

BRAND STANDARDS & GUIDELINES

Honor Your Past, Strengthen Your Future

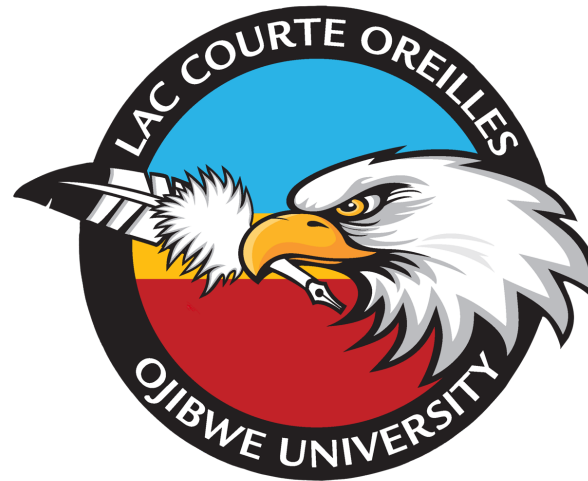


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ELEVATING THE BRAND

Lac Courte Oreilles Ojibwe University, formerly Lac Courte Oreilles Ojibwe College, was established in 1982 and in that time, we have evolved from borrowed office space to a Masters degree granting institution planning for a campus expansion. It is through our Brand that we connect with our past and move to a stronger future.

Through our brand touch points, photography, language, and marketing, we shape how prospective students, current students, and alumni connect with the Lac Courte Oreilles Ojibwe University brand.

It is through our stories and imagery that best represents us.

Who we are is in our brand, we are our brand, and our students are our brand.

We can only do it with your help. Use this guide as your blueprint for creating a consistent and powerful Lac Courte Oreilles Ojibwe College brand.



BRAND STANDARD PURPOSE

To create a recognizable brand and consistent experience for every person that interacts with Lac Courte Oreilles Ojibwe College on campus, in our local communities, and nationwide.

A carefully managed and well-implemented brand identity system helps carry our brand message to the world.

These guidelines are provided to ensure the correct and consistent use of the brand identity system.

By accurately and consistently implementing this brand identity system, you protect the equity of the Lac Courte Oreilles Ojibwe University brand and make the brand positioning stronger.



MISSION & VISION

Mission

The Lac Courte Oreilles Ojibwe University mission is to provide Anishinaabe communities with post-secondary and continuing education while advancing the language, culture, and history of the Ojibwe.

Vision Statement

Lac Courte Oreilles Ojibwe University fosters the highest levels of student success in academic and personal growth by providing an advanced technological education that integrates Ojibwe culture throughout the curriculum. We are an institution that serves the educational and cultural needs of the community and individual student goals, while empowering purposeful, skilled action that sustains Ojibwe culture.



COMMUNICATION

The voice of the Lac Courte Oreilles Ojibwe University is welcoming, informative, and inclusive.

While we do not utilize the phrase “find yourself here”, the feeling exists.

- As a potential student I want to see myself, what my experience could look like at the University.
- As a potential donor, I want to know why others are donating to the Scholarship Fund, how others are donating, and what kind of options do I have.
- As a potential employee I want to know what the work culture is, how I will fit in.



BEST PRACTICES

CAPITALIZATION

Headlines should be entirely capitalized.

Subheads, if desired, should live in the first sentence of body copy and be bolded.

PUNCTUATION

Punctuation should be included in all headlines.

Punctuation should always be included at the end of complete sentences and fragment sentences.

Punctuation should not be included at the end of phrases where it is not necessary.

To shy away from being disingenuous, we avoid explanation points, only using them very sparingly and never in headlines.

GRAMMAR

For Grammar rules outside of those previously address for capitalization and punctuation, please refer to the APA style.

BREVITY

Long messages tend to be less effective. Always try to be concise.



LAC COURTE OREILLES OJIBWE UNIVERSITY BRANDMARK

The most fundamental visual element of a brand identity is its brandmark.

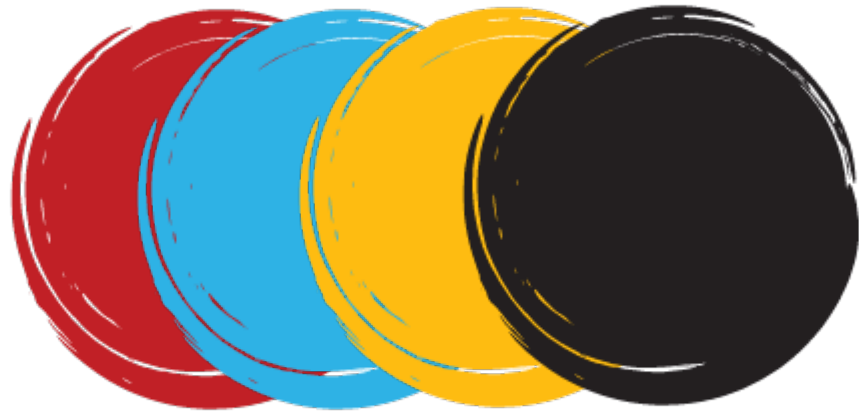
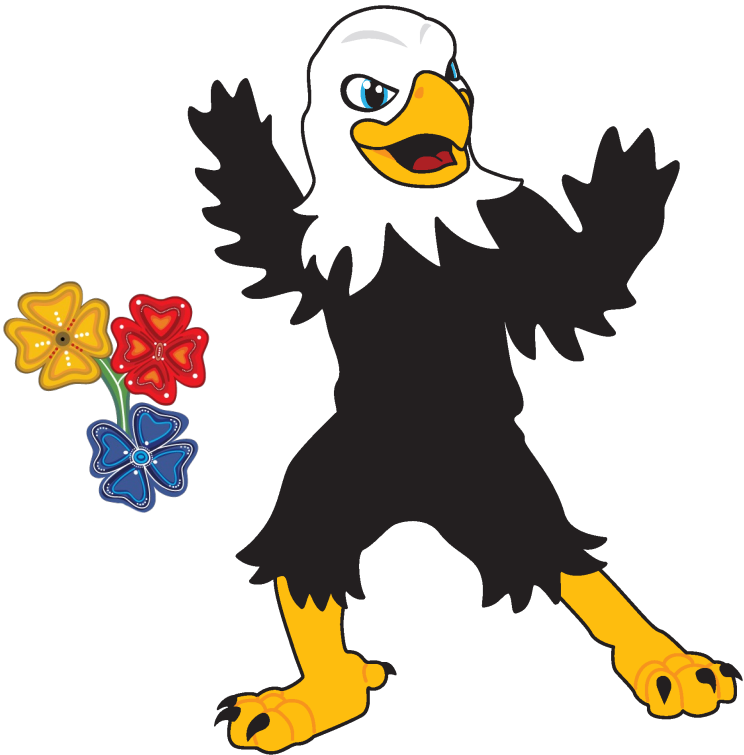


The components of our brand mark are:

- the blue representing water,
- the yellow representing the path of life,
- the red representing the earth,
- the pen representing education,
- the eagle representing the body of the Ojibwe people,
- the shape is a circle representing that everything connects, the circle of life.

The teaching of the colors was shared with us by the President's Cultural Advisory Council and is related to big drum teachings.

SUPPORTING ELEMENTS



TAGLINE

- A tagline is a catchphrase or slogan, especially used in advertising.
- Lac Courte Oreilles Ojibwe University's tagline:
Honor Your Past, Strengthen Your Future

SOCIAL MEDIA HASHTAGS

General: #LCOOU, #Leadership, #Community, #Culture, #Indigenous, #Scholarship

Outreach: #BadRiverOutreach, #LDFOutreach, #RedCliffOutreach,

TCU: #TCU, #TribalCollege

Extension: #Extension, #Community, #Food, #FoodSovereignty

Seven Generations Inter-tribal Leadership Summit: #7GenSummit

COLOR PALETTE

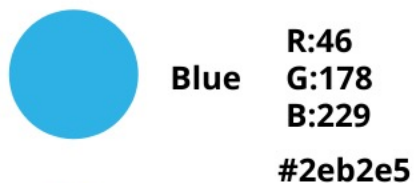


It is important that we maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition and create impact.

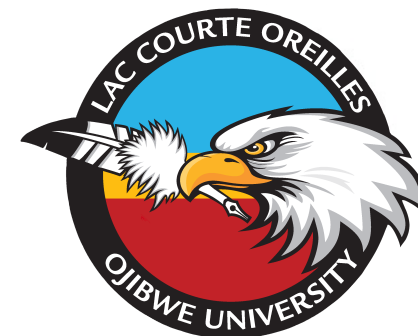
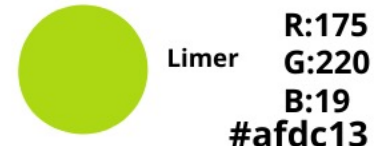
The Lac Courte Oreilles Ojibwe University color palette is comprised of colors used in the Lac Courte Oreilles Ojibwe University brandmark.

COLOR PALETTE

Logo colors



Logo supporting colors



TYPOGRAPHY

Three standardized typefaces have been chosen for the Lac Courte Oreilles Ojibwe University brand identity. They are to be used in all printed and online communication.

Each of the fonts was selected for its visual compatibility with the Lac Courte Oreilles Ojibwe University brandmark and for its ability to convey a personality that is consistent with our brand.

Substitute Font

Arial is an acceptable substitute for ITC Legacy Sans when ITC Legacy Sans is unavailable. Arial can also be used in correspondence, publication, for PowerPoint presentations and for narrative text on websites.

ITC LEGACY SANS

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ARIAL

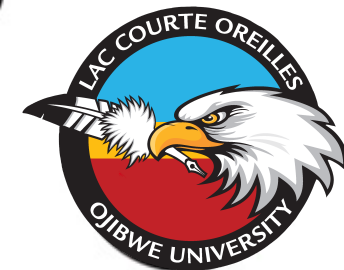
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Winsome

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

OUR MASCOT

- Team Name: Migizi dayesaashijig, Soaring Eagles
- Mascot Name: Desaash, s/he soars in the wind/air without flapping wings



PHOTOGRAPHY

- Images are colorful and positive. They feature the faces of students, staff, faculty, and volunteers who are experiencing the fulfilling and rewarding feelings that results from having a vibrant campus.



8/16/22
New Student
Fall
Orientation
8:30am-12pm
Location:
Auditorium

GED Test Prep

GED Test Prep



ONLINE
STUDENT HELP
FOCUSING
GED Students

NO FOOD OR DRINK
BY COMPUTERS





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