



# Expanding the new brand's scope and application



Research showed the combination of six key factors — dubbed “the Big Six” — are what separates Linfield College from other small liberal arts colleges. In our brand refresh, we chose an infographic to graphically present the Big Six.

Using the brand color palette, bold type and graphic elements, this infographic is a quick visual presentation of Linfield's Big Six that works in multiple publications.



^ Each of the Big Six elements is supported by statistics, and formatted in different ways for insertion into multiple publications.

**BUSINESS** A small (1,700 students) private, liberal arts college in McMinnville, Oregon  
**MARKET** High school students and their parents, high school counselors

## The Big Six emphasize Linfield's unique experiential education

### CHALLENGE

The six factors, with supporting statistics, represent how Linfield is different from other small colleges. In previous publications they were presented as a list with big numerals, but without much support. Because they are the foundation of the Linfield story, it was important to give them more attention throughout the complete student recruitment suite.

### STRATEGY

To bring emphasis to the Big Six we chose to build an infographic, formatted as a two-page spread for magazines and the Senior Viewbook. Smaller versions of each number tie in photos, lists and copy on each page and connect back to the main infographic. Publication content thus gave more meaning and story to each of the Big Six factors. A separate Big Six mailer was used as a teaser for high school seniors.

### RESULTS

As the core of Linfield's story, the Big Six summarize the Linfield experience. By using strong graphics, each publication connects visually and builds on what sets Linfield apart.