



St. Norbert College
Brand Experience
Playbook

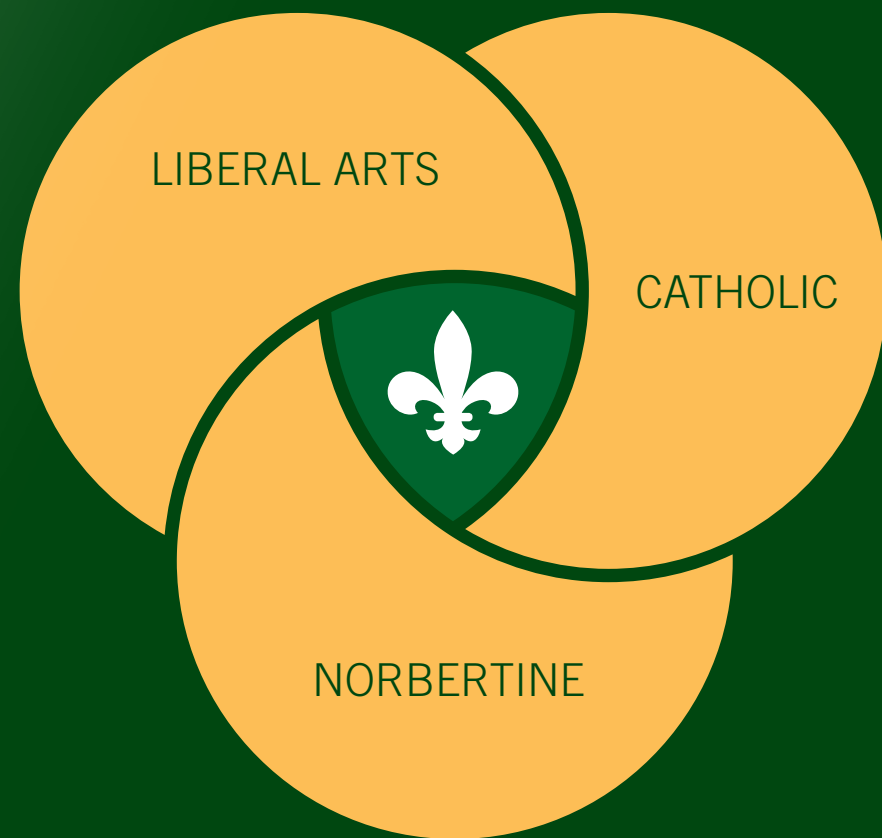
Oct. 2020



VOLUME 1

Brand system and framework

This volume will explain what we mean by brand experience and highlight its importance to the college.



Our Mission

St. Norbert College, a Catholic liberal arts college embracing the Norbertine ideal of *communio*, provides an educational environment that fosters intellectual, spiritual and personal development.

Our brand experience

Our brand experience is what comes to mind when people think of St. Norbert College. It is the sum total of their perceptions of us – perceptions formed by every interaction they’ve had with us. Through these interactions, they form beliefs and cognitive biases about the college, and they attribute a set of characteristics to us.

Taken together, the characteristics that comprise our brand are unique to St. Norbert College. These characteristics originate from our founding traditions: Catholic, liberal arts and Norbertine. These founding traditions are the essence of who we are, what we value and why we exist. While we share many individual characteristics with other institutions, it is this truly unique combination of traditions, experiences and characteristics that only describe us.

The St. Norbert College brand is defined by how others perceive us, not how we perceive ourselves. Research that helps us understand how others perceive us is arguably the most important element of our organization’s brand strategy. And, when this meaningful insight is aligned with our college’s vision, strategy and goals, our brand experience initiatives can play an important role in advancing our mission. This process is known as experiential branding.

What a brand experience playbook is and why it's important

Since we influence beliefs and perceptions with every interaction, what we do, what we say and how we make others feel is very important. We need to make sure that we are acting and communicating in ways that are consistent with who we are and the brand we want people to perceive.

Our brand experience playbook is the tool that guides us. It defines what makes St. Norbert College distinctive and unique (versus our competitors), and provides a framework for communicating and acting in ways that support our college and our brand experience goals.

This brand playbook is prepared for members of the SNC community as an internal document designed to guide us - and help each of us understand the direct impact we have on others' beliefs and perceptions.

The words and images presented in the playbook are not designed to be moved "as is" into our advertising, website or any other media. Instead, they are reference points to help create those interactions and communications. The underlying spirit of the interactions we create - the actual words, images and actions - should be aligned with the guidance in this playbook.





Elements of the brand experience playbook

The playbook will have five parts:

Volume 1: Brand system and framework

The volume you're reading now is intended to:

- Explain what we mean by brand experience
- Highlight its importance to the college
- Define the key components of a brand system - the vehicle through which we express our brand
- Concisely share guidance about your role in creating a unique and differentiated brand experience

Volume 2: Visual elements of the brand

This volume provides guidelines and examples for visually bringing our brand to life. It presents a framework for producing, selecting and using photos, videos, logos, colors, fonts and design elements to advance our brand.

Future volumes will include:

Volume 3: Verbal elements of the brand

Volume 4: Promotional elements to support the brand

Volume 5: Presentations and events to support the brand



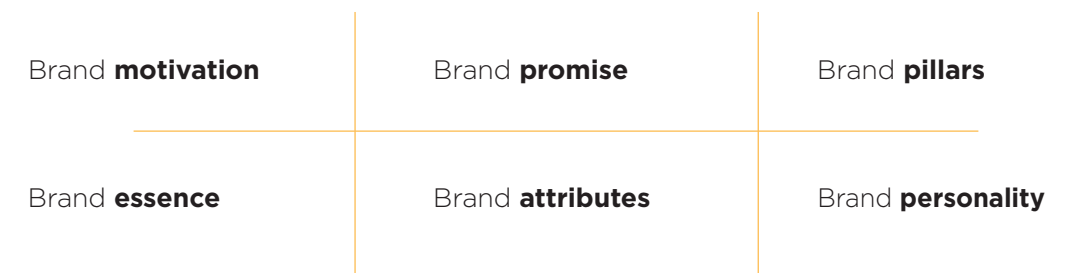
How we approach development of a brand system ▶

Our first step in developing our brand system is to investigate the “current state” – to learn how the college is perceived today. To that end, we conduct extensive research into the beliefs and perceptions of our many audiences – alumni, parents, faculty, staff, students, friends and prospective families.

Next, we turn our research into insight. We analyze the qualitative and quantitative data to determine three things: how our audiences perceive us on several dozen criteria ranging from campus culture to academic quality, how they weigh those criteria in terms of importance, and how we stack up against the competition. This analysis allows us to understand the current state of people’s beliefs and perceptions about St. Norbert College. By comparing our results with our competitors’, we are also able to define our key differentiators – our unique or standout attributes.

As a community, we spend time analyzing and reflecting on who we believe we are, where we are going and how we want to be perceived. This process of consideration is bound by our founding traditions, our institutional vision, and our mission and strategic direction. It is both grounded and aspirational.

Considering all these factors, we offer our brand experience system with six elements to guide us:



The elements of our brand experience system are outlined in the pages that follow.



Brand motivation

Our brand motivation is what inspires us to do our best work - our raison d'être.

St. Norbert College's brand motivation

We believe in the divine potential of every person, and in their ability to have a profound and positive impact on the world.



Brand promise

Our brand promise describes what people can expect from us.

St. Norbert College's brand promise

We offer our students an engaging educational experience that is grounded in values and delivered by inspiring people. As members of a community that learns and lives with purpose, our students flourish and discover their calling – allowing them to bring forth their very best and share it with the world.



Brand pillars

Our brand pillars represent the core of the college - its DNA - and serve as cornerstones in creating a brand experience.

St. Norbert College's brand pillars ▶



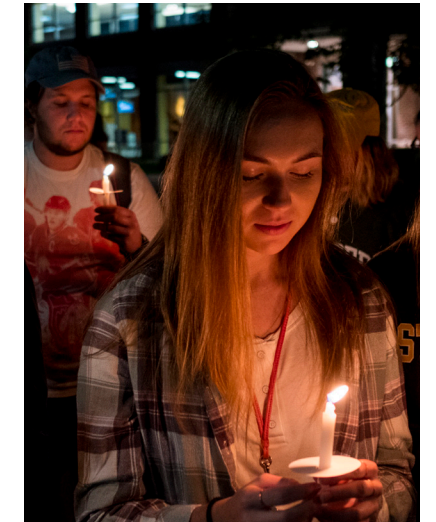
Inspiring holistic learning

We inspire students to engage in a full spectrum of learning experiences and explorations that foster their intellectual, spiritual and personal growth.



Living our values

We live our values by acting as champions for human dignity and promoting the common good.



Loving one another

We love and serve one another through respectful dialogue, collaboration and mindful action.



Brand essence

Our brand essence describes how we live up to and deliver our brand promise.

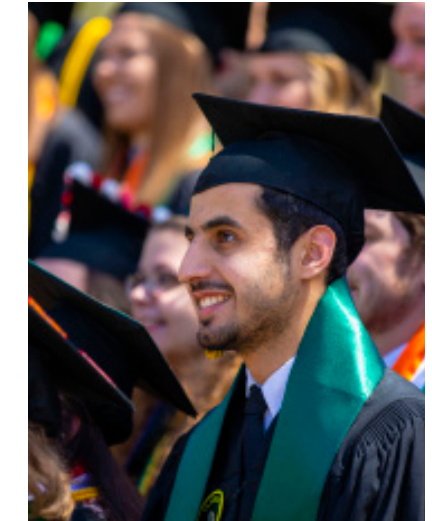
**St. Norbert College's
brand essence**

We are passionate about our mission and focused on our students' lifelong success. We bring our best to every person we encounter.

Brand attributes

Our brand attributes are the noteworthy features of our college that, as a whole, differentiate us and give our brand promise credibility.

St. Norbert College's brand attributes ▶



Academic excellence

Supportive, inspiring faculty who are deeply engaged in teaching

Full-spectrum and innovative* teaching methods

Small class sizes that enable interactive learning and foster strong one-on-one relationships

- Faculty-student engagement
- Student-to-student engagement

Global learning experiences

- Study abroad
- TRIPS
- Global Seminars

Collaborative research

Academic internships

Academic centers

Vibrant learning/living environment

Internships (non-credited) and Career & Professional Development*

A caring, supportive college environment

- Student life
- Spirituality
- Health and wellness
- Academic support services
- Scholarships and financial aid

Service learning and volunteer programs

Student organizations and athletics

Esteemed offerings and outcomes

Student outcomes

Four-year graduation rates

Academic performance

- Quality of campus
- Facilities
 - Technology
 - Scenic and safe environment

Academic offerings thoughtfully connected to today's job market

Alumni and community engagement with college and civic initiatives

- Business outreach
- Professional programs
- Endowment and fundraising
- Lectures and center-sponsored programming

* Being perceived as innovative is aspirational and something strategically important for us to promote to improve perception. Internships and Career & Professional Development are deemed of high importance by our audiences but have low awareness and understanding, so we need to increase focus and communication in this area to give the brand promise credibility.



Brand personality

Our brand personality is a set of primary traits that allow people to relate to the college on a human level.

St. Norbert College's brand personality ▶



Welcoming and inclusive

We are a community that receives everyone with warmth and sincerity. We all owe it to everyone that they feel safe, respected and comfortable being themselves no matter their identity and how they choose to express it.

Community-oriented

We live in community with purpose. Our community nurtures growth inside and outside the classroom and prepares students to have a positive impact on their families, their communities and their world after college.

Energetic and optimistic

We explore life's deepest questions and enduring challenges with energy and passion - and we are not afraid of what we might find in doing so. We clearly define the opportunities and challenges put before us, and we act with optimism in addressing them. We think hard, we work hard and we play hard. We balance the need for taking on serious endeavors with having lighthearted fun and finding pure joy in living.

Values-based

We maintain a system of beliefs that calls us to live in right relationship with others. We do this by making decisions rooted in integrity, justice, empathy, honesty and hope, and by acting accordingly.

Global-minded

We put a premium on offering authentic global experiences for our students and community. We bring global insights to our campus. We encourage our students to travel off campus to explore diversity and cultures other than their own. Our aim is to help students flourish by understanding the world and their place in it.



1898
ST. NORBERT COLLEGE

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DOCERE VERBO
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VOLUME 2

Visual elements of the brand

This volume provides guidelines and examples for visually bringing our brand to life. It presents a framework for producing, selecting and using photos, videos, logos, colors, fonts and other elements to advance our brand.



Logo, marks and guidelines

The logo is the primary identity mark for the college. Its use is restricted and protected by trademark. All visual communications created for external audiences should bear it.

St. Norbert
College's logo



Logo color variations

Light SNC Gold background



White background



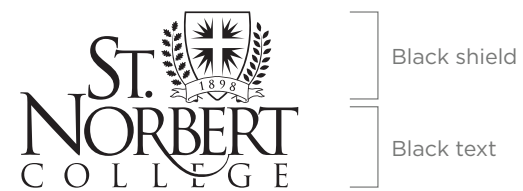
SNC Green background



Gray Background



White background (for grayscale use only)



Black background (for grayscale use only)





Minimum size


To preserve the legibility and recognition of the primary identity marks, the St. Norbert College logo should be no smaller than 1 inch wide.



Logo clear space



 = Clear zone ( x 2)

The placement of surrounding elements (text, photos and other graphic elements) must respect the clear-space guideline shown here. The distance of the clear space is proportional and must always be, at a minimum, double the height of the “” in the shield. This also applies to the minimum distance from the edge of the page.

Incorrect usage of logo

DO NOT: Distort logo



DO NOT: Combine with other elements



DO NOT: Replace font



DO NOT: Combine with other text (except for approved academic or administrative identity marks)



DO NOT: Spell out Saint in St. Norbert College.



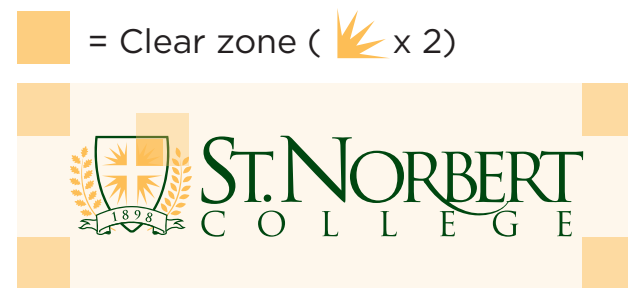
St. Norbert College horizontal logo



White background (for grayscale use only)



Black background (for grayscale use only)



Minimum size

To preserve the legibility and recognition of the primary identity marks, the St. Norbert College horizontal logo should be no smaller than 1 ½ inches wide.



SNC monogram



Minimum size

To preserve the legibility and recognition of the primary identity marks, the SNC monogram should be no smaller than 1 inch wide.



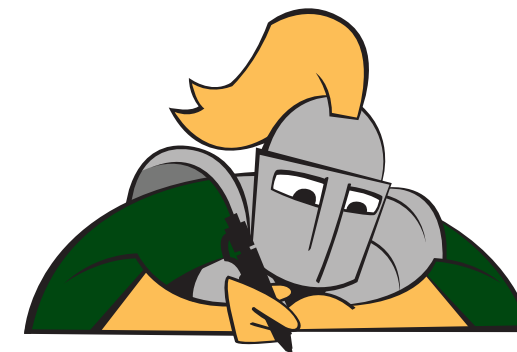
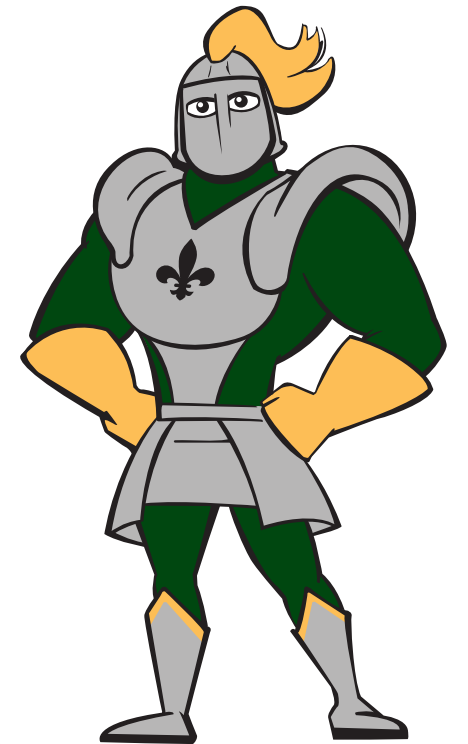
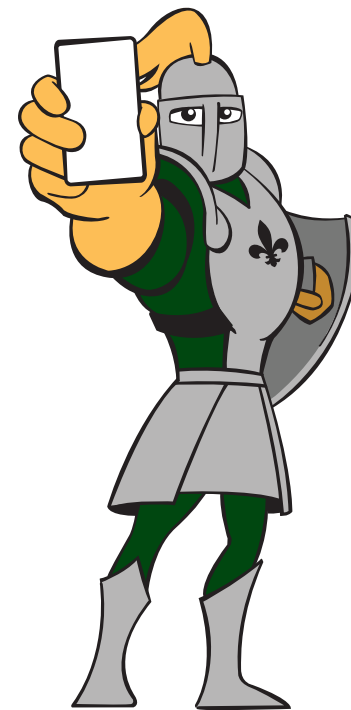
Green Knights identity marks

The Green Knights identity marks are intended for promotional items, spirit wear and other limited uses. They are restricted to these specific iterations (aka “lock-ups”), and may be used only after consultation with the office of communications.



Norby Knight

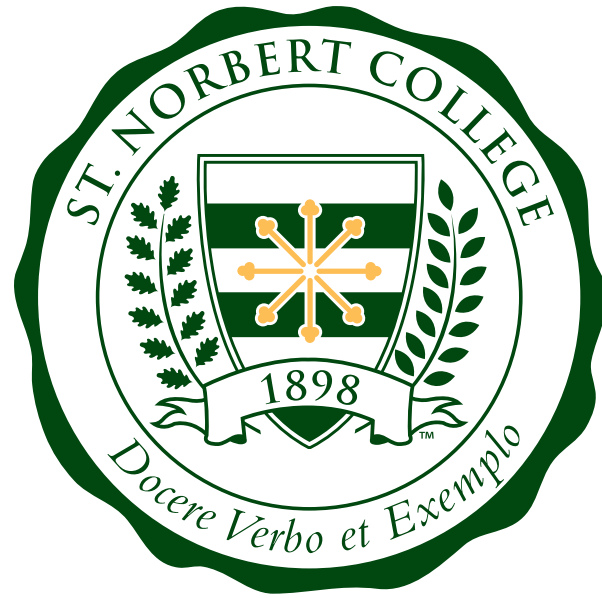
Illustrations of Norby Knight, the St. Norbert College mascot, are intended for promotional items, spirit wear and other limited uses. They are designed to fit the message and may be used only after consultation with the office of communications.



President's seal

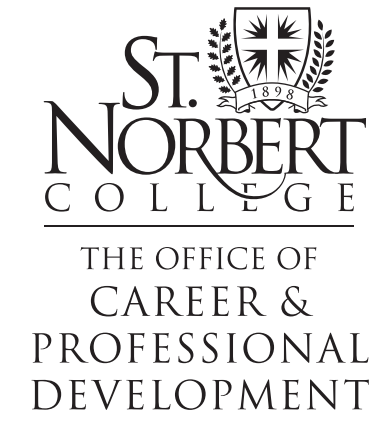
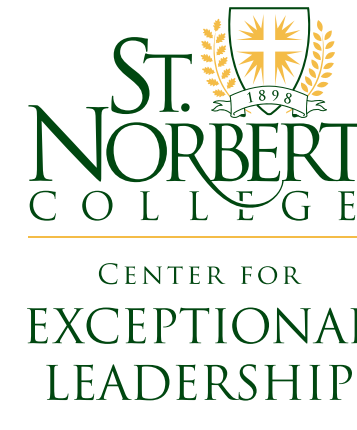
The seal is reserved for use on diplomas, certificates and other official documents. It should never be used as a logo or decorative device. Its use requires the approval of the president or the president's proxy.

The seal includes the college motto, "Docere Verbo et Exemplo," which means "to teach by word and example."



Academic and administrative marks

The following are the only permissible iterations of academic and administrative identity marks.



The stacked version features the college logo above the academic or administrative name. Two SNC Gold lines frame the name.



The horizontal version features the college horizontal logo above the academic or administrative name. One SNC Gold line separates the logo from the name.



The extreme-horizontal version features the college logo on the left with the academic or administrative name on the right. The SNC Gold bar on the bottom is used with a light background, but if the logo is in an SNC Green bar/box, the gold line is removed.



The SNC monogram version features the college monogram above the academic or administrative name.

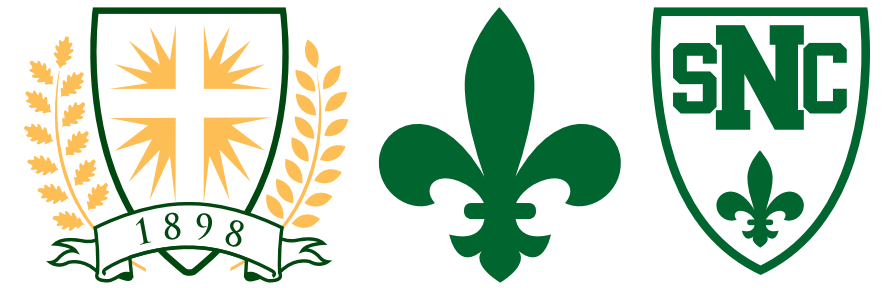
Co-branded marks



Co-branded material should represent both institutions equally while conforming to the college's brand standards.

Design elements

The St. Norbert College shield, the St. Norbert College fleur de lis and the SNC shield can be used as icons and/or decorative elements.



Icons are line art using the accent colors.



Business Intelligence Survey

Table Discussions Worksheet
Please identify a scribe to keep notes for your table. This worksheet will be collected at the end of the morning.

Questions for discussion following each panel:

Part 1 - Innovation and Technology

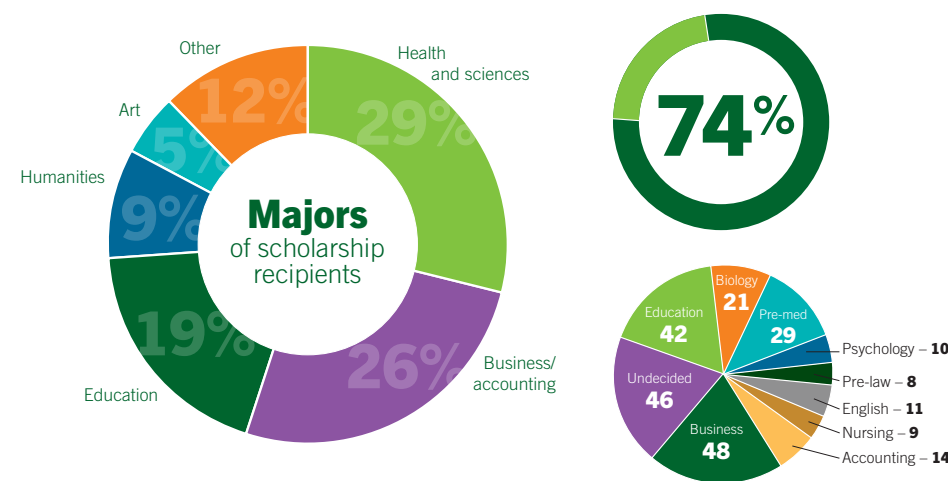
1. What specific issues are you encountering, and how are you responding?
2. How can New North support you in your efforts? What role can New North or other organizations play to prepare and assist the region in navigating the future?
3. What issues/opportunities should we spend further time discussing/researching?
4. Other key take-aways, comments or suggestions?

SUMMER ACADEMY of MEDICINE

MEDICAL COLLEGE OF WISCONSIN | ST. NORBERT COLLEGE

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PREVEA health



Charts and graphs use a combination of primary and accent colors.

Color palette

Primary colors are forest green (SNC Green) and old gold (SNC Gold).
Green is the college's dominant color; gold is used as the primary accent color.

<p>Dominant color: SNC Green</p> <p>Base: PMS 350 CMYK: 80, 0, 100, 75 RGB: 13, 64, 0 Hex: #0D4000</p>	<p>Accent color: SNC Gold</p> <p>Base: PMS 142 CMYK: 0, 28, 76, 0 RGB: 255, 184, 61 Hex: #FFB83D</p>
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Secondary accent colors

<p>PMS 376 CMYK: 54, 0, 100, 0 RGB: 132, 189, 0 Hex: #84BD00</p>	<p>CMYK: 0, 60, 100, 0 RGB: 255, 102, 0 Hex: #FF6600</p>	<p>CMYK: 84, 0, 34, 0 RGB: 0, 179, 183 Hex: #00B3B7</p>	<p>CMYK: 100, 19, 0, 38 RGB: 0, 127, 157 Hex: #007F9D</p>	<p>PMS 258 CMYK: 51, 79, 0, 0 RGB: 140, 71, 153 Hex: #8C4799</p>
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Background colors

<p>CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: #FFFFFF</p>	<p>CMYK: 0, 3, 8, 0 RGB: 255, 247, 235 Hex: #FFF7EB</p>
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Font colors

<p>CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 Hex: #000000</p>	<p>CMYK: 51, 42, 42, 17 RGB: 104, 123, 123 Hex: #687B7B</p>	<p>CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 Hex: #FFFFFF</p>
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Abc **Abc** **Abc**

<p>CMYK: 6, 9, 13, 0 RGB: 240, 232, 222 Hex: #F0E8DE</p>	<p>CMYK: 26, 21, 21, 4 RGB: 181, 193, 193 Hex: #B5C1C1</p>
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<p>CMYK: 100, 0, 100, 50 RGB: 0, 127, 0 Hex: #007F00</p>	<p>CMYK: 25, 50, 100, 0 RGB: 191, 127, 0 Hex: #BF7F00</p>	<p>CMYK: 0, 3, 8, 0 RGB: 255, 247, 235 Hex: #FFF7EB</p>
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Abc **Abc** **Abc**

Typography

Main sans serif font:

Gotham

Aa: Black

Aa: Light

Aa: Bold

Aa: Book

(Google font substitute: Montserrat)

Sample header

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Main serif font:

Bembo

Aa: Semibold

Aa: Regular

Aa: Bold

Aa: Semibold Italic

Aa: Italic

AA: SMALL CAPS

(Google font substitute: EB Garamond)

Sample header

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Gotham sans serif substitute
Montserrat

Sans serif alternative
and signage font:
Trade Gothic

Logo font:
TRAJAN

Magazine font:
Warnock Pro

Script font:
Scriptina

Certificate font:
Zapfino



Visuals overview

Visuals are an essential part of our institutional storytelling. Good photography, video and illustrations help us express the richness of college life at St. Norbert in ways that words alone cannot.

Visuals should convey authenticity. With the exception of formal portraits or “head shots,” photographs should feel natural and unstaged, and to that end, they should be shot with little or no camera lighting.

Visuals should also be dynamic, expressing the vibrancy of campus life and telling the story of a moment in time. Action, emotion and movement achieve this more effectively than static or posed images.

Our visuals should also, by and large, convey a human element. While photos and video of our campus and facilities in and of themselves are beautiful, they are generally enhanced by the presence of people.

Using a shallow depth of field will draw attention to your subject and make your photo or video more impactful, but take care also that your photo shows sufficient surrounding detail to provide context.



Visuals as an expression of our institutional personality

Our brand personality is composed of traits that allow people to relate to SNC on a human level.

Through our brand research, we have identified five personality traits most representative of the college.

We are:

- Welcoming and inclusive
- Community-oriented
- Energetic and optimistic
- Values-based
- Global-minded

Welcoming and inclusive visuals

Welcoming and inclusive means: sincerely warm and friendly, engaging, approachable, respectful and nonjudgmental without exception.

We are a community in which everyone is received warmly and sincerely. All members of our community feel safe, respected and comfortable being themselves no matter their identity or how they choose to express it.

Examples of how we live this trait:

- Norbertine value of communio and radical hospitality
- Commitment to bringing a variety of speakers to campus
- Gender studies and programming at the Cassandra Voss Center
- Difference and diversity Core Curriculum requirement

We reflect this trait in our imagery by showing:

- Images that include more than one person. We avoid images of students that project loneliness.
- Our diversity in all forms – age, gender, rank, ethnicity, appearance, etc.
- Students showing affection and support for one another
- Diverse visitors to campus interacting with our community





Community-oriented visuals

Community-oriented means: interdependent, collaborative, communal, unified, engaging and living in harmony.

One of our central values is living in community with one another. We believe that this nurtures growth in and outside the classroom and prepares students to be good citizens of their communities and the world after college.

Examples of how we live this trait:

- Norbertine value of *communio*
- Four-year residential living and learning requirement
- Into the Streets
- Sturzl Center for Community Service & Learning
- Faculty-student collaborative research
- Individual and society Core Curriculum requirement
- Range of student services: Writing Center, tutoring, research assistance, academic support services, Health & Wellness Services
- Collaborative spaces in the library

We reflect this trait in our imagery by showing:

- Images that show people working and playing together
- Life in the residence halls
- Faculty and student interaction and other types of mentorship
- All forms of service
- Students studying together and tutoring one another

Energetic and optimistic visuals

Energetic and optimistic means: happy, cheerful, light-hearted, vibrant and positive.

We don't take ourselves too seriously, and we don't let challenges bring us down. We work hard, but we seek to balance our excellent work ethic with opportunities for fun in order to recharge.

Examples of how we live this trait:

- Wide range of student organizations
- Health and wellness programs
- Athletics programs
- Campus-wide celebrations such as Convocation and picnic, ice cream social, SNC Day, Homecoming, finals week activities, cap and gown party, and end-of-year celebration
- Visual and performing arts
- Community and business outreach

We reflect this trait in our imagery by showing:

- Students engaged in a wide range of activities that make them laugh or smile, including student organizations, events and athletics
- Students enjoying the range of offerings for fun in De Pere/Green Bay
- School spirit and pride (e.g. Norby)
- Experiences in the dining hall
- Academic experiences outside the classroom
- Finals week activities, such as Faculty, Flapjacks & Finals
- Engaged coaching moments – in the locker room, post-game celebrations, in the huddle
- Engaged faculty moments – band or chorale directors, collaborative research, art professors, student/faculty casual encounters





Values-based visuals

Values-based means: principled, honorable, good and virtuous.

We maintain a system of beliefs that call us to live in right relationship with others. We do this by making decisions rooted in integrity, justice, empathy and honesty.

Examples of how we live this trait:

- Norman Miller Center for Peace, Justice & Public Understanding
- Sturzl Center for Community Service & Learning
- Business ethicist, philosophy program
- Sustainability efforts on campus
- Emmaus Center for Spiritual Life & Vocation
- TRIPS program
- Old St. Joe's
- Center for Norbertine Studies
- Reflection spaces

We reflect this trait in our imagery by showing:

- Norbertines engaged in dialogue
- Service
- Students showing friendliness to one another
- Students with the Convocation bell
- Stained glass
- The statues of St. Norbert and the grotto
- Old St. Joe's
- Students lighting candles and at vigils; social-justice installations
- Voting initiatives
- Prayer and sacred spaces
- Inclusivity with regard to disabilities
- People caring for one another
- Teacher-education students interacting with children
- Campus garden

Global-minded visuals

Global-minded means: culturally aware, globally engaged and possessing a global mindset.

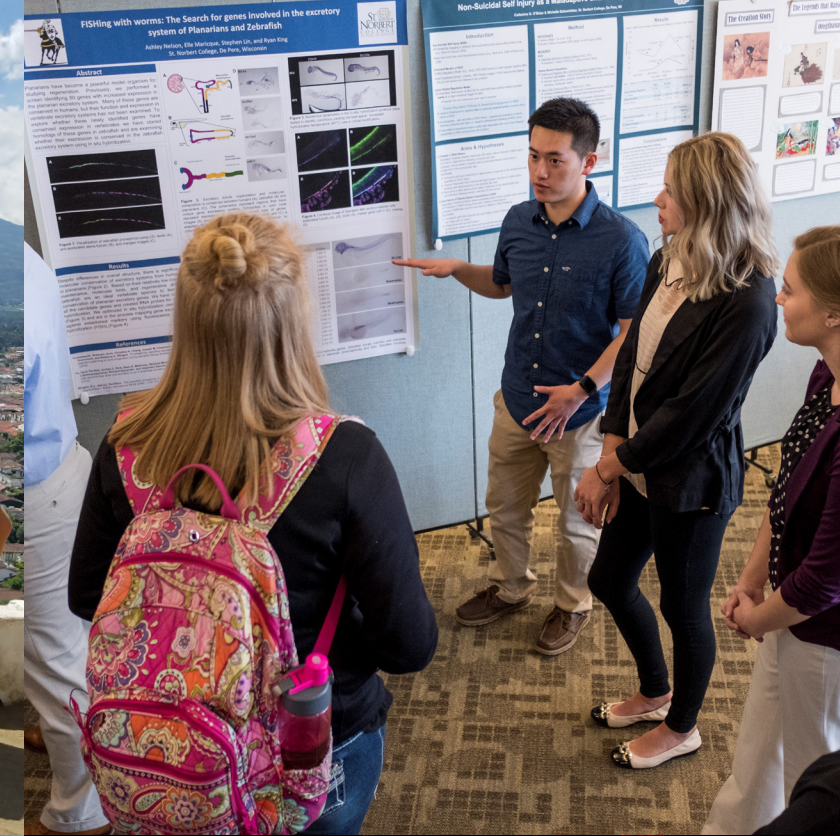
We put a premium on facilitating global experiences for our students, staff and faculty both at St. Norbert College and off campus. Our aim is to help students and members of the community at large understand the world and their place in it by encountering diversity and cultures other than their own. This is necessary to be a participant in the global marketplace and for human flourishing.

Examples of how we live this trait:

- Center for Global Engagement
- Great Decisions Lecture Series
- Long-term and short-term study-abroad programs
- TRIPS program
- International students
- Global Seminars
- Foreign-language requirement
- Beyond borders Core Curriculum requirement, which explores the civilizations and cultures of the world
- Dining Services cuisine
- Events centered around globally focused student orgs and traditions

We reflect this trait in our imagery by showing:

- The diversity of our students on campus
- Students studying or doing service abroad
- Globally focused events on campus, such as the sand mandala, Soul Food Dinner and international education week
- International visitors to campus interacting with our students



Resources

Visual resources

The SNC Communications Toolkit Google team drive houses logos, photography and presentation templates.

For help with these resources and your branding needs, please consult with the office of communications.