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# OUR BRAND

Thank you for taking the time to review this guide. The style guidelines within it are extremely important to the Lundquist College of Business and the University of Oregon.

The words we use, the way we visually tell our story to the world, our iconic logos and approved fonts—all these elements are combined to communicate our brand. Each is an integral part of our identity, so it's important that we work together to use them carefully and treat them with respect. Used properly, they will help create bold, engaging, and consistent messaging, protect our visual image, and strengthen relationships with our audiences across a wide range of media.

We are all ambassadors of the brand and encourage Lundquist College faculty and staff to refer to this guide when creating communication materials. If you need approved fonts, logos, templates, or additional information visit [business.uoregon.edu/communications](https://business.uoregon.edu/communications). If you don't find what you're looking for, contact Jim Engelhardt, director, strategic communications, at [jime@uoregon.edu](mailto:jime@uoregon.edu).

# BRAND STRUCTURE

## What's in a name?

The brand, for one.

Because the University of Oregon brand is our brand, and because the general themes on which key messages are built for both the UO and the Lundquist College of Business are nearly identical, we benefit most by primarily establishing ourselves as a part of the University of Oregon.

### OUR BRAND NAME

#### *University of Oregon Lundquist College of Business*

This is the simplest way to link the business school with the UO and to build equity and awareness. It is the preferred way to refer to the school with any external audiences. It can be shorted to “UO Lundquist College of Business” or even simply “Lundquist College”—particularly if the University of Oregon connection is well understood.

### OUR OFFICIAL OR FORMAL NAME

#### *Charles H. Lundquist College of Business*

This name is used almost solely for more formal occasions, such as ceremonial activities (for example, commencement).

### NEVER LCB

Do not use the “LCB” abbreviation. Its meaning is lost to audiences outside of the college and does little to reinforce our identity or brand awareness. In fact, it negatively impacts and dilutes our brand, and dishonors our donors, reducing their name to a single letter. Non-Latin acronym use in general is a poor communication choice and tends to alienate the audience.

### PRIMARY BRAND ARCHITECTURE

Departments and centers fall under the larger University of Oregon Lundquist College of Business brand.

UO Lundquist College of Business Department  
of Management

*or*

UO Lundquist College of Business Warsaw Sports Marketing  
Center

If the connection to the Lundquist College of Business is well understood these may be shortened in limited instances.

UO Department of Finance

*or*

UO Lundquist Center for Entrepreneurship

### GRADUATE PROGRAMS

Because of their unique positioning and market perception, our six master's degree programs have an alternate brand affinity as follows:

Oregon Executive MBA at the University of Oregon Lundquist  
College of Business

Master of Accounting at the University of Oregon Lundquist  
College of Business

*or*

University of Oregon Master of Accounting at the Lundquist  
College of Business

Sports Product Management at the University of Oregon  
Lundquist College of Business

*or*

University of Oregon Sports Product Management at the  
Lundquist College of Business

Master of Science in Finance at the University of Oregon  
Lundquist College of Business

*or*

University of Oregon Master of Science in Finance at the  
Lundquist College of Business

Only these six entities may use this alternate brand architecture. All other programs, clubs, departments, internal groups, and offices (i.e. PhD program, Undergraduate program, Honors program, Mohr Career Services, Braddock Tutoring) must rely on the primary brand architecture.

# BRAND POSITION

## University of Oregon

A brand statement is not a tagline. It's not something that should be shouted from the top of Mount Hood. These words are for University of Oregon eyes only. They exist to guide us, keep us in sync, and remind us who we are as we develop our marketing and communications materials.

**“THE UNIVERSITY OF OREGON IS A COLLABORATIVE ACADEMIC ECOSYSTEM, ROOTED IN NATURE, THAT DEVELOPS CHANGEMAKERS WHO LEAD WHERE OTHERS HAVE NOT.”**

**“The University of Oregon is a collaborative academic ecosystem,”**

The greatest leaps in innovation happen at a crossroads—places where people, ideas, and disciplines intersect. Our role? To provide fertile ground for this work. People across continents and disciplines gather here to get wildly collaborative. We share resources and cross-pollinate ideas. Within our intricate web of interconnected ecosystems, we learn and work together to advance the whole.

**“rooted in nature,”**

Sheltered by mountains and fed by the river, our university grew up among the trees. A deep reverence for nature pulses at the heart of everything we do. It surrounds us, sparking our curiosity, inspiring our creativity, and driving our work as advocates and change leaders. We never forget that our connection to nature is what nourishes us, and we give back every opportunity.

**“that develop changemakers...”**

The world needs empowered creators. People who know they have something vital to offer. Who are motivated to make a difference. Who have honed their tools and are ready to build. It's not enough to show students the world as it is. We teach them how to change it as they go.

**“...who lead where others have not.”**

Our students and alumni don't stick to well-worn paths. They go off-trail. They chase mysteries and push the limits of understanding. They know that yesterday's answers don't solve tomorrow's problems. Guided by curiosity and imagination, they take up the torch of leadership and venture into the unknown.

## Lundquist College of Business

An indivisible and intimately connected part of the university, the Lundquist College of Business embraces the main University of Oregon brand positioning. But as a distinct entity within it, we also recognize the need to create our own brand position that will help us remain focused as we create marketing and branding communications. Again, this is not a tagline.

### **“A CREATIVE CATALYST FOR MEANINGFUL BUSINESS.”**

#### **“A creative catalyst...”**

How does the Lundquist College of Business “create a better way?” By being a creative catalyst. We foster a pioneering mindset and nurture a culture of innovation. Built on a solid foundation of business theory and practice, liberal arts, and world-class research, we promote new thinking and create new paths—within the college of business, across disciplines, across campus, and worldwide.

#### **“...for meaningful business.”**

Meaningful business, to us, is business that’s not only viable and profitable, but that also makes a difference in the world—for the better. Meaningful business is sustainable and boldly entrepreneurial. It benefits society, locally and in general. It’s creative, exciting, and, occasionally, first-of-its-kind.

## BRAND TONE

In order to develop a brand that's able to flex for different audiences, a baseline tone is defined for our general messaging.

The tone is built around several qualities that should consistently be used as descriptors for our brand. The six words below are these qualities. Each word may be dialed up or down to suit the audience that any particular message is addressing.

### FORWARD-THINKING

We never take our eyes off the horizon. We exist to help push humanity forward. To pass on a better world than we inherited. We don't just lift up the people around us, we build stairways so the next generation can climb even higher.

### NATURAL

Ever notice how purely itself nature is? A tree is a tree; it doesn't try to be anything else. As always, we take our example from nature. Sometimes we're intense and focused. Sometimes we're relaxed and approachable. Either way, we don't try to force it. We just are.

### INCLUSIVE

Everyone has an irreplaceable gift to offer. Corny, but astoundingly true. Inclusion means more than just acceptance, though. It means welcoming everyone into the room. And listening. And supporting. And collaborating. And celebrating their uniqueness.

### EXTRAORDINARY

You know when you crest the summit and catch that first glimpse of the whole world laid out at your feet? Yeah, that feeling. We never stop chasing it. Our hunger for the extraordinary is what makes us... well, extraordinary.

### UNEXPECTED

We love research that raises eyebrows. Insights that spark new perspectives. Solutions that defy old assumptions. And don't even get us started on art. Surprise disrupts our thinking, opening space for new ideas. It's why we sometimes zag when others zig.

### BOLD

We know who we are, and we call it like we see it. But never in a rude way. Bold is what you get when you combine self-confidence with respect for others. We speak courageously, take risks, and stand up for what we believe. We're not arrogant or conceited, but we do swagger sometimes.

FORWARD-THINKING

NATURAL

INCLUSIVE

EXTRAORDINARY

UNEXPECTED

BOLD