



Ivy Bridge College
OF TIFFIN UNIVERSITY
Brand Guidelines



About this guide

Our brand image creates expectations. It defines who we are, how we operate and how we're different.

The brand guidelines outlined on the following pages are designed to help us uphold that promise - to our students, our partners, and internally.

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A photograph of two young Black men sitting at a table, looking at a laptop screen. They are in a study environment with a brick wall in the background. The man on the left is wearing a dark green t-shirt with yellow lettering, and the man on the right is wearing a light grey t-shirt. A dark green semi-transparent box is overlaid on the bottom left of the image, containing white text.

Brand Promise

Ivy Bridge College partners with students to offer an online associate's degree program with a seamless pathway to top four-year institutions, and personal coaching and support.

Who are we?

We are an organization focused on helping learners of all ages achieve their goals; whether it's taking the next step in a career, or transferring to one of our partner schools to complete their bachelor's degree. [America's transfer college?](#)

What makes us unique?

We partner with our students to serve their individual needs, with the mindset that they can succeed through effort and hard work, no matter what their past experience taught them about their abilities or potential. Our seamless transfer program allows successful students to earn their bachelor's degree from one of our nearly 100 university partners nationwide.

We offer:

- A guided, streamlined path to a top four-year college
- Unparalleled mentoring and student support, from application to graduation
- An academic approach utilizing growth mindset, which encourages students of all backgrounds and experiences to work hard to succeed in their classes
- A flexible and manageable education that fits busy lives
- A high quality, online degree

Brand Voice

Open, approachable, authentic, nurturing,
inspiring, intelligent, professional



How do we communicate our brand voice?

By using a consistent, professional tone and visual design - internally and externally.

We will project a polished brand that students and the academic community at large recognizes and respects. Everywhere we appear, the visual design will be clean, and the voice will be friendly, welcoming, authentic and approachable.

Through proof, not just words and promises.

Nothing is as powerful as hearing real stories from real people. Which is why we give our students many ways to share their experiences and connect with one another. Our social programs facilitate real-time testament to the value and quality of our program, and provide a window into the student experience for prospects. Our Facebook community provides a completely open environment where students can post testimonials, ask and answer questions, reaffirming our place as an organization that acts in partnership with its students.



Tagline

Guided path. Brighter future.

Strategy

“Guided path. Brighter future.” positions Ivy Bridge College as an institution that helps put students on the right path to achieving their goals, whether that means transferring to earn a bachelor’s degree or earning a degree to take the next step professionally.

Rationale

We back up our positioning through our commitment to success coaching, our academic approach via growth mindset and large network of academic partners throughout the United States that represent an opportunity for our students to achieve their long term academic goals. Ivy Bridge College represents a new vision in higher education: an alternative to the crowded local community college experience and other anonymous online programs, with a clear path to positive student outcomes regardless of geography or life challenge.

A young woman with long dark hair, wearing sunglasses on her head, a leopard print top, and a black vest, is smiling and looking towards the camera. She is sitting at a desk with a silver laptop open in front of her. The background consists of vertical blinds in shades of blue, green, and purple.

Proof points

How do we express the promise we've made to our students and partners?

Key points

Growth mindset

The only thing standing between our students and their goals is hard work. That the brain is a muscle and can be trained to perform to its highest potential. And that a student's experience with us is much more than just earning a degree; it's an opportunity to rethink their capabilities and look at their lives differently, regardless of academic background or previous experience. We support this with our faculty and success coaches, who will teach students how to approach issues and challenges, and redefine their expectations.

Success coaching

Student success services are at the core of Ivy Bridge College's cultural DNA. From day one, students are assigned a success coach; a single point of contact who serves as an invaluable resource from application to graduation and beyond. Coaches help students with problems inside and outside the classroom, before they quit or drop out.

Seamless pathway to a four year degree

Ivy Bridge's transfer programs allow access to nearly 100 four-year schools across the country. Students enroll at Ivy Bridge, follow a specific academic pathway, and upon graduation, seamlessly transfer into the partner institution. Ivy Bridge's articulation agreements include a variety of academic program formats and feature a range of high quality institutions, from Arizona State and Duquesne University to George Mason University and Bowling Green State University.

Vendor Copy

Full version

Guided path. Brighter future.

Ivy Bridge College's associate degree programs provide the flexibility of online learning while offering personalized student support. You'll benefit from a success coach who will guide you from admission through graduation and beyond. Courses are available online anytime from anywhere—giving you the freedom to set your own schedule. And if you'd like to pursue a four-year degree, Ivy Bridge provides a streamlined pathway to some of the best four-year colleges in the U.S.

Ivy Bridge College offers the following online associate degree programs:

- Associate of Arts in General Studies
- Associate of Criminal Justice in Criminal Justice
- Associate of Criminal Justice in Homeland Security
- Associate of Criminal Justice in Law Enforcement
- Associate of Business Administration in Accounting
- Associate of Business Administration in Business
- Associate of Business Administration in Computer Information & Technology
- Associate of Business Administration in Healthcare Administration
- Associate of Business Administration in Sports Management

A success coach from day one

Every Ivy Bridge student is assigned a personal success coach, who will help you navigate any challenges you encounter on your educational journey. Your coach will take time to get to know your aspirations, strengths and challenges, help you adjust to college life, assist with course selection and registration, discuss assignments and concerns, and help chart a course for your future.

Unlimited potential

At Ivy Bridge, we think that the only thing standing between you and your goals is effort and hard work. That your brain is a muscle and can be trained to perform to its highest potential. And we look at your experience with us as more than just earning a degree. We want to help you rethink what you're capable of and teach you to look at your life differently. After you graduate from Ivy Bridge, we believe you will be more prepared for success—in your career and personally. We look forward to helping you achieve your goals and work toward the life you've always wanted.

Seamless pathway to a four year degree

If you decide to pursue a four-year degree, Ivy Bridge provides streamlined admission to some of the best colleges in the United States. Simply enroll at Ivy Bridge and upon graduation, seamlessly transfer to one of our nearly 100 partner institutions.

Medium version

Guided path. Brighter future.

At Ivy Bridge, we think that the only thing standing between you and your goals is effort and hard work. Our associate degree programs provide the flexibility of online learning while offering personalized student support. You'll benefit from a success coach who will guide you from admission through graduation and beyond. Courses are available online anytime from anywhere—giving you the freedom to set your own schedule. And if you decide to pursue a four-year degree, Ivy Bridge provides streamlined admission to some of the best colleges in the United States. Simply enroll at Ivy Bridge and upon graduation, seamlessly transfer to one of nearly 100 partner institutions.

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- Associate of Business Administration in Business
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- Associate of Business Administration in Healthcare Administration
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Short version

Guided path. Brighter future.

Ivy Bridge College's associate degree programs provide the flexibility of online learning while offering unparalleled student support. You'll benefit from a success coach who will guide you from admission through graduation and beyond. And if you decide to pursue a four-year degree, Ivy Bridge provides streamlined admission to a network of nearly 100 of the best colleges in the United States.

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- Associate of Business Administration in Healthcare Administration
- Associate of Business Administration in Sports Management

Color Palette

Primary Colors



PMS 554 C

C: 80 R: 0
M: 0 G: 84
Y: 65 B: 61
K: 70

Web: 3f604C



PMS 132 C

C: 0 R: 187
M: 30 G: 141
Y: 100 B: 10
K: 30

Web: CC9829



BLACK

C: 40 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

Web: 000000

Secondary Colors



Maroon

C: 39
M: 100
Y: 100
K: 26

Web: 712426



Navy

C: 90
M: 67
Y: 35
K: 65

Web: 1A2A3F



Orange

C: 16
M: 69
Y: 100
K: 4

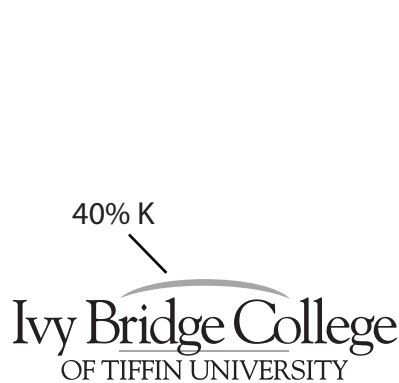
Web: B46831

Logo

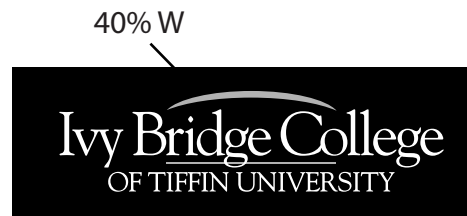
The below examples are the only way in which the Ivy Bridge College logo should be used. The logo may not be vertically or horizontally distorted, or placed on a graduated background.



Full color



Black & white



Reversed out



On dark background

Typography

The Ivy Bridge College logo uses two typefaces - Goudy Oldstyle and Myriad.
These are the only two fonts that should be used, with the exception of web uses.
Myriad is a less formal and more approachable font, and should be used more frequently.

Myriad

Myriad*

Myriad Bold

Myriad Semi bold*

Myriad Condensed

Myriad Italic

Myriad Bold Italic

Myriad Semi bold italic

Myriad Condensed italic

Goudy Oldstyle

Goudy Oldstyle Regular*

Goudy Oldstyle Regular Italic

Goudy Oldstyle Bold

Goudy Oldstyle Bold Italic

Web-ready substitution for Myriad: Verdana

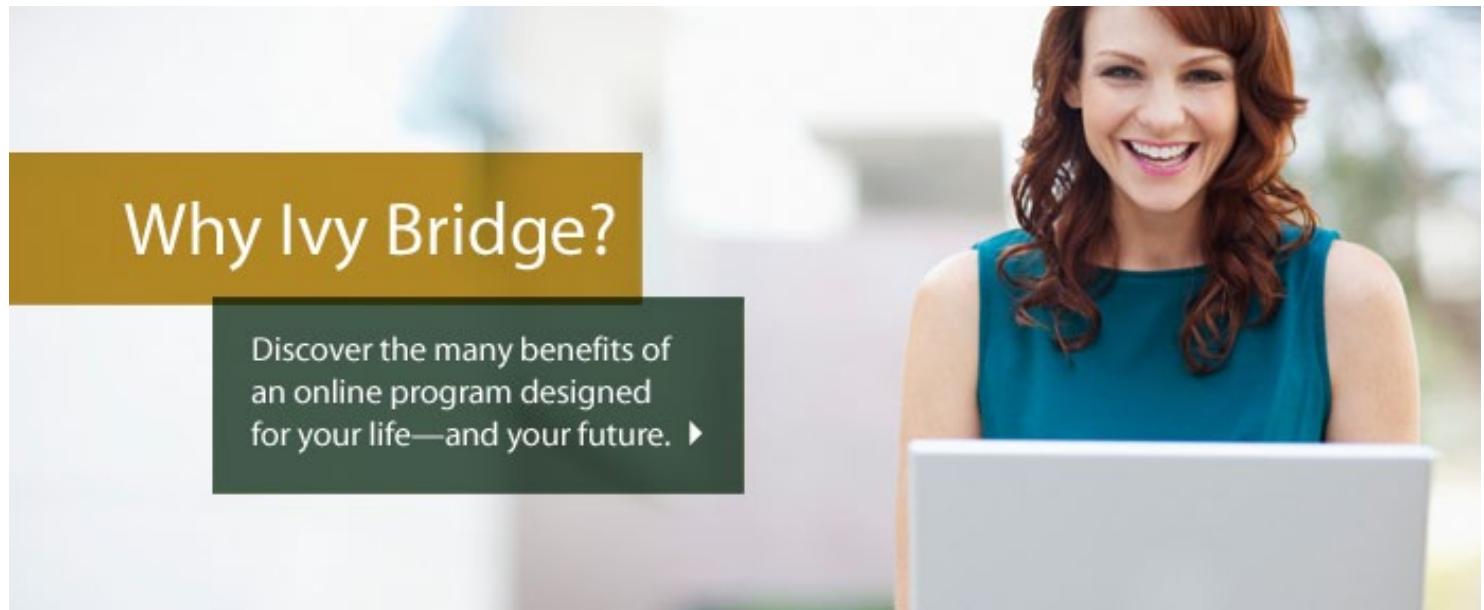
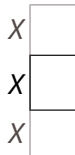
Web-ready substitution for Goudy OldStyle: Georgia

Headline Treatments

Overlapping opaque panels are used to display the headline across full color photography. These should be adjusted on an individual basis, but always have at least 90% opacity so the image behind it is visible. Myriad regular is always used as the headline and body copy font.

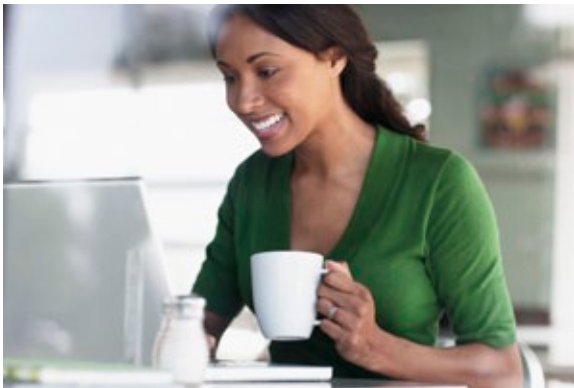
Headline and body copy tracking is always set to 0. Headline point size should be approximately 2X body copy.

Space above and below the headline should be the X height of the headline.



Photography

Examples of approved photography:



Characteristics of photography

Diversity

Our learners are diverse, ranging in age, ethnicity, geography and background.

Real people

Each image should feature someone who could actually be an Ivy Bridge student.
No models, nothing overtly glamorous - more candid than posed.

Positivity

All images will put forth an air of confidence and professionalism, and showcase a positive, progressive and happy student body.

Professional

Our learners enroll with us for a variety of reasons, but in the end, it's usually to either improve their career and, by proxy, their lives. Every image selected should support this desire.