



ROANOKE COLLEGE

BRAND FAQ

WHAT IS A MAROON?

We are all Maroons. Maroon is a mindset that unites everyone at Roanoke College, from prospective students, to current students, and even alumni. It's how we put purpose to work.

THE MAROON MENTALITY IS:

Quietly confident...	...but not arrogant or boastful.
A balance of the ideal and the practical...	...but not by abandoning creativity.
Grounded and rooted in strong values...	...but not inflexible or rigid.
Spirited in the support of others...	...but not shallow or superficial.
One of agency and taking action...	...but not without collaboration.
About challenging assumptions...	...but not about proving others wrong.

WHAT IS OUR BRAND POSITIONING?

In the crowded higher ed marketplace, it's critical to distinguish Roanoke College. We do this through authentic storytelling. Our positioning is the conceptual core of our brand and the underpinning for everything we say and do. It also lays the foundation for our storytelling.

THE ROANOKE BRAND POSITION

Who we are: Roanoke College is an exceptional place to cultivate the best version of yourself.

What we do: We guide each student on a highly personal journey to develop their strengths, define their values, and embrace their potential.

How we do it: On this journey students will succeed, fail, thrive, and struggle, but most importantly, they will learn from a collection of experiences that challenge their assumptions, build their confidence, and unlock possibilities for their future.

Why it matters: As a result, Maroons gain the mettle, mindset, and empathy to pursue lives of purpose, build meaningful careers, and meet our society's most pressing needs.

WHAT IS OUR MESSAGE?

To help articulate our story and build on our positioning, we create a map of our attributes and our benefits.

This prioritizes the messages we need to convey and arranges them into a hierarchy.

OUR MESSAGE MAP

Our message map is broad enough to capture the full range of ideas we need to communicate. This version shows our core and secondary messages, but we can get even more specific with detailed proof points that go deeper.

BUILDING A STORY

Attributes: What We Offer

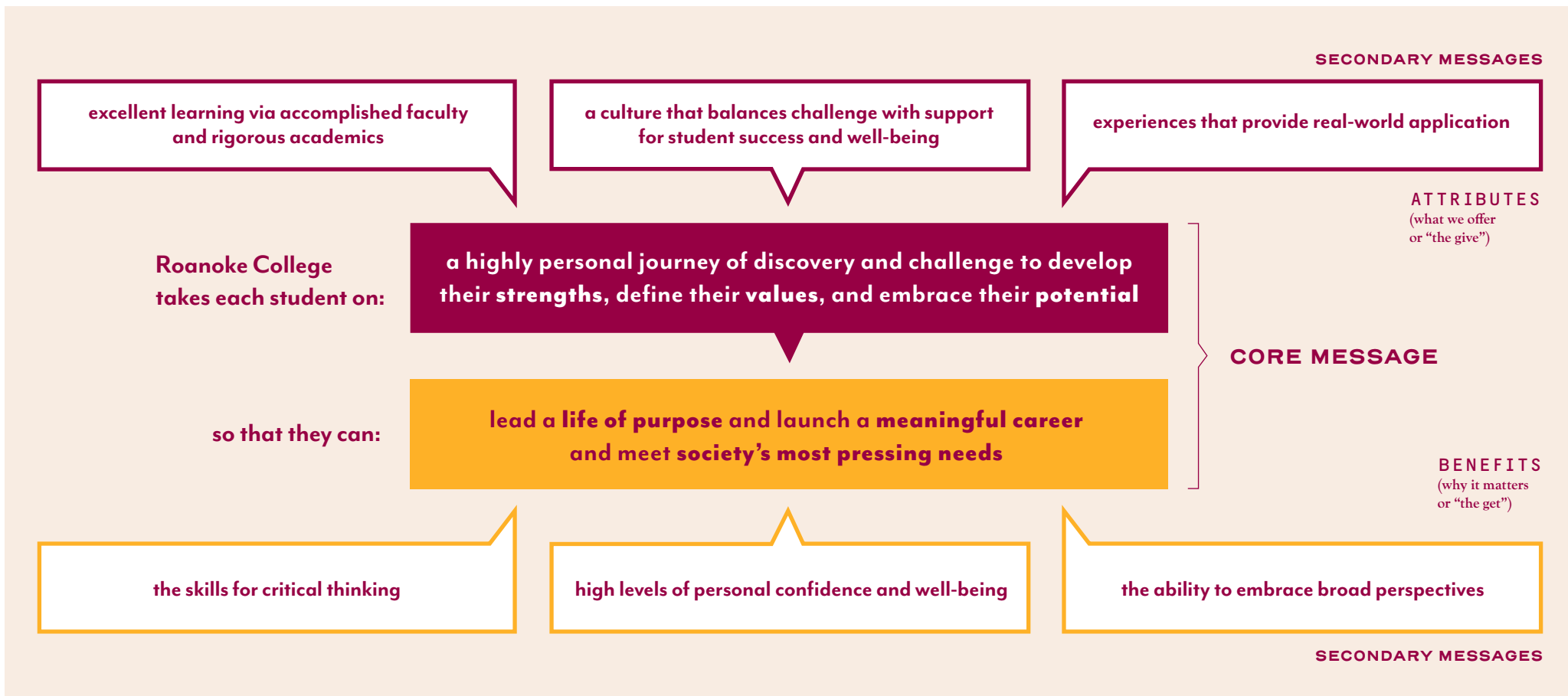
An attribute is what we offer to our audiences. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

Benefits: Why It Matters

A benefit is what our audiences get. It's the value of the attributes that we offer, the answer to the question "so what?" or "why do we care?"

Core Message

The most concise articulation of our role in the world.



WHAT DOES OUR STORY SOUND LIKE?

Our personality is authentic to who we are and who we want to be, and it helps set the voice and tone of our brand. As you communicate, use these words as a gut check for how we sound in our writing and speaking.



ROANOKE IS NOW AND
WILL CONTINUE TO BE:

OPEN

Open-minded, inclusive, collaborative, welcoming.

ROOTED

Grounded, authentic, real, down-to-earth.

SUPPORTIVE

Encouraging, enthusiastic, celebrating each other.

BUILDING ON OUR MOMENTUM,
WE WILL BECOME EVEN MORE:

UNDAUNTED

Persistent, resilient, daring, willing to roll up our sleeves.

WHOLEHEARTED

Impassioned, unwavering, emphatically committed.

HOPEFUL

Positive, optimistic, seeking the better in everyone.

HOW DO WE BRING THAT STORY TO LIFE?

The creative narrative is an expressive and poetic distillation of our brand's message and strategy. It helps to establish the rhythm, voice, and character with which we tell our story, and can serve as an inspiration for communications.

NARRATIVE

**To every future Maroon:
You're ready for Roanoke College.**

**Surrounded by mountains,
you'll learn you can move them.**

Challenged to be your best, you'll find the space to grow into it.

Leading alongside a community of Maroons, making progress, making an impact, you'll realize what you're made of.

Confident in your strengths, steadfast in your values, prepared for your career, you'll turn your potential into your purpose.

For nearly 200 years, we've called this valley home. Now, it's yours too.

**Yours to discover.
Yours to launch from.
Yours, Roanoke.**

HOW DO WE EXPAND OUR STORY?

“Yours, Roanoke” is our brand essence, distilled down to a single phrase. While it’s good to use this line to bring people into the brand, we don’t want to overuse it and diminish its power. Use these headline starters to help keep your language fresh.

This is yours.

What will Maroons have access to when they get to Roanoke?

This is your path to a meaningful career.

This is your place to reflect and focus.

This is your potential becoming your purpose.

This is your foundation and your launchpad.

To...

Who is benefiting from our mission? What type of students? What type of businesses?

To industry leaders.

To every future Maroon.

To the world.

To being the first college student in your family.

Switching perspectives.

While our conceptual narrative is written in second person, we can shift our perspective to keep our language fresh.

We come together as Maroons.

We’re united by our values.

This is where I found my career.

I found the best view I’ve ever seen.

Lean into place.

It’s one of our greatest strengths. Let’s use it.

Where mountains meet mentors.

Where city streets meet scenic views.

Where potential meets your path to success.

Where quality education meets the test of time.

Leading with Maroons.

Highlight Maroons, what they’re doing, and what they’re made of.

Maroons move mountains.

Maroons make champions.

Maroons drive change.

Yours + (something personal).

What are individual students doing at Roanoke? Tell their stories.

YOURS + Using research to make a difference.

YOURS + Making heat waves more bearable.

YOURS + Building stronger communities with policy.



HOW DO WE TELL THAT STORY QUICKLY?

Whether we need to sign off in a publication, introduce ourselves online, or describe our College within the constraints of a tweet, these are succinct ways to express who we are and what we do. Use this language to convey these high-level messages and build awareness.



In 30 seconds

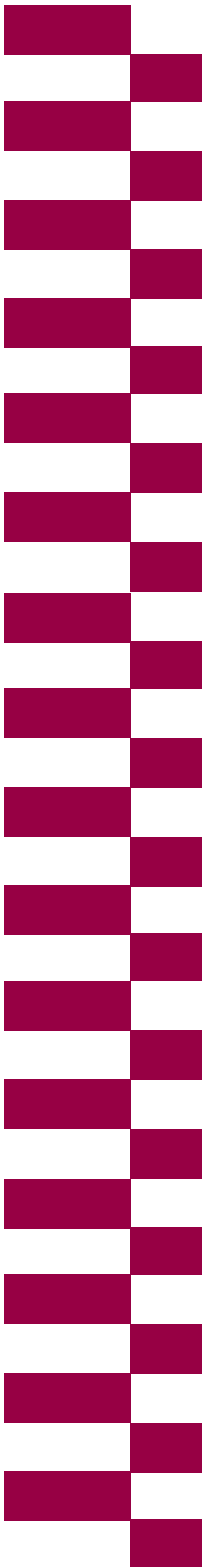
Roanoke College is a place where every student who works hard can succeed. This is a highly personal journey of discovery that allows students to develop their strengths and define their values. They embrace their potential and turn it into purpose. And this is every Maroon's launchpad for a meaningful career. With accomplished professors at the top of their field, a culture that balances challenge and support, mentorship from people who want to see them grow, and real-world experiences in students' fields, every Maroon leaves here ready to take on their next step. For nearly 200 years, we've dedicated ourselves to our students. Now, our legacy belongs to every Maroon too.

In 280 characters

Roanoke College is yours to launch from. You'll be supported by a team of mentors, challenged by faculty at the top of their own fields, and given unique opportunities to prepare for your career. This is where, as a Maroon, you'll turn your potential into your purpose.

In 140 characters

Roanoke College is your foundation and launchpad. Here we challenge and support you at every step, so your potential becomes your purpose.



WHAT DO ALL GOOD STORIES HAVE?

When our message, voice, and tone come together, it results in a distinct brand story, told in a way that's unique to Roanoke. As you tell the Roanoke story, use this checklist as a final review:



1. What is this adding to the greater Roanoke story?

With a rich culture, a strong community, a long history, and undeniable institutional momentum, there is a lot to draw from to inspire your writing. Always ask yourself, "How is this capturing the essence of 'Yours, Roanoke'?"

2. Is this headline compelling and exciting enough?

Your headline is the first chance you have to draw a reader in. Keep it concise, keep it interesting, and save the meat of your message for the body copy.

3. Does this piece have a clear beginning, middle, and end?

When telling a story, structure is your friend. An organized and well-thought-out story is easy and enjoyable to read. As you write, think about the reader's journey, and give them a reason to read all the way through.

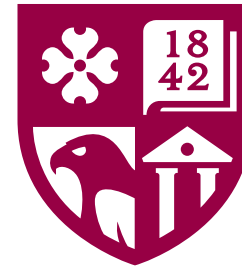
OUR VISUAL LANGUAGE

WHAT DOES OUR LOGO LOOK LIKE?

OUR LOGO

The Roanoke College logo is the singular expression of our mission, brand positioning, and personality. This mark carries more equity and recognition than any other component of the visual identity. Four variations offer flexibility for integrating the logo into the many expressions of our brand. Each may be used to create the desired aesthetic complement to a marketing piece, or simply to fit the needs of a designated space.

Our logo was inspired by the recognized elements of our shared experience. The wordmark is a refinement of the type in our longest-serving logo. And the shield icon captures our heritage and spirit.

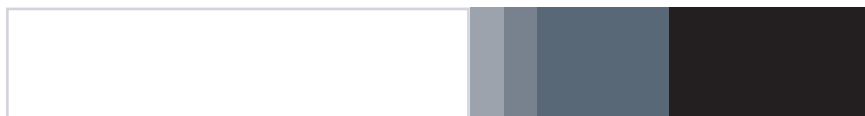
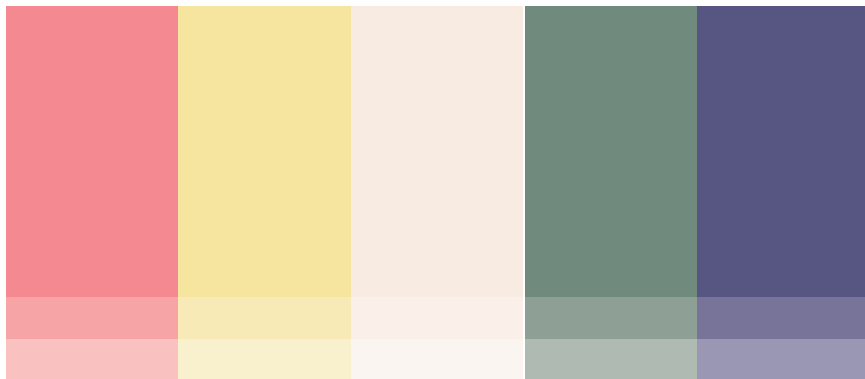


ROANOKE COLLEGE



WHAT IS OUR COLOR PALETTE AND TYPOGRAPHY?

COLOR PALETTE



TYPEFACES

HENDERSON SANS

Regular
Regular Italic
Semibold
Semibold Italic

Bold
Bold Italic
Black
Black Italic

OCR B STANDARD

REGULAR

Mr Eaves Modern

Light	Regular
<i>Light Italic</i>	<i>Regular Italic</i>
Book	Bold
<i>Book Italic</i>	<i>Bold Italic</i>

LTC Goudy Oldstyle Pro

Regular	<i>Regular Italic</i>
Bold	<i>Bold Italic</i>

Homemade Apple Pro

Regular

WHAT ARE OUR PHOTOGRAPHY STYLES AND GRAPHIC ELEMENTS?

PORTRAITURE



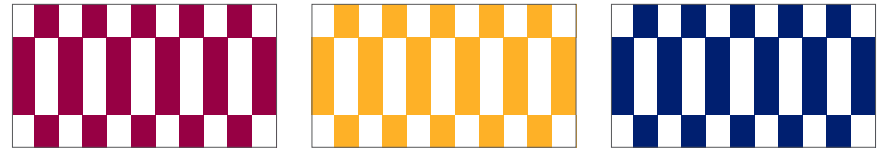
COMMUNITY AND COLLABORATION



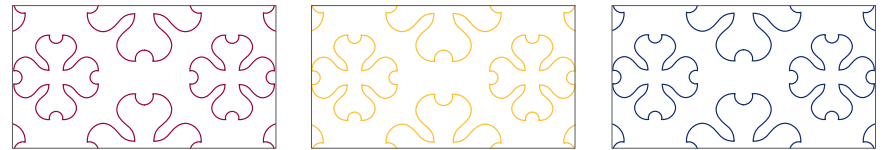
ENVIRONMENTAL



BRICK PATTERN



DOGWOOD PATTERN



BLUE RIDGE MOUNTAINS



BADGES



WHAT DOES IT LOOK LIKE WHEN IT ALL COMES TOGETHER?

WELCOME TO SALEM, VIRGINIA.
(POP. 23,273 + YOU).

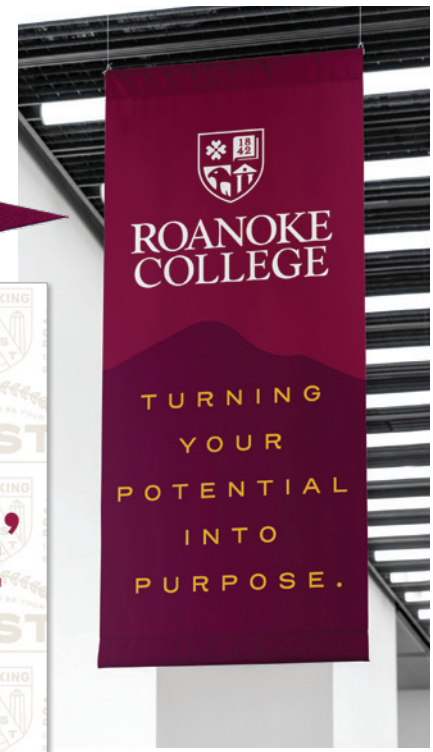
When the hours and extra costs seem steep, just get straight on it. Challenge the Roanoke Valley and proud the great Roanoke Valley. Celebrate the Roanoke Valley and proud the great Roanoke Valley. Celebrate the Roanoke Valley and proud the great Roanoke Valley.

HISTORIC? YES. BEAUTIFUL? OH, YES.

YOURS TO DISCOVER.
MAKE ROOM IN YOUR BELT FOR THE PRESIDENT.

"Roanoke College is a community with a soul that sees and serves goodness in a world ripe with challenge. When a single student finds a calling, becomes compelled by the cause of justice, learns to care for humanity, discovers a talent, hones a skill or finds the courage to speak up for a value, the world stretches. I cannot think of a better way to spend a life than right here with you."

CONNECTIONS AROUND EVERY CORNER.
With over 100 student orgs, 100+ internships, 100+ volunteer opportunities, 100+ study abroad programs, 100+ research projects, 100+ community service projects, 100+ leadership opportunities, 100+ networking events, 100+ career fairs, 100+ alumni connections, 100+ ways to get involved, 100+ ways to grow.



CHALLENGED TO BE YOUR BEST, YOU'LL FIND THE SPACE TO GROW INTO IT.

THIS PLACE WAS BUILT TO BE INSPIRING AND SUPPORTIVE.

TO WOMEN'S SPORTS

TO MEN'S SPORTS

MAROONS MAKE CHAMPIONS

LEARN OUTSIDE THE BOOKS, OR SOMETIMES, JUST OUTSIDE.

200+ years, 100+ years of Roanoke College, 100+ years of Roanoke College, 100+ years of Roanoke College.

CONFIDENT IN YOUR STRENGTHS.

Learn More

PREPARED FOR YOUR CAREER.

Learn More

TURNING YOUR POTENTIAL INTO YOUR PURPOSE.

Learn More

ROANOKE IS YOURS TO LAUNCH FROM.

ROANOKE COLLEGE

Learn More



ROANOKE COLLEGE

Roanoke College

221 College Lane
Salem, Virginia 24153

Marketing and Communications
logos@roanoke.edu

Copyright © 2023 by Roanoke College. All rights reserved.
April 2023



Thank you for helping us identify places, objects, publications and materials that will need to be updated with our new logo. You can find additional resources and a change request form by scanning this QR code or visiting our web page, www.roanoke.edu/marcomm.