

COURAGEOUS.

confident.

CLARION.

BRAND MANUAL



CLARION
UNIVERSITY

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Mission & Vision



I have always considered Clarion University to be a school where you could easily fit in and build on your strengths. It gives you the courage to pursue your dreams and the confidence to know that you can do it!



—Alumnus

CLARION UNIVERSITY MISSION STATEMENT

Clarion University of Pennsylvania provides transformative, lifelong learning opportunities through innovative, nationally recognized programs delivered in inclusive, student-centered environments.

CLARION UNIVERSITY VISION STATEMENT

Clarion University will be a leader in high-impact educational practices that benefit students, employers and community partners.

Introduction

As Clarion University rises up to the challenge of thriving as a public institution in the 21st century, we are called upon as a community to think ambitiously and act boldly to ensure that we can fully achieve our mission, vision and strategic goals. By placing our focus on the greater good, our drive and determination are guided by our enduring commitment to effectively serve the complex and changing needs of our students, employers and community partners.

To ensure Clarion University is well positioned for the future, we embarked on an intensive, yearlong research and branding process to better understand how to communicate more precisely and powerfully what makes us who we are and how that is different from other universities not only in the Pennsylvania State System of Higher Education (PASSHE), but also in western Pennsylvania and the surrounding region. Countless hours of discussion and surveying of nearly 2,000 members of the university family led us to a defining ethos—**Courageous. Confident. Clarion.**—that embodies the hardworking, focused and collaborative way we approach our lives and our work.

In today's increasingly competitive marketplace, it is critical that we convey **Courageous. Confident. Clarion.** to the world in a compelling and consistent manner. We must distinctively define the university in the minds of not only the students and faculty we are recruiting but also the constituents who influence our funding, the donors and friends who give generously of their time and resources, and the businesses and organizations whose partnerships are so vital to our success.

Together, we have the power to shape the future of Clarion University. In our daily work, each of us has an opportunity to lead by example. The purpose of this manual is to help us do just that—to articulate in a consistent and compelling manner what it means to be **Courageous. Confident. Clarion.**

The Power of Branding



Courageous. Confident. Clarion. grabs your attention and makes you feel like you can do it with the support of Clarion University. It makes me feel like everyone is ready to help and teach me the skills that I need.



—Prospective Student

When you hear the name “Clarion University,” what comes to mind? Creating a precise, powerful and inspiring answer to that question—one that all university stakeholders can embrace and champion—is the goal of defining the university’s brand. Simply put, our brand is the promise we make to students, employees, alumni and friends. It is a combination of our defining strengths and institutional aspirations, communicated through strong messages and robust imagery.

A brand is the sum total of all the associations people have about us: what a high school student thinks when he decides to apply, how an alumnus defines Go Eagles! Go! or what a legislator believes about us when she is making budget decisions. These perceptions are important and can have real financial implications. Even more important, those associations are something we can—and must—help to shape.

In 2013, thousands of Clarion University students, alumni, faculty, staff, friends and community leaders participated in a comprehensive research study about what makes our university special and distinctive. From this research, Clarion University’s competitive advantage was distilled into a messaging platform and creative concept that illustrates our brand promise. **It translates our mission and vision into a competitive advantage and defining strengths that:**

- **DISTINGUISH** Clarion University not only within PASSHE but also in Pennsylvania and the surrounding region.
- **EXPLAIN** the value and benefits of the individualized attention and practice-based education that are so fundamental to our mission.
- **CAPTURE** the spirit and energy of our unique campus community and culture.

This brand manual serves as a guide to telling the Clarion University story. It gives all of us a new set of language and creative tools to position the university as a vibrant producer of confident, successful graduates for western Pennsylvania and beyond. We encourage you to use these tools in your daily efforts to communicate the university’s distinctiveness.

Brand Positioning Statement



Clarion University provided more than I ever dreamed possible; as students, we came to believe in ourselves. Clarion ingrained a sense of perseverance and contributed to my success in life.



—Alumnus

CLARION UNIVERSITY POSITIONING STATEMENT

Clarion University consistently provides relevant programs and practice-based learning experiences to fulfill the ever-changing needs of its students, its community and the 21st-century workforce.

A positioning statement is a concise vision of what an institution is and how it wishes to be perceived in the marketplace. An internal resource, the positioning statement is not meant for public dissemination. Rather, it provides a marketing mission statement that can help to focus communications and guide the selection of stories and messages that will best leverage the strengths and distinctions of Clarion University.

Clarion University's positioning statement characterizes both the knowledge and skills offered and the desired outcomes:

- **CONSISTENTLY PROVIDES RELEVANT PROGRAMS**—characterizes the philosophy that a solid foundation in the arts, humanities, mathematics and science—coupled with hands-on learning within a disciplinary or professional area of study—is the educational standard at Clarion University.
- **PRACTICE-BASED LEARNING EXPERIENCES**—characterizes the demand-driven programs and learning experiences offered, as well as the caliber of faculty and staff who best exemplify the Clarion University difference.
- **EVER-CHANGING NEEDS OF STUDENTS, COMMUNITY AND THE WORKFORCE**—characterizes the forward-thinking approach to continuously assessing and responding to enrollment demands and workforce trends, which results in reciprocal benefits for all constituents served by Clarion University.

BRAND ESSENCE:

Courageous. Confident. Clarion.



Courageous and confident speak to the transition and the journey you will experience at Clarion. I find it very inspiring.



—Alumnus

The brand essence is a memorable word or phrase that is intended to be the leading idea in all institutional communications and serve as a touchstone for conveying our essential value.

Clarion University's brand essence—**Courageous. Confident. Clarion.**—embodies the university's legacy as a public institution that believes in the potential of every student. It reflects a way of thinking and acting that is shared by the faculty, the staff and the students who are attracted to the supportive and hardworking mindset of the university.

For our students—many of whom are from rural western Pennsylvania, many of whom are first-generation college students—**Courageous. Confident. Clarion.** reflects the deep desire to rise up to the challenge of attending college and the triumph in attaining the knowledge, skills and real-world experiences needed to succeed in their personal and professional lives.

For faculty and staff, **Courageous. Confident. Clarion.** reflects an extraordinary commitment to providing personalized attention and forming mentoring relationships in a close-knit environment that inspires each student to achieve success in pursuit of a better life.

As an embodiment of our institution, **Courageous. Confident. Clarion.** conveys the perseverance and passion—in a word, the *grit*—that Clarion University demonstrates as it meets, head-on, the challenges of remaining viable in the 21st century. It also projects the university's strength and resilience—the *grace*—to adapt, reinvent and innovate its educational offerings in service to its students and to the greater good of the region and the state.

Courageous. Confident. Clarion. is more than a tagline. It's a culture, a philosophy, to be consistently and positively conveyed in the way all members of the campus community tell the university's story. It acknowledges the institution's history, growth and evolution while reinforcing the value of the unique Clarion experience.

The Brand Essence in Action

Courageous. Confident. Clarion. serves as an overarching theme for both formal and informal communications. While the phrase itself serves as a tagline, the meaning behind it stands as the “big idea” to be conveyed across the entire marketing platform. The brand essence can be incorporated in many ways on every type of communication, from print publications and Web pages to social media and video advertising. It can even guide conversations with friends, colleagues and the community.

ASK YOURSELF

To reinforce the brand essence, consider the following questions when developing communications:

- How does the story illustrate compelling benefits of the university’s practice-based education?
- How is the subject taking knowledge outside of the classroom, applying it in real-world situations and using it to benefit others?
- How does the story showcase the transformative power of one-on-one or close collaboration between or among faculty, staff and students?
- How does the story demonstrate positive impact on and/or importance to western Pennsylvania’s economy, culture or body of knowledge?
- How does the story show a significant and meaningful partnership with, or contribution to, the community?
- How does the story exemplify the transformative power of courage and/or confidence attained at Clarion University that results in a positive outcome on a personal and/or professional level?
- How does the story demonstrate the institution’s ability to provide innovative programming in demand-driven areas of regional growth?
- How does the story showcase creative interdisciplinary collaborations and powerful partnerships with business and industry that are allowing the institution to meet the workforce needs of the region?
- How does the story portray an opportunity uniquely characteristic to the location of Clarion University?

Brand Promises

If the positioning statement describes “what we do differently,” then the brand promises define “how we do it.” Brand promises are credible, compelling, research-based messages that are the heart of the university’s brand. Aspirational and thematic in nature, they represent the core ideas to promote in both internal and external marketing communications. They are not meant for public dissemination verbatim. Think of them as a lead or topical phrase for which specific institutional examples can be offered as evidence.

Incorporating these core ideas into written and oral communications, particularly with audiences who influence recruitment and reputation, will begin to cement the brand in the minds of these stakeholders. For each brand promise, this brand manual provides additional supporting language and concrete examples to consider in generating ideas and copy in your communications projects.



Clarion University is forward thinking. They have some tough decisions to make, and they’re making them. In all areas, each degree or program is seen as a line of business that fits in the marketplace.



—Alumnus



Clarion University is a good place to be and a good place to start. Being in a small setting, I was able to mature. If it weren’t for Clarion I would not be where I am today.



—Alumnus

THE FOUR BRAND PROMISES OF CLARION UNIVERSITY ARE:

- #1 Tradition of Excellence**
- #2 Courageous Vision**
- #3 Inspiring Confidence**
- #4 Transformative Experiences**



“I chose to teach at Clarion University because of the small classes and the studentcentric philosophy of education and research.”



—Faculty Member

Tradition of Excellence

Attracting faculty of the greatest caliber to lead programs that earn the highest levels of accreditation has long been a hallmark of Clarion University. In this environment of academic excellence, motivated students become confident graduates who are uniquely prepared to not only meet, but to transcend, the challenges of the 21st century.

This promise focuses on the vital role Clarion University plays in providing students with the thinking and problem-solving skills that will carry them forward in life. These benefits accrue through the dedication of Clarion’s expert faculty and the depth and breadth of Clarion’s nationally recognized academic programs.

The goal is to reinforce the relevance of Clarion University’s academic mission, which extends across all disciplines and ensures students are well prepared, beyond the first job, for a lifetime of success.

When writing about this brand promise, focus on faculty who excel or use innovative teaching methods, alumni who praise their Clarion education as the foundation to their success, and employers who seek out Clarion graduates for their ability to lead and contribute to an organization.

TRADITION OF EXCELLENCE: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Tradition of Excellence** resonates with different audiences in different ways, allowing for targeted messaging.

PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

At Clarion University, you will benefit from faculty and staff who share their expertise with students in dynamic and inspiring ways, providing the solid foundation necessary to achieve and succeed in the 21st century.

Sample Proof Points:

- Outstanding faculty experts who connect students with the market advantage of cutting-edge knowledge and insights.
- Employer testimonials of the relevance and value of the broad and transformational Clarion academic experience—and its resulting skill set—in the 21st-century economy.
- Stories of alumni detailing how their Clarion University education provided a solid foundation for their personal or professional success.

PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

As a nontraditional student, you will benefit from Clarion University's long tradition of excellence, including faculty of the highest caliber and academic programs accredited at the highest level, as well as its strong commitment to nontraditional education.

Sample Proof Points:

- Exceptional faculty demonstrating innovative teaching methods to meet the special academic needs of adult students.
- Nontraditional alumni who attribute their career success to the highest-quality skills and knowledge delivered by Clarion University.
- Testimonials of employers who value the opportunity to hire Clarion University graduates, particularly nontraditional graduates.

ALUMNI

You built your success on the quality of your Clarion University education, from knowledgeable professors to innovative programs. Your support ensures that today's students enjoy that same tradition of excellence.

Sample Proof Points:

- Current students, traditional and nontraditional, who illustrate the confidence and courage to achieve and succeed academically—sometimes in unexpected ways.
- Fellow alumni describing how their Clarion University education provided a solid foundation that continues to contribute to their success.
- Faculty who shine as much for their inspired teaching and attention to students as for their scholarly expertise.

EXTERNAL FRIENDS AND COMMUNITY

Clarion University has long contributed to growth and prosperity in western Pennsylvania, from the health of our communities to the strength of our economy.

Sample Proof Points:

- Clarion graduates whose ability and leadership are instrumental in the progress of their community or the productivity of their company.
- Contributions made by academic initiatives that strengthen the region's economy.
- Community members who have leveraged continuing education at Clarion University into better opportunities for themselves and their families.

FACULTY AND STAFF

At Clarion University, you will join a passionate community of faculty and staff who are distinguished by their scholarly excellence and innovative teaching methods and who find personal satisfaction in helping students to develop the courage, confidence and skills needed for a lifetime of success.

Sample Proof Points:

- Faculty who exemplify scholarly excellence, area expertise and connectedness to students.
- Current students, traditional and nontraditional, or alumni who attribute personal and academic transformation to an outstanding faculty member.
- Faculty who receive honors for achievements in teaching innovation and/or scholarly pursuits.



Clarion University is a leader in reaching out and developing programs geared to workforce development. The willingness to partner and collaborate in higher education in the 21st century sets Clarion apart. They're not afraid to be bold.



—Community Leader

Courageous Vision

As a committed contributor to the economic health and sustainability of western Pennsylvania, Clarion University focuses on providing innovative programming in demand-driven areas of regional growth. Creative interdisciplinary collaborations and powerful partnerships with business and industry are allowing us to produce graduates who are prepared to meet the needs of the region's employers in dynamic and highly flexible ways.

This promise speaks to the university's focus on the future of not only the institution but also of the greater region, providing a vision of what can be accomplished by working together. In many ways, this promise is both a rallying cry and a reminder that confidence and courage are often what it takes to face challenges head on and advance to a stronger position. The can-do spirit of the entire campus community is what is helping to carry the institution forward.

This promise characterizes Clarion University as a responsible and active contributor to the economic health and sustainability of the immediate region and beyond. It provides an opportunity to showcase the hard work and smart decisions of university leaders who think critically and act boldly, thus ensuring a bright future for those it serves—students, employers and the community. It tells students that this is a university that respects their determination and is committed to providing programs that will prepare them for jobs in the 21st century.

The goal is to portray Clarion University as a forward-thinking institution that proactively and continuously evolves the design and delivery of programs at all levels (undergraduate and graduate) to keep pace with professional workplace demands, producing graduates who are well equipped with workforce-ready skills in regional, demand-driven fields.

When writing about this brand promise, focus on the power of creative collaboration—among individuals, groups, communities and organizations—to drive positive change and produce tangible outcomes.

COURAGEOUS VISION: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Courageous Vision** resonates with different audiences in different ways, allowing for targeted messaging.

PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

Students find many rewards in Clarion's can-do spirit, from the personal growth that comes with accepting a challenge to the professional success that builds from our forward-thinking, 21st-century degree programs.

Sample Proof Points:

- Students whose personal triumphs—from pursuing a first audition to being a family's first collegian—reflect the many kinds of courage embraced at Clarion.
- Testimonies of recent Clarion graduates whose workplace-ready skills allowed them to make immediate and significant contributions to their organizations.
- Current students pursuing degrees via an industry or academic partnership that aligns with the university's programs of focus (i.e., education, health, business, science, technology and math) and/or other demand-driven fields of study.

PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

You have the courage to pursue greater opportunity; Clarion has the vision to deliver flexible and innovative adult education in demand-driven career fields.

Sample Proof Points:

- Testimonials from adult learners as to the quality, convenience and relevance of Clarion's innovative nontraditional academic programs (e.g., online delivery through Clarion University—Online).
- Success stories from nontraditional graduates who achieved career progression after earning additional credentials at their own pace.
- Academic and industry partnerships that enable career advancement (e.g., academic partnerships with Edinboro University and Butler Community College or industry partnerships via Allied Health programs).

ALUMNI

A degree from Clarion University positioned you for lasting success, in life and work. When you support our innovative, workforce-ready approach to education by giving back of your time and resources, you have the power to enable future generations of students to achieve the same.

Sample Proof Points:

- Dynamic faculty engaged in industry partnerships, curriculum design and student mentoring in today's high-interest career fields.
- Examples of employers hiring Clarion graduates who are providing value and leadership to their organizations.
- Profiles of alumni whose informed vision and entrepreneurial spirit have jump-started business and community ventures—while exemplifying the Clarion ethos.

EXTERNAL FRIENDS AND COMMUNITY

Clarion University's focus on providing innovative programming to meet workforce demand is contributing to the sustainability of the region's economy and the prosperity of its people, families and communities.

Sample Proof Points:

- Academic and industry partnerships that benefit from a collaborative engagement with the university. For example, internships and/or hands-on learning that equips graduates with industry-specific skills, so they're ready to make an immediate contribution when hired.
- Innovative collaborations on and off campus that engage the region's businesses and lead to stronger, more prosperous communities.
- Regional outlook stories that provide opportunities to tie Clarion University programming to positive economic trends and/or growth in hiring and employment.

FACULTY AND STAFF

Clarion University's focus on providing innovative programs in demand-driven fields creates exciting opportunities for faculty and staff to become leading contributors to the region's economic growth.

Sample Proof Points:

- Dynamic faculty engaged in creative interdisciplinary collaborations in demand-driven fields.
- Examples of faculty involved in industry partnerships and curriculum design to meet marketplace demand.
- Testimonies of industry leaders praising Clarion and its faculty for the courage to envision the future, form partnerships and reengineer offerings to keep pace with the marketplace.



Going to Clarion University has opened my mind and challenged me to be a better person. Being here has caused me to think about how I can do my part to make a difference in the world; it has just turned my life completely around.



—Current Student

Inspiring Confidence

Clarion University attracts the kinds of students who are willing to work hard to get where they want in life. Our faculty, staff and leadership are driven by a deep sense of responsibility to this diverse and motivated community of learners. We believe in the transformative power of engaged teaching and personalized mentoring to help our students achieve their greatest potential.

Clarion University's close-knit and hardworking campus culture is strengthened by an inclusive academic and social support system where people genuinely care about the direction of students' lives. Faculty and staff are intently focused on each student's well-being and success. They eagerly mentor students in and out of the classroom, putting extra effort into encouraging them to think and explore outside their comfort zones.

In the context of this promise statement, the use of the word *diverse* conveys the idea that there are many types of learners, with many types of learning styles, at many different stages of their education within the Clarion University community.

This promise characterizes the Clarion University community as a place where faculty, staff and leadership are dedicated to meeting students where they are to help them achieve success. It underscores that at Clarion courage and confidence arise from meaningful relationships among students, faculty and staff.

The goal is to portray Clarion University as a close-knit community where personal attention and a commitment to individual success is the standard.

When writing about this brand promise, show how Clarion is a catalyst for the supportive relationships—from one-on-one mentorships to communitywide partnerships—that inspire students to become their best self and achieve personal and career success.

INSPIRING CONFIDENCE: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Inspiring Confidence** resonates with different audiences in different ways, allowing for targeted messaging.

PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

At Clarion University, we value the differences among all learners and are committed to providing the individualized attention that supports and challenges each student to become his or her best self.

Sample Proof Points:

- Profiles of students who overcame challenges and/or achieved distinctions with the support of faculty, fellow students or the larger Clarion community.
- Results-oriented stories about programs and services that support students academically and socially.
- Current students who reached outside their comfort zone and grew in their confidence.

PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

Whether it's your first or second start, Clarion University is ready with the targeted services and need-specific support system adult learners rely on to achieve their next success.

Sample Proof Points:

- Stories of faculty and staff who go the extra mile to assist students facing particularly difficult life-balance challenges.
- Results-oriented stories about programs and services offered to support nontraditional students academically and socially.
- Recent nontraditional alumni stories of second-start, life-changing transformations made possible by Clarion.

ALUMNI

Graduates of Clarion University carry within them a deep desire to give back to the university that believed in their potential and gave them the confidence to become their best selves.

Sample Proof Points:

- Examples of alumni who leverage their own success by supporting Clarion University's future and connecting with the current generation of students.
- Alumni stories of personal transformation and/or professional accomplishment as a result of a Clarion mentor.
- Programs, services and networks that alumni can rely on at critical career junctures, as evidence of the university's commitment to providing support beyond graduation.

EXTERNAL FRIENDS AND COMMUNITY

Our graduates are hardworking, trustworthy people who benefited from excellent mentoring at Clarion and strive to pay it forward in their personal and professional lives.

Sample Proof Points:

- Stories of students and faculty who extend their Clarion values to the community through volunteer work, service learning and other outreach efforts.
- Testimonies of employers who praise the confidence and character of Clarion graduates as distinct from their peers from other institutions.
- Profiles of alumni who, through personal initiatives or professional contributions, are making a positive impact on the region.

FACULTY AND STAFF

At Clarion University, faculty and staff thrive in an environment that values the challenge and reward of meeting students where they are to help them achieve success.

Sample Proof Points:

- Outstanding faculty who demonstrate the power of providing personal attention and mentoring to learners of all types.
- Current traditional and nontraditional students who attribute their success to the powerful bonds formed with exceptional faculty and staff.
- Spotlights on Clarion initiatives that promote or reward superior teaching, mentoring, and student support efforts by faculty and staff.

BRAND PROMISE #4



Clarion stretched me personally to get involved in things I would not have otherwise. All experiences were differentiating factors on my résumé that provided the credentials to progress in my career.



—Alumnus

Transformative Experiences

Student success and workforce readiness are at the heart of Clarion University’s commitment to innovative, hands-on learning experiences outside of the classroom. Our curriculum integrates a relevant liberal arts foundation with exceptional internships, innovative student-faculty research projects and culturally enriching service-learning opportunities. The result: Clarion students graduate with not only the skills required to fulfill existing workplace demands but also the drive, ingenuity and leadership experience needed to grow and advance a successful career over a lifetime.

Clarion University’s commitment to integrating hands-on learning opportunities across a broad mix of academic programs is a distinguishing component of its institutional mission, vision and strategic directions.

This promise characterizes the important link between academic enrichment and experiential learning that results in career adaptability—a benefit that lasts a lifetime.

The goal is to showcase Clarion University and its students engaged in dynamic experiential learning opportunities that result in lasting and reciprocal benefits to students, employers and the community.

When writing about this brand promise, focus on the quality of the hands-on learning experiences and the high potential for success after graduation.

TRANSFORMATIVE EXPERIENCES: INSIGHT BY AUDIENCE

Targeting the interpretation of brand promises for specific audiences will increase the effectiveness of communication efforts. **Transformative Experiences** resonates with different audiences in different ways, allowing for targeted messaging.

PROSPECTIVE AND CURRENT TRADITIONAL STUDENTS AND PARENTS

At Clarion University, you will have access to innovative hands-on learning experiences in and beyond the classroom that provide you with a competitive advantage upon graduation.

Sample Proof Points:

- Current student testimonials about the value of putting knowledge into practice through such Clarion experiences as internships, community service, travel-study, student-faculty research projects and more.
- Stories of recent graduates who attribute job offers—and career success—to the résumé-worthy learning experiences incorporated in a Clarion education.
- Community and industry leaders attesting that Clarion's practice-based education results in multiple benefits: valuable workplace skills for students, a pipeline of well-prepared potential employees for business, and direct volunteer-based services for local communities, among others.

PROSPECTIVE AND CURRENT NONTRADITIONAL STUDENTS

At Clarion University, you will have access to real-world learning experiences that complement and bolster your existing skills and knowledge.

Sample Proof Points:

- Current nontraditional student testimonials about the value of putting knowledge into practice through such Clarion experiences as internships, community service, travel-study and more.
- Profiles of nontraditional students who attribute their career progression—whether a big promotion or a successful recareering—to the practical skills and experience earned at Clarion.
- Testimonials from community and industry leaders who believe that Clarion's practice-based approach to education produces graduates who have the relevant, real-world experience to hit the ground running when hired.

ALUMNI

Clarion alumni value the competitive advantage that the university provides through hands-on learning experiences. They have an opportunity to continue the tradition by connecting with current students in a variety of ways, including career networking, internships and mentoring.

Sample Proof Points:

- Testimonials from alumni about how the skills they acquired on top of academic knowledge are making a difference in their careers.
- Prominent alumni who are connecting students and recent graduates with professional opportunities (internships, interviews, etc.).
- Current students and fellow alumni who embody courage and confidence resulting from their transformative experiences at Clarion.

EXTERNAL FRIENDS AND COMMUNITY

Graduates of Clarion University possess an outstanding breadth of relevant learning and mentoring experiences that translate into immediate and tangible value for employers and communities throughout the region.

Sample Proof Points:

- Faculty profiles that showcase the integration of a liberal arts education with practice-based learning opportunities within their disciplines.
- Stories of community or business leaders who have collaborated with Clarion to develop student-learning experiences that meet the real, targeted needs of their organizations.
- Students participating in community service or other hands-on learning projects that build personal capacity while directly benefiting people and communities.

FACULTY AND STAFF

Our faculty and staff pride themselves on their ability to integrate career-building learning opportunities with foundational academic knowledge, resulting in a well-rounded education that prepares students for continual growth in their personal and professional lives.

Sample Proof Points:

- Dynamic faculty engaged in student-faculty research projects that lead to marketable skills for the student and tangible benefits for the greater community.
- Current traditional and nontraditional students involved in service-learning projects led by outstanding faculty.
- Testimonies from industry leaders who value the innovative ways that faculty prepare graduates for career success.

Brand Personality & Voice

The following adjectives exemplify the **Courageous. Confident. Clarion.** mindset. Keep the following descriptors in mind when communicating about Clarion University's people, programs and impact. They capture the brand personality and serve as guiding lights for crafting a consistent, authentic voice for the school's communications.

- Accepting
- Caring
- Supportive
- Hardworking
- Collaborative
- Focused
- Resilient
- Driven
- Ethically minded
- Open-minded
- Trustworthy
- Persevering
- Confident
- Conscientious
- Fun-loving

As important as what you say is how you say it. Focused and hardworking, supportive and down to earth—these are attributes of Clarion University that are encapsulated in its brand essence, **Courageous. Confident. Clarion.** By thoughtfully selecting language and visual imagery that both reinforce and expand upon the brand essence, communicators create the desired voice and tone of the school: the brand personality.

Choose stories, words and images that convey a sense of energy, action and movement toward a goal. At the same time, when crafting communications, avoid being overly wordy and stay focused on the overarching takeaway (refer back to the “Ask Yourself” guiding questions on page 8).

Adopt an editorial style that is consistently declarative, motivational and inviting. Project a voice that is both strong and purposeful, yet contains an edge that conveys the deep desire to rise up to the challenge of attaining the knowledge, skills and real-world experiences needed to succeed both personally and professionally.

Position Clarion University as a collaborative, close-knit community in which individuals find common ground and pursue a better life. And always include **Courageous. Confident. Clarion.** as an overarching theme.

Communications should convey this confident yet down-to-earth mindset, evoking the feel of a campus community that's pragmatic yet full of promise, pride and enthusiasm.

In language and content, **Courageous. Confident. Clarion.** articulates how Clarion University opens doors, expands horizons and raises expectations. These standards foster a great sense of pride, loyalty and camaraderie among students and graduates.

Color Palette









Color is an extremely important component of the Clarion University identity and provides a strong visual link across a variety of applications. The university's most identifiable color, Clarion Blue, is used for the institutional logo, athletics uniforms and other official university applications. As a defining brand element, Clarion Blue should be incorporated into every university marketing piece.

A broader color palette has been developed to express the **Courageous. Confident. Clarion.** brand and to provide more flexibility across mediums. The spot colors, as well as the CMYK, RGB and HEX conversions, have been provided for each color.

Secondary colors should be reserved for accent elements (headlines, lead-ins, call-out boxes, etc.) to complement the sophisticated coloring in photography.

Black, dark gray or Clarion Blue are preferred colors for body text to maximize legibility.

Be certain to select the appropriate color value for the medium you are using—Pantone colors for spot offset printing, CMYK for offset or digital reproduction, RGB for on-screen presentations or video, and HEX for online screen values. Each value has been optimized for best color reproduction in each of those mediums.

PRIMARY COLOR PALETTE		PANTONE	C	M	Y	K	R	G	B	HEX
	Clarion Blue	PMS 281	100	85	5	20	19	56	128	003366
	Clarion Gold	PMS 4505	13	23	67	38	151	130	74	97824A
SECONDARY COLOR PALETTE		PANTONE	C	M	Y	K	R	G	B	HEX
	Red	PMS 207	5	100	45	22	184	9	77	B8094D
	Yellow	PMS 110	2	24	100	7	234	183	16	EAB710
	Green	PMS 576	52	6	79	25	103	150	80	679650
	Light Blue	PMS 542	64	19	1	4	122	174	213	7AAED5
	Brown	PMS 462	28	48	71	72	95	69	42	5F452A
	Dark Gray (75% black)		0	0	0	75	102	102	102	666666

Brand Typography

Typography plays a very important role in expressing the personality and tone of the **Courageous. Confident. Clarion.** brand. Consistent and thoughtful use of the preferred font families will strengthen and unify all Clarion communication materials. The Clarion University typography can be divided into two groups: a combination of fonts used for display and a principal family used for text.

DISPLAY TYPOGRAPHY

To illustrate the hardworking and industrious brand personality across various forms of visual communications, four distinctive and decorative typefaces have been selected. These typefaces should be used with a thoughtful and keen design eye because they could become overused and overwhelming if not chosen and combined strategically.

Brothers (serif), **Leviathan** (sans serif) and **Knockout HTF26** (sans serif) are all strong and declarative, whereas **Spoletto** interjects a bit of conversational approachability as a whimsical script.

There are some limitations of each typeface that should be considered.

Brothers

- Regular is the preferred weight.
- Brothers should be used in all caps only. Setting headlines in all caps allows for consistent cap heights and creates a clean line of headline reading.
- To uphold the strong stance of Brothers, the italic version, named Super Slant, should be avoided.

Spoletto

- As with any script, Spoletto should be set using upper and lower case—never all caps.
- Special attention should be paid to the tracking and letterspacing to ensure the joining points match and transition smoothly.
- The numbers in the Spoletto face are less desirable for use and should be avoided.

Leviathan HTF and Knockout HTF26

- All caps is preferred for these fonts to maintain the strong and straight cap height, but upper and lower case can be used sparingly to add variety as needed.

BROTHERS REGULAR (ALL CAPS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,.,?!@#\$\$%^&*()=+

SPOLETO REGULAR (NEVER ALL CAPS OR NUMBERS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
,.,?!@#\$\$%^&()=+*

LEVIATHAN HTF BLACK (ALL CAPS PREFERRED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,?!@#\$\$%^&*()=+

KNOCKOUT HTF26-JUNIORFLYWEIGHT REGULAR (ALL CAPS PREFERRED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,?!@#\$\$%^&*()=+

KNOCKOUT HTF26-JUNIORLITEWEIGHT REGULAR (ALL CAPS PREFERRED)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,?!@#\$\$%^&*()=+

Files are located on the picture server in the Brand Elements folder.

PRIMARY TEXT TYPOGRAPHY

Due to the highly stylized, decorative typefaces of the brand signature, a subtle and highly legible text face is needed for pairing. Primary text should be set in **Gotham Narrow**, a modern and straightforward sans serif typeface. This typeface is honest and assertive while still feeling familiar. A wide range of weights is available for a variety of uses, but the set including Light, Book, Medium and Bold is preferred.

Files are located on the picture server in the Brand Elements folder.

Primary Text Family—Gotham Narrow

HF&J GOTHAM NARROW LIGHT & LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&()=+*

HF&J GOTHAM NARROW BOOK & BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&()=+*

HF&J GOTHAM NARROW MEDIUM & MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

HF&J GOTHAM NARROW BOLD & BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

ACCENT TEXT TYPOGRAPHY

To keep the text typography system flexible, the original width of **Gotham** can also be used. Due to its slightly wider stance, Gotham should be reserved for larger, accent styles (headings, subheads, titles) whenever possible.

The Gotham type font family can be purchased directly from the type foundry, Hoefler & Frere-Jones, online at www.typography.com.

Files are located on the picture server in the Brand Elements folder.

Accent Text Family—Gotham

HF&J GOTHAM LIGHT & LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+*

HF&J GOTHAM BOOK & BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+*

HF&J GOTHAM MEDIUM & MEDIUM ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+***

HF&J GOTHAM BOLD & BOLD ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.;?!@#\$\$%^&*()=+***

Brand Signature Graphic

The three typefaces used to form the Clarion brand signature graphic symbolize, respectively, the spirit of perseverance, the energy of triumph and the tradition of academic excellence—all connected in a single visual element. Each typeface reflects the inherent personality of these three concepts, and, in combination, they express the distinctive value of the Clarion experience.

The **Courageous. Confident. Clarion.** brand signature can stand alone or be used in conjunction with the university signature. When used together, special attention should be given to the position of each element.

Because the word "Clarion" is used in both the brand signature and the university wordmark, take extra care to avoid having these two elements compete on layouts in which they must both appear. In such scenarios, it is preferred that the brand signature and university wordmark not be placed in close proximity to each other. See pages 29–31 for examples of the preferred placement.

The brand signature should never be retyped, re-created or in any other way altered. Approved master artwork files are available from the Office of Marketing and Communication upon request.

Files are located on the picture server in the Brand Elements folder.

Vertical Stacked Application



The image shows the brand signature graphic stacked vertically. The word "COURAGEOUS." is at the top in a bold, black, sans-serif font, slanted upwards. Below it is the word "confident." in a black, cursive script font. At the bottom is the word "CLARION." in a bold, black, sans-serif font.

3C_stack_black.eps

Horizontal Application



The image shows the brand signature graphic arranged horizontally. The words "COURAGEOUS.", "confident.", and "CLARION." are placed side-by-side in their respective fonts.

3C_horiz_black.eps

Color versions of the **Courageous. Confident. Clarion.** brand signature can be acquired from the Office of Marketing and Communication.

University Signature

The Clarion University signature was adopted following the 2017 sesquicentennial celebration and has been modified slightly to maximize readability and clarity across a variety of media. All revised art files should be distributed and updated universitywide to ensure consistent use by all. Only the vector art files should be used in rendering the university signature.

The university signature is the university logo. As such, it should never be:

- Retyped, re-created or in any other way altered
- Used in conjunction with any other logo or seal
- Stretched, compressed or otherwise distorted
- Rotated or tilted
- Sized at less than 1" wide

The signature may be used in CMYK, PMS, black or white as is appropriate to the design. Horizontal versions can be used where space is tight, such as in ads and on envelopes.

Refer to page 19 for color values. Files are located on the picture server in the Brand Elements folder.



CU Logo 18 CMYK.eps



CU Logo 18 CMYK blue.eps



CU Logo 18 PMS.eps



CU Logo 18 PMS blue.eps



CU Logo 18 BLACK.eps



CU Logo 18 white.eps



CU Logo H cmyk.eps



CU Logo H CMYK blue.eps



CU Logo H pms.eps



CU Logo H pms blue.eps



CU Logo H black.eps



CU Logo H white.eps

Clarion University–Venango



CU Venango.eps



CU Venango BLACK.eps



CU Venango WHITE.eps

Signature Lockups

A unit within Clarion University can be considered a sub-brand. The graphic treatment of the Clarion University signature with a sub-brand name is called a signature lockup. The consistent use of signature lockups ensures a cohesive connection across the university and all its sub-brands.

BASIC SIGNATURE LOCKUP

This organized graphic system allows Clarion to distinguish its campuses, colleges, departments and other units without sacrificing the brand unity that collectively gives our communications impact. The consistent use of the signature lockup system visually represents the hierarchical structure of the university, making it more easily understood.

A few guidelines have been created to maintain a consistent and contained graphic unit for use on stationery and other applications.

GUIDELINES FOR SETTING SUB-BRAND NAMES

- The designated font for setting a sub-brand's name is Minion Pro Medium set in all caps.
- Longer sub-brand names wrap to the next line(s) as needed.
- To accommodate longer sub-brand names, the stacked arrangement is best.
- A dividing rule helps to set the two elements apart, showing that one is a sub-brand.
- A space equal to the cap height of the sub-brand name should be used to separate the university signature, the dividing rule and the sub-brand name.
- An overall clear space of cap height x 2 should surround the entire lockup.

School and college lockup files are located on the picture server in the Brand Elements folder.

Examples of One-, Two- and Three-Line Lockups



Athletics Marks

Two athletics marks are available to express Clarion pride and passion. The **Clarion athletics logo**, commonly called the “C-eagle icon,” can be used with or without the wordmarks shown here. The **Clarion mascot logo**, depicting the Golden Eagle, is a second option. These marks are used by Clarion athletics; usage is also permitted for merchandise and promotional items (e.g., pennants, T-shirts, coffee mugs, tote bags).

All athletics marks are rendered in Clarion Blue and Clarion Gold. Refer to page 19 for the appropriate Clarion color values.

Other color versions of the Clarion athletics logo and Clarion mascot logo can be acquired from the Office of Marketing and Communication. Please consult this office for policy compliance when designing or purchasing merchandise and promotional items.

Files are located on the picture server in the Brand Elements folder.



C eagle CMYK.eps



C eagle PMS.eps



C eagle BLACK.eps



C eagle CMYK.eps



athletic GE 18 CMYK.eps



athletic GE 18 PMS.eps



athletic GE 18 WHITE.eps



athletic GE 18 BLACK.eps



Ernie eagle CMYK.eps



Ernie eagle PMS.eps

Brand Graphic Elements

To keep the brand flexible and fresh, several background textures have been selected for use as brand graphic elements. A light and skillful hand should be used with these distressed textures to ensure that layouts do not become too overwhelming. Used selectively, brand graphic elements can enhance the visual interest of a layout.

These textures are best used sparingly and purposefully, laid over full-page fields of color and photography. Use discretion in applying these elements; they should not be overused, applied to small color fields or applied to solid white backgrounds.

PAINT ROLLER TEXTURE

Two large, bold swaths of texture are available for use. These paint roller textures can be used as a background for the brand signature and institutional logo. They can also be incorporated into layouts to help isolate a clear space for copy positioned on large photographs or color fields, especially those used in a full-bleed application. The colors of these textures should be limited to white (highly preferred) or black (in black-and-white applications) and should bleed off the top and/or bottom edge of the layout.



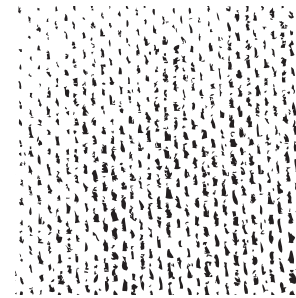
SS_rolled_paint_1_black.tif



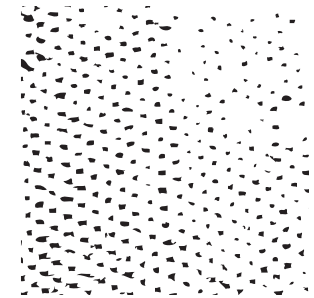
SS_rolled_paint_2_black.tif

SUBTLE BACKGROUND TEXTURES

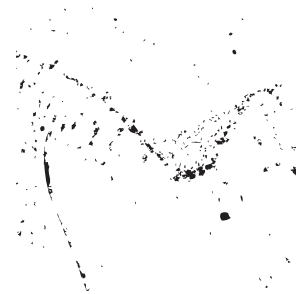
Another library of vector backgrounds is available as a secondary set of textures. These textures are to be used as very subtle (translucent/tone-on-tone) washes of color that enhance full pages of color, either photographs or solid color backgrounds.



SubtleTexture1.eps



SubtleTexture4.eps



SubtleTexture6.eps



SubtleTexture10.eps

Please refer to pages 29-32 for examples of appropriate use of these textures.

Files are located on the picture server in the Brand Elements folder.

Photography

Photography is a powerful component of the Clarion University **Courageous. Confident. Clarion.** brand. Brand photography for Clarion showcases portraits of appealing people in distinctive locations on and around campus, allowing viewers to “see” themselves at Clarion. Consistent use of these casual, contextual portrait images will create a visual differentiator for Clarion within the higher education marketplace.

VISUAL STYLE

Deeply toned images support and convey a thoughtful yet hardworking attitude. The posture of the individual(s) projects a quiet confidence, which is also expressed by looking away from the camera or through subtle facial expressions. By portraying the subject in a visually arresting, often unconventional setting, the imagery adds a new level of out-in-the-world authenticity to any given story.

COMPOSITION

Wide shots are preferred; they fulfill the desire to understand “what it’s like” to be at Clarion University by showing the subject in his or her environment. The composition of the wide shots should also convey an “in the moment” feel, capturing the subject in mid-action or mid-thought.

SUBJECTS

Feature people with confident, happy expressions and informal posture and clothing; they should feel authentic and relatable.

SETTINGS

Move beyond classrooms and labs to feature a diversity of environments, both on and off campus, to express multiple opportunities and environments. Nature/outdoor shots are widely appealing to all audiences.

DO

- Select images that correlate thematically with headlines and copy, thus ensuring unity of message for the reader.
- Choose images featuring subjects who reflect the target audience for that specific communications vehicle.
- Choose subjects who look engaged, thoughtful and confident.
- Choose images that are wide to medium frame and that include clear, well-saturated colors that match the secondary color palette.
- Choose an imagery style that feels like a moment of reflection, focus or interaction that is caught in time. This style feels informal and authentic—never posed.
- Choose diverse settings outside of the classroom that help to convey the dynamic aspects of the Clarion experience (e.g., an outdoor research and/or recreational activity in Cook Forest, an interesting internship setting or a service-learning activity within the community).

DON'T

- Select images with too many backs of heads or other unflattering perspectives.
- Shoot trite or unimaginative images (e.g., “podium shots,” “grip-and-grins”).
- Select images with unattractive clutter in the frame (e.g., trash, food, signage).
- Shoot images that are extremely close-up, i.e., a “head-and-shoulders” that limits visibility of the background setting.

Please refer to pages 29–31 for design applications that show photography samples.

Design Applications

Marketing communications in both print and electronic media are the major vehicles for the **Courageous. Confident. Clarion.** brand both internally and externally. All pieces should reflect the visual and written language of the brand, using a consistent design and editorial voice that reflects the focused, hardworking and down-to-earth mindset of the Clarion community. The most important guideline is simplicity—never overload a page with text or imagery. Professionally shot, full-frame portraits that fill a given design layout (versus a series of smaller photos) will engage the viewer and help create a sense of place and vibrancy while keeping the messaging focused.

Sample Print Advertisements



Sample Recruitment Brochure Cover and Inside Spread



Sample Recruitment Panel Brochure Cover and Inside Layout



Loreum Epsum

Busdaeritae. Itatem aut apero occum enis aliam debis ut atur sit exceattem doluptibusam qui cullab iust, occum accus ducid ut ut rehentem imposita dipidem quatquia coriora dis alitia volut que iur seriates volentis etur asped quctur, quo dolum re aceperferes inis sitatibusae consed que possendam et dolloriandit inciden dicipsandi num nes nempore nem archic tem.

Quasesa conet veritist am autemodisi offic tem eium, con et hitis exere a numet, ommodi ex es abo. Et poriam qui cum id quam int, odipsun totate cum nectem quisit fugia lum quibustor raes qui aut harupatur as quam dem quatis aboreneste. Seque nullendenis essit id, ut porudi volupta voluptatur aligendisti

Tha adis ut incia sunt asperere omnis mi, quia doluptae senis atinissequi ut as:

- **MAJOR ONE** Et poriam qui cum id quam int, odipsun totate cum nectem quisit fugia lum quibustor raes qui. Cum id quam int, odipsun totate cum nectem quisit fugia lum quibustor, cum id quam int, odipsun totate cum nectem quisit fugia lum quibustor.
- **MAJOR TWO** lasdf cum id quam int, odipsun totate cum nec.
- **MAJOR THREE** As quam dem quatis aboreneste. Seque nullendenis essit id ut porudi volupta voluptatur.
- **MAJOR FOUR** Et poriam qui cum id quam int, odipsun totate cum nectem quisit fugia lum quibustor raes qu. Nectem quisit fugia lum quibustor raes qu.
- **MAJOR FIVE** lasdf cum id quam int, odipsun totate cum nec. Vum id quam int, odipsun totate cum nectem quisit fugia lum quibustor, cum id quam int, odipsun totate cum nectem quisit fugia lum quibustor eafeaf alekqfj.
- **MAJOR SIX** As quam dem quatis aboreneste. Seque nullendenis essit id ut porudi volupta voluptatur.

YAUE ASDJ LA SDJFJDA
Se sa conet veritist am autemodisi offic tem eium, con et hitis exere a numet, nullendenis essit id ut porudi volupta vo. Ot poriam qui cum id quam int, odipsun totate cum nectem quisit fugia lum quibustor raes qui aut. Eklajgrua grarg argrg ti.

Bus solorep ellupta quossimi, ium aliatuor iossimp ossuntum nihicilloris enducipit antium natur, il molectem volorpos dio dolorerum dus sit ea ditaspide vit voluptae dicim adit et.

—Alumnus

**A LOIREUM EPSUM
LOREM EPSUM
ASDJE ALEKJF FFI
EAFEJAEB**

Sample Online Banner Advertisements



Photography examples are for placement only to show concept photography style outlined on page 28. All rights belong to Mike O'Neal, Jorge Quinteros, Jared Chambers and Jason Travis.

Managing the Brand

The Office of Marketing and Communication manages the implementation and execution of the **Courageous. Confident. Clarion.** brand and the university sub-brands, which are to be used as part of all official publications (print and electronic), as well as on the university Website and within social media. All promotional advertising is placed through this office, including all enrollment recruitment and retention activities.

Our purpose is to communicate the official position of the university and advance its image to all internal and external audiences. We are here to assist in community and governmental relations, emergency communications and general public relations and are excited to work with the campus community and beyond to bring the **Courageous. Confident. Clarion.** brand to life.

The communication manager serves as the spokesperson for the university.

TINA HORNER

Communication Manager

LOCATION

Seifert-Mooney Center for Advancement,
Greenville Avenue and Corbett Street

CONTACT INFORMATION

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