Brand Guidelines

VENTURING TOWARD GREATNESS.

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

THE IDEAL PLACE TO EXPERIENCE THE WORLD

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
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.
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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
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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.
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.
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.

MESSAGING

BRAND GUIDELINES
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

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.

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.
SECTION TWO

Messaging

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**

**Student-Centered Approach**

**Headline Bank**

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**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.

<table>
<thead>
<tr>
<th>Venture beyond ____</th>
<th>Venture outside ____</th>
<th>Venture into ____</th>
</tr>
</thead>
<tbody>
<tr>
<td>(borders, expectations)</td>
<td>(your comfort zone, the box)</td>
<td>(the unknown, the community)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Venture toward ____</th>
<th>From ____ to ____</th>
<th>Discover what's beyond ____</th>
</tr>
</thead>
<tbody>
<tr>
<td>(success, greatness, innovation)</td>
<td>(campus to Dublin; engaging coursework to global mindset; budding passions to life's work)</td>
<td>(the status quo, the classroom, your perspective)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Take your ____ to new places</th>
<th>We think big.</th>
<th>Impact the world around you.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(curiosity, inspiration, creativity, expectations, understanding, motivation, passion, potential, exploration, knowledge)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION

BRAND GUIDELINES

Visual

THREE
SECTION THREE

Visual

Identity
Color
Typography
Photography
Video
Graphic Elements

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 ALL-TYPE ONE-LINE ARCADIA LOGO

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

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).

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

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.
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).
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

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—

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

<table>
<thead>
<tr>
<th><strong>Primary</strong></th>
<th><strong>Secondary</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCARLETTE (PMS 201 C)</strong></td>
<td><strong>PLUME (PMS 188 C)</strong></td>
</tr>
<tr>
<td>CMYK: 0, 100, 63, 31</td>
<td>CMYK: 5, 96, 56, 541</td>
</tr>
<tr>
<td>RGB: 157, 34, 53</td>
<td>RGB: 118, 35, 473</td>
</tr>
<tr>
<td>HEX: #9D2235</td>
<td>HEX: #76232F</td>
</tr>
<tr>
<td><strong>MIRROR (PMS WARM GRAY 1 C)</strong></td>
<td><strong>GREAT HALL (PMS 185 C)</strong></td>
</tr>
<tr>
<td>CMYK: 10, 10, 11, 0</td>
<td>CMYK: 0, 100, 89, 0</td>
</tr>
<tr>
<td>RGB: 215, 210, 203</td>
<td>RGB: 226, 0, 43</td>
</tr>
<tr>
<td>HEX: #D7D2CB</td>
<td>HEX: #E4002B</td>
</tr>
<tr>
<td><strong>WISHING WELL (PMS 311 C)</strong></td>
<td><strong>MOONLIGHT (PMS 534 C)</strong></td>
</tr>
<tr>
<td>CMYK: 65, 0, 6, 0</td>
<td>CMYK: 100, 71, 0, 51</td>
</tr>
<tr>
<td>RGB: 5, 195, 221</td>
<td>RGB: 27, 92, 125</td>
</tr>
<tr>
<td>HEX: #05C3DD</td>
<td>HEX: #165C7D</td>
</tr>
<tr>
<td><strong>DAFFODIL (PMS 123 C)</strong></td>
<td><strong>SLATE (PMS 7700 C)</strong></td>
</tr>
<tr>
<td>CMYK: 0, 16, 89, 0</td>
<td>CMYK: 88, 42, 11, 30</td>
</tr>
<tr>
<td>RGB: 255, 199, 44</td>
<td>RGB: 22, 92, 125</td>
</tr>
<tr>
<td>HEX: #FFC72C</td>
<td>HEX: #165C7D</td>
</tr>
<tr>
<td><strong>HABER GREEN (PMS 3385 C)</strong></td>
<td><strong>LEMON (PMS 120 C)</strong></td>
</tr>
<tr>
<td>CMYK: 55, 0, 45, 0</td>
<td>CMYK: 0, 5, 66, 0</td>
</tr>
<tr>
<td>HEX: #47D7AC</td>
<td>HEX: #FBDB65</td>
</tr>
<tr>
<td><strong>MINT (PMS 7464 C)</strong></td>
<td><strong>SLATE (PMS 7700 C)</strong></td>
</tr>
<tr>
<td>CMYK: 36, 0, 15, 0</td>
<td>CMYK: 36, 0, 15, 0</td>
</tr>
<tr>
<td>HEX: #A0D1CA</td>
<td>HEX: #A0D1CA</td>
</tr>
<tr>
<td><strong>COFFEE (PMS 476 C)</strong></td>
<td><strong>GREY (PMS 425 C)</strong></td>
</tr>
<tr>
<td>CMYK: 0, 36, 50, 69</td>
<td>CMYK: 6, 3, 0, 64</td>
</tr>
<tr>
<td>RGB: 78, 54, 41</td>
<td>RGB: 33, 35, 35</td>
</tr>
<tr>
<td>HEX: #4E3629</td>
<td>HEX: #545859</td>
</tr>
<tr>
<td><strong>CHARCOAL (PMS BLACK C)</strong></td>
<td></td>
</tr>
<tr>
<td>CMYK: 65, 66, 68, 82</td>
<td></td>
</tr>
<tr>
<td>RGB: 45, 41, 38</td>
<td></td>
</tr>
<tr>
<td>HEX: #2D2926</td>
<td></td>
</tr>
</tbody>
</table>
SECTION THREE

Visual

Identity
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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
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**Typography**
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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**

Masqualer0

**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

For detailed instructions on activating the font, visit helpx.adobe.com/creative-cloud/help/add-fonts.html
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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
SECTION THREE

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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
SECTION THREE
Visual

DISPLAY TYPEFACE

MASQUALEO 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.)

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
**SECTION THREE**

**Visual**

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

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**Hierarchy**

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

**EyeBrow**

- **Masqualerolo Bold**
- **Sofia Pro Condensed Medium**

**Header**

- **Masqualero Regular**
- **Sofia Pro Bold**

**Intro Copy**

- **Lorem ipsum dolor sit amet**
- **Sofia Pro Regular: Irmaximu ssenam mo tem.**
- **Vividit consuli natur. Verfere ineque hilis nocultodi facientin pati, ete a dine det quam. Vivivvatam adem sere quo publicaedet L. M. Quonsupiorit ad fintiaeet; hui sus, tem spero vesus consus vit. Befec menaticiam ius vivirti ilibuniusa viris, ocultori, perfenis bonsuam.**

**Body Copy**

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

**Caption**

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

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 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.**

*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.
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.

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

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

Visual

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.

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

Identity
Color
Typography
Photography
Video
Graphic Elements

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.
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

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.
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
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Knight

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

Icons
Icons are outline-style with rounded corners. They can be used in or out of containers, in color or in reverse.
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
- Visit Brochure
- Acceptance Packet
- Impact Report
- Flyers
- Postcards
- Light Pole Banners
- Billboard
- Instagram Stories
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 DNA 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 flourish 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.

-Allison Parsons '21, English major

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

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Examples

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Instagram Stories

Open the doors to a hands-on, global education.

Let your interests guide your studies.

Be innovative. Guided by your interests, you'll cultivate skills needed to lead in your field.

Venture outside the box. Your coursework and experiences will inspire you to think big.

You'll be introduced to new perspectives and inspired to make an impact.

Venture beyond borders. Our globally minded grads pursue lives well-lived.

Venture into our community. Our community celebrates authenticity and encourages individuality.

Our hands-on experiences will get you out of the classroom and ready for life.

Venture toward greatness. Turn your passions into your life’s work.

Be adventurous.

Be compassionate.

Be bold.

Be a Knight.

But first, celebrate! You've been admitted to Arcadia University, where you'll venture beyond the classroom, experience the world, and discover your life's work.

Make it official. Our admitted student experiences will help you make your decision. You're guaranteed a spot in the class (and housing) if you submit your deposit by May 1.

In the meantime, we'll help you understand your financial aid options. More information is headed your way.

arcadia.edu/admitted
**Examples**

**SECTION FOUR**

Impact Philanthropy transforms lives.

Similar to “radical generosity,” Impact Philanthropy is a term coined specifically for Arcadia. It is the essence of giving for the University. Impact is realized through a substantial and immediate investment in the academic experience and student success, often in the form of scholarships, grants, and faculty training.

**TOGETHER, WE ARE STRONG**

Impact Philanthropy transforms lives.

SCHOLARSHIP DINNER
- On May 18, donors, student scholars, families, and University leaders gathered for the 2022 Scholarship Dinner in celebration of the University’s preeminent donors who help to make the Arcadia experience possible.

THE IMPORTANCE OF ANNUAL GIVING
- The Fund for Arcadia is a vital source of support for Arcadia University, providing critical, unrestricted funding that supports all aspects of the campus and shapes the transformative educational experiences provided to students.

**THE FUND FOR ARCADIA**
- **EVERY GIFT MATTERS.**
- **EVERY GIFT MAKES A DIFFERENCE.**

**THE FALL OF MY JUNIOR YEAR, I STUDIED IN GRANADA, SPAIN, WHERE I LEARNED SO MUCH ABOUT THE LANGUAGE, HISTORY, AND CULTURE.**

— Alexandra Monge ‘23

Major: Spanish

**“I EXPRESS MY SINCERE GRATITUDE FOR THE GIFTS YOU MAKE AS A DONOR.**

— Stephanie Quarshie ‘22

Bachelor of Science in Biology

**“BEING A CHILD OF IMMIGRANTS IS A BEAUTIFUL THING BECAUSE I AM CONNECTED TO SUCH A RICH CULTURE AND HISTORY. AT THE SAME TIME, IT IS AN IMMENSE PRESSURE BECAUSE ALL OF THE SACRIFICES MY FAMILY MADE WERE SPECIFICALLY FOR ME. IT IS UP TO ME TO GO INTO THE WORLD, TO SURPASS SOCIETAL EXPECTATIONS, AND TO ACHIEVE SUCCESS ON BEHALF OF MY FAMILY.**

— Stephanie Quarshie ‘22

**“WANTING SCHOLARSHIP SUPPORT, I COULDN’T HAVE BEEN ABLE TO SET FOOT ON HABER GREEN, DEFINITELY TAKE PART IN ALL OF THE OPPORTUNITIES THAT ARE OFFERED AT ARCADIA. SCHOLARSHIPS COVERED THE COST OF MY TUTION AND EASED THE FINANCIAL BURDEN FOR MY FAMILY SO THAT I COULD FULLY EXPLORE THE BENEFITS OF HIGHER EDUCATION. I GRADUALLY BECAME AWARE OF THE贈益 FOR ME AND GRADE YOUR DUES FOR INVESTING IN MY FUTURE.”**

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**SCHOOL CULTURE**

• Engage in a vibrant, active learning environment to complement academic work.
• Participate in challenging, meaningful, and rewarding academic and co-curricular experiences.
• Receive strong support and advising from the Arcadia community.
• Develop diverse social networks and connections with students, faculty, and staff.
• Participate in a nurturing, inclusive community that values and respects all backgrounds and perspectives.

**ADMISSION**

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

**OUTCOMES**

You'll:

• Gain a nuanced perspective of the cultures of England.
• Receive extensive support and advising from in-country staff and student mentors.
• Earn credits that count toward your Arcadia degree.

During FYSAE, you'll:

• Complete a weeklong residency in Edinburgh;
• Produce a manuscript with a plan for publication.
• Interact with local students who are also participating in FYSAE.

You'll visit galleries, theaters, historical sites, local communities, markets, and more. Arcadia's courses bring you into London's streets and neighborhoods, providing immediate support for existing programs, emerging needs, and strategic priorities. Make London your classroom.

Dear First Name,

Caitlyn was knowledgeable and patient; she made me feel comfortable and welcomed from the moment I entered the Arcadia University campus. I had previously applied to other universities, but I was not sure if any of them would be the right fit for me. Caitlyn talked about Arcadia's programs and campus, and it was evident that she was passionate about the university.

Throughout the process, I felt supported and encouraged to make the right decision for my future. I am now confident that I have made the right choice in choosing Arcadia University as my home for the next four years.

Sincerely,

Margaret Lyons '12

Recent Graduate Trustee

—Jocelyn Royal '24, Biology Major

I have always been curious about London, and I was excited to have the opportunity to learn more about the city and its culture. FYSAE provided me with hands-on learning experiences that gave context to my studies. Arcadia's courses brought me into London's streets and neighborhoods, and I was able to experience the city from a new perspective.

Thank you so much for giving to Arcadia and allowing me to have the means to attend this amazing program. I am grateful for the opportunity to study abroad in London and I look forward to the experiences and growth that I will have during my semester abroad.

TO

FROM

NICK SHIAVO '22

Dear First Name,

I was absolutely thrilled to receive the invitation to participate in the First-Year Study Abroad Experience (FYSAE) at Arcadia University. I have always been interested in studying abroad, and after researching different programs, I was drawn to FYSAE because of its focus on immersive learning and cultural exchange.

During my time in London, I had the opportunity to explore the city and its rich history. I visited several museums and galleries, and I was able to experience a variety of cultural events. My favorite part of FYSAE was the weeklong residency in Edinburgh, where I had the chance to interact with other students from Arcadia and learn more about Scotland.

I learned how to navigate a large city, and I also had the opportunity to experience the local culture and cuisine. I would recommend FYSAE to anyone who is interested in studying abroad and gaining a new perspective on the world.

Sincerely,

Margaret Lyons '12

Recent Graduate Trustee

The Fund for Arcadia

Sincerely,

Kyle Kammerle '18, '20DPT

Recent Graduate Trustee

Please consider making a gift to The Fund for Arcadia, the University's unrestricted fund, to provide immediate support for existing programs, emerging needs, and strategic priorities. Your generous contribution will help ensure that future generations of students have the same opportunities to learn and grow as I was able to.

In 1853, Sylvania Jones and Juliet A. Poundstone, made a daringly unconventional choice to pursue higher education in a time when women were not typically afforded such opportunities. This decision led to the founding of the University of Pennsylvania, one of the first coeducational institutions of higher learning in the United States. Sylvania and Juliet's legacy of courage and innovation continues to inspire us today.

Your gift, no matter the size, will help to support the needs of our students and faculty. To make a donation, please visit arcadia.edu/FYSAE or FYSAE-info@arcadia.edu. Questions? Contact 1-877-ARCADIA (1-877-272-2342).

TO

FROM

NICK GREGORIO '12MFA

Dear First Name,

I had the opportunity to participate in the First-Year Study Abroad Experience (FYSAE) at Arcadia University, and I must say, it was an incredible experience. I learned what it means to be a published author and how to navigate a new world outside of my comfort zone.

Through my time abroad, I was encouraged to step out of my comfort zone and embrace new challenges. I was challenged to think outside the box and delve into the deep end, and it was rewarding to see the growth and development that occurred as a result.

I would not be the person I am today if not for the experiences I had on FYSAE. My time abroad was a leap outside of my comfort zone, and it provided me with the opportunity to grow as a person. I learned how to navigate a large city, and I traveled to places that I never thought I would visit. FYSAE was a leap outside of my comfort zone, and it provided me with the opportunity to grow as a person. I learned how to navigate a large city, and I traveled to places that I never thought I would visit.

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</table>

**EXPLORE ARCADIA**

Visit us this fall.

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](http://arcadia.edu/Visit)

**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](http://arcadia.edu/Visit)

**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.

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](http://arcadia.edu/SGD2023)

*Explore life at Arcadia (and have some fun).*
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Expanded Media

Viewbook
Visit Brochure
Acceptance Packet
Impact Report
Flyers
Postcards
Light Pole Banners
Traditional Media
Instagram Stories
COVID-19 isn’t stopping International Studies and Spanish double major Heidi Specht ’20 from fulfilling her goal of working in Brazil after graduation. In April, Specht was announced as an English Teaching Assistant (ETA) recipient with the Fulbright U.S. Student Program. In January 2021, Specht will head to Brazil for the 9-month grant program to teach English at the University level.

Your journey begins at Arcadia.
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Viewbook
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Acceptance Packet
Impact Report
Flyers
Postcards
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Billboard
Instagram Stories

From animal lover to wildlife advocate

Pursuing her childhood dream, JULISA LINTON '21 is an Arcadia’s pre-veterinary track—and working at Forgotten Cats, where she provides pre- and post-operative care. Now, the Vira I. Heinz Program for Women in Global Leadership scholarship recipient plans to research and work with exotic animals.
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Examples

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Billboard
Instagram Stories

FROM music enthusiast TO commissioned artist

Graphic Design major CHRIS REISTLE ’21 combined his passion for music with professional experience, creating album artwork and music venue promotions. For his Capstone project, Reistle designed a music discovery app (similar to Tinder) that connects listeners with lesser known artists.

Your journey begins at Arcadia.
Sub-Brands
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

OFFICE OF MARKETING & COMMUNICATIONS
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

WCAG 2.0
COLOR CONTRAST
webaim.org/articles/contrast →