Physical
LY ADVERB
[36x36]Anything Imaginable.
And when the world asks us what we can do, we answer:
within us. Everything we’ll become in front of us.
inside us. so hard for is right in front of us, we’ll have every experience at Chapman
to us or command the room before us and the accomplishment we’ve worked
or sit at the head of the conference table or stand in front of a team that looks
So that when we take the stage or walk on the set or approach the lectern
us to rise to every occasion.

CREATIVE artful and inspired
Emotional - Rational

INTERCONNECTED collaborative and inclusive

VISIONARY encouraging and championing others
ambitious and innovative

INTelligent skilful and insightful
DYNAMIC ascending and bolding

MesseNGer MAP

Intellectual
Social and Spiritual
Physical

A commitment to embedding our interdisciplinary undergraduates in real-world issues.
Collaboration spanning the schools and colleges through dynamic pairings of majors and minors.
Cutting-edge, high-quality programs within all disciplines.
Experimental, learning by doing curriculum through research, performance, internship, and study abroad programs.
Distinguished faculty who are responsible for delivering quality curriculums and who are committed to student success.
An inclusive environment that facilitates "we" or "us" and "you" where appropriate.
An agile and innovative approach to finding solutions.
A wideband campus that allows for a seamless transition between undergraduate programs and exploring ideas.

Forward-looking and personalized approach to each student’s journey

A rigorous, student-centered interdisciplinary approach to education
A supportive and empowering community
The entrepreneurial mindset of Southern California

Benefits
Attributes
Chapman University
(proposition)

So that they...
Rise to the world’s challenges and become catalysts for global impact

Embrace opportunities to learn in concert with practice
Shape self-sufficient and flexible lifelong learners
An entrepreneurial and inquisitive mindset
The ability to connect with others
Active citizens in local, national, and global communities through social engagement
Access to global networks of successful alumni
The flexibility to apply thinking and communicate across various disciplines
An agile and innovative approach to finding solutions
The ability to think critically

Examples
Discover anything imaginable.
Create something unattainable.
Do anything conceivable.

headline CONSTRUCTIONS

Examples
- Here to make bold decisions.
- Here to ask hard questions.
- Here for every big idea.

Examples
- Act thoughtfully.
- Live beautifully.
- Experiment boldly.

BRAND NARRATIVE
There’s something that brings each of us to Chapman University. It calls us here, to the edge of a continent, to the brink of a discovery.
At the intersection of untapped possibility and untamed potential, big ideas are born. And in a place where anything can happen, it often does.
That’s why each of us is here.

We’re here to make something. Our films, our designs, our business models, our lines of code, our symphonies, and our scientific breakthroughs are born. And in a place where anything can happen, it often does.
It calls us here, to the edge of a coast, to the end of a continent, to the region that’s at the forefront of the spirit of the West.

We’re here to put in the time. Hours in the lab. Days in the studio. Weeks in the field. Years in a community that works together and challenges each of us to do more.

We’re here to create piles of good and great and weird and interesting ideas. To bring them to life and deliver them to the world. To experiment boldly.

We’re here to see what we can do.

And when the world asks us what we can do, we answer:
Anything Imaginable.

VOICE CHECKLIST
1. MAKE IT POWERFUL
Use bold, direct statements to capture attention. Get to the point as quickly as possible.
2. MAKE IT PERSONAL
Use first-person plural and second-person pronouns ("we" or "us" and "you" where appropriate). Engage your reader in a direct, human way.
3. MAKE IT CLEAR
Every communication won’t contain every detail, so focus on what’s important.
4. MAKE IT RELIABLE
Consult your core messaging when creating communications, and look for places to include those key ideas.
5. MAKE IT WORTHWHILE
Give your reader a reason to care. Lead with audience-specific benefits (what they get) and back them up with our brand attributes (what we offer).
6. MAKE IT TRUE
Back statements with proof points. Share real, honest stories of the work we’re doing.
7. MAKE IT READABLE
Vary the cadence within communications. Mix short sentences with longer ones to avoid falling into a rut. Check for rhythm and flow by reading passages aloud.
8. MAKE HEADLINES WORK HARDER
A headline should be more than just the name of the thing we’re talking about. Make sure it’s interesting and informative.
9. MAKE IT RELATABLE
We write like we speak, but we align that with our brand personality. Used judiciously, contractions and sentence fragments add personality to communications.
10. MAKE IT COMPLETE
Avoid the use of ellipses in headlines. Instead, present a full and complete thought, and connect it to another complete thought in the body copy.
11. MAKE IT HUMAN
Tell a story that people will want to listen to. Stats and facts are great support points, but should not lead our communications.
BRAND VISUAL LANGUAGE

MASTER BRAND LOGO

PRIMARY TYPEFACES

FUTURA
Book · Book Oblique
Medium · Medium Italic
Bold · Bold Italic

FUTURA CONDENSED
Medium Condensed · Bold Condensed

COLOR PALETTE

CARDINAL RED
207 C
C29 M100 Y78 K15
R163 G0 B52
#A50034

WHITE
C0 M100 Y100 K100
R255 G255 B255
#FFFFFF

PANTHER BLACK
BLACK
C0 M0 Y0 K100
R35 G31 B32
#231F20

GRAPHIC ELEMENTS

SIMPLE LINES

- 0.5 pt. minimum line width
- 2.0 pt. maximum line width

CONNECTING LINES

PHOTOGRAPHY

PORTRAITURE
SLICE OF LIFE
DETAILED
CAMPUS