

UNIVERSITY MISSION

In pursuit of the development of the whole person, Lenoir-Rhyne University seeks to liberate mind and spirit, clarify personal faith, foster physical wholeness, build a sense of community, and promote responsible leadership for service in the world.

As an institution of the North Carolina Synod of the Evangelical Lutheran Church in America, the University holds the conviction that wholeness of personality, true vocation, and the most useful service to God and the world are best discerned from the perspective of Christian faith.

As a community of learning, the University provides programs of undergraduate, graduate, and continuing study committed to the liberal arts and sciences as a foundation for a wide variety of careers and as guidance for a meaningful life.

UNIVERSITY VISION

Our goal is to be a nationally recognized liberal arts university of choice – known for our excellence in building leaders for tomorrow, developing patterns of lifelong learning, positioning our graduates for success in their professional, personal and spiritual lives and providing an unparalleled quality of caring within our university community.

UNIVERSITY CORE VALUES

Lenoir-Rhyne University espouses a set of values designed to inform us, as members of this educational community, in our personal development and our interactions with others. These values establish our principles of operation as an organization. They furnish guidance and assurance to each member of our community, and they help us to see how everyone's contributions improve the life of our college.

These principles are made manifest through our daily actions, and they are fully realized only when embraced by everyone in our community. Constant and consistent attention to these core values will cultivate the continuous improvement of our institution, will assist us in the achievement of our mission, and will direct us toward realizing our vision as a college.

EXCELLENCE

We will strive for excellence in everything we do. We will continuously cultivate our intellectual, physical, and spiritual growth. We will develop our talents and abilities to their fullest extents.

INTEGRITY

We will act with integrity at all times. We will respect and be honest with each other. We will take personal responsibility for our words and our actions.

CARE

We will care about others in our learning and working relationships. We will be responsible stewards of our resources. We will support each other and work together toward the common good.

CURIOSITY

We will learn from our community, past and present. We will confront important issues with humility and open minds. We will embrace the gains attained from the diversity of people and perspectives.

AUDIENCE

When communicating, it is important to bear in mind your audience. The audience will determine the voice and content of the communication. There are two main categories that LR audiences fit into – external and internal. Internal communication is anything that only students, faculty and staff will see. Everything else is external. For example, the LR website and social media channels are external communications, while student/faculty/staff emails are internal communication. A poster in the Hickory community is external, but a poster on a bulletin board in Cromer is internal and does not have to be approved by Marketing and Communications.

External communications are crafted and/or approved by Marketing and Communications. Internal communications can be created and distributed internally and do not require approval from marketing.

EXTERNAL Admission/Enrollment (prospective students/parents)
Alumni
Hickory and Surrounding Community
Athletics

INTERNAL Student Life (student-only campus events)

LOGOS

Please do not alter or add to the university logos in any way. Logos used on any merchandise that is sold must go through a licensed vendor and pay royalties. Please contact Marketing and Communications if you have any questions.

In 2017, the bear logo was updated and the paws were retired in efforts to elevate the sophistication of the brand. Please do not use the retired bear logo or paws in any design. If you are not sure if you have the correct version of the logo, then please ask for the current logo.

Lenoir-Rhyne University Marketing and Communications is available to answer questions you may have about the brand and how you can use it.

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PRIMARY LOGO

Preferred logo version for all materials and communications

LENOIR~RHYNE
UNIVERSITY

SECONDARY LOGOS

Secondary logos are for use when the primary logo cannot be used (i.e. on red or black backgrounds).

LENOIR~RHYNE
UNIVERSITY

LENOIR~RHYNE
UNIVERSITY

LENOIR~RHYNE
UNIVERSITY

CLEAR SPACE

Clear space surrounding the logo is necessary for logo visibility and impact. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.



LOGO TYPEFACE

Franklin Gothic Demi

Franklin Gothic

Book

Book Italic

Book Compressed

Book Compressed Italic

Demi

Demi Italic

Demi Compressed

Demi Compressed Italic

MONOGRAM LOGO

Can be used in red, black, or white



Do not modify, add to, detract from, or cover the logo. Never outline the monogram logo.

EXAMPLES OF INCORRECT USE



BEAR LOGO

Can be used regular, or with the red or white circle background



Do not modify, add to, detract from, or cover the bear. **Do not add paws to the bear logo.** The bear paws are enjoying a well-deserved retirement.

EXAMPLES OF INCORRECT USE



PRESIDENT'S SEAL

The president's seal is for use on official presidential designs.



LUTHERAN THEOLOGICAL
SOUTHERN SEMINARY
LOGO

*Can be used in two color, black,
or white*



LTSS MARK

*Can be used in red and black,
white, or black and gray*



PRIMARY TYPEFACES

Franklin Gothic
Goudy Old Style

Franklin Gothic

Book
Book Italic
Book Compressed
Book Compressed Italic
Demi
Demi Italic
Demi Compressed
Demi Compressed Italic

Goudy Old Style

Regular
Italic
Bold

SECONDARY TYPEFACES

Museo Slab
Proxima Nova

Museo Slab

100
300
300 Italic
500
700
700 Italic

Proxima Nova

Thin
Thin Italic
Light
Light Italic
Regular
Italic

Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic

PRIMARY COLORS

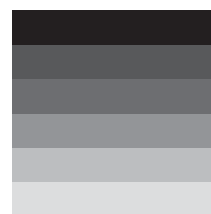
Red, black, gray, and white



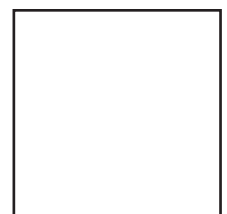
PMS 201
CMYK -24,100,78,17
RGB - 164,31,53
HEX - a31f34



PMS Black
CMYK - 0,0,0,100
RGB - 0,0,0
HEX - 000000



Gray:
various shades



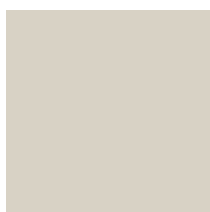
PMS White
CMYK - 0,0,0,0
RGB - 255,255,255
HEX - ffffff

SECONDARY COLORS

Teal, tan, lime, light blue



PMS 7708
CMYK - 95,60,39,20
RGB - 1,85,111
HEX - 01556f



PMS 7527
CMYK -15,13,21,0
RGB - 216,210,197
HEX - d7d2c4



PMS 374
CMYK - 26,0,73,0
RGB - 197,220,110
HEX - c5db6e



PMS 297
CMYK - 51,5,2,0
RGB - 113,197,233
HEX - 70c4e9

