WHAT IS A MAROON?
We are all Maroons. Maroon is a mindset that unites everyone at Roanoke College, from prospective students, to current students, and even alumni. It’s how we put purpose to work.

THE MAROON MENTALITY IS:

Quietly confident... but not arrogant or boastful.

A balance of the ideal and the practical... but not by abandoning creativity.

Grounded and rooted in strong values... but not inflexible or rigid.

Spirited in the support of others... but not shallow or superficial.

One of agency and taking action... but not without collaboration.

About challenging assumptions... but not about proving others wrong.

WHAT IS OUR BRAND POSITIONING?
In the crowded higher ed marketplace, it’s critical to distinguish Roanoke College. We do this through authentic storytelling. Our positioning is the conceptual core of our brand and the underpinning for everything we say and do. It also lays the foundation for our storytelling.

THE ROANOKE BRAND POSITION

Who we are: Roanoke College is an exceptional place to cultivate the best version of yourself.

What we do: We guide each student on a highly personal journey to develop their strengths, define their values, and embrace their potential.

How we do it: On this journey students will succeed, fail, thrive, and struggle, but most importantly, they will learn from a collection of experiences that challenge their assumptions, build their confidence, and unlock possibilities for their future.

Why it matters: As a result, Maroons gain the mettle, mindset, and empathy to pursue lives of purpose, build meaningful careers, and meet our society’s most pressing needs.
WHAT IS OUR MESSAGE?

To help articulate our story and build on our positioning, we create a map of our attributes and our benefits. This prioritizes the messages we need to convey and arranges them into a hierarchy.

OUR MESSAGE MAP

Our message map is broad enough to capture the full range of ideas we need to communicate. This version shows our core and secondary messages, but we can get even more specific with detailed proof points that go deeper.

BUILDING A STORY

Attributes: What We Offer
An attribute is what we offer to our audiences. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

Benefits: Why It Matters
A benefit is what our audiences get. It’s the value of the attributes that we offer, the answer to the question “so what?” or “why do we care?”

Core Message
The most concise articulation of our role in the world.

Roanoke College takes each student on:

- a highly personal journey of discovery and challenge to develop their strengths, define their values, and embrace their potential
- experiences that provide real-world application
- a culture that balances challenge with support for student success and well-being
- lead a life of purpose and launch a meaningful career and meet society’s most pressing needs

so that they can:

- the skills for critical thinking
- high levels of personal confidence and well-being
- the ability to embrace broad perspectives

excellent learning via accomplished faculty and rigorous academics

SECONDARY MESSAGES

ATTRIBUTES
(what we offer or “the give”)

BENEFITS
(why it matters or “the get”)

SECONDARY MESSAGES

CORE MESSAGE

SECONDARY MESSAGES
WHAT DOES OUR STORY SOUND LIKE?

Our personality is authentic to who we are and who we want to be, and it helps set the voice and tone of our brand. As you communicate, use these words as a gut check for how we sound in our writing and speaking.

ROANOKE IS NOW AND WILL CONTINUE TO BE:

OPEN
Open-minded, inclusive, collaborative, welcoming.

ROOTED
Grounded, authentic, real, down-to-earth.

SUPPORTIVE
Encouraging, enthusiastic, celebrating each other.

BUILDING ON OUR MOMENTUM, WE WILL BECOME EVEN MORE:

UNDAUNTED
Persistent, resilient, daring, willing to roll up our sleeves.

WHOLEHEARTED
Impassioned, unwavering, emphatically committed.

HOPEFUL
Positive, optimistic, seeking the better in everyone.
The creative narrative is an expressive and poetic distillation of our brand’s message and strategy. It helps to establish the rhythm, voice, and character with which we tell our story, and can serve as an inspiration for communications.

**NARRATIVE**

To every future Maroon:
You’re ready for Roanoke College.
Surrounded by mountains, you’ll learn you can move them.

Challenged to be your best, you’ll find the space to grow into it.
Leading alongside a community of Maroons, making progress, making an impact, you’ll realize what you’re made of.

Confident in your strengths, steadfast in your values, prepared for your career, you’ll turn your potential into your purpose.

For nearly 200 years, we’ve called this valley home. Now, it’s yours too.
Yours to discover. Yours to launch from. Yours, Roanoke.
HOW DO WE EXPAND OUR STORY?

“Yours, Roanoke” is our brand essence, distilled down to a single phrase. While it’s good to use this line to bring people into the brand, we don’t want to overuse it and diminish its power. Use these headline starters to help keep your language fresh.

This is yours.
What will Maroons have access to when they get to Roanoke?
This is your path to a meaningful career.
This is your place to reflect and focus.
This is your potential becoming your purpose.
This is your foundation and your launchpad.

To...
Who is benefiting from our mission?
What type of students? What type of businesses?
To industry leaders.
To every future Maroon.
To the world.
To being the first college student in your family.

Switching perspectives.
While our conceptual narrative is written in second person, we can shift our perspective to keep our language fresh.

Lean into place.
It’s one of our greatest strengths. Let’s use it.

Leading with Maroons.
Highlight Maroons, what they’re doing, and what they’re made of.

Yours +
(something personal).
What are individual students doing at Roanoke? Tell their stories.

Maroons move mountains.
Maroons make champions.
Maroons drive change.

YOURS + Using research to make a difference.
YOURS + Making heat waves more bearable.
YOURS + Building stronger communities with policy.
HOW DO WE TELL THAT STORY QUICKLY?

Whether we need to sign off in a publication, introduce ourselves online, or describe our College within the constraints of a tweet, these are succinct ways to express who we are and what we do. Use this language to convey these high-level messages and build awareness.

In 30 seconds

Roanoke College is a place where every student who works hard can succeed. This is a highly personal journey of discovery that allows students to develop their strengths and define their values. They embrace their potential and turn it into purpose. And this is every Maroon’s launchpad for a meaningful career. With accomplished professors at the top of their field, a culture that balances challenge and support, mentorship from people who want to see them grow, and real-world experiences in students’ fields, every Maroon leaves here ready to take on their next step. For nearly 200 years, we’ve dedicated ourselves to our students. Now, our legacy belongs to every Maroon too.

In 280 characters

Roanoke College is yours to launch from. You’ll be supported by a team of mentors, challenged by faculty at the top of their own fields, and given unique opportunities to prepare for your career. This is where, as a Maroon, you’ll turn your potential into your purpose.

In 140 characters

Roanoke College is your foundation and launchpad. Here we challenge and support you at every step, so your potential becomes your purpose.
WHAT DO ALL GOOD STORIES HAVE?

When our message, voice, and tone come together, it results in a distinct brand story, told in a way that’s unique to Roanoke. As you tell the Roanoke story, use this checklist as a final review:

1. What is this adding to the greater Roanoke story?
   With a rich culture, a strong community, a long history, and undeniable institutional momentum, there is a lot to draw from to inspire your writing. Always ask yourself, “How is this capturing the essence of ‘Yours, Roanoke’?”

2. Is this headline compelling and exciting enough?
   Your headline is the first chance you have to draw a reader in. Keep it concise, keep it interesting, and save the meat of your message for the body copy.

3. Does this piece have a clear beginning, middle, and end?
   When telling a story, structure is your friend. An organized and well-thought-out story is easy and enjoyable to read. As you write, think about the reader’s journey, and give them a reason to read all the way through.
OUR VISUAL LANGUAGE

WHAT DOES OUR LOGO LOOK LIKE?

OUR LOGO

The Roanoke College logo is the singular expression of our mission, brand positioning, and personality. This mark carries more equity and recognition than any other component of the visual identity. Four variations offer flexibility for integrating the logo into the many expressions of our brand. Each may be used to create the desired aesthetic complement to a marketing piece, or simply to fit the needs of a designated space.

Our logo was inspired by the recognized elements of our shared experience. The wordmark is a refinement of the type in our longest-serving logo. And the shield icon captures our heritage and spirit.
WHAT IS OUR COLOR PALETTE AND TYPOGRAPHY?

COLOR PALETTE

Roanoke Maroon
PMS 208 C
HEX 872046

Mandarin Yellow
PMS 7409 C
HEX F0B52B

National Blue
PMS 662 C
HEX 001B74

TYPEFACES

HENDERSON SANS

Regular
Regular Italic
Semibold
Semibold Italic

Bold
Bold Italic
Black
Black Italic

OCR B STANDARD

Regular
Light
Light Italic
Book
Book Italic

LTC Goudy Oldstyle Pro
Regular
Regular Italic
Bold
Bold Italic

Homemade Apple Pro
Regular
WHAT ARE OUR PHOTOGRAPHY STYLES AND GRAPHIC ELEMENTS?

PORTRAiture

COMMUNITY AND COLLABORATION

ENVIRONMENTAL

BRICK PATTERN

DOGWOOD PATTERN

BLUE RIDGE MOUNTAINS

BADGES
WHAT DOES IT LOOK LIKE WHEN IT ALL COMES TOGETHER?

Flash back to the 1970s, a different time and, in many ways, a different world. But even in the age of students with flared jeans and shaggy hair, Roanoke faculty (in slightly more formal attire) were happy to get students out of their seats and onto the quad for a change of scenery, a breath of fresh air and a lesson they'd be hard pressed to forget.

LEARN OUTSIDE THE BOOKS—OR SOMETIMES, JUST OUTSIDE. For over 200 years, students of Roanoke College have happily taken class outside, partly because of the campus' natural beauty, but mostly because that's where many professors love to teach.

YOURS TO DISCOVER.

HISTORIC? YES. BEAUTIFUL? OH, YES. MAKE ROOM IN YOUR SELFIE FOR THE PRESIDENT.

WELCOME TO SALEM, VIRGINIA (POP. 25,373 + YOU). CONNECTIONS AROUND EVERY CORNER Where city streets and scenic views meet, and get along great. Tucked into the Roanoke Valley and part of the greater Roanoke City metro, some 300,000 residents strong, is where you'll stand eye-to-eye with mountains. Funky shops and affordable necessities are all around you, with our 80-acre campus and the city proper intermingling like the 175-year-old friends they are.

With most students living on campus or nearby, you're surrounded by friends and mentors 24/7, so you're never far from someone who can help you out and welcome you in.

"Roanoke College is a community with a soul that sees and serves goodness in a world replete with challenges. When a single student finds a calling, becomes compelled by the cause of justice, learns to care for humanity, discovers a talent, hones a skill or finds the courage to speak up for a value, the world stretches. I cannot think of a better way to spend a life than right here with you."

President Frank Shushok Jr., from his first day on the job. Update: He's been absolutely crushing his goal of getting to know everyone, and you may well be next.
Thank you for helping us identify places, objects, publications and materials that will need to be updated with our new logo. You can find additional resources and a change request form by scanning this QR code or visiting our web page, www.roanoke.edu/marcomm.