

Typography

Span

Headlines
Large quotes
Textural typography

DM Sans

Headlines
Subheads
Captions
Body Copy

SWEET SANS PRO

Small callouts
Subheads

Shanpie

Informal and expressive applications
Social media
Athletics

Typesetting Examples

Sweet Sans Pro Heavy All Caps 8pt / 8pt Tracking: 300

AT VALPO, IT ALL BECOMES CLEARER.

Span Bold 50pt / 50pt Tracking: 0

Your future, your career, your calling. Your joy.

DM Sans SemiBold 16pt / 22pt Tracking: 0

Here, we come together: to learn more deeply, search more widely, and imagine more resourcefully.

DM Sans Regular 10pt / 15pt Tracking: 0

Every early-morning class. Every late-night chat. Every experience you have at Valpo is just one more tether that grounds you in the values and knowledge you need to stretch further and go farther. And with a compassionate community, generous faculty, and an unshakable belief in human potential, we're here to help you.

Span SemiBold Italic 9pt / 12pt Tracking: 0

"My whole life, I thought I wanted to be an engineer. But I took one environmental science course, and I was hooked. The things I've learned here really opened up my eyes."

Sweet Sans Pro Heavy 5pt / 7pt Tracking: 300

— EMILY NOVAK '27, ECONOMICS MAJOR

Color

Primary Palette

Yellow HEX #FFE300 RGB 255 227 0 CMYK 0 7 100 0 PMS C 107 C	Gold HEX #F5B80A RGB 245 184 10 CMYK 0 22 100 0 PMS C 1235 C	White HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0
Brown HEX #5C3000 RGB 92 48 0 CMYK 0 68 100 67 PMS C 1535 C	Dark Brown HEX #331A00 RGB 51 26 0 CMYK 33 66 76 68 PMS C 476 C	

Secondary Palette

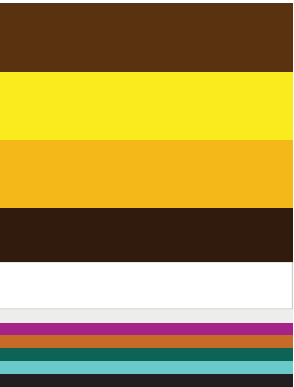
Light Blue HEX #6BC9C9 RGB 107 201 201 CMYK 54 0 24 0 PMS C 319 C	Teal HEX #006354 RGB 0 99 84 CMYK 100 0 49 0 PMS C 3282 C
Orange HEX #C76917 RGB 199 105 23 CMYK 0 59 100 2 PMS C 716 C	Magenta HEX #A80087 RGB 168 0 135 CMYK 25 92 0 0 PMS C 247 C
Light Gray HEX #DAD9D6 RGB 218 217 214 CMYK 13 10 12 0 PMS C Cool Gray 1 C 50% tint	Black HEX #000000 RGB 0 0 0 CMYK 60 40 40 100 PMS C Process Black C

Prestige Palette

Brown Metallic HEX #492300 RGB 73 35 0 CMYK 15 60 92 80 PMS 8583 C METALLIC	Gold Metallic HEX #A3832E RGB 163 131 46 CMYK 34 43 100 10 PMS 8641 C METALLIC	Light Blue HEX #6BC9C9 RGB 107 201 201 CMYK 54 0 24 0 PMS C 319 C	Teal HEX #006354 RGB 0 99 84 CMYK 100 0 49 0 PMS C 3282 C
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Sample Color Combinations

All Uses



Formal and Sophisticated



Casual and Vibrant



Positioning

Positioning is how we want to appear in the minds of our most important audiences. It's not what we offer or how we express it: it's what we want people to remember.

- WHO** Humble and curious servant leaders come to Valparaiso University,
- WHAT** to explore themselves, their vocation, and their place in the world,
- HOW** through a multifaceted journey of academic and spiritual awakening,
- WHY** to discover joy through making a positive impact on society.

Essence

Essence is the conceptual core for building the brand — the idea that should reverberate through all marketing and communication efforts. The brand essence may not be used as a tagline.

At our core, Valpo facilitates fulfilling connections that shape servant leaders so they can:

- discover a deeper understanding in their lives,
- discover their vocation — to lead and make a difference,
- discover fulfillment in serving others,
- and discover joy in the success of others.

It's a process to...

Discover Joy

Narrative

Narrative

As Beacons, we reflect God's light. Even in darkness or without a path forward, we shine outward and onward, anchored in our values.

We project the image of goodness in which we are created. We cast compassion and bring truth to light: dedicated to doing what we can to bring a brighter future for all into view.

Whether we are students in pursuit of our passions, faculty in the field earning hard-won wisdom, athletes on the starting block, or servant-leaders in real communities — we illuminate our surroundings, uncovering the joy that's right before us all: the human joy found in service of something greater.

We ground theory in practice and push ourselves to discover our true capabilities. Reaching further together. Leading compassionately for the good of society. At Valpo, our light is for everyone.

Grounded, we shine.
Grounded, we serve.
Grounded, we radiate.
Valparaiso University.

Breakdown

Inside every Beacon is a force that illuminates and guides. It begins within, but is always directed outward, toward others. Valpo offers a foundation, a common commitment to our core values, that grounds us even in the face of uncertainty or difficult decisions.

Our unshakable belief in the power of human potential informs our unique dedication to helping others. At Valpo, service is not a lowly pursuit: It is the ultimate aim of great leaders.

We believe that joy is found in acts of service, and true service is possible in every role and every environment. That's why we insist on an interdisciplinary approach in all aspects of our lives, and that's why we're able to be exactly who we are, everywhere and in all of our complexity. Multiplicity is our strength. Service is our joy.

Beacons know that pursuing truth is equal parts study and experience. It's a lifelong commitment to our effort and multifaceted curiosity that makes us powerful. And our power, like light, is meant for lending.

The hook for our brand platform speaks to the heart of our mission with compassion and fidelity, encapsulating both our personality and every Beacon's power to shine brightly.

Brand Personality

INQUISITIVE	We seek the truth. We ask questions. We question answers.	COMPASSIONATE	Our differences, similarities, and hardships are vehicles for connection.
ETHICAL	We work for the cause, not the applause. Because we care.	FAITHFUL	Regardless of faith, we loyally serve others, and that creates joy.
HUMBLE	We see humility as a beacon that shines, always — through all of us.	ACTIVE	We seek many diverse interests, and we connect the dots.