

BUILDING OUR BRAND

Stephens College Brand Campaign Guide

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Stephens Logos and Resources

Stephens College Block Logo

THE BLOCK LOGO (MAIN LOGO)

The Stephens College Block Logo is a consistent part of our identity. It should only be used with a maroon block and white lettering or a black block and white lettering.

Download logos

PMS 208
CMYK 0/100/29/44
RGB 138/30/65
HEX #8A1E41

RICH BLACK
CMYK 20/20/20/100
RGB 0/0/0
HEX #000000



Stephens College Official Seal

THE SEAL

The official Stephens College seal is reproduced only in Stephens' original maroon, or maroon/gold, or black and white.

Download logos



Stephens College Athletic Stars

ATHLETIC STARS LOGO

The Stephens Stars Athletics logo is a traditional concept with strength, courage, and style. Sharp, thick lines express our athletes bold attitudes while the three shooting stars add a sense of movement and whimsy.

Download logos

GOTHAM ULTRA

PMS 123
CMYK 0/24/94/0
RGB 255/196/37
HEX #FFC425

PMS 208
CMYK 0/100/29/44
RGB 138/30/65
HEX #8A1E41

50% BLACK
CMYK 0/0/0/50
RGB 83/86/90
HEX #53565A



SECONDARY LOGO

The new SC **does not** replace the block logo. Think of the SC as a supporting actor. We use it on items such as stickers and t-shirts. The SC is a bridge between the Athletic Stars logo and our Block Logo – a mark we can all get behind and display proudly.

Download logos

TRANSDUCER VF BLACK INDIVISIBLE BOLD

PMS 137
CMYK 0/36/100/0
RGB 255/159/0
HEX #FF9F00

PMS 208
CMYK 0/100/29/44
RGB 138/30/65
HEX #8A1E41



Submit a Project

SUBMIT A PROJECT

Submit your project by filling out the intake form:
Submit Form

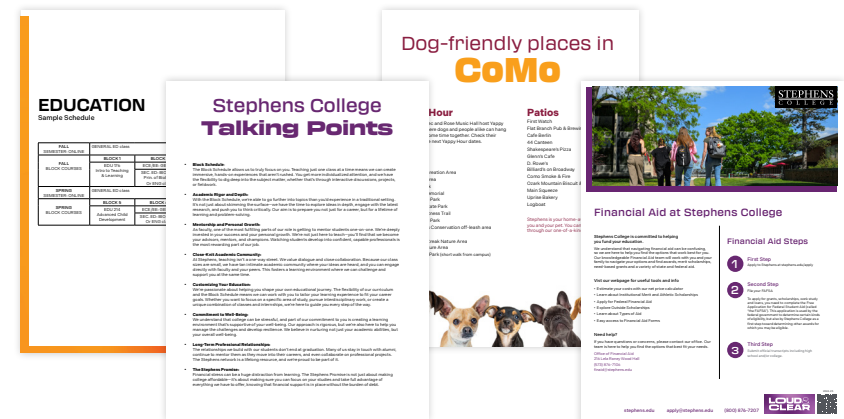
Please Note

While this guide encompasses the full design parameters, any outward facing projects or materials will need to be created through the Marketing team to ensure a united and cohesive brand.

Request a “tool kit” (Program Folder Packets)

We have program folder packets including specific marketing program material. Each packet contains the following:

- Stephens Travel Brochure
- Program-Specific Info Sheet
- Sample Schedule
- Financial Aid Info Sheet
- Block Life Info Sheet
- Stephens Promise Info Sheet
- Athletics Info Sheet
- COMO Info Sheets
- Inquiry Cards
- Outreach Cards
- Stephens Quick Guide
- Stephens Pennant
- Talking Points for your reference



Submit a Video or Photography Project

SUBMIT A VIDEO OR PHOTOGRAPHY PROJECT

Submit your project by filling out the intake form:
[Submit Form](#)

Requesting video and/or photography

Your request must align with the needs of Stephens strategic admissions marketing in terms of marketable usage to prospective students.

Individuals in the video or photos must submit a release form. The form is available for digital signature here: [Media Release](#)



Student Voice: Nursing



Request Stephens Swag

REQUEST SWAG

You may request swag by contacting Jennifer Cropp, jcropp@stephens.edu. If you would like to order something specific, please have your account number ready to charge.

We have the following available:

- Stress Star
- Pen
- Sticker Packet
- Stephens Pennant



Submit an Event, Post a Digital Sign, or Social Post

Submit by filling out the intake form:
Submit Form

POST A DIGITAL SIGN

Digital signs are a great way to get the word out on campus about your Stephens event.

Specs

Digital signs must be 300 dpi and 1366 px wide by 768 px tall (16:9), and submitted in .jpg format.

Design

Keep the words at a minimum and graphics simple. Choose background and font colors for readability. Remember that the sign needs to be legible from afar on the campus screens.

SUBMIT A CAMPUS EVENT

Submit your event to the campus calendar along with the graphic/photo.

SUBMIT A SOCIAL MEDIA POST

Submit photo(s) and post copy of the event you would like to have added to our socials.

Stephens Storefront

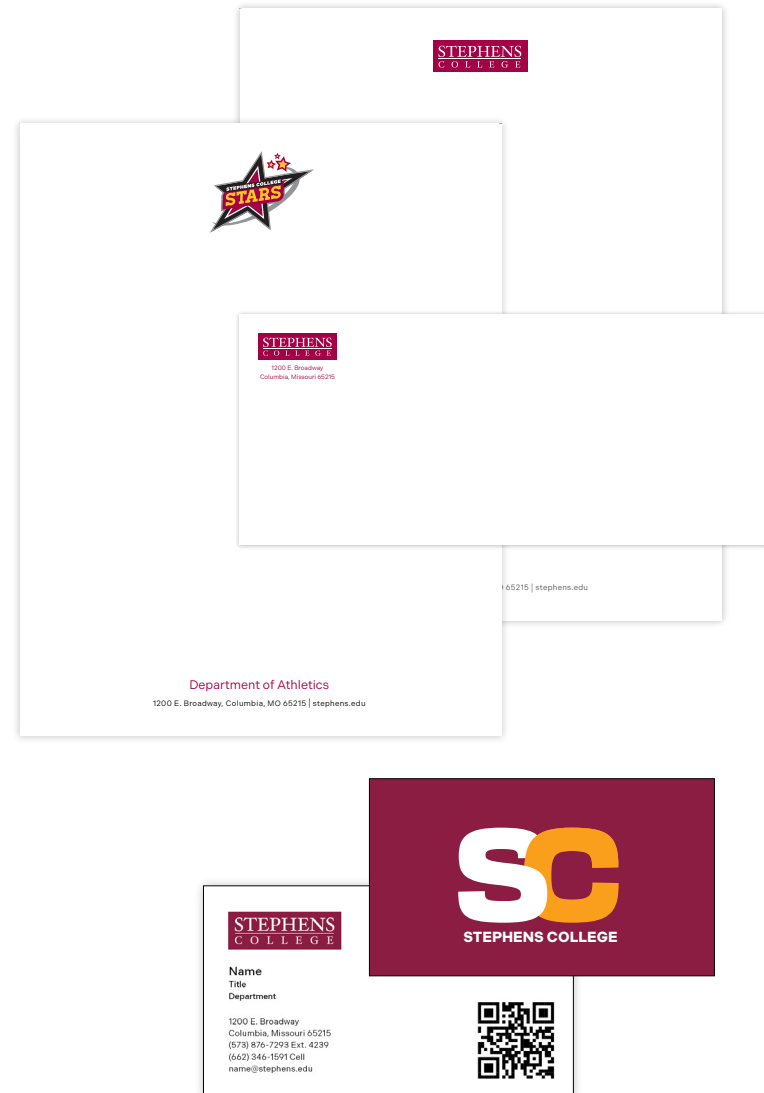
PLACING ORDERS

Stephens Storefront enables you to order to business cards, note cards, letterhead and envelopes.

Contact Jennifer Cropp (jcropp@stephens.edu) to get setup with a login.

Ordering Portal: express.modernlitho.com

You must enter your department account number before the order can be processed. You will be responsible for processing the invoice when your order is delivered.



PowerPoint Templates

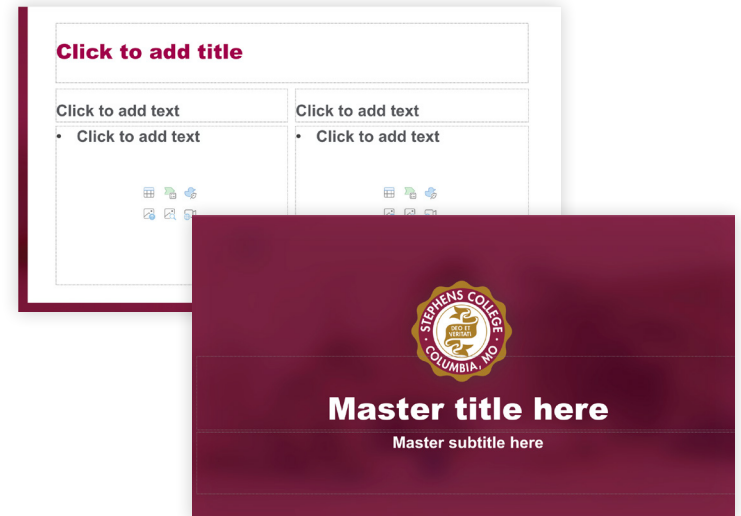
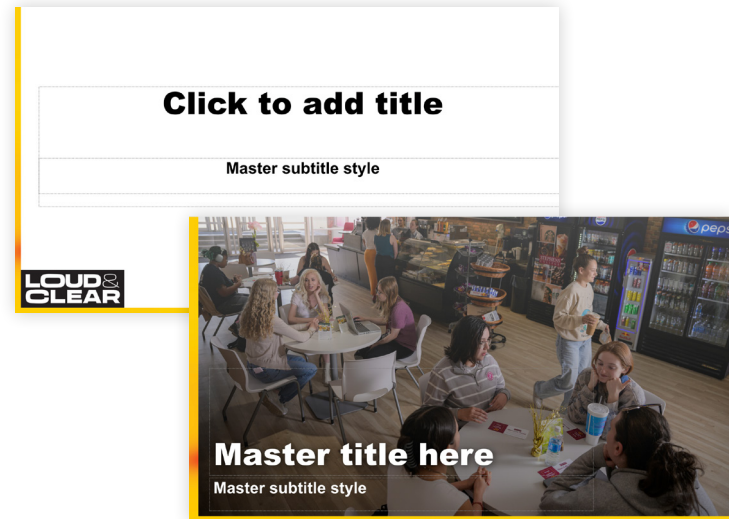
POWERPOINT PRESENTATION

Build your presentation by inserting new slides and choosing slide layouts from one of two themes: Basic Campus Theme or Official Seal Theme. The photos used are for display purposes only, please replace photos.

Helpful hint: Using the “Home” toolbar, click the “Layout” tab to choose a theme and insert slides.

Do not use layouts from more than one theme in a single presentation.

Download PowerPoint Template



EMAIL BRANDING

Every email that comes from Stephens College reflects upon the institution. Using a simple, branded email signature across campus helps strengthen Stephens' visual identity.

Download Email Signature Template

Download Athletics Email Signature Template

Instructions: Copy the signature template from the Word Doc and paste it into your Outlook email signature. Fill in your information, then insert the logo (.png file) at the bottom.



BRAND PLATFORM

BIG IDEA

The big idea is the primary filter or lens for storytelling. It sums up the brand platform in one short phrase and captures what it means for a story to be “distinctly Stephens.”

Go all in.

Our big idea captures the passion and expectations that students bring to us, and all the ways we welcome, encourage and support that passion by nurturing knowledge and purpose, and providing experiences that point students towards a meaningful and rewarding career.



NARRATIVE

This is our foundational story—it tells our audiences who we are, why we matter and why they should care. At a time when so much skepticism is surrounding higher education, it positions us as a forward-thinking, student-centered institution.

There's a better way to learn—and a better way to find your path. How many times have you completed a course, earned a good grade, and still wondered what you actually learned, why it matters and how it prepares you for life after college? At Stephens, we know there's a better way.

With our Block Schedule, our famously dedicated and impressively connected professors have the uninterrupted time to help you learn the way that works best for you: dig deep into a topic, understand its meaning in the bigger world, and own what you know through a wealth of hands-on learning experiences in and out of the classroom. You'll get a clear sense of your strengths and where you want to take your professional life—and you'll do it all in a tight-knit community with people who trust each other and love sharing their ambitions and curiosity.

PILLARS

Think of pillars as the fundamental truths about the brand. Pillars are what our core audiences find most compelling about us. Marketing campaigns and tactics may evolve, but the pillars remain constant.

- 1 The Block: One Class, One Topic,
One Immersive Learning Experience at a Time**

- 2 “All In” Learning**

- 3 Empowering Students**

- 4 The Stephens Promise**

- 5 The Stars Network Shines**

- 6 Not Your Typical Small College Location**

PILLAR 1 MESSAGING

The Block: One Class, One Topic, One Immersive Learning Experience at a Time

Fifteen-week semesters and lectures that never seem to end? Juggling 4 or 5 courses at a time? That's no way to learn and get ready for professional life. And that's why Stephens College runs on the Block Schedule.

You take one class at a time. It meets every day for 3.5 weeks—typically 9 a.m. to noon, for a total of 18 days. We call those sessions “blocks,” and you'll take four of them every semester. The Block gives you unparalleled opportunities for you and your classmates to focus together on what matters: knowing, doing, and getting ready for your future.

WHY THIS MATTERS

This message breaks down how the Block Schedule works and captures all the advantages it offers to students. You don't have to use this message in its entirety—look at the materials we created in anticipation of the Fall 2024 Block Schedule launch to see how we repurposed this language.

PILLAR 1 MESSAGING (cont'd)

Because our professors are teaching one class at a time, they can create the most immersive, active learning experiences that they (and you) can imagine—inside and outside the classroom. So having one class at a time doesn't mean learning one way for three hours at a stretch: it means a wide range of active learning experiences and perspectives—from personalized coaching to cross disciplinary collaboration with other faculty to field trips.

You won't have the stress of prioritizing your time across multiple papers and exams for multiple classes—all of which are due simultaneously. You can concentrate all your energy on the projects, papers, and exams for one class.

Our small class sizes have always been a big Stephens advantage. With the Block you can do even deeper dives: getting better feedback, collaborating in richer ways, and pursuing big questions that emerge. When you're in a group that's "in the zone," you don't just learn more: You gain clarity about who you are and where you're going.

PILLAR 1 MESSAGING (cont'd)

With your intensive Block experiences scheduled for the first half of the day, you'll have more uninterrupted time in the afternoons, which makes it easier to get and stay involved in campus activities, athletics and work experiences—because as everyone knows, Stephens isn't a place where anyone wants to fly under the radar.

You'll learn just as much (and earn as many credits) as you would over the course of a traditional semester. If you come in with college credits (most of our students do), take advantage of our year-round dorms and summer Blocks to graduate in less than four years.

The Block can take you anywhere. You can devote an entire Block to a customized, short-term study abroad. Or field research. Or an internship/shadowing experience through one of our alumni. We offer grants to make it affordable.

PILLAR 2 MESSAGING

“All In” Learning

Get ready to go all in. We’re not going to sit you in front of a textbook and lecture at you. Stephens has always been about doing, not watching. You’ll be in real working environments from your very first week: our on-campus preschool and elementary school, our stables, a health care setting, a lab, the marketing agency, the film studio. By going all in early, you’ll discover what you really want to do—or never want to do again—before you’ve invested a lot of precious time and energy.

WHY THIS MATTERS

We want students to know that we appreciate their passion and don’t expect them to forego or delay opportunities to dig in. Students also told us they appreciated how having professional-based experiences early on helped them gain clarity sooner about what they really wanted to do—they don’t feel like they wasted any time.

PILLAR 3 MESSAGING

Empowering Students

At Stephens, we believe every student is a true original, with an inventive, empathic spirit to share with the world. The attentiveness and focus our students find here isn't about coddling them or sheltering them from the world—it's about cultivating their confidence, bravery and voice. The outcomes go far beyond any single student's success or ability to stand out and speak up—although Stephens graduates are remarkable at both. When you're surrounded by this much support, opportunity and exhilarating intensity you want to be someone who's driven to create it for others.

WHY THIS MATTERS

There is a perception that small colleges mean fewer opportunities, or a “bubble” experience. We want to assure students that opportunities abound and are within reach, and that they'll be connected to the world in immediate and affirming ways. We also know that students are concerned about their mental well-being, and that helping them grow doesn't mean we have to treat them as if they are fragile. Finally, we want to assert growing stronger as an individual also becomes a gift that you can give to others.

PILLAR 4 MESSAGING

The Stephens Promise

If your family has an adjusted gross income of \$75,000 or less and you have a 3.3 GPA and live on campus, we can put together a financial aid package of scholarships and grants—not loans!—that will make our tuition and fees *free* from the time you enroll until the time you graduate. And with all our opportunities for campus work to help cover your living costs, you can graduate with little or no debt. A lot of private colleges will tell you *they're* worth the investment. At Stephens, we've flipped the script: we're investing in *you*.

WHY THIS MATTERS

We know that cost and availability of financial aid is the primary concern of students and their families. By branding our approach to financial aid as a “promise” we show our audiences that we’re committed to affordability—that we “walk the walk.”

PILLAR 5 MESSAGING

The Stars Network Shines

Welcome to our constellation of Stars. Our 30,000 Stephens alumni are proud to be Stars and happy to see new generations finding meaning and relevance in our traditions and close-knit community. A big way they express all that joy is their responsiveness to students like you. They'll answer questions about how they've achieved their amazing professional lives, host you for job shadowing experiences, help you get internships with their companies and organizations, and hire you when you graduate. We all shine brighter when we shine together, so we're always here for each other—in college and in life. Our concentrated Stars power is something to behold.

WHY THIS MATTERS

Building a sense of identity as a “Star” helps deepen a sense of belonging and connection. Some students may not immediately understand the importance of a loyal alumni network—take the time to show students why the Stephens network is a big advantage.

PILLAR 6 MESSAGING

Not Your Typical Small College Location

A small college in the middle of nowhere? Nope, not us. Our safe, park-like campus—the pet-friendliest campus on the planet—is just a two-minute walk to the heart of a great, 24/7 college town. Columbia, Missouri—CoMo for short—has been called a “mini-metropolis” because it’s got everything—from places to hang out to major employers who connect our students to opportunities in health care, arts and culture, research, education, and more.

WHY THIS MATTERS

One of our most distinctive advantages is our location in a lively college town. Avoid list-y, “Chamber of Commerce” style language when talking about Columbia. Instead find out and speak to what students value about their location. Note how we connect the prime location with another advantage—and a powerful “hook” for many students: our pet-friendly policy.

A woman with long brown hair, wearing a red jumpsuit and a black sleeveless top, is crouching on a large tree stump. She is looking down at a dog, which is wearing a white shirt with red patterns. The dog is looking up at her. In the background, there is a large, multi-story brick building with many windows. The scene is set on a grassy area with trees and a clear blue sky.

MARKETING CAMPAIGN

THEME LINE

This captures the emotional and professional promise of our big idea, Go All In. It's about bringing one's entire self to a class, an experience, and, ultimately, a professional goal. At Stephens, nothing is holding our students back, and they don't have to be shy or apologetic about what they want and what's important to them.

Loud & Clear

We know Stephens is where individuality thrives, and originality resonates. It's where students can bring their vision and mission into focus and unapologetically be themselves.

MANIFESTO

Our campaign manifesto explains the meaning provides a kind of pledge of allegiance for our marketing campaign. Feel free to use the language in the manifesto if it's useful.

At Stephens, we're fueled by your originality. There is no one size fits all here: you get uninterrupted time and inspiration to go all in, dig deep and realize with crystal clarity the kind of meaningful life and career that's possible for you. Make yourself and what you can do for the world known—loud and clear.

Marketing Campaign

THEME LOCKUPS

The campaign theme lockup exists in both a single line format and a stacked format. Both were developed using the font Transducer VF.

The words “Loud” and “Clear” are typeset using the Black Extended weight while the ampersand uses the Hairline Extended weight.

The stacked variation was manually altered to have a hyper-extended O and C.

Both variations should appear within a box whenever possible to differentiate the lockup from other typography in the layout.



Single Line Format



Stacked Format

Marketing Campaign

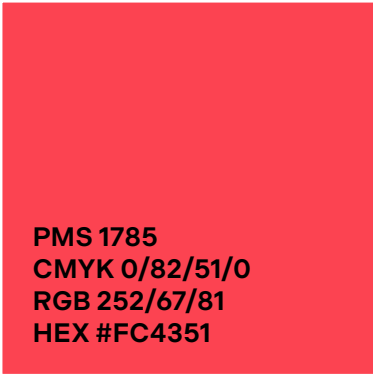
COLORS

Our campaign color palette incorporates a rich purple as its foundational color. This acts as a complement to our institutional maroon. These darker primary shades are paired with a secondary palette consisting of bright yellow, orange, and coral.

When used in combination, the campaign palette inspires a bold energy.



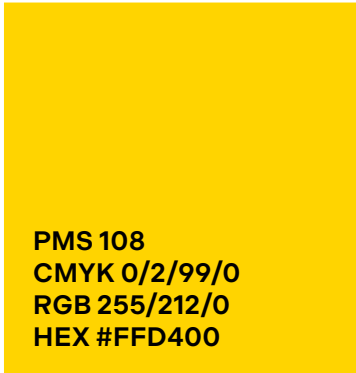
PMS 2613
CMYK 68/100/0/8
RGB 104/37/113
HEX #682571



PMS 1785
CMYK 0/82/51/0
RGB 252/67/81
HEX #FC4351



PMS 208
CMYK 0/100/29/44
RGB 138/30/65
HEX #8A1E41



PMS 108
CMYK 0/2/99/0
RGB 255/212/0
HEX #FFD400



PMS 137
CMYK 0/36/100/0
RGB 255/159/0
HEX #FF9F00

TYPOGRAPHY

Our primary campaign typefaces are Transducer VF and Indivisible. These typefaces were selected to reflect the campaign identity through their bold, confident presence. Both fonts may be used in all caps, title case, or sentence case.

Transducer VF has 30 weights that range from Hairline Condensed to Black Extended. It is a variable font which allows designers to alter the width, weight, and slant of individual characters. This flexibility can be useful when developing unique headline and callout styles across a variety of campaign materials.

Indivisible’s sleek and modern letterforms pair well with Transducer. It has 14 weights ranging from Thin to Black. It should only be used for secondary headlines, subheads, and body copy.

TRANSDUCER VF

CONDENSED	NORMAL	EXTENDED
<div>Aa</div> <div>Hairline Hairline Oblique Condensed Condensed Oblique Medium Medium Oblique Bold Bold Oblique Black Black Oblique</div>	<div>Aa</div> <div>Hairline Hairline Oblique Regular Oblique Medium Medium Oblique Bold Bold Oblique Black Black Oblique</div>	<div>Aa</div> <div>Hairline Hairline Oblique Extended Extended Oblique Medium Medium Oblique Bold Bold Oblique Black Black Oblique</div>

INDIVISIBLE



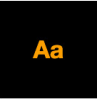





















































AaBbCcDcEeFfGgHhIiJjKkLIMmNnOoPpQqRr
SsTtUuVvWwXxYyZz01234567890!@#\$\$%^&*()

Thin, Thin Italic, Light, Light Italic, Regular, Italic, Medium, Medium Italic, SemiBold, SemiBold Italic, Bold, Bold Italic, Black, Black Italic

Marketing Campaign

COLOR CONTRAST RECOMMENDATIONS

Our campaign color palette has various shades of colors and it is important to consider color contrast when creating text-based content. Below are accessible color combinations to use.

	Yellow text #FFD400 Aa	Orange text #FF9F00 Aa	Coral text #FC4351 Aa	Maroon text #8A1E41 Aa	Purple text #682571 Aa	Black text #000000 Aa	White text #FFFFFF Aa
 Black background #000000							
 Purple background #682571							
 Maroon background #8A1E41							
 Coral background #FC4351							
 Orange background #FF9F00							
 Yellow background #FFD400							
 White background #FFFFFF							

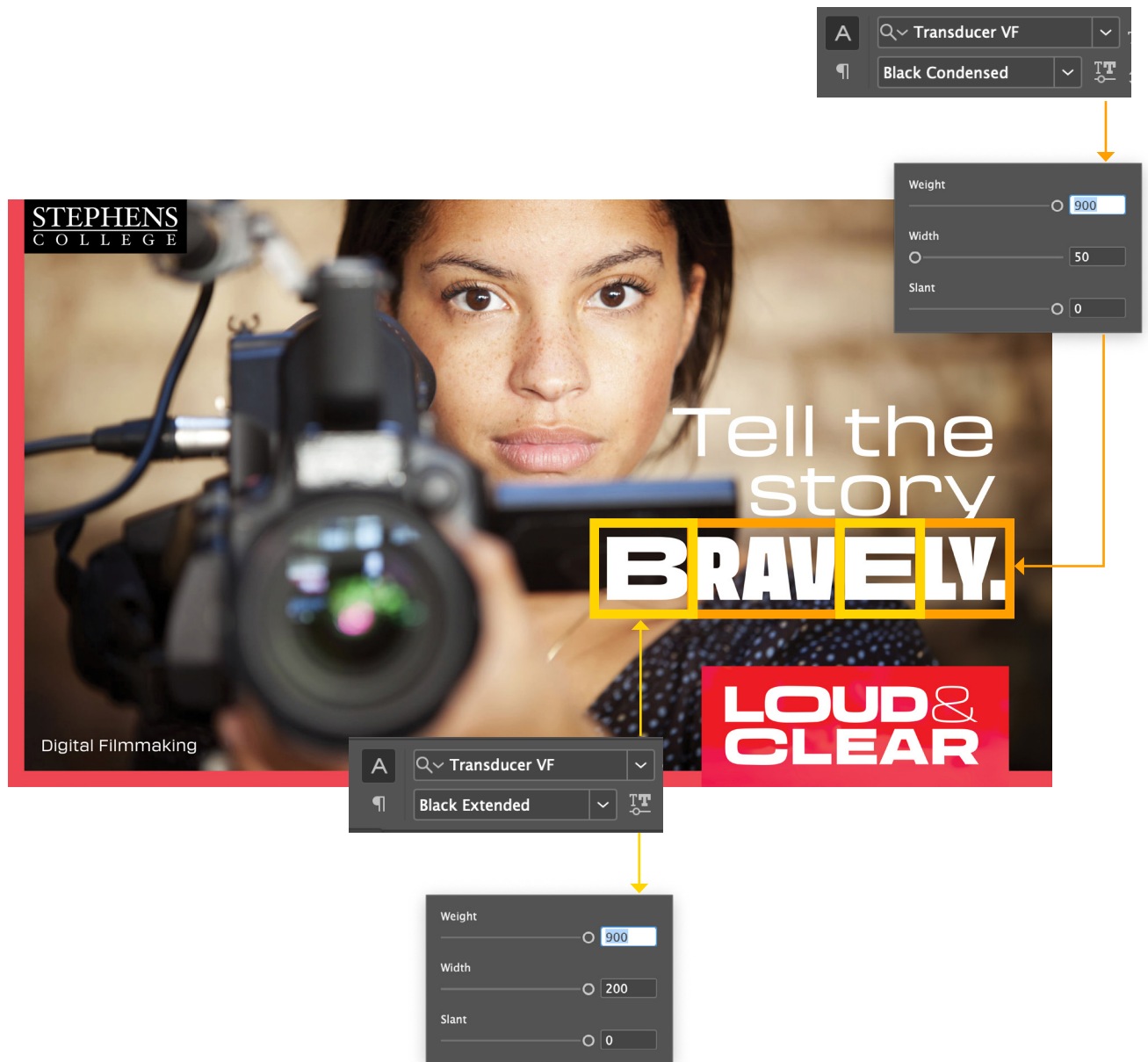
Marketing Campaign

VARIABLE TYPOGRAPHY

Our campaign headlines should depict a strong sense of “Stephens-ness” through custom typographic treatments. This can be achieved by mixing font weights and capitalizations. Focal words within phrases should be emphasized by using variable characters and bolder weights.

This effect can be created by highlighting individual characters within a word and using the “Variable Font” drop down to customize the weight, width, and slant. Depending on the weight of your font, you may need to manually customize the letterform’s width for a more dramatic effect. As needed, vectorize the phrase and shift the anchor points a uniform distance to the left or right. Please note that the phrase can no longer be typeset at this point.

Size, position, and alignment should be determined based on each individual layout. Typography should interact with subjects whenever possible.



Marketing Campaign

TYPE HIERARCHY & STYLE EXAMPLES

Use type hierarchy to make campaign marketing materials more readable. The example shown is not meant to prescribe exact point sizes, but rather to demonstrate appropriate scale and weight.

Note that this is not an exhaustive representation of all type styles. Styles will vary based on the amount of content in each piece of collateral. Examples of other acceptable variations can be found within the “Sample Applications” section of this guide.

Indivisible SemiBold

Transducer VF
Black Condensed &
Custom Characters

Indivisible Bold

Indivisible
Regular

Indivisible Bold
Indivisible Regular

Transducer VF Bold

SECTION LABEL

HEADLINE GOES HERE

Supporting description lorem ipsum ficabo hrupta quiducipit que

Omni de as eliate vendic temporio omnime nest, ipsam doluptaerit ventioem que veles sitas alicid quibus est evendigenis volupic ipienim aximagnim volori que ventis a quidellique nonse dolore quia doluptae omnis delique ilibus, aute eiciis eaquisit experrum harum, cor maxim nus es eum hicit quia am, sercium facea volupta speruntium nam, te ipsae am eum verovid quis eum di asim elestrum re voloratu.

Subhead

Ga. Omni de as eliate vendic temporio omnime nest, ipsam doluptaerit ventioem que veles sitas alicid quibus est evendigenis volupic ipienim aximagnim volori que ventis a quidellique nonse dolore quia doluptae omnis delique ilibus, aute eiciis eaquisit experrum harum, cor maxim nus es.

CALL TO ACTION GOES HERE.

ALTERNATIVE TYPOGRAPHY

When the primary campaign fonts are not available, the Inter font family may be used for both headlines and body copy. It is available through google fonts as a free download at <https://fonts.google.com/specimen/Inter>

Inter Medium

Inter Black

Inter ExtraBold

Inter Regular

Inter Bold
Inter Regular

Inter Medium

SECTION LABEL

HEADLINE GOES HERE

**Supporting description lorem ipsum
ficabo hrupta quiducipit que**

Omni de as eliate vendic temporio omnime nest, ipsam doluptaerit ventioem que veles sitas alicid quibus est evendigenis volupic ipienim aximagnim volori que ventis a quidellique nonse dolore quia doluptae omnis delique ilibus, aute eiciis eaquisit experrum harum, cor maxim nus es eum hicit quia am, sercium facea volupta speruntium nam, te ipsae am eum verovid quis eum di asim elestrum.

Subhead

Ga. Omni de as eliate vendic temporio omnime nest, ipsam doluptaerit ventioem que veles sitas alicid quibus est evendigenis volupic ipienim aximagnim volori que ventis a quidellique nonse dolore quia doluptae omnis delique ilibus, aute eiciis eaquisit experrum harum, cor maxim nus es.

CALL TO ACTION GOES HERE.

Marketing Campaign

PHOTOGRAPHY

Authentic custom photography is always preferred when developing collateral for our campaign. The stock photos shown here should be used as inspiration. These examples feature acceptable photography styles, subject matter, composition, and overall tone.

Tone

When photographing subjects, be mindful that the image is not too dark, muddy, or out of focus. Blurred backgrounds that draw focus to the subject are acceptable.

Composition

Overall, images should convey a sense of individuality and engagement. Photography that contains people should be inclusive of our diverse population (examples include ethnicity, gender, and age). Subjects should appear powerful while “going all in” on personalized, hands-on learning experiences. Unique lighting, activities, and croppings can be used to emphasize our “Stephens-ness.” Where appropriate, the subject may make eye contact with the viewer to draw attention. Do not use images of subjects that are overly posed or show extreme emotion that could be conveyed as cliché.



Marketing Campaign

GRAPHIC ELEMENTS

Colored Frames

Colored strokes may be added to 1 or more sides of a composition creating a frame. This represents the space that Stephens creates for students to focus, be inventive, and find out what works for them. The width of the stroke can vary depending on the size of the layout and hierarchy needs. When used, it should visually match the ratio seen on the right. The stroke color should be selected from the campaign palette and compliment the photography.



Colored
Frame



Marketing Campaign

GRAPHIC ELEMENTS

White Borders

White strokes may also be used to create borders around graphic boxes or photography. These are reserved for complicated hierarchies such as a viewbook spread layout where colored frames become distracting.

Background Textures

Blurred textures may be used as a background element and colorized to match the campaign color palette. It should be used to highlight the campaign theme lockup and within graphic boxes to draw attention to important information such as callouts or statics.

Our library of existing textures can be used as a starting point when developing new materials. Additional textures can be created as needed using the instructions on the next pages.

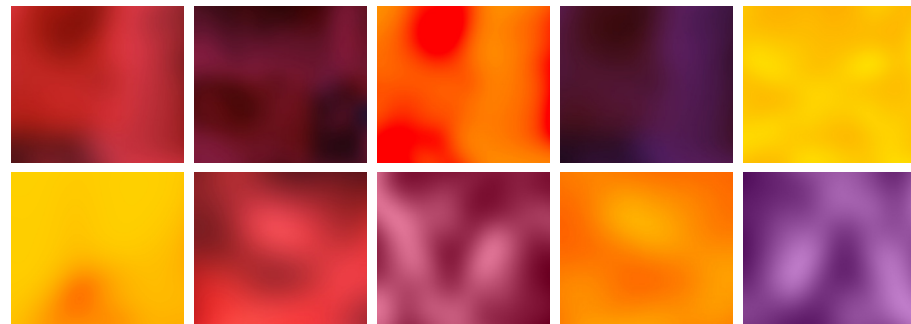
Textured
Box →



White
Border

Textured
Box

Texture
Library



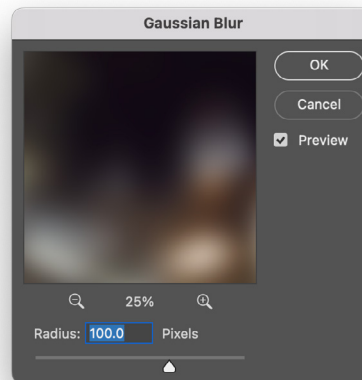
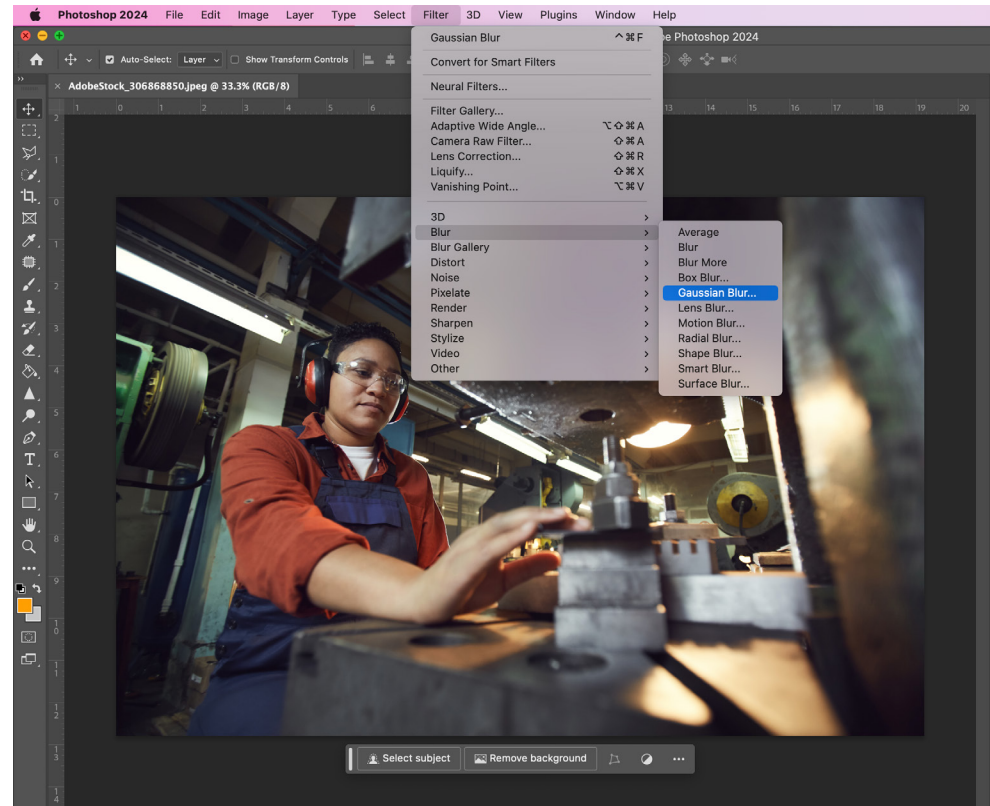
Marketing Campaign

CUSTOM BACKGROUND TEXTURE DEVELOPMENT

Custom background textures can be created from any high resolution image.

Blur Effect

In Photoshop, apply the “Gaussian Blur” effect under “Filter.” Adjust the radius size in the pop up window to achieve the desired level of blurriness. The number will vary depending on the size and content of photo. Subject of photo should not be recognizable after effect has been applied.



Marketing Campaign

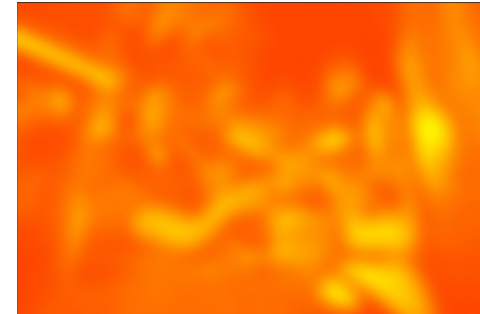
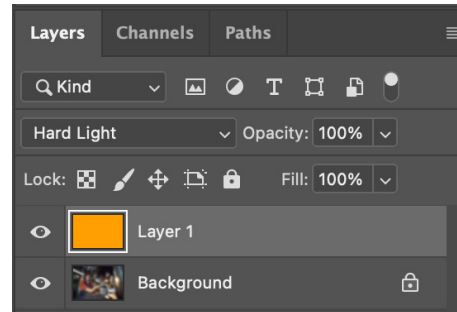
CUSTOM BACKGROUND TEXTURE DEVELOPMENT

Custom background textures can be created from any high resolution image.

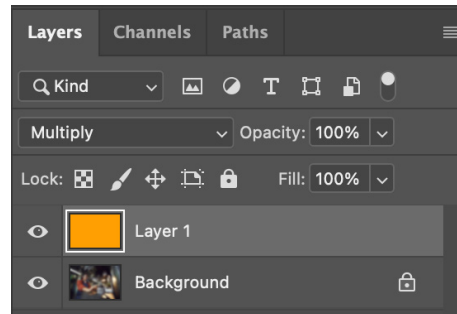
Color Overlay

After images have been blurred, colors from the campaign color palette should be applied to the image. Add a new layer and fill with color. Adjust the blending mode of the layer to whichever effect creates a bright, vibrant mix of colors from the campaign palette. This will vary based on the color, contrast, and color space of the image. You may also adjust the opacity of the image and incorporate additional adjustment layers as needed to achieve desired effect.

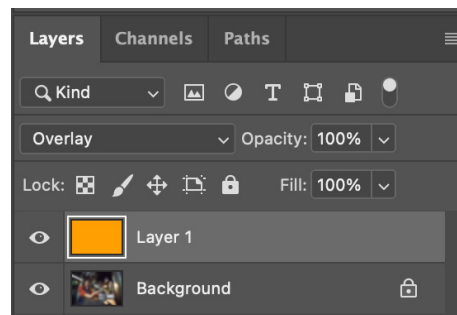
Hard Light



Multiply



Overlay

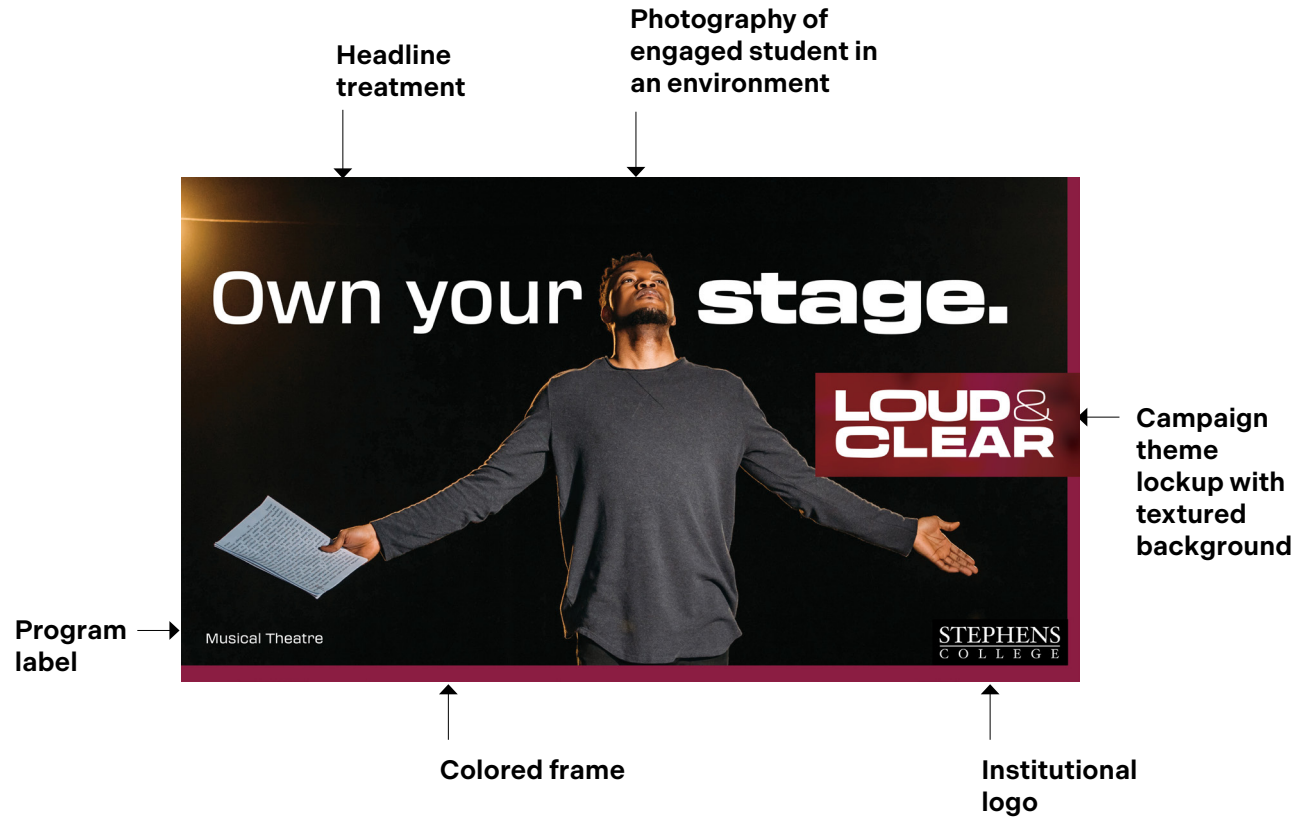


Marketing Campaign

ANATOMY OF LAYOUT

The visual vocabulary for the campaign contains a few components that, together, express the campaign in bold, simple and memorable ways. The core graphic elements of the campaign include:

- Colored frame
- Photography of a subject within an environment (engaged in an activity or making direct contact with the viewer)
- Campaign theme lockup with textured background
- Headline treatment
- Stephens College institutional logo
- Program label (where applicable)



Marketing Campaign

INCORRECT USE



- ✗ Do not use drop shadows or color gradients.



- ✗ Do not use color combinations with low contrast.



- ✗ Do not place headline or campaign theme on top of the subject in imagery.



- ✗ Do not mix font weights within a single word.



- ✗ Do not add additional design elements to layout.



- ✗ Do not use colors outside of the campaign color palette.

Marketing Campaign

SAMPLE APPLICATIONS

The following pages represent a few applications of the brand campaign visual identity across various touchpoints. We hope you find inspiration in these examples.

Viewbook | Cover & Spread

Institutional logo sits within the border.



Campaign phrase and textured box always overlap the border.

Primary headlines can be framed by a colored box for emphasis.

**SHINE LIKE
ALL STARS DO.**

Maria Gomez was dazzled by the big screen ever since she was little. But she didn't know how to make a career out of it. Thanks to her alumni mentor and the valuable technical skills she gained at Stephens, she landed an internship as a visual effects designer at a big production studio in L.A. Namus alibus experias solupta sum

quati sum resciamus desilita di volum exeratrem nonsequam harum fuga. Fererci aturias adi invel ipectur ad moloremquo optatui, sinciandem illi accum eumqui qui quam quatus reseri nam exospuda doluptibus autem accae volor ant eiunt as aut unto officist volupti stiam, totatio et uFicimet optatio reptis ut estrume eumquia sam.

Use multi-column layouts for text boxes that span more than 5" to ensure readability.

Break up larger columns of text by using a bold, color lead-in statement.



I finally saw a clear path to my future; it was a big aha-moment.

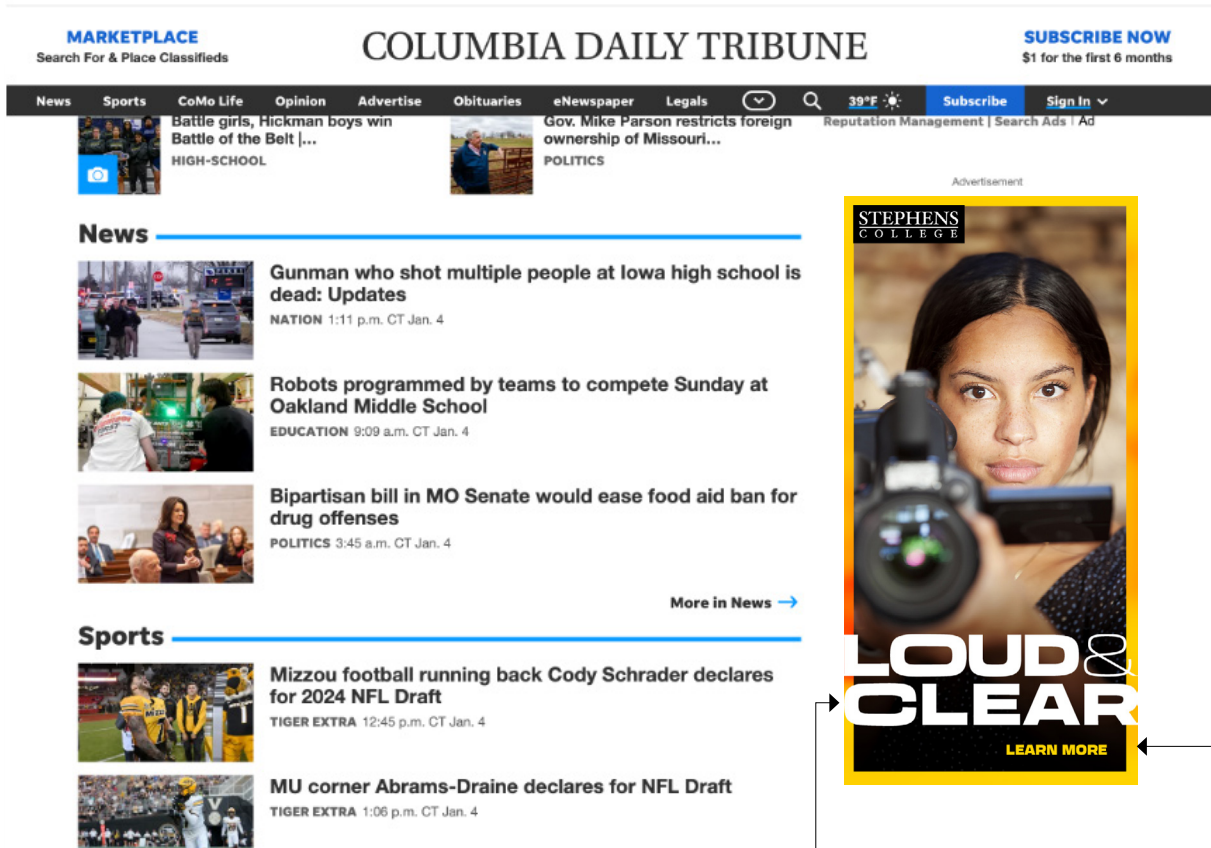
100%
students who have an internship by senior year

White border used around textured boxes and photography (instead of colored frame) to draw focus to the content and photography.

Marketing Campaign

SAMPLE APPLICATIONS

Digital Display Static Ads | 300x600, 300x250



Incorporate background textures to catch attention quickly especially in a smaller format.



Call to action should be included whenever space allows, but may be removed to ensure the logo and copy remain legible.

Theme lockup can be used to overlay photography when other headlines do not appear on the page.

Marketing Campaign

SAMPLE APPLICATIONS

Digital Display Ad Storyboards | 728x90, 300x50

Use animation whenever possible to draw attention with movement.

Incorporate transitional typography to represent themes of flexibility and individuality.



State 1



State 2



State 3



State 4



State 5



State 1



State 2



State 3



State 4



State 5

Call to action to action may be removed to ensure the logo and copy remain legible.

Marketing Campaign

SAMPLE APPLICATIONS

Print Ads

Subject is engaged in an activity.

Institutional logo sits within the border.



Headline

Shine like all Stars do.

Body Copy

At Stephens, we're fueled by your originality. There is no one size fits all here: You get uninterrupted time and inspiration to go all in, dig deep and realize with crystal clarity the kind of meaningful life and careers that's possible for you. So, make yourself and what you can do for the world known—loud and clear. Start your Stephens journey at stephens.edu

Campaign phrase and textured box always overlaps the border.

Marketing Campaign

SAMPLE APPLICATIONS

Table Banners & Floor Banners



31.5" x 15.5"



23.5" x 83.5"



Logo should be centered within the space when frames and borders are not used in the layout.

Use textured backgrounds when photography isn't available or would be cropped awkwardly within the dimensions.

Variable typography places emphasis on critical word in phrase.

Marketing Campaign

SAMPLE APPLICATIONS

Out-Of-Home | Columbia Bus Wrap (Houck Transit Advertising Template)

Use photographs with wide angles for horizontal layouts. If needed, the sides can be expanded using a generative AI filter in Adobe Photostop or they can be darkened using a vignette layer.



Frame subject of photo with typography whenever possible to draw focus to the individual.

Marketing Campaign

SAMPLE APPLICATIONS

Out-Of-Home | City Bus Wrap

Sentence case and uppercase headlines may be used interchangeably for increased variety across collateral.



