GET TO KNOW YOU.'

CONFIRMATION OF ATTENDANCE
All students must return this form

LASALLE UNIVERSITY

CONGRATULATIONS ON YOUR ACCEPTANCE!

There are two ways to confirm your acceptance:

1. Go to your applicant status portal, either by visiting lasalle.edu/appstatus or scanning the QR code and submit your non-refundable deposit.
2. Complete and return this form.

National Decision Day is May 1, but no need to wait. Let us know as soon as you're ready, and we'll help you prepare for the year ahead.

Need a little more time? Contact the Admission Office to request an extension.

STUDENT ID*
*SEE NOTIFICATION OF ACCEPTANCE

NAME

ADDRESS

CITY/STATE/ZIP

HOME PHONE

**NEXT STOP:
LA SALLE
CONGRATULATIONS!
YOU'RE IN.**

**WELCOME,
FUTURE EXPLORER.**

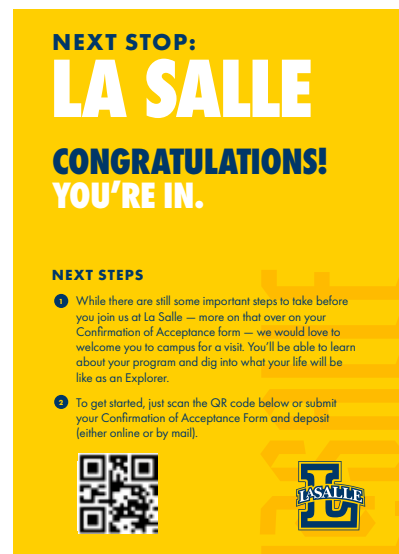
WE CAN'T WAIT TO GET TO KNOW YOU.



ADMISSIONS MATERIALS

Admit Packet — Contents

Next Steps Card



Acceptance Letter

CONFIRMATION OF ATTENDANCE
All students must return this form

CONGRATULATIONS ON YOUR ACCEPTANCE!

There are two ways to confirm your acceptance:
1. Go to your applicant status portal, either by visiting lasalle.edu/appstatus or scanning the QR code and submit your non-refundable deposit.
2. Complete and return this form.

National Decision Day is May 1, but no need to wait. Let us know as soon as you're ready, and we'll help you prepare for the year ahead.

Need a little more time? Contact the Admission Office to request an extension.

STUDENT ID* LISTED MAJOR*
*SEE NOTIFICATION OF ACCEPTANCE

NAME

ADDRESS

CITY/STATE/ZIP COUNTRY

HOME PHONE MOBILE PHONE

DEPOSIT
Your total deposit will be either \$200 or \$500, as specified below.

Confirmation Deposit—\$200
This non-refundable fee is required of all new students. Your acceptance will not be considered official unless the deposit accompanies this form. Upon registration, your account will be credited for this deposit. If you fail to register and complete the enrollment process, the \$200 shall be forfeited.

OR

Confirmation Deposit and Residence Hall Deposit—\$500
The \$200 Confirmation Deposit and the additional \$300 Housing Deposit are required of all students interested in campus housing. Once a housing deposit is received, you will receive additional information about housing selection and meal plans. This deposit is non-refundable.

RETURN THIS FORM TO
La Salle University
Undergraduate Admission
1900 West City Avenue
Philadelphia, PA 19141-1199

CONFIRMATION OF ACCEPTANCE
This confirmation must be signed by the student OR, if the student is under 18 years of age, by both the student and a parent/guardian.

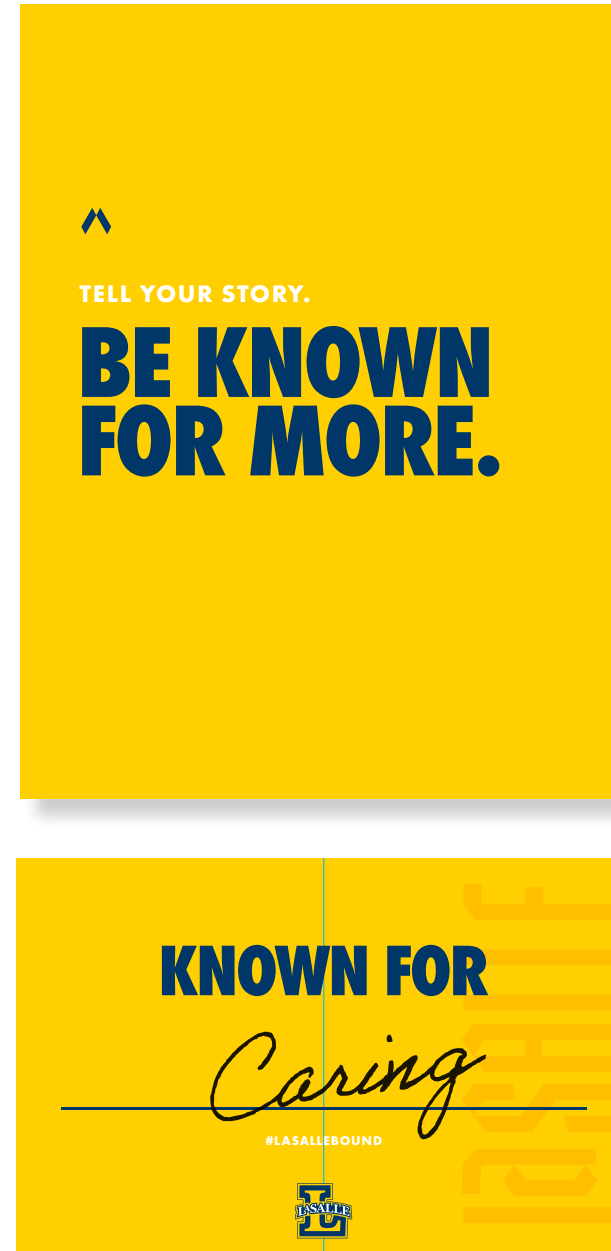
With full knowledge and understanding of the conditions as provided, I hereby confirm my acceptance as a student at La Salle University.

DATE

STUDENT SIGNATURE

PARENT/GUARDIAN SIGNATURE
(IF STUDENT IS UNDER 18 YEARS OF AGE)

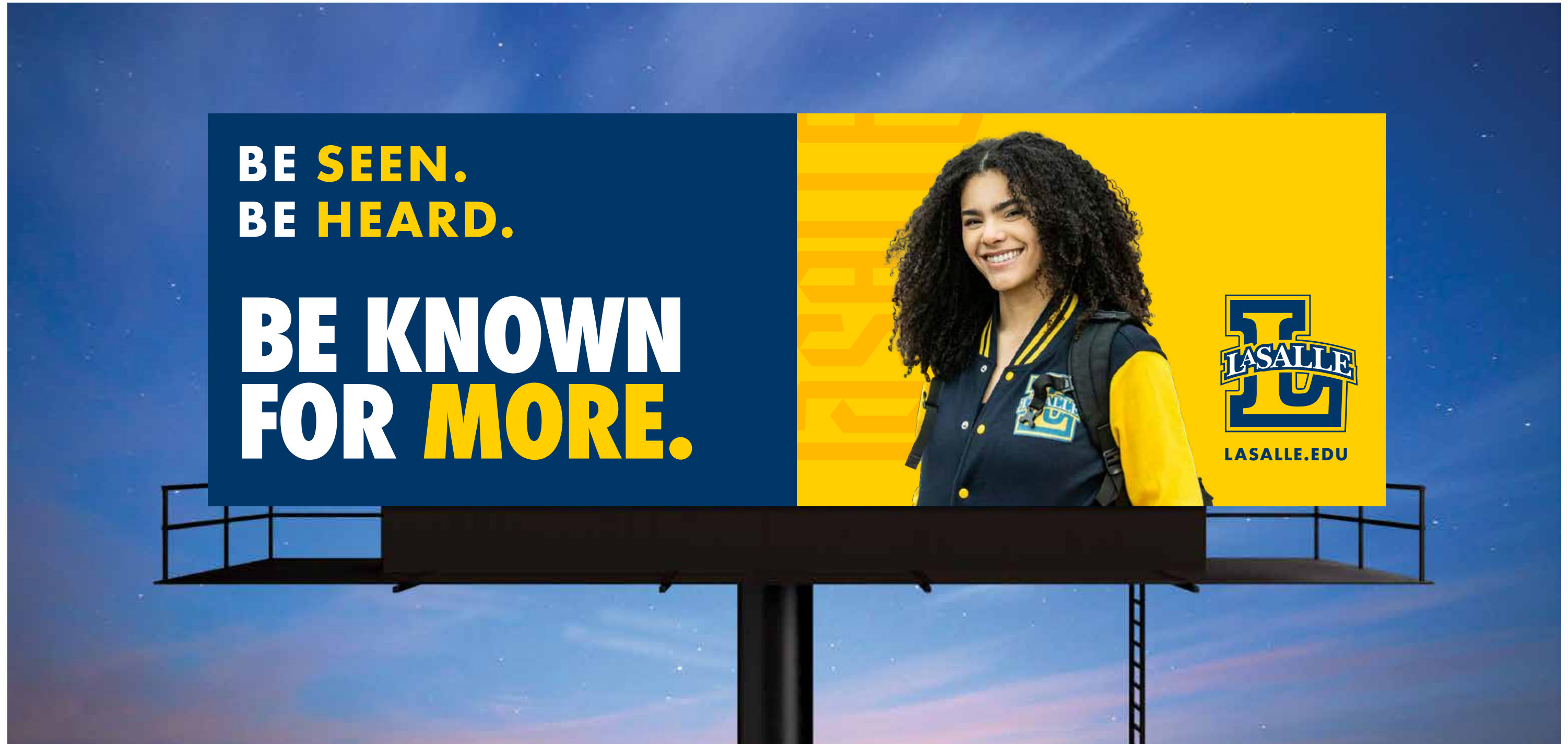
Social Sharing Poster

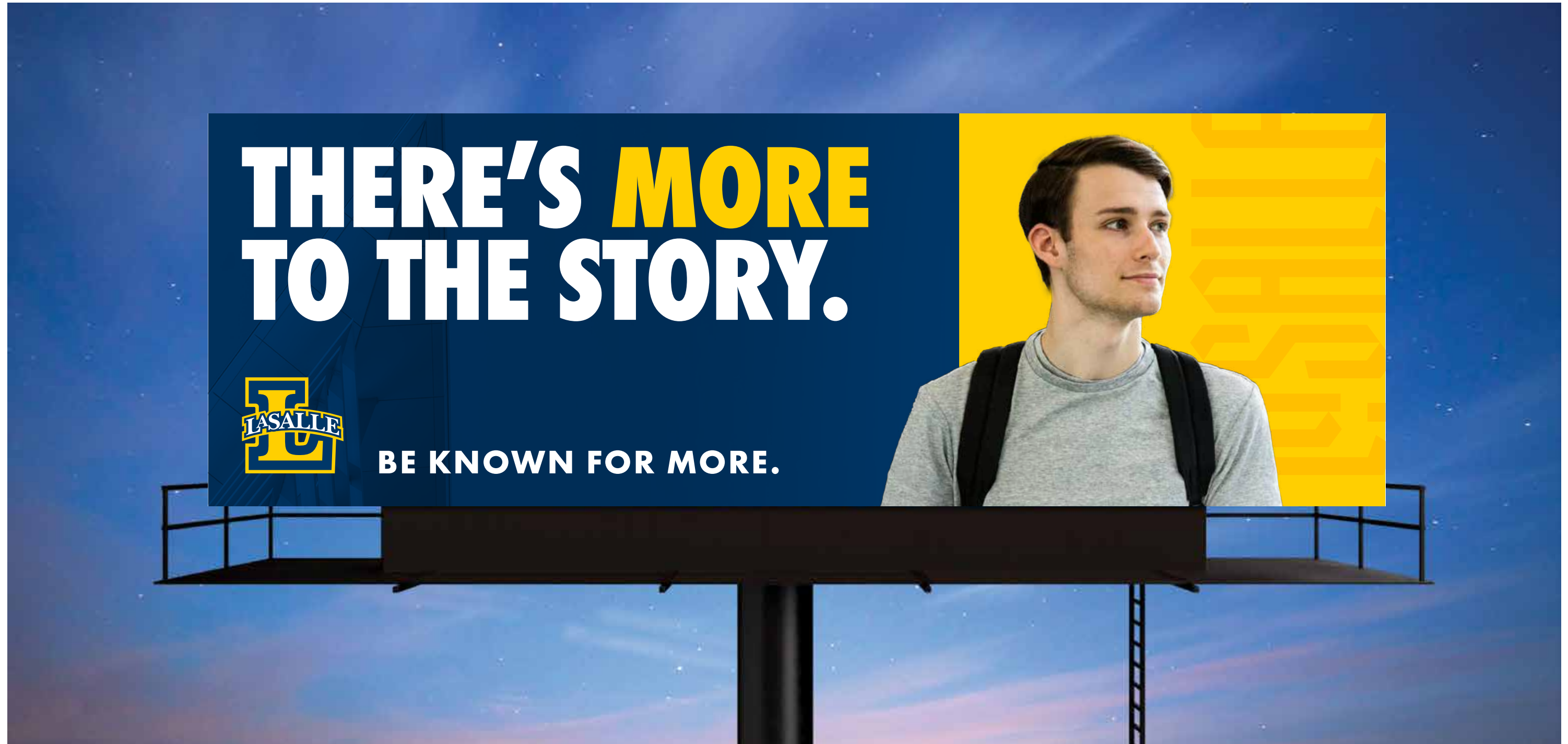


Booklet









SIDE



BACK



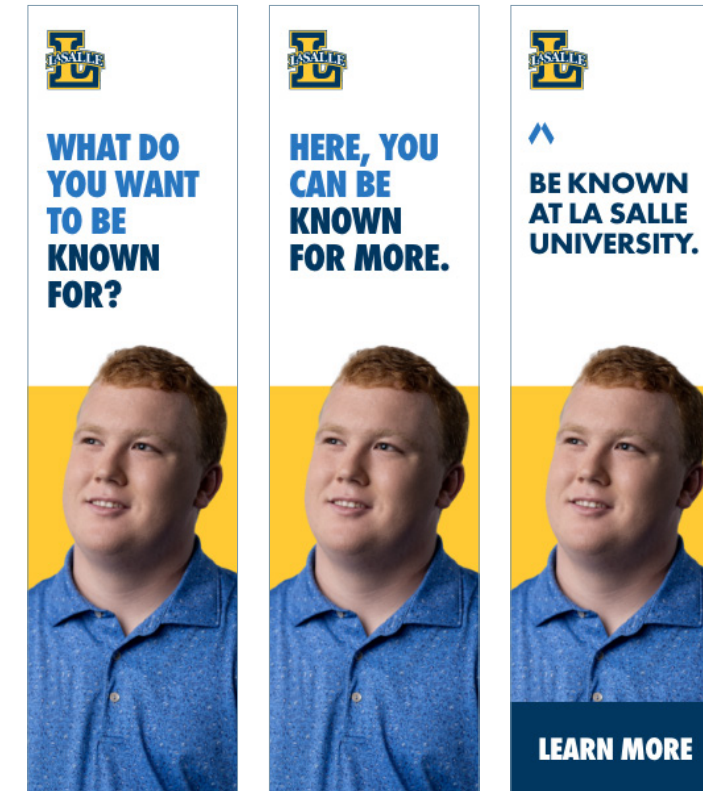




300x600



160x600



300x250



728x90



320x50



300x600



160x600



300x250



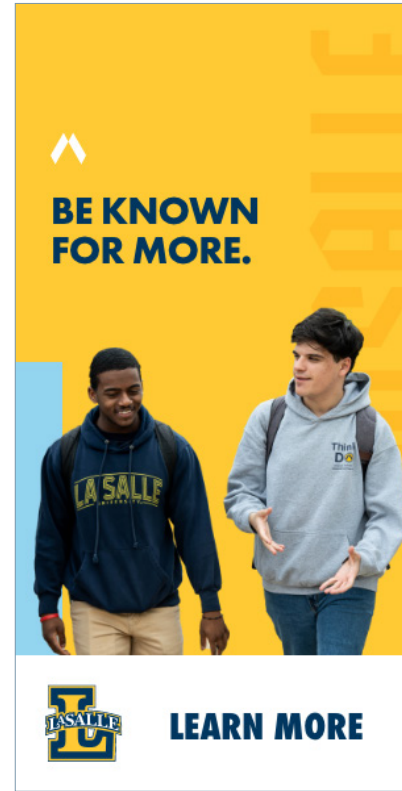
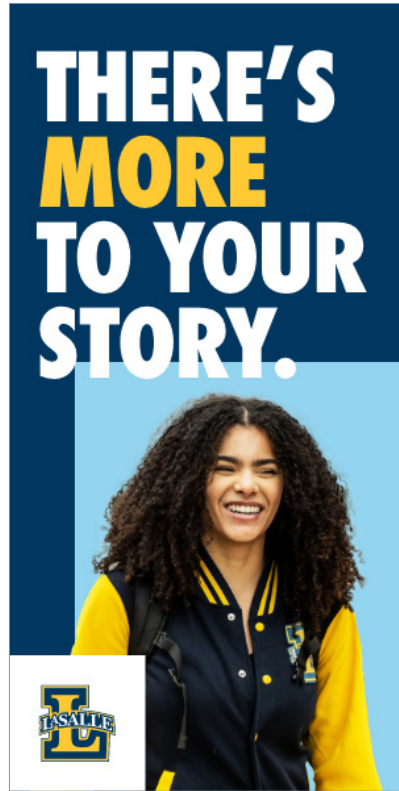
728x90



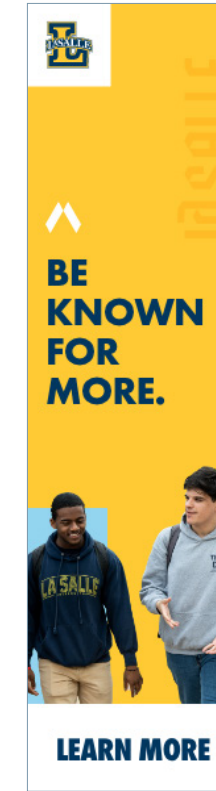
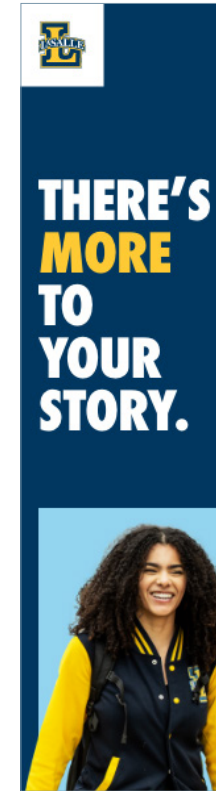
320x50



300x600



160x600



300x250



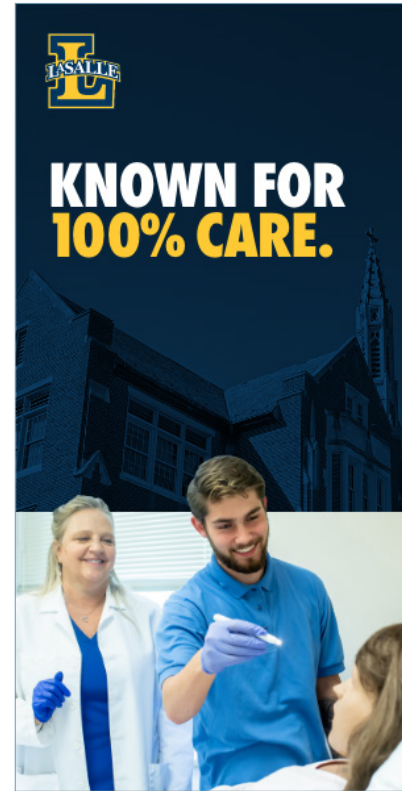
728x90



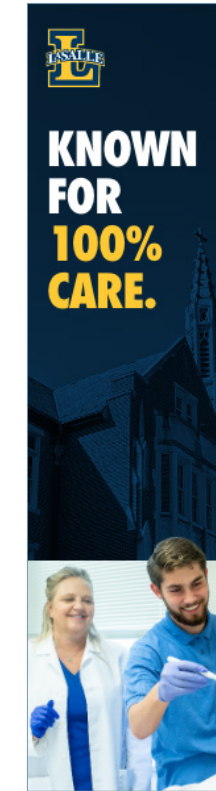
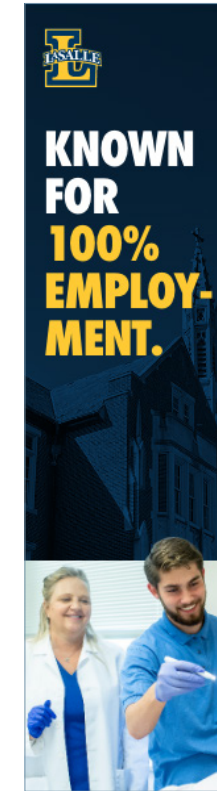
320x50



300x600



160x600



300x250



728x90



320x50



Body Text

Explorers make a difference wherever they go —
in their communities and their careers.

Post Image



Headline

Be Known for More

Body Text

La Salle offers excellent education with exceptional outcomes.

Post Image



Headline

Be Known for More

Body Text

The perfect place to tell your story exists — and it's right in the heart of Philadelphia.

Post Image



Headline

Visit La Salle



Body Text

Bilingual students, you've got questions —
and we have the answers.

Post Image



Headline

Explore BUSCA

Body Text

Build skills, earn your degree, and start shaping futures — your own and ours.

Post Image



Headline

See Grad Ed Programs





1900 W Olney Avenue
Philadelphia, Pennsylvania 19141

Please direct all questions to email address