



CONCORDIA
UNIVERSITY
IRVINE

Style Guide 2022



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Introduction

The purpose of the Brand Style Guide is to guide creative development and ensure marketing assets for Concordia University Irvine are cohesive, consistent and on brand across all platforms and channels. Within this document are guidelines for messaging development, logo usage, color palette and typography.

Unique Selling Proposition

Concordia University Irvine is a private, Christian university that has called Orange County home for nearly 50 years. Through 60+ on-campus and online programs designed around our Enduring Questions & Ideas curriculum and our unique Faith and Freedom model, we prepare our students to do good work across all of life's vocations.

Reasons to Believe

- **A High Quality, High Value Institution**
- **Legacy You Can Trust**
- **Campus and Community You'll Love**
- **Our Unique Faith and Freedom Model**
- **A Place for Personal and Professional Development**

Note: Complete list of value propositions can be viewed in the Appendix.

A High Quality, High Value Institution

Concordia University Irvine is an accredited, private Christian university offering high quality programs that prepare you to grow personally, professionally and spiritually.

Academic Excellence: Concordia University Irvine offers rigorous education from a Christian perspective that is designed to challenge you and help you grow.

Accredited: Concordia is accredited by WASC Senior College and University Commission (WSCUC), and many of our programs hold specialized accreditation.

Breadth of Programs: Explore over 60 undergraduate and graduate programs in nursing, education, business, communication, leadership, psychology, counseling, ministry, theology, science, computer science, engineering, art and music.

Career Preparation: Concordia's degree programs prepare students with the hard and soft skills needed to succeed in their vocations — plus the tools to adapt to the ever-changing workplace and world.

Dedicated Faculty: Learn from supportive, engaging professors who are experts in their fields and committed to your personal and professional growth.

Take Classes About Life's Toughest Questions: Our nationally recognized Enduring Questions & Ideas (Q&I) curriculum prepares you with the key questions, concepts, skills, habits and virtues you need to grow personally and professionally.

Nonprofit: Concordia University Irvine is a nonprofit institution that's committed to serving the public good and putting students first.

Private Christian University: Concordia is a private, nonprofit, Christian institution committed to academic excellence.

Scholarship Opportunities: Concordia is committed to making higher education affordable by offering merit- and need-based scholarships, as well as music and athletic scholarships.

Small Class Sizes: Get personal, one-on-one attention from your professors in classes with a 15:1 student to faculty ratio.

Top-ranked Institution: Concordia is recognized as a Top Tier and Best Value Regional University by U.S. News & World Report.

Legacy You Can Trust

Concordia University Irvine, part of the Concordia University System, has been educating students for nearly 50 years. Today, our community has grown to nearly 4,000 students and 25,000 alumni worldwide.

3,500+ Students: Join a caring, committed community of undergraduate and graduate students studying on campus and online.

25,000+ Alumni: Become a part of an accomplished, connected network of alumni who are serving communities across the U.S. and around the globe.

Educating Since 1976: Concordia University Irvine is proud to be one of Irvine's founding institutions, created to serve one of California's fastest growing regions.

Legacy of Impact: For nearly 50 years, Concordia University Irvine has prepared students for lives of learning, service and leadership through distinctive Lutheran education.

Part of the Concordia University System: Concordia University Irvine is a university of The Lutheran Church-Missouri Synod and one of the universities within the Concordia University System.

Lutheran Intellectual Tradition: Lutheran education has existed for over 500 years and is the second largest faith-based education system in the world.

Campus and Community You'll Love

Our beautiful, gated campus is perched on top of a hill in Irvine, one of America's safest cities, located just 10 minutes from the beach and 20 minutes from Disneyland. Whether you study on campus or online, you'll become part of a close, caring community that's committed to helping you grow.

3,500+ Students: Join a caring, committed community of undergraduate and graduate students studying on campus and online.

25,000+ Alumni: Become a part of an accomplished, connected network of alumni who are serving communities across the U.S. and around the globe.

Be a Part of Something Bigger: Join a community that's committed to connecting on a deeper level, being of service to others, and making a meaningful impact locally and globally.

Campus Experience: Explore your interests outside of the classroom in over 40 student organizations, clubs, activities, and service opportunities, plus Bible studies, campus ministry, art and music programs, and intramural and NCAA Division II sports.

Location: Concordia University Irvine's campus is located in one of America's safest cities, just 10 minutes from the beach, 20 minutes from Disneyland, and close to mountains for skiing and hiking.

Athletics: Concordia Eagles is recognized as one of the premier athletic programs in the PacWest Conference and NCAA Division II.

Around-the-World (ATW): Travel through a selected region of the world on an academic journey curated and led by CUI staff and faculty.

Study Abroad: Our study abroad programs, mission trips and travel courses give you the opportunity to immerse yourself in local culture and make an impact around the globe.

Student Support: Need a little guidance along your educational or professional journey? Our academic and career support teams are here to help you succeed.

Dedicated Faculty: Learn from supportive, engaging professors who are experts in their fields and committed to your personal and professional growth.

Development and Support: Our donors contribute to our community at large and are committed to helping our university grow and thrive.

Safe Campus: Concordia University Irvine is a gated campus community on top of a hill in Irvine, named one of America's safest cities by the FBI.

Our Unique Faith and Freedom Model

At Concordia University Irvine, you have the freedom to listen, learn, and develop your own relationship with God. Students have the option to attend Chapel, Bible studies and other faith-based activities.

Freedom to Believe: At Concordia University Irvine, you have the freedom to develop your own relationship with God through optional faith-based activities, such as Chapel, Bible studies and mission trips.

Christian Faculty and Staff: All of our faculty and staff are Christian professionals who serve with the passion of helping you discover and grow in your callings.

Lutheran Heart and Soul: Concordia University Irvine is an academic community grounded in the Lutheran Reformation, guided by the Great Commission of Jesus Christ and the Lutheran Confessions.

Take Classes About Life's Toughest Questions: Our nationally recognized Enduring Questions & Ideas (Q&I) curriculum prepares you with the key questions, concepts, skills, habits and virtues you need to grow personally and professionally.

Deepen Your Faith: At Concordia University Irvine, you're invited to express and deepen your faith through Chapel, Bible studies, mission trips and service projects. Experience the Gospel of Jesus Christ and the free salvation He has to offer as the way, truth and life.

A Place for Personal and Professional Development

How do you prepare for a world and a workforce that is rapidly changing? Through our nationally recognized Enduring Questions & Ideas curriculum, you will prepare for your various vocations in a supportive environment designed to teach you how to think excellently and faithfully. The skills you gain at Concordia will prepare you for whatever changes or challenges life brings your way.

Take Classes About Life's Toughest Questions: Our nationally recognized Enduring Questions & Ideas (Q&I) curriculum prepares you with the key questions, concepts, skills, habits and virtues you need to grow personally and professionally.

Lutheran Education and the Future of Work: Our curriculum is designed to prepare you for a world and a workforce that is rapidly changing. The skills you gain at Concordia will prepare you for success in your vocations now and into the future.

Academic Excellence: Concordia University Irvine offers rigorous Christian education designed to challenge you and help you grow.

Career Preparation: Concordia's degree programs prepare students with the hard and soft skills needed to succeed in their vocations — plus the tools to adapt to the ever-changing workplace and world.

Outstanding Outcomes: Over 25,000 Concordia University Irvine graduates are thriving and make a difference in their careers, lives, faith and communities.

Dedicated Faculty: Learn from supportive, engaging professors who are experts in their fields and committed to your personal and professional growth.

Deepen Your Faith: At Concordia University Irvine, you're invited to express and deepen your faith through Chapel, Bible studies, mission trips and service projects. Experience the Gospel of Jesus Christ and the free salvation He has to offer as the way, truth and life.

Connected Community: Set yourself up for career success through internships, mentorships and professional connections through the Concordia community.

Messaging

Tone of Voice

Concordia University Irvine serves a diverse student population, which includes traditional campus-based undergraduate and graduate students and adult learners studying online. In addition, we regularly communicate to alumni, faculty, staff, donors, university leadership, and members of The Lutheran Church-Missouri Synod. No matter which audience we're communicating to, all of our marketing should measure up to the following pillars:

Academic but Approachable

Our goal is to be professional and academic yet always real and relatable. Be clear, concise and, most importantly, human! Avoid long, lofty language and academese.

Warm and Welcoming

As a Lutheran Christian institution, we welcome people of all backgrounds and faiths to become part of our community. This love and warmth should shine through all messaging and imagery and on every channel and platform.

Supportive and Encouraging

We whole-heartedly support our students throughout their academic journeys and ensure they're prepared for all of their callings in life, now and into the future. Be empathetic and encouraging in all of your communications.

Copy Do's and Don'ts

All marketing collateral from Concordia University Irvine should follow AP Style guidelines, except for academic materials, such as website program pages. In addition, please reference the guidelines below for developing marketing copy.

Callings or Vocations

Please use the words “callings” or “vocations” to describe the many roles that a person has throughout their lifetime. (Example: Jane is a second-grade teacher, daughter, sister, wife, mother, church leader, volunteer and soccer coach. These are her callings in life.) Please do not use the singular “calling” or “vocation.”

Concordia University Irvine

On first reference, please use the full university name, “Concordia University Irvine.” On second reference, please shorten to “Concordia.” Please do not use “Concordia Irvine.”

CUI

The abbreviation “CUI” should be used only in specific circumstances, such as on athletic uniforms, social media handles and email and web addresses. Within marketing copy, please do not use “CUI” unless it is used in a direct quote.

Golden Eagles

Please use “Golden Eagles” — not just “Eagles” — in all references. (Note: Concordia is in the process of transitioning the athletics brand name from Eagles to Golden Eagles. There may be instances where “Eagles” has yet to be replaced with “Golden Eagles.”)

Passion

Avoid using the word “passion” or “passions” when speaking about something a person is interested in or is driven by. Please use “interests” or another similar term.

Logos

Primary Logos



HORIZONTAL



VERTICAL



ICON



Primary Logo - Dissected



School Logo Hierarchy

Our academic schools are the only exception where the school name may be placed larger and above Concordia University Irvine. All other programs, departments, centers, etc., are to use the program logo hierarchy.

HORIZONTAL



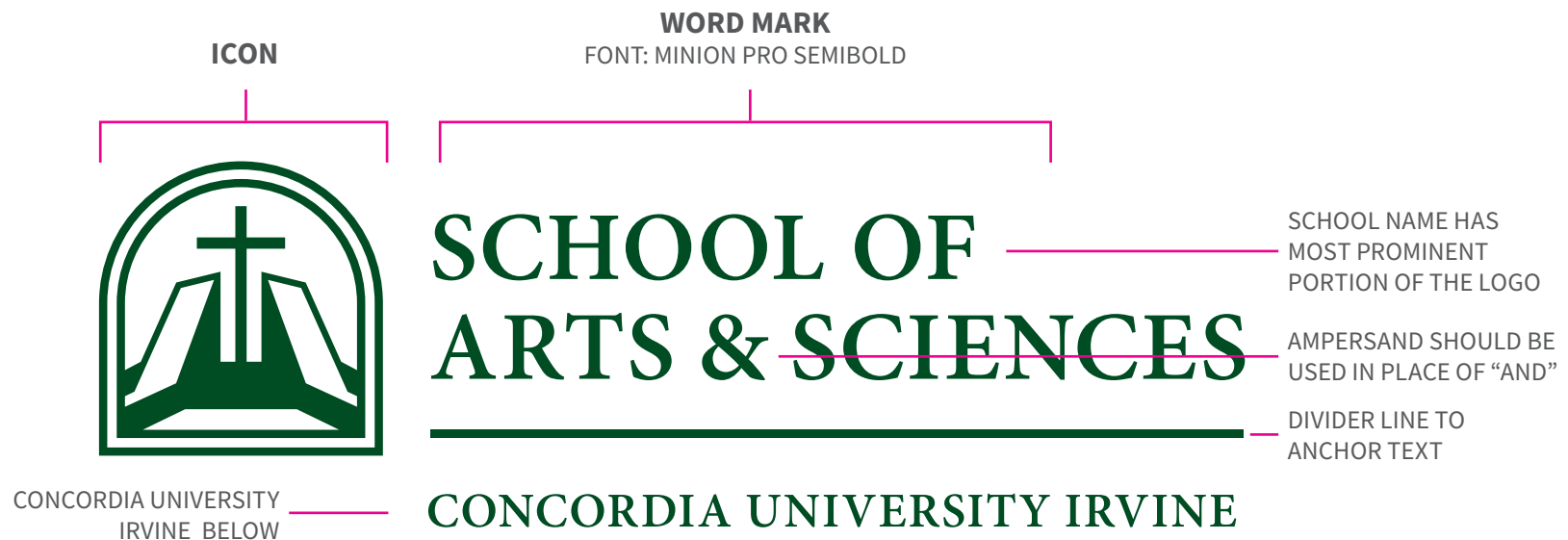
VERTICAL



School Logos



School Logos - Dissected



Program Logos

STACKED



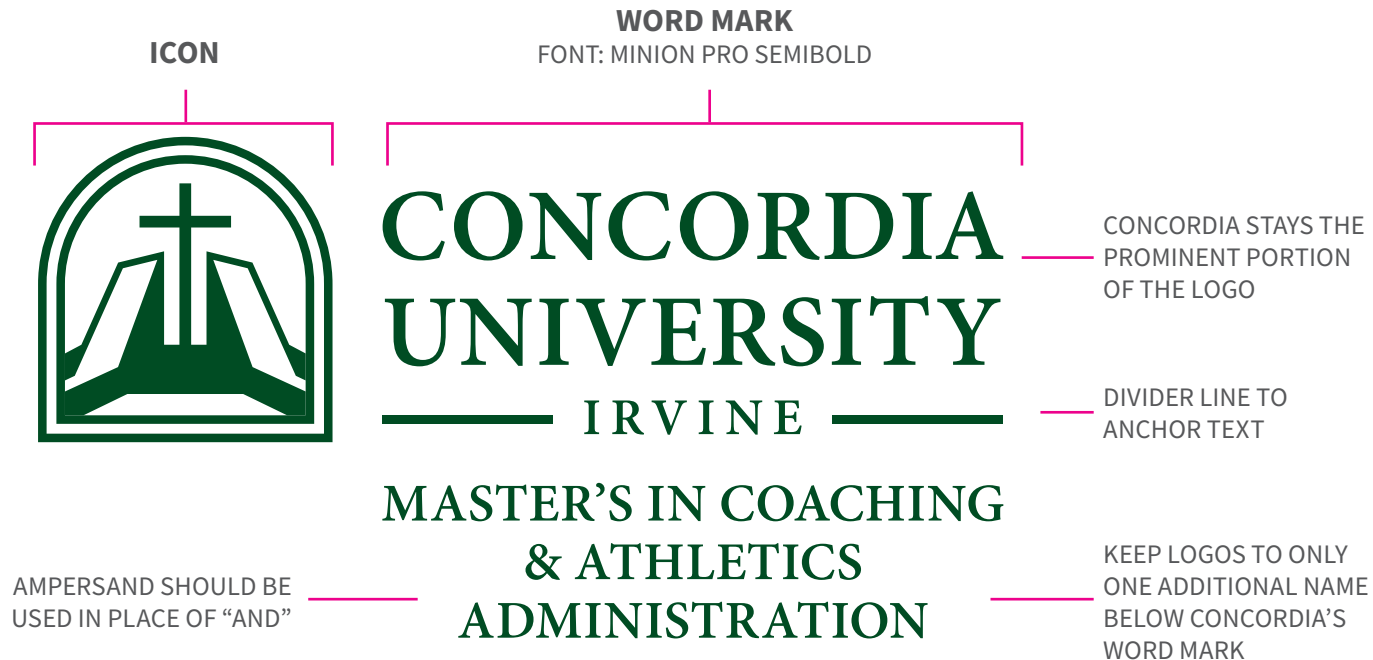
VERTICAL



HORIZONTAL



Program Logos - Dissected



Seal Usage

The university seal may be used for exemplary formal occasions and communications such as diplomas, formal invitations, documents from the Office of the President or Provost, and academic documents and events.



Logo Usage

Logo - Color Usage



FULL COLOR



GOLD FOIL (Limited Use)



REVERSED



BLACK



Logo Spacing

To ensure that the logo stands out and is not crowded by other design elements, please always leave at least the height of the “O” from “Concordia” clear on all sides of the logo.



Minimum Sizes

To ensure readability, please keep the size of the horizontal logo no less than 1.25 inches or 90 pixels wide and the vertical logo no less than .8 inches or 58 pixels wide. In some digital instances where size is very limited, it is permissible to use the icon on its own.



In some instances where size is very limited, it is permissible to use the icon on its own. In these instances, please ensure the university name remains visible in the overall context.

Incorrect Logo Usage

The logo is the graphic representation of our identity and our brand; therefore, we want to ensure that it is used properly. Please only use approved artwork and do not attempt to create your own or alter existing logos.



DO NOT USE UNAPPROVED COLORS



DO NOT ALTER THE ALIGNMENT



DO NOT CHANGE OR OUTLINE THE FONT



DO NOT STRETCH OR COMPRESS



**DO NOT USE WITH A LOW
CONTRAST BACKGROUND**



DO NOT ADD DROP SHADOWS



DO NOT REMOVE PARTS OF THE LOGO



DO NOT USE A LOW RES/PIXELATED FILE

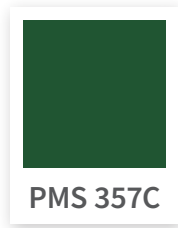


DO NOT ADD TO THE LOGO

Color

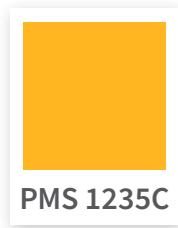
Color - Palette

PRIMARY



#004C23

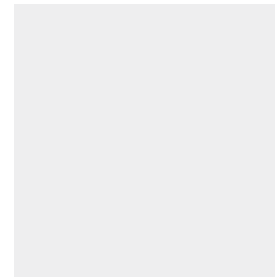
C92 M18 Y94 K61



#FDB724

C0 M31 Y96 K0

SECONDARY



#EEEEEE

C0 M0 Y0 K7



#FFFFFF

C0 M0 Y0 K0



#444444

C0 M0 Y0 K80



#000000

C0 M0 Y0 K100

APPROVED COLOR COMBINATIONS FOR WEB ACCESSIBILITY COMPLIANCE

#004C23	#FDB724	#EEEEEE	#444444	#FFFFFF	#000000
#004C23 #FFFFFF	#FDB724 #004C23	#EEEEEE #004C23	#444444 #FFFFFF	#FFFFFF #004C23	#000000 #FFFFFF
#004C23 #FDB724	#FDB724 #444444	#EEEEEE #444444	#444444 #FDB724	#FFFFFF #444444	#000000 #FDB724
#004C23 #EEEEEE	#FDB724 #000000	#EEEEEE #000000	#444444 #EEEEEE	#FFFFFF #000000	#000000 #EEEEEE

Gradient Overlays

A slight gradient can be added over green text boxes to add more depth and dimension.



+



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GRADIENT SET TO MULTIPLY AT 50% OPACITY

Green Overlays

A green overlay can be added over photography to add texture and visual interest.



+



=



GRADIENT SET TO NORMAL AT 85% OPACITY

Typography

HEADLINES AND CALLOUTS

Source Serif Pro SemiBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Source Serif Pro SemiBold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

BODY COPY

Source Sans Pro Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Source Sans Pro Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Source Sans Pro SemiBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Source Sans Pro SemiBold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Source Sans Pro Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Source Sans Pro Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Thank You



CONCORDIA
UNIVERSITY
IRVINE

For additional questions related to the Concordia brand and use of this guide,
please contact communications@cui.edu.

Appendix

Comprehensive Value Prop Review

Below is a comprehensive list of all value propositions associated with the Concordia University Irvine brand.

3,500+ Students: Join a caring, committed community of undergraduate and graduate students studying on campus and online.

25,000+ Alumni: Become a part of an accomplished, connected network of alumni who are serving communities across the U.S. and around the globe.

Academic Excellence: Concordia University Irvine offers rigorous education from a Christian perspective that is designed to challenge you and help you grow.

Accredited: Concordia is accredited by WASC Senior College and University Commission (WSCUC), and many of our programs hold specialized accreditation.

Around-the-World (ATW): Travel through a selected region of the world on an academic journey curated and led by CUI staff and faculty.

Athletics: Concordia Eagles is recognized as one of the premier athletic programs in the PacWest Conference and NCAA Division II.

Be a Part of Something Bigger: Join a community that's committed to connecting on a deeper level, being of service to others, and making a meaningful impact locally and globally.

Breadth of Programs: Explore over 60 undergraduate and graduate programs in nursing, education, business, communication, leadership, psychology, counseling, ministry, theology, science, computer science, engineering, art and music.

Campus Experience: Explore your interests outside of the classroom in over 40 student organizations, clubs, activities, and service opportunities, plus Bible studies, campus ministry, art and music programs, and intramural and NCAA Division II sports.

Career Preparation: Concordia's degree programs prepare students with the hard and soft skills needed to succeed in their vocations — plus the tools to adapt to the ever-changing workplace and world.

Christian Faculty and Staff: All of our faculty and staff are Christian professionals who serve with the passion of helping you discover and grow in your callings.

Community Service: Concordia students, faculty, and staff make a difference through thousands of hours of volunteer community service each year.

Connected Community: Set yourself up for career success through internships, mentorships, and professional connections through the Concordia community.

Dedicated Faculty: Learn from supportive, engaging professors who are experts in their fields and committed to your personal and professional growth.

Deepen Your Faith: At Concordia University Irvine, you're invited to express and deepen your faith through Chapel, Bible studies, mission trips and service projects. Experience the Gospel of Jesus Christ and the free salvation He has to offer as the way, truth, and life.

Development and Support: Our donors contribute to our community at large and are committed to helping our university grow and thrive.

Education Programs: Our bachelor's, master's, Ph.D., and credential programs prepare students for a life of teaching, learning, and service to the community.

Educating Since 1976: Concordia University Irvine is proud to be one of Irvine's founding institutions, created to serve one of California's fastest growing regions.

Freedom to Believe: At Concordia University Irvine, you have the freedom to develop your own relationship with God through optional faith-based activities, such as Chapel, Bible studies, and mission trips.

First-Year Experience: Our unique Office of First-Year Experience Programs and Initiatives is available to help you navigate your first year and make Concordia your new home.

Financial Aid: Concordia University Irvine awards over \$58 million of federal, state, and institutional financial aid each year. In fact, 100% of students receive financial aid.

Graduate Programs: Concordia offers accelerated and affordable master's, doctoral, credential, and graduate certificate programs designed to broaden your knowledge and sharpen your skills.

Honors Program: Enjoy a variety of Honors course options, smaller class sizes, and special opportunities for those planning to attend graduate school.

Legacy of Impact: For nearly 50 years, Concordia University Irvine has prepared students for lives of learning, service and leadership through distinctive Lutheran education.

Location: Concordia University Irvine's campus is located in one of America's safest cities, just 10 minutes from the beach, 20 minutes from Disneyland, and close to mountains for skiing and hiking.

Lutheran Heart and Soul: Concordia University Irvine is an academic community grounded in the Lutheran Reformation, guided by the Great Commission of Jesus Christ and the Lutheran Confessions.

Lutheran Intellectual Tradition: Lutheran education has existed for over 500 years and is the second largest faith-based education system in the world.

Nonprofit: Concordia University Irvine is a nonprofit institution that's committed to serving the public good and putting students first.

Nursing Programs: Concordia University Irvine offers CCNE-accredited nursing programs designed to develop caring, compassionate and competent healthcare professionals.

Online Programs: Advance your education on your schedule with flexible online bachelor's and master's programs.

Outstanding Outcomes: Over 25,000 Concordia University Irvine graduates are thriving and make a difference in their careers, lives, faith, and communities.

Part of the Concordia University System: Concordia University Irvine is a university of The Lutheran Church-Missouri Synod and one of the universities within the Concordia University System.

Private Christian University: Concordia is a private, nonprofit, Christian institution committed to academic excellence.

Safe Campus: Concordia University Irvine is a gated campus community on top of a hill in Irvine, named one of America's safest cities by the FBI.

Scholarship Opportunities: Concordia is committed to making higher education affordable by offering merit- and need-based scholarships, as well as music and athletic scholarships.

Serving Those Who Serve: Concordia University Irvine is a proud Yellow Ribbon school and approved VA Work Study location.

Small Class Sizes: Get personal, one-on-one attention from your professors in classes with a 15:1 student to faculty ratio.

Student Support: Need a little guidance along your educational or professional journey? Our academic and career support teams are here to help you succeed.

Study Abroad: Our study abroad programs, mission trips and travel courses give you the opportunity to immerse yourself in local culture and make an impact around the globe.

Take Classes About Life's Toughest Questions: Our nationally recognized Enduring Questions & Ideas (Q&I) curriculum prepares you with the key questions, concepts, skills, habits, and virtues you need to grow personally and professionally.

Transfer Friendly: Concordia has articulation agreements with community colleges across California and offers dedicated transfer student support.

Top-ranked Institution: Concordia is recognized as a Top Tier and Best Value Regional University by U.S. News & World Report.

Townsend Institute: Learn counseling and leadership skills from world-class Christian practitioners, including psychologist and relationship expert Dr. John Townsend.

Undergraduate Programs: Discover your callings through over 25 undergraduate majors and 50 specializations offered on Concordia's beautiful Southern California campus.