CARTHAGE COLLEGE

Brand Guidelines

WHAT IS A BRAND?

Our brand is so much more than a logo, a font, or a set of colors. It defines who we are, what we say, and how we act. It's how we see ourselves, and how we want other people to see us.

Our goals

- To tell a consistent, authentic story about Carthage College, so that our audiences understand what makes us unique.

- More specifically, to reach more potential students and position Carthage as a first-choice college, so that we support enrollment goals and increase the quality of our students.

Our brand's foundation

Our brand is how we express the essence of our college to our audiences. But before we do that, we need to have a consistent understanding of who we are. The elements on the following pages are part of our foundation. They're the starting point from which we build our brand expression.
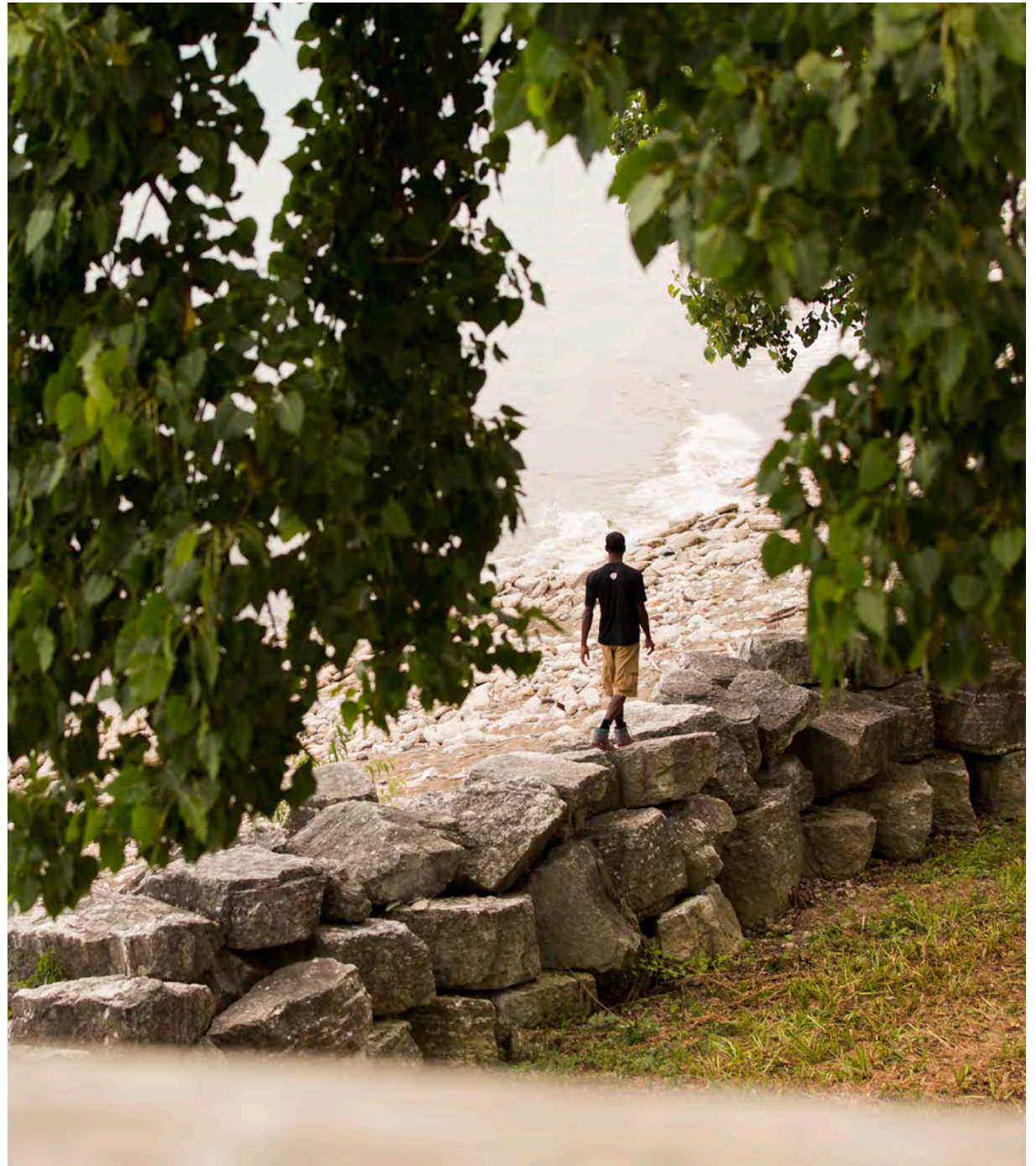
OUR MISSION

Our mission describes why we exist and what we aspire to. It drives our every action.

SEEKING TRUTH, BUILDING STRENGTH, INSPIRING SERVICE — TOGETHER.

Our positioning

This simple, straightforward statement is a succinct way to define our institution, communicate the value we offer, and differentiate us from our competitors.

At Carthage College, we combine an environment of reflection and self-discovery with a culture of high expectation, so that our students uncover and ignite their true potential. We help students develop a strong moral and intellectual compass so that they become perceptive, resourceful, and grounded as individuals.

Our rich academic experience equips students with foundational knowledge and skills, while our emphasis on real world experiences gives them the opportunity to learn in a professional context. Our state-of-the-art campus, situated on the shore of Lake Michigan, inspires. Our community of caring faculty and staff embraces. And because of their experiences here, graduates leave well prepared to lead meaningful, productive lives.
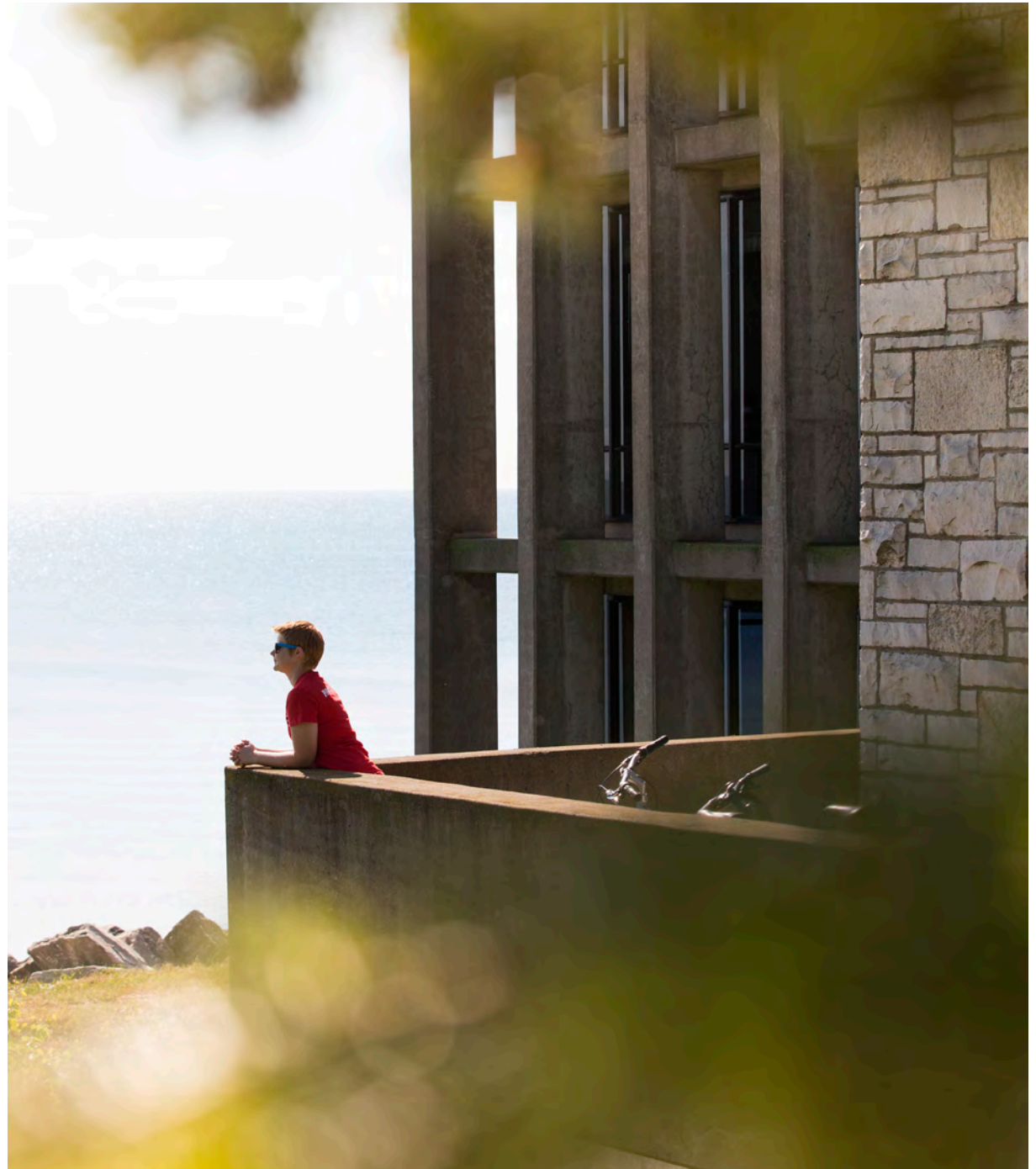
MESSAGE & VOICE

Carthage has a unique story to tell. What we say and how we say it are an integral part of making sure that story is heard and remembered. Together, those elements become our brand voice— and a powerful voice makes us recognizable and unforgettable.

What we say

This message map acts as a narrative foundation for our story. When you're crafting communications, consult this map to determine where your content aligns with our brand messages. By grounding everything we say in these ideas, our communications can be compelling, authentic, and consistent.

BRAND ATTRIBUTES
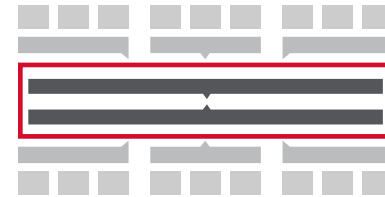The top half of the map represents what Carthage offers. These messages support what we deliver to each of our audiences.

BRAND BENEFITS
The lower half of the map describes what our audiences gain from the Carthage experience. It's never enough to simply state what Carthage offers. Every attribute should connect to something our audiences will receive.

These benefits are the answers to the reader's unasked questions: "so what?" and "why should I care?" Use these ideas to give our attributes deeper meaning and relevance.

A liberal arts foundation	An entrepreneurial mindset	A culture of thoughtful inquiry in the Lutheran tradition	An interdisciplinary perspective	Western Heritage program, J Term, senior thesis, and more	Easy access to two major metropolitan areas	Demonstrated success in student engagement	Accessible, student-centered faculty and staff	A captivating setting distinguished by remarkable facilities

a moral and intellectual compass

immersive academic and professional experiences

motivation and inspiration

Attributes (what we offer)

Carthage College provides…

A MOTIVATING ENVIRONMENT INSPIRING REFLECTION AND SELF-DISCOVERY

Core value proposition

Benefits (what they get)

So that our students…

UNCOVER AND IGNITE THEIR TRUE POTENTIAL

perceptive, resourceful, and grounded

equipped with tools developed in context

propelled into productive lives

Adaptable and flexible in the workplace	Prepared to lead	Inclined to serve and give back	A capacity for critical inquiry and informed decision making	Armed with specific, distinctive skill sets and experiences	Real-world experiences and networking opportunities	Well-rounded, balanced, and versatile	Confident, insightful, and connected	Maintain lifelong connections to their alma mater

Carthage College provides a motivating environment inspiring reflection and self-discovery, so that our students uncover and ignite their true potential.

Our message

This is the vital essence of who we are and what we do. Our core message is the most succinct distillation of our brand. It sits at the center of our message map and represents the highest-level expression of what we offer and what that means for our audiences.
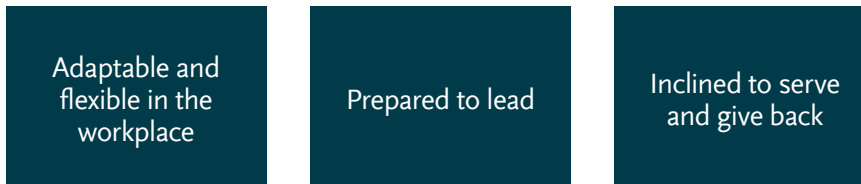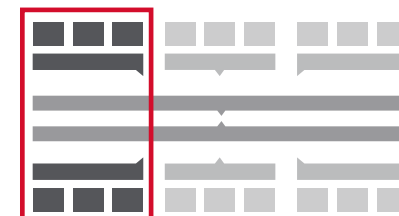
Attributes and benefits

Our core message is our highest-level expression. But it's backed up by several attributes and benefits. On the next few pages, we've listed each of our key attributes and benefits, and shown how each pair works together.

At Carthage, students develop a powerful intellect backed by a strong moral compass so that they become perceptive, resourceful, and grounded individuals.

- A liberal arts foundation prepares students to be adaptable and flexible in the workplace.

- An entrepreneurial mindset prepares students to lead.

- A culture of thoughtful inquiry in the Lutheran tradition produces students who are inclined to serve and give back.
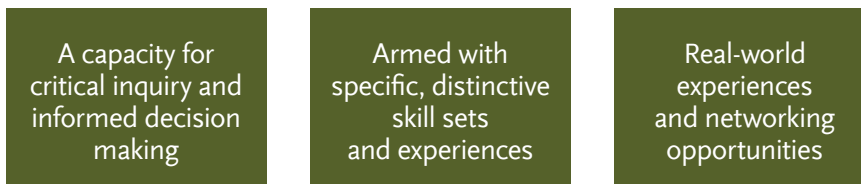
Carthage College provides...

A liberal arts foundation

An entrepreneurial mindset

A culture of thoughtful inquiry in the Lutheran tradition

a moral and intellectual compass

So that our students are...

perceptive, resourceful, and grounded
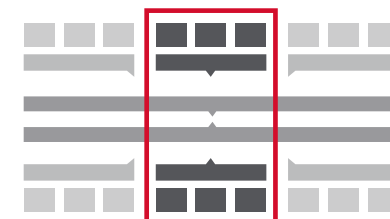
Adaptable and flexible in the workplace

Prepared to lead

Inclined to serve and give back

Attributes and benefits

Our immersive academic and professional experiences equip students with tools developed in context.

Carthage College provides...

| An interdisciplinary perspective | Western Heritage program, J Term, senior thesis, and more | Easy access to two major metropolitan areas |

immersive academic and professional experiences

So that our students are...
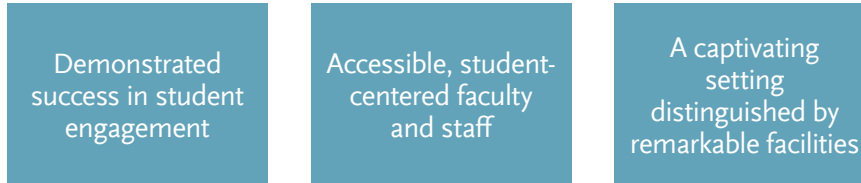
equipped with tools developed in context

| A capacity for critical inquiry and informed decision making | Armed with specific, distinctive skill sets and experiences | Real-world experiences and networking opportunities |

- An interdisciplinary perspective creates in students a capacity for critical inquiry and informed decision making.

- Unique programs like Western Heritage, J-Term, and senior thesis projects arm students with specific, distinctive skill sets and experiences.

- By providing easy access to two major metropolitan areas, we give students opportunity for real-world experience and networking opportunities.
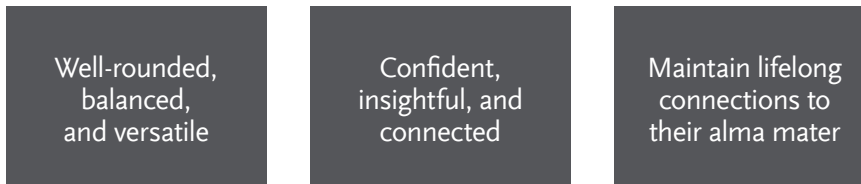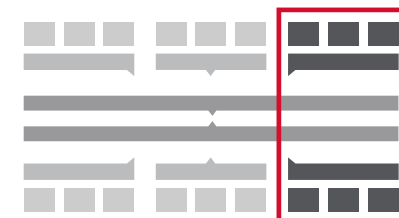
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Attributes and benefits

By surrounding students with motivation and inspiration, we help propel them into productive lives.

- With support from our successful student engagement efforts, students become well rounded, balanced, and versatile.

- With support from our accessible, student-centered faculty and staff, students are confident, insightful, and connected.

- Because of our captivating setting that's distinguished by remarkable facilities, students develop and maintain a lifelong connection to their alma mater.

Carthage College provides...

| Demonstrated success in student engagement | Accessible, student-centered faculty and staff | A captivating setting distinguished by remarkable facilities |

motivation and inspiration

So that our students are...

propelled into productive lives

| Well-rounded, balanced, and versatile | Confident, insightful, and connected | Maintain lifelong connections to their alma mater |

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Our personality

Our personality sets the tone for how we communicate. It articulates how we want our audiences to think and feel about our brand. These six personality traits will drive the voice and tone for all of our communications.

EMOTIONAL
How we want others to feel about the brand.

RATIONAL
How we want others to think about the brand.

INTREPID

Independent, willing to forge a unique path

ENGAGED

Actively participating, all in

CARING

Intimate, genuine, and involved

CONTEMPLATIVE

Reflective and thoughtful

TRANSFORMATIVE

Life-changing, maximizing potential

ASPIRING

Striving, seizing momentum

Our purpose statement

This statement is part of the creative expression of our brand. It communicates the ideas in our positioning statement with a distinct, ownable tone of voice. Even though it talks directly to our potential students, it conveys a sentiment that everyone in our community can take pride in.

You.
Looking.
Figuring out your future.
Where to go.
Or maybe just how to get there.
And when we're talking about
the rest of your life, it's not easy.
It takes real work and real reflection.
Even when you know exactly,
it gets tougher still.

At Carthage, we get that.
We're here to help you find what
you know is out there for you.
To give you a push.
To raise your expectations.
To provide new perspectives.
To heighten your capacity
for greatness.

Progress toward your goals
will vary. Some days you will
make giant leaps. Other days
your steps will be tiny.

But you will always be
moving ahead.
Sharpening skills you never
knew you had.
Learning information you
never knew existed.
Understanding the critical
connections between all of it.

And the moment will come
when you will realize that you've
never been so sure of yourself.
You will know exactly how to
get where you're going.
You will see that your success is
within your view.

Voice hints

Writing in the Carthage brand voice is about expressing our personality through what we say. When writing, keep these things in mind.

The Carthage voice is

BOLD, IN LINE WITH OUR RESILIENCE AND TENACITY.

The Carthage voice is

PROUD WITHOUT BEING BOASTFUL.

The Carthage voice can be

EMOTIONAL, BUT NEVER SAPPY.

The Carthage voice is

CONVERSATIONAL, WITHOUT BEING TOO CASUAL.

The Carthage voice can be

LIGHTHEARTED, BUT ONLY WHEN IT'S APPROPRIATE.

The Carthage voice can

SPEAK SERIOUSLY AND MAINTAIN A PERSONAL TONE.

The Carthage voice does rely on the

OCCASIONAL CLEVER WORDPLAY, BUT NEVER GOES TO A HOKEY PLACE.

Style tips

USE THE PERSONALITY WORDS AS A GUIDE.

Our communications should feel as though someone with our personality would say them.

CONSULT THE MESSAGE MAP.

When creating communications, make sure you're including key messages.

AVOID LABELS.

Don't miss an opportunity to draw the reader in and communicate our personality with a meaningful headline.

FOCUS ON BENEFITS.

Have you communicated not only an attribute (what we offer) but an associated benefit (what our audiences get) as well?

BE CLEAR.

Every communication can't contain all the information. Focus on making only the point you are trying to make.

SPEAK DIRECTLY TO YOUR READERS.

Use "you" in your sentences whenever you can.

DON'T BE REPETITIVE.

Using the same cadence on every spread is boring. Mix it up.

USE THE ACTIVE VOICE.

We aren't passive, and our writing shouldn't be either.

The view from Carthage College

The view isn't a tagline, and it's not something you'll use in the majority of headlines. But its double meaning does provide an emotional hook and a starting point for crafting communications.

Even though the Carthage voice doesn't rely on a single verbal hook, we can use *the view* to add personality, meaning, and consistency to our communications.

On its surface, *the view* refers to what we can see. It's especially relevant at Carthage because of the beauty of our campus, and the endless possibility and inspiration of the lake. *The view* has a deeper meaning for us as well. It refers to the way our students see themselves. In other words, it represents their potential—and ours.

For examples of how to use *the view*, check the Making It Real section.

Use it to:

1 GUT-CHECK THE VOICE

Does the tone of what you're writing capture the spirit of *the view?* Does it sound like the personality of someone who embodies the idea?

2 STAY ON MESSAGE

Move beyond facts whenever possible. By attaching Carthage experiences to both physical surroundings and the idea of realizing potential, we can build a more emotional connection with the audience.

3 INFLUENCE VISUAL CHOICES

The view isn't just a copy point. The idea can be expressed visually as well.

Using *the view:* sample headline treatments

The series of headline options on this page and the next few pages offer examples of how to use *the view*. Each starts with a general construction that includes a blank and a payoff. To create headlines, simply fill in the blank with an idea from the message map (not verbatim phrases) for general messages. Or fill in the blank with details relating to a specific topic. Note that we show multiple examples for each option, even though they would never appear on the same page together.

Option 1

_____ . **That's the view from here.**

A path that leads everywhere.
That's the view from here.

A life that's anything but standard.
That's the view from here.

An education that ensures
a life lived with meaning.
That's the view from here.

Twenty hours of tape.
A brand new efficiency in editing.
A whole new take on travel.
That's the view from here.

Blanks completed with ideas from the
Dominican Republic Film studies J Term trip

Blanks completed with general messages,
pulled from the message map

Using *the view:* sample headline treatments

Option 2

See _____ **from a different point of view.**

See **yourself** from a different point of view.

See **service** from a different point of view.

See **travel** from a different point of view.

See **the world** from a different point of view.

Blanks completed with general messages, pulled from the message map

Blanks completed with ideas from the Dominican Republic Film studies J-Term trip

Using *the view:* sample headline treatments

Option 3

I see _____ **. That's the view from where I stand.**

I see a community so close, it feels like a family.
That's the view from where I stand.

I see a place where everyone is pushed to think bigger.
That's the view from where I stand.

I see one of the most beautiful campuses anywhere.
That's the view from where I stand.

Blanks completed with student quotes

Using *the view:* sample headline treatments

Option 4

Your _____ **is within view.**

Your **time to shine** is within view.

Your **true potential** is within view.

Your **trip of a lifetime** is within view.

Blank completed with J-Term in mind

Blanks completed with general messages,
pulled from the message map

My _____ **is within view.**

My **chance to step up and do this** is within view.

My **graduation with honors** is within view.

Blanks completed with student quotes

Using *the view:* sample headline treatments

Option 5

We believe _____. That's our view. What's yours?

or

We believe _____. That's the Carthage point of view. What's yours?

We believe that the more grounded we are, the more we can grow.
That's our view. What's yours?

We believe that insight comes only from a range of knowledge.
That's the Carthage point of view. What's yours?

Blanks completed with general messages from the message map

IDENTITY SYSTEM

Our logo is vital to the brand.
It represents us at the very highest level.
In its various versions, our logo
acts as a signature, an identifier,
and a stamp of quality.

Primary logo

The flame has three elements which represent the three parts of our mission: seeking truth, building strength, and inspiring service.

The book icon is inspired by the official college seal and represents our academic strength.

Together with the Carthage College wordmark, the full logo carries a depth of meaning that goes beyond identification.

CARTHAGE
COLLEGE

Logo usage

Several versions of our logo exist for use in different situations and layouts. The vertical logo is our preferred logo. When the layout does not allow enough space for the vertical logo, use one of the horizontal versions.

VERTICAL (PREFERRED)

HORIZONTAL LEFT ALIGNED

HORIZONTAL CENTERED

Logo colors

TWO COLOR (PREFERRED)

The logo should appear in two colors, either PMS 186 and black, or PMS 186 and white, whenever possible. Always make sure to maximize the contrast between the background and the logo.

Alternate options are used when production limitations prevent the use of the two-color options. The following are the only one-color options approved for the logo and text: PMS 186, black, and white.

PMS 186, black

PMS 186, white

**ALTERNATE VERSIONS**

PMS 186

Black

White (Reversed)

Logo size and clearance

MINIMUM CLEARANCE

It's important to protect the space around the logo in order to retain its impact. The minimum clear space must be used and maintained throughout all university documents.

Quick Tip

Use the flame from the logo when measuring for the proper clear space. This measuring tool is always in relation to the size of the logo on the page.

MINIMUM SIZE

Never reproduce the logo smaller than 0.5 inch wide. There is no maximum size limit, but use discretion when sizing the logo.

0.5 inch

Tag

The tag is a secondary logo. It can be used in layouts when the primary logo appears elsewhere on the piece, or when a simpler identifier is needed because of other visual elements within a layout.

CARTHAGE
COLLEGE

USAGE

The tag always is placed at the top of the layout. In most cases, use half the width of the tag when measuring from the edge of the page for clearance.
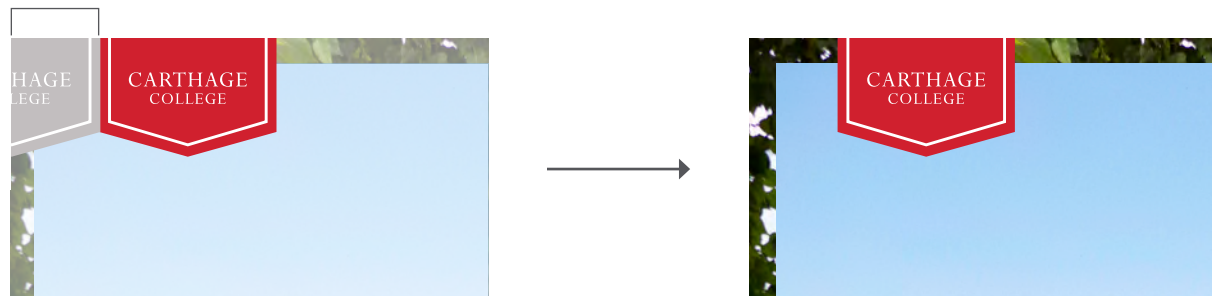
MINIMUM SIZE

Never reproduce the tag smaller than 1 inch wide. There is no maximum size limit, but use discretion when sizing the tag.

CARTHAGE
COLLEGE

1 inch

Sub-brand lockups

VERTICAL LOCKUP

CARTHAGE
COLLEGE

**THE DIVISION OF
NATURAL SCIENCES**

Use this typeset treatment when it is necessary to lock up a specific academic division or department with the logo.

To create a new lockup, use the settings below.

Font: Scala Sans Small Caps Bold
Size: 15 pt
Kerning: Optical
Tracking: 30
Leading: 13 pt
Stroke: 1 pt

HORIZONTAL LOCKUP

CARTHAGE
COLLEGE

**THE DIVISION OF
NATURAL SCIENCES**

Logo consistency

It's important that we use our logo consistently. Here are a few examples of practices to avoid.

DON'T
rearrange the elements of the logo or alter the scale of its elements.

DON'T
change the color of the logo.

DON'T
place the logo over the "busy" area of an image.

DON'T
crop the logo in any way. Also, don't rotate the logo in any direction.
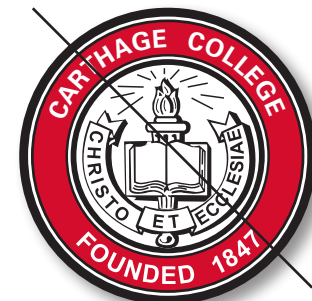
DON'T
skew or bend the logo in any way.

DON'T
stretch, condense, or change the dimensions of the logo in any way.

DON'T
alter the logo's typeface.

DON'T
use a drop shadow behind the logo.

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Official seal

Several versions of our seal exist for use in different situations and with different printing requirements.

In order to maintain consistency and professionalism, the official seal should be reserved for the president's and official university communications.

Seal colors

TWO COLOR (PREFERRED)

The seal should appear in two colors, PMS 186 and black, whenever possible. The inside of the seal can be white or transparent, depending on the application, but make sure to maximize the contrast between the background and the seal.

Alternate options are used when production limitations prevent the use of the primary options, which use more than one color. The following are the only one-color options approved for the logo and text: PMS 186, black, and white.

PMS 186
Black

ALTERNATE VERSIONS

PMS 186

White (Reversed)

Black

Stroke

Seal size and clearance
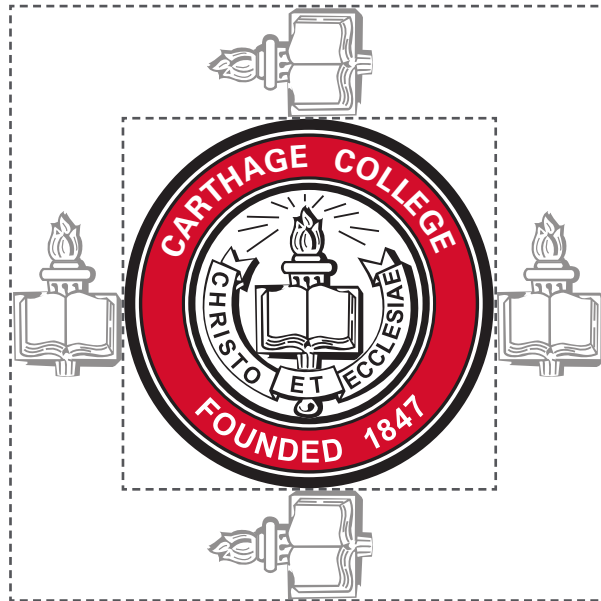
MINIMUM CLEARANCE

It's important to protect the space around the seal in order to retain its impact. The minimum clear space must be used and maintained throughout all official university documents.

Quick Tip

Use the width of the book from the seal when measuring for the proper clear space. This measuring tool is always in relation to the size of the seal on the page.
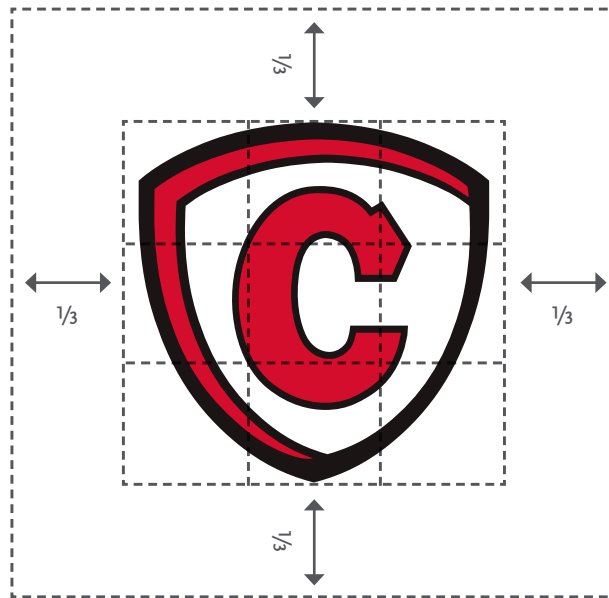
MINIMUM SIZE

1.5 inches

MINIMUM SIZE

Never reproduce the seal smaller than 1.5 inches wide. There is no maximum size limit, but use discretion when sizing the seal.

Seal consistency

It's important that we use our identity consistently based on these guidelines. Here are a few examples of practices to avoid.

DON'T
rearrange the elements of the seal or alter the scale of its elements.

DON'T
change the color of the seal.

DON'T
place the seal over the "busy" area of an image.

DON'T
crop the seal in any way. Also, don't rotate the seal in any direction.
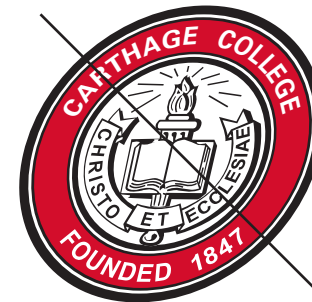
DON'T
skew or bend the seal in any way.

DON'T
stretch, condense, or change the dimensions of the seal in any way.

DON'T
alter the seal's typeface.

DON'T
use a drop shadow behind the seal.

Athletic marks

Two versions of our athletic mark exist for use in different situations and with different printing requirements. In order to maintain consistency, these marks should be reserved for athletic applications only, such as uniforms, events, and promotional materials. They should not be used in the same layout as a primary logo or for academic or other non-athletic applications.

PRIMARY

SECONDARY

Athletic mark colors

TWO COLOR (PREFERRED)

Primary athletic mark

The primary athletic mark should appear in two colors, PMS 186 and black, whenever possible. The inside of the mark can be white or transparent, depending on the application, but make sure to maximize the contrast between the background and the mark.

Alternate versions are used when production limitations prevent the use of the two-color version. The only one-color options approved for the logo and text are PMS 186, black, and white.

ALTERNATE VERSIONS

PMS 186

White (Reversed)

two color with white fill

Black

Athletic mark colors

TWO COLOR (PREFERRED)

Secondary athletic mark

Like the primary athletic mark, the secondary athletic mark should appear in two colors, PMS 186 and black, whenever possible. The inside of the mark can be white or transparent, depending on the application, but make sure to maximize the contrast between the background and the mark.

Alternate versions are used when production limitations prevent the use of the two-color version. The only one-color options approved for the logo and text are PMS 186, black, and white.

ALTERNATE VERSIONS

PMS 186

White (Reversed)

Black

Athletic mark size and clearance

MINIMUM CLEARANCE

Primary athletic mark

It's important to protect the space around the mark so that it retains its impact. This ensures that it's legible and has room to breathe. The minimum clear space must be used and maintained throughout all athletic applications.

Quick Tip

Use the height of E or any of the large letters from the mark when measuring for the proper clear space. This measuring tool is always in relation to the size of the mark on the page.

MINIMUM SIZE

1.5 inches

MINIMUM SIZE

Never reproduce the mark smaller than 1.5 inches wide. There is no maximum size limit, but use discretion when sizing the mark.

Athletic mark size and clearance

MINIMUM CLEARANCE

Secondary athletic mark

It's important to protect the space around the mark so that it retains its impact. This ensures that it's legible and has room to breathe. The minimum clear space must be used and maintained throughout all athletic applications.

Quick Tip

Use a clearance space of ⅓ the width of the shield from the mark when measuring for the proper clear space. This measuring tool is always in relation to the size of the mark on the page.

MINIMUM SIZE

1.5 inches

MINIMUM SIZE

Never reproduce the mark smaller than 1.5 inches wide. There is no maximum size limit, but use discretion when sizing the mark.

Athletic mark size and clearance

Primary athletic mark

It's important that we use our marks consistently based on these guidelines. Here are a few examples of practices to avoid.

DON'T
rearrange the elements of the mark or alter the scale of its elements.

DON'T
change the color of the mark.

DON'T
place the mark over the "busy" area of an image.

DON'T
crop the mark in any way. Also, don't rotate the mark in any direction.

DON'T
skew or bend the mark in any way.

DON'T
stretch, condense, or change the dimensions of the mark in any way.

DON'T
alter the mark's typeface.

DON'T
use a drop shadow behind the mark.

Athletic mark size and clearance

Secondary athletic mark

It's important that we use our marks consistently based on these guidelines. Here are a few examples of practices to avoid.

DON'T
rearrange the elements of the mark or alter the scale of its elements.

DON'T
change the color of the mark.

DON'T
place the mark over the "busy" area of an image.

DON'T
crop the mark in any way. Also, don't rotate the mark in any direction.

DON'T
skew or bend the mark in any way.

DON'T
stretch, condense, or change the dimensions of the mark in any way.

DON'T
alter the mark's typeface.

DON'T
use a drop shadow behind the mark.

TYPOGRAPHY

Typography is one of the most expressive elements of our brand. It can yell or whisper, take center stage or offer a clever aside. Using simple typographic tools like weight and size, we can lend order and clarity to our message, and communicate quickly with our audiences.

Our typography

The Carthage College brand uses the two typefaces shown below and discussed in this section. With consistency as a goal, it's important that these typefaces be used for all Carthage marketing and communication efforts. On rare occasions, such as a promotional event, other options may be approved.

SCALA SANS-SERIF

Scala Serif

SCALA SANS-SERIF

Primary sans-serif

Scala is our primary sans-serif typeface. Its broad variety of weights and styles allow for great flexibility and customization. It's recommended for headlines, subheads, sidebars, and small text scenarios. Italic weights are also available, but should not be used for blocks of text.

Quick Tip

When setting a headline, use Scala Sans SC Bold (small caps) for the leading message, specifically on covers. Its height stacks nicely for long headlines. Scala Sans SC Regular is also permitted for headlines, however Scala Sans SC Bold is recommended. Use Scala Sans SC Bold on sidebar headlines and Scala Sans Regular for sidebar body copy.

SCALA SANS LIGHT

Light
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

SCALA SANS REGULAR

Regular
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

SCALA SANS BOLD

Bold
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

SCALA SANS BLACK

Bold
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

SCALA SANS SC REGULAR

BOLD
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
1234567890?!.,

SCALA SANS SC BOLD

BOLD
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
1234567890?!.,

DEFAULT FONT SUBSTITUTE

Arial is an acceptable substitute for Scala Sans-Serif in Word documents, PowerPoint presentations, and other digital applications. However, anything that is professionally printed must use Scala sans-serif.

Regular ABCabc123
Bold ABCabc123

MIND THE DETAILS

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

WHERE TO GET TYPEFACES

For all font files and license information, please contact the Office of Communications.

Scala Serif

Primary serif

Scala is our primary serif typeface. It's recommended for interior headlines, subheads, sidebars, and body copy. Italic weights are also available, but should not by used for blocks of text.

Quick Tip

Scala Serif and Scala Sans-Serif can both be used for headlines. However, use Scala Serif for interior headlines, and never lead with Scala Serif on a cover. Never use Scala Serif in capitals or small capitals.

SCALA SERIF REGULAR

Regular
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

SCALA SERIF BOLD

Bold
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

DEFAULT FONT SUBSTITUTE

Times New Roman is an acceptable substitute for Scala Serif in Word documents, PowerPoint presentations, and other digital applications. However, anything that is professionally printed must use Scala Serif.

Regular ABCabc123
Bold ABCabc123

MIND THE DETAILS

Always take the time to set text to Optical Tracking and to manually adjust the kerning when needed. These details make us look professional and greatly improve the readability of our type.

WHERE TO GET TYPEFACES

For all font files and license information, please contact the Office of Communications.

Type hints

It's important to maintain a clear hierarchy in your choice of type styles for each design. This creates rhythm and consistency, setting the pace for your reader. Each communication we create will have its own specific needs and requirements, so use this sample page as a guide to maintain a proper hierarchy.

Whoever you lock lips with at Kissing Rock

JUST MIGHT BECOME YOUR SPOUSE.

HEADLINE
Scala Serif Regular
Size: 23 pt.
Leading: 26 pt.
Tracking: Optical

HEADLINE
(leading message)
Scala Sans SC Bold
Size: 42 pt.
Leading: 35 pt.
Tracking: Optical

One Carthage Legend has it that once you kiss your sweetheart at Kissing Rock, you're destined to marry. It's true, countless couples have gotten engaged there. But even if you're not quite ready to make that kind of commitment, here are a few more things you can do with the Kissing Rock.

BODY COPY
Scala Serif Regular
Size: 12 pt.
Leading: 15 pt.

Stand up for it

Want to take part in an organization that cares about the environment just as much as you? Start with these:

SUBHEAD
Scala Serif Regular
Size: 13 pt.

▶ **BETA BETA BETA**—An honorary society for students who have displayed superior academic achievement in biology

COPY
Scala Serif Regular
Size: 8 pt.
Leading: 10 pt.

▶ **CARTHAGE UNITED TO RESCUE THE EARTH (CURE)**— The students behind the monthly "Be Aware" posters that inform the Carthage community about environmental issues

SUBHEAD	**COPY**
Scala Sans SC Bold	Scala Serif Regular
Size: 8 pt.	Size: 7 pt.
Leading: 8 pt.	Leading: 9 pt.

Type consistency

It's important that we use our typography consistently based on these guidelines. Here are a few examples of practices to avoid.

Be sure to use correct letter spacing in all Carthage typography.

DON'T
track out type too tight.

Be sure to use correct type styles and weights in all Carthage typography.

DON'T
disort the type to create extended or condensed versions of the typefaces.

Be sure to use correct letter spacing in all Carthage typography.

DON'T
track out type too loose.

Be sure to use correct leading in all Carthage typography.

DON'T
set the leading too loose.

Use correct treatments for Scala Sans.

DON'T
use sentence capitals when using Scala Sans Small Caps.

Be sure to use correct leading in all Carthage typography.

DON'T
set the leading too tight.

Use correct treatments for Scala Serif.

DON'T
use Scala Serif in capitals, or in small caps. Only use Scala Serif in sentence case, even in headlines and subheadlines.

Use correct treatments for Carthage typography.

DON'T
apply drop shadows, outlines, or any unapproved effects to the type.

COLOR

Our color palette is one of the
most recognizable elements of our brand.
Our reds represent the rich history
of Carthage and our resilient nature.
Accent colors add life and vibrancy, and
speak of the beautiful environment
of our campus, while neutrals keep
us grounded.

PRIMARY

PMS 186
CARTHAGE RED
C:0, M:100, Y:100, K:10
R:208, G:32, B:46

PMS 1788
C:0, M:97, Y:83, K:0
R:238, G:42, B:55

PMS 188
C:33, M:93, Y:74, K:38
R:122, G:35, B:47

ACCENT

PMS 631
C:69, M:10, Y:18, K:0
R:58, G:176, B:200

PMS 549
C:60, M:24, Y:21, K:0
R:107, G:162, B:184

PMS 548
C:100, M:64, Y:51, K:43
R:0, G:60, B:75

PMS 371
C:64, M:42, Y:100, K:31
R:86, G:98, B:43

PMS 7759
C:26, M:23, Y:100, K:0
R:197, G:179, B:47

PMS 7534
C:17, M:16, Y:24, K:0
R:211, G:204, B:189

NEUTRALS

BLACK

COOL GRAY 11
C:65, M:57, Y:52, K:29
R:86, G:86, B:90

WHITE
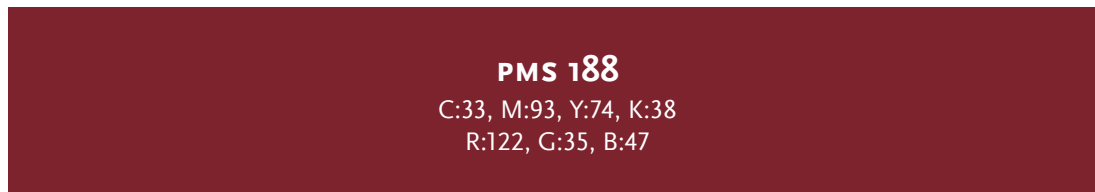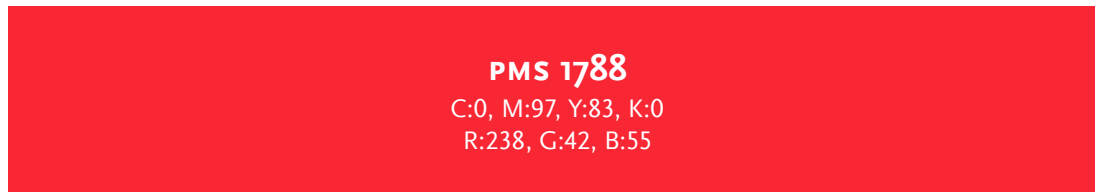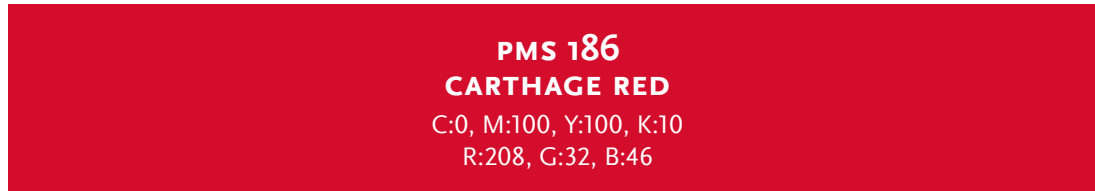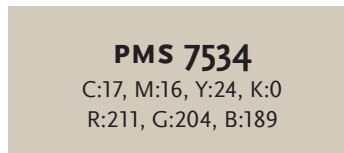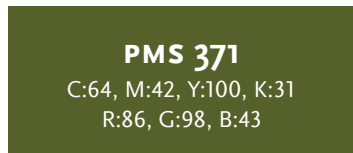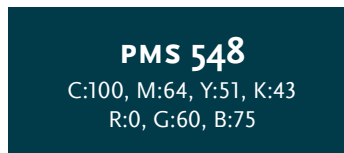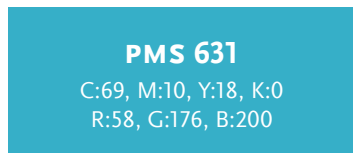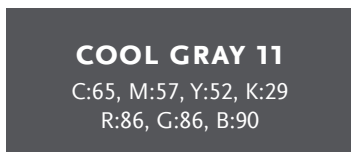
Color palette

Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is made up of a diverse set of reds, complemented by bright accents and balanced neutrals.

To maintain visual consistency across all university materials, it's important to use only the colors outlined here. For professional printing, it's best to use spot colors whenever possible; if you can't, please consult the four-color process builds here, as they have been optimized to match our spot colors as closely as possible.

ACCENT COLORS
Use accent colors sparingly—for example, in subheads and small pieces of information.

NEUTRALS
Use our neutral tones to balance a page and to break up the reds, so that our communications don't feel too heavy.

GRADIENT
Use as a background or fill color when you want something besides a solid red.

C:0, M:100, Y:100, K:10
to
C:0, M:100, Y:100, K:75
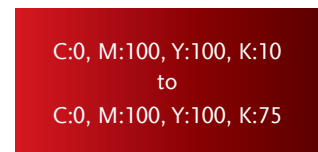
Color hints

Potential.

Finding success can take real work.

It takes a mind that's challenged, and a passion that's ignited. It relies on a community that supports you, and opportunities to make it happen. More than anything, it takes a place that can help you see things from a broader view.

YOU'LL FIND THAT PLACE AT CARTHAGE COLLEGE.

PMS 186 CARTHAGE RED

PMS 1788

PMS 188

PRIMARY

In this layout, colors from the primary palette dominate the page, but they don't take over. Use white space to balance your layout rather than adding more colors.

The gradient, which includes all of the primary reds, establishes hierarchy for the headline. To read more on using the gradient, see the graphic elements chapter.

PMS 7759

ACCENT

An accent color is used here for a subhead.

COOL GRAY 11

NEUTRAL

Using a neutral color for body copy breaks up bright headlines and ensures readability.

PHOTOGRAPHY

Pictures connect with people in ways that words can't. While our logo, typography, and colors make us easily recognizable, photos add a relatable element to our communications. They showcase our vibrant campus life and our many beautiful views.

Faces

These are the students, teachers, faculty, alumni, and friends who form our community. It's important to show them authentically, so these shots should always feel natural and in the moment.

TONE
Our images are bright, but not overexposed.

SUBJECTS
Student life
Candids around campus
Residential life
Classrooms
Activities and athletics
Alumni on campus or in a
professional environment

FEEL
Authentic
In the moment
Welcoming
Engaged

OBTAINING BRAND PHOTOGRAPHY
To maintain visual consistency across all university materials, it's important to use only approved brand photography.
For access to our photo library, please contact the Carthage College Office of Communications.

Environment
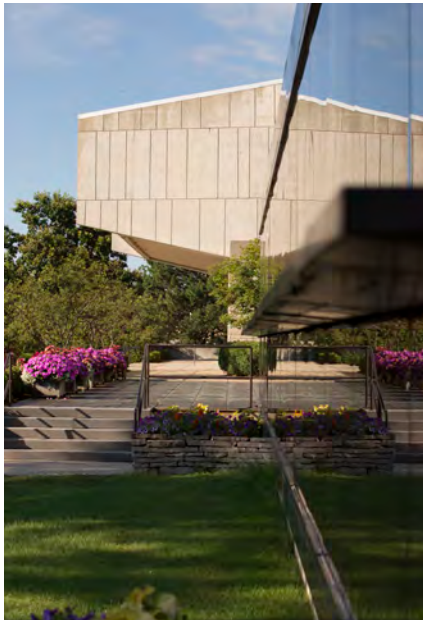
Carthage College's campus and surroundings provide an excellent visual reflection of what it's like to be here. Photographs of our campus, the lake, and our community should always be taken at natural angles and should reflect the openness and energy found here. Although these photos can and should feature people, they aren't always the main focus.

TONE
Our images are bright, but not overexposed.

SUBJECTS
The lake
Campus architecture
Residence halls
Classrooms and facilities

FEEL
Beautiful
Natural
Welcoming
Engaging

OBTAINING BRAND PHOTOGRAPHY
To maintain visual consistency across all university materials, it's important to use only approved brand photography. For access to our photo library, please contact the Carthage College Office of Communications.

Details

Showing the details that make up the Carthage view can complete a story or illustrate an idea. These images should never be the focus of a communication piece, nor should they allow the visual story to lose sight of the people who live among these details.

TONE
Detail shots are photographed with a shallow depth of field (blurred backgrounds) to direct focus the object.

SUBJECTS
Objects and tools
Nature
Monuments and statues

FEEL
Documentary
Beautiful
Natural

OBTAINING BRAND PHOTOGRAPHY
To maintain visual consistency across all university materials, it's important to use only approved brand photography. For access to our photo library, please contact the Carthage College Office of Communications.
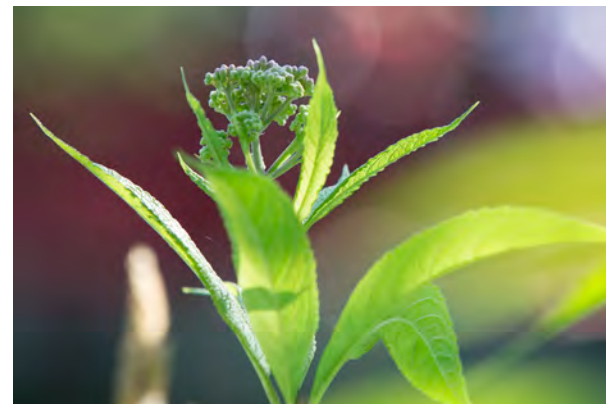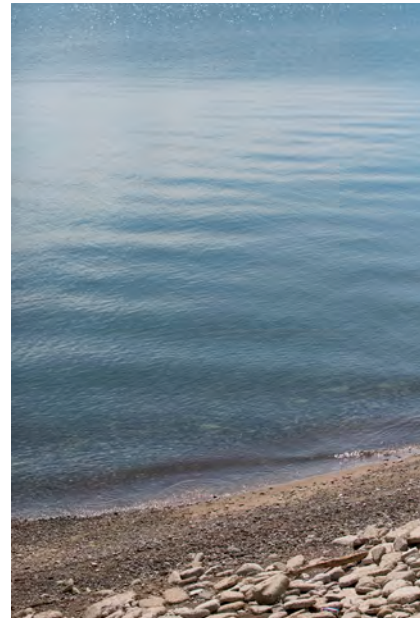
Photo hints

FULL-BLEED PHOTOGRAPHY

PHOTO GRID

The Carthage College brand is very photo-centric. Full-color communications use either full-bleed photography or photo grids to convey the message visually.

Use our graphic elements to complement the photography. For guidance on using the graphic elements, refer to the graphic elements chapter in this guide.

Photo hints

Our photography can be enhanced in two simple ways: cropping and color correction. Cropping makes our library more flexible, and can take an average photo and increases its impact. Color correction can make photos from a variety of sources feel as though they belong together.

ORIGINAL

CROPPED

CROPPING

Cropping helps focus on the intended subject and communicate the message more effectively.

UNCORRECTED

CORRECTED

COLOR CORRECTION

Our photos are bright and color balanced toward cooler tones. This complements our warm color palette of reds.

To achieve this effect, use your color balance sliders in Adobe Photoshop to increase the cyan and blue levels.

GRAPHIC ELEMENTS

We use a set of graphic tools that can be used individually or combined to create fresh visuals based on the audience and what we're communicating.

Overview

The Carthage visual language is comprised of a diverse set of elements. When used consistently and combined carefully, they create continuity among all our materials.

FULL-BLEED PHOTOGRAPHY/ PHOTOGRAPHY
The Carthage College brand leads with full-color photography. Use our graphic elements to support photography in pieces.

OBTAINING BRAND ELEMENTS
To maintain visual consistency across all university materials, it's important to use only the approved brand elements. Some elements you may create using the directions in this guide (red border, photo border, and duotone overlay); others you will have to access from our graphic element library (wave, arrow, and gradient). Please contact the Carthage College Office of Communications to access our brand elements.

RED BORDER
The red border is used to frame either a full-bleed photograph or an entire layout.

WAVE
The wave pattern is used both for texture and for adding subtle emphasis to a headline. It serves as a stylized representation of the lake.
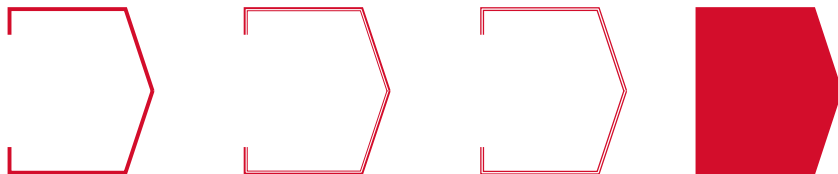
ARROW
The arrow can be used as a container for headlines, as a directional element, or in bulleted lists.

Overview

**GRADIENT WITH
SCALA SANS SC**

Gradient
with Scala Serif

GRADIENT

Use the gradient full-bleed on covers, or with typography for headlines or large bodies of copy.

OBTAINING BRAND ELEMENTS

To maintain visual consistency across all university materials, it's important to use only the approved brand elements. Some elements you may create using the directions in this guide (red border, photo border, and duotone overlay); others you will have to access from our graphic element library (wave, arrow, and gradient). Please contact the Carthage College Office of Communications to access our brand elements.
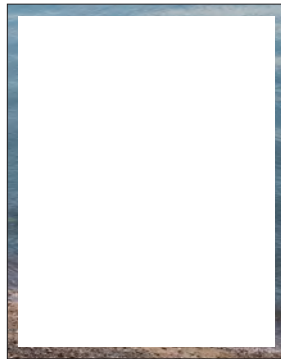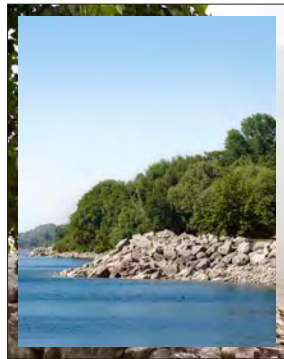
PHOTO BORDER

The photo border brings more flexibility to the photo library and highlights our beautiful campus in a unique way.

DUOTONE

By applying a red duotone to an image, copy and messaging can be added to be readable while still highlighting our beautiful campus and activities.
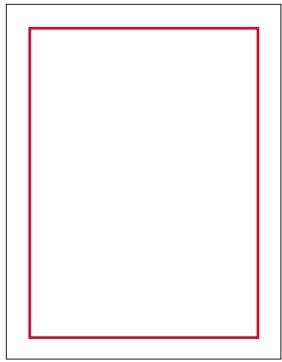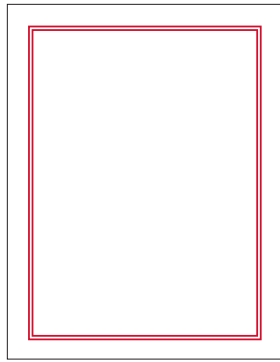
SOLID-STROKE   **THICK-THICK**   **THIN-THICK STROKE**

Red border

The red border comes in three stroke styles: solid, thick-thick, and thin-thick. Use one style within in a piece or layout to frame either a full-bleed photograph or an entire layout.

RED BORDER USAGES

All stroke styles can be used to frame photography or an entire layout.

RED BORDER BUILD

Use the following tips to create the red border:

Use Adobe Creative Suite and the stroke menu. Only use the three listed stroke styles within the Carthage College brand.

Use the stroke only in PMS 186.

Do not use a stroke weight less than 1 pt.; in most cases, 3 pt. is recommended.

For larger pieces, use a stroke weight that's in scale with the size of the layout.

ELEMENT COMBINATIONS

The following graphic elements combine well with the red border:

Gradient
Full-bleed photography and photo grid
Duotone overlay

Potential.

Finding success can take real work.

It takes a mind that's challenged, and a passion that's ignited. It relies on a community that supports you, and opportunities to make it happen. More than anything, it takes a place that can help you see things from a broader view.

YOU'LL FIND THAT PLACE AT CARTHAGE COLLEGE.

EXAMPLE ELEMENT COMBINATION
Solid-stroke red border, photography grid, Scala Serif gradient headline

ICON WAVE **GROUNDING WAVE** **TEXTURE WAVE**
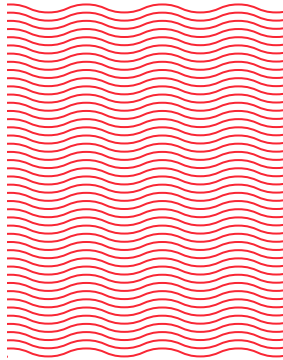
Wave

The wave comes in three styles: icon, grounding, and the texture wave. All three can be used in a piece, but never use more than one in a single layout.

WAVE USAGES

Icon wave: Use this wave element to call attention to headlines.

Grounding wave: This wave can be used as a footer element in a layout. Use it over photography in white, or in one of our primary reds in duotone overlays. To create it, use the multiply command in the effects panel in Adobe Creative Suite.

Texture wave: Use this wave as a texture over the gradient. To create it, use the mutilpy command in the effects pannel in Adobe Creative Suite.

Additional color usage: The wave can also be used in PMS 7534, black, and Cool Gray 11 over a white layout.

ELEMENT COMBINATIONS

The following graphic elements combine well with the wave pattern:

Gradient

Full-bleed photography and photography grid

Duotone overlay

Red border (with icon wave only)

Success is measured in impact.

"We're creating an environment that encourages and enhances faculty-student interaction."
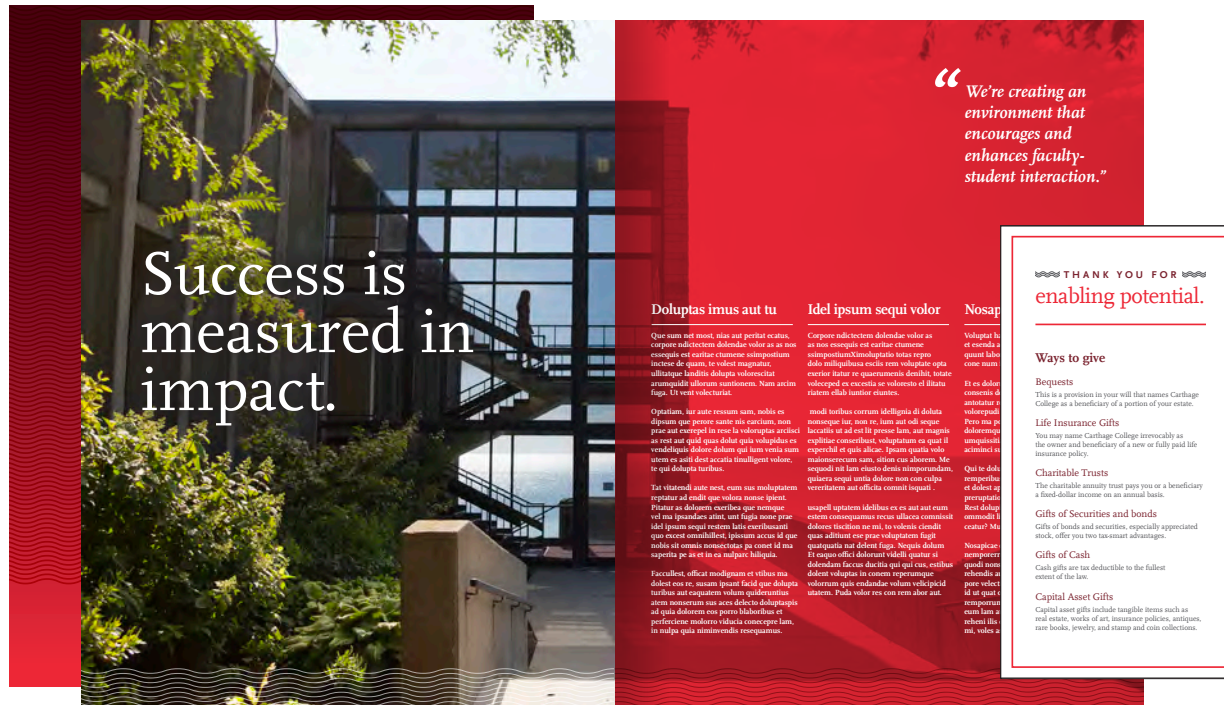
EXAMPLE ELEMENT COMBINATIONS

Cover: Gradient, texture wave
Spread: Grounding wave, partial duotone overlay
Card: Icon wave, solid-stroke red border

SOLID STROKE   **THICK-THICK STROKE**   **THIN-THICK STROKE**   **LIST ICON**

Arrow

The arrow comes in four styles: solid stroke, thick-thick stroke, thin-thick stroke, and list icon. Use any of the three stroke styles as a container for headlines and to direct readers to further messaging. Use the list arrow in layouts as a bullet character.

ARROW USAGES

Solid stroke, thick-thick stroke, thin-thick stroke: All can be used to contain headlines. Never use mutiple stroke styles in a layout. Using multiple stroke styles within a piece across spreads is permissible, but not generall recommended.

List arrow: Always use this arrow filled with PMS 186.

ELEMENT COMBINATIONS

The following graphic elements combine well with the arrow:

Gradient
Full-bleed photography and photo grid
Duotone overlay
Photo border (with list icon only)

EXAMPLE ELEMENT COMBINATIONS
Cover: Thin-thick stroke, full duotone overlay
Spread: List arrow, gradient headline, photo border, photo grid

GRADIENT WITH SCALA SANS SC

Gradient
with Scala Serif

FULL BLEED—
DARK TO LIGHT

FULL BLEED—
LIGHT TO DARK

TYPE GRADIENT

YOUR
FERVOR.
YOUR
CONVICTION.
Ignited.

CARTHAGE

EXAMPLE ELEMENT COMBINATION
Light-to-dark gradient, texture wave

Gradient

The gradient comes in three styles. Full-bleed gradients are used for covers and type-driven layouts. Use the type gradient only for headlines and large messaging in layouts without the full-bleed gradients.

GRADIENT USAGES
Full-bleed—dark to light: Use this gradient style when the main message falls into the darker top area. This is done to ensure of headline's legibility.

Full-bleed —light to dark: Use this gradient style when the main message falls into the darker bottom area. Again, this is done to ensure the headline's legibility.

Type gradient: Use this gradient style to emphasize the main message in a headline or large body of copy.

GRADIENT BUILD
The gradient is created using Adobe Creative Suite with the CMYK builds of PMS 188, PMS 1788, and PMS 186. Please access our brand library for the relevant files.

ELEMENT COMBINATIONS
The following graphic elements combine well with the full-bleed gradients:

Wave

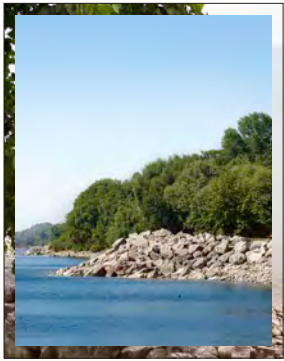The following graphic elements combine well with the type gradient:

Red border
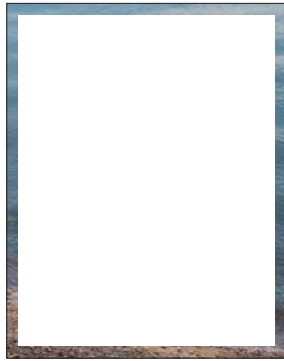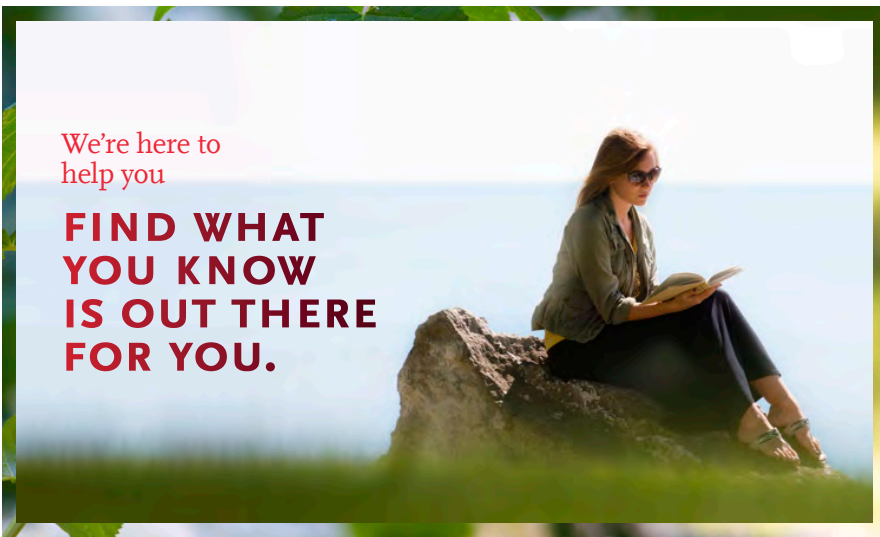Full-bleed photography and photo grid
Wave
Arrow
Photo border

DOUBLE PHOTO BORDER

SINGLE PHOTO BORDER

Photo border

The photo border has two styles: double and single. Use this element to add full color to a red and white dominate layout, or on covers using outdoor campus photography.

PHOTO BORDER USAGES

Double photo border: Use this photo border style on covers.

Single photo border: Use this photo border style on interior spreads or pages to add full color to a layout dominated by red and white.

DOUBLE PHOTO BORDER BUILD

Use the following tips to create the double photo border:

Create a layout with a margin of 0.25 inch to 0.5 inch.

Choose the foreground image from the Carthage College photo library and place it into the center of the layout.

Select a background image that complements the tone, color, and texture of the foreground image and place it into the background of the layout as full bleed. This creates the background image as the margin (the "border").

Increasing the scale of the background create for contrast between the background image and the foreground image.

We're here to help you

FIND WHAT YOU KNOW IS OUT THERE FOR YOU.

SINGLE PHOTO BORDER BUILD

To create the single photo border, create the layout with a margin of .025 to .05 inch. Place a background image into the margin and a white color field into the center of the layout.

EXAMPLE ELEMENT COMBINATION
Double photo border, type gradient

ELEMENT COMBINATIONS

The following graphic elements combine well with the photo border:

Photography

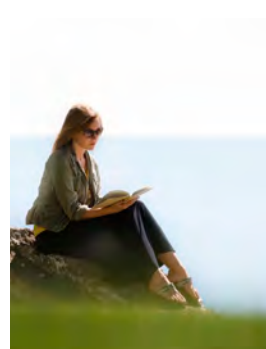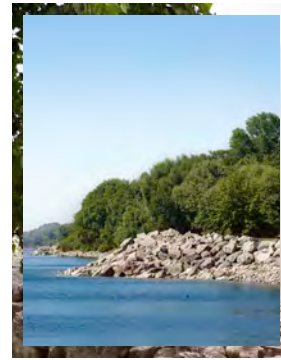Gradient (type gradient only)

Arrow (list arrow only)

Photo border

Here are just a few examples of images that pair well together for the double photo border. Use these recommendations to guide you in creating this graphic element. However, please explore the full range of image options when generating materials.

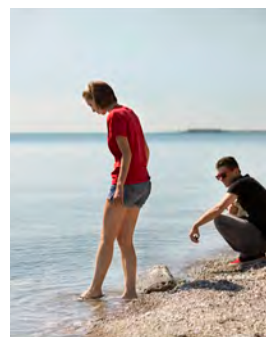**FOREGROUND IMAGE**
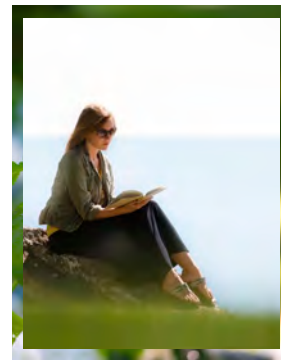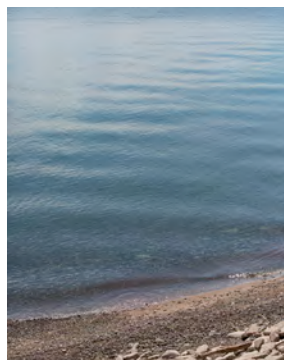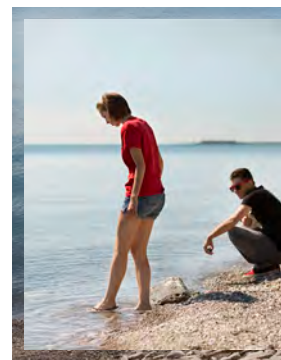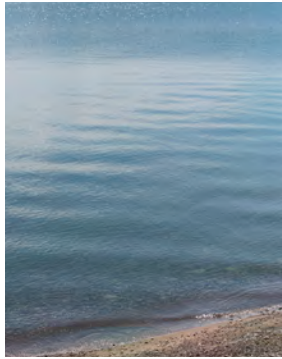
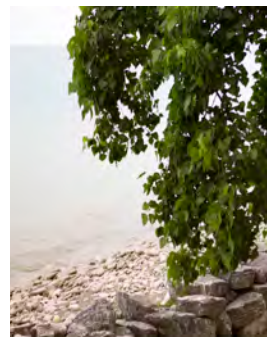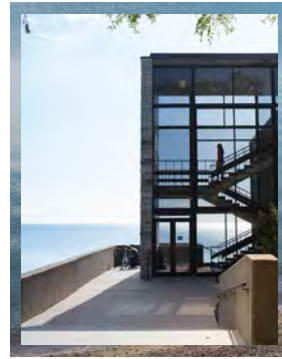**BACKGROUND IMAGE**

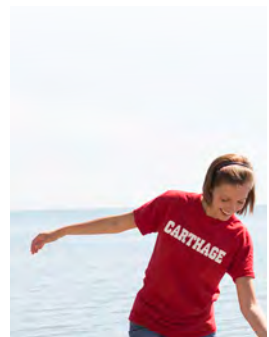**FINAL IMAGE**

0813.tif

0813.tif

0696.tif

0046.tif

0730.tif

0720.tif

Photo border

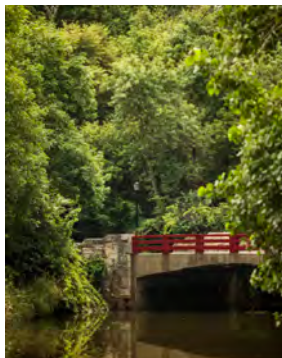| FOREGROUND IMAGE	BACKGROUND IMAGE	FINAL IMAGE

0848.tif

0720.tif

0419.tif
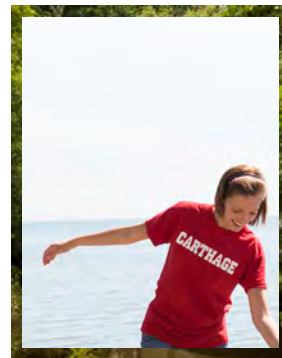

0179.tif
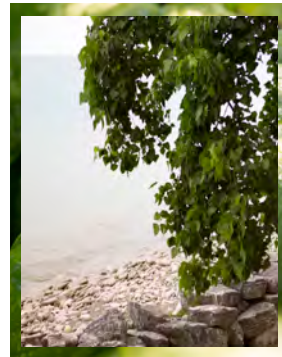
1132.tif

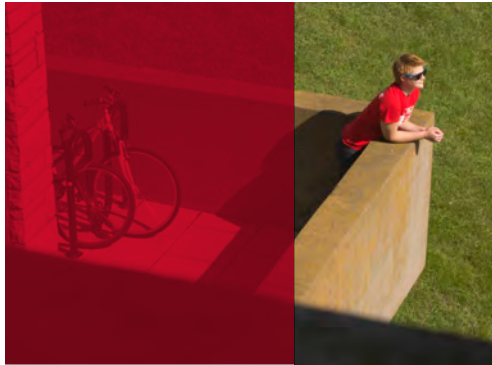0560.tif

DUOTONE OVERLAY

PARTIAL DUOTONE OVERLAY

EXAMPLE ELEMENT COMBINATION
Duotone overlay, solid-stroke red border

Duotone overlay

The duotone element can be used over a full image and a partial image. While showing full-color photography is generally preferred, using the duotone overlay for layouts with larger bodies of text allows messaging to become appear legibly over most photography.

DUOTONE OVERLAY USAGES
Full duotone overlay: Use this duotone style with covers or interior spreads.

Partial duotone overlay: Use this dutotone style on interior spreads when larger copy blocks are needed.

DUOTONE OVERLAY BUILD
Use the following tips to create the duotone overlay:

Choose your image from the Carthage College photo library and make a grayscale copy using Adobe Creative Suite.

Create a color field of PMS 186 and place it into your layout.

Place the grayscale image into your layout on top of your color field and apply the Multiply effect at 60%.

To create a partial duotone overlay, continue by placing the full-color photograph at the same scale into your layout.

ELEMENT COMBINATIONS
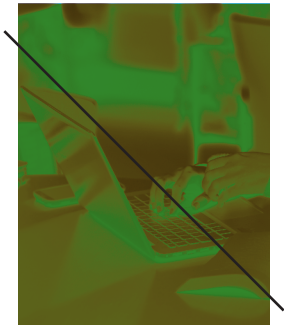The following graphic elements combine well with the gradient:

Red border
Wave
Full-bleed photography and photography grid

Graphic element consistency

Our visual elements can be combined in different ways, offering many opportunities for variety and exploration within the brand. Recommended combinations appear on the previous pages, but they're are't intended as an exhaustive list. However, use caution when combining elements. Using too many at once can overwhelm and clutter a layout or piece. Here are some examples of practices to avoid.

DON'T
alter the recommended color of any of the graphic elements.
(eg: Red border, arrow, duotone, and gradient)

DON'T
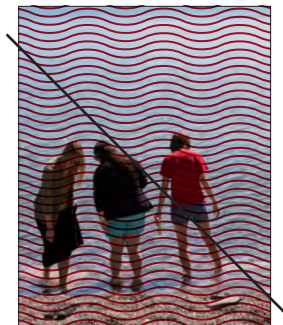combine the red border and the arrow in a single layout.

DON'T
use the full bleed gradient with the type gradient.

DON'T
place the texture wave over a photograph.

DON'T
use the same image for the double photo border, or use images of interior environments.

DON'T
add a color into the margin of the photo border, or a a transparent layer to the middle of the layout.

MAKING IT REAL

Our colors, typography, graphic language, and voice all combine to create a strong image for Carthage. By using these tools in different ways, we can develop a variety of communications that all feel different from each other, yet still feel like us.

Boilerplate

This language blends our core attributes and benefits with logistical information like size and location. Use it as the sign off to press releases, community messages, and any other place our audiences may need straightforward information about who Carthage College is.

FULL VERSION

At Carthage College, we combine an environment of reflection and self-discovery with a culture of high expectation so our students uncover and ignite their true potential. As a four-year private liberal arts college with roots in the Lutheran tradition, we place a strong emphasis on both moral and intellectual values. Our rich academic experience equips students with foundational knowledge and skills, while our prime location in Kenosha, Wisconsin, midway between Chicago and Milwaukee, allows students the opportunity to learn in a professional context. Our campus — an 80-acre arboretum on the shore of Lake Michigan — inspires. Our community — including 150 scholars, 2,600 full-time students, and 400 part-time students — embraces. And, although parting with Carthage is bittersweet, graduates leave well prepared to lead meaningful, productive lives.
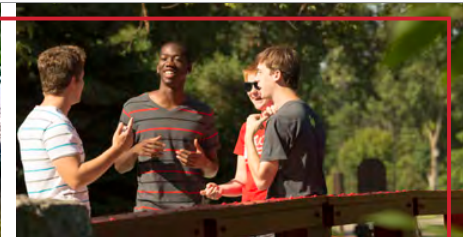
SHORT VERSION

At Carthage College, we combine an environment of reflection and self-discovery with a culture of high expectation so our students uncover and ignite their true potential. We're a four-year private liberal arts college with roots in the Lutheran tradition and a prime location in Kenosha, Wisconsin, midway between Chicago and Milwaukee. Our beautiful campus, an 80-acre arboretum on the shore of Lake Michigan, is home to 150 scholars, 2,600 full-time students, and 400 part-time students. After a rich academic experience that includes challenging learning experiences in and outside the classroom, graduates leave well prepared to lead meaningful, productive lives.
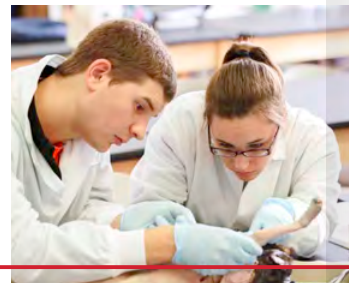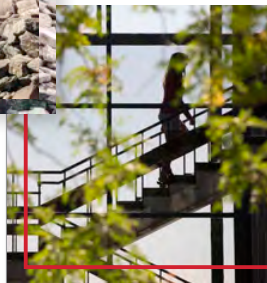
Viewbook

SO MUCH IS OUT THERE FOR YOU.

Want to know what we see?

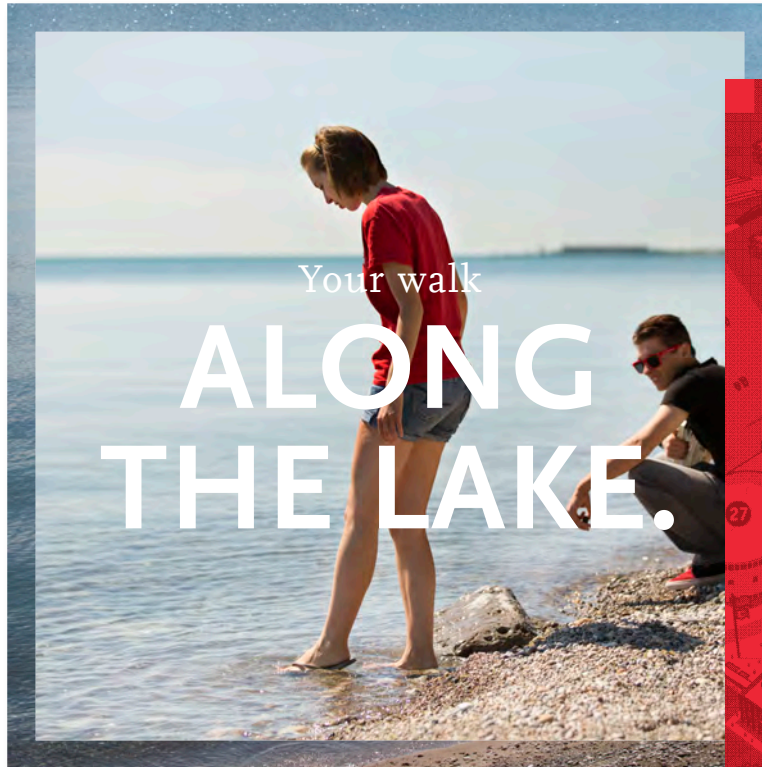## Potential.

Finding success can take real work.

It takes a mind that's challenged, and a passion that's ignited. It relies on a community that supports you, and opportunities to make it happen. More than anything, it takes a place that can help you see things from a broader view.

YOU'LL FIND THAT PLACE AT CARTHAGE COLLEGE.

Postcards

Success is all
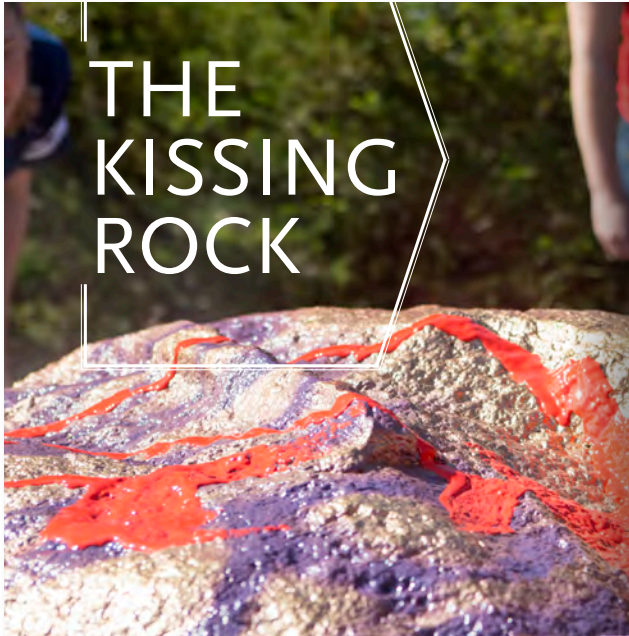about finding

**THE PLACE
WITH ENOUGH
ROOM
FOR YOUR
POTENTIAL.**

We're here to
help you

**FIND WHAT
YOU KNOW
IS OUT THERE
FOR YOU.**

Tour piece

Your walk
ALONG THE LAKE.

Best place on campus

TO KISS UP

1.
KISSING ROCK | EVERGREEN WALK

Tour piece

THE KISSING ROCK

IT'S BEEN A CARTHAGE COLLEGE TRADITION FOR 100 YEARS.

But before you go for
• a playful peck • a secret smooch • a passionate pucker • an endearing embrace

WHOEVER YOU LOCK LIPS WITH AT KISSING ROCK

just might become your spouse.

One Carthage Legend has it that once you kiss your sweetheart at Kissing Rock, you're destined to marry. It's true, countless couples have gotten engaged there. But even if you're not quite ready to make that kind of commitment, here are a few more things you can do with the Kissing Rock.

Paint it

Nobody on campus changes looks quite as often as Kissing Rock. Students here paint the rock often to announce events, support student organizations, or just show off their artistic abilities.
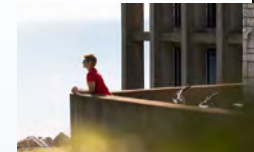
Study it

Standing at the Kissing Rock, experiencing the view, and taking in their surroundings inspires many Carthaginians to study the natural world. That's where our Division of Natural Sciences comes in. Its majors are some of our most popular, and the department gives all of our students an opportunity to get hands-on with research opportunities and work side-by-side with top faculty.
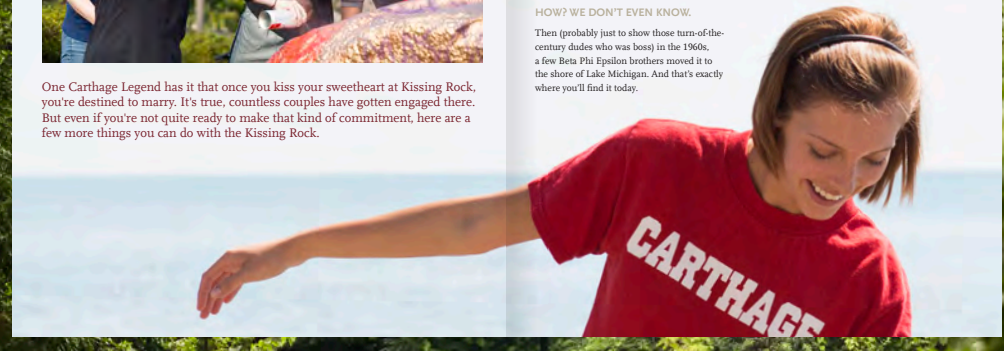
Move it

Or don't. This thing is a two-and-a-half ton chunk of granite. But back in 1913, a couple crazy Carthaginians found it in a field and moved it to campus.

HOW? WE DON'T EVEN KNOW.

Then (probably just to show those turn-of-the-century dudes who was boss) in the 1960s, a few Beta Phi Epsilon brothers moved it to the shore of Lake Michigan. And that's exactly where you'll find it today.

Stand up for it

Want to take part in an organization that cares about the environment just as much as you? Start with these:

▶ BETA BETA BETA—An honorary society for students who have displayed superior academic achievement in biology

▶ CARTHAGE UNITED TO RESCUE THE EARTH (CURE)— The students behind the monthly "Be Aware" posters that inform the Carthage community about environmental issues

▶ GAMMA THETA EPSILON—The international honor society in geography

▶ GEOGRAPHY CLUB—A club for students who're always searching for buried treasure

▶ THE PLANETEERS—The individuals who work to create environmental change at the local, state, and national level

Pole banners

YOUR FERVOR. YOUR CONVICTION.
Ignited.

YOUR AMBITIONS. YOUR PURPOSE.
Ignited.

Academic covers

Uncover your
potential to

SHAPE
THE
WORLD.

ENVIRONMENTAL SCIENCE

Conservation and Ecology
Environmental Policy Analysis
Water and Life
Environmental Data Analysis

Uncover your
potential to

INSPIRE.

**COMMUNICATION
AND DIGITAL MEDIA**

Communication
Graphic Design
Public Relations
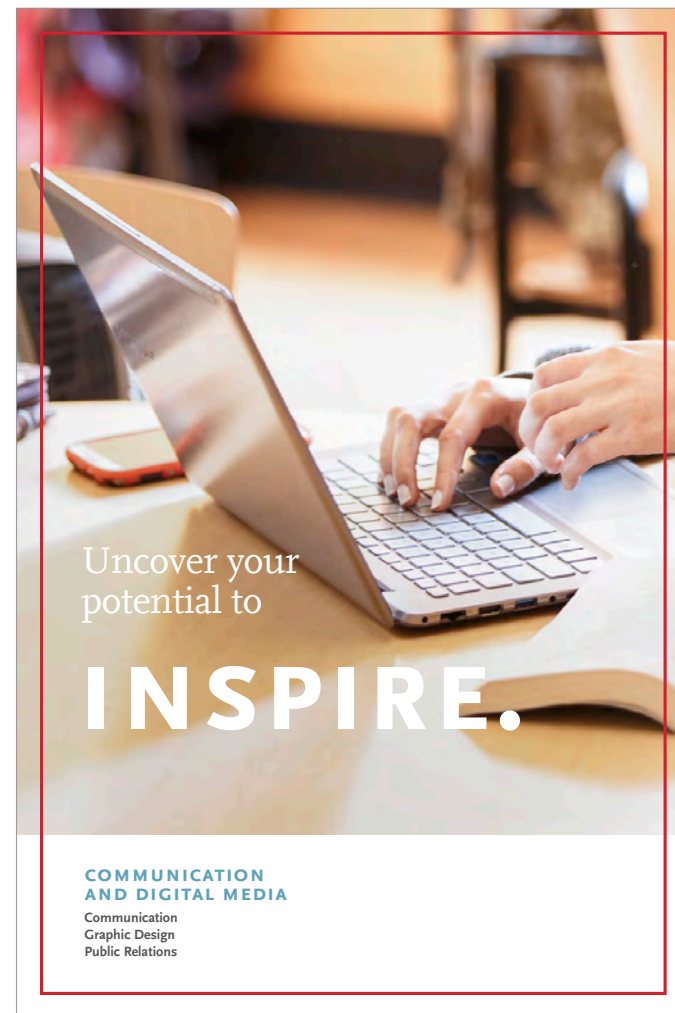
Campaign report

Success is measured in impact.

> " *We're creating an environment that encourages and enhances faculty-student interaction."*

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RESOURCES

Have questions you can't
find within this guide?

Contact Christine Sanni,
Vice President for Marketing and Communications.

262.551.5819
csanni@carthage.edu