MISSION STATEMENT

The Telitha E. Lindquist College of Arts & Humanities teaches students to excel as they seek, understand, question and express complexities critical to the experience of being human as represented in languages, literature, communications and visual and performing arts.

Learn more:
http://weber.edu/cah/Lindquist_College_Newsroom.html
WHAT IS THE PURPOSE OF A BRANDING GUIDE?

In response to the changing environment of higher education, Weber State University has undergone significant changes to our branding guidelines. As we shift our positioning and messaging, it is vital that we clarify what distinguishes us from other institutions not only in Utah, but around the world. WSU has a story to tell, and we must focus on telling it more consistently. It is up to each of us to not only follow these branding guidelines but deliver on the commitments we outline in our mission as a university and college.
A MESSAGE FROM THE DEAN

Welcome to Weber State University's Telitha E. Lindquist College of Arts and Humanities. Each year, hundreds of students are drawn to the Lindquist College because of our inspiring and devoted professors, small class sizes, professional facilities and the exciting, mind-expanding disciplines we teach and that form the traditional core of a liberal arts education: Communication, English, Foreign Language and Literatures, Performing Arts and Visual Art & Design.

The Lindquist College has a long history of excellence. Our college's namesake, Telitha “Tita,” was committed to ensuring future generations of students opportunities to explore, analyze and reflect on what it truly means to ‘be human.’ Our intent with this branding guide is to make sure you have the necessary resources for setting the standard for excellence. We also want to equip you with the materials you need in order to promote, highlight and share key details about our college or departments with students, peers and community members. The guide is designed to allow you to build upon our rich legacy while we chart a course to lead arts and humanities education not only in the state of Utah, but around the world. We are unique. We are student-focused. We are proud. We are Weber State University.

Scott Sprenger
DEAN
TELITHA E. LINDQUIST COLLEGE OF ARTS & HUMANITIES
6 WAYS TO PROMOTE

1. REQUEST

The Lindquist College has created a process to help promote events, research and/or the accomplishments of students. At least four weeks in advance of any event or deadline complete a marketing request form:

SUBMIT » http://weber.edu/cah/MarketingRequestForm.html

2. LOGO

The college logo is an essential element to effectively brand the college. Every piece of printed collateral highlighting programs, faculty or students in the college must feature the college/departmental logo:

DOWNLOAD » weber.edu/cah/cahlogos.html

3. EMAIL

An email signature is one of the most important marketing tools. Faculty & Staff accessibility is a key tenet of the university. Update your email signature to include professional headshots on all university Gmail accounts. For instructions, please visit:

INSTRUCTIONS » weber.edu/cah/LindquistCollegeNewsroom

4. FOLLOW

The Lindquist College boasts one of the largest followings on social media of any entity on campus. The college’s four primary platforms include: Facebook, LinkedIn, YouTube and Twitter. Curious what is happening in the college? Be sure to ‘like’ and regularly visit these pages for the most up-to-date information on events and activities of the college.

FOLLOW » Facebook, LinkedIn, YouTube, Twitter

5. WEBSITE

Every Weber State University faculty or staff member can request a URL for a personal website. Existing websites on various platforms not affiliated with the university are also acceptable. Department chairs strongly encourage faculty and staff to link to websites from their individual website photos.

REQUEST CHANGES » weber.edu/cah/websitechangerequest.html

6. TEMPLATES

Should you need a poster for an event or activity choose from one of four templates:

ACCESS TEMPLATES » weber.edu/cah/TemplatesForPrint.html
BRAND ASSETS

You could write an entire book about Weber State University and still not capture it all. The Lindquist College of Arts & Humanities has a rich history. Our brand assets are intended to connect our past, present and future. Weber State University Lindquist College of Arts & Humanities brand assets are a catalyst to inspire communications both within the university and beyond. Whenever you write an email, post an announcement, connect on social media, make a poster, develop a banner or answer your phone, you are representing both our university and college brand.
USING THE COLLEGE BRAND

About Our Brand

At Weber State University, we proudly embrace our dual role as an educational institution: providing bachelor's and master's degree programs as well as meeting the community-college needs of our region. Our vision is to be the national model for a dual-mission university. These themes affirm our principles and help us create standards to measure our success as a university. As you are communicating about WSU, keep our university vision and these core themes in mind. Our core values describe the culture we aspire to.

» Learning through personalized experiences and shared inquiry
» Engagement in community
» Access and opportunity for all
» Respect for people and ideas
» Nurturing the potential within every individual

Resources
weber.edu/cah
weber.edu/cahcalendar
smugmug.lindquistcollege.com
FAST FACTS

1. Art Gallery
2. Graduate Programs
4. Performing Arts Venues
5. Departments
25. Student Organizations
29. Minors
38. Majors
150. Scholarships
2,500. Students