

# CARROLL COLLEGE BRAND BOOK

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A GUIDE TO UNDERSTANDING AND MANAGING THE CARROLL BRAND

V01 // JANUARY 2022



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*“The heavens declare the glory of God;  
the skies proclaim the work of his hands.”*

—PSALM 19:1

# WHY WE BRAND

**A brand creates an opportunity for others to connect with Carroll College, because ultimately, a brand is an idea that lives in our mind. Many times, people assume that a brand is a logo or a set of colors or fonts. In reality, it is so much more.**

*A brand is your story, and the stories that get told about you.*

**Together, these stories:**

- **Create expectations**
- **Make Carroll memorable**
- **Connect you to people and groups**
- **Strengthen the institution**

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When the stories that are told by Carroll College and about the College lack a unified or consistent idea, this can result in inconsistent expectations, experiences that are forgettable, and lower awareness. Today especially, higher education is a field where a memorable, meaningful brand stands out. Institutions that have a true and meaningful “big idea,” or brand promise, and consistently deliver on that promise are recognizable and often endeared to certain segments of their audiences. This is the goal of developing an authentic Carroll College brand, which can be lived out and demonstrated by every person on campus.

While the Office of Marketing is charged with officially telling the Carroll story through a variety of channels, every person at the college has a part in building our brand. Whether you teach, coach, or serve in a staff role, your interactions, ideas and conduct should create a unique verse in the common refrain of the Carroll College brand.

How do we do this? By clearly focusing on the unique values and pillars of Carroll’s brand and filtering our actions, ideas and strategies through them. These values and pillars create our “why,” and a clear, committed focus on this will help Carroll deliver on our brand promise.

This branding guide is also designed to create consistency in how the Carroll College brand is applied across different platforms and uses. Unity in our visual brand and voice help us maintain a clear, consistent identity and reputation.

As we work together, we can accurately portray how Carroll College celebrates the joy of living found in our faith and the extraordinary beauty of our location; a place where academic distinction and experience create opportunities for personal formation and a life of glorious adventure.

## NEED HELP? QUESTIONS?

Marketing and Communications is responsible for maintaining adherence to the Carroll brand and proper use of the message and visual elements.

# TELLING OUR STORY

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**Stories are powerful. They connect us to others in meaningful ways. Often stories are the beginning of relationships, because they engage our minds and our feelings together.**

By telling the unique story of Carroll College, and the stories of our own Saints, we create opportunities for powerful connection with a variety of audiences.

Our story, its past, present and future, is unique; it is a story that only we can tell.

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*“We cannot fail to speak to young people about the truths that give meaning to life.”*

—POPE FRANCIS



# THE CARROLL STORY

**When founder John Patrick Carroll laid the cornerstone of the school that would later bear his name,** he proclaimed, “Knowledge and virtue are the armor with which [this] College shall strive to equip students.” Propelled by an enduring passion for Catholic liberal arts education, for more than 100 years Carroll College has upheld this vision.

Instilling wonder and fostering inquiry, Carroll equips students in both vocation and enlightenment. In the search for Truth, students engage both faith and reason. Shaped in both intellect and character, Carroll graduates are prepared for lifelong service and leadership.

Championing the timeless precept *“non scholae sed vitae”* (not for school, but for life), Carroll leads students along a purposeful journey in learning—for lives of glorious adventure characterized by wisdom, generosity, and greater good.

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*“The aim of [this] College will be to give the young [people] of Montana a thorough, liberal education which will fit them for leadership in any vocation they may choose and at the same time, so surround them with a religious atmosphere that they will ever follow conscience as their king. Knowledge and virtue are the armor with which [this] College shall strive to equip students.”*

—FOUNDER JOHN PATRICK CARROLL

AT THE LAYING OF THE CORNERSTONE OF CARROLL COLLEGE, SEPTEMBER 27, 1909

*“Carroll College is meant to be a beacon to the Church in the Northwest.”*

—POPE JOHN PAUL II, 1999

# OUR BRAND PROMISE

Ultimately, it is the Carroll edge that will drive our brand—the compelling whole of the distinctive of our institution. The edge is a statement that is singularly true of Carroll—the quality that makes us who we are.

*This is our North Star.*

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## The Carroll Promise

Carroll College celebrates *the joy of living found in the Catholic faith and the extraordinary beauty of the American West*. Through *academic distinction* and *the Carroll experience*, we guide students in *personal formation in the search for Truth and a life of glorious adventure*.

# OUR BRAND PILLARS

The Carroll brand is built on four pillars—unique elements of our identity that make us who we are.

These pillars are an important part of our foundation. They will always be true of Carroll, even as our external messages may adapt and change over time. These are the internal characteristics of who we are as an institution.

## CATHOLIC FAITH

Carroll College warmly embraces our identity as a diocesan, Catholic college, and the centuries old Catholic Intellectual Tradition, which gave rise to the first universities of medieval Europe. Carroll represents a beacon of light in the culture, welcoming all persons of good will in a cooperative journey toward knowledge and virtue. Students encounter the love of God for each human person, and the liberating joy of learning in an environment that harmonizes faith and reason. Carroll believes that a life of adventure unfolds when we embrace the purpose for which we were made, for “a life with Christ is a wonderful adventure.” We insist that higher education must address the deepest questions of human life, and that education closed to transcendence fails fundamentally in its mission. Following the example of Christ in service to others, the Carroll community aspires to a vision for greater good in the world.



## RIGOROUS ACADEMICS

A commitment to excellence is foundational to learning at Carroll. As an academically prestigious institution, Carroll demands the best from its students and upholds the dual goal of vocation and enlightenment. Students are challenged to pursue universal knowledge, not merely information or skills. The College instills an enduring wonder for knowledge that prepares students for leadership in a chosen profession, while simultaneously encouraging and expecting an integration of knowledge through broad formation in a variety of academic disciplines.

## HOLISTIC OUTCOMES

“Not for school, but for life” is a strongly unifying theme that is valued and intentional in the Carroll experience. Carroll’s leadership, faculty, and staff are intentional about cultivating virtue, communication skills, and leadership qualities that lead to a transformative, beautiful life journey. The College facilitates a culture of encounter, leading to uncommon friendships for life. Carroll graduates are prepared to engage culture with a generous spirit, knowledge of truth, and a continual pursuit of wisdom.

## EXCEPTIONAL SETTING

Carroll’s exceptional geographic setting is a paradise for both contemplation and exploration—for the nurture of mind, body, and spirit. As the leading liberal arts college in the American West, Carroll beckons students to an immersive and grand encounter. Our campus, featuring iconic gothic, romanesque architecture, rests on 63 acres at the edge of downtown and historic Helena, the capital city of Montana. The beauty of Montana and the Rockies fosters wonder and awe, preparing students to receive all that is true, beautiful, and good.

# MASTER THEME

**Consistent presentation of the Carroll brand will position us to achieve a unified message and will provide strategic starting points for communicating with priority audiences.** The master theme establishes a framework for all communication, and theme applications present targeted messages aligned within the framework.

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## For the Adventure

*We are made for lives of adventure*—each one of us playing our part in a grand story. At Carroll, we guide each student to discover a transformative sense of calling and to pursue that calling with joy. A commitment to personal formation in the search for Truth is foundational to intellectual pursuit as we live and learn together. The Carroll experience is the beginning of a lifelong journey—for the adventure.



# OUR BRAND VALUES

**Our brand has a set of core values that show others who we are.** These values unify the outward expressions of our brand. They should inspire our actions and words, and show what we stand for.

There are four brand values that describe the very heart of who Carroll College is. These values gave purpose to our founding leaders. Today these specific values authentically represent us, yet they also give clarity to who we aspire to be.

Individually, each of our four brand values is linked to a specific cornerstone of our student experience: academic excellence, spiritual formation, community and service. Together, and as illustrated by how we express them, these values reflect our unwavering and uniquely adventurous spirit.

*The four key values of strong minds, great hearts, true faith and ready hands are found in the 1930 Carroll College yearbook, the Hilltopper.*

## STRONG MINDS:

Seeking understanding through intellectual pursuit

- Continuous pursuit of wisdom; more than information or skills
- Rigorous learning environment
- Charitable discourse
- Unity of knowledge
- Professional opportunities
- Lifelong learning

## GREAT HEARTS:

Embracing friendship, community, and shared experience

- Generous spirit; willing to learn and listen
- Spirit of exploration and adventure
- Cultivation of virtue
- Culture of encounter and authentic friendship
- Committed to the Carroll community

## TRUE FAITH:

Joyfully pursuing spiritual formation and the Common Good

- Joy, even amid struggle
- The complementary nature of faith and reason
- Personal growth
- Consistency and clarity amidst cultural confusion
- Recognize the longing for the transcendent

## READY HANDS:

Taking every opportunity to lead and serve in school and life

- Leadership through service
- Seeking opportunities to utilize gifts and talents
- Preparation for vocation and life

# BUILDING OUR REPUTATION

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**As we tell the stories of Carroll College and communicate across a variety of platforms and in different ways, we create impressions. People will draw conclusions about Carroll based on what we say and how we say it.**

We have a great responsibility to build the reputation of the college by ensuring that our communication is coordinated, consistent and strategic. Together, this unified language will result in a consistent image in the minds of others. We all have a part to play to create this consistency across all of Carroll's various publications, media and events.

These guidelines include strategic words and key messages that flow out of Carroll's story. They reinforce the main ideas of our brand promise. While they can be adapted to fit specific audiences and media, the underlying messages should remain consistent.

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*“The way Jesus shows you is not easy. Rather, it is like a path winding up a mountain. Do not lose heart! The steeper the road, the faster it rises towards ever wider horizons.”*

—JOHN PAUL II

# OUR BRAND PERSONALITY

**This isn't just about how our story sounds, it's about how it feels.** What's the attitude and personality we're trying to employ with each and consistent with our tone, voice, look, and feel—**all the time and everywhere.**

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## TONE & VOICE

Challenging  
Inspirational  
Aesthetic  
Joyful  
Purposeful  
Pioneering

## LOOK & FEEL

Grand  
Beautiful  
Warm  
Stirring  
Adventurous  
Gritty + Modern

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## CARROLL COLLEGE IS/IS NOT

*is Prestigious is not Haughty*  
*is Rigorous is not Rigid*  
*is Driven is not Self-serving*  
*is Supportive is not Compromising*  
*is Leading is not Pretentious*  
*is Catholic is not Exclusive*

## ASPIRATIONS

Aspirational words and descriptors that align with the Carroll mission.

Joy-Filled  
Welcoming  
Diverse  
Striving  
Intentional  
Transformative  
Impactful

# MESSAGE MATRIX

The following chart identifies targeted audiences and offers relevant words and phrases for that audience, along with sample copy and suggested supporting content.

Note that the core message is the same across all applications with crossover of many words and phrases, but messaging is adapted to target each unique audience.

Messaging can be further customized for targeted audience segments. In some cases, the same copy can be used in multiple applications.

TARGET AUDIENCE	MOTIVATIONS	WORDS/PHRASES																																																
<p><b>High-Achieving Prospective Undergraduate Students</b></p> <p><b>SEGMENTS</b></p> <ul style="list-style-type: none"> <li>Catholic</li> <li>Non-Catholic Christian</li> <li>Other religion</li> <li>Non-religious</li> <li>Outdoor enthusiasts</li> <li>Athletes</li> </ul>	<ul style="list-style-type: none"> <li>Intellectual pursuit</li> <li>Educational prestige</li> <li>Spiritual formation</li> <li>Career preparation</li> <li>Personalized learning</li> <li>Opportunities for impact</li> <li>Campus community</li> <li>Location</li> </ul>	<p><b>THEME VARIATION: Made for Adventure</b></p> <table border="0"> <tr> <td>Life</td> <td>Relationships</td> <td>Pursue</td> <td>Countercultural</td> </tr> <tr> <td>Calling</td> <td>Friends</td> <td>Celebrate</td> <td>Glorious</td> </tr> <tr> <td>Pursuit</td> <td>Story</td> <td>Accomplish</td> <td></td> </tr> <tr> <td>Challenge</td> <td>Joy</td> <td>Made for/Made to</td> <td>Faith and Reason</td> </tr> <tr> <td>Curiosity</td> <td>Generosity</td> <td></td> <td>Truth and Love</td> </tr> <tr> <td>Discovery</td> <td></td> <td>Intentional</td> <td>Knowledge and Practice</td> </tr> <tr> <td>Impact</td> <td>Engage</td> <td>Eager</td> <td>Intellect and Character</td> </tr> <tr> <td>Purpose</td> <td>Connect</td> <td>Active</td> <td>Doing Well and Doing Good</td> </tr> <tr> <td>Determination</td> <td>Aspire</td> <td>Passionate</td> <td>For Learning and for Life</td> </tr> <tr> <td>Innovation</td> <td>Lead</td> <td>Extraordinary</td> <td></td> </tr> <tr> <td>Excellence</td> <td>Explore</td> <td>Distinct</td> <td></td> </tr> <tr> <td>Community</td> <td>Discover</td> <td>Uncommon</td> <td></td> </tr> </table>	Life	Relationships	Pursue	Countercultural	Calling	Friends	Celebrate	Glorious	Pursuit	Story	Accomplish		Challenge	Joy	Made for/Made to	Faith and Reason	Curiosity	Generosity		Truth and Love	Discovery		Intentional	Knowledge and Practice	Impact	Engage	Eager	Intellect and Character	Purpose	Connect	Active	Doing Well and Doing Good	Determination	Aspire	Passionate	For Learning and for Life	Innovation	Lead	Extraordinary		Excellence	Explore	Distinct		Community	Discover	Uncommon	
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<p><b>Parents of Prospective Undergraduate Students</b></p>	<ul style="list-style-type: none"> <li>Educational prestige</li> <li>Affordability/ROI</li> <li>Career possibilities</li> <li>Campus safety</li> <li>Academic resources</li> <li>Campus community</li> </ul>	<p><b>Emphasis on these words and phrases from the list above:</b></p> <table border="0"> <tr> <td>Life</td> <td>Connect</td> <td>Intentional</td> </tr> <tr> <td>Purpose</td> <td>Aspire</td> <td>Active</td> </tr> <tr> <td>Story</td> <td>Explore</td> <td>Countercultural</td> </tr> <tr> <td>Community</td> <td>Made for/Made to</td> <td></td> </tr> <tr> <td>Relationships</td> <td></td> <td></td> </tr> <tr> <td>Excellence</td> <td></td> <td></td> </tr> <tr> <td>Innovation</td> <td></td> <td></td> </tr> </table>	Life	Connect	Intentional	Purpose	Aspire	Active	Story	Explore	Countercultural	Community	Made for/Made to		Relationships			Excellence			Innovation																													
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**SAMPLE COPY****For Learning and for Life**

You were made for a life of adventure. As a student here, you'll be a part of a community that helps you discover your calling and pursue it with joy, playing your part in a grand story. *Your adventure starts here—not for school, but for life.*

**Your Glorious Adventure**

You were made for more than mediocrity. Just as ships are crafted for the open seas, you were made for purpose—to play your part in a grand story. To live in search of truth and with determination for greater good. You were made for glorious adventure. *Start your journey here.*

**Made for This**

Students come to Carroll College to be challenged. A commitment to excellence is foundational to everything we do—but not just for excellence itself. Your four years here will open the door to a life of purposeful adventure.

As a student here, you'll be surrounded by friends and mentors who challenge you to discover and become all that you were made to be. Innovative approaches will challenge you to think critically, engage diverse viewpoints, and cultivate a generous spirit. Your Carroll journey will propel you towards a rich and full life. *Dare to live this extraordinary adventure. You were made for this.*

**SEGMENT EXAMPLE—Catholic students and non-Catholic Christian students:****Live the Adventure**

At Carroll, you'll join a countercultural community of students passionate about both doing well and doing good. We are engaged in the joyful, risky, messy adventure of becoming who Christ calls us to be. At Carroll, you'll explore both faith and reason. You'll grow in intellect and character. Journey with us on this glorious adventure—for learning and for life.

**NOTE:** Unless a particular piece of communication is specifically addressed to parents, promotional copy will be written to the student, following the language in the prospective students category above. For communication pieces intended for both students and parents, words and phrases in the column to the left may be emphasized and additional supporting content from the column to the right may be added.

**SUPPORTING CONTENT**

- + Features of alumni in a broad range of gloriously adventurous careers and other life commitments.
- + Student testimonials describing the aspirational and challenging nature of the Carroll experience.
- + Students stories of the value of relationships in the Carroll community.
- + Photos with captions depicting fun times with great friends
- + Student testimonials describing the impact of the faith journey at Carroll.
- + Captions pointing to students engaged in community outreach, hands-on research, and other active learning opportunities.
- + Faculty testimonials highlighting the dynamic approach to academics.
- + References to academic support resources and academic enrichment options.
- + Infographic stats such class size, number of academic programs, and outcomes.
- + Word graphics with the Minds/ Hearts/ Faith/ Hands ideals
- + Emphasis on the exceptional location, showcasing the beauty and grandeur of the mountains as well as distinctive opportunities for outdoor adventure.

**SEGMENT EXAMPLE—Out-of-state students:**

- + Descriptions of Montana's opportunities for outdoor adventure, including specifics about local attractions unfamiliar to those from outside the state.
- + Maps showing proximity to major cities and landmarks.

**SEGMENT EXAMPLE—Catholic students and non-Catholic Christian students:**

- + Lists and descriptions of Campus Ministry activities and events
- + Student features showing participation in Mass, on campus spiritual growth opportunities, and local church or ministry connections.

**ADDITIONAL PARENT CONTENT:**

- + Specifics about academic support resources.
- + Details of academic enrichment options.
- + Information about campus safety protocols and resources.
- + Details about financial aid planning.

**TARGET AUDIENCE**

**Nontraditional Students**

**SEGMENTS**

Catholic  
 Prospective adult degree completion students?  
 Prospective graduate students

**MOTIVATIONS**

Career advancement  
 On-the-job application  
 More-to-life possibilities  
 Personalized support  
 Contemporary context  
 Affordability  
 Convenience  
 Flexibility

**WORDS/PHRASES**

Life	Discovery	Advance	Innovative
Calling	Determination	Pursue	Contemporary
Career	More	Live it out	Current
Joy	Support	Learn. Do. Be.	Diverse
Purpose	Convenience	Engage	Affordable
Impact	Flexibility		

**TARGET AUDIENCE**

**Donors**

**SEGMENTS**

Current  
 Prospective  
 Catholic  
 Non-Catholic  
 Supporters of investments in faith-based education  
 Supporters of athletics  
 Supporters of specific, flagship Carroll programs (anthrozoology, nursing, etc.)

**MOTIVATIONS**

Commitment to higher education  
 Devotion to Catholic faith  
 Community impact  
 Developing future leaders  
 Affection for Carroll

**WORDS/PHRASES**

Life	Innovation	Lead	Intentional
Calling	Excellence	Live	Transformative
Pursuit	Relationships	Guide	Lifelong
Truth	Joy	Equip	Distinct
Greater good	Generosity	Engage	Uncommon
Impact		Celebrate	Charitable
Purpose		Advance	
Part		Make a difference	

**SAMPLE COPY****For Learning and for Life**

As a student here, you'll be a part of a community that challenges you to advance your calling and live it out with joy. *Your adventure starts here—not for school, but for life.*

**Made for More**

Purpose. Passion. Extraordinary discovery and determination. There's more to life than day-to-day living. At Carroll, our innovative approaches to academics and personal formation will challenge you to learn more, to do more, to be more. You'll be encouraged to think critically, engage diverse viewpoints, and live intentionally. *You were made for this. Start your adventure here.*

**SAMPLE COPY****Made for This**

We were made for adventure, each one of us playing our part in a grand story. At Carroll, we guide each student to discover a transformative sense of calling and to pursue that calling with joy. *Will you join us in leading students to a life of glorious adventure?*

**Strong Minds. Great Hearts.**

The Carroll experience is the beginning of a lifelong journey—a life of adventure. As we live and learn together here, a commitment to personal formation in the search for Truth is foundational to intellectual pursuit. Students are eager to discover, to excel, and to advance the greater good. As they are challenged in unexpected ways, they are equipped for a life of intentionality and adventure. *Will you be part of this glorious adventure?*

**For Learning and for Life**

Carroll students are part of a countercultural community in search of truth, greater good, and a life of uncommon adventure. Through innovative approaches to learning, they are challenged to think critically, engage diverse viewpoints, and live generously. *The adventure starts here—not for school, but for life.*

**SUPPORTING CONTENT**

- + Alumni testimonials highlighting career advancement, fulfillment, and life discovery.
- + Student testimonials describing student support in the context of a non-traditional program format.
- + Faculty profiles showcasing professional experience and achievements.
- + Sidebar feature with details about career advancement support.
- + Descriptions of the technology platform and resources for the non-traditional format.

**SUPPORTING CONTENT**

- + Student features describing their aspirations and how the Carroll experience is preparing them for a life glorious adventure.
- + Student testimonials describing how their education was made possible through donor scholarships.
- + Alumni stories of living the adventure in their careers, families, and communities.
- + Graphically engaging lists and photos showing how donor funds have impacted Carroll in recent months/years.

**SEGMENT EXAMPLE—Catholic donors:**

- + Student testimonials describing the impact of the faith journey at Carroll.
- + Captions with photos of students engaged in faith-based community outreach.
- + Descriptions of donor-funded campus ministry initiatives.

**TARGET AUDIENCE**

**Alumni**

**SEGMENTS**

- By generation
- Local
- Out-of-Area

**MOTIVATIONS**

- Giving back to Carroll
- Commitment to higher education
- Contribution to a particular initiative or academic department
- Devotion to Catholic faith
- Developing future leaders
- Affection for Carroll

**WORDS/PHRASES**

- |              |               |                   |                           |
|--------------|---------------|-------------------|---------------------------|
| Life         | Relationships | Advance           | Countercultural           |
| Beginning    | Community     | Make a difference | Glorious                  |
| Calling      | Joy           | Give back         |                           |
| Pursuit      | Generosity    |                   | Faith and Reason          |
| Truth        |               | Lifelong          | Truth and Love            |
| Greater good | Lead          | Forward           | Knowledge and Practice    |
| Impact       | Live          | Intentional       | Intellect and Character   |
| Purpose      | Guide         | Transformative    | Doing Well and Doing Good |
| Part         | Equip         | Distinct          | For Learning and for Life |
| Innovation   | Engage        | Uncommon          |                           |
| Excellence   | Celebrate     | Charitable        |                           |

**TARGET AUDIENCE**

**Community**

**SEGMENTS**

- Regional Catholic churches
- Regional Catholic K-12 schools
- Professional connections including local business partners, healthcare organizations, etc.

**MOTIVATIONS**

- Commitment to higher education
- Devotion to Catholic faith
- Contribution to specific academic or professional field
- Local impact
- Developing future leaders for the marketplace, the community, or the church
- Acquiring talent

**WORDS/PHRASES**

- |                |               |                   |            |
|----------------|---------------|-------------------|------------|
| Greater good   | Excellence    | Develop           | Lifelong   |
| Leadership     | Relationships | Engage            | Distinct   |
| Future leaders | Generosity    | Advance           | Uncommon   |
| Impact         |               | Make a difference | Charitable |
| Purpose        | Lead          |                   | Glorious   |
| Part           | Invest        | Intentional       |            |
| Innovation     | Equip         | Transformative    |            |



**SAMPLE COPY****The Glorious Adventure— For Learning and for Life**

The Carroll student experience is only the beginning of a lifelong journey—a life of adventure. Our alumni continue to discover, to excel, and to advance the greater good. *We celebrate the glorious adventures of Carroll graduates—not for school, but for life.*

**Made for This**

We were made for glorious adventure, each one of us playing our part in a grand story. At Carroll, we guide each student to discover a transformative sense of calling and to pursue that calling with joy. *Will you join us in leading the next generation of students to a life of glorious adventure?*

**SAMPLE COPY****Living the Adventure**

The Carroll experience is the beginning of a lifelong journey—a life of adventure. As we live and learn together here, a commitment to personal formation and growth in character is foundational to intellectual pursuit. Students are eager to discover, to excel, and to advance the greater good. *Will you join us in leading the next generation of students to a life of glorious adventure?*

**For Learning and for Life**

Carroll students are part of a countercultural community in search of truth, greater good, and a life of glorious adventure. Through innovative approaches to learning, they are challenged to think critically, engage diverse viewpoints, and live generously. *The adventure starts here—not for school, but for life.*

**SEGMENT EXAMPLE—Catholic churches and organizations:**

**Made for This**

We were made for glorious adventure, each one of us playing our part in a grand story. At Carroll, we guide each student to discover a transformative sense of calling and to pursue that calling with joy. *Together with you, we lead students to a life of glorious adventure.*

**SUPPORTING CONTENT**

- + Alumni stories of living the adventure in their careers, families, and communities.
- + Alumni stories of “giving back” to Carroll.
- + Student testimonials describing their aspirations and how the Carroll experience is preparing them for a life glorious adventure.

**SEGMENT EXAMPLE—Local alumni:**

- + Features of alumni making a difference in the local community or engaged in the Carroll campus community
- + CTAs inviting local alumni to attend special events
- + CTAs asking local alumni to provide internships, mentoring, or leadership for campus initiatives

**SUPPORTING CONTENT**

- + Student features describing their aspirations and how the Carroll experience is preparing them for to be leaders and advance greater good
- + Student testimonials highlighting the value of their own experiences with Carroll community partnerships or initiatives
- + Features of alumni engaged with community partners
- + Graphically engaging lists and photos showing how donor funds have impacted Carroll in recent months/years

**SEGMENT EXAMPLE—Catholic churches and organizations:**

- + Student testimonials describing the impact of the faith journey at Carroll.
- + Captions with photos of students engaged in faith-based community outreach.
- + Descriptions of campus ministry activities and initiatives.

# MANAGING OUR IMAGE

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**A carefully managed application of the visible Carroll brand strengthens our image. Visual elements such as color, imagery, fonts and our logo are often the most recognizable elements of our brand, and applying them cohesively can influence how Carroll is perceived.**

The visual elements found in this guide work together to build and convey our message, story and personality. Using them repeatedly and consistently, according to the standards within this guide, help make Carroll recognizable.

All visual applications of our brand must be approved by the Carroll College Marketing and Communications Office. Contact them at [marketing@carroll.edu](mailto:marketing@carroll.edu).



# OUR BRAND MARKS

## PRIMARY

### PRIMARY WORDMARK, VERTICAL



### PRIMARY WORDMARK, HORIZONTAL



### CARROLL COLLEGE SHIELD



### CARROLL COLLEGE SEAL



## ATHLETICS

### ATHLETICS, C-HALO



### ATHLETICS, PRIMARY WORDMARK



### ATHLETICS, HALO DOG



## SUB BRANDS

### ANTHROZOOLOGY



### FLEX THEATRE



### CAMP – CARROLL ADVENTURE AND MOUNTAINERING PROGRAM



# TYPOGRAPHY

## TRADE GOTHIC NEXT LT PRO

The primary sans-serif typeface for the brand. Used in many applications including headlines, subheads, body copy, and lists.

Trade Gothic Light + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Regular + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Bold + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Heavy + *Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

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Trade Gothic Condensed Regular + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Condensed Bold + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Condensed Heavy + *Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## VOLLKORN

The primary serif typeface for the brand. Used primarily as copy intro, in pull-quotes, call-outs, and anywhere a serif font is preferred.

Vollkorn Regular + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Vollkorn Bold + *Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Vollkorn Black + *Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## POPPINS

A secondary sans-serif typeface for the brand. Used in limited applications including subheads, folio, contact info, facts/stats, etc. Primarily used in ALL CAPS.

Poppins Light + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Poppins Regular + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Poppins Regular + *Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Poppins Bold + *Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

# COLOR PALETTE

The primary color palette for the Carroll brand



## CARROLL PURPLE

CMYK: 84 / 100 / 32 / 35  
RGB: 60 / 25 / 82  
HEX: #3c1952  
PANTONE: 2695 C



## CARROLL GOLD

CMYK: 20 / 24 / 52 / 0  
RGB: 207 / 185 / 136  
HEX: #cfb988



## CARROLL CHARCOAL

CMYK: 62 / 58 / 58 / 45  
RGB: 74 / 70 / 68  
HEX: #4a4644

The secondary color palette for the Carroll brand



CMYK: 88 / 96 / 40 / 43  
RGB: 46 / 26 / 70  
HEX: #2e1a46



CMYK: 53 / 53 / 26 / 2  
RGB: 132 / 121 / 150  
HEX: #847996



CMYK: 11 / 30 / 90 / 0  
RGB: 228 / 178 / 58  
HEX: #e4b23a



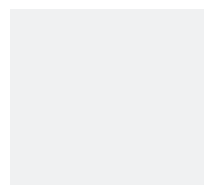
CMYK: 92 / 54 / 47 / 26  
RGB: 13 / 86 / 100  
HEX: #0d5664



CMYK: 67 / 19 / 35 / 0  
RGB: 86 / 163 / 166  
HEX: #56a3a6



CMYK: 31 / 29 / 39 / 22  
RGB: 147 / 141 / 139  
HEX: #938d8b



CMYK: 5 / 4 / 3 / 0  
RGB: 239 / 238 / 239  
HEX: #efeeef

# THE BRAND APPLIED

## VIEWBOOK COVER

Carroll College treatment features prominently on cover to create immediate name recognition. "Carroll" can bleed off left edge of piece. "College" can have variable placement based on specific need and background.



Image treatment for many larger images as well as outdoor/environment imagery. Photoshop action: Summer Haze—Turquoise Haze used to warm images and provide a soft light source. This image treatment is a strong brand element that should feature in some way on most applications.

"For the Adventure" rally cry flatreated as secondary element on cover and anchors the bottom right of the page for top-left to bottom-right orientation.

Folio and page edge elements bracket design and force the eye inward.

Visual hierarchy within copy created by combining and contrasting fonts, specifically Poppin and Trade Cond. Layering of elements can also help to connect phrases so they're read together.

### VIEWBOOK SPREAD



*To live . . . without a steady struggle  
for the Truth, is not living but existing.  
We must never exist, but live.*

—BLESSÉD PIER GIORGIO FRASSATI, *Letters to his Friends and Family*

YOU ARE MADE

# FOR THE ADVENTURE.

**DARE TO DISCOVER ALL YOU WERE CREATED FOR.**

To search for truth—to live a life of meaning and consequence—is a choice you'll make. A choice to forego mediocrity, ease, and timidity. A choice instead to embrace risk, challenge, and extraordinary reward. To strive for greatness through giving of yourself.

As a student here, you'll be part of a community that lifts you to greater heights as you grasp the promise of your calling and pursue it with joy. You'll be challenged to think critically and creatively—beyond your own dreams and goals. You'll be guided to pursue faith and reason. Diversity and harmony. Freedom and discipline. You'll learn to truly live.

The pursuit of truth is a glorious lifelong adventure.

**THIS IS THE PATH FOR YOU.**

**CARROLL NAMED #1  
11 YEARS IN A ROW**

#1 IN REGIONAL COLLEGES WEST  
by U.S. News & World Report

**BEST COLLEGES 2022**  
Nursing BSN Programs

**BEST COLLEGES 2022**  
Best Value Schools

**BEST COLLEGES 2022**  
For Veterans



**SINCE 1909**  
1,100+ Students  
55% Out-of State  
Including 14  
COUNTRIES



**11:1** Student  
to faculty  
ratio and an  
average class  
size of 12



**75 MILES**  
of hiking and  
biking trails  
within minutes  
of campus

**1 OF 10 CATHOLIC** Diocesan US Colleges and Universities

**STRONG MINDS:** Seeking understanding through intellectual pursuit

**GREAT HEARTS:** Embracing friendship, community, and shared experience

**TRUE FAITH:** Joyfully pursuing spiritual formation and the Common Good

**READY HANDS:** Taking every opportunity to lead and serve in school and life

Rankings, stats, data points grouped in ways that make content easily scannable.

Brand Values take on individual brand colors.

Imagery suggestive of adventure, challenge, ambition, joy to feature prominently throughout branding applications—combined when appropriate with image treatment.

# THE BRAND APPLIED

## VIEWBOOK SPREAD

Image filter used based on criteria: outdoor shot, prominent visual element, combined with other image groupings within the spread.

Background block includes a subtle texture and gradient screen rather than being a solid color.

**STRONG MINDS**  
Seeking Understanding through Intellectual Pursuit

adventure will  
stretch you  
test you  
shape you

# FOR LEARNING AND FOR LIFE

**ACADEMIC DISTINCTION** is a big part of why students choose Carroll College. A commitment to excellence is foundational to everything we do—but not just for excellence itself. As you develop broad knowledge and understanding, along with expertise in your chosen field, you'll open the door to a life of purposeful adventure.

Innovative approaches to academics will challenge you to explore and discover, engage diverse viewpoints, and cultivate a generous spirit. Through a liberal arts core that intersects with professional career preparation, you'll build the dexterity to navigate complex problems in an ever-changing world.

**PURSUE THE ADVENTURE OF LEARNING HERE—NOT FOR SCHOOL, BUT FOR LIFE.**

**3.69** AVERAGE INCOMING GPA    **25** AVERAGE ACT    **1200** AVERAGE SAT

### MAJORS AND PRE-PROFESSIONAL PROGRAMS

**ANIMAL STUDIES**  
Anthrozoology  
Pre-Veterinary Medicine

**ARTS, HUMANITIES, AND NATURAL SCIENCES**  
Biochemistry—Molecular Biology  
Biology  
Catholic Studies  
Chemistry  
English  
Environmental Science  
French  
History  
Mathematics  
Philosophy  
Physics  
Spanish  
Theatre  
Theology

**HEALTH PROFESSIONS**  
Nursing (BS)  
Health Sciences  
Health Sciences  
Public Health  
Pre-Dental  
Pre-Medical (Pre-med)  
Pre-Occupational Therapy  
Pre-Optometry  
Pre-Pharmacy  
Pre-Physical Therapy  
Pre-Physician Assistant  
Public Health

**BUSINESS**  
Accounting & Strategic Finance  
Business: Management & Marketing  
Financial Planning

**COMPUTER SCIENCE AND ENGINEERING**  
Computer Information Systems  
Computer Science  
Data Science  
Engineering  
Civil Engineering  
Engineering Dual Degree Program (3-2)

**TEACHER EDUCATION**  
Elementary & Special Education  
Elementary Education  
Secondary Education  
English  
Mathematics  
Science

**SOCIAL STUDIES**  
Social Sciences  
Communication Studies  
International Relations  
Political Science  
Pre-Law  
Psychology  
Public Relations  
Sociology

VISIT [CARROLL.EDU/ACADEMICS](http://CARROLL.EDU/ACADEMICS) to learn more about our academic programs.

### ADDITIONAL MINORS

Business Administration  
Constitutional Studies  
Ethics and Values Studies  
Fine Arts  
Gender Studies  
Leadership Studies  
Marketing  
Neuroscience  
Reading Education (K–12)  
Special Education (P–12)

### SPECIALIZED PROGRAMS

Accelerated Nursing  
Entrepreneurship Program  
Financial Planning Certificate  
Healthcare Leadership Certificate  
Honors Scholar Program  
ROTC  
Self-Designed Major  
Undergraduate Research

### GRADUATE PROGRAMS

Master of Accountancy (MACC)  
Master of Social Work

# 12

**AVERAGE CLASS SIZE**  
Small classes foster intellectual engagement through thoughtful interaction with faculty and peers.

**EXPERIENTIAL LEARNING OPPORTUNITIES** place students in real-life settings for substantive encounters with work in a designated field of study.

Magnet words become a recognizable, repeated visual element.  
Screened box behind header anchors headline to image and running content and softens edges.  
Stat/datapoint grouping separate but subtle.

Silhouetted image provides emphasis on individual and serves to anchor, bracket, or separate components within the design.

Image groups include screened color blocks to provide contrast and better visual distinction between images.



Another example of visual hierarchy within copy created by combining and contrasting fonts and layering elements so they're read together.

Combine illustration/iconography as an additional visual/content element. Icons should be thin-medium stroke outlines or flat color.

**VIEWBOOK SPREAD**

**GREAT HEARTS**

**GLORIOUS HEIGHTS OF ADVENTURE**

**WHERE ELSE WILL YOU FIND**  
75 miles of hiking and biking trails just minutes from campus? Mountains beckoning just outside your classroom windows? A historic gold-rush town that's also rich with arts and entertainment? Life in this stretch of the Mountain West is simply an adventure all its own.

**TOP 50**  
**GREAT AFFORDABLE COLLEGES FOR OUTDOOR ENTHUSIASTS**  
—GREAT VALUE COLLEGE

**AMERICA'S 20 BEST MOUNTAIN BIKING TOWNS**  
—NATIONAL GEOGRAPHIC

**"UNCROWDED. UNSPOILED. UNBELIEVABLE."**  
—SKI MAGAZINE

**HELENA**  
POP: 32,024

**UNCOMMON WEEKEND EXCURSIONS**  
A short drive north or south takes you to boundless exploration in two of America's premier national parks as well as over one million acres of wilderness area.

Glacier National Park St. Mary Visitor Center < 4 hours  
Yellowstone North Entrance < 3 hours

**WELCOME TO HELENA**

**SMALL CITY WITH A BIG HEART**  
The capital city of Montana, Helena is a quaint Rocky Mountain locale nestled at the eastern edge of the Continental Divide. Boasting architectural charm, local arts, and wildlife galore, this is way more than your average college town.

**WORLD CLASS ARTS**  
From the "Symphony Under the Stars" to an internationally renowned clay studio, Helena's art scene is second to none in the Rocky Mountain West.

**LOCAL EATERIES**  
There's food for every occasion or craving—like handcrafted ice cream (with a wildly creative menu!), a signature vertical sandwich, a world famous chocolatier (that turns 100 in 2022!), plus several ethnic options including Greek, Southeast Asian, Cajun, Japanese, and more!

**HISTORIC ATTRACTIONS**  
Helena's enchanting downtown, the Mansion District, and the Montana State Capitol building showcase the spirit of the people and places that built the region.

Elements grouped to create microdesigns within the spread. This is a good way to communicate similar but distinct information. Don't be afraid to overlap images and text in unique combinations. Font size contrast is important.

Silhouetted image used to bisect page, provide visual anchor and focal point. High-contrast grayscale image can be combined with color images. In this application, the background is an important aspect of the image and is screened to provide context for the image.



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