“We’re restless early adopters. It’s part of our DNA—our accelerated evolution.”

Kevin M. Ross, Lynn University president
These brand guidelines provide the tools to create the Lynn experience.

Every piece of communication that we produce is an opportunity where a prospective or current student, parent, employee or supporter experiences Lynn. These experiences shape the image and reputation of the university; and if we are to be successful, we must ensure that they are consistently positive. Inconsistency creates confusion and could cast doubt about the quality that Lynn delivers.

The templates, standards and specifications provided in this guide will help us maintain a consistent Lynn style, as well as save time and effort by eliminating the need to re-create routine materials. Following these brand guidelines will speed up decision-making and free us to concentrate more time on the messages that we are communicating.

The Marketing Team | August 2014
Our brand

03 | Brand positioning
05 | Key messages
06 | Name and description
07 | Brand attributes
08 | Brand tone of voice
14 | Brand architecture
Brand positioning

What does a small university in South Florida have in common with the world’s most iconic brands?

It is no coincidence that seven of the 10 most iconic brands are technology companies. These innovative brands, like Lynn’s technology partner Apple, have revolutionized the way we work, play and communicate. Apple’s ability to “think different” is what makes it the brand leader, and its reputation for aesthetics, simplicity and ease of use sets the bar for everyone else.

In many ways, Lynn University has more in common with these technology leaders than it does with other institutions of higher education. At Lynn you’ll find:

**It’s not a job: it’s a mission.**

Our people are talented enough to do anything, but they choose to invest their sweat equity into Lynn because they believe that the university is building something important.

**Impatience with the status quo**

Lynn continually challenges itself to be better, faster, first. “Good enough” and “that’s the way it has always been done” are not part of the Lynn vocabulary.

This guide follows the most important brand rules of all global icons—simplicity and consistency. But we wouldn’t be Lynn if we didn’t break a few rules, too. You won’t see much of “what the other universities are doing” in this book. That is because Lynn is no ordinary university brand.

**Agility**

We don’t let bureaucracy get in the way of a good idea. We are small, and we choose to stay that way in order to always deliver the best experience to our students.

**Customer-focus**

Great technology companies are obsessed with defining who the customer is, what the customer needs and what the customer values. Lynn’s customers—students, parents, alumni and supporters—are our raison d’etre.

*Top 10 Iconic Brands*

(Interbrand 2013)

01 Apple
02 Google
03 Coca-Cola
04 IBM
05 Microsoft
06 GE
07 McDonald’s
08 Samsung
09 Intel
10 Toyota
Who are we?

Lynn University is one of the most innovative, international and individualized small universities in America. We are an agile and forward-looking organization that is focused on one thing: student success.

Our personality

What are the unique characteristics of the Lynn brand?

**Innovative**

We are tinkerers, continually refining what we offer to our students and to our community. We believe that higher education has a lot to learn from other industries. We draw inspiration from proven successes to evolve the business of teaching and learning.

**International**

Our students from 90 countries and nearly all 50 U.S. states will tell you that Lynn is a “global microcosm.” But our global experience extends well beyond the boundaries of campus—Lynn’s curriculum makes the world a classroom with nearly 50 programs in 20 countries.

**Individualized**

When you combine ideas, languages, cultures and faiths from every inhabited continent, you learn to tailor your methods of teaching to different styles of learning. At Lynn, all styles are welcome.

Our responsibility

What is our duty to our students and the community?

We help our graduates gain the intellectual flexibility and global experience to fulfill their potential in an ever-changing world.

We are a partner who helps students focus their minds on the core questions of self, belief and justice. Who am I? What do I know? And why does it matter?

Important conversations happen here.

Our goal

What is our purpose?

Through robust and reasoned dialogues, Lynn University aims to build a better world with our students.
Key messages

It is not enough to say that we think we’re great. We have to prove it. Our key messages tie to our brand positioning and should be demonstrated as often as possible through facts and anecdotes that bring our story to life.

We are focused on one thing: student success.

We are in the business of teaching and learning. Our professors concentrate on the art of teaching—making good students great and great students remarkable. We help students fulfill their potential in an ever-changing world.

We are innovating a whole new style of teaching and learning.

We continually improve what we offer to our students and our community. We embrace new ideas and technologies that empower our facility to more creatively deliver our nationally-recognized core.

Important conversations happen here.

Our approach to teaching and learning is based on a foundation of intellectual exploration through dialogue and experience. Lynn’s legacy of important conversations includes our nationally recognized core curriculum (Dialogues of Learning) and our focus on important global discussions (such as the 2012 U.S. Presidential Debate and the 2014 Millennium Campus Conference).

All styles are welcome.

Lynn students come from all corners of the world and bring with them diverse interests and abilities. Our flexible degree programs are designed to fit how students learn and live ... whether they are embarking on a career path for the very first time, continuing education to fulfill a lifelong dream, or brushing up on skills to become a more valuable employee.

We are building a better world with our students.

It is our mission to provide the education, support and environment that enable students to fulfill their potential and achieve success in the world. This message also refers to our commitment to community service and environmental conservation, such as Knight’s Unite Day of Caring, J-Term Citizenship Project, Central Energy Plant and Olewine Preserve.
Consistency creates identity and builds brand recognition, so it is important to use one clear voice.

University name

*Formal and first reference—Lynn University*

*Second reference—Lynn*

When used in copy, the complete name “Lynn University” should be used on first reference. Thereafter, “Lynn” may be used. The formal name of the university must be on all legal documents as well as university publications. In running copy, capitalize the word “University” when referencing the proper name of the university. DO NOT capitalize “university” when it stands alone.

When employed in a graphic context, the Lynn logotype or seal should be used.

DO NOT say LU when referencing the university.

About Lynn University

Lynn University is an independent, innovative college based in Boca Raton, Fla. With more than 2,500 students from 90 countries and nearly all 50 U.S. states, the school is consistently ranked among the top five most international schools by *U.S. News and World Report’s “America’s Best Colleges.*” Lynn’s NCAA Division II Fighting Knights have won 21 national titles, and its Conservatory of Music features a world-renowned faculty of performers and scholars. The school’s Dialogues of Learning curriculum, award-winning iPad program and international student base help Lynn graduates gain the intellectual flexibility and global experience to fulfill their potential in an ever-changing world. For more information, visit: www.lynn.edu.
Who are we?
Lynn University is one of the most innovative, international and individualized small universities in America. We are a young and forward-thinking organization located alongside South Florida’s booming business centers and beautiful beaches, and we are focused on one thing: preparing students for success.

Brand attributes

What is our brand promise?
Lynn’s brand attributes identify the character of Lynn University. They represent our promise to our students, parents, alumni and supporters.

Agile
Our small size, merit-based structure and intellectually fearless people enable us to constantly improve and adapt.

Forward-looking
We embrace new ideas and technologies that empower Lynn faculty to more creatively deliver our nationally praised core curriculum.

Student-centric
We are accessible and responsive to our students, parents, alumni and supporters. We learn from them as much as they learn from us.

Well-placed
We are located in one of the most strategic, international gateways to America. South Florida is a center of finance, commerce, culture and international trade. And it also just happens to be a tropical paradise.

Dedicated
We are fully committed and go above and beyond the call of duty because we believe we are building something important.
How do we communicate about Lynn?

In all Lynn communications, our writing and speaking style reflects our brand attributes as described on this page. Brand tone of voice takes patience and practice to achieve consistency. On the following four pages are examples of common mistakes and solutions, as well as further notes for Lynn writers and communicators.

Agile
means that we are swift. So our language is clear, simple and to the point. Cut words that don’t add meaning. And cut out meanings that your audience doesn’t need or understand.

Forward-looking
means that we are at the forefront of change. So our style is active. Use short sentences and active verbs.

Student-centric
means people come first, ahead of systems, technology or bureaucracy. So our language is transparent. Don’t use jargon or acronyms and initials. Use technical terms only if our audience is familiar with them.

Well-placed
means we are in a fiercely competitive and high-profile market. So we must be first-rate all the time. Our grammar, use of words, punctuation and presentation must be impeccable.

Dedicated
means our involvement with Lynn University is intense and personal. So we’re enthusiastic when we talk or write. Remember: Lynn isn’t a cult of personality. We are a serious institution that touches a vital area of people’s lives.
Brand tone of voice examples

Agile

means that we are swift. So our language is clear, simple and to the point. Cut out words that don’t add meaning. And cut out meanings that your audience doesn’t need.

Other tips:
• Use shorter rather than longer words or phrases.

<table>
<thead>
<tr>
<th>Instead of...</th>
<th>Say...</th>
</tr>
</thead>
<tbody>
<tr>
<td>accordingly</td>
<td>so</td>
</tr>
<tr>
<td>reside</td>
<td>live</td>
</tr>
<tr>
<td>utilize</td>
<td>use</td>
</tr>
<tr>
<td>discontinue</td>
<td>stop</td>
</tr>
<tr>
<td>facilitate</td>
<td>help, ease</td>
</tr>
<tr>
<td>for the purpose of</td>
<td>to</td>
</tr>
<tr>
<td>in the event that</td>
<td>if</td>
</tr>
<tr>
<td>in the near future</td>
<td>soon</td>
</tr>
<tr>
<td>with regard to</td>
<td>about</td>
</tr>
</tbody>
</table>

• Avoid qualifiers like “somewhat,” “quite” or “very”; these words dilute your message.

• Where practical, use bullet points instead of long sentences or paragraphs.

Old way

Lynn plans to expand to the MBA program, in part, due to the fact that the university’s new LEED-certified International Business Center (IBC), home of its College of Business and Management, will feature design elements focused on collaborative work spaces and integrating technology into the learning experience. This learning environment works well with the Apple ecosystem that focuses on collaborative learning and flipping the classroom.

New way

Bringing mobile devices into the classroom has changed the way Lynn is designing its campus. The university’s new LEED-certified International Business Center will feature collaborative workspaces that integrate technology into the learning experience.
Brand tone of voice examples

Forward-looking

means that we are at the forefront of change. So our style is active. Use short sentences and active verbs. Say “we improved” rather than “performance was improved.”

Other tips:

- Avoid beginning a sentence with “there is” or “there are.” Doing so hides the subject and uses a weaker linking verb instead of an active verb.

  instead of: There are many students at Lynn who prefer iBooks over traditional textbooks.

  say: Many Lynn students prefer iBooks over traditional textbooks.

- Avoid too many “-tion” words.

  instead of: She gave a demonstration of the new software.

  say: She demonstrated the new software.

Old way

One of the most extensive tablet-based learning efforts in all of American higher education rolled out on Aug. 25, 2013, when faculty and staff handed out more than 600 iPad minis to incoming students. The tablets use Apple technology to deliver the university’s nationally praised core curriculum and greatly enhance students’ learning experience through curriculum custom enhanced by faculty with multimedia content—replacing traditional textbooks with e-Books created by Lynn faculty and saving students hundreds of dollars on hard copy materials.

New way

Lynn’s iPad program is one of the most extensive in the country. The university provides a transformational learning device to its students and empowers faculty to more creatively deliver the core curriculum. Students save up to 50 percent off the cost of their textbooks thanks to Lynn’s highly interactive iBooks.
**Student-centric**

means people come first, ahead of systems, technology or bureaucracy. So our language is **transparent**. Don’t use jargon or acronyms and initials. Use technical terms only if our audience is familiar with them.

Keeping people first also means writing with your audience in mind. Are your readers high school seniors? Donors? Lynn alumni? Parents of current students? Tailor your tone and word choice to them. Don’t be afraid to address readers directly. Use “you,” “I,” “we,” “us” and “our” to make your writing more personal.

Example:

(from a *Lynn Magazine* story about the Dialogues of Learning core curriculum written for an alumni audience)

Remember the required courses you took in college—English 101, college algebra, Biology 101 and the like? Chances are, you got through them by doing a lot of memorization and along the way, you wondered, “Why do I have to take this class? When will I ever use or need it?”

**Old way**

Following the 2013 J-Term Citizenship Project course, a Global Perspective Inventory was administered at both the beginning and end of the course. The results were divided into two groups: classes that used the CBL methodology with an iPad and classes that were taught in the traditional manner without any embedded technology. In all cases, classes using the CBL methodology with iPads showed a higher level of improvement over the traditionally taught classes with no embedded technology.

**New way**

In January 2013, Lynn University conducted a successful pilot during its January Term Citizenship course. The result: iPad enriched classes showed a significantly higher level of learning than traditional classes.
Well-placed means we are in a fiercely competitive and high-profile market. So we must be first-rate all the time. Our grammar, use of words, punctuation and presentation must be impeccable.

In written communication, Lynn University follows the Associated Press Stylebook and its accepted reference sources. We cover exceptions and Lynn-specific items in our custom stylebook, Lynn University Editorial Style Guide. You’ll find this guide on myLynn, or if you’re one of Lynn’s registered users of AP Stylebook online (apstylebook.com), you’ll find our guide in the “Custom Stylebook” section. Lynn’s AP Stylebook online site license permits a limited number of users. To subscribe or for more information, contact Liz McKey, editorial director, 561-237-7876 or lmckey@lynn.edu.

We cover the most frequently asked style questions in a shortened version titled Lynn Style at a Glance, which also can be found on myLynn.

Examples
Here are sample entries from the Lynn style guide:

**alum, alumna, alumnae, alumnus, alumni**

“Alum” is an informal expression for “alumnus” or “alumna.” Avoid this expression in formal copy. “Alumna” is singular for female graduate; “alumnae” is plural referring to only female graduates. “Alumnus” is singular for male graduate. “Alumni” is plural for the combination of male and female graduates or male graduates.

**acronyms** are words formed from the initial letters of phrases. Take care to avoid repetition of the last word of the original phrase.

Example: Use “PIN,” not “PIN number.” “PIN” is an acronym for “personal identification number.”

Other examples with unnecessary repetition: ATM machine, HIV virus, ISBN number, LCD display, SAT test, PDF format
**Brand tone of voice examples**

**Dedicated**

means our involvement with Lynn University is intense and personal. So we’re enthusiastic when we talk or write. But that doesn’t mean everything needs an exclamation mark. We are a serious institution that touches a vital area of people’s lives, so our tone should reflect that.

**Old way**

Students will be taught by a faculty who enjoys teaching and who have experience in computer graphics, photography, graphic design, illustration and the fine arts.

**New way**

You’ll learn from the best. Our teachers have made names for themselves in computer graphics, photography, graphic design, illustration and the fine arts. Not only that, they’re passionate about teaching.
We are Lynn University. One brand. One organization.

Our logo is the central identifier of our brand.

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

This translates into a series of logos which should be used correctly for the different parts of our organization.

The Lynn seal and Lynn logotype should never be used together.

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**Lynn seal—formal logo**
This logo is to be used on all official documentation, as well as more formal applications.

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**Lynn logo—informal logo**
This logo is to be used on recruiting materials and casual applications. Such as student life, athletics, university events, etc.

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**Lynn logo variations for product names**
Certain products and services may warrant their own visual identity. These variations of the Lynn University logotype should be created only for strategic initiatives that are marketed as distinct products to our students and the Lynn community. To ensure continuity of the Lynn brand, product name logos should always maintain a connection to the Lynn logotype.

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**Lynn logo for colleges**
Our colleges represent the specialized areas within Lynn. These logos are to be used on all official college-specific documentation, as well as more formal applications.
Our visual identity

16 | The Lynn visual identity
17 | The Lynn logo
22 | Color
32 | Typography
35 | Photography
Like our messages and our language, our visuals must tell the Lynn story simply and consistently. Lynn’s style is best described by the following characteristics: 1) simple design and white backgrounds put the Lynn name and Lynn blue in the foreground, and 2) colorful and active photography that showcases our people and our campus.

Our visual identity conveys Lynn’s brand attributes in the following ways:

<table>
<thead>
<tr>
<th>Brand attribute</th>
<th>Tone of voice</th>
<th>Visual translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agile</td>
<td>Clear, simple, to the point</td>
<td>Lynn’s design style is uncomplicated and unpretentious.</td>
</tr>
<tr>
<td>Student-centric</td>
<td>People come first</td>
<td>All Lynn materials are characterized by a predominance of white. The white background creates a blank canvas to showcase the two most important elements of Lynn’s visual identity: our logo and our people. We cut out images, colors and design elements that don’t add meaning.</td>
</tr>
<tr>
<td>Dedicated</td>
<td>Lynn people are passionate</td>
<td>Our photography captures natural activity and behavior. The photographs of our people contain vibrant colors that complement the Lynn color palette.</td>
</tr>
<tr>
<td>Forward-looking</td>
<td>New ideas and technologies</td>
<td>Our photography is refreshed frequently to ensure that clothing and technology are always current.</td>
</tr>
<tr>
<td>Well-placed</td>
<td>Strategic, competitive and high-profile location</td>
<td>Our design execution must be first-rate. We use high-quality paper and the most-advanced printing techniques. Photography that showcases our campus is colorful, vibrant and whenever possible features our people, activity and motion.</td>
</tr>
</tbody>
</table>
The Lynn University logotype

A person’s signature stands for their word. The Lynn University logo stands for our word, delivering a promise of the Lynn experience wherever it is placed. It is important for the logo to be used consistently so people can instantly recognize Lynn and trust the quality of whatever it is attached to.

Our logo is the central identifier of our brand. It is specially designed and should not be altered in any way.

The Lynn logo should always appear on a white background and always ranged left in an application.

The logo should always appear in “Lynn Blue,” unless a black and white application is required.

All logo files are set at 100 percent and should be used at 100 percent on all materials to ensure the art appears in the same dimensions across all pieces.

Lynn logotype
Artwork files:
Lynn Logotype CMYK.eps
Lynn Logotype RGB.eps
Lynn Logotype PMS 293.eps

Lynn logotype black
Lynn Logotype BLK.eps

Exclusion zone
The exclusion zone around the Lynn logo is dictated by half the height of the logo above, below and either side of the logo. .25” all around

Measuring the Lynn logotype
The size of the Lynn logotype is calculated by its width.

Minimum size
The minimum size of the Lynn logotype is 10mm.
Lynn logo backgrounds

The Lynn University logos should always appear on a white background as a first choice.

Other options include the logotype reversed out onto its approved colors only—Lynn Blue or black.

We only use the black logo and background when our execution is limited to black and white.

We only use the logos on a Lynn Blue background for specific treatments such as carpets, mats and limited promotional items. We should not apply this treatment to literature or Web.

Notice the seal is not knocked out, but has a white background while featured over the Lynn Blue. We do not knock out the seal as this changes the way it looks.
Lynn logo incorrect backgrounds

The Lynn logos should never appear on color or any photographic backgrounds.
The Lynn logo should always be ranged left. It can be placed top, middle or bottom left, depending on the application.
The Lynn logo: what not to do

Here are a number of examples of what not to do with the Lynn University logo.

It is impossible to include every possibility. This guide illustrates only the most common misuses.

Don’t change the shape of the logo.

Don’t recolor the logo.

Don’t use a different typeface for go-to-market names.

Don’t change the logo configuration.

Don’t use parts of the logo to create other graphics.

Don’t outline the logo.
Our blue, white and gray palette is key to how Lynn is represented so everyone can recognize us instantly.

It gives us a professional, clean and modern look. Mixing colors or using too many colors can make us look like some of our competitors. Consistent and controlled use of color can intensify and clarify the messages we are communicating.

We do not use different color palettes for different colleges and programs or to differentiate graduate and undergraduate.
Primary color

Lynn University’s primary color palette consists of:

Lynn Blue, Lynn Gray and White.

Colors, like language, communicate. These three colors have been chosen for the story that they tell about Lynn. Blue represents sincerity, confidence and integrity. Gray represents maturity, intelligence and stability. White represents goodness, simplicity and new beginnings.

Tints of Lynn Gray may also be used. Extensive print tests have been carried out to determine these values. Recommended tint values are shown on this page.

For print production, please use Pantone® colors whenever possible.

Note: the colors shown on this page and throughout these guidelines are not intended to match the Pantone Color Standards. PMS293 process conversion is a custom mix to yield a closer match—this is not the default conversion in the software.

Pantone® is a registered trademark of Pantone, Inc.
Where to use

Our primary color palette clearly identifies and builds recognition of Lynn University. Although a secondary color palette exists, the primary color palette is always used at the first point of contact in all our communications. Advertising, literature covers, stationery and campus signage are examples where primary colors are always used.

It is important to use the Lynn primary color palette correctly. Lynn Blue should be used with restraint, principally for the Lynn logo and highlighting in text. (For more information on the Lynn Blue rule, see following page.) White should be the overall background color. Lynn Gray can be used to complement the white. Lynn Gray is used for text.

White is dominant, allowing our photography and colors to stand out.

Advertise

All styles welcome

Everyone has his or her own style. At Lynn, we want you to be yourself (the best possible version). Whether you're embarking on your career path for the very first time, continuing your education to fulfill a lifelong dream, or brushing up your skills to become a more valuable employee, our flexible degree programs are designed to fit how you learn and how you live.

There are lots of good reasons to choose Lynn. Getting an education that fits your style is just a start. See for yourself at lynn.edu or, better yet, schedule a visit (admission@lynn.edu).

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

Lynn University does not discriminate on the basis of race, color, gender, religion, nationality, ethnic origin, disability, or age in administration of its educational and admission policies, scholarship and loan programs, athletic and/or other school-administered programs.

Lynn University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, masters and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Lynn University.

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About Lynn

Lynn University is one of the most innovative, international and individualized small universities in America. We are a young and forward-thinking organization located alongside South Florida’s booming business centers and beautiful beaches, and we are focused on one thing: preparing students for success.

Our professors concentrate on the art of teaching—making good students great and great students remarkable. Our award-winning, tablet-based learning initiative puts a transformational learning companion into the hands of students. And our graduates? They’ve gained the intellectual flexibility and global experience to take the lead in an ever-changing world.

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

Be influential

Your audience is relying on you to provide the latest facts—and we will teach you to deliver.

COLLEGE OF INTERNATIONAL COMMUNICATION
Multimedia Journalism (B.A.)
The Lynn Blue rule

Lynn Blue should be used sparingly. It is used to highlight one type of information at any one time, such as headings, quotes, call-outs or charts—and combinations should be limited.

This means that Lynn Blue is reserved only for the logo and possibly a subhead on all literature covers and advertisements.

Headings, quotes or call-outs can be in Lynn Blue if they are the only type of information highlighted at any one time. Lynn Blue text can be used on top of one of the secondary colors.

Our bachelor’s degree in multimedia design combines technology with art and science. Our focus on innovation leads us to work with new and emerging design tools, including state-of-the-art design software and 3D printers.

Search your creativity. Still and motion (photography, graphic design for print or web, illustration, digital animation, web design, game design) is our bread and butter. Start by working with the latest design tools, including state-of-the-art software and 3D printers. We teach our students to design. Our faculty have made names for themselves in web design, graphic, and photography, digital design and fine arts. Not only that, they’re passionate about teaching.

Watch your students transform as you create your portfolio and build a professional-quality portfolio. Then, showcase it all in our campus exhibition attended by potential employers.

Picture this. Advancing in digital and visual media is an entirely different field than the latest communication media. Here are just a few examples of the fantastic career opportunities available for graduates:

- game designer
- animator
- digital designer
- photographers
- web design technician

Proof positive. Where can you go in multimedia design? Lynn University and you’re off on a quest to explore the unknown. We work with cutting-edge software such as Maya and 3D Studio Max so you can work with state-of-the-art software in our classrooms, labs, and state-of-the-art studios.

Where can a Lynn degree in multimedia design take you? Lynn University is one of the most innovative, international and forward-thinking organizations located alongside South Florida’s booming business centers and beautiful beaches. Lynn University is one of the most innovative, international and forward-thinking organizations.

About Lynn University

Our award-winning, tablet-based learning initiative puts a transformational learning companion into the hands of students. Our professors concentrate on the art and science of teaching—making good students great and great students remarkable. Our alumni have put their creativity and skill to work throughout the industry:

- DEW Imagery & Design in San Diego
- Norton Museum of Art in West Palm Beach, Fla.
- The Baltimore Sun in Baltimore
- "The Daily" in Baltimore, Md.
- "1000" in San Diego, Calif.

About Lynn University

Multimedia Design (B.S.)

Get inspired!
Master digital and visual media while building a great portfolio.

COLLEGE OF INTERNATIONAL COMMUNICATION
Multimedia Design (B.S.)
What not to do

Lynn Blue should never be used as a color block in print collateral.

Lynn Blue should never be used for body copy text.

Lynn Blue should never be used over an accent color or Lynn Gray.

Lynn Blue should never be used as a tint.
Lynn University’s secondary and accent colors are derived from the beautiful surroundings of Lynn’s campus. Colors, like language, communicate. These three colors have been chosen for the messages that they convey about us. Blue represents sincerity, confidence and integrity. Green represents life, nature and growth. Orange represents, creativity, innovation and ideas.

Lynn University’s secondary and accent colors should be used only as supporting colors to Lynn Blue. Use should not dominate or overpower the primary color.

The secondary color palette consists of three colors. These colors are used in color blocks. Even though the color block may consume more surface area than the primary color, the lighter hues allow the primary color to stand in the forefront of the design.

The accent color palette is only for use on special initiatives or as a selective accent in call-outs, charts, etc.

Extensive print tests have been carried out to determine these values.

Note: the colors shown on this page and throughout these guidelines are not intended to match the Pantone Color Standards. *Pantone® is a registered trademark of Pantone, Inc.
Where to use

Our primary color palette clearly identifies and builds recognition of Lynn. The secondary color palette is only used to support our primary color palette. Our visual identity is not a multicolored one.

Because Lynn primary colors have been used at the first point of contact—on literature covers, external campus signage and PowerPoint covers, secondary colors can then be used on literature spreads, inside campus buildings and exhibition panels, etc.

Secondary colors should not be used to color code business lines, colleges or go-to-market names.

Literature

- Only used to support our primary color palette.
- First point of contact—on literature covers, external campus buildings and exhibition panels, etc.
- Use your past experience as a foundation for the advanced techniques you'll learn.

PowerPoint

- Lynn will help turn your passion into a successful story.
- Our digital media graduates have started careers and earned promotions in companies both national and international.
- Are you ready to join them?

Our digital media graduates have started careers and earned promotions in companies both national and international.

- Pan out your message.
- Use your past experience as a foundation for the advanced techniques you'll learn.
- Note how the color used matches the overall image color.

Spread using accent color to highlight call-out. Note how the accent color used is paired with its lighter secondary color in the spread to the left. Do not mismatch colors in this type of use. Only can be mismatched in charts (see below).

Spread using accent color to highlight call-out. Note how the accent color used is paired with its lighter secondary color in the spread to the left. Do not mismatch colors in this type of use. Only can be mismatched in charts (see below).

Accent color for call-out with its matching secondary color block.
What not to do

Never use a secondary or accent color as a background to a literature cover or as a background to any Lynn University logos.

Never use a secondary or accent color as any copy on a literature cover.

Never use a secondary or accent color behind Lynn Gray text.

Never use a secondary or accent color as body copy.
How to use with photography

When we shoot photos, we want to keep our color palette in mind. Our photography should color-link to the secondary color palette in a subtle way. Each photograph has an element in the foreground, background or overall color bias that links with one secondary color.

Make sure secondary colors and photographs work together.
## Lynn University Color Palette

### Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone® Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Web Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lynn Blue</td>
<td>Pantone® 2693</td>
<td>CMYK 100.68.2.2</td>
<td>RGB 0.61.165</td>
<td>#003DA5</td>
</tr>
<tr>
<td>Lynn Gray</td>
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<td>CMYK 30.22.17.57</td>
<td>RGB 99.102.106</td>
<td>#63666B</td>
</tr>
<tr>
<td>White</td>
<td>CMYK 0.0.0.0</td>
<td>RGB 255.255.255</td>
<td>Web #FFFFFF</td>
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### Secondary Colors

<table>
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</thead>
<tbody>
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<td>Cool Gray 9</td>
<td>Pantone® 8636</td>
<td>CMYK 39.0.7.0</td>
<td>RGB 139.211.230</td>
<td>#8BDB50</td>
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<tr>
<td>Cool Gray 9</td>
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<td>CMYK 86.0.9.0</td>
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</table>

### Accent Colors

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<th>RGB Values</th>
<th>Web Color</th>
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</thead>
<tbody>
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<td>CMYK 33.0.60.0</td>
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<td>#B3D57D</td>
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<tr>
<td>Cool Gray 9</td>
<td>Pantone® 82868</td>
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<td>RGB 255.255.255</td>
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### Lynn Blue Tints

<table>
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</tr>
</thead>
<tbody>
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<td>RGB 100.170.99</td>
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</tr>
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<td>80%</td>
<td>Cool Gray 9</td>
<td>RGB 80.150.89</td>
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<tr>
<td>70%</td>
<td>Cool Gray 9</td>
<td>RGB 60.130.79</td>
<td>#F5C9D3</td>
</tr>
<tr>
<td>60%</td>
<td>Cool Gray 9</td>
<td>RGB 40.110.69</td>
<td>#F9B9D3</td>
</tr>
<tr>
<td>50%</td>
<td>Cool Gray 9</td>
<td>RGB 20.0.59</td>
<td>#FDC6D3</td>
</tr>
<tr>
<td>40%</td>
<td>Cool Gray 9</td>
<td>RGB 0.0.49</td>
<td>#FCB7D3</td>
</tr>
<tr>
<td>30%</td>
<td>Cool Gray 9</td>
<td>RGB 0.0.39</td>
<td>#FDADD3</td>
</tr>
<tr>
<td>20%</td>
<td>Cool Gray 9</td>
<td>RGB 0.0.29</td>
<td>#FCB9D3</td>
</tr>
</tbody>
</table>

## Lynn University Brand Guidelines | Our Identity | 32
A person’s handwriting is distinct and individual to that person. Lynn University’s typography should immediately be recognized as ours and convey that we are clear, direct and modern.

We can only achieve this image through consistent typography. Controlled use of our typography highlights our message and signals that we can focus on what is important for our audience.
Adobe Garamond

Lynn University’s logo typeface is Adobe Garamond. This typeface is reserved only for the logos and is never to be used in copy or anywhere else.

Helvetica Neue Light

Lynn University’s copy typeface is Helvetica Neue. The following pages in this section detail which weights are permitted, how typography is used and what not to do.

The only permitted weights of Helvetica Neue are light, bold and light italic.
A whole new style of teaching & learning

Welcome to Lynn University. It’s not that we broke the mold. We didn’t use one.

College of Business and Management
From growth in Beijing to reform on Wall Street; working at a top banking firm to interning at Apple or with a Fortune 100 company—it’s all business at Lynn. Students in the College of Business and Management have interned at the White House, been hired on the spot by ESPN to work at the X Games and regularly travel abroad on co-curricular study trips, honing their management skills in places like Asia and South America. You’d be amazed at how great it feels to learn a brand new business culture from the inside out, with your Lynn professor right there to support you.

Eugene M. and Christine E. Lynn College of International Communication
In the past 10 years, the world of communication has been turned completely upside down (in countless new and exciting ways). That’s why, at Lynn, we keep a close eye on emerging technologies, so we can teach to the future. We also make sure theory and classroom time is balanced with real-world experience. Communication students at Lynn have interned everywhere from Fox News to Telemundo to MTV. When you graduate, you’ll feel like you’ve already been working—and potential employers will recognize and appreciate that confidence. It’s an invaluable asset when it comes to landing a job.

College of Arts and Sciences
What’s the connection between history and literature? Politics and psychology? Science and media? Lynn will encourage you to find out. In the College of Arts and Sciences, you’ll be asked to think broadly and deeply about the world around you, and in the process sharpen your critical thinking and communication skills. Majors range from biology and environmental studies to political science and media studies in the country. One of the most innovative academic programs anywhere. And our location? Hard to beat.

We’re just over 50 years old. And still ahead of the curve.

At Lynn, there are no archaic traditions, and no love affairs with the past. Here, it’s all about the future.

Since our founding in 1962, we have been focused on one thing: preparing students for success in the world. Fast-forward and Lynn University is still doing exactly that—and doing it better than ever.

Lynn is home to one of the most international student bodies in the country. One of the most innovative academic programs anywhere. And our location? Hard to beat.

We’re just over 50 years old. And still ahead of the curve.

We are focused on one thing: Preparing students for success.

Visit lynn.edu
Picture this

Lynn University has developed a distinct look through its photography which differentiates us from our competitors. Our images give a true reflection of the Lynn experience. In order to create the unique Lynn look we have to maintain the same style in each image we produce. Our colleges each have their own set of images to develop a distinct identity within Lynn that their audience can identify with.

We do not place graphics or text over photographs.
People and education

Primary photography is unique and is commissioned directly by Lynn University. The subject matter is people always engaged in some form of academic activity. Display ethnic diversity where possible.

Always try to capture natural situations and behavior: people smiling, working together, having conversations or instructing others. They should not be looking at the camera, but at each other or whatever they are doing. Resulting photos should not appear posed or represent false situations. Clothing and technology are always current.

The people are in contemporary classroom locations and are shot using interesting angles and crops. The photographs have a strong depth of field with multiple focal planes. The photographs should be shot in color. We do not use black-and-white photos.

Color in the photographs is saturated, not muted, with varying tones that complement our secondary color palette.
Using with secondary colors

When we shoot photos, we want to keep our color palette in mind. Our photography should color-link to the secondary color palette in a subtle way. Each photograph has an element in the foreground, background or overall color bias that links with one secondary color.

Make sure secondary colors and photographs work together.
Coming soon
Coming soon

Applications

- 40 | Stationery and forms
- 00 | Campus signage
- 00 | Literature
- 00 | Advertising
- 00 | Vehicles
- 00 | Promotional gifts
- 00 | PowerPoint
- 00 | Online
- 00 | Video
- 00 | Social Media
Stationery and forms are among the most important touchpoints because everyone we work with comes into contact with them. We demonstrate a high level of professionalism when our business cards and email signatures are consistent from every Lynn colleague, everywhere in the world.

Photo of new stationery here

Coming soon
Lynn master letterhead

Printing specifications
Paper size: US letter 8.5" x 11"
Colors: Lynn logotype – Lynn Blue PMS 293
Paper: 70 lb. txt, white, Cougar smooth finish

1. Lynn logo
   Lynn Logotype PMS 293.eps, 1.375" in width

2. Copy
   9 pt. Helvetica, on 12 pt. leading

Example shown at 75% actual size. Measurements are in decimal inches.
Lynn master letterhead personalized

Printing specifications
Paper size: US letter 8.5" x 11"
Colors: Lynn logotype – Lynn Blue PMS 293
Paper: 70 lb. text, white, Cougar smooth finish

1. Lynn logo
   Lynn Logotype PMS 293 .eps, 1.375" in width
2. Department name
   11 pt. Helvetica
3. Name
   10 pt. Helvetica bold
4. Contact info
   9 pt. Helvetica
5. Copy
   9 pt. Helvetica, on 12 pt. leading

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Lynn University brand guidelines | Applications

44 Stationery and forms


Yours sincerely,

Name Surname

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Lynn continuation sheet

Printing specifications
Paper size: US letter 8.5" x 11"
Colors: Lynn logotype – Lynn Blue PMS 293
Paper: 70 lb. txt, white, Cougar smooth finish

1. Lynn logo
   Lynn Logotype PMS 293.eps, 1.375" in width

2. Copy
   9 pt. Helvetica, on 12 pt. leading

Example shown at 75% actual size. Measurements are in decimal inches.
Business cards

Printing specifications
Size: 3.5” x 2”
Colors: Lynn logotype, Seal – Lynn Blue PMS 293
Paper: 130 lb. cover, Endurance Silk

Logo
Lynn Logotype PMS 293.eps, .819” in width

Copy front
7.5 pt., Helvetica Neue Light
Note: where to apply Helvetica Neue Bold
Copy – Lynn Gray PMS Cool Gray 9

Card back
Overall color is Lynn secondary color PMS 636, PMS 366, PMS 1565

Copy back
11 pt., Helvetica Neue Light
Note: all text white except where Lynn Blue (PMS 293) is applied

Example shown at 100% actual size. Measurements are in decimal inches.

A whole new style of teaching and learning.
We are focused on one thing: student success.
All styles welcome.
Building a better world with our students.

Important conversations happen here.
**Envelopes**

**Printing specifications**

Size:
- Commercial standard business No. 10 9 1/2" x 4 1/8"
- Window standard business No. 10 9 1/2" x 4 1/8"
- Booklet 6”x 9”, 10”x13”

**Logo**
Lynn Logotype PMS 293.aps, 1" in width

**Colors**
Lynn logotype – Lynn Blue PMS 293
Copy – Lynn Gray PMS Cool Gray 9

**Paper**
White, Cougar smooth finish

Personalized envelopes are not available.
The Lynn email sign off is set in Helvetica Bold for the name and Helvetica Regular for the rest of the text. There is a paragraph break after the department title. The text is set in Lynn Gray.
Campus signage

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

Marketing-produced videos
Marketing solely is responsible for the production of university-wide marketing videos (e.g. campus tour, public events). These videos are managed by the Marketing team and involve collaboration with university departments. University videos adhere to all branding and video style standards (see below) and receive visibility via the university’s main multimedia channels: Lynn.edu, my.lynn.edu and YouTube [https://www.youtube.com/user/LynnUni].

Department- and student-produced videos
Videos for external distribution or university-wide communications produced by Lynn University employees, departments or students are required to adhere to university brand guidelines. The primary outlet for these videos is the student-produced channel on YouTube [https://www.youtube.com/user/LynnUni]. Marketing reviews all external or university-wide videos and is responsible for final approval based on whether the appropriate quality and adherence to brand guidelines is achieved for university-level distribution channels.

Working together
Marketing will evaluate all video project requests, and in cases where the department is not able to undertake an assignment, we recommend the following steps for independent video producers to help ensure approval criteria are met:

1) Contact Marketing prior to the commencement of any video project. Marketing will assess the project, advise whether it fits within current strategy, and recommend an appropriate course to completion. Keep in mind that once a video is underway, it can often be difficult to change direction. Everyone’s time is important; we want to avoid wasting it and our resources.

2) Become intimate with the university’s brand guidelines, especially as they relate to videography. Resist the urge to cut corners — this often will decrease the project’s quality and ultimately may affect its end distribution and visibility.

3) Seek input throughout the production timeline. Marketing is happy to advise and provide useful direction that may enhance the project’s success.

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

The following requirements must be achieved by any university-wide video production. Bumpers are reserved for application only by Marketing.

Bumpers and Lower-Thirds Titles

• A relevant introduction bumper must be used at the beginning of a piece (there are five), and the single end bumper must be applied at the end.

• These animate and fold down over the first shot. They have a transparent background and should be overlaid on the first and last video shots. Folding down a black screen before a shot begins is incorrect.

• A person’s name and title fades-in on the square white background for a lower-thirds title, then fades-out before the animated white square recedes. The person’s name is in RGB 0.61 165 Lynn Blue and their title is in RGB 99 102 106 Lynn Gray.

Music

• Music must appeal to the brand guidelines. Lynn University’s brand is mature, modern and sophisticated.

• Royalty-free music must be used. This means music that is clear to use on YouTube and will not trigger advertisements or playback restrictions. Download royalty-free music here: audiosjingle.com, freemusicarchive.org, Vimeo music store, YouTube music library, The Music Bed.

• Occasionally Marketing may purchase music. This is managed on a case-by-case basis.

• Music levels should not interfere with dialogue. Character and graphic generation

• The main title font is Helvetica Neue Light. Any graphical text should be Helvetica Neue Light in 0 61 165 Lynn Blue on a white background. The printed graphic design guidelines found elsewhere in this document otherwise apply to graphics in videos.

Other tips and tricks

Do:

• Execute well-framed, nicely lit shots with clean audio. Subtle and natural color-grading is acceptable.

• Film in 24 FPS (23.976) if camera allows. If not, 30 FPS is acceptable.

• Make sure exposure, focus and white balance are correct. For more information visit exposureguide.com/white-balance.htm

• Inform Marketing of your project as early as possible.

Don’t:

• Stay on an interview subject for more than 6 – 7 seconds unless what the person is saying is incredibly interesting. Shoot artful b-roll to fill your pieces.

• Make up your own graphics. If your video requires graphics, they must fulfill the graphic design university brand guidelines. (Note: This may require support from the art director.)

• Include a lot of shaky camera movements unless it is vital to the message.

• Backlight your subjects in front of a bright window or the sun. Make sure their faces are exposed properly.

Video Guidelines

The following requirements must be achieved by any university-wide video production.

• Film in 24 FPS (23.976) if camera allows. If not, 30 FPS is acceptable.

• Make sure exposure, focus and white balance are correct. For more information visit exposureguide.com/white-balance.htm

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Social Media

Content