



BRAND IDENTITY GUIDELINES

A guide to the LSA Opportunity Hub voice, these pages outline the visual communication and editorial style of the Hub to help create a consistent tone that expresses not only what to say, but how to say it.



VALUE PROPOSITION

The Hub is a career exploration center that connects LSA undergrads with alums, employers, internships, jobs, and transformative career-learning opportunities to nurture students' deep and broad discovery of the liberal arts, ultimately positioning students to pursue meaningful careers after graduation and throughout their professional lives.

BRAND PILLARS

FIND PURPOSE AND MEANING THROUGH THE LIBERAL ARTS

The LSA Opportunity Hub supports students in connecting the liberal arts to purposeful work and meaningful lives. We provide resources for students to identify interests they're passionate about and convert those interests into action. Part of this work is learning how to articulate the value of an LSA degree and relating the knowledge, skills, and abilities acquired through a liberal arts education to future educational or career goals.

CREATE PARTNERSHIPS

Partnerships with alums and employers are some of our greatest assets. The Hub works together with alums and employers to advocate for the liberal arts broadly and LSA students specifically. The Hub connects alums and employers with students to bring LSA talent to their organizations and industries. Employers partner with the Hub to advocate for the recruitment of liberal arts students, and showcase the impact liberal arts graduates have on their work.

ELEVATE THE LSA DEGREE

The Hub was integrated into the college in recognition of the importance of career exploration to a liberal arts education. We champion the liberal arts degree with students, alums, and employers to recognize and promote its value in the workplace or in pursuit of an advanced degree. Through the support of the Hub, LSA students are empowered to define and determine their next steps, confident that their degree has prepared them well.

SELF-ACTUALIZATION THROUGH EXPLORATION

Guided exploration and lifelong learning are central to how the Hub approaches career development. We encourage a learning mindset that is deeply rooted in the educational foundations of the liberal arts, where a major is not a path, but a gateway to frame learning. Career interests and possibilities are born out of the whole of the liberal arts degree, a student's engagement with it, and the active application of what they learn to their life choices.

FOSTER SOCIAL CAPITAL

All LSA students should have access to people, resources, and opportunities in an equitable and just way. A crucial part of our work involves identifying and taking action on inequalities of access and opportunity. To deliver on our mission, we create programming; mobilize alums, employers, and donors; and identify resources and funding to ensure that all students have a level playing field when accessing opportunities.



KEY DIFFERENTIATORS

STUDENT-DRIVEN PARTNERSHIP

The path to purposeful work and a personally meaningful life requires broad exploration, discovery, and self-actualization, which must be driven by students. We engage with students in this important work through coaching, and fostering connections to professional experiences, employers, and alum networks. Through this students gain clarity on where their interests lie, what they want to pursue, and, just as importantly, what they don't want to pursue.

A LARGE AND ENGAGED NETWORK

The Hub connects LSA students to eager alums and employers, offering access to information, interviews, and opportunities just for them. Alums have opportunities to get more involved with students and to network with other alums. The facilitation of quality engagement between members of the LSA community at the college and around the world, particularly between students, alums, and employers, is unique to the Hub.

A LIBERAL ARTS APPROACH

The Hub embraces a broad, experiential, exploratory approach to career development. Our self-directed, discovery-oriented, and generative process positions students to decide their next steps. The Hub's approach actively partners with students to foster their knowledge, skills, and perspectives gained from their liberal arts education to inform their choices for graduate study, jobs, and career paths. The Hub works with students to combine their unique desires, experiences, and talents with their holistic liberal arts education, and not just their major, to drive their career exploration and decision-making.

ACCESS TO TRANSFORMATIVE EXPERIENCES AND CONNECTIONS

The Hub is committed to providing access to opportunities for all students, with a deep commitment to those who have been underserved and underrepresented. Internships make it possible for a student to engage in life-changing experiences that matter to them; funding makes it possible for all students to pursue these opportunities. The Hub also connects students with alums and employers to facilitate the professional connections and mentoring that are crucial to creating access and opportunity.



EXPLORATORY

The joy of exploration and discovery should be reflected in Hub visuals, evoking the thrill of an adventurous journey. While a successful brand is consistent, it doesn't need to be predictable. Photos should showcase the wide variety of career possibilities that students can explore through the liberal arts. Our creative work should make students feel optimistic, like the sky's the limit.





ACTIVE

Decisive, active images and language reinforce the idea that students drive the career exploration process. Photography showing engaging conversations, thoughtful participation, and meaningful interactions with mentors, employers, and alums highlights the Hub experience in a positive way. Our visual language and text should suggest that students are in control and poised to chart the course of their future, and the Hub is here to support the journey.



APPROACHABLE

First impressions are everything, and some students, alums, employers, and donors will be introduced to the Hub through our marketing collateral. The materials we create should be as friendly as our people, with authentic images and copy that is engaging to read and an appropriate length and tone for the desired audience. We want to reinforce the idea that the Hub is accessible and welcoming.



PROFESSIONAL

The Hub's identity should give students, alums, and employers confidence in our expertise and guidance. Polished, crisp, authentic photography of students and alums in natural settings, representing a broad expression of professionalism, leaves a positive impression of LSA students, encourages them to show up as themselves, and positions the Hub as experienced and trustworthy.





PURPOSEFUL

Hub visuals should convey a sense of purpose and intentionality, and the satisfaction that comes in setting and achieving personal and professional goals. A meaningful life and purposeful work looks different to everyone, but we can share stories and photos that are inspiring, aspirational, and motivational.



HOLISTIC

Photography showing warm connections between people reinforces the message that well-being is at the forefront, and everyone at the Hub truly cares about students as individuals. A feeling of mutual trust and rapport should be evident through Hub visuals. We also want to highlight the comprehensive support offered to students and the full arch of career learning experiences available through the Hub.





DYNAMIC

Each career exploration journey is as unique as the student who navigates it. While everyone's journey is different, twists, turns, and surprises are often part of the process. Hub visuals and copy should reflect these waves of activity with a liveliness and energy that is reflective of the joy of discovery and enthusiasm for new possibilities.

