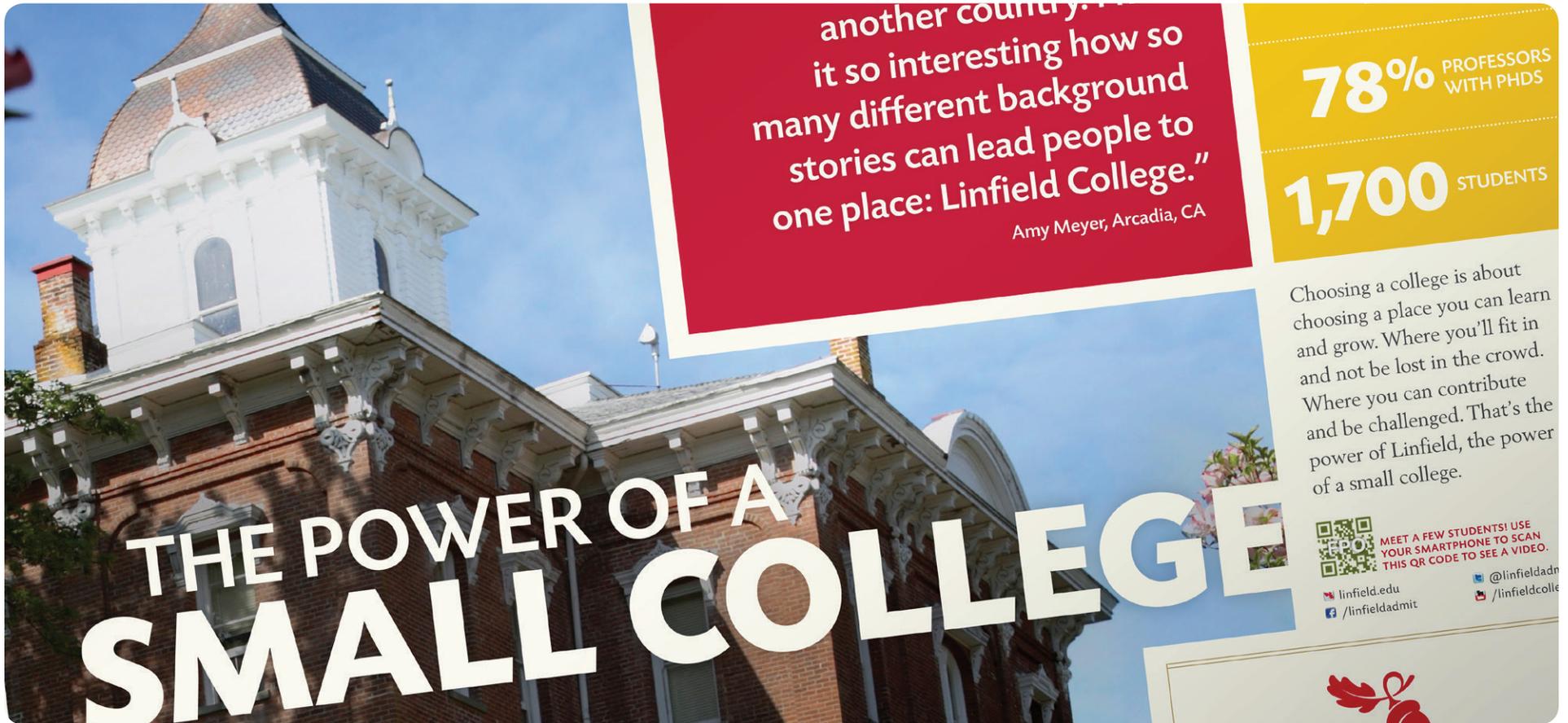




## Expanding the new brand's scope and application



Linfield College, a private, liberal arts college in McMinnville, Oregon, adopted a new brand in 2010. When evaluating their admission publications program in early 2011, the admission staff chose Creative Company to expand on the new brand and create a refreshed, bolder recruitment suite.

^ The new logo and design system was expanded to include more colors, bolder fonts and use of larger photos in a flexible, gridded format.

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**BUSINESS** A small (1,700 students) private, liberal arts college in McMinnville, Oregon  
**MARKET** High school students and their parents, high school counselors

## A new suite targeting freshmen entering college in 2013 - 2014

### CHALLENGE

Linfield's 2012 - 2014 recruitment suite needed to build on the college's new brand identity and reestablish its "Big Six" messaging concept. Materials had to custom designed for a diverse set of audiences, including high school students, transfer students, parents, and high school counselors. Creative Company utilized its experience developing three award-winning recruitment suites for Linfield between 2002 and 2008 to fulfill the new goals of the admissions team.

### STRATEGY

Showcase Linfield's academic strengths, collaborative community, remarkable campus and other unique assets through high-impact photographs, quotes from students and alumni, factoids, dynamic layouts and strong messaging. A series of magazines replaced standard brochures, to reduce printing costs and create a more personal interaction. Creative Company used portions of an infographic of Linfield's "Big Six" as a new brand element, and actoids also provided vibrant, at-a-glance details.

### RESULTS

Linfield staff and leadership welcomed the enhanced brand elements and broader color palette. Materials were completed during the summer of 2012, with the entire suite printed by September.

"[Creative Company has] a great understanding of the Northwest perspective and the personality of Linfield. Their insight into current marketing trends, tactics and channels keeps us thinking ahead to what will be most effective in reaching the right students."

—Lisa Knodle-Bragiel  
Director of Admission, Linfield College

^ A poster for high school visits; a roll-fold mailer targeted to juniors; and a series of covers for magazines that replace traditional brochures show off the bolder brand system.

