



WALDORF

UNIVERSITY

BRANDING & STYLE GUIDE

BRANDING GUIDELINES OVERVIEW

This branding guidelines document is designed to provide Waldorf University's faculty and staff with a cohesive and compelling presentation of who we are as an organization and what differentiates us from other universities.

BRAND POSITIONING

A brand positioning statement ensures that all Waldorf communications are consistent and underscores our value add to all audiences including current and future students, faculty, staff and community partners. An integral part of Waldorf's strategic plan, this statement brings focus to the development of the strategic marketing plan and its supporting tactics.

Brand Positioning Statement

Since 1903, Waldorf University has created opportunities for learning and service to students seeking well-rounded lives through education by establishing engaging online and residential communities centered on learning and faith.

MISSION

The mission statement serves as Waldorf University's North Star, providing its leadership with a guide to advocate the organization's most inherent purposes.

Mission Statement

Waldorf University seeks to be an engaging community of learning and faith where relationships are formed and opportunities for education and service thrive. Our mission is to educate the whole person, emphasizing integrity and equipping students to succeed, empowering them to better serve the communities where they live and work.

The Short Version (Our Elevator Speech)

Waldorf University seeks to be an engaging community of learning and faith where relationships are formed and opportunities for education and service thrive.

VISION

The vision defines our organizational goals and provides direction for achieving them.

Vision Statement

The vision of Waldorf University is to prepare graduates for lives of service within their communities, churches or places of employment. To achieve this, Waldorf is committed to instilling in its students a desire for lifelong learning and support of the arts, an appreciation for cultures outside of their own and a regard to their faith in relation to the world in which they serve.

VALUES

Academic Excellence

Since 1903, Waldorf University has instilled in its students the Lutheran tradition of excellence in higher education centered on a well-rounded curriculum that encourages positive, impactful experiences. Waldorf's approach to education liberates the way students think, inspiring innovation and personal growth.

Community Service

Waldorf charges students to be mindful of their community responsibilities, preparing them for lives of service within their communities, churches and places of employment.

Devotion of Faith

Students are encouraged to explore the meaning and depth that faithful devotion can play in providing direction, purpose and a moral foundation to their lives. The questions that religion poses for the living of life and the unique perspective that Christianity can give to the meaning of life are explored with academic rigor.

Lifelong Learning

Waldorf values freedom of inquiry and learning through the exchange of ideas in open conversation and teaches lifelong learning by instilling endless curiosity in its students.

Diversity

Waldorf introduces a world of knowledge to its community by encouraging students from different cultures to build and cultivate lasting friendships, empowering them to experience the world through multi-disciplined points of view.

MESSAGING

Messaging guidelines outline the institutional characteristics, phrases and terminology to be used in describing Waldorf. Clear and consistent messaging empowers the university to speak with a unique unified voice, strengthening the Waldorf brand among future students, alumni and other key stakeholders.

Messaging Guidelines

TO NE

Overall presence

Welcoming, Personable,
Scholarly, Supportive

LIKE THIS

From record enrollments on campus to a vibrant online education program with thousands of students nationwide, Waldorf University is equipped to grow leaps and bounds in the coming years. Now is the perfect time to join the Waldorf family. Together, we can build a brighter future.

NOT THIS

Waldorf is growing fast. Check out our website to join the movement!

LANGUAGE

Verbal or written

Familiar, Proficient, Refined

LIKE THIS

Ever evolving, Waldorf has led the charge for change since 1903, embracing technology and academic programs that best prepare our students to lead and serve in a rapidly changing world.

NOT THIS

Waldorf has been embracing technology since day one. It's always been a part of our curriculum and we use it to teach our students the best of the best.

PERSONA

Attitude or demeanor

Positive, Congenial, Proud

LIKE THIS

What has changed since we last spoke? Waldorf College is now Waldorf University. What has stayed the same? Outstanding academics. A vibrant culture. Our commitment to you.

NOT THIS

Waldorf has changed so much. Wanna know how much? Give us a call!

GRAPHIC STYLE OVERVIEW

The graphic style guide document is a reference for Waldorf's faculty and staff to utilize when creating internal or external communications. This guide helps us to maintain a strong brand identity by utilizing certain parameters for our owned, earned and purchased channels.

GRAPHIC STYLE GUIDE

The Waldorf University logo and academic seal are symbolic of the Waldorf brand and its mission, vision and values. Although there are several variations of the logo, each variation holds a specific purpose in place. The below guide identifies each logo format and how to best utilize them.

Graphic Style Guide

Download: [PDF](#)

TEMPLATES

Templates play an important role in helping us to keep our brand identity intact when creating different communications pieces. Whether we are creating an internal PowerPoint or external letter to a student, using the appropriate template creates a distinguished and professional academic look for all messaging.

Letterhead

[View example.](#)

Waldorf letterhead should be used for any and all external communications including letters to students, graduates and future students.

Desktop Wallpaper

[View selection.](#)

Waldorf has many desktop wallpaper options available for employee use.

PowerPoint

Download: [PPT](#)

Waldorf PowerPoint templates should be used for all internal and external communications including presentations to faculty, staff, students, graduates and future students.

WRITING STYLE GUIDE OVERVIEW

There are many reasons to adhere to a writing style guide when creating content. Establishing consistency among different authors, ensuring readers stay focused on the content message versus style and establishing a professional presentation throughout industry-related content are all imperative and valid reasons for implementing a style guide. Certain organizations—like the Distance Education Accrediting Commission—have established business standards for their members to adhere to when addressing the public.

This document was designed to help provide an overview of the writing styles used at Waldorf and when each style is appropriate for use.

ASSOCIATED PRESS (AP) STYLE

Associated Press style provides guidelines for news writing. It sets the industry standard for writing styles for blogs, magazines, newspapers and public relations firms across the United States. Waldorf uses Associated Press style in order to adhere to this industry standard and to create consistency among non-scholarly, mass-media publications and correspondence written for and about Waldorf University. For more information on the AP Style Guide, or to view the guide, visit www.apstylebook.com.

Who Uses AP Style

AP style is best suited for situations where copy has the possibility of publication within a press release, newspaper, blog post, media kit, magazine, television broadcast, etc. Marketing personnel, PR practitioners, members of the media and all Waldorf employees writing on behalf of the university should utilize Associated Press style during any of these scenarios.

ASSOCIATED PRESS STYLE EXCEPTIONS

AP Style Exceptions

Below is a list of AP style exceptions when creating internal communications for Waldorf:

- // **Advisor:** Use this spelling when referring to academic advising; otherwise, use adviser (AP).
- // **Chairperson:** Use chairperson, chair or co-chair. AP prefers chairman or chairwoman.
- // **Composition Titles:** Italicize composition titles. Do not set them off with quotation marks.
- // **Degree Abbreviations:** No periods in degree abbreviations (PhD, BA, BS, MA).
- // **Department Names:** Capitalize (Department of Economics).
The preferred style is to be less formal (economics department).
- // **Em dash:** No space before or after an em dash. AP prefers spaces on either side.
- // **Homepage:** One word. AP prefers home page.
- // **Nationality:** African American, Asian American—no hyphen when spelled as a noun.
Hyphen is optional when used as a modifier, for clarity.
- // **Percentages:** For collateral use (headlines, etc.) it is acceptable to use punctuation mark.
- // **Professor:** Capitalize professor before the person's name (Professor Jones).
- // **Room Numbers:** Lowercase. (The library is located in room 305). AP prefers capital.
- // **Theatre:** Use this spelling. AP prefers "theater" unless used in a proper name.
- // **URL:** Okay to omit http:// at the start of a URL, unless needed for clarity.

AMERICAN PSYCHOLOGICAL ASSOCIATION (APA) STYLE

APA style provides guidelines for scholarly writing and is most commonly used to cite sources within the social sciences. At Waldorf, we utilize APA style when referring to the treatment of numbers, metrication, statistical and mathematical data, tables and figures for use in writing, reports, or presentations. For more information, visit the APA's web site, www.apastyle.org.

Who Uses APA

APA style is best suited within a learning environment, often within a classroom or online learning environment. Teachers, professors, students and other writers should utilize APA when writing essays, term papers, research analyses, book reports, etc.