BLOOMSBURG UNIVERSITY

BRAND GUIDELINES 2019

1839

Henry Carver would fit right in here today.

He sailed the high seas among pirates and privateers.

He taught coast to coast without the benefit of a transcontinental railroad.

And while he was on the mend from losing a hand, he founded a university.

Henry Carver saw no reason why the hardworking sons and daughters of Bloomsburg shouldn't have a world-class education. He knew that the people who've faced down challenges are the ones who get the job done.

We live out Carver's values every day.

In our commitment to a stronger community on all sides of the fountain. In our dedication to building a good career and a better life. In urging on our fellow Huskies, as Carver did a century and a half ago, to "strive to be good so you may be great."

These ideas are all true to Bloomsburg University. And these guidelines will help us tell our story consistently, meaningfully and authentically.

Because at BU, we're more than our history and more than our campus. We're a direction that's both onward and upward.

HERE'S HOW OUR STORY IS TOLD.

A brand is an
enduring platform
that articulates an
organization's unique
experience and
point of view.

It helps an organization connect with many broad, diverse
communities through informed and relevant interactions. At
Bloomsburg University, our brand focuses on an authentic
and memorable "big idea" that captures the warm-hearted
tenacity found within every Husky—a reflection of the traits
exhibited by our founder, Henry Carver.

WHY IS A BRAND IMPORTANT?

As human beings, we form opinions
very quickly, and these lend heavy
influence to the decisions we make. This
is why it's critical to have positive and
meaningful interactions with the people we
communicate with, as often as possible.

Our brand works by forming emotional
connections from the very first
interaction—a billboard near Interstate
80, a conversation at the fountain or in
Harrisburg, a recent graduate who inquires
online about a mentorship program, or
an email sent to a high school student
in Philadelphia. These interactions
accumulate and shape the opinions of
those we serve.

The elements in this document work
together to ensure that every interaction
is grounded in the reason we're all
here: to create an opportunity for every
Husky to succeed while lifting others up.
The principles apply to all of us, and to
every interaction, and to every piece of
communication.

This document is designed to help you
make decisions in support of our story.
There's a deeply informed rationale to
everything included—every visual and
verbal decision. The pages that follow
illuminate the thought process that
went into creating the brand and offer
guidance for making it work.

WHERE DO I GO FOR HELP?

If you're looking for resources,
or simply have questions about
the brand, please contact:

Jennifer Umberger

jumberger@bloomu.edu
570-389-4043

STRATEGY

Our strategy highlights our strengths, prioritizes what's most important, captures our personality, and communicates what the world can expect from us. It's the blueprint for building our brand.

Strategy Overview

The brand strategy reflects a series of decisions that build a foundation for positioning our brand and communicating our story. It's a tool that we should refer to for marketing plans, campaigns and other initiatives.

Audiences	▶	Whom are we talking to?
Positioning	▶	What do we stand for?
Messaging	▶	What do we say and why does it matter?
Personality	▶	How do we look, sound and feel?

Audiences

At Bloomsburg, we seek to engage a profoundly diverse collection of audiences and individuals. Though needs vary dramatically across these groups, our brand story should remain consistent. By understanding the objective we're trying to achieve with each segment, we can bring better focus and clarity to our communications and interactions.

PRIMARY AUDIENCES

AUDIENCE	GOALS	AUDIENCE	GOALS
Internal	Connect	**Recruitment**	Attract
	Align		Educate
	Inspire		Excite
	Retain		

SECONDARY AUDIENCES

AUDIENCE	GOALS	AUDIENCE	GOALS
Advancement	Cultivate	**Reputation**	Elevate
	Engage		Extend
	Deepen		Protect

Positioning

The positioning statement articulates why we exist as a university. It is the conceptual core of our brand and serves as the underpinning for everything we say and do. Through the ideas it expresses, we can build awareness and capture the attention of our audiences in a powerful way.

Our brand essence distills the positioning statement into a succinct, memorable phrase. This is not meant to be a tagline, a slogan or a headline, but rather an internal expression that's used as a recall device — a mental prompt for starting a conversation. It serves as a gut-check for the decisions we make and the spirit of everything we create.

POSITIONING STATEMENT

We believe that opportunity is created—fought for by individuals with a clear vision and a fierce determination to achieve. This is why we show up every day, on a mission to transform the lives of our students so that they can succeed while lifting others up. This is the attitude found within every Husky. At Bloomsburg University, creating opportunity for our region has been our vision since the very beginning.

BU

## BRAND ESSENCE

Creating Opportunity

Messaging

The messaging map prioritizes the most important messages for telling our story, and it illustrates the relationship between attributes and benefits. Our communications and interactions should always connect to the center of the map — our core value proposition, sometimes called a brand promise. Based on the needs of our target audience and the specific message we need to deliver, we can choose an appropriate secondary message and proof points.
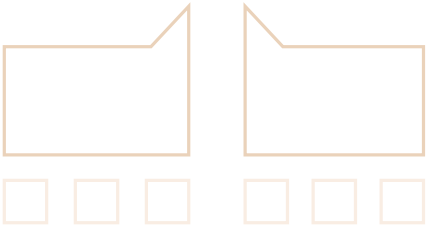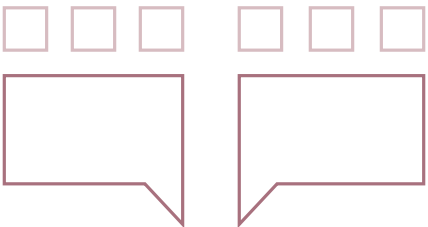
Supporting Points

Secondary Messages

ATTRIBUTES

What We Offer

CORE VALUE PROPOSITION

BENEFITS

Why It Matters

Secondary Messages

Supporting Points

Building Our Story

The messaging map provides the foundation for brand messages that are clear, consistent and compelling.

Attributes: What We Offer

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture and experiences.
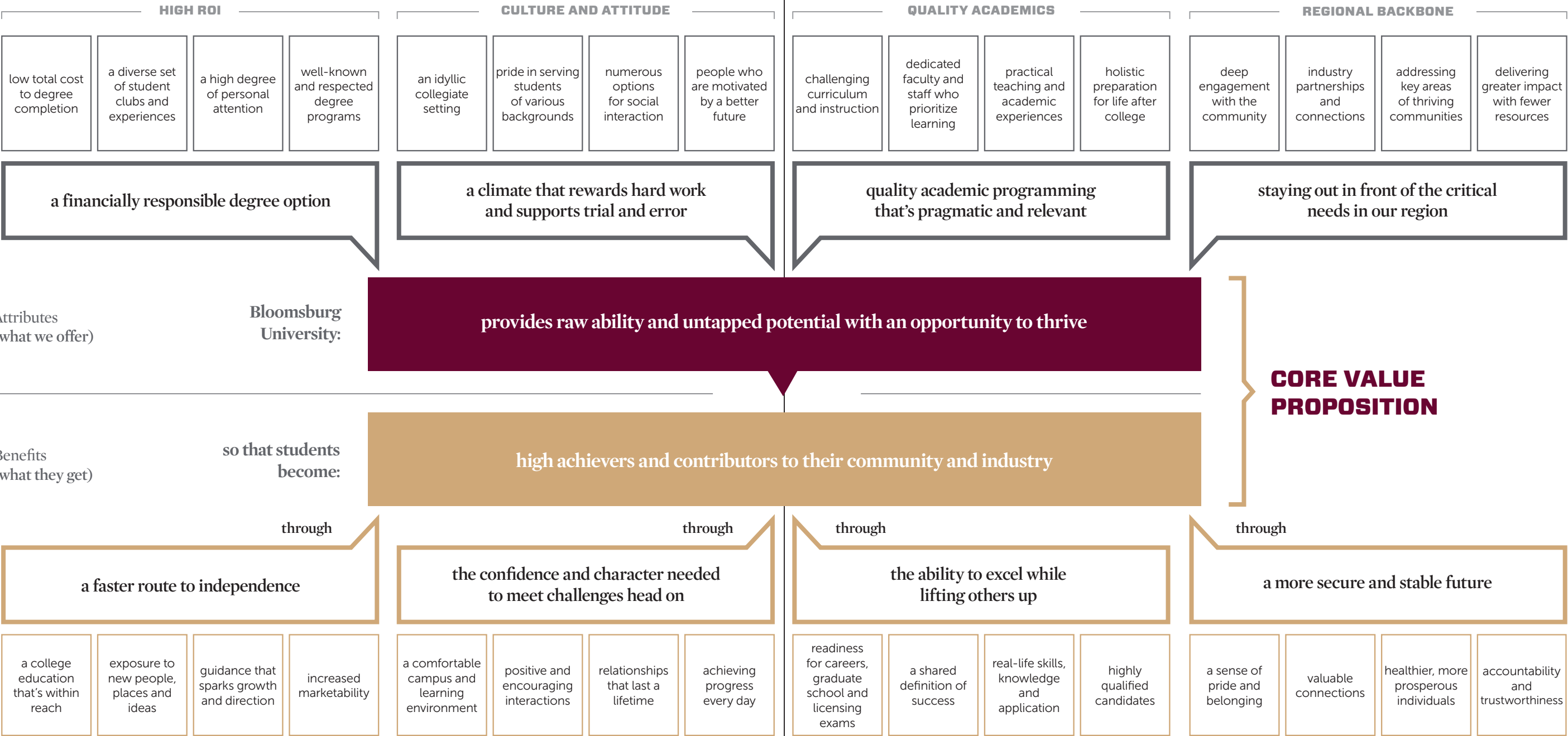
Benefits: Why It Matters

A benefit is what our audiences get. It's the value of the attributes that we offer, and why they matter.

15

Messaging Map

Our messaging map is built from four key themes that combine to make Bloomsburg unique: high ROI, culture and attitude, quality academics, and regional backbone. Our core and secondary messages create a point of view for our story, and specific supporting points prove our message true in very real and specific ways.

HIGH ROI

| low total cost to degree completion | a diverse set of student clubs and experiences | a high degree of personal attention | well-known and respected degree programs |

a financially responsible degree option

CULTURE AND ATTITUDE

| an idyllic collegiate setting | pride in serving students of various backgrounds | numerous options for social interaction | people who are motivated by a better future |

a climate that rewards hard work and supports trial and error

QUALITY ACADEMICS

| challenging curriculum and instruction | dedicated faculty and staff who prioritize learning | practical teaching and academic experiences | holistic preparation for life after college |

quality academic programming that's pragmatic and relevant

REGIONAL BACKBONE

| deep engagement with the community | industry partnerships and connections | addressing key areas of thriving communities | delivering greater impact with fewer resources |

staying out in front of the critical needs in our region

Attributes (what we offer)

Bloomsburg University: provides raw ability and untapped potential with an opportunity to thrive

CORE VALUE PROPOSITION

Benefits (what they get)

so that students become: high achievers and contributors to their community and industry

through

a faster route to independence

through

the confidence and character needed to meet challenges head on

through

the ability to excel while lifting others up

through

a more secure and stable future

| a college education that's within reach | exposure to new people, places and ideas | guidance that sparks growth and direction | increased marketability |

| a comfortable campus and learning environment | positive and encouraging interactions | relationships that last a lifetime | achieving progress every day |

| readiness for careers, graduate school and licensing exams | a shared definition of success | real-life skills, knowledge and application | highly qualified candidates |

| a sense of pride and belonging | valuable connections | healthier, more prosperous individuals | accountability and trustworthiness |

Personality

Personality is what humanizes our brand and gives our message emotional strength. These characteristics and qualities help define the way our brand should looks and feels—creating alignment between who we authentically are as an institution and how our brand begins to come to life.

Our personality traits shape the tone and voice of our brand, driving the image for all of our communications. Each of our brand's traits was chosen deliberately, informed by a deep understanding of what it means to be a Husky.

Bloomsburg Today

PRACTICAL

An education built for real-life skills, challenges and needs.

LOYAL

Our strongest commitments are to our families and our neighbors.

GENUINE

Sharing similar values and working honestly toward shared goals.

Bloomsburg Tomorrow

CONNECTED

To one another, to our community and to our industries.

MOTIVATED

We're inspired and courageous, and we know exactly where we're heading.

UNDAUNTED

We're resilient as we go through change, and we're unafraid of a steep climb.

TIP:

You don't have to use all the traits every time. Choose the most relevant traits for your target audience. For an undergraduate piece, you may emphasize practical and motivated; for an alumni engagement piece, it may need to feel more connected and loyal. Consider the emotions that you're trying to elicit in your audience.

3

VOICE AND TONE

In the simplest terms, our message is what we say and our voice is how we say it. But more importantly, voice and tone are how we sound like us. It's a dance between our brand personality traits, the values that live through our messaging strategy, how we see ourselves, and how we want our audiences come to know us.

In this section, we'll explore how the various elements of our brand overlap and shift to form Bloomsburg's voice and tone.

Our brand narrative: what it is, what it isn't and how to use it every day.

The brand narrative is the basis for how we tell our brand story. It's informed by our core value proposition and messaging pillars (page 16), and infused with our brand personality traits (page 20).

A simple and compelling idea moves through the stories we tell: that people who've navigated challenging paths possess a certain strength and sense of purpose — qualities that Bloomsburg University is uniquely qualified to hone and amplify. It's our essential approach to the challenges and opportunities that Bloomsburg graduates will meet and seize.

It all leads upward and onward (an allusion to Bloomsburg's topography). But while phrases such as that have the ring of a tagline, our brand is so much more. It's a guiding principle. The frame around our picture. The backstory and forward momentum of our narrative. The lens through which we perceive and project our everyday role and our place in history.

Simply put, our brand is how we at Bloomsburg do what we do.

BRAND NARRATIVE

Some see an uphill climb as a sign of struggle. At Bloomsburg University we see it as a sign of strength. Because people who can see past the easy path know how to get the job done. They answer "you can't" with "watch me." They work harder. Make more with what they have. And take every challenge as a new way forward. Bloomsburg sees this quality, and unleashes it.

We see hustle as business sense. Persistence as rigor. Grit as mental toughness. Heart as emotional intelligence. Work ethic as a prerequisite for success. From whiteboard to boardroom to bedside. Employers spot it right away. They put a high value on a Bloom degree, and the person who earned it. And if you've got a forward focus and the spirit to back it up, BU is your place. Your onward and upward await at Bloomsburg University.

YOUR
ONWARD
IS
UPWARD
AT BU.

A look inside our narrative

Here we dig deeper into the essence of our our brand platform. This isn't meant to be public-facing copy; instead, it should function as a source of inspiration. Turn to it before you create a new communications piece, to focus your thinking, tune up your voice, and connect your work back with the master brand.

Brand Narrative

Some see an uphill climb as a sign of struggle. Bloomsburg University sees it as a sign of strength.

Because people who can see past the easy path know how to get the job done.

They answer "you can't" with "watch me." They work harder. Make more with what they have. And take every challenge as a new path forward.

Key Messages

What it means: In common usage, "uphill" can be seen as a negative. But Bloomsburg can redefine and own the word as both a place and a point of pride.

Traits in play: Practical and loyal
Aligns with: Culture and attitude
Speaks best to: Prospective students

What it means: Before they arrive here and long after they leave, Huskies are naturals at clearing obstacles, forging new paths and taking the unexpected route.

Traits in play: Undaunted and genuine
Aligns with: Regional backbone
Speaks best to: Faculty and staff

What it means: Our defiant streak takes us in positive directions. We're naturally resourceful and resilient, and unafraid of the uncertain, and comfortable with ambiguity.

Traits in play: Undaunted and genuine
Aligns with: Regional backbone
Speaks best to: Current students

Bloomsburg sees this quality, and unleashes it.

What it means: Untapping potential. Highlighting accomplishments. Creating space to grow.

Traits in play: Connected and motivated
Aligns with: Quality academics
Speaks best to: Prospective students

We see hustle as business sense. Persistence as rigor. Grit as mental toughness. Heart as emotional intelligence. Work ethic as a prerequisite for success.

What it means: Hard work is a universal quantity. It's valued in every field and known by many names. It's a given in the people you meet at Bloomsburg, and we never take it for granted.

Traits in play: Loyal and genuine
Aligns with: Quality academics
Speaks best to: Influencers and peers

From whiteboard to boardroom to bedside. Employers spot it right away. They put a high value on a Bloom degree, and the person who earned it.

What it means: Beyond the job description, the title or the tenure track, Bloomsburg graduates thrive wherever they go, ready to excel on the basis of a job well accomplished.

Traits in play: Practical and motivated
Aligns with: High ROI
Speaks best to: Prospective employers

And if you've got a forward focus and and the spirit to back it up, Bloomsburg University is your place.

What it means: A positive attitude, and the dedication to follow goals through to greatness. This is what puts Bloomsburg above and beyond.

Traits in play: Motivated and genuine
Aligns with: Culture and attitude
Speaks best to: Prospective students

Your onward is upward at BU.

What it means: This is our promise to all.

Traits in play: Undaunted and genuine
Aligns with: Culture and attitude
Speaks best to: Alumni and donors

Who we are and how it sounds

Our personality traits help us think about Bloomsburg beyond buildings and programs, but they're also invaluable for helping fine-tune our voice, to ensure that our messages land with their intended audiences.

When you're identifying an approach, thinking it through and writing it out, there's no need to consider more than two personality traits

The traits you employ will often follow the subject matter of your communication, and certain pairings may feel naturally complementary. And you'll likely find that a single trait will rise up and serve your needs.

There's no science to choosing, but it's far from random. Consider these examples, with the unvoiced version drawn from a typical communication, and with one of our traits applied in the voiced version.

1

Practical

An education built for real-life skills, challenges and needs.

Unvoiced:

Internships offer on-the-job experience.

Voiced:

Ready for day one, and every day after.

2

Loyal

Our strongest commitments are to our families and our neighbors.

Unvoiced:

Bloomsburg supports the local community.

Voiced:

Backing each other up, everywhere we go.

3

Genuine

Sharing similar values and working honestly toward shared goals.

Unvoiced:

Collaboration is key at Bloomsburg.

Voiced:

Working together. Winning as one.

4

Connected

To one another, to our community and to our industries.

Unvoiced:

Bloomsburg partners with local employers and organizations.

Voiced:

Here to put eastern Pennsylvania on everyone's map.

5

Motivated

We're inspired and courageous, and we know exactly where we're heading.

Unvoiced:

Achieve your goals!

Voiced:

Leading by succeeding.

6

Undaunted

We're resilient as we go through change, and we're unafraid of a steep climb.

Unvoiced:

Huskies face unforeseen new challenges.

Voiced:

Where others slow, Huskies go.

Writing with the Map

Our messaging map is designed to create a hierarchy for our messages, but it's not verbatim language that we use with external audiences. Any time you're crafting copy, consult the messaging map to ensure alignment with our core message, to understand the types of messages you should include, and to prioritize the messages in your communications.

Messaging in four easy steps

When crafting a content, follow the four steps below to make sure that what you say communication is clear, consistent and compelling.

Make sure every communication:

Ties back to and supports our core message

Includes at least one of our key messages

Leads with benefits and is supported by attributes

1

Is it an attribute?

First, consult the messaging map to make sure that your topic aligns with our core message. Your topic may not be explicitly stated, but it should align with a supporting point or secondary message on the map.

2

What's the benefit?

Once you've established that your topic is an attribute that we should be communicating, you need to determine the benefits to our audiences. (It's important to note that benefits will vary based on the audience you're communicating with.)

3

Determine your audience and priorities.

Determine your audience and priorities. Choose your audience, and then evaluate the benefits section of the messaging map with their needs in mind to determine the key benefits to your audience.

4

Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit — that's what you need to get across in your headline. Any supporting benefits can act as talking points for additional copy, complemented by the attributes of the topic you're promoting.

Using the Message Map

The following scenario walks you through a step-by-step process for using the messaging map to craft content.

The Scenario

You want to promote the Quest outdoor adventure and recreation program to prospective students.

You follow the four-step process for using the messaging map to craft your communication.

Step 1

Is it an attribute?

Yes. As an outdoor adventure and recreation program at Bloomsburg University of Pennsylvania, Quest is definitely a tangible offering. The temptation is to go more granular and speak to specific aspects of the program. There will be time for that. For now, let's boil up a single supporting benefit.

Compare the topic to the attribute level of our message map, to determine which pillar it best aligns with:

Attribute Pillar 1:
Does Quest exemplify high ROI as part of a financially responsible degree option?

Not directly.

Attribute Pillar 2:
Does Quest exemplify a culture and attitude that reward hard work and support trial and error?

Quite possibly. Let's see if there's a stronger pillar to support this message.

Attribute Pillar 3:
Does Quest exemplify quality academic programming that's pragmatic and relevant?

Not directly. Let's keep looking.

Attribute Pillar 4:
Does Quest exemplify Bloomsburg's ability to get out in front of the critical needs of our region?

In a very oblique way, perhaps. But not as strongly as pillar 2.

Conclusion: Attribute Pillar 2 is the strongest choice
Quest exemplifies a culture and attitude that reward hard work and support trial and error.

Step 2

What's the benefit?

Quest teaches outdoor skills as a means to promote lifelong fitness, personal challenge and recreation. How might this be supported best with the benefits portion of our map?

Let's see if that corresponds with the Pillar 1 Benefit:

Benefit Pillar 1:
Does Quest help ensure a faster route to independence?

Maybe. Let's see about other benefits that we can attach it to.

Benefit Pillar 2:
Does Quest offer the confidence and character needed to meet challenges head on?

Yes, it would seem it does. Plus this aligns with Attribute Pillar 2, which offers us a more natural attribute-benefit connection.

Benefit Pillar 3:
Does Quest offer students the ability to excel while lifting others up?

Yes. And it never hurts to have multiple benefits.

Benefit Pillar 4:
Does Quest help participants create a more secure and stable future?

Possibly. But we already have two solid choices for benefits.

Conclusion:
Quest is best supported by Benefit Pillars 2 and 3.

Step 3

Determine your audience and priorities.

For the purposes of this exercise, let's look at Quest from the perspective of a prospective student (and their parents), who may know nothing about it. Think about what's important to them. Speak to tangible experiences (what the student gets), but also think about how it all translates to success (what both the student and their parents want).

Step 4

Craft your message.

So, you've determined how Quest is supported by our messaging map. And you've zeroed in on where it fits in with our attribute offer (what it is), and how it is supported by our benefit offer (why it matters). Now we have the backbone of our message:

Quest is evidence of Bloomsburg's culture and attitude, which rewards hard work and supports trial and error. As a result, students gain the confidence and character to meet challenges head on and the ability to excel while lifting others up. It's just one program of many through which Bloomsburg provides raw ability and untapped potential with an opportunity to thrive, so that students may become high achievers and contributors to their communities and industries.

Next, let's infuse that with our brand personality traits (page 20), keeping two traits and in mind: practical and undaunted.

Now, read through our brand narrative (page 26) one more time to orient your thinking.

Finally, let's set about creating a brief, compelling description of the Quest program.

Headline:

Explore your true potential with Quest.

Copy:

What can spelunking teach you about leadership? How can climbing a glacier prepare you for a career? Let Quest show you the way. For decades, Bloomsburg's Quest program has opened eyes for students and non-students alike, providing participants from age 14 to 70 with immersive, adventure-based learning experiences. Most Quest adventures happen within 50 miles of Bloomsburg; a few others go well beyond. But near or far, Bloomsburg's Quest program prepares you for challenges yet to come. Here in Pennsylvania, around the world, or wherever you're headed.

TIPS

Struggling with the headline? Concentrate on the body copy and worry about it later.

Moving a crowd is hard. Fortunately, we can only write to one reader at a time. Convince one, and the crowd will move.

Still can't come up with a headline? Look at your body copy. Often your third sentence can function as your headline. Weird, but true.

CONSIDERATION

If you cannot map a program, initiative or event to an attribute on the messaging map, you should consider whether it aligns with our goals as a university, or if the messaging map needs to evolve to include it.

Writing by Example

The Bloomsburg brand voice flexes in two distinct ways, which align generally with the brand (higher-order storytelling) and campaigns (quicker-hitting impressions).

Both forms of the voice are complementary, but the Onward Is Upward voice will be the primary voice, appearing more frequently than the Yea-Sayer voice by a 3:1 ratio. Here's how they differ:

ONWARD IS UPWARD		YEA-SAYER
Our philosophy and learning approach	KEY EXPRESSION	Our attitude and our aspirations
Quietly confident	TONE	Humbly defiant
Academic experience and campus life	RELEVANT MESSAGE	Individual outlook and career orientation
Print ads and brochures	OPTIMAL MEDIA	Outdoor and online tactics

How It All Sounds

To explore how these complementary expressions of the Bloomsburg brand voice can deliver on our message strategy, consider the following examples:

Message Pillar 1
HIGH ROI

ONWARD IS UPWARD

Spend more time paying your dues, and less time paying down loans.

"I decided to begin my career back where I began."

Let's live and earn.

YEA-SAYER

"What job will a liberal arts degree get you?"
"The kind that can never be replaced."

"So you graduate, then what?"
"Basically whatever I want."

"Where do you go from there?"
"Onward and upward."

Message Pillar 2
CULTURE AND ATTITUDE

ONWARD IS UPWARD

Welcome to Bloomsburg, where every day is leg day.

Louder than anyone can say "you can't," you say, "Watch me."

Huskies charge ahead as a team and always pull their weight.

YEA-SAYER

"College isn't for everyone."
"Hi. I'm not everyone."

"Have fun with all that homework."
"Challenge accepted."

"Nobody can teach hard work."
"But I am learning to work smart."

Message Pillar 3
QUALITY ACADEMICS

ONWARD IS UPWARD

Learn from teachers who inspire students to become teachers.

"Activities here are more than a way to blow off steam. They're here to create new possibilities."

Huskies follow their instincts, but never stop driving toward tomorrow.

YEA-SAYER

"You? An economist?"
"Yes. A great one."

"Why study history?"
"To keep it from repeating."

"Are you some kind of know-it-all?"
"I love knowing all I can."

Message Pillar 4
REGIONAL BACKBONE

ONWARD IS UPWARD

We see hustle as business sense.

"Outside of the classroom, I put my knowledge to work."

Huskies push on where others turn back, and always take care of their own.

YEA-SAYER

"You're gonna change the world?"
"I might start around here."

"Real life: That's the classroom that matters."
"You're not wrong."

"Think you'll be my boss someday?"
"We'll see."

Writing Tips

Writing shouldn't sound like writing — the same way good actors don't look like they're acting and elite athletes make their sport look easy. So when you're writing in the Bloomsburg voice, remember these tips to make our story feel easy, engaging and unforgettable.

AVOID CLICHÉS LIKE THE PLAGUE.

Did that headline make you cringe? Good. Your readers deserve better than a phrase rendered weak by overuse. And in the realm of higher education, some phrases turn up like, well, a bad penny. Still have a soft spot (sorry) for clichés? Go for a satisfying combination of familiar and surprising. Less of this: "Students gain hands-on experience." More of this: "Students get hands-dirty experience."

LEAVE THE JARGON TO THE JARGONITICIANS

Perhaps you already know how plain language is more persuasive than highly technical language, even with audiences that are highly technical. It's because credibility comes not from the words, but from the ideas they represent. And that's just how we see the world here at Bloomsburg.

MAKE STATISTICS COUNT FOR SOMETHING

The numbers are never the story, and our rankings are never reasons. Statistics require context to gain their fullest effect. When you offer a compelling setup, your impressive data can land a knockout blow. So do your statistics justice, and they'll return the favor.

TAKE IT PERSONALLY.

Storytelling works only as hard as the characters do. Don't profile your subject: make her the star of her movie. Make her relatable. Present her with a challenge. Show her moment of truth, and let her bask in the triumph. Your readers will want to be her, and that's what we want, right?

LET'S TALK ABOUT US.

We live in a first-person world. Every screen works in two directions. All media is social. And in case you need any more reason to employ the first and second person, note that every tip on this page is written to *you*, about how *we* can can best tell the Bloomsburg story.

KNOW WHEN TO BLOOM.

We go by many names. Bloomsburg University. Bloom. Simply Bloomsburg. Even our website is BloomU.edu. While the name of our institution is unequivocally Bloomsburg University, after the first mention in a standalone article or publication, we should feel free to go by our nicknames.

First mention: Bloomsburg University.
Second mention and following Bloomsburg.
Sparingly and informally: Bloom. BU. BloomU.

Balancing Our Tone

If you rely on nothing else from this section to ensure that our voice is consistently ours, keep these in mind:

Witty
NOT
Goofy

Gritty
NOT
Grimy

Focused
NOT
Tunnel-Visioned

Practical
NOT
Basic

Pragmatic
NOT
Programmatic

Grounded
NOT
Dug In

Ambitious
NOT
Cutthroat

Fearless
NOT
Thrill-Seeking

Sophisticated
NOT
Stuffy

Positive
NOT
Pollyanna

Eclectic
NOT
Esoteric

Clever
NOT
Cryptic

Conversationally speaking

In an elevator. In a tweet. Somewhere in between. No matter where we are, we should be able to tell the Bloomsburg story appropriately. What follows aren't speeches to be memorized; they're more like sketches to personalize and embellish.

IN A MEETING

Bloomsburg University was founded on the belief that opportunity is created by the people who are determined to achieve more. And that's how we live and learn and teach today. Our students know what hard work is, and appreciate what comes from working smarter, academically and otherwise. Everyone's here to make their lives better, so they can inspire and lift up the lives around them. We're never afraid of the path ahead, and we're always ready to pull together. It's one reason we're called the Huskies. And that's how we do it at Bloomsburg University.

IN AN ELEVATOR

At Bloomsburg University, everyone's here to put the work into improving their lives and lifting up everyone around us. Because we're not afraid of the path ahead, and we're always ready to pull together. It's one reason we're called the Huskies. And that's how we do it at Bloomsburg University.

IN A TWEET

At Bloomsburg University, we believe opportunity belongs to those who are ready to work for it and unafraid to do something great with it. Here, our onward is upward. Come along with us.

4

VISUAL STYLE

The elements and guidelines shown within this section are just that, a starting point for implementing our brand elements. Use your best judgement in applying the elements, knowing there is flexibility in adjusting their application for specific situations.

Color

COLOR PALETTES

Primary Palette

Maroon

Coated	RGB	Hex	CMYK
PANTONE 209 C	111, 38, 61	#6F263D	20, 97, 40, 58

Yellow

Coated	RGB	Hex	CMYK
PANTONE 129 C	243, 208, 62	#F3D03E	0, 11, 78, 0

Secondary Palette

Gold
Coated
PANTONE 466 C

RGB
198, 170, 118
Hex
#C6AA76
CMYK
8, 23, 52, 15

Off-White

RGB
200, 169, 119
Hex
#C8A977
CMYK
22, 31, 59, 0

Grey 1
Coated
PANTONE 10 C

RGB
99, 102, 106
Hex
#63666A
CMYK
40, 30, 20, 66

Grey 2
Coated
PANTONE 5 C

RGB
177, 179, 179
Hex
#B1B3B3
CMYK
13, 9, 10, 27

Black

RGB
0, 0, 0
Hex
#000000
CMYK
75, 68, 67, 90

White

RGB
255, 255, 255
Hex
#FFFFFF
CMYK
0, 0, 0, 0

Overview

Our color palette has two tiers: primary and secondary, each with its own mix of colors. Our communications lean heavily on the primary set, but we use the secondary palette to build color schemes that are complementary and balanced.

Rule of Thumb

A robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

Color Builds

When using color builds, always use the color values listed on these pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone® Color Bridge breakdowns.

In general, the color code sources originated from Pantone® Color Bridge Coated.

Typography

Huskies Never Turn Back

Museo Sans 300 / 44 pt. type

Have grit, will hustle

Mercury Display Semibold / 58 pt. type

ONWARD, MEET UPWARD

GT America Compressed Bold Italic / 58 pt. type

BLOOM NATION

Forza Black / 64 pt. type

GT AMERICA

Foundry:
Grilli Type

Uses:
Primary Headlines

Usage

GT America builds a bridge between the American Gothic and European Grotesque typeface genres. It combines design features from both traditions and unites them in a contemporary family. Our brand uses the compressed italic weight, in full caps, to illustrate forward momentum and boldness in high-level headlines.

See page 65 for instructions on how to construct angled headlines.

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

Aa

UPWARD AND ONWARD

Weights

COMPRESSED BOLD ITALIC   COMPRESSED BLACK ITALIC

Typesetting Example

Headline, GT America Compressed Bold Italic

190 pt. type / 10 pt. tracking

55

You can't demand respect. You can only earn it. If you don't know that by your first day here, you'll know it by your last.

Let's live and earn.

Typesetting Example

Callout, Mercury Display Semibold

18 pt. type / 22 pt. leading / 10 pt. tracking

MERCURY DISPLAY

Foundry:
Hoefler & Co.

Uses:
**Headlines
Body Copy**

Usage

Mercury Display is a contemporary serif that's smart, quick and articulate. It adds elegance and sophistication to our brand, and works well in balancing boldness with formality.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Weights

Italic Semibold **Bold**

FORZA

Foundry:
Hoefler&Co.

Uses:
**Headlines
Callouts**

Usage

Forza is a bold sans-serif typeface that is used for headlines and callouts. Its rounded, geometric characteristics add boldness and energy to layouts, and help it combine well with our other typefaces. Note that we use it only in full caps.

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Aa

Weights

BOOK MEDIUM **BOLD BLACK**

ESPECIALLY WHEN IT'S THE PERSON YOU SET OUT TO BE.

Typesetting Example

Headline, Forza Black

24 pt. type / 34 pt. leading / 15 pt. tracking

Lorem et del ipsum dolor sit amet, consectetur dus adipiscing elit, sed do del autre el det eiusmod tempor incididunt ut labore temp et dolore magna aliqua. Ut enim ad minime et de veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo duis et consequat. Duis aute irure dolor et in reprehenderi.

Lorem autre
LIBERO ET

Lorem et del ipsum dolor sit amet, consectetur dus adipiscing elit, sed do del autre el det eiusmod tempor incididunt ut labore temp et dolore magna aliqua. Ut enim ad minime et de veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo duis et consequat. Duis aute irure dolor et in reprehenderit in voluptate velit del esse cillum dolore eu fugiat libero nulla pariatur.

Typesetting Example

Body Copy, Museo Sans 500

8 pt. type / 11 pt. leading / 0 pt. tracking

MUSEO SANS

Designer:
Jos Buivenga

Uses:
Body Copy

Usage

This sturdy, low-contrast, geometric sans-serif typeface is highly legible and very well suited for display and text use. We use Museo Sans for longer sections of body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Weights

100	300	500	700	900
100 Italic	*300 Italic*	*500 Italic*	*700 Italic*	*900 Italic*

ANGLED TYPE

Usage

We use angled type to set compelling and energetic headlines. This technique is used only with the GT America typeface and only for high-impact moments.

Step 1

Start by typesetting the word or phrase that you want to emphasize.

INSPIRES

Step 2

Rotate the type upward at a 5.5-degree angle. For consistency, all headlines that use this technique are set at 5.5 degrees.

INSPIRES

5.5°

Headline Constructions

This dynamic treatment works best when we combine typefaces and make good use of white space.

Example

Forza Black

The leading in the secondary typeface is looser, creating more emphasis on the primary text.

GT America Compressed Bold Italic

Use the angular type technique to make a bold statement with our primary typeface.

Line Accents

The directional line helps create motion in our typography. See page 79 for a guide on creating line accents.

BECOME THE TEACHER WHO *INSPIRES* TOMORROW'S TEACHERS

LEADING

Body Copy

Using type thoughtfully is crucial to making our designs look professional. Line spacing, called leading, is critical to setting type that's easy to read.

With our typefaces, text generally looks best with leading set slightly looser than the default.

LEADING

Headlines

For headlines, leading will usually be a little tighter than for body copy. Because we typically set headlines in a bold, block typeface and in all caps, we don't have to worry about leaving room for ascenders or descenders between lines.

Headlines set at smaller point sizes may need more leading proportionally than headlines set at a larger point sizes. Trust your eye, not the number. If it looks too tight, it probably is.

Leading that's too tight leaves too little pause between lines.

⊗ 16 pt. type / 28 pt. leading

This leading is too loose.

Alibus in et moditatque et quae venda volut lis nonse comniscit ullis estis solent odissitis audicipis.

⊗ 8 pt. type / 15 pt. leading

Leading that's too tight leaves too little pause between lines.

⊗ 16 pt. type / 15 pt. leading

This leading is too tight.
Volestis asinto to vendaectore esem cuptate nientibus ducil maiorum aut que dolorpora aut as nonse et.

⊗ 8 pt. type / 9 pt. leading

When leading is correct, the reader won't even notice.

⊘ 16 pt. type / 18 pt. leading

This leading is correct.
Ibusdam, sunt quatqui quo velecum rest, que etum haritatem vendebis nem de optata vel int lorem ipsum.

⊘ 8 pt. type / 11 pt. leading

TOO MUCH LEADING

⊗ 35 pt. type / 42 pt. leading

CORRECT LEADING

⊘ 35 pt. type / 33 pt. leading

NOT ENOUGH LEADING

⊗ 35 pt. type / 29 pt. leading

CORRECT LEADING

⊘ 20 pt. type / 19 pt. leading

TRACKING

Usage

Correct letter spacing, called tracking, also makes the type easy to read. Outside of headlines, text should always be tracked slightly looser than the default setting, and optical kerning should be used when it's available. When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

Trust Your Eye

The best tracking for each typeface varies. What works for some typefaces may not work for others.

The size and weight of the typeface can also influence how much tracking is necessary. Smaller sizes and heavier weights may need more.

Tracking that is too loose leaves too much space between letters.

⊗ **+130 tracking**

Tracking that's too tight leaves too little space between letters.

⊗ **-75 tracking**

When tracking is correct, the reader won't even notice.

✓ **+10 tracking, optically set**

TYPESETTING

"

**HANDS-ON
LEARNING IS
FINE. I CAME TO
BLOOMSBURG
FOR HANDS-DIRTY
EXPERIENCE,
AND I GOT IT."**

M A R I A   C R U E Z

Vitesse Sans Black
12 pt. type
14 pt. leading
0 pt. tracking

Vitesse Sans Bold
10 pt. type
300 pt. tracking

No matter the degree, a diploma from Bloomsburg means business.

AND SO DO HUSKIES.

It should go without saying that you'll learn from outstanding faculty and staff who bring extensive industry experience to the classroom. It's part of why a Bloomsburg degree gets noticed.

Mercury Display
15 pt. type
18 pt. leading
10 pt. tracking

Forza Black
9 pt. type
0 pt. tracking

Museo Sans 300
10 pt. type
12 pt leading
0 pt. tracking

BE READY TO

CLIMB HARD.

Forza Black
16 pt. type
0 pt. tracking

GT America
Compressed
Bold Italic
130 pt. type
106 pt. leading
0 pt. tracking

Graphic Elements

KEYSTONE

The keystone illustrations can be used as supergraphics.

BLOOMSBURG "B"

CARVER HALL

MOUNTAINS

Example:

It's the wisdom that comes from work ethic. And a perspective that comes from having the path ahead rise and unfold.

Usage

The keystone is an iconic symbol for Pennsylvania's state heritage. In our brand's visual language, we combine it with three distinct illustrations: the Bloomsburg "B," Carver Hall and the Katawissa Mountains. The keystone shape is not used as a container for any other elements or illustrations in our brand. These three marks pair well with callout text and long-form body copy.
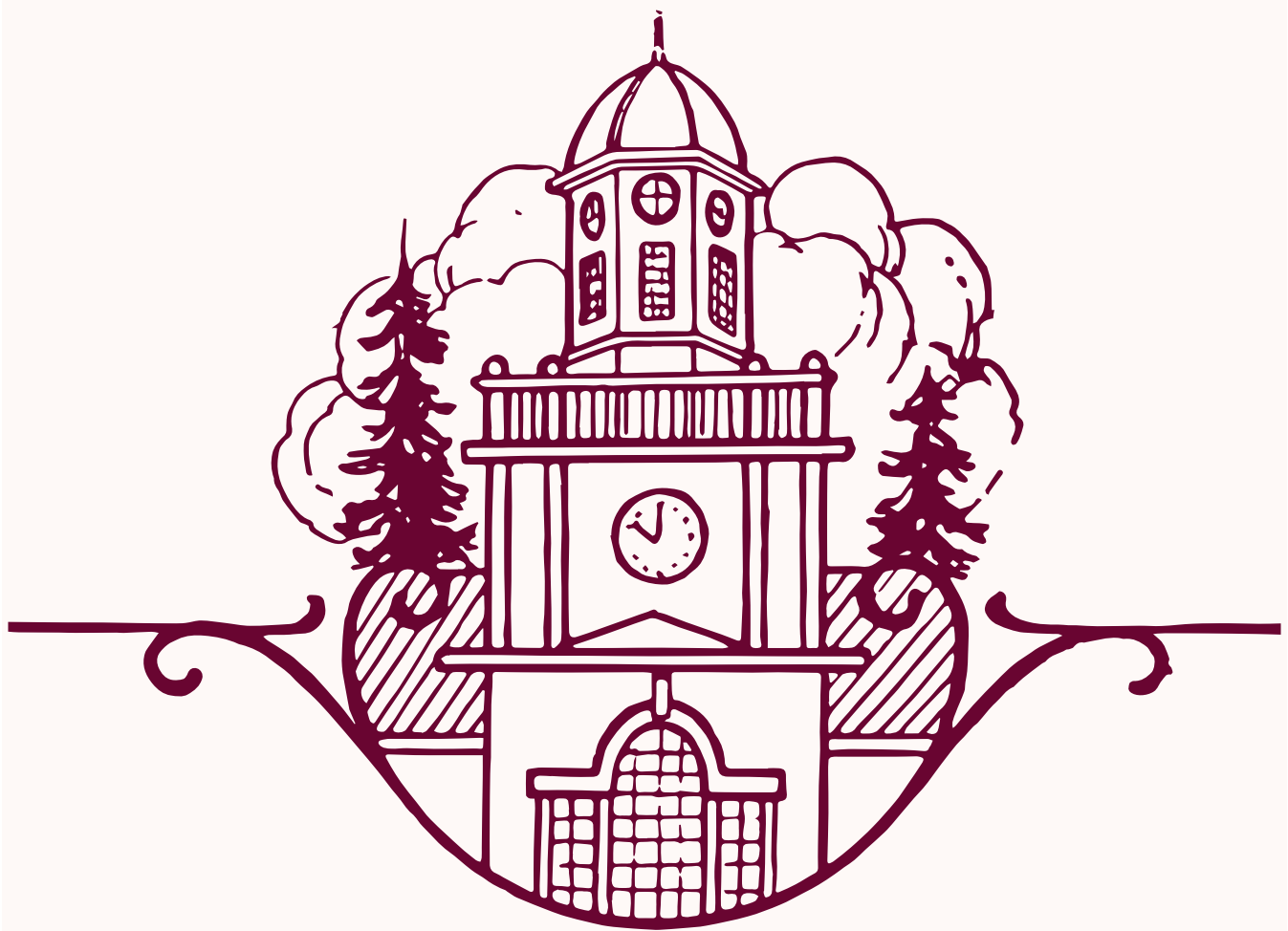
The Carver Hall illustration can be used as a supergraphics.

CARVER HALL

Usage

Carver Hall is an iconic part of Bloomsburg's history and academic experience. To add a balance of boldness and sophistication, use the Carver Hall illustration with text callouts or incorporate it into layouts as a supergraphic.

Example:

You can't demand respect. You can only earn it. If you don't know that by your first day here, you'll know it by your last.

ARCHIVAL MARKS

The archival marks shown here can also add visual rhythm and pacing to designs as subtle accents.
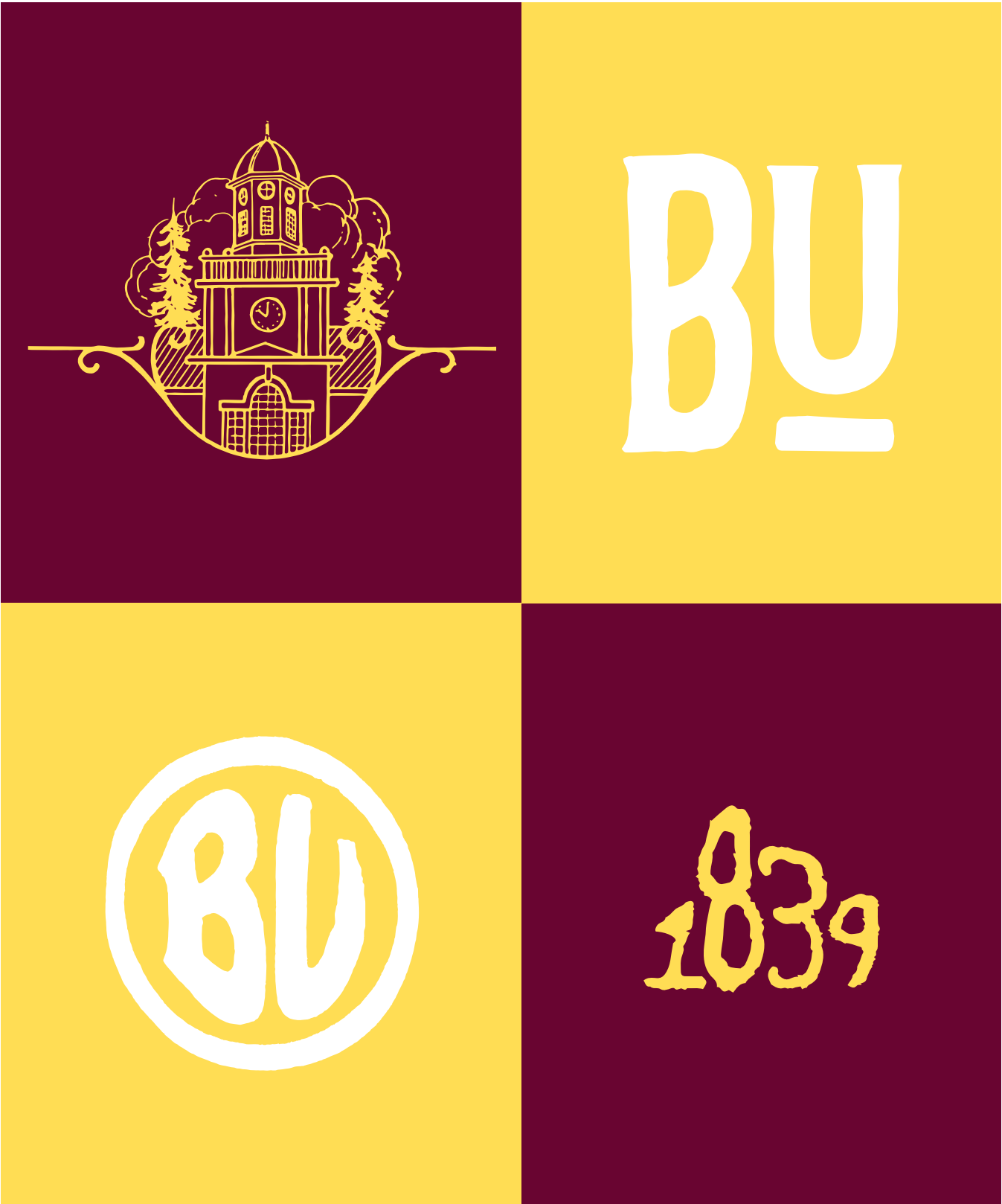
TAB SYSTEM

Usage

For an easy way to elevate headlines and divider pages, try incorporating our tab system. Tabs are placed at the top of the page, as shown, using the Carver Hall illustration or archival marks, to add dimension and elegance to layouts.

Example:

WE CONSIDER

WORK ETHIC

TO BE A

SUPER-POWER.

LINE ACCENTS

Usage

Line accents are an important piece of our visual brand. This element conveys motion and upward trajectory simply and elegantly. Use line accents with large-scale headlines, call-outs and pull quotes to add a sense of dynamic flow.

Example:

Lorem im dolor et duis libero acru feugiat fauc.

Figure 1.5

Creating line accents

Step 1

Angle two separate strokes at 45° around the text you would like to highlight (see Figure 1.1) For this process, you will need to select each stroke separately and go through the steps one at a time.

Lorem im dolor et duis libero acru feugiat fauc.

Figure 1.1

Step 2

Once you have selected the stroke, right-click on it and open the Effects panel. Then select Gradient Feather (See Figures 1.2 and 1.3).
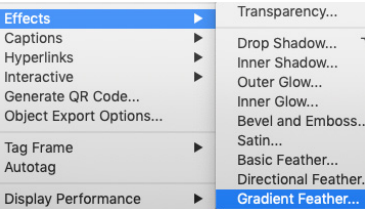
Figure 1.2

Step 3

Once you have applied the Gradient Feather effect, you'll need to adjust the angle depending on which side the stroke is sitting (see Figure 1.4).
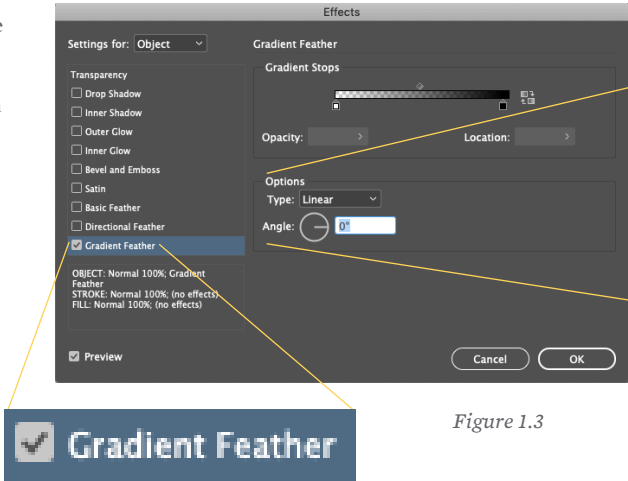
Figure 1.3
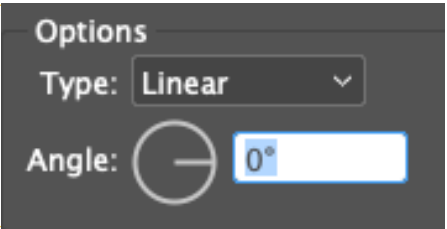
Figure 1.4

Step 4

Select the bottom left stroke and set the angle to 0°.
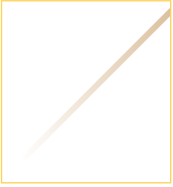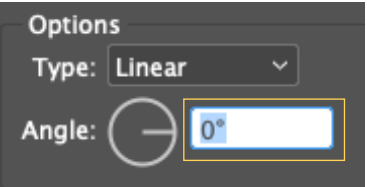
Select the top right stroke and set the angle to 180°.
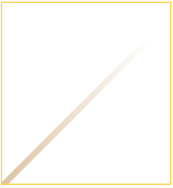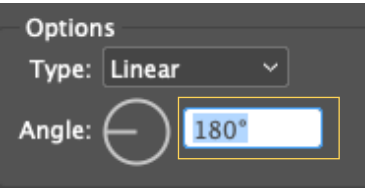
Step 5

The effect is finished. Remember that the effect is an accent to emphasize the text. Be sure to adjust the colors so that they balance and don't overpower the text.

DIRECTIONAL LINE

Usage

The directional line adds movement to grid layouts. The line's energy helps guide the viewer's eye through compositions. This device can be used to break up content and call-outs in a layout; it can also be used with longer sections of body copy.

NOTE

When creating the directional line, adjust the degree of the angle to best balance the layout. Use your best judgment when creating the angle. Always keep a strong diagonal in mind when creating your composition.

Example:

Et malesuada fames ac turpis egestas integer eget. Massa id neque aliquam vestibulum morbi blandit cursus. Dolor et libero set etamit dolor el.

Lorem autre
LIBERO ET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do del autre el eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minime et de veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Balancing the Layout

The directional line is a great way to create movement and flow within a layout. It's important to find the right balance within a grid structure. In Figure 2.1, the line helps balance out a content-rich layout; in Figure 2.2, the directional line also works with open areas and negative space.

Example:

Figure 2.1

Figure 2.2

Example:

HUSKIES

GET THE JOB DONE

OPEN FOR ANYTHING

Where is the line between a club, a business, and a learning laboratory? If you're doing it the Bloomsburg way, that line is fuzzy at best.

Nullam aenan atea eleifend efficitur interdum. Suspendisse etae libero il mi erat, facilisis elementum erat a, blandit et malesuada mauris.

GIVE SPARE MOMENTS VALUE.

Here, life outside the classroom is anything but a distraction or an escape. It's a laboratory for testing team dynamics and exploring your individual or cultural identity.

Conquer a 30-foot climbing wall. Shore up your physical and mental strength. Build out your social and professional network. Make more of yourself and the most of your Bloomsburg experience.

And yes, have a good time doing it.

" Activities here are more than a way to blow off steam. They're here to drive new possibilities. "

Christian Delos

BOX CALLOUTS

Box callouts are best used in combination with a photo. Note below how the photo bisects the content in the box. Box callouts can contain illustration elements, important stats or student profiles.

STATS AND QUOTES

With stats and quotes, we generally incorporate a couple of typefaces and colors. Use these elements to highlight important information and add dimension to layouts. Depending on the combination of typefaces, the effect can run the gamut from bold to elegant.

WELL ON HIS WAY

A bachelor's in Health Sciences helped Jeremy St. Clair follow through on his dream of attending medical school in NYC. He hopes to one day open a clinic in his old neighborhood.

Teaching and learning are more than two sides to an equation. There's also a human quotient. Bloomsburg teaches teachers to factor that into every lesson. And it works.

BU

MAKING NUMBERS COUNT

ZCOB grads have a natural tendency to make business works for everyone. They know it's about more than earning money. Success takes earning respect, too.

9/10

CUS SITEM EOSONSEQUAS MI, VOLORUM DOLLITA QUI DOLO INIME NIS

I learned that the best answer to 'you can't' is 'just watch me.'"

98%

CUS SITEM EOSONSEQUAS MI, VOLORUM DOLLITA QUI DOLO INIME NIS

LINE PATTERN

Our striped pattern uses upward-angled lines that recall our directional line and accent line elements. The pattern is primarily used in the headers and footers of compositions, as an anchoring device and unifying element. The pattern should always appear subtle and should never distract from the page's content.
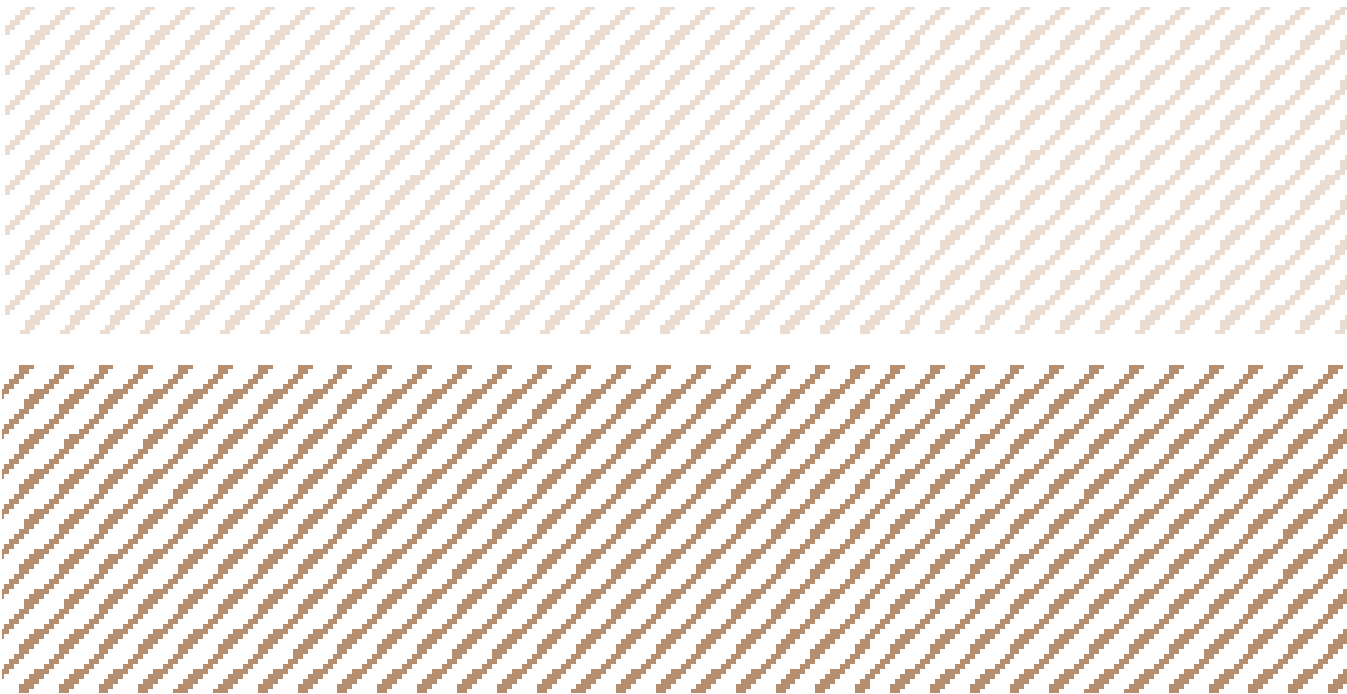
Lorem Ipsum dolor
et libero tempor
del duis amet.

HUSKY SILHOUETTE

Use the Husky silhouette for bold impact moments, such as viewbook covers and posters. This graphic element may only be used as a container for duotone photographs of campus. The effect works best when the silhouette placed against bold colors from our palette.

Make sure when placing the photo in the silhouette that the crop of the photo feels balanced compositionally and has proper contrast.

Photography

DUOTONE

Our duotone photography leads with our iconic colors: maroon and gold. This style is distinct, bold and compelling. It works best with high-contrast portraits and photographs of campus.
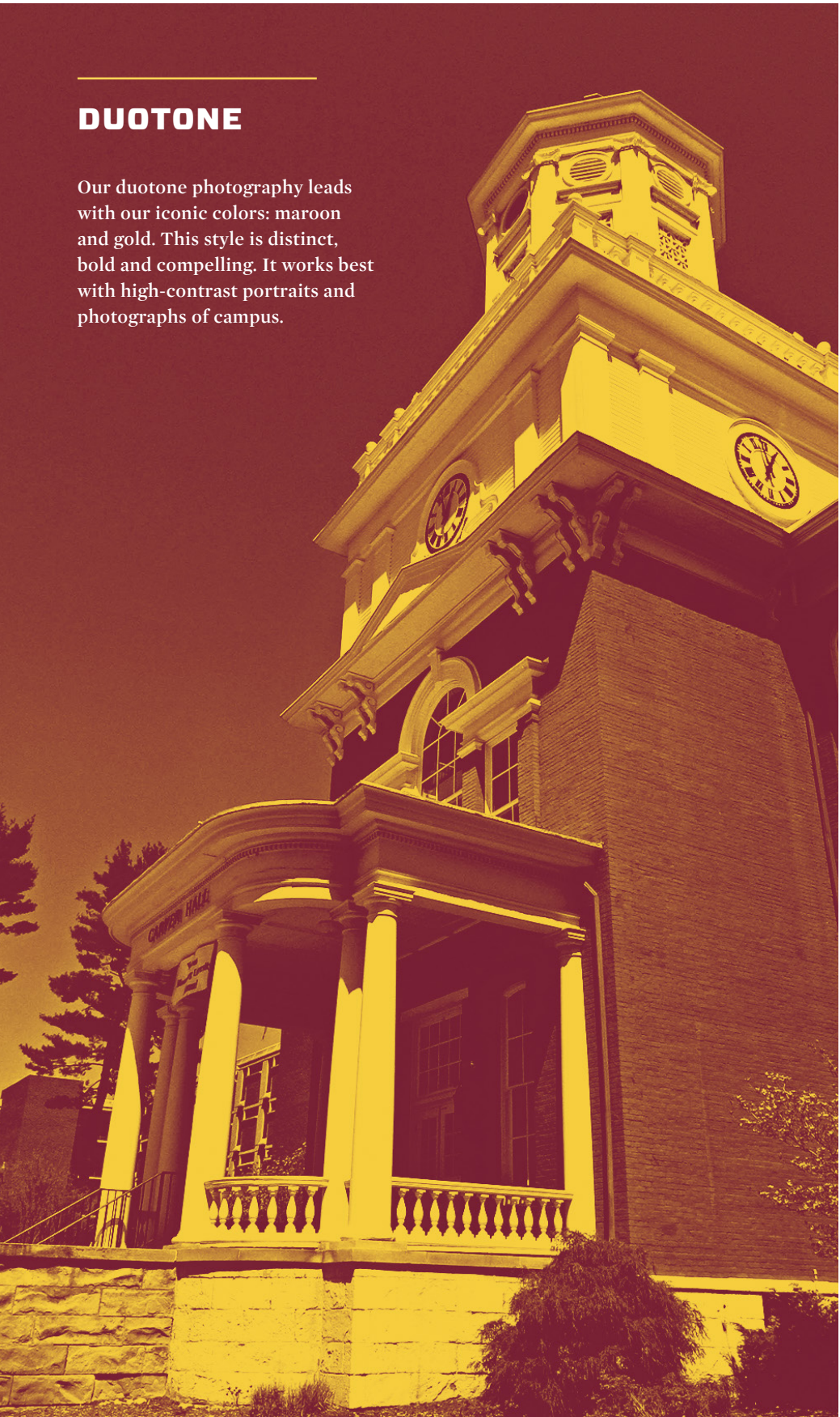
Creating Duotones

Step 1

Open the gradient map file provided in Photoshop. Place the photo you would like to alter in the file. When selecting images, pick options that have strong contrast.

Step 2

Place the Gradient Map layer above the layer the photo is on (Fig. 3.1). Make sure the gradient layer is visible.
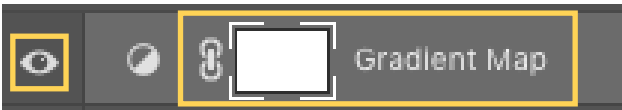
Once the layer is visible, the contrast on the gradient may need to be adjusted further. In the example shown (Fig. 3.2), parts of the subject's face are not visible.

To adjust the gradient map, select the gradient map layer and open the properties panel. Then select the gradient (Fig 3.3).
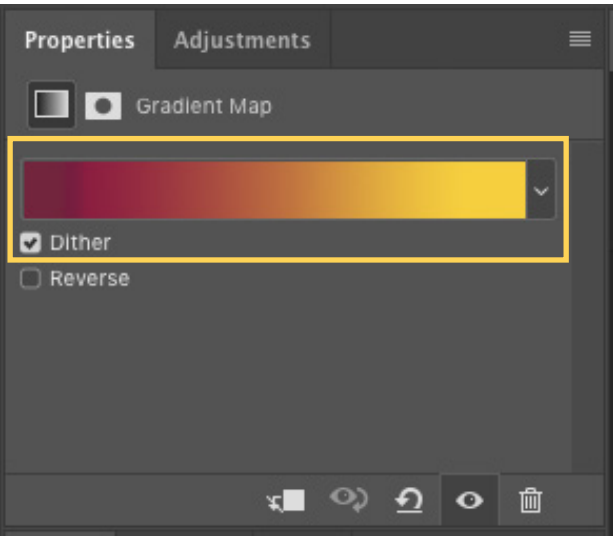
Figure 3.1

Figure 3.2

Figure 3.3

Step 3

After the gradient map has been opened, adjust the gradient using the dials (Fig 3.4).

Adjust the dials until the contrast issues have been resolved. In Figure 3.5, the contrast has been adjusted so that the gradient doesn't overpower the subject.
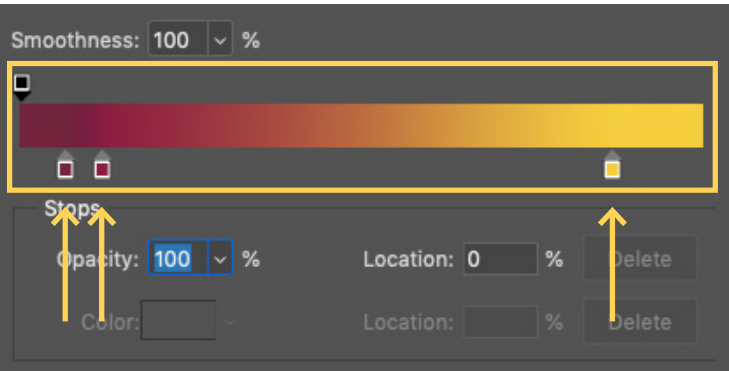
Figure 3.4

Figure 3.5

Step 4

When the contrast has been adjusted, the image is ready to be saved.

Once saved, it's ready to be placed into layout for design.

CANDID

People are at the core of what we do and why we do it. It's important to include images of people that feel natural, warm and relaxed. Even when posed, figures should appear naturally lit and in the moment.

ENVIRONMENTS

So much of the Bloomsburg experience happens on our campus. Capture the bustle of our campus, historic Carver Hall and our classrooms.
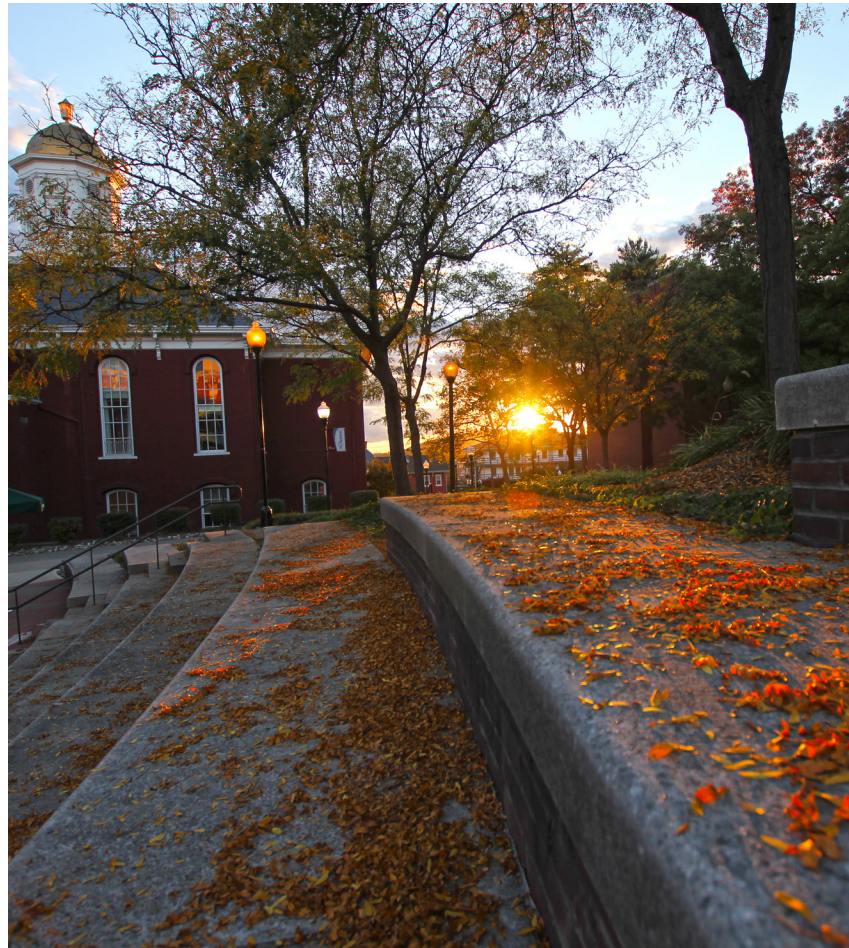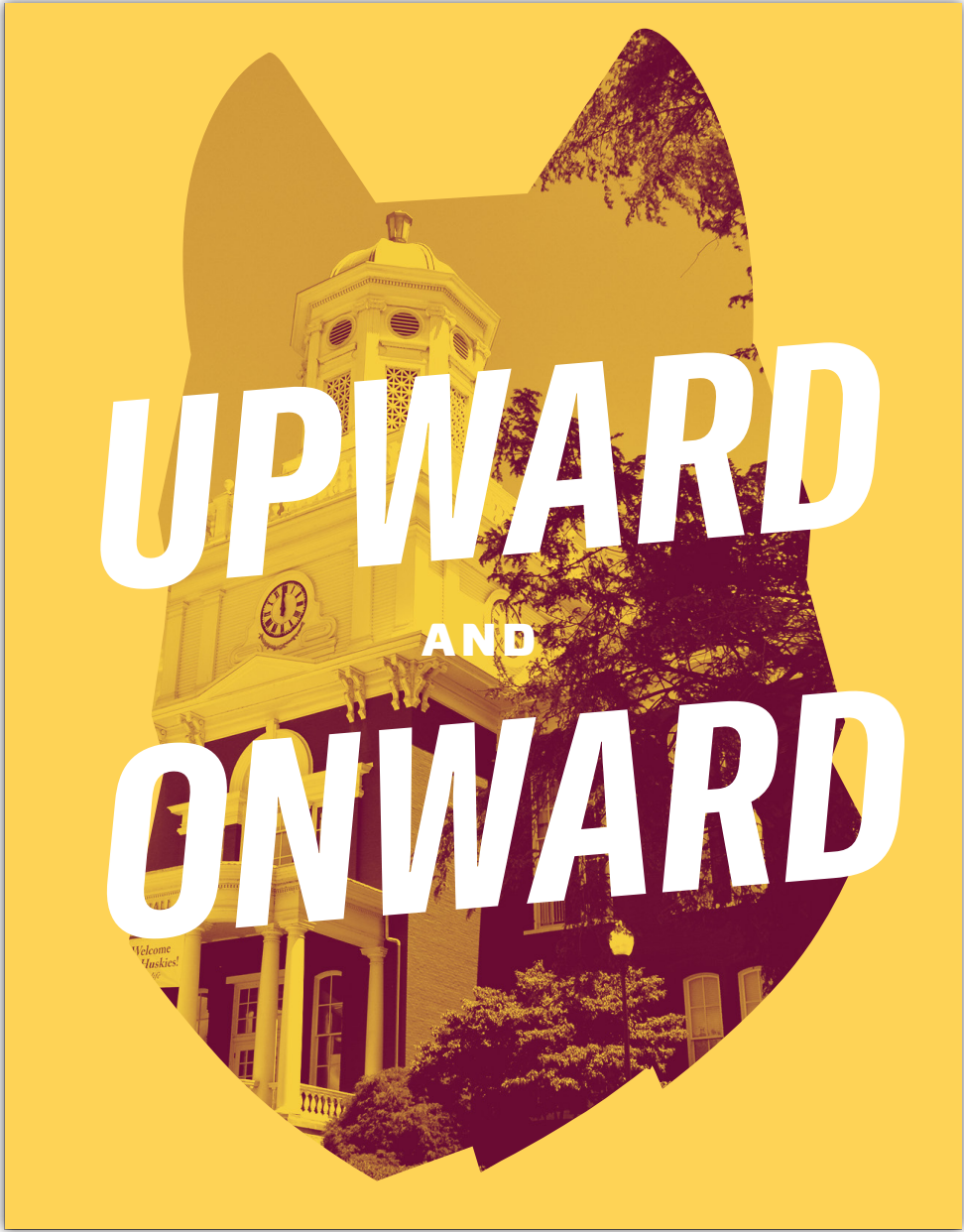
BRINGING
IT TO *LIFE*

VIEWBOOK

UPWARD

AND

ONWARD

Welcome Huskies!

It's not bragging
if you can back it up.

WE DON'T BRAG.

We stand behind our every word and
every student. We say a Bloomsburg
degree opens doors because our grads
are prepared to walk in, get to work
and make a difference on day one.

**Ready to put in the work,
and get more out of tomorrow?**

We are, too.

VIEWBOOK

MY ONWARD IS MY UPWARD

It's the wisdom that comes from work ethic. And a perspective that comes from having the path ahead rise and unfold.

That's how Bloomsburg University sees the world and your place in it. Here, you begin at the foot of the hill and start climbing. Working your way upward, finding common ground along the way, on the quad and in the buildings surrounding it.

By your senior year, you'll dwell at the top, not looking back and down at how far you've come. Huskies look ahead, and out onto the opportunities that await.

HERE'S WHERE YOU BEGIN YOUR CLIMB.

VIEWBOOK

BECOME

THE

TEACHER

WHO

INSPIRES

TOMORROW'S

TEACHERS

MARYN KAPPLER

Maryn took two sets of notes in high school. One for her classes. One for what she wanted in a teacher.

To be sure, she had great teachers. She just had teachers who made students want to be teachers, too.

EDUCATION '22

By the time she declared her education major at Bloomsburg, she had studied with teachers who inspired her. Educators with credentials in the classroom and experience well outside of it. In short, she learned from the teachers she had set out to become.

CHOOSE WISELY

58 Number of undergraduate programs, from accounting to theater arts. Factor in 56 different minors, and you've got serious choices.

20 Number of graduate programs, including doctorates in audiology and in nursing practice. You heard right.

VIEWBOOK

WE SEE
HUSTLE
AS
BUSINESS
SENSE.

VIEWBOOK

HUSKIES
GET THE JOB DONE

OPEN FOR ANYTHING

Where is the line between a club, a business and a learning laboratory? If you're doing it the Bloomsburg way, that line is fuzzy at best.

Nullam aenan atea eleifend efficitur interdum. Suspendisse etae libero il mi erat, facilisis elementum erat a, blandit et malesuada mauris.

GIVE SPARE MOMENTS VALUE.

Here, life outside the classroom is anything but a distraction or an escape. It's a laboratory for testing team dynamics and exploring your individual or cultural identity.

Conquer a 30-foot climbing wall. Shore up your physical and mental strength. Build out your social and professional network. Make more of yourself and the most of your Bloomsburg experience.

And yes, have a good time doing it.

"Activities here are more than a way to blow off steam. They're here to drive new possibilities."

—**Christian Delos**

VIEWBOOK

HUSKIES CHARGE AHEAD AS A TEAM AND ALWAYS PULL THEIR WEIGHT.

VIEWBOOK

DOLOR ET AE DUIS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

You can't demand respect. You can only earn it. If you don't know that by your first day here, you'll know it by your last.

LET'S LIVE AND EARN.

9/10

CUS SITEM EOSONSEQUAS MI, VOLORUM DOLLITA QUI DOLO INIME NIS

98%

CUS SITEM EOSONSEQUAS MI, VOLORUM DOLLITA QUI DOLO INIME NIS

No matter what you study—no matter where you see yourself or where you started out—success takes one thing: a willingness to put the work in and get answers out. That's how it is at Bloomsburg, because that's how it is everywhere else.

VIEWBOOK

LOREM DOLOR ET DUI LIBERO
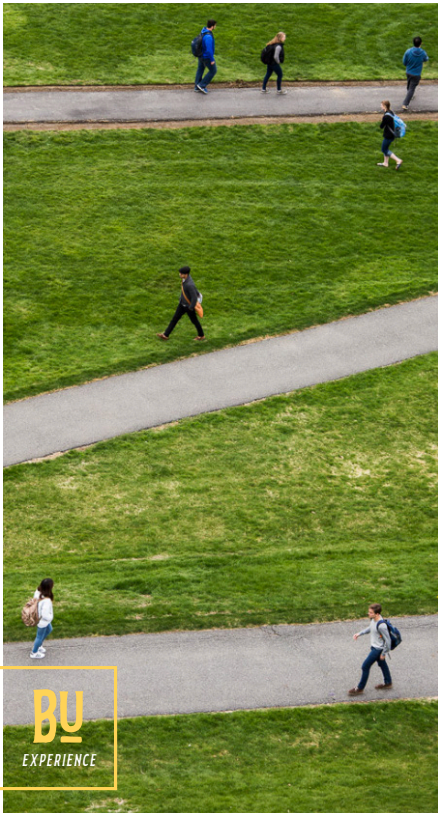
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Life outside of the classroom isn't a distraction or escape. It's a field test. A proving ground. An opportunity to apply the Bloomsburg experience to the real world. Because that's where it will make the biggest differ-

—

Auctor neque vitae duis tempus quam del et a pellentesque.

MASSA SAPIEN FAUCIBUS

LET'S GET REAL

Your first day at the controls will happen long before your first day on the job. You'll learn where you work. It's the only way Bloomsburg knows how to prepare for a career, and we have the results on our side.

"

HANDS-ON LEARNING IS FINE. I CAME TO BLOOMSBURG FOR HANDS-DIRTY EXPERIENCE, AND I GOT IT."

MARIA CRUEZ

98%

CUS SITEM EOSONSEQUAS MI, VOLORUM DOLLITA QUI DOLO INIME NIS

VIEWBOOK

WE CONSIDER

WORK ETHIC

TO BE A

SUPER-POWER.

"

I learned that the
best answer to
'you can't'
is
'just watch me.'

ALAN REED

"When I made the move to become
a nurse, I had doubters. I proved
them wrong. But more important, I
turned out to be an amazing nurse."

VIEWBOOK

1839

Lorem autre
LIBERO ET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do del autre el eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minime et de veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Et malesuada fames ac turpis egestas integer eget. Massa id neque aliquam vestibulum morbi blandit cursus. Dolor et libero set etamit dolor el.

Nullam aenan atea eleifend efficitur interdum. Suspendisse etae libero il mi

Teaching and learning are more than two sides to an equation. There's also a human quotient. Bloomsburg teaches teachers to factor that into every lesson. And it works.
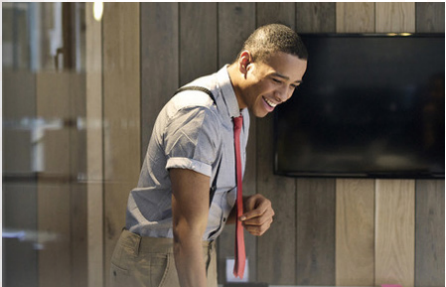
BU EXPERIENCE

VIEWBOOK

WELL ON HIS WAY

A bachelor's in Health Sciences helped Jeremy St. Clair follow through on his dream of attending medical school in NYC. He hopes to one day open a clinic in his old neighborhood.

MAKING NUMBERS COUNT

ZCOB grads have a natural tendency to make business works for everyone. They know it's about more than earning money. Success takes earning respect, too.

No matter the degree, a diploma from Bloomsburg means business.

AND SO DO HUSKIES.

It should go without saying that you'll learn from outstanding faculty and staff who bring extensive industry experience to the classroom. It's part of why a Bloomsburg degree gets noticed. The rest is all you.

Kreischer Miller | Geisinger | **auto**neum

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98%

CUS SITEM EOSONSEQUAS MI, VOLORUM DOLLITA QUI DOLO INIME NIS

Bloomsburg
UNIVERSITY

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"COLLEGE ISN'T FOR EVERYONE."

"HI. I'M NOT EVERYONE."

Bloomsburg
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"YOU? AN ECONOMIST?"

"YES. A GREAT ONE."

IT'S

NICE

TO

MEET YOU.

BU

Especially when it's the person you set out to be.

HERE AT BLOOMSBURG,
you'll meet successful people,
and you'll learn from them. People
making a difference and a career.
All following their ambition and never
letting go of their curiosity.

Want to see what awaits at the
top of your Bloomsburg journey?
Of course you do.

BU

Especially when it's the person you set out to be.

HERE AT BLOOMSBURG,
you'll meet successful people, and you'll learn from them. People making a difference and a career. All following their ambition and never letting go of their curiosity.

Want to see what awaits at the top of your Bloomsburg journey? **Of course you do.**

Geisinger

Rose Curran
Director, Nursing

rcurran@geisinger.com
555.202.9521

geisinger.com

JUST ASK ROSE.

SEKISUI

Tom Herman \ director, innovation center

therman@nfl.com

HIT UP TOM.

IT'S NOT HARD
to spot a
Husky.

In fact, spotting a Husky
couldn't be easier.

We're the ones with grit
and curiosity. Getting the
job done today, and always
focused on earning
our tomorrow.

ATTIRE

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assita venis explib
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RSVP

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BU

Wear your Husky pride on your lapel.

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**PROFESSIONAL U
ALUMNI NETWORKING
COCKTAIL HOUR**

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ATTIRE

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assita venis explibus
daesciurumet

TURKEY HILL
BREWING

RSVP

Arum reruptae nimolupicium
assita venis explibus
daesciurumet