This is our brand.
Most people talk about “doing God's work” as a metaphor, but we know that here, at Loyola, we really are.

We are in this together, not because it's easy, or glamorous, but because we love our students, and we know that we transform their lives. This generation of students, bless them, want two things above all when they choose a university. They want to change the world. Not just volunteer, or be personally accountable, or obey set rules of morality they see as conformist. They want to challenge authority, transform systems, question orthodoxy. They want to ask themselves profound moral questions and hold themselves accountable to something more than just what they are told.

There is nothing more profound or more Jesuit than that. That is who we are.

What else do they want? They want to go to school in diverse and exciting cities. Authentic cities, where they can be their authentic selves. And there are few cities in the world more honest and sincere and true to themselves than New Orleans. The only conformity here is the demand that you find your own voice. We have something really magical here.

And because we are Jesuit, and because we are New Orleans, we know that what we offer matches what students want. We just need to tell our story a little better.

That's not nearly as hard as creating something from scratch that's both profound and magical.

At this point, it's more about our brand – our narrative – the story we tell prospective students and donors. It means building on our strengths, on what sets us apart. If we can get that right, we will be applying the implications of that direction to programs and priorities.

Our Loyola is where Jesuit social justice meets New Orleans creativity.

It starts with doubling down on our Jesuit identity and translating it to the language of this generation. We teach courage and commitment, we inspire our students with mission, we give them the tools to change the world. We also steep students in the creativity of this extraordinary city, the driving innovation, the ability to look beyond orthodoxy and conformity.

And in the overlap of courage and creativity is the best way to teach – we give permission to experiment and to fail and to learn, over and over again.

In many ways it is about framing what we already do, and making sure we do more of it.

We attract students who are brave, and we teach them to be ever more daring. We already focus on service, but as soon as we can, we need to invest in more of that.

The first part is very familiar – a retelling of our very clear core mission, through emphasizing that which will capture the attention of young people in the 21st century.

The other part we should add and emphasize is New Orleans. This glorious and frustrating city, one that interrupts the drumbeat of academia with its own syncopation.

Because of New Orleans, Loyola understands that innovation requires risk-taking and a little bit of adventure. That inspiration comes to you through creativity and playfulness. And that those who changed the course of the future with their inventions were the ones willing to be mocked for the absurdity of their ideas. But New Orleans says – bring on your absurdity. You'll learn so much if you have the courage to try.

In part, this is about Loyola’s strength in music, design, theater, and the arts, but not just that. It's about the future of the global economy. It's about the industries that require human innovation, the kind no robot will replace. It's also about the mindset that lets us make scientific breakthroughs, new ways of imagining the law, or solving profound social problems.

And we're just the right size to do that effectively.

We have much work left to do to state our vision together, to translate it into a meaningful plan. The first step is to give ourselves permission to dream bigger. But it's also about focusing like a laser on what we already know. And the second first step for us to take is to raise our voices together in the same song to tell the world exactly who we are and what we're here to do:

*We transform lives.*

*We forge character.*

*We change the world.*
brand platform

This brand platform provides the framework for how we talk about Loyola University New Orleans. It explains what makes us different from our competitors and ensures we’re all speaking the same language in terms of what we offer and what we do well.

Use this as a guide when you talk about the university – online, in conversation, in print materials, in speeches, and during presentations. These common messages should be used by community members at all levels, from deans to fundraisers to tour guides.

Loyola produces creative thinkers and agents of change who shape the world for the better.

We know this. Now let’s share it with the world.
five key messages for all audiences

1. Create something meaningful.
   - Want to impact the world? Think creatively. The creative thinking and skills you learn here will shape your world view, challenge you to solve problems in new ways, and give you the courage to take action.

2. Be you. Be true.
   - Be true to who you are. There's no in-crowd here. Feel free to ask questions. Find part of our welcoming, independent, exotic campus.

3. Seek what matters to you.
   - You are more than a major. (One-third of our students double major.) Don't choose between being a business major and a poet — be both. Loyola's Jesuit education develops the whole person and is focused on the success of each individual. This is the place to seek what matters to you.

4. New Orleans is your campus.
   - Immersen yourself in the most creative culture in the world – New Orleans. In recent years, New Orleans has seen an infusion of new tech and talent into the city's vibrant culture. You'll connect with learning projects throughout the city to develop your skills, gain career experience, and make your mark on one of America's most distinctive cities.

voice / personality

- Open, casual, creative, confident, genuine, original, and real.
- Always socially conscious.
- Keep it simple and short — less is more.
- First person (when it makes sense).
- Dial back bureaucracy — don’t let our organizational structure show.

Jesuit identity

The Jesuit union of education demands that students learn how to be critical, examine attitudes, challenge assumptions, and analyze motives. All of this is important if they are to be able to make decisions in freedom, the freedom that allows one to make love-filled and faith-filled decisions.

Jesuit education is a call to human excellence; to the fullest possible development of all human qualities. Yes, it implies a sign and academic excellence that challenges the student to develop all of his or her talents to the fullest. It is a call to critical thinking and disciplined study, a call to develop the whole person, head and heart, intellect and feelings.

Loyola’s Jesuit tradition dates back to 1540 when Saint Ignatius of Loyola founded the Society of Jesus, whose members are called Jesuits. From the beginning, Jesuits have held that scholarly pursuits play an integral role in helping people strive toward moral betterment. For more than 400 years, excellence in education has been one of the hallmarks of the Jesuits. It was within this context that the Jesuits first arrived among the earliest settlers in Louisiana, eventually establishing what would become Loyola University New Orleans and continuing the Jesuit tradition of creating centers of educational distinction.

The Jesuit educational network is one of the largest systems of American higher education, with more than 200,000 students currently enrolled in the 27 U.S. Jesuit universities. Worldwide, Jesuit universities and colleges have graduated more than 1,000,000 students.

While our Jesuit mission means something different to each member of the Loyola community, it holds as its core a set of educational and humanistic principles and beliefs that can be embodied by almost any individual, another Catholic or non-Christian, religious or agnostic.

And it is important that every Loyola community member knows what our Jesuit values mean to them and what it means to our business of teaching our students how to get better for the rest of their lives.

In front of Loyola University New Orleans’ J. Edgar and Louise S. Monroe Library, there is a walkway, a joint gift of the classes of 2002 and 2003, which reminds all who walk campus of the Jesuit ideals of:

- Pursuit of Excellence
- Respect for the World, Its History and Mystery
- Learning from Experience
- Contemplative Vision Formed by Hope
- Development of Personal Potential
- Critical Thinking and Effective Communication
- Appreciation of Things Both Great and Small
- Commitment to Service
- Special Concern for the Poor and Oppressed
- Linking Faith with Justice
- International and Global Perspective
- Discerning Mindset: Finding God in All Things
recruitment target audience: GenZ

Generation Z
• Born between 1995 and 2010
• They are pragmatic, cautious, and money-conscious. They are worried about college debt, and many are skipping traditional higher education and instead moving straight into the workforce.
• They expect transparency, authenticity, immediate information, and personal attention.
• They value face-to-face communication much more than their Millennial predecessors.
• They are extremely competitive, independent, and individualistic.
• Safety and a sense of judgment-free belonging are important to them.
• They prize creativity and are obsessed with food.
• They want to live lives of meaning and purpose. They care about the world and plan to fix it.
• They value the underdog and the outsider more than the conventional winner.
• They don’t automatically accept tradition just because it exists. Family is important to them, but it’s not traditional nuclear.
• They are secular. More than one third of them identify their religion as “none.” But they are open to spirituality and ideas of faith.
• They are excellent multitaskers and eager hard workers, but they expect to be able to work on their own terms and to be compensated appropriately for their efforts.

Using this information as a guide, we are excited to show the real Loyola University New Orleans. Our students are not conservative; they celebrate inclusiveness and diversity and are champions of individuality. Understanding their concerns about investment costs, we tell stories about outcomes so our students will see the value of their education.

Generation Z wants to be immersed in an environment that is culturally diverse, inclusive, academically challenging but supportive, creative, artistic, and full of great food. They will use the Internet and social media to explore what the culture of a university is so that they can determine if there is a fit before they engage further, visit, or apply.

Despite their technological prowess, members of GenZ really like receiving physical mail at home, and they take the time to read brochures and brochures. One especially striking revelation from interviews with current and potential students revealed that they wanted “the big envelope moment” (the college acceptance letter) to share with their families as a rite of passage.

Because GenZ is adventurous but also cautious, New Orleans as a location can be polarizing. It is perceived as beautiful and unique but also as potentially dangerous. These contradictions can result in Loyola being excluded from a potential student’s consideration set early on in their research process.

Our job is to show them that New Orleans is approachable, eclectic, creative, and secure.

A “sense of belonging” is extremely important to both our current and prospective students, so our visuals and voices should always be approachable, inclusive, and warm.

These are the insights that led to the development and launch of Loyola’s current branding: a colorful and authentic portrayal of Loyola University New Orleans that speaks directly to the individual in this diverse and discerning generation.
Adhering to a singular style helps to give all Loyola communications a unified voice that harmonizes across departments, schools, and colleges. Whether it’s New Orleans, LA or New Orleans, Lo. Bachelor’s degree or bachelor’s degree? Alumna, alum, alumni or alums? And what about those commas in a series—should you put one before the “and”? And does it matter?

We all have individual writing preferences, but stylistic consistency lets the reader concentrate on the content without being distracted by variations in spelling and punctuation from one page to the next.

For information, advertising, and marketing material style questions not specifically addressed in this guide, please consult the Chicago Manual of Style.

All references follow the Associated Press Stylebook.


A

Academic Degrees

If it is necessary to include someone’s credentials, the preferred format is to avoid an abbreviation: use lower-case degrees in a body of text.

Example: Mary Smith received a bachelor of science degree in physics from Loyola University New Orleans.

For abbreviations, use periods as follows:

degree in physics from Loyola University New Orleans.

Example: Mary Smith received a bachelor of science

Degree: B.S. for bachelor of science degree

Master’s degree: M.S. for master of science degree

Doctorate degree: Ph.D. for doctoral degree

apostrophe versus no apostrophe:

For abbreviations, use periods as follows:

degree in physics from Loyola University New Orleans.

Example: Mary Smith received a bachelor of science degree in physics from Loyola University New Orleans.

Example: Mary Smith received a bachelor of science

Degree: B.S. for bachelor of science degree

Master’s degree: M.S. for master of science degree

Doctorate degree: Ph.D. for doctoral degree

Capitalize academic degrees.

Capitalize all academic degrees, except:

Common degrees:

Bachelors degree

Economics

History

Social Science

Alumni

adviser

alumna

alumnae

alumnus

bachelor of secondary education degree

Ph.D.

LL.M.

J.D.

Pharm.D.

M.D.

M.P.H.

M.S.

M.T.

L.L.M.

M.B.A.

MBA

L.L.B.

M.Ed.

M.Div.

M.F.A.

M.A.

M.F.S.

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M.B.
Chair/co-chair—only the first “c” is capitalized.

Mention of a quotation. (In Word, click Insert, then Symbol, then
used before an author’s or composer’s name at the end
is too strong or a comma is too weak. An em dash is also
substitution of a colon or parenthesis, or in indicating an
em dash
Dashes
—An en dash is approximately the width of
Two dash—All dash—before and for clarity. Exception: news releases follow AP
style which excludes the comma before “and.” This mistake should be avoided.

The following sentence is correct:

The following sentence is NOT composed of two
independent clauses and SHOULD NOT include a comma.

Professor Brown testified before Congress on the
dangers of smoking, and it is agreed he presented a

We will fly to Paris in June—if I get a raise.

Harry Connick Jr.

Ella Brennan, H’17

The Hon. Adrian G. Duplantier
One word masterclass Always capitalize Mass the newspaper. is capitalized because it is part of the name of the school as Loyola New Orleans. Never refer to the school as Loyola New Orleans—no commas are used. This must be used on first reference. In subsequent references, it may be shortened to Loyola or Loyola University. Refer to the school as Loyola New Orleans.

BRAND BOOK  LOYOLA UNIVERSITY NEW ORLEANS BRAND BOOK

The Maroon Capitalize the initial letters in each word and italics. The is capitalized because it is a part of the name of the newspaper. We have many fine young journalists working on The Maroon.

Mass Always capitalize masterclass One word

money When including a numeric money amount in body text, include decimal numbers only if the decimal amount is not 0.00. Also, if the amount is above $999, use a comma for identification. Jack’s stereo cost $4,863. Jack’s monthly mortgage payments will be $3,364.75.

Monroe Library Abbreviated name of the J. Edgar and Louise S. Monroe Library is not .00. Also, if the amount is above $999, use a comma for identification. The marketing and communications office is located on the second floor.


months in text— Spell out numbers from one through nine. Use numerals for numbers 10 and larger—fours, fives, 100s

numerals in text— Use numerals when you need to punctuate the entire sentence. Use text, include decimal numbers only if the decimal amount is not 0.00. Also, if the amount is above $999, use a comma for identification. 2.5 percent

P percent Spell out when used in text. Use the symbol when included in a chart. Use decimals, not fractions. 2.5 percent

phone numbers Phone numbers should be formatted with periods, not parentheses or dashes. comms: 555.837.1547

percentages comms: 555.837.1547

plural —fours, fives, 100s — Spell out when used in text. Use numerals only when it punctuates the entire sentence. Use the symbol when included in a chart. Use decimals, not fractions. 2.5 percent

quote marks with bracket, dash, parenthesis, quotation marks— The quote mark is placed inside a closing bracket, dash, parenthesis, or pair of quotation marks when it punctuates only the material enclosed by that mark and not the sentence as a whole. It is placed outside that mark when it punctuates the entire sentence. Who did Andrew Jackson mean when he called the project “a fiasco from the start”?

$return amount— Make certain that true quotation marks are used (”, “), (‘’, ‘’), and (‘‘, ‘’) marks. running—if a full paragraph of quoted material is followed by a paragraph continuing the quotation, do not put closed quotation marks at the end of the first paragraph. Do, however, put open quotation marks at the start of the second paragraph. Continue in this fashion for any subsequent paragraphs, using closed quotation marks only at the end of the quoted material.

with other punctuation— When at the end of a quoted phrase or sentence, commas and periods are included inside quotation marks; colons and semicolons are outside quotation marks.

quotations general— Make certain that true quotation marks are used (”, “), (‘’, ‘’), and (‘‘, ‘’) marks.

questions religious titles On first reference to an individual with a religious title, include the religious title and order identification. Do not refer to him/her as Fr., Father, Rev., Sr., or Sister in subsequent references; use His/Her last name only. The Rev. John Smith, S.J., will Smith, said. Sr. Mary Jane Jones, O.P., spoke. James researches...

room numbers Use numerals and capital room when used with numerals. Ms. Beardsley’s class is held in Room 271.
Roussel Hall: Refer to the hall as “Louis J. Roussel Performance Hall” on first reference. Roussel Hall is fine for subsequent references and in calendars where space is limited.

R.S.V.P. Répondez s’il vous plaît (reply, if you please). OK to abbreviate.

Seasons Lowercase if they simply declare the time of the year; capitalize only if they are personified—as in some poetry.

Janet will begin classes in the fall semester.
The sweet breath of Spring filled the air.
The winter formal will be held at the Fairmont.
The book will be published this spring.

South Capitalize when speaking of a specific region. Lowercase when speaking of direction.

I love to spend my vacations in the South.
My hometown is just south of Chicago.

Space Between Initials Do not use a space between initials. Do add a comma before and after initials of religious and professional societies and the like when included in text.

The Rev. John P. Smith, S.J., will speak at the luncheon today.

The special guest at tonight’s dinner will be Renee Jefferson.

Telephone Extension Abbreviate the word “extension” with “ext.” not “x.”

The building or area of a building where performances are held.
Theater
Marquette Theater
Lower Depths Theater

Theatre
The art or function of theatre
She studied theatre while at Loyola.

Time For news releases, invitations, calendars, and other listings with times, use numerals with colon to separate hours. Lowercase and use periods with a.m./p.m. (For times on the hour, use neither colon nor zeroes.)

7 p.m.
6:30 a.m.

Within body copy of stories in newsletters, magazines, and brochures, spell out the time. Refer to etiquette books for very formal invitations.

University: Abbreviate the word “university” if used in a non-collegial context. Example: academic affairs (louisiana.edu).

Loyola University always strives for excellence.
The university promotes this goal in every college and department.

Uptown Capitalize the initial letter because it is a specific region of New Orleans.

LOYNO Magazine—The performance is scheduled for eight o’clock.

news releases—The performance is at 8 p.m.

The Times-Picayune online and in print.

LOYOLA UNIVERSITY—MAGAZINE

University: University is lowercase in publications, unless it is used with the word “Loyola.”

“University” is also lowercase in multiple listings.

Fred is an alumnus of both Loyola and Tulane universities.

Uptown: Capitalize the initial letter because it is a specific region of New Orleans.

Wolf Pack Must always appear as two separate words (“Wolfpack” as one word is trademarked by North Carolina State University.)
Official Loyola University
New Orleans-Affiliated Social Media Accounts

Official Loyola College, department, or organization’s social media accounts must be registered with the Office of Marketing and Communications. To register your Loyola-affiliated social media account, please use the form available at http://social.loyno.edu. An account is not regularly monitored or edited. It is required for all Loyola-affiliated social media accounts to be registered with the Office of Marketing and Communications. To register your Loyola-affiliated social media account, please use the form available at http://social.loyno.edu/social-media-admin-registration-form.

Questions about social media accounts, management, or posting guidelines? Contact:
Advisement and Registration
Sylvia joueur
addyer@loyno.edu

The official Loyola social media accounts are managed by the social media team in the Office of Marketing and Communications.

Official Loyola-affiliated social media accounts must adhere to the following:

• Users shall be professional in all interactions, with all users and with the institution. All content must be appropriately professional and factual, and updated information regarding the Loyola college, department, or organization they represent.
• Users shall respect the ownership of intellectual property and avoid using images or materials for which they do not have permission.
• Users shall be respectful in their interactions with others, including other users, the official Loyola social media accounts, and other website content that appear on a department’s or office’s social media outlet.

Official Loyola-affiliated social media accounts must always be secondary information sources. All event information, organization descriptions, and other website content that appear on the Internet via platforms such as Twitter and Facebook are public information. The university shall not be used for commercial or political activities or to communicate with others and refrain from any attempts to browse, access, copy, use, modify, or delete electronic documents or programs belonging to other people whether at the university or elsewhere, will be considered a serious violation of this policy.

Social Media Code of Conduct

Official Loyola-affiliated social media accounts must always be secondary information sources. All event information, organization descriptions, and other website content that appear on the Internet via platforms such as Twitter and Facebook are public information. The university shall not be used for commercial or political activities or to communicate with others and refrain from any attempts to browse, access, copy, use, modify, or delete electronic documents or programs belonging to other people whether at the university or elsewhere, will be considered a serious violation of this policy.

Official Social Media Accounts

Official Loyola social media accounts are managed by the social media team in the Office of Marketing and Communications. To register your Loyola-affiliated social media account, please use the form available at http://social.loyno.edu.

Loyola Social Media Accounts

Guidelines for Official Loyola Social Media Accounts (colleges, departments, and organizations)

• Official Loyola-affiliated social media accounts should not be used for commercial or political activities or in any manner that violates or attempts to violate applicable state or federal laws.

• Users shall be professional in all interactions, with all users and with the institution. All content must be appropriately professional and factual, and updated information regarding the Loyola college, department, or organization they represent.

• Users shall respect the ownership of intellectual property and avoid using images or materials for which they do not have permission.

• Users shall be respectful in their interactions with others, including other users, the official Loyola social media accounts, and other website content that appear on a department’s or office’s social media outlet.

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The Loyola visual brand combines storytelling narratives with striking portraits of real students and faculty.

The expanded color palette goes beyond Loyola’s official and fall-like maroon and gold to include lush, vibrant hues consistent with our spirited city and semi-tropical location: true red, coral, rose, blush, peaches, lemons, and mangoes.
3. The criteria employed in evaluating the new branding included the following standards: communications criteria and identity policies

- On brand
- Keep the story simple
- Show, doesn't tell
- Is authentic
- In good taste
- High quality (great photos, quality layout, detail of graphics, etc.)

4. Differentiating communications piece have stopping power?

- Will our story stay in the minds of the audience?
- Differentiating universities in the consideration set?
- Relevant creative classrooms, immersive experiences, and scholarships and loan programs, or athletic and other school-administered programs.
- scholarship and loan programs, or athletic and other school-administered programs.

5. Memorable Will our story stay in the minds of the audience?

- Visuals or headline not connected to objective
- To cram everything into one ad. Speak clearly andconcisely. Avoid buzz words, clichés, and puns. UseSimple, clear and straightforward language.
- "Leaves a lasting impact; entices audience to want to know more"
- Creative use of white space usually draws attention to this tenet. Be on brand and authentic.
- Visuals to cut through the clutter, don't lose sight of the simplicity of the design. There are few exceptions to this rule. Pick one message; try not to cram everything into one ad. Speak clearly andconcisely. Avoid buzz words, clichés, and puns. UseSimple, clear and straightforward language.
- Make the most of the headline.
- Messages should set Loyola apart. What is that we offer that others don't? What do we do better than anyone else?
- Is authentic
- Shows, doesn't tell
- Makes an emotional connection - great brands develop human qualities of empathy and insight
- Strong visual and/or headline gets reader into copy
- Easy to read
- Balanced layout
- Has "call to action" element
- Is differentiated
- Leaves an lasting impact; entices audience to want to know more

6. What to avoid

- Too much copy
- To many messages
- Stock photos and clip art
- Generic, stock students (blurry, arm in arm, walking together, etc.)
- Being too cute/over or using clichés
- Visuals or headline not connected to objective or to body copy
- School buildings, as main focal point
- Not indicating a call to action or to learn more
- Where visual reference
- Using the name of the school as the headline
- Is authentic
- Shows, doesn't tell
- Is in good taste
- High quality (great photos, quality layout, detail of graphics, etc.)

7. Legal disclaimer

- Legal disclaimer of Loyola University New Orleans student or alumni, creed, color, creed, color, nationality, age, sexual orientation, ethnicity, disability status, marital status, and disclaimers do not decline the university’s commitment to educational policies, athletic policies, admissions policies, or all other policies.

8. Freelancers

- The responsibility of each Loyola employee contracting with printers, designers, graphic artists, photographers, merchandisers, and web designers to inform them of the university’s graphic standards. All advertising and/or promotional materials must be reviewed by the Office of Marketing and Communications before being introduced or published.

Since the power of a strong visual identity can only be realized through consistent application over time, it is the policy of Loyola University New Orleans that the official logos, marks, and styles described in these pages are the only sanctioned marks for use across the university system. No other marks or symbols may be used in conjunction with it to replace the official Loyola visual identity system.

Marketers and designers should consult the brand book for more information on designing the visual identity.

9. Advertising

- Advertising and marketing must match the Loyola experience because perception is reality. Our messages must be relevant and meaningful to the intended audience. It should speak of our core values and they can help break through the veil. Same language. Very active voice. It speaks to, not for the audience. It's about them, not us. Avoid needless jargon and/or industry jargon wherever possible. Use short, simple, and tell a story.

- What to avoid
- Using the name of the school as the headline
- Is authentic
- Shows, doesn't tell
- Is in good taste
- High quality (great photos, quality layout, detail of graphics, etc.)

- Be on brand and authentic. Advertising and marketing must match the Loyola experience because perception is reality. Our messages must be relevant and meaningful to the intended audience. It should speak of our core values and they can help break through the veil. Same language. Very active voice. It speaks to, not for the audience. It's about them, not us. Avoid needless jargon and/or industry jargon wherever possible. Use short, simple, and tell a story.

- What to avoid
- Using the name of the school as the headline
- Is authentic
- Shows, doesn't tell
- Is in good taste
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Loyola’s official institutional logo is available in the following four formats:

1. Horizontal graphic with logotype
2. Vertical graphic with logotype
3. Stacked logotype
4. Horizontal logotype

The only acceptable colors for the official institutional logos are black, white, or Loyola Maroon (PMS 202).

A secondary logo is to be used on print covers, email headers, marketing collateral headers and other instances to informally identify the institution with the brand. Should never be used alone, but always in partnership with the institutional logos, which must appear at least once on the same piece (i.e., at the bottom of the ad or on the back cover of a booklet).

When using the flag secondary logo with a subject box, limit title/topic to one line of type and one box/level.
Branding is about speaking with one voice, so to create individual department/school/college “logos” that are not tied back to the university identity is counter to our recruitment and promotional efforts and confusing for the public. In the event that a school must identify itself by use of a mark instead of through content or imagery, the official department/school/college marks should be used.

The presidential seal is used only on formal and official documents and merchandise for the Office of the President and the Alumni Association. It should be used alone, with discretion, and not immediately adjacent to the university logo. The seal which was adopted by the university in 1929 reveals the coat of arms of the house of Loyola with the emblem of the Society of Jesus at the top. Above the figures of the wolves appears the fleur-de-lis, which represents the French origin of our city and state. Beneath it is a pelican feeding its young with her own blood—this depicts Loyola as an institution of the state of Louisiana.

The seal is sometimes screened as a graphic element in select designs. Questions regarding the use of the presidential seal should be directed to the Office of Marketing and Communications.

The seal is most often reproduced in one color (black, gold, or maroon). When printed in color, the field of the shield is blue (PMS 282). The emblem of the Society of Jesus (IHS) is light blue (PMS 278), the chain connecting it to the pot is gold (PMS 130 or 873), and the pot itself is in yellow gold (PMS 128). The wolves are gray (PMS Cool Gray #4). The fleur-de-lis is white. The field surrounding the shield is green (PMS 5763). The field of “Deo,” etc., is light blue (PMS 278) with gold letters (PMS 130 or 873). The outer field is maroon (PMS 3022) with gold (PMS 130 or 873) letters.
alumni logo

The official alumni logo for Loyola University New Orleans is an adaptation of the university’s Presidential seal. The Loyola alumni logo is used only on formal and official alumni printed materials and merchandise. It should be used alone and not immediately adjacent to the university logo. The alumni logo, if printed in one color, can be produced in any one of the official university PMS colors (or black). If printed in two colors, it can be produced in any combination of the three PMS colors (or black) with restriction of only using color on the outside ring, not on the seal. The four-color seal should be printed as is—no exceptions or color changes.

On any alumni materials where the university’s official wordmark is not either immediately adjacent on the back of the mailer/postcard, or on an outer envelope, the university’s wordmark takes precedence over the alumni logo and will be the predominate logo and anchored bottom right. Incorporating the alumni logo into such a design or used as screened back behind artwork in those few cases will be considered. If a piece is to be used internally at an official event, such as a handout, the official Loyola wordmark does not have to be adjacent. The alumni seal is a formal crest for Loyola University New Orleans alumni; therefore, it should be used with discretion.

athletic wolf pack logos

The Loyola Wolf Pack logo is the official logo for the Department of Intercollegiate Athletics and Wellness. The Loyola Athletic marks feature a strong and traditional collegiate typeface based on the font Yearbook, and features a maroon color fill and concentric white, yellow and black outlines with the typography arched to make it uniquely Loyola. The Loyola logo is supported in alternate marks with either New Orleans or Wolf Pack, also following the arch of Loyola.

These logos may be used in the configurations indicated here, with the appropriate Pantone colors of 202 (Loyola maroon) and 130 (Loyola gold). They may also appear in solid maroon (PMS 202), solid gold (PMS 130) solid black, or solid white.

The athletic logos should be used alone, and not immediately adjacent to the university logo or seal. The wolf head graphic should never be used as a stand-alone mark (without the accompanying logotype).

NOTE: “WOLF PACK” must always appear as two separate words. (“Wolfpack” as one word is trademarked by North Carolina State University.)
unacceptable uses

It is extremely important for brand success that the Loyola logos be used and displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of elements.

The examples on this and the following pages illustrate unacceptable displays.

1. Do not attempt to recreate any Loyola logo with live type. Use only official logo files, available at omc.loyno.edu/marketing/downloads.
2. Do not distort any portion of the logos, flag, or signatures.
3. Do not crop any portion of the logos, flag, or signatures.
4. Do not combine the logotype with any other seal, mark, or graphic elements.
5. Do not separate the “L” from the Loyola logos and use it as a freestanding graphic or mark.
6. Do not separate the Marquette silhouette from the Loyola logos and use it as a freestanding graphic or mark.
7. Do not tilt or rotate the logos, flag, or signatures (an obvious exception to this guideline would be a vertical street pole banner with “LOYOLA” appearing as the primary element in a vertical position by necessity.)
8. Do not add an outline to the logos, flag, or signatures.
9. Do not alter the alignment of any component of the logos, flag, or signatures.
10. Do not alter the relative size of any element in the logos, flag, or signature.
11. Do not alter the typeface(s) or type style (e.g., from all caps to cap/lowercase) of the logos, flag, or signatures.
12. Do not combine the official university seal with the logos, flag, or signatures.
13. Do not add drop shadows or other effects to any element of the logos, flag, or signatures.
14. Do not alter the relative size of any element of the logo.
15. Do not use the Marquette logo graphic as a stand-alone mark.
16. Do not skew, stretch, or distort the logo.
17. Do not alter the alignment of any component of the logos, flag, or signatures.
18. Do not combine any other seal, mark, or graphic elements with any other seal, mark, or graphic elements.
Loyola’s official university colors are maroon and gold.

The expanded primary color palette goes beyond Loyola’s fall-like school colors to include lush, vibrant hues consistent with our spirited city and semi-tropical location: true red, coral, rose, blush, peaches, lemons, and mangoes.

**primary color palette**
Loyola’s primary palette can be used in text as well as solid blocks of color.

- **Tips for color palette and type**
  - Do not use tints of approved colors.
  - Do not use pastels.
  - Use primarily black and reversed white for body copy.
  - Do not feature gold or yellow type on a white background.

**tertiary palette**
Only use tertiary colors as design accent elements or in photos as backgrounds, wardrobe, props, or other embellishments within images and illustrations.

**loyola metallic gold**
Loyola’s official metallic gold is PMS 873. This deep, antique gold may be approximated on digital platforms with discretion, but should never be replicated in CMYK as the color does not translate in process.
Faith and Glory is a typeface system with a hand-drawn feel that is designed to work together for big, bold headlines. These fonts have been chosen to reflect Loyola’s brand personality of offbeat, passionate, personal, and energetic. Faith and Glory One includes a script font with upper & lowercase characters. Faith and Glory One Alt is based on Faith and Glory One but provides some variation on common characters with identifiable flourishes like A, S, and T. Faith and Glory Two is a condensed brush font with uppercase only characters. Should never be used for more than one or two words on a page.

• Use Faith and Glory sparingly. It is a display typeface (large or eye-catching type used for headlines and intended only for headlines and some statistics/numbers). It should never be used more than once per page/spread.
• For headlines, always use a combination of Faith and Glory One and Two.
• When using for headlines, limit to 1-8 words. The shorter the better for this typeface.

Alternative Free Fonts
The Duplicate font family is a licensed typeface with well-enforced license compliance. If you do not have access to a license for Duplicate, you may use the following free Google fonts in its place.

Roboto Sans
https://fonts.google.com/specimen/Roboto
Zilla Slab
Friz Quadrata is used in the university logo, in the LOYOLA headlines, and in some building signage.

NOTE: Loyola logos should never be re-imagined with free type.

• Never hyphenate wraps, headlines, or body copy.
• Never justify body copy.
• When employing different weights of type in the same paragraph, use weights that are at least two steps apart (e.g. Duplicate in some Regular can be used with Thin or Bold, but should not be used with Light or Medium).
• Other fonts are OK! If every piece of promotional material used the same four fonts, things would start to look really boring really fast. Get creative and play with other fonts and colors! As long as your pieces honor the logo guidelines outlined on p. 21-28, your piece is probably ok.
The main photography approach is a mixture of lifestyle and fashion photography using real members of the Loyola community. It is casual and free-spirited. It captures the personality of the subject in action with a variety of expressions.

- Highlight humans, not architecture.
- Lifestyle shots against interesting backgrounds: colored walls, textures, or murals.
- Use props to help tell the story.
- Photography should be the primary visual.
- Facial expressions and emotions should appear genuine and candid, not posed.
- Not overly retouched.
- For printed materials, photos must be a minimum of 250dpi at 100%. Images taken from websites are 72dpi and are not suitable for printing.
- NO STOCK PHOTOGRAPHY

The primary responsibility of the University Photographer is to provide high-quality and impactful photography for the purpose of advancing the university brand. This includes photography for enrollment and marketing materials, institutional and social media channels, and flagship publications. For event photography, priority goes to top-level institutional events including those hosted by the president, such as college commencements, alumni events, commencement, and convocation.

In order to focus on advancing the university brand, the University Photographer will only document high-profile events and logos that will be used as part of the university’s flagship marketing materials.

In the event that the University Photographer is unavailable, all departments are encouraged to photograph the events using an available camera or camera phone.

Photography requests should be submitted at least one week in advance by emailing marketing@loyno.edu.
WHAT TO WEAR

BUSINESS CASUAL EXAMPLES:

Tops: Simple solid tops, striped or small print tops. Blouses are great to have as an addition to your outfit. Avoid tops with logos.

Bottoms: Trousers, skirts, or colored bottoms.

Outfits must be clean and ironed. Avoid wrinkles.

Bring a neutral-colored shirt and bright-colored shirt preferably in the palette below if you have it in your wardrobe.

Neutral colors

Bright colors

GROOMING & HYGIENE:

Hair: Brushed and styled; facial hair must be neatly trimmed

Makeup: Neutral color daytime makeup

PLEASE ARRIVE ON SET CAMERA-READY.

photo briefs

It is helpful to share a guide with your subjects before a photoshoot. People are often nervous about selecting their clothes and a little guidance helps reassure them and also ensures the photos will reflect Loyola’s brand.

brand book

LOYOLA UNIVERSITY NEW ORLEANS

BRAND BOOK

LOYOLA UNIVERSITY NEW ORLEANS

BRAND BOOK

WHAT TO WEAR

BUSINESS / BUSINESS FORMAL EXAMPLES:

Tops: Simple solid tops, striped or small print tops. Blouses are great to have as an addition to your outfit. Avoid tops with logos.

Bottoms: Trousers, skirts, or colored bottoms.

Outfits must be clean and ironed. Avoid wrinkles.

Bring a neutral-colored shirt and bright-colored shirt preferably in the palette below if you have it in your wardrobe.

Neutral colors

Bright colors

GROOMING & HYGIENE:

Hair: Brushed and styled; facial hair must be neatly trimmed

Makeup: Neutral color daytime makeup

PLEASE ARRIVE ON SET CAMERA-READY.

WHAT TO WEAR

Examples:

Tops: simple solid tops, striped or small print tops.

Bottoms: jeans, or colored bottoms.

Brush: being sure to use every day (belt, backpack, headphones, scarves, party jacket, etc...)

Neutral colors

Bright colors

GROOMING & HYGIENE:

Hair: Brushed and styled; facial hair must be neatly trimmed

Makeup: Neutral color daytime makeup

PLEASE ARRIVE ON SET CAMERA-READY.
Illustrations add variety and personality to our materials. This loose, handcrafted style reflects the creativity and originality of our community.

- Hand-drawn and sketchy
- Quirky
- Abstract and not overly literal

Tips for illustrations

- Use a combo of thick and thin lines.
- Embrace imperfection—a little roughness, not all lines perfectly connected for a casual quality.
- Illustration can be filled in with approved colors from the palette.
- Ok to use stock illustrations in this hand-drawn style.
For more information, contact marketing@loyno.edu or visit loyno.edu/brand