



A brand for
world-changing
leaders



**WashU Olin
Business School**



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Firmly established at the Gateway to the West, Olin Business School at Washington University in St. Louis stands as a gateway to something far grander in scale. Our vision is to be among the best in the world: to continue rising in the ranks and elevating our reputation for excellence.

The education we deliver prepares our students to thoughtfully make difficult decisions—the kind that can change the world.

Through our values-based, data-driven approach, we equip our students to lead in knowing not only which problems require attention, but also which solutions will do the most good.

Our global-mindedness, coupled with experiential learning, fosters healthier relationships between business and humanity—something society is calling for more than ever.

And as our entrepreneurial spirit challenges the current models, we're pioneering innovation that opens the door for positive, sustainable progress.

This is Olin Business School.

This is the gateway to thoughtful change.

Together with the strategic plan, the Olin brand will strengthen our competitive position among top-tier business schools. Specifically, this brand helps us:

- Articulate an accurate and appealing value proposition.
- Strengthen the position of our full-time MBA program and other programs.
- Position the school as a leader in the field of business education, incorporating multiple degree programs as one brand.
- Reach and attract right-fit students, faculty, and staff.
- Align with the Washington University master brand.



What is a brand?

In simple terms, a brand is the total experience we create and how that experience is remembered.

This document defines in great detail an enduring platform that helps people understand what we do, how we do it, and what they can achieve as a result. Our brand platform articulates our point of view on business education and the role that business leaders serve in driving global change, allowing us to connect with professionals at all career levels through informed and relevant interactions.

Why is a brand important?

Opinions form very quickly, lending heavy influence to the decisions we make. This is why it's critical to have positive and meaningful interactions as often as possible.

Our brand begins to work from the very first interaction—an ad in *The Economist*; a conversation under the Gateway Arch; a potential student who inquires about the Brookings Institution; or an interaction in a boardroom with an Olin alum.

The elements in this document work together to ensure that every interaction conveys a consistent and compelling story about Olin. The principles apply to all of us, and to every interaction and every piece of communication.

This document is designed to help you make decisions in support of our story. There's a deeply informed rationale to everything included, from visual to verbal decisions. It all reflects the thought process that went into creating the brand and offers guidance for making it work.

Where do I go for help?

If you're looking for resources, or simply have questions about applying the brand, please email olin-marcomm@email.wustl.edu or visit the Olin Marketing and Communications page on Campus Groups.

Mission and Vision

The mission and vision statements are intended to align our constituents around a core focus (mission) and inspire actions toward a desired future state (vision). Together, the statements frame a fundamental purpose for the business school's existence. They are core to the institution and serve as a guidepost for all activity the school conducts.

Our Mission

To produce and disseminate path-breaking research that impacts business and society.

To produce world-class business and organizational leaders who have a strong value system, solve complex problems, and think on a global scale, regardless of the size or location of their organization.

To provide a return on investment for our students and alumni throughout their entire careers.

To engage meaningfully with business and government to create a better society.

Our Vision

To provide world-changing business education, research, and impact.

Values

Our values are the characteristics that guide us in fulfilling our mission and pursuing our vision. They shape the behavior of our organization and inform the decisions we make. Our values should be realized through every experience we deliver and every opportunity we create.

Integrity

We are honest and authentic, we keep our commitments, we are true to our values, and we live up to our social and moral obligations.

Collaboration

We develop positive relationships with others as we work to achieve individual and collective goals.

Diversity

We appreciate the value of diverse backgrounds and strive to create a community of inclusion, mutual understanding, and respect so that each person's value can be fully leveraged.

Excellence

We strive to achieve the highest standards of behavior, quality, and professionalism in all that we do.

Leadership

We take initiative to solve problems and make positive changes in our businesses and in our communities, regardless of what position we might hold.

Brand Strategy

Our strategy unifies our multiple business programs, highlighting our strengths, capturing our personality, and communicating the point of view we present to the world. It serves as the blueprint for our brand.

Overview

The brand strategy reflects a series of decisions that serve as a foundation for positioning our brand and executing the creative platform. It is a tool that should be consulted when crafting marketing plans, campaigns, and initiatives.

Audiences

Who are we talking to?

Positioning

What do we stand for?

Messaging

What do we say and why does it matter?

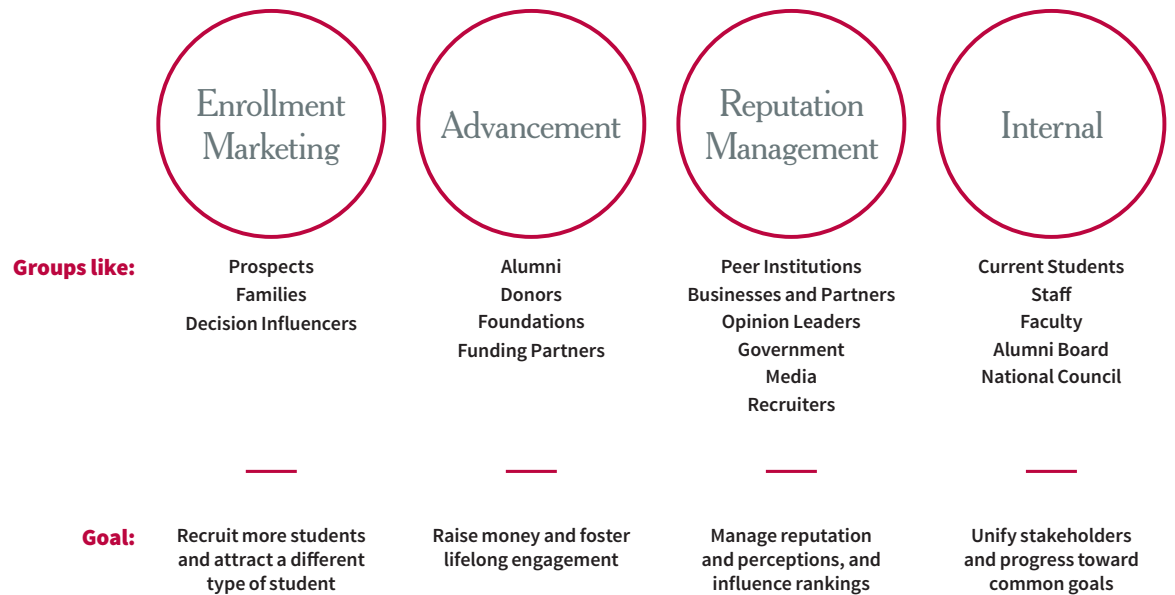
Personality

How do we look, sound, and feel?

Audiences

We engage with a profoundly diverse collection of audiences and individuals. Though their needs vary dramatically, our brand story remains consistent. By understanding the objective we're trying to achieve with each segment, we can bring better focus and clarity to our communications and interactions.

There are four major segments that our brand must reach:



Positioning

Olin is widely recognized as a premier institution for business education, yet we're uniquely positioned to be even more highly regarded. As we shift our attention to becoming one of the best in the world, our brand positioning focuses our efforts.

Our essence elevates our positioning statement into a succinct, memorable phrase. **This is not a tagline, a slogan, or a headline, but rather it's an internal expression that should not be used externally.** It serves as a gut check for the decisions we make and the spirit of everything we create.

The positioning statement is the conceptual core of our brand and serves as the underpinning for everything we say and do. Through this idea, we have the potential to build awareness and capture the attention of our audiences in a powerful way.

TIP: Revisit the positioning statement from time to time. Make it part of your pre-writing ritual. Though this isn't the exact language that we use in our communication, it should echo through the community in the things we say, write, and do.

Essence of our Positioning

Creating a world of difference

Our essence acknowledges that while every decision may not change the world, every decision does carry the potential for difference—whether positive or negative, personal or far-reaching, in the moment or the long term. It stresses the importance of making thoughtful, sound decisions at every turn and at every scale. It's a reminder that the decisions we make as leaders do create a world of difference.

Positioning Statement

As a premier educator of business professionals, Olin Business School champions better decision-making by preparing and coaching a new academy of leaders who will change the world, for good.

Messaging

The message map prioritizes the most important messages for telling our story, and it illustrates the relationship between attributes and benefits. Our story always connects to the center of the map—our core value proposition, sometimes called a brand promise. Based on the needs of the target audience and the specific message we need to deliver, we can determine an appropriate secondary message and proof points.

Building our story

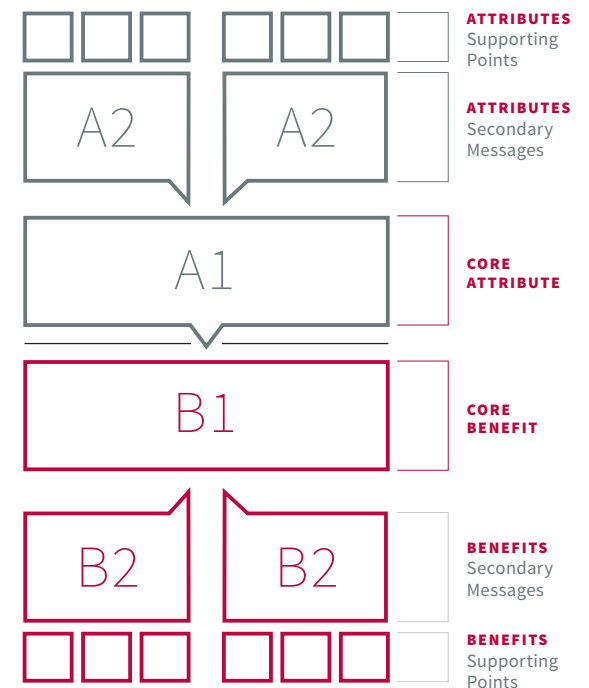
The message map provides the foundation for brand messages that are clear, consistent, and compelling.

Attributes: What we offer

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture, and experiences.

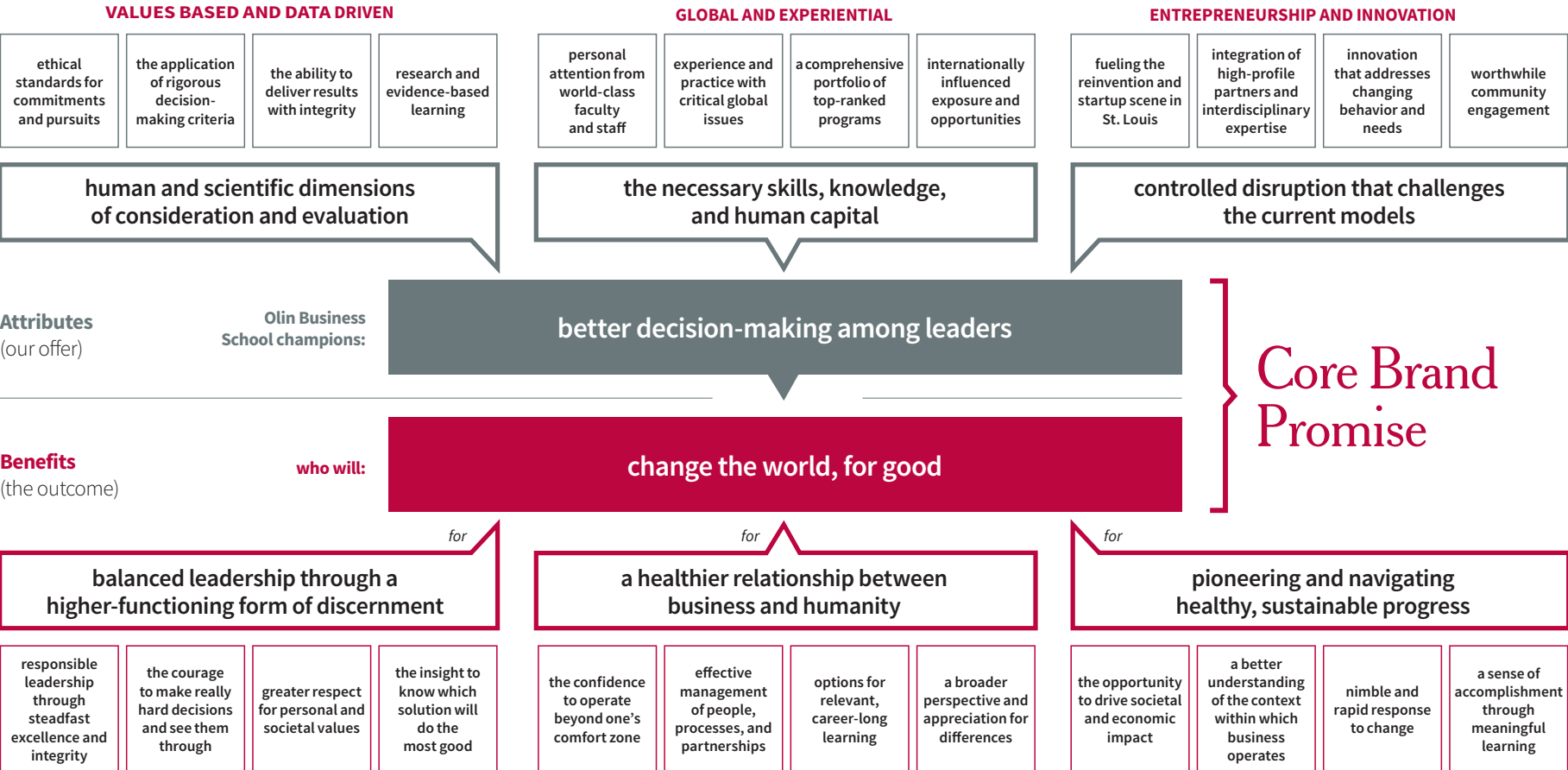
Benefits: Why it matters

A benefit is what our audiences get. It's the value of the attributes that we offer, and why they matter.



Messaging

The message map is built around the Pillars of Excellence that are detailed in our strategic plan. Our brand promise is the backbone of our story: the core value proposition for the entire school. Secondary messages speak to particular themes, and supporting points prove our message true in very real and specific ways.



How to Use the Message Map

The map delineates a hierarchy for selecting messages, but it's not the starting point for crafting content. To get the most out of it, follow these four steps.

TIP: Try using the message map to determine the best angle for crafting featured stories. Look for an opportunity to frame the story through the lens of one of the secondary message points. For example: an alumna entrepreneur whose global experience afforded her the skills and human capital needed to strengthen the relationship between her business and humanity.

STEP ONE

Determine your audience and objective.

Before you decide what to say, figure out to whom you're talking and what you're trying to achieve.

STEP TWO

Determine the attribute.

Consult the message map to align your topic with specific attributes. When possible, connect supporting points with a secondary message to strengthen your message.

STEP THREE

Determine the benefit.

Once you've established that your topic links to a brand attribute, you need to identify the benefit or benefits.

(Note: In most cases, our audience cares more about the benefit than the attribute.)

STEP FOUR

Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit—that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.

Messaging: Connecting the Story

The university is often the front door to the business school, so it's important that the two entities align. Our story starts with the core idea of the master brand, but extends that idea in a relevant and meaningful way.

WashU Master Brand

We are a community where people matter and serious work is done.

Olin Brand

We champion better decision-making among leaders who will change the world, for good.

Undergraduate

MBA
Full-Time
Professional
Executive

Specialized Masters

MACC GMF
MSA MSSCM
MSF MSL

Centers
WCC
Research
CEL

Executive Education
and Brookings
Executive Education

Personality

Personality is what humanizes our brand, creating alignment between who we authentically are as an institution and how our brand begins to come to life. Our personality traits shape the image, tone, and voice that infuse all of our communications. The Olin brand shares traits with the master brand to strengthen the relationship, but we build on those traits to appeal to specific business audiences.

TIP: You don't need to use every trait every time—choose the most relevant traits for your target audience. For an undergrad piece, you may emphasize *driven, personal, and courageous*, whereas an EMBA piece may lean on *unwavering, conscientious, and balanced*.

Our brand shares these traits with the WashU master brand:

Driven

We are a place where individuals are challenged to realize their potential.

Personal

We are a community of individuals with inner fire and quiet confidence.

And it expands the master brand with these specific traits:

Courageous

We have the fortitude and resolve to lead in uneasy and uncomfortable situations.

Balanced

We possess a comprehensive understanding of the impact of our decisions.

Unwavering

We operate with conviction and a strong belief in the foundation of our values.

Conscientious

We take extreme care to act in accordance with what's right and wrong.

Confident

We are able and willing, without hubris or ego.



Voice

Voice is more than what we say—it's how we say it. It's the combination of the tone we use, the language we choose, and the way we put sentences together. And it's one of the primary ways our audiences can connect and identify with our brand, emotionally and personally.

Creative Platform

The creative platform combines the ideas of the message map with the brand's personality traits. It communicates not only what we do, but also the attitude with which we do it. It elevates our strengths, inspires our messaging and voice, and identifies what our audiences can expect from us. It inspires the look, feel, and tone of communications. Ultimately, the creative platform forms the basis of our brand's unique identity.

In the space that lies between statistical evidence and our carefully honed ethics, in a place where numbers and people meet, we find incredible opportunity and untapped potential.

At Olin, we seek out those places, guided by gut instinct and a sense of duty, because we know that in order to thrive in the areas painted with shades of gray, we must look beyond the black and white.

So right before the convergence, in the seconds that precede the clash of data and ideas, analytics and perspectives...

We pause.

We sit with the tension.

And with consideration, we look at what will be gained, and what could be lost. This is the gateway to thoughtful change.

Between data, values, ideas, convictions (and costs)—informed by numbers, but driven by principle—pointing to the ways that the data and our belief systems work together—we are confronted with ourselves and challenged to do more.

Here, we learn how make better decisions, how to better champion our values, how to become better leaders,

and pioneer change.

Creative Platform

Our creative platform is our story, which contains key messages about who we are and what we offer. Each illustrates distinct characteristics that, together, form our central message.

We recognize that the space between data and ethics isn't always easy, but we don't shy away from the challenge. In fact, we pursue it with a sense of inherent obligation, knowing that the most important decisions we make often aren't straightforward.

We recognize that these moments are critical to not only understanding business, but ourselves as leaders. That one outcome of coming to Olin and studying in St. Louis—the original gateway to new possibility—is the courage to confront challenging moments with conviction.

In the space that lies between statistical evidence and our carefully honed ethics, in a place where numbers and people meet, we find incredible opportunity and untapped potential.

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Here, we learn how make better decisions, how to better champion our values, how to become better leaders,

and pioneer change.

At Olin, we're defined by our values-based, data-driven leadership. We know that this is the foundation of critical decision-making, providing our students with the tools to unpack key insights with a balanced, critical eye.

It's how we react at this intersection that sets us apart from our peers. We don't react quickly, impulsively, or loudly. Instead, we take our time, thoughtfully considering all angles, using the skills we've honed at Olin to make decisions that lead to effective change.

Olin is where leaders for good are forged. Across our faculty and staff, our diverse program offerings and events, we're united in our desire to not only create change, but lead the next generation of thoughtful business decisions.

Getting Our Tone Right

Voice gives our campaigns and communications a recognizable style—one that's true to who we are. Keep these tips in mind to make sure we're all writing with the same voice.

Be confident, but not headstrong.

We have the tools and knowledge to move the world forward, we do so without hubris or ego.

Be mindful, but not cautious.

Our voice is intentional, but we should never shy away from making strong statements and honoring our convictions.

Be challenging, but not provocative.

We celebrate the moments of tension that inspire reflection, but we know how to do so without sensationalizing important issues.

Be courageous, but not brazen.

We're not afraid to ask hard questions, but we do so with a thoughtful elegance that speaks to our talents as leaders.

Writing Frameworks

To bring our brand to life, we've established a few frameworks for consistently creating powerful copy. With each headline exploration or copy exercise, make sure you're connecting the message to the strategy. There are a few exceptions to this rule, so be sure to consult the decision tree on page 79 if you need further clarification about whether this brand voice is critical for the piece you're creating.

A quick note on punctuation:

- Primarily, the Olin brand speaks in full sentences. No matter how short the headline or subhead, use traditional punctuation accordingly.
- ...unless it's not a full sentence. This really only applies to event names and speech titles. In that case, punctuation isn't needed or recommended.
- As always, use your best discretion. These are not hard and fast rules, and they can flex as needed. Consistency, however, is the foundation of a good brand, so try to adhere to these guidelines as much as possible.

FRAMEWORK 1

When + description

The most powerful part of this brand is how we lean on text and typography to create moments of internal tension. Describe a difficult moment as neutrally as possible, allowing the reader to pause and reflect without provoking bias. This technique works best *without* an accompanying photo.

EXAMPLES

When you have to choose between saving the environment and saving jobs.

When the cost of goods comes at a cost.

When there's more to the story, be challenged to read further.

FRAMEWORK 2

Challenge/ value statement

Our brand also supports short, powerful headlines. Use two to three words to construct straightforward directives and commands. This is also where you can experiment with wordplay, specifically with "value" and "good." This technique works best with photography or graphic elements.

EXAMPLES

Pioneer change.

Add value.

Invest in good.

FRAMEWORK 3

Statistics

Thoughtfully use numbers to bolster our benefit-driven messaging, but avoiding the traditional way most universities use statistics. Instead bring the reader into the messaging with an outcomes payoff in the supporting copy, highlighting the value Olin gives its graduates.

EXAMPLES

360°: A comprehensive degree that addresses every angle: global perspectives, experiential learning, entrepreneurship, and leadership skills.

#3: Our ranking among top business schools for job placement after graduation.

100s: The number of startups launching in and relocating to St. Louis, providing hands-on entrepreneurial experience for Olin students and graduates.

Social Media Content Tips

Many of our audiences communicate through one of the four main social media channels. However, it's important to keep in mind how various demographics interact with these different channels, and how this behavior translates to engagement with our brand. Below are high-level practices to consider so that the appropriate content, crafted in the right manner, is effectively received.

Facebook



HOW TO USE IT

Share news, updates, photos, and videos that highlight Olin's business and academic community.

PRIMARY AUDIENCES

Alumni, Current Students, Prospective Students, Internal Audiences, Peers

CONTENT APPROACH



Instagram



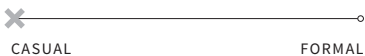
HOW TO USE IT

Post visually striking "in-the-moment" photos and videos that give a sense of student life across all programs.

PRIMARY AUDIENCES

Current Students, Internal Audiences, Alumni, Prospective Students

CONTENT APPROACH



Twitter



HOW TO USE IT

Engage in conversations about effective business leadership and thoughtful change, interact with the business community, and tweet live-event updates.

PRIMARY AUDIENCES

Opinion Leaders, Alumni, Internal Audiences, Peers

CONTENT APPROACH



LinkedIn



HOW TO USE IT

Share industry thought leadership and alumni outcome stories.

PRIMARY AUDIENCES

Alumni, Businesses, Opinion Leaders, Partners, Prospective Students

CONTENT APPROACH



Social Media Content Tips

(continued)

YouTube



—
HOW TO USE IT

Share colorful, fun takes on information of interest to prospective students: admissions information, alumni outcome stories, and research and thought leadership pieces that puts a spin on the traditional “talking head” interview.

—
PRIMARY AUDIENCES

Prospective students, Current Students, Staff, Faculty, Alumni, Peer Institutions

—
CONTENT APPROACH



Olin Blog



—
HOW TO USE IT

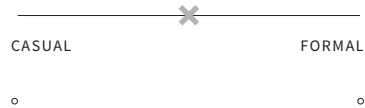
Showcase the Olin experience through stories that highlight specific components to our programs, student and alumni successes, or lighthearted glimpses into student life.

To submit a guest post, email blog@olin.wust.edu for more information.

—
PRIMARY AUDIENCES

Prospective Students, Current Students, Staff, Faculty, Alumni

—
CONTENT APPROACH



Best Practices

Getting our story down clearly and compellingly takes a combination of instinct and discipline. Good writing feels purposeful, intentional, and above all, believable. Here are several principles to keep in mind when crafting your next communication.

TIP 1

Know your audience.

Identify the audience you're trying to reach, or nothing you say will reach them.

TIP 2

Focus on one thing.

Emphasize a single message. Include more, and your readers will either fail to retain what they've read or stop reading.

TIP 3

Make it personal.

Use the second person "you" and "your" to engage and motivate the reader.

TIP 4

Avoid jargon.

Write clearly and keep your language personable. Jargon has its place, but our communications are not it.

TIP 5

Make data matter.

Statistic, rankings, totals, and rates of success aren't the story: they exist to help make your case to the reader. The numbers can add to your message, but they'll never take the place of it.

TIP 6

Give the reader something to do.

Always include a clear call to action.

TIP 7

Choose wisely.

Every communication needn't contain every detail. Focus on what's both important and relevant—clutter just gets in the way of the message.

TIP 8

Incorporate white space.

The eye needs a place to rest while reading so that it can digest information and glean key takeaways. Work with a designer to ensure that your content is well organized and makes use of white space.

TIP 9

Don't force excitement.

If the message isn't something we'd yell, it doesn't deserve an exclamation point. Use them extremely sparingly—Or better yet, not at all.

Identity

Our name and our logos represent us at the highest level, and they're critical to who we are as a brand. These elements are, and should always be, the most consistent components of our communications.

Nomenclature

Our full formal name is long:

Washington University in St. Louis Olin Business School.

This creates some challenges to navigate in both written communications and logo applications. While it's important to establish our relationship to the university in a way that's mutually beneficial to both institutions, it's even more critical that we talk about Olin in a way that sounds natural. So we've developed a system that continues to build equity with the master brand but minimizes our dependence on the lengthy formal name.

While we recommend using these guidelines as consistently as possible, we also encourage you to use your best judgment when necessary.

TIP:

WashU is correctly written with a capital W and capital U, with no space between Wash and U, and without periods.

Official Formal Name

- Washington University in St. Louis Olin Business School

This name appears in formal communications and documents, as well as instances where the formal logo with Olin Business School identifier cannot be used. Use of the full formal name will be uncommon.

First Mention

- Washington University's Olin Business School

This name is used in communications to establish the relationship between the school and the university. This is how the first mention of Olin appears in the majority of communication pieces; it can be accompanied by either the university logo or specific Olin Business School logos.

Second Mention

- Olin Business School
- Olin
- the business school

These options are used for additional references to Olin, after the formal name or a first mention of the business school. They are the most common ways to refer to the business school.

Other References

When referring to programs or the degrees received at Olin, use the following language:

- WashU degree
- WashU MBA
- WashU Executive MBA

These phrases are *incorrect*:

- Olin degree
- Olin MBA
- Olin Executive MBA

Example:

Students earn a WashU MBA (a product) at Olin Business School (a place).

Logos

Just as with the written name, there is a formal version of the Olin Business School logo and an informal mark. Follow the guidelines on the following pages for more direction on their use.

Formal Logo



Informal Mark



Formal Logo

This is the official Olin logo, which may appear alone or in conjunction with the informal mark.

Use it on external-facing communications when the copy does not include a mention of the university.

Always use official logo files available from CampusGroups. Never attempt to recreate or typeset any of our logos.



Variations

While it's important to be consistent with logo use, an identity system should also be flexible enough for all necessary applications. With this in mind, we have several logo variations to accommodate certain color and size limitations.

FULL-COLOR

Use this version of the logo whenever possible.



ONE-COLOR

Use this version of the logo when printing limitations necessitate limited color use.



Approved colors:
These one-color applications should only appear in black, white, or PMS 200.



Black White PMS 200

REVERSED

The reversed logo exists in both one-color and full-color versions, for applications on dark backgrounds. Never convert a 1-color logo to white; the shield will be incorrect. Always use the official reversed version of the logo.



HORIZONTAL VERSION

Use this one-line version of the logo in cases where vertical space is extremely limited, like website headers, billboards, and digital ads. The same usage guidelines apply to this as the rest of Olin's logos.

This is also the mandatory logo for WashU business cards and letterhead. For information about letterhead and business cards, visit the "purchasing" section of resourcemanagement.wustl.edu.



Clear Space: Formal Logo

When using any approved version of the logo, it's important that the area surrounding the logo remain free of type and imagery, so that nothing competes with the logo. To ensure this, each approved version of the logo must never appear closer than the height of the shield to the edge of the paper or to any other typography or artwork. This clear space may need to be reduced when the logo appears on a website, but designers should still take care to separate the logo from other page contents, such as in a header bar.



Informal Mark

The informal mark offers a more streamlined approach to Olin's visual identity. It's used on internal and external communications when the full university name is mentioned in copy or when the formal logo can be placed on a back cover.

There are three versions to allow for flexibility with different layout requirements.



WashU Olin Business School

stacked, one line



WashU Olin Business School

stacked, two lines



WashU Olin Business School

horizontal, two lines

Variation

As with the formal logo, flexibility is important to the application of the informal mark. The versions shown here can be used to accommodate various color and size limitations.

PRIMARY

Use the PMS 200 version of the informal mark whenever possible.



WashU Olin Business School

LIMITED COLOR

Use the black version of the informal mark when printing limitations necessitate it.



WashU Olin Business School

This version can appear in tints of black, as long as it remains legible.



WashU Olin Business School

REVERSED

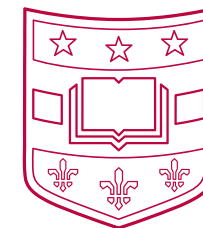
Use the reversed version of the informal mark in white when it appears on a dark background.



WashU Olin Business School

SHIELD SIZES

In order to maintain the integrity of the design at all sizes, the outline shield has been created in two variations: large (open) and small (solid). When the outline shield is produced at smaller than 1 inch tall, or in any situation that renders the outlines of these details difficult to reproduce, choose the solid version.



Large (open)

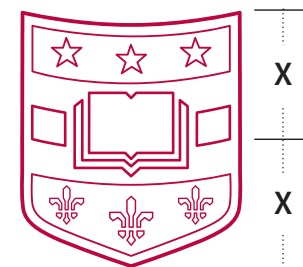


Small (solid)

Clear Space: Informal Mark

To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using half the height of the mark's shield.

No other graphic elements, typography, rules, or images should appear inside this clear space.



Typography

Our words carry weight, and so does our typography. In fact, it's one of the most recognizable aspects of the Olin brand. This section will help you skillfully match the right type with the right message.

Our Typefaces

Like our logos and color palette, typography can become a recognizable brand element when it's used consistently. For Olin materials, we use Source Sans Pro from the WashU master brand, and Gloucester OS MT Pro, which has been specifically introduced for Olin.

SERIF TYPEFACE

Gloucester
OS MT Pro

SANS-SERIF TYPEFACE

Source Sans Pro

Gloucester OS MT Pro

Gloucester is a classic serif font that lends an air of sophistication to our materials. Since it's used as a display typeface **with limited, specific applications**, we set it only in its Gloucester Regular weight.

Use this typeface for large, dominant headlines and pull quotes.

In cases where it isn't possible or practical to use Gloucester, these fonts may be substituted:

- Libre Baskerville
- ITC New Baskerville
- Baskerville Old Face
- Caslon

NOTE:

When designing for web applications, use Libre Baskerville in place of Gloucester. It is available for download at publicaffairs.wustl.edu/assets.

SERIF TYPEFACE

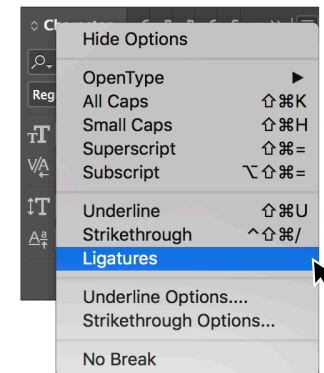
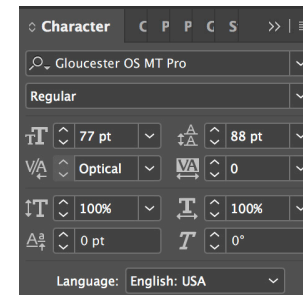
Gloucester OS MT Pro

Gloucester Regular

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890

A NOTE ABOUT LIGATURES

Because of the way we use this typeface, always ensure that ligatures are turned off. Achieve this by clicking the more options button in InDesign's Character palette, and unchecking "Ligatures."



Source Sans Pro

Source Sans is a humanist-style sans-serif font, available in a wide variety of weights and with the fullest set of international characters. Its open design is friendly, inviting, and very legible. The range of weights helps us communicate effectively and create variety within layouts.

Use this typeface for subheads, captions, body copy, and other smaller applications.

In cases where it isn't possible or practical to use Source Sans, these fonts may be substituted:

- Open Sans
- Calibri
- Arial

NOTE:

Source Sans Pro is WashU's official sans-serif font. It is available for download at publicaffairs.wustl.edu/assets.

SANS-SERIF TYPEFACE

Source Sans Pro

AaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
1234567890

Source Sans Light
Source Sans Light Italic
Source Sans Regular
Source Sans Italic
Source Sans Semibold
Source Sans Semibold Italic
Source Sans Bold
Source Sans Bold Italic
Source Sans Black
Source Sans Black Italic

Usage

Using type thoughtfully is crucial to making our designs look professional. Follow these tips when setting body copy to make sure our typography is working effectively.

Leading that's too loose leaves too much pause between lines.

21 pt. type / 31 pt. leading

Leading that's too tight leaves too little pause between lines.

21 pt. type / 18 pt. leading

When leading is correct, the reader won't even notice.

21 pt. type / 23 pt. leading

Tracking that is too loose leaves too much space between letters.

+75 tracking

Tracking that's too tight leaves too little space between letters.

-75 tracking

When tracking is correct, the reader won't even notice.

-5 tracking

LEADING

Line spacing, called leading, should be set tight, but not too tight. In general, start by trying leading that's 2 points higher than the type size.

TRACKING

Letter spacing, called tracking, should always be set slightly tighter than the default setting, and optical kerning should be used when it's available.

Sample Type Treatment

Typography plays a large role in the Olin brand and how we present our voice. Use these tips to get started in using the type to communicate in the most effective ways.

These sizing and style specifications can serve as a starting point for crafting consistent type styles across the brand, but they aren't meant to be universal. They will need to adjust as messaging and media change.

Underlining some subheads can improve hierarchy and add visual interest to your design. When using this technique, be sure that the underline is a color that complements the color of the text, as well as the rest of the design.

***NOTE:**
Body copy should not appear smaller than 9pt.

When the
cost of
goods
comes at
a cost.

HEADLINE
Gloucester
Regular
Size: 70pt
Leading: 60pt

SUBHEAD
Source Sans
Bold, Underlined
Size: 17pt
Leading: 19pt

LINK
Source Sans
Bold
Size: 10pt
Leading: 13pt

We pause.

In the end, it comes down to a choice. At Washington University's Olin Business School, we wrestle with the difficult decisions in order to bring about intentional, lasting change. Because that's **the mark of good leadership.**

COPY
Source Sans
Regular, Bold
Size: 9pt
Leading: 12pt

olin.wustl.edu

Stylized Headlines

Headlines can be more than just text placed on a page. They can communicate the message in surprising ways. When creating layouts, consider how scale, justification, and design can make the headline and subhead interact in compelling ways.

For instance, in this example, the right and left justification of the text's two parts creates an implied line down the center of the ad. This subtly communicates the idea of a line being drawn and having to make a choice.

When you
have to
choose
between
saving the
environment
and saving
jobs.

**It's beyond
black and white.**

At Washington University's Olin Business School, we know that the most important decisions aren't the easiest. That's exactly why we focus on the ideas that inform difficult choices, and discover what it means **to be an effective leader.**

olin.wustl.edu



Color

Our colors say a lot about who we are. Our palette helps audiences identify us at a glance, and the way we use color sets the tone for our communications.

Color Palette

Our color palette is strongly tied to that of the WashU master brand. It leads with WashU Red and Green as the primary colors, and is balanced by a palette of neutral grays and bright accent colors.

Use the color formulas on the following pages when creating communications. These values have been carefully selected for consistency across all types of media.

When designing for the web and other electronic media, use the RGB or Hex values. For print, use the appropriate CMYK or spot color, depending on the specifications of your final output. Do not use “automatic” formula conversions, such as converting spot color to process within a graphics program or converting a print formula to a web formula. These will not produce accurate color matches.



PRIMARY



NEUTRAL



ACCENT

Primary Colors

Our heritage colors of red and green are an important element of our identity, and help our communications to be recognized as from WashU. Olin communications should always lead with this primary red, followed by the primary green.

PMS 200

C0 M100 Y59 K24
R165 G20 B23
HEX A51417

PMS 342

C100 M0 Y60 K40
R0 G115 B96
HEX 007360

NOTE:

Web-only dark gray

To meet accessibility standards on the web, it may sometimes be necessary to darken the gray value for contrast and readability. In these web-only cases, this darker gray may be used.

R60 G60 B61

HEX 3C3C3D

PMS 567

C85 M51 Y71 K54
R23 G62 B53
HEX 173E3A

Neutral Colors

Balance the strong reds and greens with neutral grays, black, and plenty of white space. Use these colors for background floods to create places of pause in a communication, or for separating content.

Pure White

C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

PMS Cool Gray 3

C20 M17 Y17 K0
R200 G200 B200
HEX C8C8C8

PMS Cool Gray 11

C59 M41 Y42 K15
R108 G115 B115
HEX 6C7373

Pure Black

C0 M0 Y0 K100
R0 G0 B0
HEX 000000

Accent Colors

When used sparingly, accent colors can add energy to a design, without reducing the sense of sophistication. These colors should support the overall palette of a given design, not dominate it.

These can be used more extensively in event materials, as shown on page 73.

PMS 325

C56 M0 Y25 K0
R103 G200 B199
HEX 67C8C7

PMS 7469

C95 M60 Y29 K9
R0 G95 B133
HEX 005F85

PMS 576

C58 M22 Y91 K4
R120 G155 B74
HEX 789B4A

PMS 159

C13 M75 Y100 K3
R209 G95 B39
HEX D15F27

PMS 7408

C2 M26 Y100 K0
R248 G190 B21
HEX F8BE15

Graphic Elements

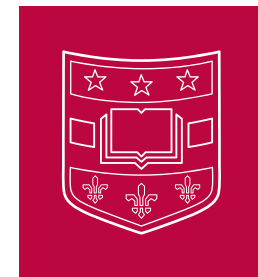
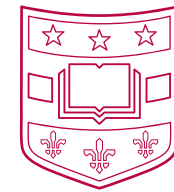
Our brand has unique supporting elements that help our audiences recognize our material. When they're used consistently, these elements create a sense of continuity among families of communications.

Line Shield

This variation of the logo shield was created to give designers more flexibility in using this iconic university emblem.

The line shield is used as an accent graphic to add visual impact to a layout and to underscore our identity in compositions. It can be used at large and small sizes, as a supergraphic that bleeds off the edges, as a callout, or as an anchoring device.

The shield may appear only in PMS 200, reversed white, or tints of black.



CONSIDERATIONS

In order to maintain the integrity of the design at all sizes, the outline shield has been created in two variations: large (open) and small (solid). The difference between these is the treatment of the small stars and fleurs-de-lis. When the outline shield is produced at smaller than 1 inch, or in any situation that renders the outlines of these details difficult to reproduce, choose the solid version.

SAMPLE USES



Supergraphic



Volupta olup tur ibea quo nostin.

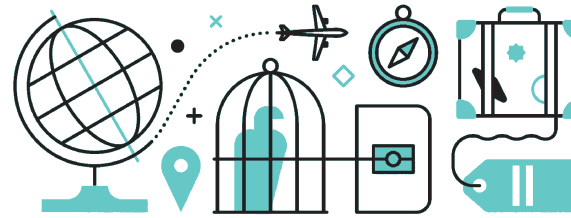
Exerspel luptatur aut quis es aut verio eos sunt, consequam que est aut et eosti ullupta quidust isitem fugia quia nostintis aut expeles de sitis non nulparuptam, ea sa vent aut fuga. Nem qui aut aut volupta parum volupta olup turibea quo magnat eaquo conem fuga. Ehent ipsunto essimuscil molupiet aut ati debita vendio. Nullignis sae.

Callout

Iconography

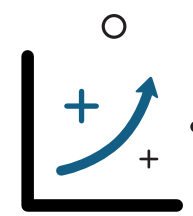
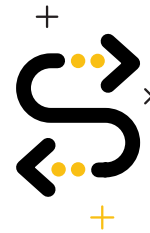
We use icons as another tool for telling the Olin story. Our icon style consists of simple two-color illustrations, using black and a color from the Olin brand palette. These accent colors should be consistent within a layout; never mix icon colors within a single page or spread. The illustrations should feel simple and slightly whimsical, but never juvenile.

Full illustrations can be found and modified from stock sites, such as iStockPhoto.com or Shutterstock.com. More simple icons can be found and then modified from TheNounProject.com.



CONSIDERATIONS


When using stock illustrations, be sure to modify them so that they're one color plus black. Also, look for opportunities to add simple auxiliary shapes to the illustration. This not only builds consistency, but also conveys the concept of data-driven values that Olin is known for.



Structure Lines

This lines add structure to designs and guide the viewer's eye through a piece. See these examples for ideas of how they can be used.

Add value.



WashU Olin Business School

Recruiting

Expertise


Knowledge

Development


Strengthen your offer.

Weston Career Center Services

- Advising
- Career Education
- Recruiting and Interviewing
- Career and Job Search Resources




Del isitakatam etoc
Us dit harionensis exerro voluptatquo cus eaque sectur? Tem arum re lauteosuntur as dit officis, sine volupta ditatus del isitakatam et occulaut vel imolupt aacatem eos eliam re-richti haruptas perem.



Academic rigor, greater awareness

With a focus on research, our teaching is rooted in a nuanced understanding of current business trends, while undertaking the challenges that affect society.



#1

Del isitakatam etoc
Us dit harionensis exerro voluptatquo cus eaque sectur? Tem arum re lauteosuntur as dit officis, sine volupta ditatus del isitakatam et occulaut vel imolupt aacatem eos eliam re-richti haruptas perem.

360°

A comprehensive degree that addresses every angle:
global perspectives, experiential learning, entrepreneurship, and leadership skills.

100s

Number of startups launching in and relocating to St. Louis, providing hands-on entrepreneurial experience for Olin students and graduates.

“ Item et omniam, venis dolo in re do, luptati coreperero quos duo tem emscis enim et doluptatio ipidere.

#3

Our ranking among top business schools for job placement after graduation.



Informed by data, determined to do more

A WashU MBA brings together cultivated industry expertise while feeding you an understanding of personal values. It's this synergy of data and principle that not only gives you a competitive edge in an increasingly competitive market, but also gives you the skillset to enact real, impactful change.

One-on-one with Adena T. Friedman

David R. Calhoun

LECTURE SERIES





Photography

Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images offer powerful proof of what we say. For this reason, photography should be carefully selected to match our messaging, and it should always feel authentically like Olin.

People

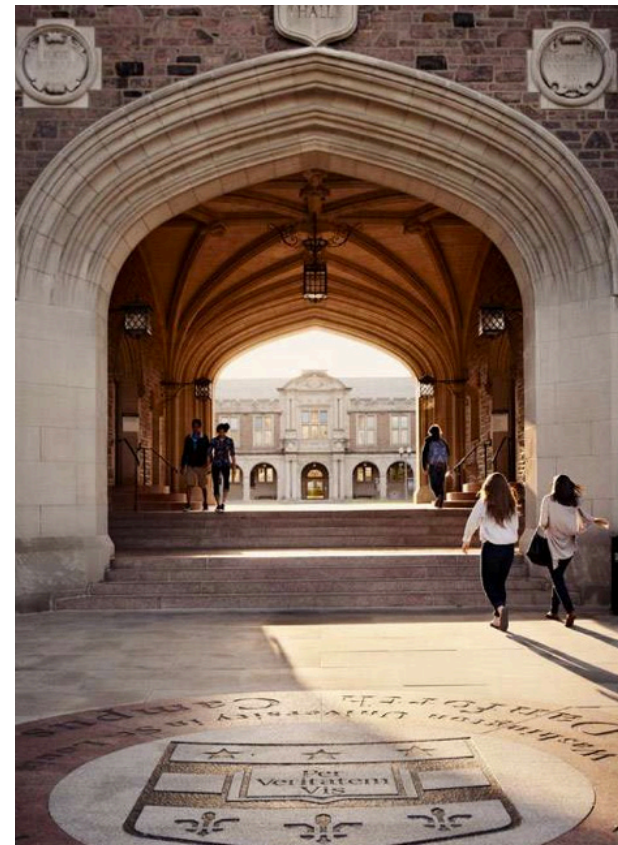
People are at the core of what we do and why we do it. Because of this, it's important to include images of people that feel natural, warm, and relaxed. Even when posed, figures should appear in the moment and naturally lit.

Be sure to get a mix of current students and alums in their professional lives, to show the long-lasting impact Olin has on people's lives.



Campus

So much of the college experience happens on WashU's beautiful campus, so be sure to capture that in photography. Try to find interesting angles and glimpses of sunlight in these images.



Portraits

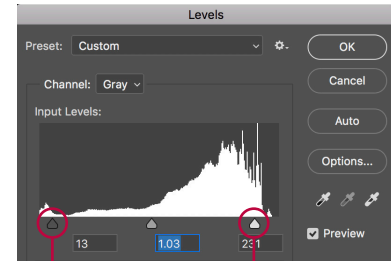
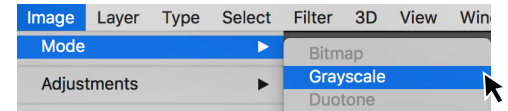
Showcase individuals in hero poses using a consistent style. Shoot studio portraits that are posed, but not overly stiff, on black backgrounds. Then treat the photograph with a duotone style to highlight the individual in a way that is recognizably Olin's.



Duotones

To achieve the Olin duotone style, follow these directions.

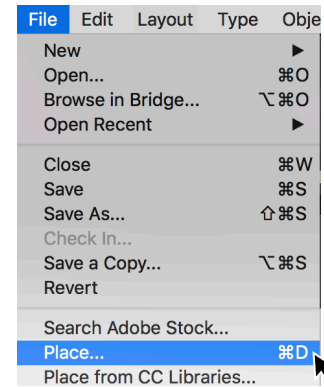
Convert the color mode of the photo to grayscale in Photoshop. You may need to adjust the levels to ensure that there is high contrast, with deep blacks and bright whites



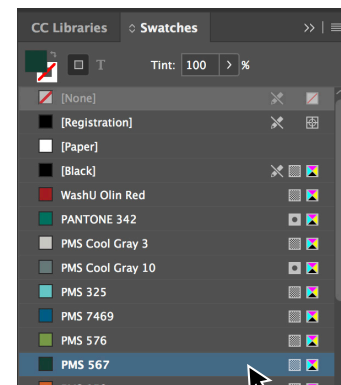
DARKER BLACKS

BRIGHTER WHITES

Place the photo in InDesign.

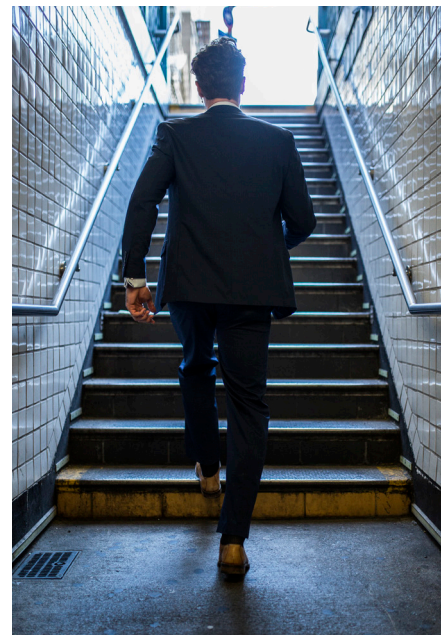


Use the white Direct Selection arrow to select the image, then set the color to PMS 567.



Stock Imagery

In some instances, stock photography may be appropriate for illustrating a specific story—a shot of a world landmark, animal, or object—where an original photo is impractical. In those cases, follow the same rules of using natural, warm photography that looks authentic.



Photographic Considerations and Approach

Photography is a powerful element in our brand toolkit, but only if we choose right images. Use these tips when selecting photos for communications.

Using Photography

Select images that are relevant and add to your message. If you could communicate your message using only images, what would they be? Use fewer, better, and larger images. Photos are powerful, but their power is diminished when they compete with other images in the same layout. In a crowded montage of small photos, most viewers don't look at any individual image; they simply see the patchwork. It's better to select a single dramatic shot as your focus whenever possible.

Style Considerations

- Natural lighting
- Bright tonal range
- Perspectives that place the viewer in the scene
- Shallow depth of field that puts focus on the subject

Technical Considerations

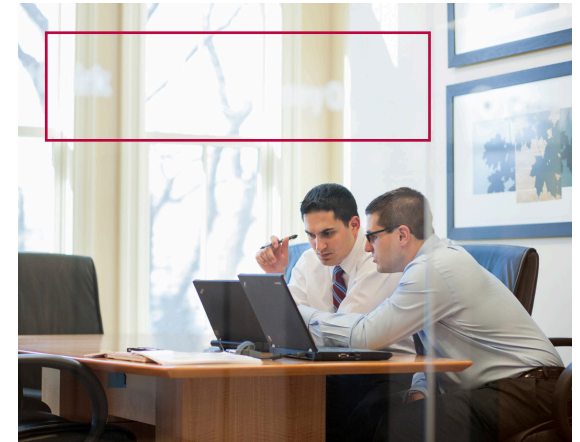
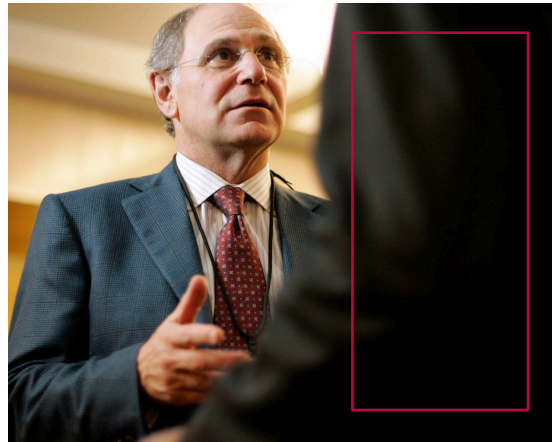
- Scenarios and locations should always be authentic.
- Each scenario should show individuals interacting. When situations present themselves, detail shots of moments can be captured as well.
- A range of emotions should be captured, whether they're celebratory or more serious. Emotions shouldn't be forced, but every person shouldn't always be smiling at the camera.
- The storytelling of our imagery is more editorial, not overly art-directed.
- A balance of horizontal and vertical compositions is needed.
- Thoughtful consideration should be given to photographic compositions that allow for ample negative space in design layouts.

Using Photography in Layouts

When the design isn't driven by typography, create layouts that feature photos prominently. Consider how the image will be used when selecting or taking a photograph to ensure that the image is right for your needs.

Negative Space

Choose photos that provide uncluttered areas for headlines and body copy.



Cropping

Consider cropping a photo to better fill your layout, allowing the photo to take a leading place in the design. Snapshot-sized photos floating in the middle of a text-heavy layout are less compelling.



Bringing the Brand to Life

We've broken down every element of our brand. But it's the combination of these elements—type, photography, color, graphics, and voice—that makes our brand real. This is how we go from a set of guidelines to a living, breathing brand.

Driven
by
principle.



WashU Olin Business School

Confront challenge, create change.

MBA Student Profile



We never said it would be easy.

The hardest decisions create the greatest impact—and that happens at the intersection of data and values. With a WashU MBA, you'll be prepared to tackle the greatest business challenges of our day, while honing your established principles. **And you'll be ready to lead.**



95%

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Academic rigor, greater awareness

With a focus on research, our teaching
 is rooted in a nuanced understanding of
 current business trends, while undertaking
 the challenges that affect society.



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Grounded in numbers,
but driven by principle,
we make smarter decisions,
become stronger leaders,
and pioneer global change.
And it starts here, in St. Louis.

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The gateway to better business

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95%

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“

Olin gave me more than critical business competencies—I also learned how to use my principles as an asset in decision making. Today, I can confidently say my core values aren't for sale, no matter the price.”

Jenny Hoover
MBA '16

#1

Del issitatem etoc
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voluptatquo cus eaque
sectur? Tem arum re
lautessuntur as dit.

360°

A comprehensive degree that addresses every angle:
global perspectives, experiential learning, entrepreneurship, and leadership skills.

100s

Number of startups launching in and relocating
to St. Louis, providing hands-on entrepreneurial
experience for Olin students and graduates.

“

Item et omniam, venis dolo in re do-
luptati corereperro quos dio tem esciis
enihil et doluptatio ipidere.”

#3

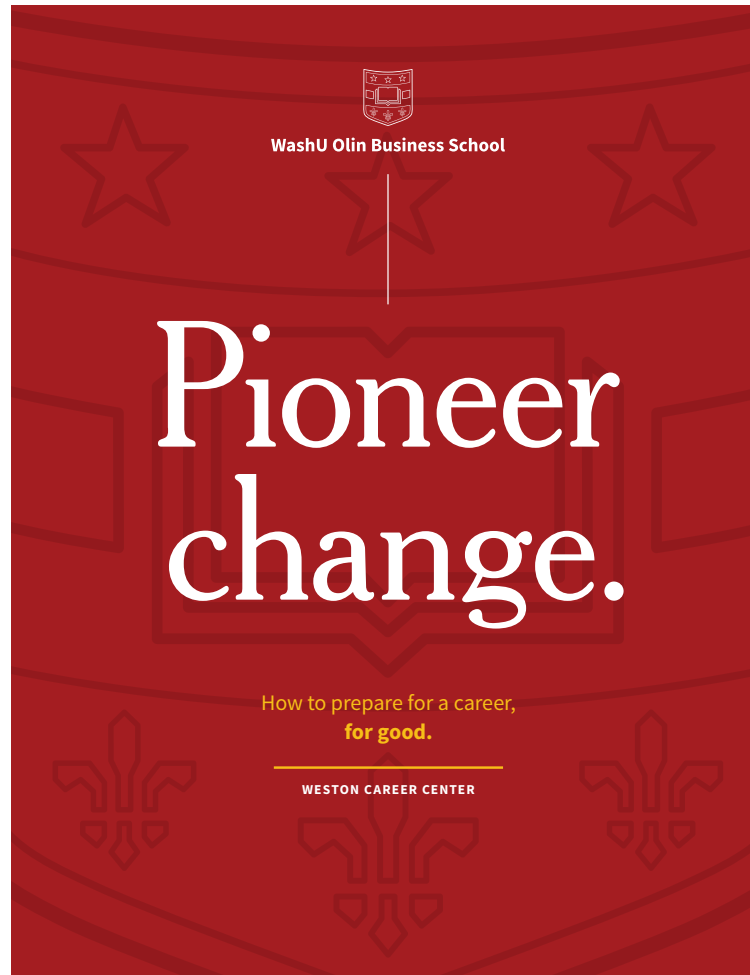
Our ranking among top business schools
for job placement after graduation.

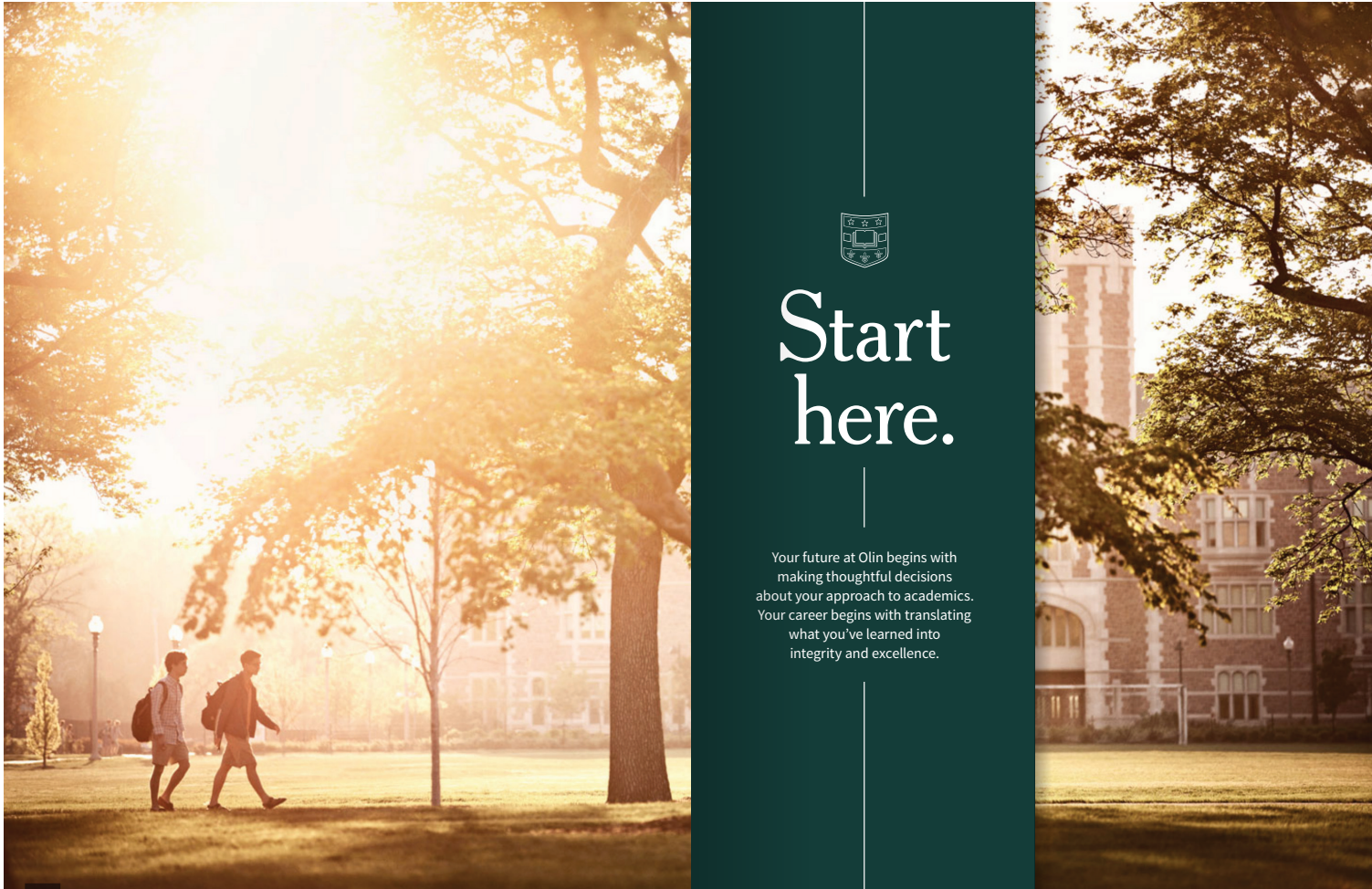


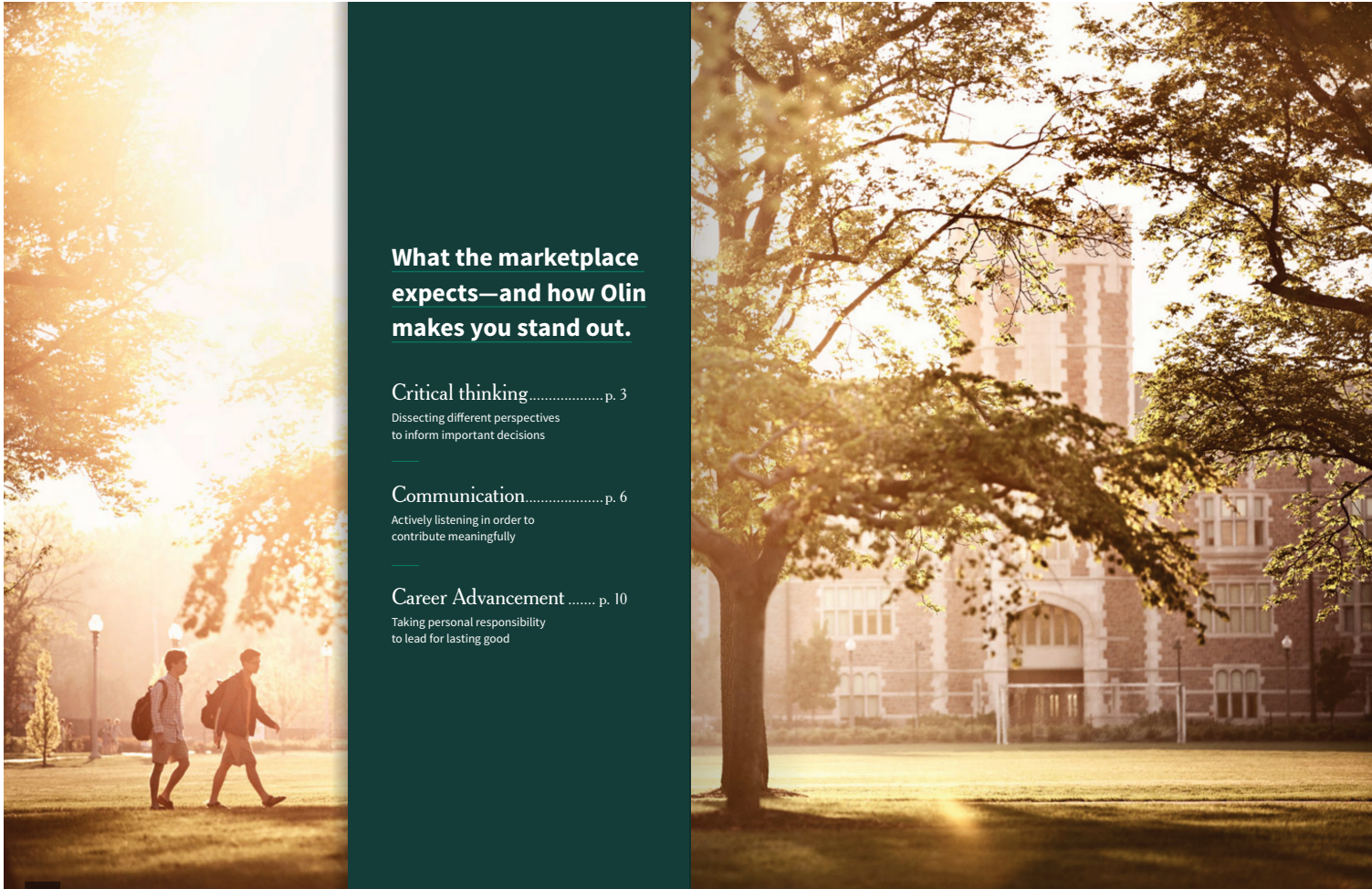
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Informed by data, determined to do more

A WashU MBA brings together cultivated industry expertise while rooting you in an understanding of personal values. It's this synergy of data and principle that not only gives you a competitive edge in an increasingly competitive market, but also gives you the skillset to enact real, impactful change.







**What the marketplace
expects—and how Olin
makes you stand out.**

Critical thinking..... p. 3

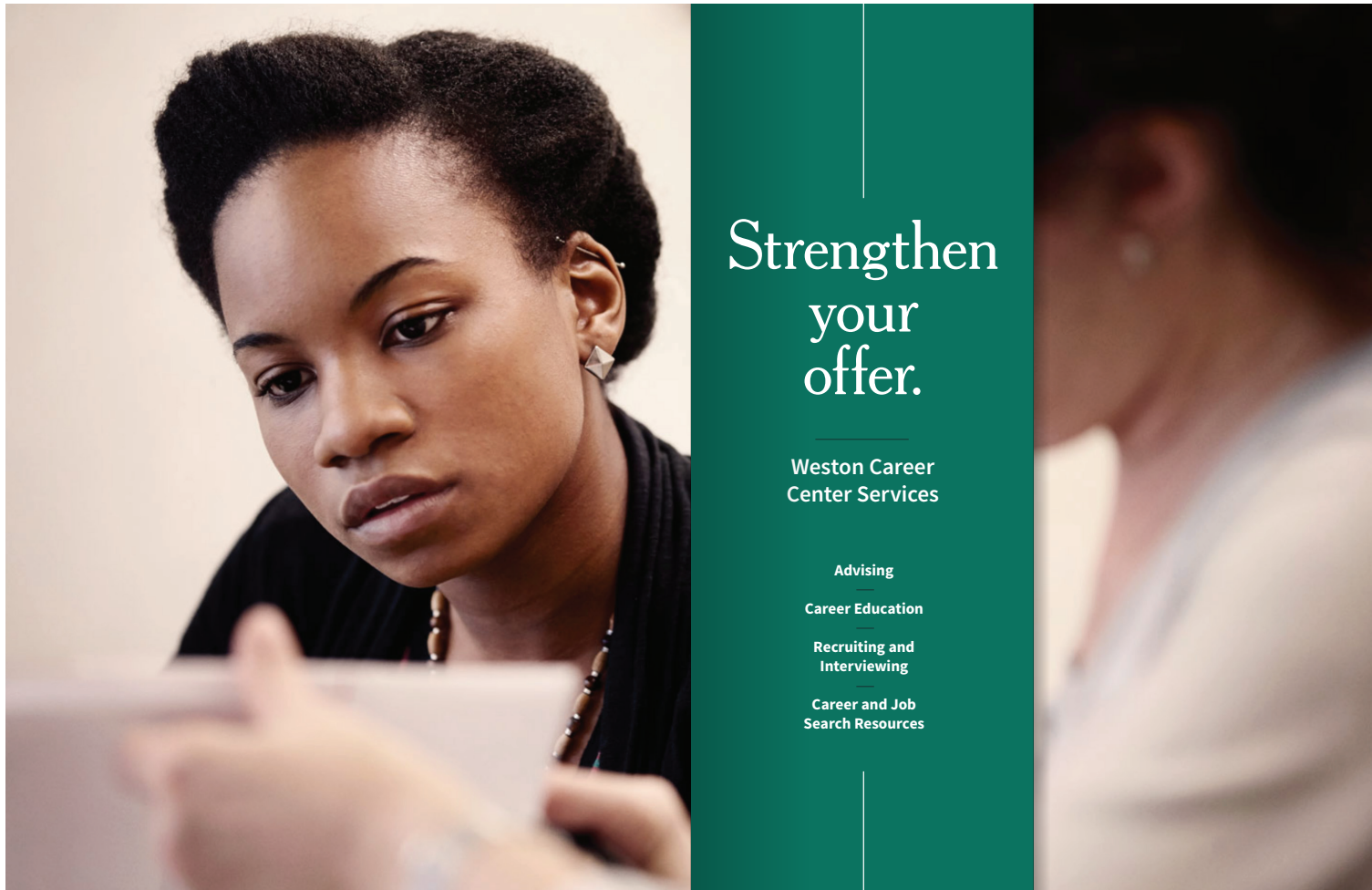
Dissecting different perspectives
to inform important decisions

Communication..... p. 6

Actively listening in order to
contribute meaningfully

Career Advancement p. 10

Taking personal responsibility
to lead for lasting good



Strengthen your offer.

Weston Career
Center Services

Advising

Career Education

Recruiting and
Interviewing

Career and Job
Search Resources





**Bringing global insight
and understanding
into your career.**

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20 #5

CALLOUT
SUBHEAD

CALLOUT
SUBHEAD

The graphic features a white background with a vertical red bar on the right side. The text "Add value." is centered in a large, dark red serif font. A thin red vertical line extends from the top of the page down to the top of the text, and another extends from the bottom of the text down to the school's crest. The crest is a shield with a book, stars, and a cross. Below the crest is the text "WashU Olin Business School". The red bar on the right contains the words "Recruiting", "Expertise", "Knowledge", and "Development" in white, stacked vertically.


Recruiting

Expertise

Knowledge

Development

Add value.



WashU Olin Business School



Invest in good.



Olin grads are driven by principle, but grounded in data. At the intersection of numbers and values, our students are challenged to do more—looking beyond the bottom line to make thoughtful choices that benefit business and society.

The result? Leaders with carefully honed skills that prepare them to make decisions that move your company forward.

Learn more at olin.wusl.edu/corporatepartners

Recruiting

Expertise

Knowledge

Development



Challenge ideas.



Effective employees are shaped by academic rigor, but great leaders are molded through dialogue, discussion, and the dissection of complicated ideas. Through a partnership with Olin, you can help inform the conversation and create the next generation of leaders who will lead business, the right way.

Learn more at olin.wusl.edu/corporatepartners

Expertise

Knowledge

Development



Pioneer change.



Our faculty research examines current trends and addresses emerging business challenges, expertly guiding thought leadership on a global scale. Through our research centers and consulting capabilities, we provide important resources that benefit your company and push ideas further.

Learn more at olin.wustl.edu/research

Knowledge

Development



Build better leaders.



The world needs better decision-makers—and leaders for good. With programs designed to meet a wide range of needs and timelines, Olin equips you with different options that foster and hone your team's skill set, while staying grounded in data-driven, values-based leadership.

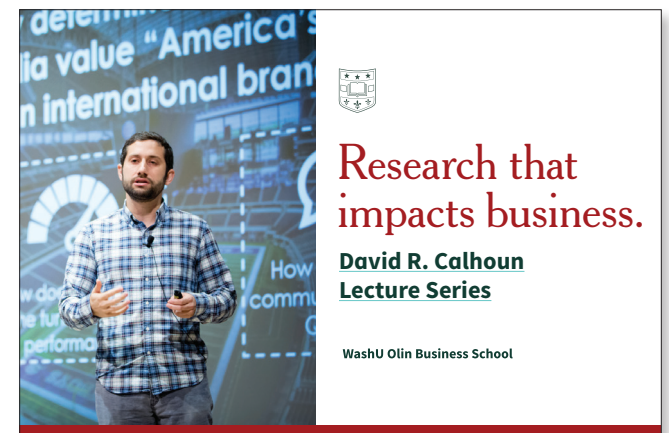
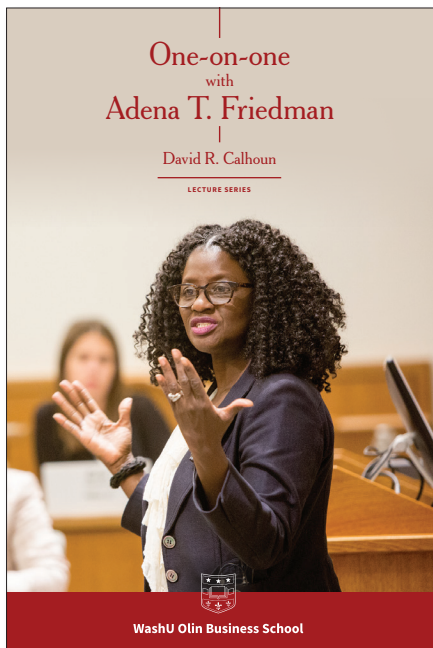
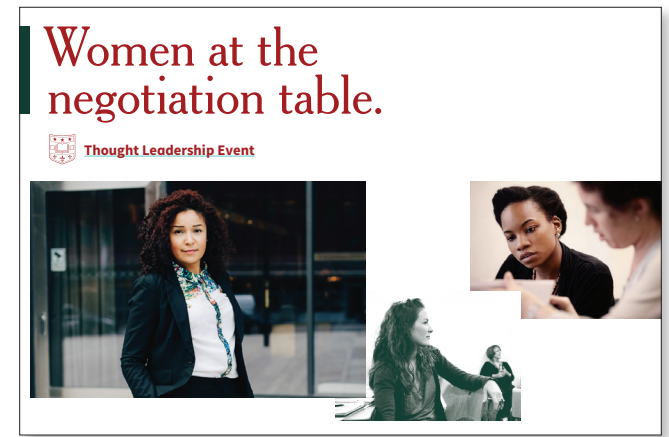
Learn more at olin.wusl.edu/employee-development

Development

Event Materials

Given the breadth and variety of the events that we conduct, event materials can have more flexibility than other branded communications. These can use colors from the accent palette in more pronounced ways, but the brand typefaces and design elements should still be used.

Use these sample event postcard designs as idea-starters for how the brand elements can come together to create a variety of looks.



Invitation



Signage



Make better decisions.



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University in St. Louis
OLIN BUSINESS SCHOOL

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Become better leaders.



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Pioneer change.



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OLIN BUSINESS SCHOOL

When the
cost of
goods
comes at
a cost.

We pause.

In the end, it comes down to a choice. At Washington University's Olin Business School, we wrestle with the difficult decisions in order to bring about intentional, lasting change. Because that's the **mark of good leadership.**

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Washington
University in St. Louis
OLIN BUSINESS SCHOOL

When you
have to
choose
between
saving the
environment
and saving
jobs.

**It's beyond
black and white.**

At Washington University's Olin Business School, we know that the most important decisions aren't the easiest. That's exactly why we focus on the ideas that inform difficult choices, and discover what it means to be an effective leader.

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Design Considerations

There are a number of things to think about when creating materials—from audience and message to graphics to colors. These tools can help you think about how to craft your communications.

Creative Brief

Using a creative brief for projects makes it easy for communicators to identify their content priorities. It also ensures that each communication carries a consistent voice and a strong message that focuses on what benefits the audience.



**WashU Olin
Business School**

Communication Brief

Project: _____ Job #: _____

Today's Date: _____ Due Date: _____

Brand Manager: _____ Partner: _____

Budget: _____

Audience(s): _____

Objective(s): _____

STRATEGIC PILLARS *(Check all that apply)*

One or more of our strategic pillars should come through in the content we create.

- Values Based and Data Driven
- Global and/or Experiential
- Entrepreneurial and Innovative

TONE — Verbal *(Check all that apply)*

Choosing specific personality traits of the Olin brand to highlight will help you communicate with a consistent voice.

- DRIVEN
- PERSONAL
- COURAGEOUS
- UNWAVERING
- CONFIDENT
- BALANCED
- CONSCIENTIOUS

TONE — Visual *(Plot a spot along the line)*

Our brand can flex in many directions depending on what's right for the audience. Choose the balance for your communication.



Deliverables/Specs: _____

Content Reference: _____

Timeline: _____

Key Message (be brief):

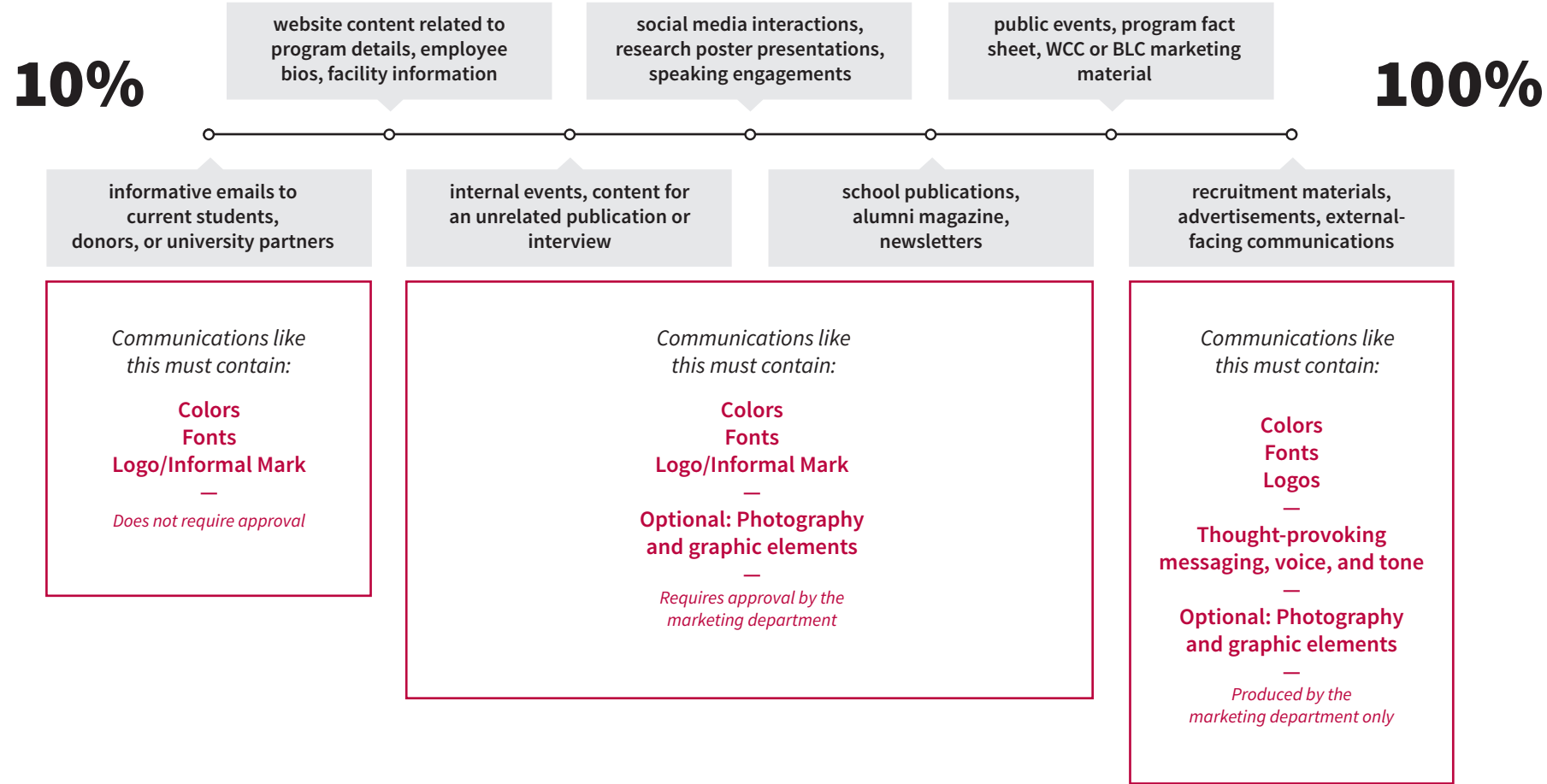
Proof of Message:

Call to Action:

Additional Considerations:
 Digital Social

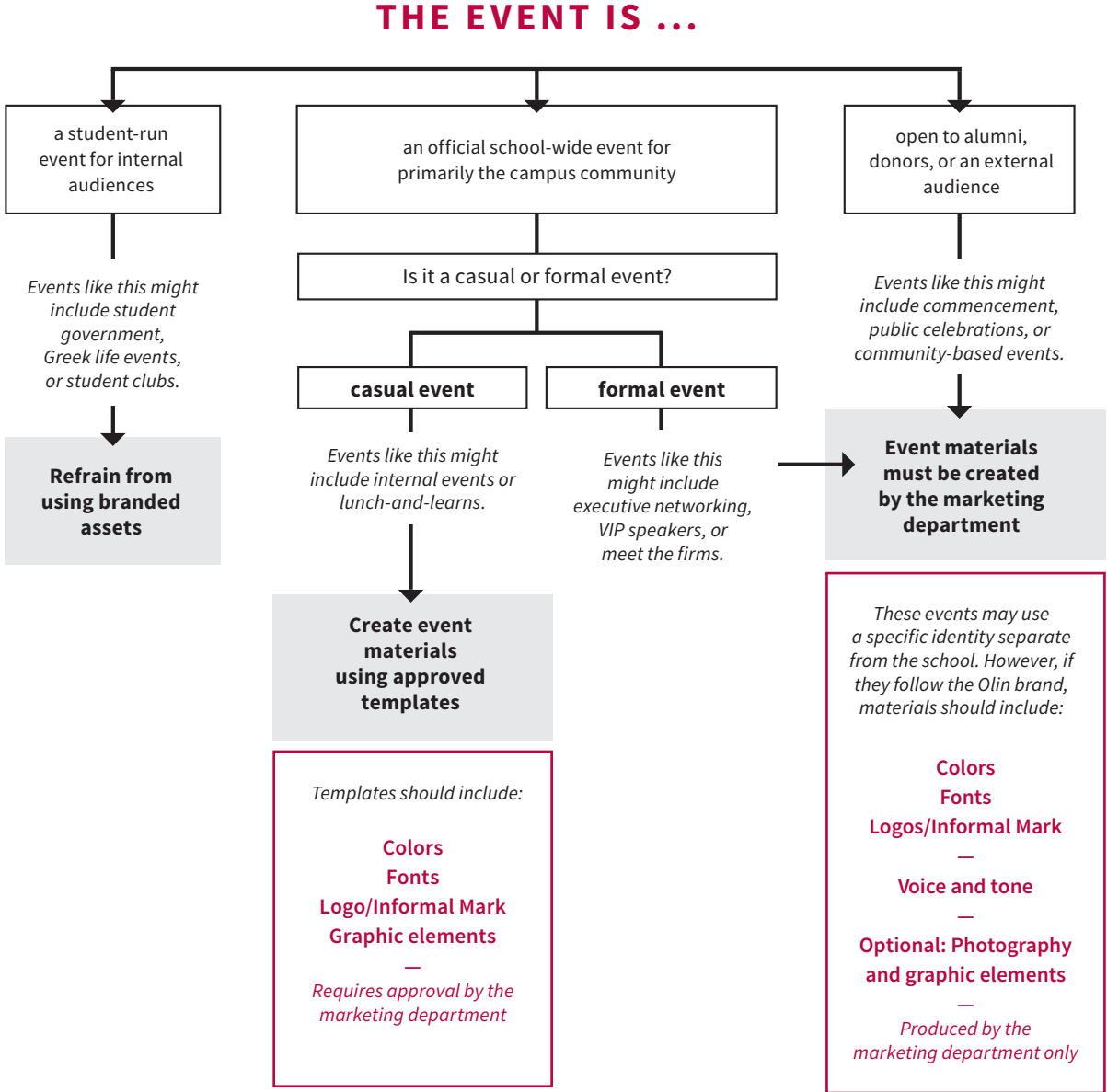
Branded Scale

Our brand is very sophisticated when it's delivered at full strength. But it can be flexible, too. Here we have a scale to inform how much brand is needed for a few sample pieces. As always, there may be exceptions to this chart, so if you're unclear or have further questions, visit the Marketing and Communications Campus Groups page or email olin-marcomm@email.wustl.edu.



Branded Events

This decision tree can guide the level of branding that should be included in event materials. It's most important to consider which audiences will attend the event. Secondly, we consider how much equity should be built in the treatment of the event. The Olin marketing department reserves the right to grant separate identities for specific events. For example, a VIP donor event that occurs annually may warrant its own identity separate from the Olin brand.



Brand Elements

While it's important to keep the entire brand story in mind when crafting content, it can also be helpful to have a quick at-a-glance look at the brand's visual elements. When beginning to craft communications, use this as a quick reference for the complete Olin toolkit.

TYPEFACES

Gloucester
OS MT Pro
abcdefghijklm
nopqrstuvwxyz
1234567890

Source Sans Pro
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

GRAPHIC ELEMENTS



Be challeng
to read furt

We never said it would be easy.

The hardest decisions create the greatest impact—and that happens at the intersection of data and values. With a WashU MBA, you'll be prepared to tackle the greatest business challenges of our day, while honing your established principles. **And you'll be ready to lead.**

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“
Aribea sim et volores
clamusti qui quatern et
faciendi oranti, incto es
nos sinci corem num ne
nimporit veliat quam
ex eatur, quia nitatem
evelique la verchic
atquiduci temolum qui-
di cuscimenda lum.

95%

We pause.

In the end, it comes down to a choice. At Washington University's Olin Business School, we wrestle with the difficult decisions in order to bring about intentional, lasting change. Because that's the **mark of good leadership.**

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PHOTOGRAPHY



COLOR PALETTE





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