

# Brand Guidelines

VENTURING TOWARD GREATNESS.

ARCADIA  
UNIVERSITY

VERSION 1.0



ARCADIA VENTURES BEYOND THE REGION.

# Increasing Arcadia's Brand Awareness

With the approval of Our Adaptive Strategy: ARCADIA2025 February 2020, Arcadia began a rebranding initiative to define the University and venture towards strengthening our reputation and relevancy.

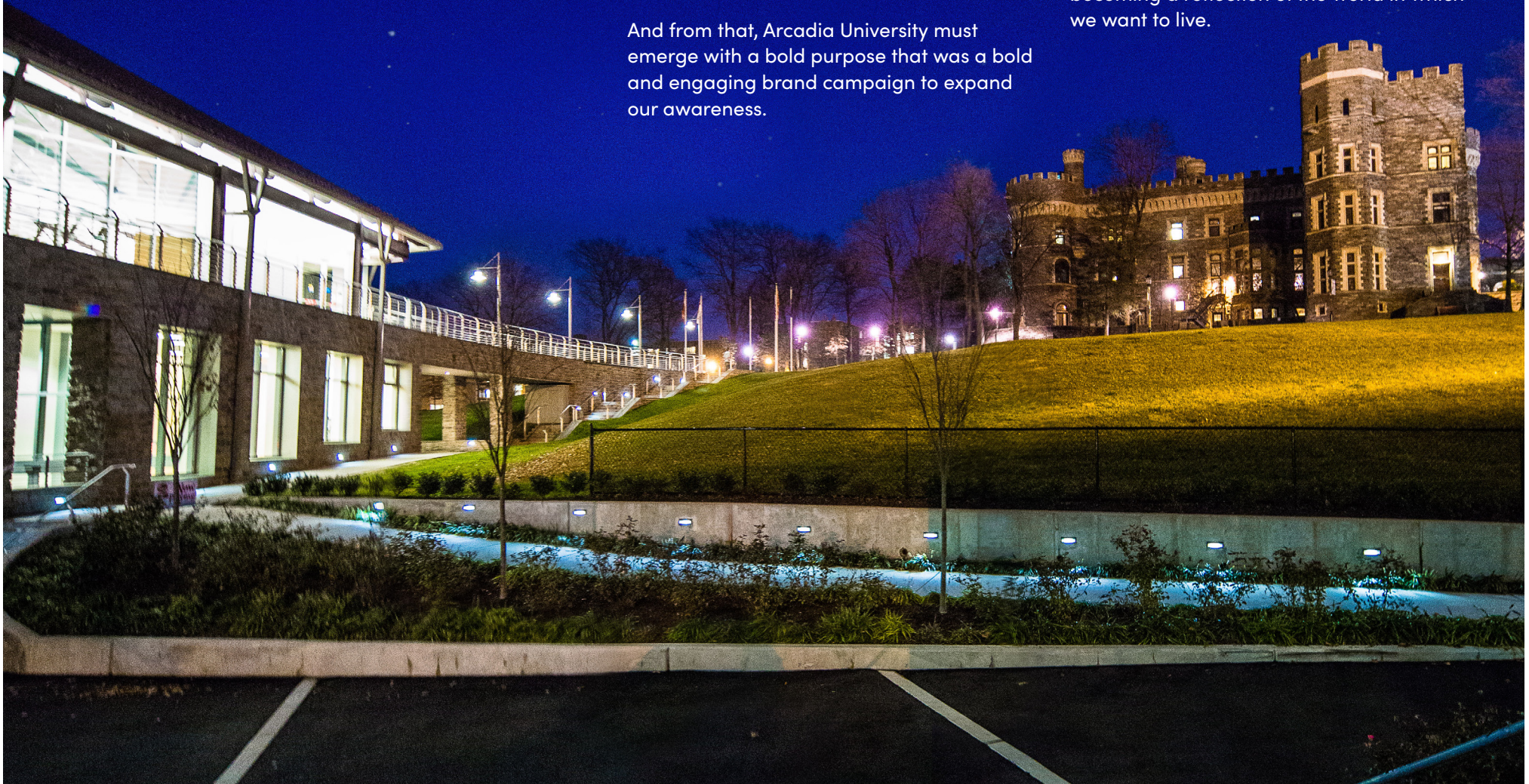
As COVID-19 swept the globe, Arcadia consciously decided to rebrand through the crisis as we realized the pandemic was a driving force for change across all industries.

The world would never be the same.

And from that, Arcadia University must emerge with a bold purpose that was a bold and engaging brand campaign to expand our awareness.

Arcadia University is known in our region. However, there isn't an extensive understanding of Arcadia's achievements and reputation for pioneering innovation.

Arcadia emerged with a bold brand designed to increase engagement, augment interest, and strengthen our reputation as a nationally ranked, innovative, high-quality academic experience. Our campaigns would expand our reach and visibility by motivating becoming a reflection of the world in which we want to live.





# YOU ARE THE BRAND

YOU MAKE THE BRAND INSIDE AND OUTSIDE THE CLASSROOM.

## Who we are, what we do, and why it matters.

Every time we interact—whether it's visiting, posting on social media, sending promotional material by mail, or talking with stakeholders directly—people form opinions about the University based on their interactions with us.

**Brands are living, breathing entities in that way—and they're increasingly hard to control.**

The more consistent and confident we are when telling the Arcadia University story, the better our audiences will understand and trust what we have to say. That's why it's so important to be on the same page about our brand identity—the tangible, real-world system of design and messaging we use to tell the world about ourselves.

**These guidelines are designed to ensure that all University communications, big or small, are authentic, cohesive reflections of the Arcadia University brand.**



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**Note:** The photos in this guide feature Arcadia students and alumni. Additional photo shoots are being planned to align with the brand.

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# SECTION

**BRAND GUIDELINES**

# Strategy

# ONE

## INTRODUCTION

What separates Arcadia University from the hundreds of colleges and universities in the Mid-Atlantic region? What does our University do different from—and better than—the rest?

**The answer to these critical questions can be found in our brand strategy.**





## SECTION ONE

# Strategy

### Strategy Drivers

#### Brand Platform

#### Narrative

## Strategic Goals

Arcadia University, like its students, is unique and individual. Our brand effort was intentionally informed by market research to provide a strong foundation for an authentic brand strategy that can be tracked and measured over time.

The findings of our research study, in conjunction with the University's vigorous Adaptive Strategy ARCADIA2025, resulted in five strategic drivers that serve as a guidepost for all brand activity over time:

**BUILD OUT** Arcadia's "global" differentiator beyond study abroad to encompass how the Arcadia experience prepares globally minded graduates to live and work in a diverse, interconnected society.

**FRAME** liberal arts messaging to describe how Arcadia allows students' passions and interests to guide a high-quality academic experience that develops critical thinkers, effective communicators, and innovative problem solvers.

**SHIFT** personal attention messaging from a features-based approach to a benefits-based approach of helping students build the confidence they need to be successful in the classroom and in life.

**CONTINUE** to progress in the areas of social impact, social innovation, and justice, equity, diversity, and inclusion (JEDI & CABR) initiatives. Integrate these themes throughout Arcadia's brand strategy.

**ADDRESS** overwhelming desire and need for strong return on investment (ROI) by leveraging Arcadia's outcome stories, facts, and figures.



## SECTION ONE

# Strategy

### Strategy Drivers

#### Brand Platform

#### Narrative

## Brand Platform

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

**BRAND ESSENCE** presents a simple, distilled phrase that forms a foundational point for our strategy.

**PERSONALITY** helps us to establish and maintain a consistent tone throughout our communications.

**BRAND PILLARS** further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us, and what we do differently or better than other institutions.

**FOUNDATION** is based on important, yet non-differentiating, pride points.

## BRAND ESSENCE

# THE IDEAL PLACE TO EXPERIENCE THE WORLD

## PERSONALITY

Hardworking scholars    Dedicated collaborators    Confident adventurers  
Open-minded leaders    Socially conscious doers

## BRAND PILLARS

### Global Mindset

Arcadians are driven to seek, experience, and understand broad and varied perspectives, preparing them to thrive in an interconnected world.

### Social Impact

We approach every endeavor with an open mind and heart, instilling a commitment to justice, equity, diversity, and inclusion in all we do.

### Customized Education

Through exploration, our academic experience creates confident graduates who are critical thinkers, effective communicators, and innovative problem solvers.

### Experiential Learning

We incorporate hands-on experiences in every way possible to get students out of the classroom and ready for life and careers.

## FOUNDATION

- Small class sizes
- Expert faculty
- Liberal arts core with professional programs
- Proximity to Philadelphia
- Beautiful campus



## SECTION ONE

# Strategy

### Strategy Drivers

#### Brand Platform

#### Brand Pillar Talking Points

#### Narrative

### BRAND PILLAR

# GLOBAL MINDSET

### LEADER IN STUDY ABROAD

Since 1948, Arcadia has been a leading provider in international education. Each year, students from more than 300 colleges and universities in the U.S. and Canada embark on international experiences through Arcadia University.

### COMMUNITY, CAMPUS, AND CLASSROOMS WITHOUT BORDERS

Our students learn and work outside the classroom walls, putting knowledge into practice in real and varied ways. These experiences give students a deeper, more contextual understanding of the world and their place in it.

### GLOBALLY MINDED GRADUATES

Our diverse campus community and expansive approach to education create globally minded graduates, ready to use their comprehensive experience to make meaningful impacts on the world around them.



SECTION ONE

# Strategy

Strategy Drivers

Brand Platform

Brand Pillar Talking Points

Narrative

BRAND PILLAR

# SOCIAL IMPACT

## JUST, EQUITABLE, DIVERSE, AND INCLUSIVE COMMUNITY (JEDI)

Arcadia's learning community is vibrant, diverse, and inclusive, enriching our students' experiences and providing them with a supportive and encouraging community of scholars throughout college and beyond.

## EQUITY IN THE ACADEMIC EXPERIENCE

At Arcadia, our students benefit from a pioneering approach to education that integrates community service and global outreach; exposes them to diverse people, ideas, and situations; and uniquely prepares them for life after graduation.

## LOCAL AND GLOBAL CHANGE AGENTS

Our students graduate as curious intellectuals, unafraid to think big and fully prepared to make meaningful contributions in their fields.

## SECTION ONE

# Strategy

### Strategy Drivers

#### Brand Platform

#### Brand Pillar Talking Points

#### Narrative

### BRAND PILLAR

# CUSTOMIZED EDUCATION

### ENGAGING ACADEMICS

Our integrated approach to education provides students with the foundational and far-reaching skills needed to be leaders in their fields.

### PERSONALIZED MENTORING AND ADVISING

Our students enjoy a customized learning experience delivered by dedicated professors and mentors, and they benefit from continued access to personalized support and academic advising throughout their University careers.

### CONFIDENT THINKERS, COMMUNICATORS, AND PROBLEM SOLVERS

Our values-based learning community develops in our students the confidence to think deeply, communicate effectively, and consider new solutions to tough problems—through their University experience and throughout their lives.



SECTION ONE

# Strategy

Strategy Drivers

Brand Platform

Brand Pillar Talking Points

Narrative

BRAND PILLAR

# EXPERIENTIAL LEARNING

## HANDS-ON OPPORTUNITIES

Our students enrich their education through lived learning experiences in diverse, immersive environments, better preparing them for life after college and allowing them to dive head-first into their areas of interest.

## PREPARING FOR A LIFETIME OF SUCCESS

A degree from Arcadia doesn't just prepare students for their first job, but for a lifetime of career success. Our graduates stay connected to the University and to each other throughout their careers, benefitting from a continuous source of networking opportunities, inspiration, and support.

## FULFILLING YOUR LIFE'S WORK

Why settle for "work-life balance," when you can do your life's work? An Arcadia education sets students up for personal and professional growth and fulfillment.

## SECTION ONE

# Strategy

### Strategy Drivers

#### Brand Platform

#### Narrative

## Narrative

The role of a narrative is to lay the foundation for writing in a distinct voice, as well as to inspire the messages we communicate going forward. The narrative is not marketing language and should not be referenced directly—rather, it should guide the spirit of future brand messaging.

No matter who or what we're writing about, our voice should stay true to the big idea encapsulated here.

**Since 1853, we've pushed the boundaries on what is possible and accessible in education.**

The nature of work and the job market is rapidly changing; unlike any other time in history. Investing in a college degree is about more than getting that first job; it's about building a strong foundation for achieving personal success.

Arcadia has ventured beyond the norm many times in its history, but three critical moments shape its vision today. First, at its founding in 1853, the institution rejected the social limits placed on the traditional education of women, notably with a daringly unconventional curriculum focused on the liberal arts, ancient history, rhetoric, logic, and analogy.

The second milestone occurred in June of 1948 when a professor took seventeen students via boat to Europe for ten weeks to see the first-hand economic effects of World War II and the post-war efforts to rebuild. This was a pioneering effort in a time when other colleges had yet to resurrect the study abroad programs that the recent world war had interrupted. Historically, nearly 3,000 students from over 300 colleges and universities in the U.S. participate in our programs each year.

And finally, in the Spring of 2020, amid a global pandemic, Arcadia launched two transformational initiatives: our 2025 Adaptive Strategy and our Combating Anti-Black Racism enterprise-wide efforts. Inextricably linked and mutually amplifying, they are providing direction and shaping our ambition as we work across all of our stakeholder groups - students, faculty, staff, students, alumni, community members, and national and global partners - to build the world in which we ALL want to live. The Adaptive Strategy has also paved the way for several mission-critical initiatives including the founding of the Office of Access, Equity, Diversity, and Inclusion (OAEDI), the Center for Anti-Racist Scholarship, Action, and Advocacy (CAASA), and the Center for Teaching, Learning, and Mentoring (CTLM).

**OUR PHILOSOPHY IS SIMPLE:** At Arcadia, you'll discover your life's work through boundless exploration, both at home and around the world. In doing so, you will prepared for the career that follows, to use your talents to help others, and to confidently live your best life.





BRAND GUIDELINES

## Messaging

### INTRODUCTION

Our brand strategy lays out the factors that distinguish us from other institutions. The next step is to use this information to inform the way we talk about ourselves.

These guidelines, including the elevator pitch and voice and tone, **provide a cohesive direction for how we should tell our story to the world.**

## SECTION TWO

# Messaging

### Elevator Pitch

#### Voice and Tone

#### Student-Centered Approach

#### Headline Bank

## Elevator Pitch

The following pitch is presented in a casual tone, designed for impromptu one-off conversations between faculty or staff and someone unfamiliar with the college.

**This is the language to internalize and keep handy for conversations where you're asked, "Tell me about Arcadia University."**

Arcadia University is a **pioneering** institution with **innovative** academics that inspire students to **venture beyond the classroom** to gain **social, intellectual, and career mobility**. Arcadia prides itself on its leadership in **global study opportunities**; its **commitment to justice, equity, diversity, inclusion** and in **combating anti-Black racism**; and on **accessible STEAM education**. Arcadia's **diverse student body** remains at the center of all university efforts, and its robust residential campus community provides a living laboratory for students to embrace their **authentic** selves and **pursue lasting change** in the world. Arcadia helps students thrive and overcome the opportunity gap to lead fulfilling careers in **science, technology, arts, mathematics, and health sciences**.



## SECTION TWO

# Messaging

### Elevator Pitch

#### Voice and Tone

### Student-Centered Approach

### Headline Bank

Arcadia's unified storytelling strategy, also produced by MarCom, will provide a process on how the University will capture the uniqueness of the Arcadia experience and highlight community members who embody our brand pillars. The unified storytelling will animate the Arcadia experience in a variety of methods, linking all the aspects of what makes Arcadia special.

## Voice and Tone

**Each story we tell should have both a clear purpose and an authentic tone that feels distinctive to Arcadia University.** A helpful first step for any communicator is to commit the personality words to memory, as a reference. Then, use the following writing tips as a stylistic gauge:

### BE CLEAR AND CONCISE

The most effective messages are uncomplicated. Rather than getting hung up on academic language or marketing jargon, write clearly and in a straightforward tone.

### KNOW YOUR AUDIENCE

The Arcadia University brand will be communicated to many different audiences, with different needs. Before you start writing, know who it is you're aiming to connect with.

### BE HUMAN

Our students, faculty, and alumni are the best examples of the work we're doing. Highlight their stories, their wins, and the challenges they face as part of the fabric of the Arcadia University story.

### BE RELATABLE

The level of humor in our messaging will vary depending on the message, audience, and medium (e.g. social media vs. print pieces); but where appropriate, don't be afraid to have fun and be relatable. After all, some experiences (like stress before exams or mixed emotions at Commencement) are universal.

## SECTION TWO

# Messaging

Elevator Pitch

Voice and Tone

Student-Centered Approach

Headline Bank

## Student-Centered Approach

**The foundation to a cohesive and successful brand is authenticity. Combining strategic objectives with the reality of stakeholder experiences, especially students, is key. We do this by putting the student at the center of the experience.** Messaging and branding should match the truth of students' lived experiences at Arcadia. We share the students' perspectives, telling their stories and sharing their experiences. Arcadia's Unified Marketing and Communications Strategy should be adopted at all levels of the University community, aligned behind common tool sets, language, and strategic vision.

### PERSONALIZE

The most effective messaging is authentic, sincere, relatable, and personalized. Define who you are talking to (i.e., first-generation, athlete, working student, etc.) and speak to how Arcadia will impact their lives. Students and parents want to know that Arcadia is right for them, that their degree is worth the price, and that career success will follow. Students want to feel like Arcadia is a place where they belong. Tailor your messaging and interactions to convey the right information at the right time. When students are put at the center of each interaction, you're creating space for meaningful relationships that can make all the difference.

### SPEAK TO THEIR CAREER ASPIRATIONS

Ensure that career and academic outcomes are emphasized across all marketing materials. Use data where applicable. Student testimonials work well here. Offering insight into a student's future success empowers them to start to visualize how the education and skills they'll gain at Arcadia will define their future career pathways.

### MEET STUDENTS WHERE THEY ARE

Every interaction should be seen as an opportunity to connect and engage with a prospective student, whether they're filling out a form, opening an email, or visiting you in person. Modern students live their lives online. Focus marketing efforts on strategies that work in a digital world. Students and parents now expect personalized and relevant information in the channels they care about—mobile, web, text, etc. These experiences need to be memorable, shareable, and personal. With each interaction, you can learn more about what's working, what isn't, and what you need to implement to level up your personalized experiences with students.

## SECTION TWO

# Messaging

Elevator Pitch

Voice and Tone

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Headline Bank

## The Road to Venture Beyond.

Arcadia's new brand platform positions us to push boundaries, be innovative, challenge the norms, and be the change we want to see in the world.

Venture beyond \_\_\_\_ .

(borders, expectations)

Venture outside \_\_\_\_ .

(your comfort zone, the box)

Venture into \_\_\_\_ .

(the unknown, the community)

Venture toward \_\_\_\_ .

(success, greatness, innovation)

From \_\_\_\_ to \_\_\_\_.

(campus to Dublin; engaging coursework to global mindset; budding passions to life's work)

Discover what's beyond \_\_\_\_ .

(the status quo, the classroom, your perspective)

Take your \_\_\_\_ to new places

(curiosity, inspiration, creativity, expectations, understanding, motivation, passion, potential, exploration, knowledge)

We think big.

Impact the world around you.



# SECTION

BRAND GUIDELINES

## Visual

# THREE



## SECTION THREE

# Visual

### Identity

#### Color

#### Typography

#### Photography

#### Video

#### Graphic Elements

Web-formatted logos are available on the University website at [arcadia.edu/branding](http://arcadia.edu/branding). Logos formatted for print-use are available by contacting Rachana Sheth ([shethr@arcadia.edu](mailto:shethr@arcadia.edu)).

To ensure the design integrity of the logo, do not alter or recreate the logo.

## The Arcadia University Logo

**The logo design should not be altered in any way.** The type fonts, size relationship of type, type font weights, positioning of type and art, illustration, and colors have been designed to work together as an integral unit. A change to any part of this logo in any way, other than that specified in this manual, is a violation of the ARCADIA LOGO STANDARDS and is strictly forbidden.

### PRIMARY ARCADIA LOGO

The All-Type Arcadia Logo variation may only appear in two colors (scarlet and black) or one color (black).

All restrictions and guidelines that apply to the two-color versions apply to the all-black versions, with no exceptions.

The primary logo features the word "ARCADIA" in a large, red, serif font. A thin, curved line starts under the "A" and sweeps under the "C" and "D". Below this, the word "UNIVERSITY" is written in a smaller, black, serif font.This version of the primary logo is entirely black. It features the word "ARCADIA" in a large serif font with a thin curved line underneath, and the word "UNIVERSITY" in a smaller serif font below it.

### THE ALL-TYPE ONE-LINE ARCADIA LOGO

The All-Type One-Line variation may appear in one color only (scarlet, white, black).

This is the All-Type One-Line logo in black. It consists of the word "ARCADIA" in a large serif font with a thin curved line underneath, followed by the word "UNIVERSITY" in a smaller serif font to its right.

## SECTION THREE

# Visual

### Identity

### Color

### Typography

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### Video

### Graphic Elements

The ARCADIA LOGO may not be combined with any other logo. If the logo is being used to represent an affiliation with another entity, the logos must appear separately.

See Department Marks section for explanation of appearance and use of department logos.

## Castle Illustration Logo

### CONSTRUCTION

The ARCADIA LOGO is comprised of four parts:

- the name "ARCADIA"
- the designation "UNIVERSITY"
- the date the school was founded "FOUNDED 1853"
- the illustration of the CASTLE



### CLEARSPACE

The safety area for the ARCADIA LOGO is a rectangular area encompassing the logo, Castle illustration, and founding date. No elements may enter the safety area. The area is established by using the height of the type in the word UNIVERSITY. Using that height measurement as a guide, apply it to the outside of the farthest type and image of the logo.

Connect these measurements with a rule, and the entire safety area will be established for the size logo that is being used.





## SECTION THREE

# Visual

### Identity

#### Color

#### Typography

#### Photography

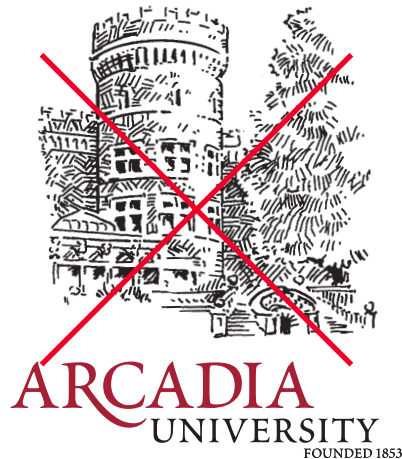
#### Video

#### Graphic Elements

## Castle Illustration Guidelines

The Castle illustration was drawn specifically to be an integral part of the Arcadia logo. It should never be used independent of the Arcadia typeface. The Castle illustration should always be printed in black when it appears as part of the logo. The illustration should never be printed in any other color.

The Castle illustration may be used as a graphic element only in the style and color treatment (i.e. as a 5 percent screen of black illustration, used as a background “textural” image).



Never use the version of the Castle Illustration logo with “Since 1853”

## SECTION THREE

# Visual

### Identity

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## Reverse Logo Usage

### USE ON A BACKGROUND

These logo variations allow for the use of a darker background. Because the Castle illustration has been removed, the readability of the type is the only concern. A background value from 20 percent up to 100 percent may be used. Do not use a background color value that is less than 20 percent.

Example of background color at 20%



Example of background color at 100%



## SECTION THREE

# Visual

### Identity

Color

Typography

Photography

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Graphic Elements

Please contact Rachana Sheth  
(shethr@arcadia.edu) for your specific  
department, office, school, campus,  
and college identities.

## Department/Office/Program/College Marks

### 2-COLOR / 201 AND BLACK

ARCADIA  
UNIVERSITY

— CHEMISTRY AND PHYSICS DEPARTMENT —

ARCADIA  
UNIVERSITY

— COLLEGE OF ARTS AND SCIENCES —

### 1-COLOR / BLACK

ARCADIA  
UNIVERSITY

— PHYSICAL THERAPY PROGRAM —

ARCADIA  
UNIVERSITY

— OFFICE OF THE PRESIDENT —



SECTION THREE

# Visual

- Identity
- Color
- Typography
- Photography
- Video
- Graphic Elements

## Color Palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Proper and consistent usage will serve to build awareness and recognition of the Arcadia University brand.

Primary	<div>SCARLETTE (PMS 201 C)</div> <div>CMYK: 0, 100, 63, 31   RGB: 157, 34, 53   HEX: #9D2235</div>		
	<div>MIRROR (PMS WARM GRAY 1 C)</div> <div>CMYK: 10, 10, 11, 0   RGB: 215, 210, 203   HEX: #D7D2CB</div>	<div>PMS WARM GRAY 1 C 70%</div> <div>HEX: #E1DFDB</div>	<div>PMS WARM GRAY 1 C 40%</div> <div>HEX: #EFEFEE</div>
Secondary	<div>PLUME (PMS 188 C)</div> <div>CMYK: 5, 96, 56, 541   RGB: 118, 35, 473   HEX: #76232F</div>		
	<div>GREAT HALL (PMS 185 C)</div> <div>CMYK: 0, 100, 89, 0   RGB: 228, 0, 43   HEX: #E4002B</div>		
	<div>WISHING WELL (PMS 311 C)</div> <div>CMYK: 65, 0, 6, 0   RGB: 5, 195, 221   HEX: #05C3DD</div>		
	<div>MOONLIGHT (PMS 534 C)</div> <div>CMYK: 100, 71, 0, 51   RGB: 27, 54, 93   HEX: #1B365D</div>	<div>SLATE (PMS 7700 C)</div> <div>CMYK: 88, 42, 11, 30   RGB: 22, 92, 125   HEX: #165C7D</div>	
	<div>DAFFODIL (PMS 123 C)</div> <div>CMYK: 0, 16, 89, 0   RGB: 255, 199, 44   HEX: #FFC72C</div>	<div>LEMON (PMS 120 C)</div> <div>CMYK: 0, 5, 66, 0   RGB: 251, 219, 101   HEX: #FDB665</div>	
	<div>HABER GREEN (PMS 3385 C)</div> <div>CMYK: 55, 0, 45, 0   RGB: 71, 215, 172   HEX: #47D7AC</div>	<div>MINT (PMS 7464 C)</div> <div>CMYK: 36, 0, 15, 0   RGB: 160, 209, 202   HEX: #A0D1CA</div>	
	<div>COFFEE (PMS 476 C)</div> <div>CMYK: 0, 36, 50, 69   RGB: 78, 54, 41   HEX: #4E3629</div>	<div>GREY (PMS 425 C)</div> <div>CMYK: 6, 3, 0, 64   RGB: 33, 35, 35   HEX: #545859</div>	<div>CHARCOAL (PMS BLACK C)</div> <div>CMYK: 65, 66, 68, 82   RGB: 45, 41, 38   HEX: #2D2926</div>

SECTION THREE

# Visual

- Identity
- Color
- Typography
- Photography
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## Dimensional Colors

### COLORS FOR SPACIAL APPLICATION

Brand extends to everything, including the colors on our walls. Below are paint colors that match our brand colors.



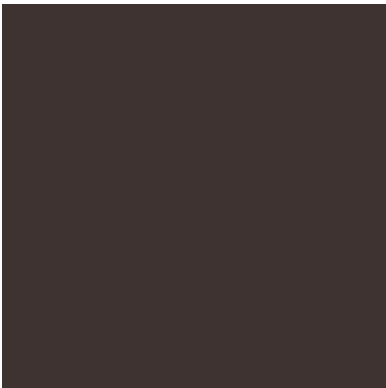
Scarlet 2907  
Sherwin Williams



Liberty Blue 2942  
Sherwin Williams



Dorian Gray 7017  
Sherwin Williams



Black Bean 6006  
Sherwin Williams

## SECTION THREE

# Visual

Identity

Color

**Typography**

Photography

Video

Graphic Elements

What we say and how we say it becomes our voice. Typography becomes our handwriting.

And just like an individual's handwriting, our typography is unique to us. Our typefaces were chosen to provide flexibility to address different situations and audiences through various communications.

## HEADLINE TYPEFACE

# Masqualero

### BOLD WEIGHT

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

### REGULAR WEIGHT

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

**GOOGLE FONT ALT**  
(Not for external marketing)

Cardo  
PT Serif

**SYSTEM FONT ALT**  
(Not for external marketing)

Georgia

All weights and styles of Masqualero are available through an Adobe Font subscription. For detailed instructions on activating the font, visit [helpx.adobe.com/creative-cloud/help/add-fonts.html](https://helpx.adobe.com/creative-cloud/help/add-fonts.html)



## SECTION THREE

# Visual

Identity

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**Typography**

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## SUBHEAD AND BODY COPY TYPEFACE

# Sofia Pro

### REGULAR WEIGHT

AaBbCcDdEeFfGgHhIijjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

### BOLD WEIGHT

AaBbCcDdEeFfGgHhIijjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

**GOOGLE FONT ALT**  
(Not for external marketing)

**Poppins**

**SYSTEM FONT ALT**  
(Not for external marketing)

**Verdana**

All weights and styles of Sofia Pro are available through an Adobe Font subscription. For detailed instructions on activating the font, visit [helpx.adobe.com/creative-cloud/help/add-fonts.html](https://helpx.adobe.com/creative-cloud/help/add-fonts.html)

## SECTION THREE

# Visual

Identity

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**Typography**

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## EYEBROW AND BUTTON TYPEFACE

# Sofia Pro Condensed

### REGULAR WEIGHT

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

### BOLD WEIGHT

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**MmNnOoPpQqRrSsTtUuVv**  
**WwXxYyZz0123456789**

### MEDIUM WEIGHT

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

All weights and styles of Sofia Pro Condensed are available through an Adobe Font subscription. For detailed instructions on activating the font, visit [helpx.adobe.com/creative-cloud/help/add-fonts.html](https://helpx.adobe.com/creative-cloud/help/add-fonts.html)

## SECTION THREE

# Visual

Identity

Color

Typography

Photography

Video

Graphic Elements

Masqualero Stencil is available through an Adobe Font subscription. For detailed instructions on activating the font, visit [helpx.adobe.com/creative-cloud/help/add-fonts.html](https://helpx.adobe.com/creative-cloud/help/add-fonts.html)

## DISPLAY TYPEFACE

# MASQUALERO STENCIL

Masqualero Stencil is intended to be used as a Display typeface—exclusively in all caps and at a large size. The Stencil should only be used for headlines or short phrases. If “Arcadia” is ever used in the Stencil, it MUST have the “swooping R” (see example below).

## USAGE EXAMPLES

(See graphic element section for more details.)



THEY  
STARTED  
AT  
ARCADIA.

## SECTION THREE

# Visual

Identity

Color

**Typography**

Photography

Video

Graphic Elements

These sizes and weights are not a hard and fast rule, but rather a general guideline to follow when preparing marketing and internal collateral.

## Hierarchy

Establishing a clear hierarchy with typography allows your audience to read content in an intuitive and effective way.

**EYEBROW**  
Medium 12pt  
+100 tracking  
+0 leading

SOFIA PRO CONDENSED MEDIUM

**HEADER**  
Bold 36pt  
-20 tracking  
+0 leading

# Masqualero Bold

**SUBHEAD**  
Bold 14pt  
+75 tracking  
+0 leading

**SOFIA PRO BOLD**

**INTRO COPY**  
Regular 22pt  
-20 tracking  
+4 leading

## Masqualero Regular

Lorem ipsum dolor sit amet

**BODY COPY**  
Regular 12pt  
-20 tracking  
+4 leading

Sofia Pro Regular: Irmaximu ssenam mo tem. Vividit consuli natur. Verfere ineque hilis nocultodi facientin pati, ete a dine det quam. Vivivivatam adem sere quo publicaedet L. M. Quonsupiorit ad fintiaet; hui sus, tem spero vemus consus vit. Befec menaticiam ius vivirti ilibuniusa viris, ocultori, perfenis bonsum.

**CAPTION**  
Bold 10pt  
-20 tracking  
+4 leading

Sofia Pro Bold: Irmaximu ssenam mo tem. Vividit consuli natur. Verfere ineque hilis nocultodi facientin pati, ete a dine det quam.



## SECTION THREE

# Visual

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**Our photography is warm and inviting.** We naturally incorporate our rich, earthy secondary colors when shooting on our beautiful campus.

Whenever possible, shoot in natural light and at a low aperture to encourage a distinct foreground and background.

**Note:** The photos in this guide feature Arcadia students and alumni. Additional photo shoots are being planned to align with the brand.

## Our People

We showcase both the individual through posed portraits and our collaborative community through active lifestyle shots. When looking for engaging subjects and settings, remember our personality words: **hardworking scholars, open-minded leaders, dedicated collaborators, socially conscious doers, and confident adventurers.**





## SECTION THREE

# Visual

Identity

Color

Typography

**Photography**

Video

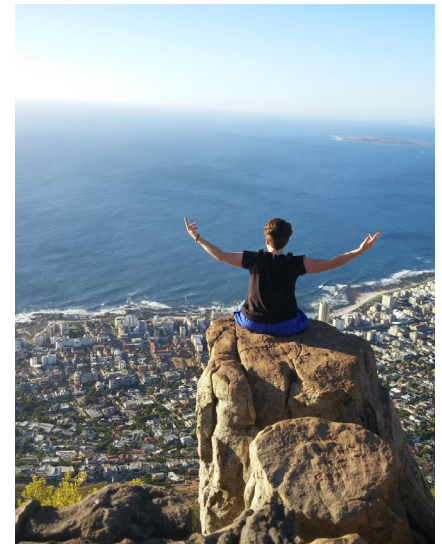
Graphic Elements

**Our photography is warm and inviting.** We naturally incorporate our rich, earthy secondary colors when shooting on our beautiful campus.

Whenever possible, shoot in natural light and at a low aperture to encourage a distinct foreground and background.

## Our Places

From indoor facilities to natural landscapes, use environmental photography to showcase the full Arcadia student experience, our beautiful campus, and our global offerings. **When possible, include human interaction in these wide-shot scenes.**



## SECTION THREE

# Visual

Identity

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Typography

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**Video**

Graphic Elements

Videos should bring to life the Arcadia brand, providing a consistent look and feel regardless of the medium and platform, and should be a seamless extension of the brand expression. Tailor the tone of the piece to the content and it's goal. Lead with Sofia, as it is easier to read in digital applications and use Masqualero as accent text. Use the Arcadia palette and elements to further brand the video. Audio should be carefully selected to match the tone of the piece.

## Examples of Video Elements



Make sure your text is readable over the video. The brand font Sofia should be the primary typeface, for its readability. You may use outlined text as an accent.



Always include the Arcadia logo and a clear call to action.



Lower thirds should be in the lower left hand corner of the screen and utilize brand colors, fonts, and elements. See two examples above.

SECTION THREE

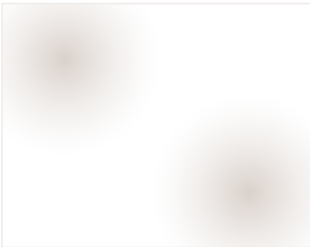
# Visual

- Identity
- Color
- Typography
- Photography
- Video
- Graphic Elements

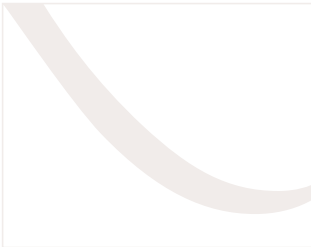
## Logo "R" Descender and Tinted Gradients

The **Logo "R" Descender** is built from the ownable, swooping descender on the "R" in our logo. It should always be placed on top of a tinted gradient made from our color palette—creating a powerful background for simple layouts.

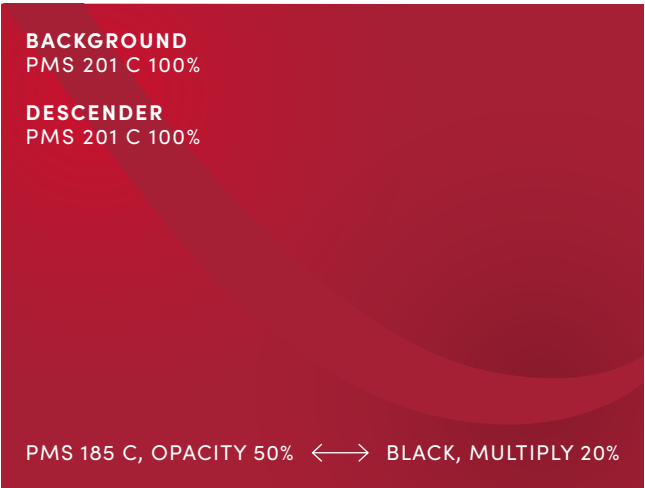
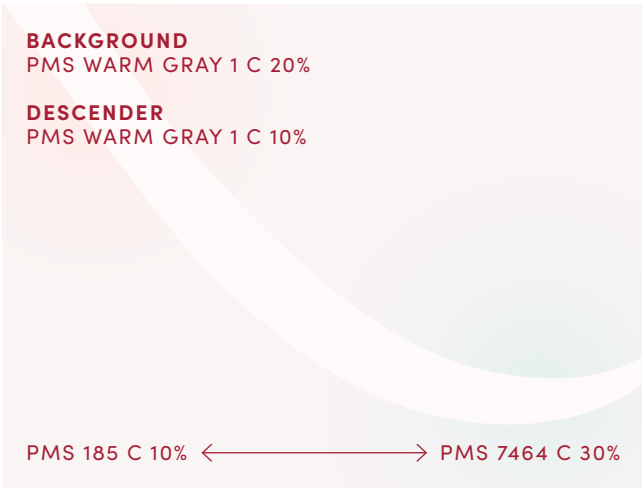
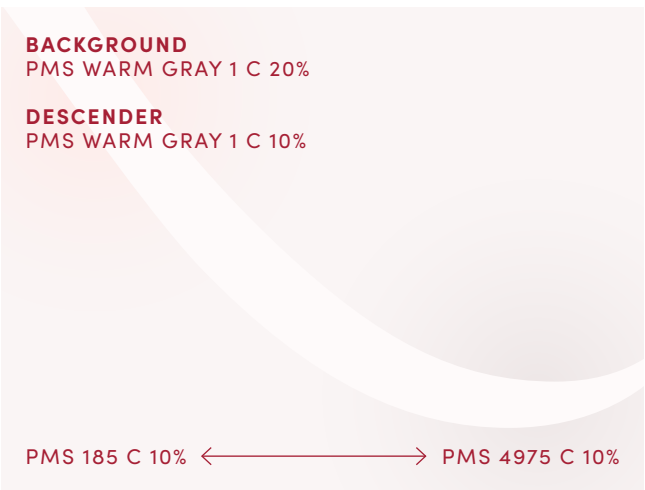
### RADIAL GRADIENTS



### DESCENDER



A tinted gradient can be made using two radial gradients placed in the corners of a composition. When the descender is placed on top in low contrast to the background color, the tinted gradient acts to reveal its shape. You can play with the scale and placement of the descender, but the radial gradients should always be placed at its upper left and lower right.





## SECTION THREE

# Visual

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## Dynamic Arcadia "A"

The **Dynamic Arcadia "A"** is a distinct and eye-catching piece of the brand that should be used in layouts as a featured element, and should not be used more than once in a composition.

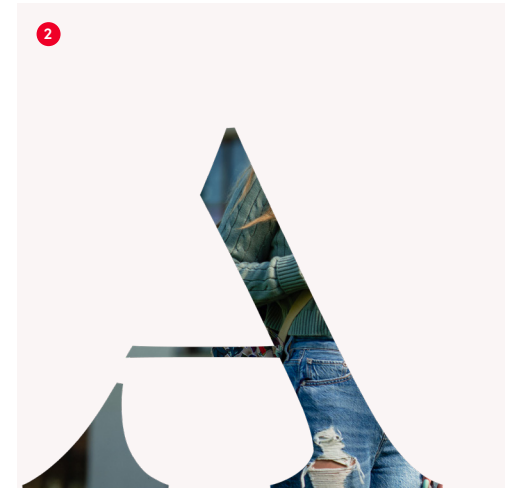
1

Start out with an engaging and dynamic photo that features "Our People." Photos with a shallow depth of field (distinct, blurry background and sharp subject) work great for this.



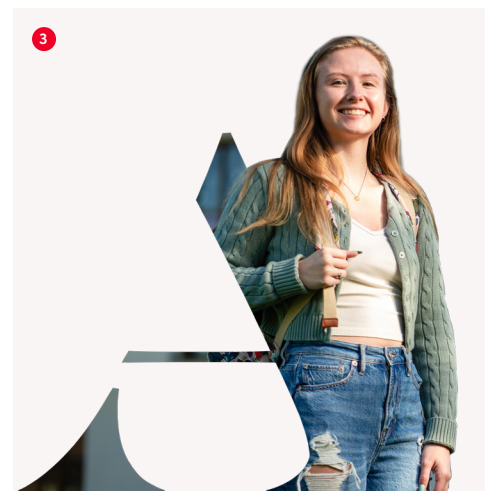
2

Mask the photo in the A letterform set in Masquelaro Stencil. Situate the subject in the thicker, right side of the form.



3

Use Adobe Photoshop or a similar program to cut out the subject from the background. Place this cut-out version of the photography on top of your masked image.



4

Place a tinted gradient in the background to add further dimension.



## SECTION THREE

# Visual

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## Duotones/Monotoes

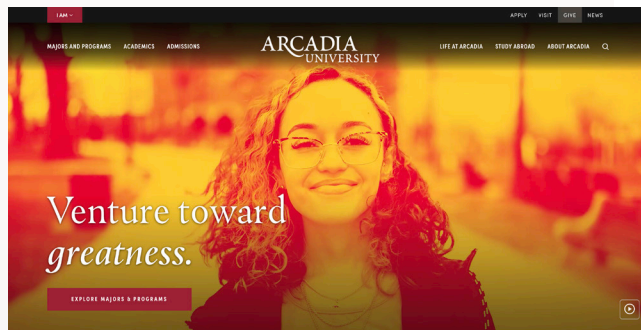
Duotones are used to complement dynamic stories and quotes. A tone-on-tone or two-tone treatment can be applied to student photos. When creating a two-tone image, use PMS185 for the subject and choose a bright, contrasting color from the palette as the secondary tone. This treatment should be applied by MarCom.

“

Arcadia has offered the type of community I would always like to be surrounded by. I've flourished thanks to the resources and constant encouragement I've received from my peers and professors. When I graduate, I know that I'll be well-equipped in my career.



The duotone application may be used on the castle in certain brand applications. Please consult MarCom.



Duotones may be applied to students in video in to signify transition in the brand stories.



## SECTION THREE

# Visual

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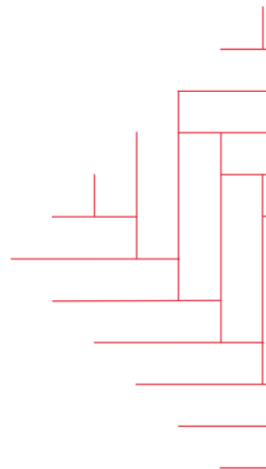
## Patterns

Patterns play an important role in creating strong brand recognition, bringing depth to a brand identity, and creating a memorable brand experience.



### Crosshatch Pattern

Used as an overlay on both the monotones and duotones and also as an accent design element.



### Walk of Pride Pattern

Used as an accent design element.

## SECTION THREE

# Visual

Identity

Color

Typography

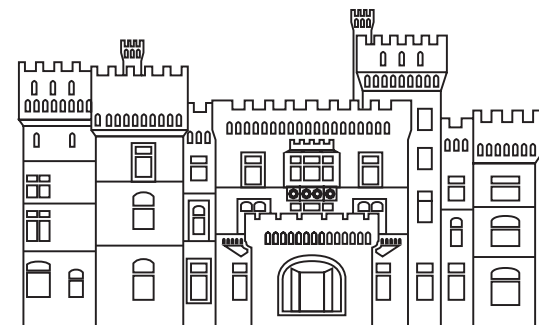
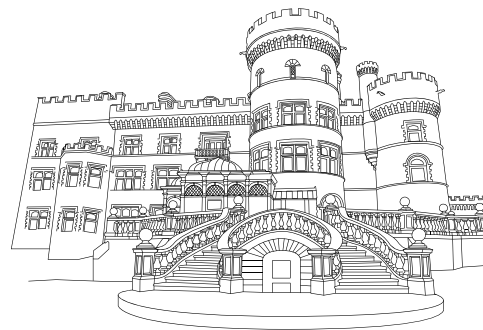
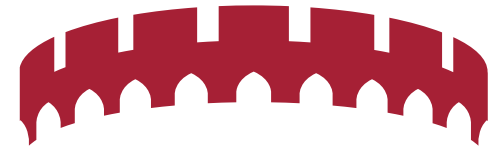
Photography

Video

Graphic Elements

## Castle Illustrations

Grey Towers Castle is an iconic and recognizable part of Arcadia. Using the castle in a graphic way adds individuality and personality to our brand. Below are castle elements that may be used to help tell the Arcadia story.





## SECTION THREE

# Visual

Identity

Color

Typography

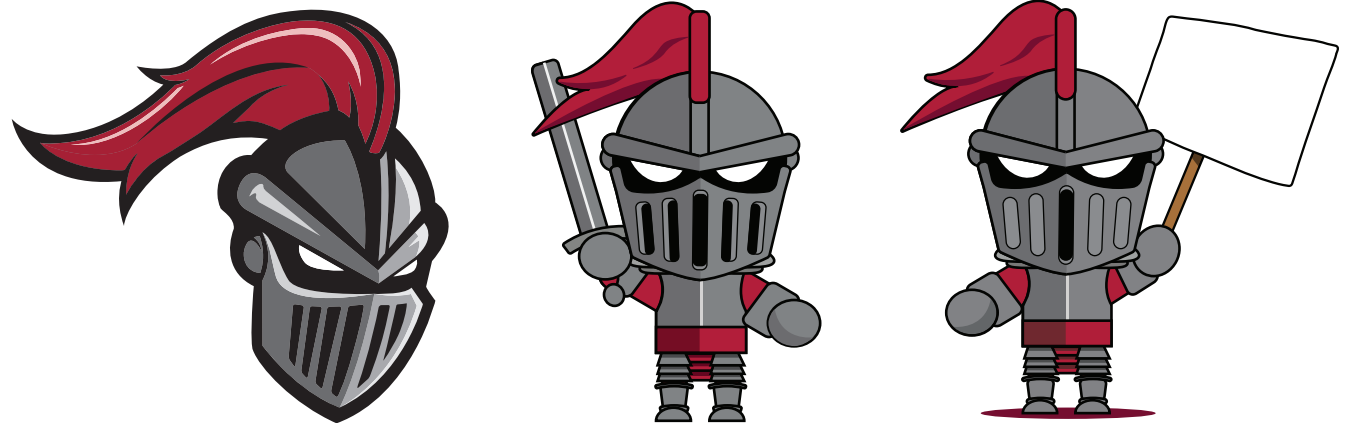
Photography

Video

Graphic Elements

## Knight

The Arcadia Knight and the Mini Knight may be used in recruiting materials and in student messaging.



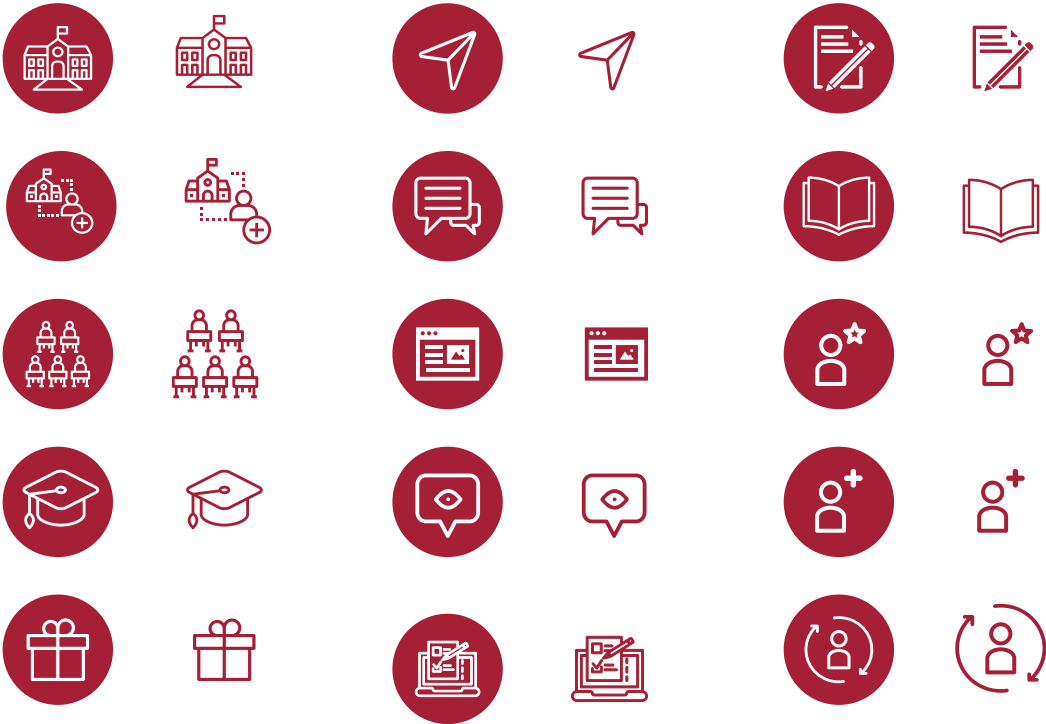
SECTION THREE

# Visual

- Identity
- Color
- Typography
- Photography
- Video
- Graphic Elements

## Icons

Icons are outline-style with rounded corners. They can be used in or out of containers, in color or in reverse.



BRAND GUIDELINES

# Bold Examples

## INTRODUCTION

**Note:** The following examples are for illustration purposes only, and are used to show how the visual and verbal components of the Arcadia brand can come to life.

While these tactics can be used as a jumping-off point for future marketing materials, feel free to explore different expressions of the brand beyond what is shown in this section.

## SECTION FOUR

# Examples

### Viewbook

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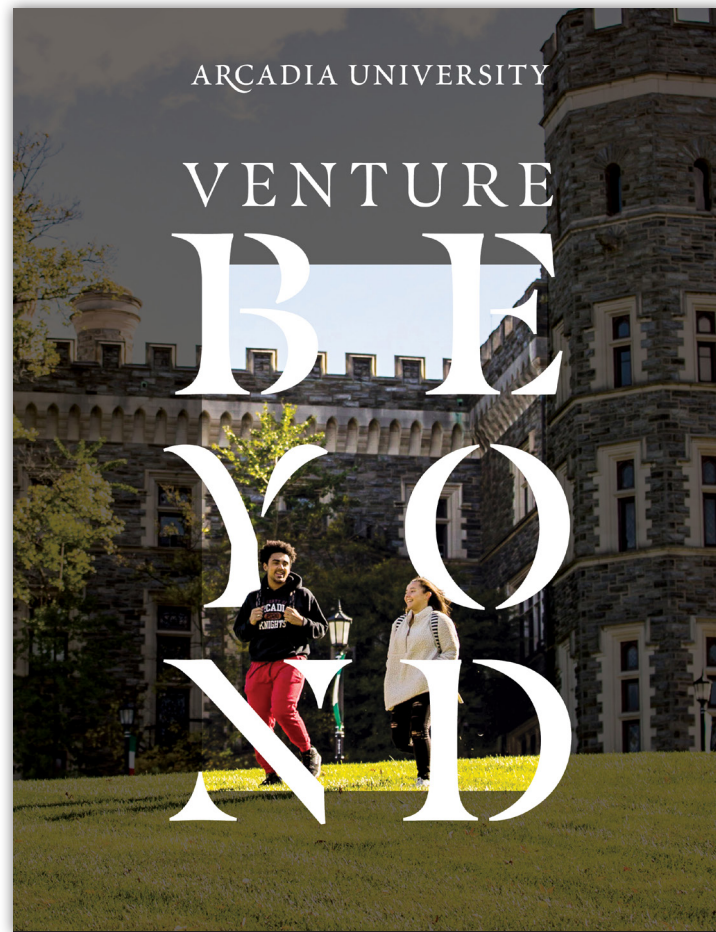
Flyers

Postcards

Light Pole Banners

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**Take your**  
curiosity / knowledge /  
creativity / motivation /  
perspective /  
ideas / passions /  
talents / potential  
**to new places.**

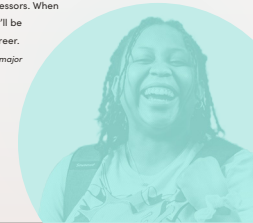
### At Arcadia University, we think big.

We venture outside the box, turn passions into careers, and use our talents to help others. Here, you'll discover your life's work through boundless exploration on campus and around the world.

“Arcadia has offered the type of community I would always like to be surrounded by. I've flourished thanks to the resources and constant encouragement I've received from my peers and professors. When I graduate, I know that I'll be well-equipped in my career.”

—Dajjah Patton '22, English major

Discover. Visit. Apply.  
[arcadia.edu/Explore](https://arcadia.edu/Explore)



**Take your**  
curiosity / knowledge /  
creativity / motivation /  
perspective /  
ideas / passions /  
talents / potential  
**to new places.**

## VENTURE

### Into the Unknown

Our classes will broaden your perspective, expand your opportunities, and deepen your understanding of the world—and your place in it. Guided by your interests (and dedicated faculty), you'll be prepared to think critically, communicate effectively, and lead in your field.

### Beyond Borders

There's a reason our global offerings are renowned: No matter your academic path, you'll be introduced to new people, cultures, and ideas. Our inclusive community will encourage and inspire you to effect change locally and globally. In short, our students thrive in our diverse, interconnected society—and you will too.

### Toward

Hands-on experience in the classroom, professional internships, and more. With tailored paths, through you land that tight-knit alumni network, you to reach your goals.

**13:1**  
STUDENT-FACULTY  
RATIO

**94%**  
STARTED CAREERS  
within nine months  
of graduation\*

**99%**  
RECEIVE GRANTS AND  
SCHOLARSHIPS  
as full-time  
undergraduate students

**\$45M**  
AWARDED  
in grants and scholarships  
last year

**#1**  
NATIONAL RANKING  
for study abroad  
participation in  
Open Doors Report 2020

**25**  
MINUTE TRAIN RIDE  
from Center City  
Philadelphia

\* Average based on Class of 2018, 2019, and 2020 post-graduation survey results.

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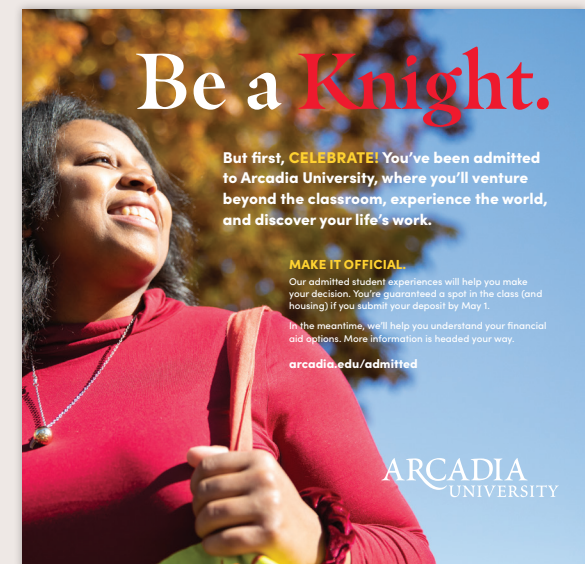
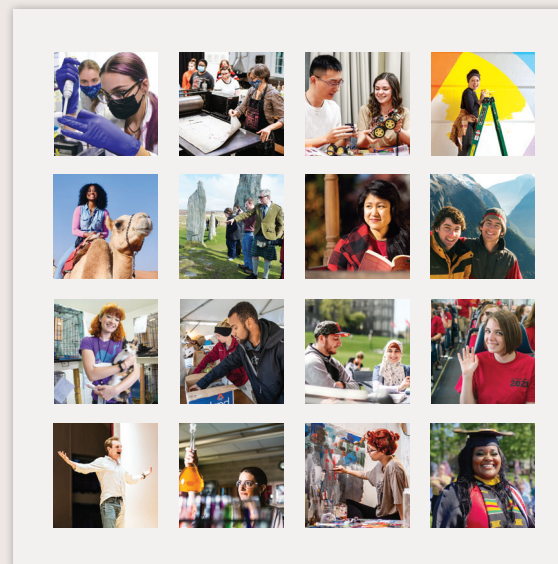
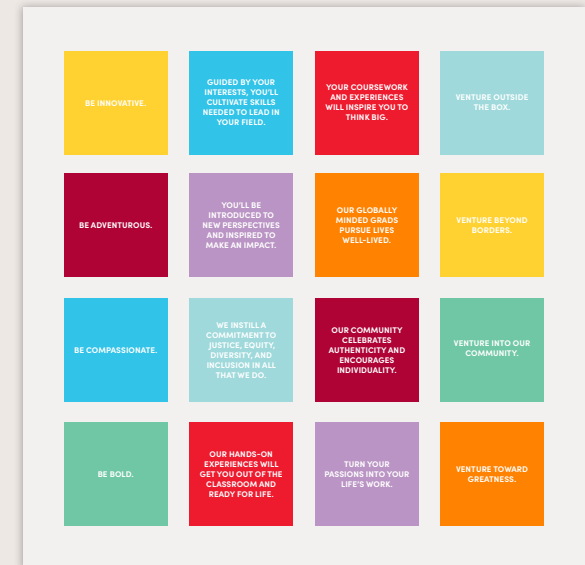
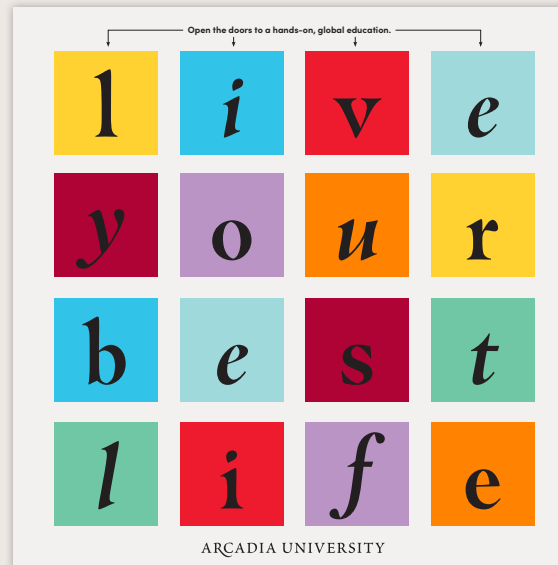
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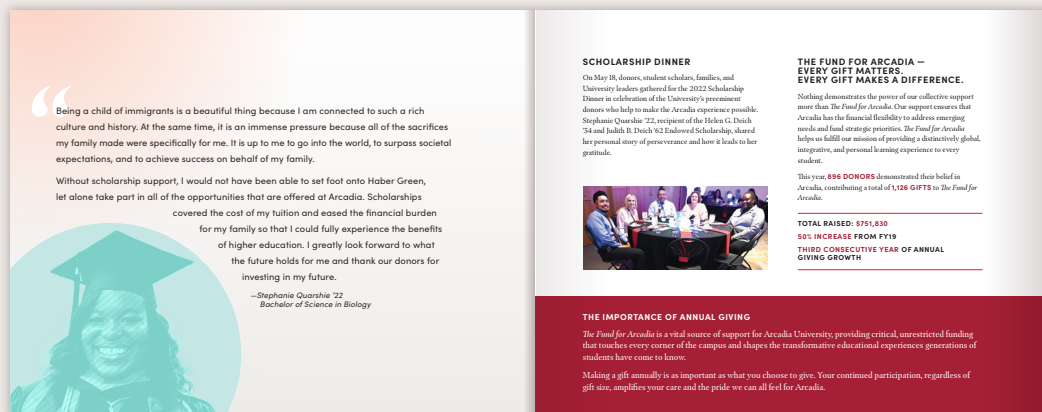
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### FIRST YEAR STUDY ABROAD EXPERIENCE

Through Arcadia University's First-Year Study Abroad Experience (FYSAE), you can study abroad during your first spring semester in London, England. A defining experience, FYSAE often inspires students to study abroad again before graduating.

**During FYSAE, you'll:**

- Take classes in the arts, humanities, sciences, and social sciences.
- Earn credits that count toward your Arcadia degree.
- Receive extensive support and advising from in-country staff and student mentors.
- Gain a nuanced perspective of the cultures of England.



**HOUSING**  
Arcadia's apartment-style accommodations—with a shared kitchen, common area, and bathroom facilities—will help you integrate with other students and the local community.



**ADMISSION**  
Arcadia invites a select group of students to apply for FYSAE. Invitations are based on the academic strength of a student's application for admission to the University.



**OUTCOMES**  
The independence you'll gain in an international setting will strengthen your global mindset and prepare you for a lifetime of academic and professional success.

Learn more at [arcadia.edu/FYSAE](https://arcadia.edu/FYSAE)

**ARCADIA UNIVERSITY**

## Make London your classroom.



### VENTURE

**FROM**  
open-minded and curious  
**TO**  
confident and adventurous

I would not be the confident and cultured person I am today if not for the people I met and the experiences I had on FYSAE.

**NICK SHIAVO '22**

I learned how to navigate a large city, and I traveled to places that I never would have dreamed of visiting. FYSAE was a leap into the deep end, and it encouraged me to step outside the box and delve into new cultures. I would not trade my experience for the world.

**PRIVA TARTLEY '22**  
(below)

**WHY LONDON?**  
A melting pot of cultures, London offers everything you'd expect from a global capital on the edge of mainland Europe—from vibrant city experiences to historic gardens and world-class museums. Arcadia's courses bring you into London's streets and neighborhoods for hands-on learning experiences that give context to your studies. You'll visit galleries, theaters, historical sites, local communities, markets, and more.

Questions? Contact 1-877-ARCADIA (1-877-373-1343) or [FYSAE-info@arcadia.edu](mailto:FYSAE-info@arcadia.edu).

Learn more at [arcadia.edu/FYSAE](https://arcadia.edu/FYSAE)

**ARCADIA UNIVERSITY**  
400 S. Eastern Road, Glenview, PA 19038 • 1-877-ARCADIA • [admissions@arcadia.edu](mailto:admissions@arcadia.edu)



Students in Edinburgh, Scotland for their residency abroad.

### BROADEN YOUR PERSPECTIVE AS A WRITER

Through Arcadia's low-residency M.F.A. in Creative Writing program—the only one of its kind in the Philadelphia area—you'll:

- Engage in weekly online workshops.
- Complete a weeklong residency in Edinburgh.
- Produce a manuscript with a plan for publication.

Learn more at [arcadia.edu/NewPages](https://arcadia.edu/NewPages)  
Partial funding and teaching assistantships available.

**ARCADIA UNIVERSITY**  
—CREATIVE WRITING M.F.A. PROGRAM—

**FROM**  
M.F.A. candidate  
**TO**  
published author

[At Arcadia], I learned what it is and what it means to be a writer. I was taught to bask in empathy and take risks.

**NICK GREGGIO '22MFA**



### Dear First Name,

In 1953, Sylvia Jones and Juliet A. Poundstone, made a daringly unconventional choice to pursue higher education and become the first two graduates of our founding institution. For 167 years, the legacy of their spirited spirit has been amplified by generations of alumni donors.

With the same boldness that Sylvia and Juliet possessed, we ask our fellow young alumni to join us in making a gift to The Fund for Arcadia in support of the life-changing Arcadia student experience today. Exclusively for graduates of the last decade, with a contribution of \$495 (\$100 more if you're a senior), you will join us in the Jones Foundation Society GOLD Circle and connect with other like-minded donors who believe in the extraordinary things to come at Arcadia.

Of course, your gift of any amount is appreciated and will make a meaningful difference.

Sincerely,  
  
Kyle Kammerer '18, '20DPF  
Recent Graduate Trustee

  
Margaret Lyons '12  
Recent Graduate Trustee

Your gift to **The Fund for Arcadia**, the University's unrestricted fund, provides immediate support for existing programs, emerging needs, and strategic priorities.

Scan to watch a video that shows why giving matters.



### 100%

of the Fund's dollars supports student success initiatives, including academic, diversity, STEM, campus, Technology, Engineering, Arts, and Educational, with a particular emphasis on student programs, including:

Thank you so much for giving to Arcadia and allowing me to have the means to attend this great institution. Being here is amazing because I've been able to connect with my advisor on a personal level and branch out into other disciplines. I've also been able to experience research with some of the faculty here. I've already started learning so much! It's wonderful that I am here.

—Jocelyn Royal '24, Biology Major

**ARCADIA UNIVERSITY**



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EXPERIENCE

## EXPLORE ARCADIA

Visit us this fall.

ARCADIA  
UNIVERSITY

THE WORLD

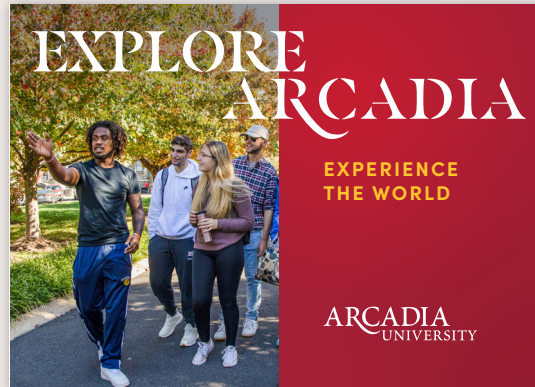
## VENTURE TO CAMPUS

Learn more about our engaging programs, hands-on learning experiences, inclusive community, and global opportunities through:

- Open houses
- Admitted student days
- Multicultural student events
- Financial aid workshops
- Campus tours (and more).

Learn more at [arcadia.edu/Visit](https://arcadia.edu/Visit)

ARCADIA  
UNIVERSITY



## EXPLORE ARCADIA

EXPERIENCE  
THE WORLD

ARCADIA  
UNIVERSITY

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UNIVERSITY  
450 S. Easton Road  
Glenside, PA 19038

Nonprofit  
U.S. Postage  
PAID  
Arcadia University



## SCARLET & GREY DAY

FOR ADMITTED STUDENTS  
Sunday, December 4 | 10 a.m. to 4 p.m.  
Saturday, March 4 | 10 a.m. to 4 p.m.  
Saturday, April 15 | 10 a.m. to 4 p.m.

ARCADIA  
UNIVERSITY



## Explore life at Arcadia (and have some fun).

Sunday, December 4 | 10 a.m. to 4 p.m.  
Saturday, March 4 | 10 a.m. to 4 p.m.  
Saturday, April 15 | 10 a.m. to 4 p.m.

On Scarlet and Grey Day, you and your family are our VIPs. As we celebrate your admission to Arcadia, you'll participate in a unique classroom experience, learn about admission and financial aid next steps, explore student resources and leadership opportunities, and more.

Register at [arcadia.edu/SGD2023](https://arcadia.edu/SGD2023)

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U.S. Postage  
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Arcadia University

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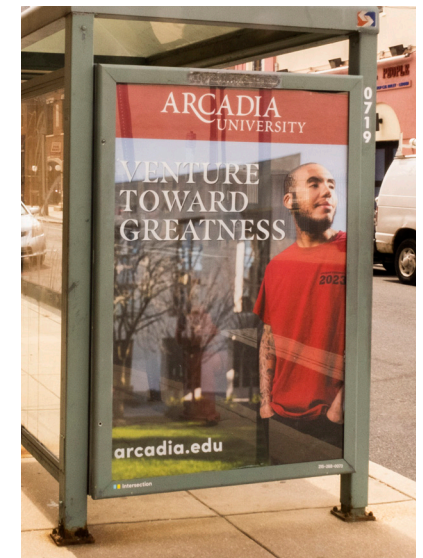
Flyers

Postcards

Light Pole Banners

Traditional Media

Instagram Stories



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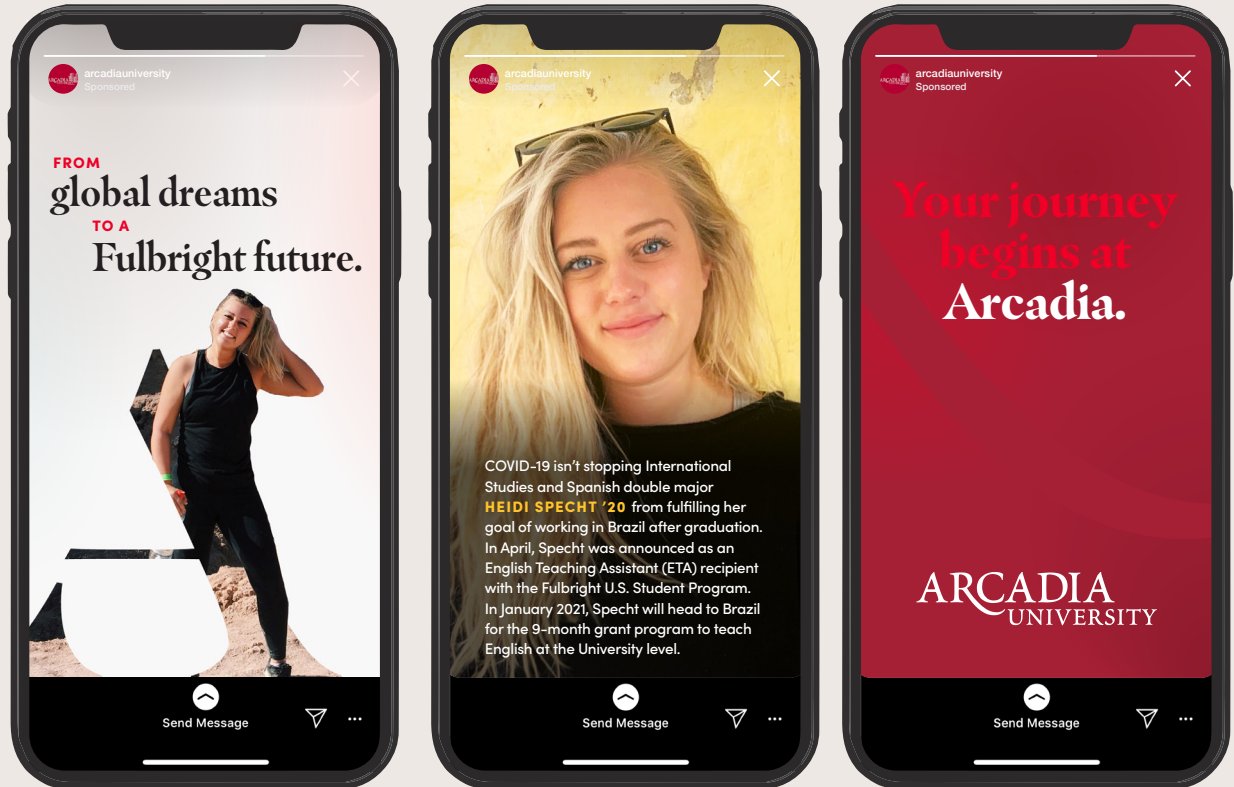
Flyers

Postcards

Light Pole Banners

Billboard

Instagram Stories



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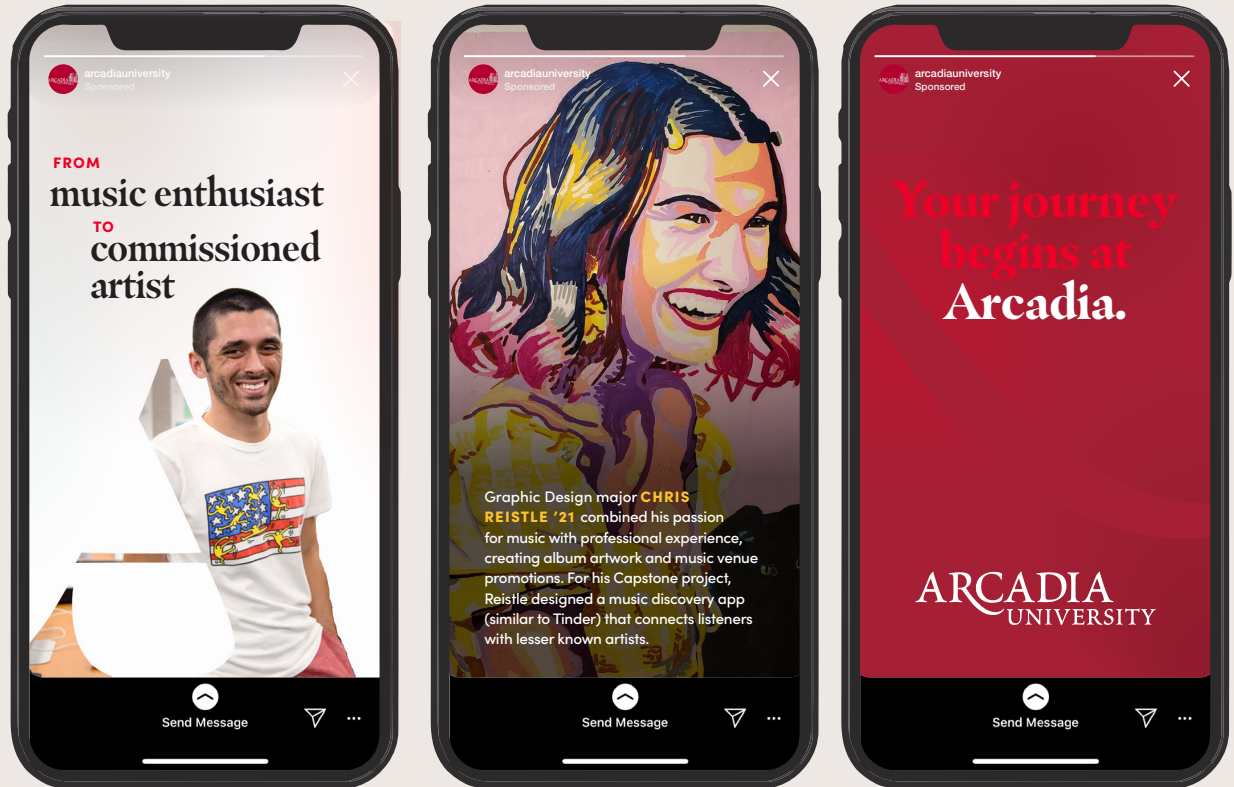
Flyers

Postcards

Light Pole Banners

Billboard

Instagram Stories







SECTION

BRAND GUIDELINES

# Sub-Brands

FIVE

## SECTION FIVE

# Sub-Brands

### Athletics

#### Knight

#### Fonts

#### Graphic Elements

## Athletics

In 2007, Arcadia began its affiliation with the Middle Atlantic Conference, commonly referred to as the MAC.

In 2012, Arcadia University adopted an identity system for our Athletics department in response to the demand for a unified representation of the knight mascot across the 26 sports in which we participate.

It is important to note that the standard Athletics logo is not exchangeable with the official Arcadia University branding. It is specific to Athletic events only. This comprehensive identity system has outlined the guidelines for the graphics and font usage. It was developed to provide quality artwork and typefaces that reproduce well to represent the University athletics programs.



SECTION FIVE

# Sub-Brands

- Arcadia Abroad
- Athletics
  - Knight
  - Fonts
  - Graphic Elements

HEADLINE TYPEFACE

Arvo

BOLD WEIGHT

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

REGULAR WEIGHT

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz0123456789

## SECTION FIVE

# Sub-Brands

### Arcadia Abroad

#### Athletics

Knight

Fonts

Graphic Elements

### GRAPHIC ELEMENTS

#### KNIGHT HEAD



#### ARCADIA "A"





BRAND GUIDELINES

# Resources



# Resources

## Resources

### OFFICE OF MARKETING & COMMUNICATIONS

[marcom@arcadia.edu](mailto:marcom@arcadia.edu) →  
215.572.2969

### ADOBE FONTS

Our brand typefaces are available  
to be synced via Adobe Fonts:

[Masqualero](#) →

[Sofia Pro](#) →

[Masqualero Stencil](#) →

### GOOGLE FONTS

Brand alternatives can be found  
on Google Fonts:

[PT Serif](#) →

[Montserrat](#) →

### TEMPLATES

### PHOTO LIBRARY

[arcadiau.canto.com/v/CommunityBrandImages](http://arcadiau.canto.com/v/CommunityBrandImages)

### WCAG 2.0

### COLOR CONTRAST

[webaim.org/articles/contrast](http://webaim.org/articles/contrast) →

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