



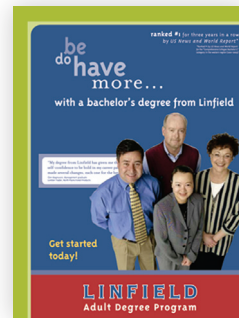
Drive student enrollment with a cohesive system of branded literature and ads



^ Degree cards



^ Overview brochure



^ Cover of folder

Business

Private liberal arts college offering a bachelor's degree program to adults, online and at eight locations around Oregon

Audience

Adults wishing to complete their college degree or obtain a certificate or degree in a new field

Challenge

Build awareness of the program and its benefits; connect with the establish Linfield College brand while appealing to adults; emphasize the benefits of a college degree to working adults; drive applications and increase enrollments

Strategy

Apply Linfield College brand guidelines for adult audiences to create a striking and memorable suite of brochures and ad templates; develop a color-coded "at a glance" system for individual degree categories; create an overview brochure for initial inquiries; develop a core message and brand promise [be do have more] to connect all communications

Results

Student applications increased by 20% in the first year; the visual system and brand promise continue to support student recruitment



with a bachelor's degree from Linfield

^ Brand promise logotype