LAU
NEW YORK

BRAND GUIDELINES

July 2025



Welcome

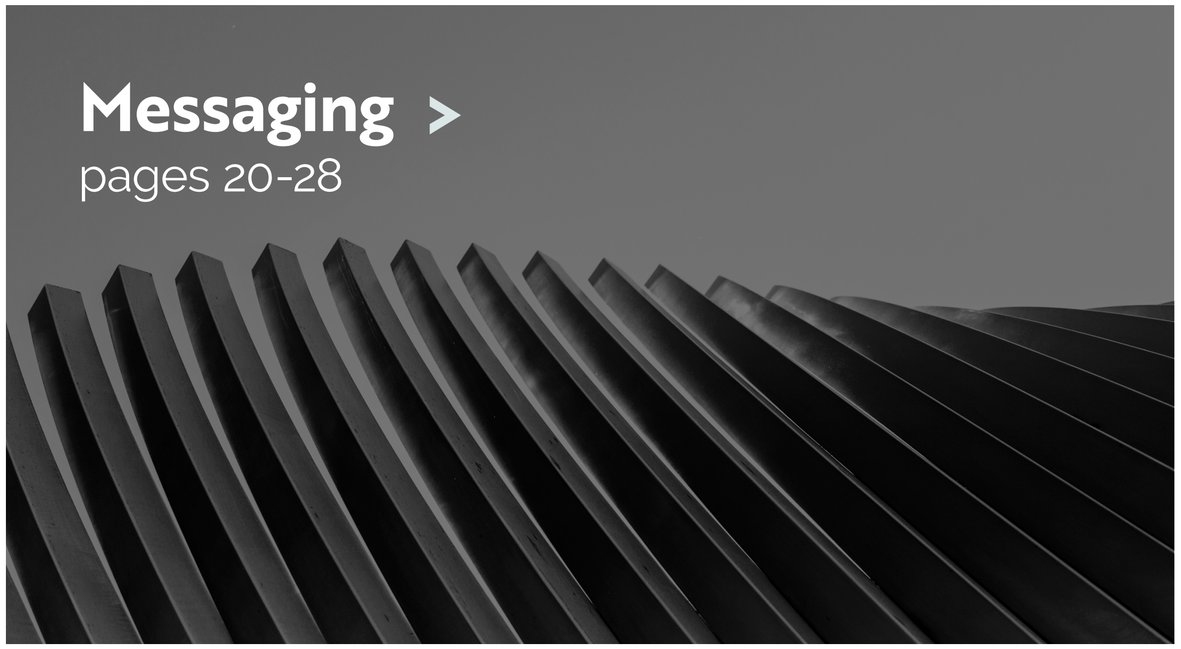
This guide is your roadmap to telling the LAU New York story authentically and powerfully. When you're crafting content, speaking at events, or answering questions about our programs, you'll help prospective students understand why we're different in a crowded marketplace.

Our plans for LAU New York are ambitious—and we need every voice unified behind this vision. When you use this guide, you're building the future of education that puts learners first. Let's make it happen together.

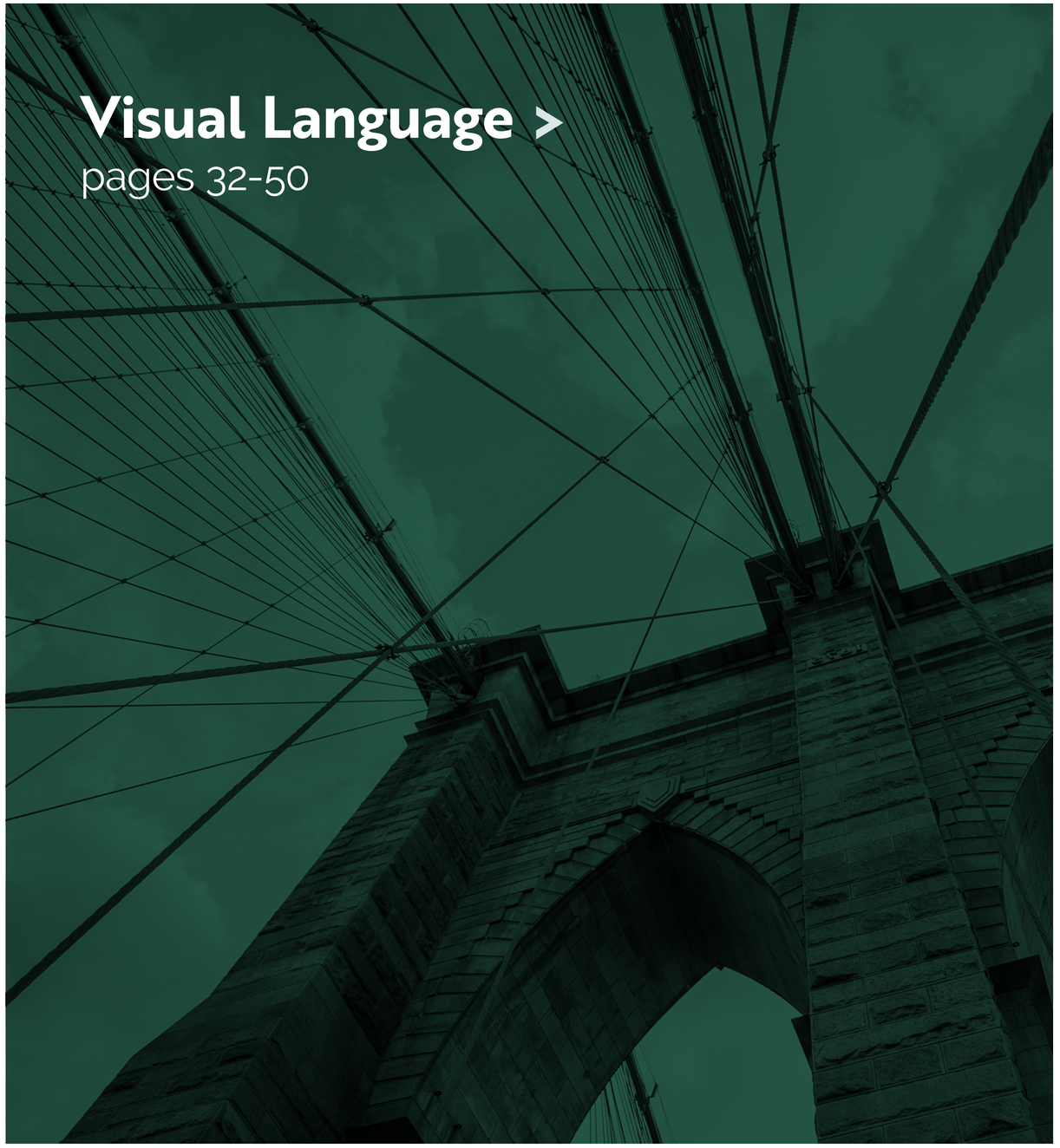
Thanks for all you do on behalf of LAU New York.



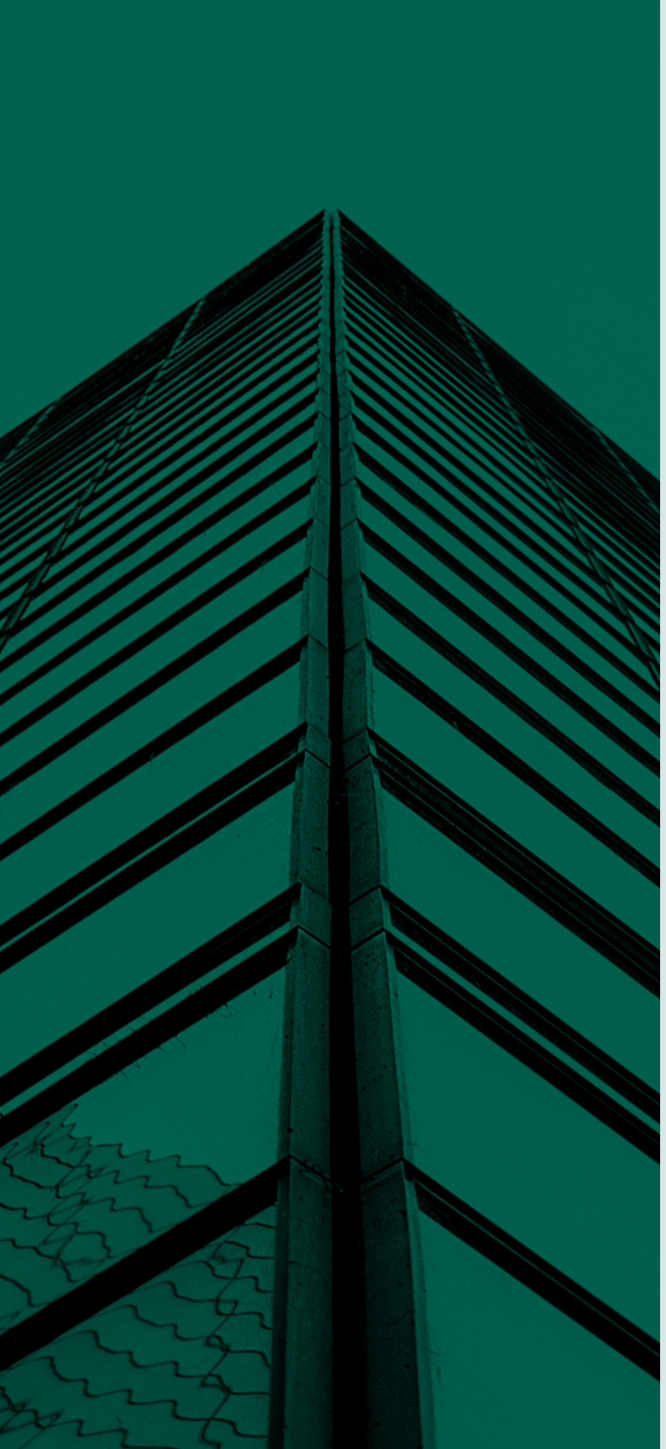
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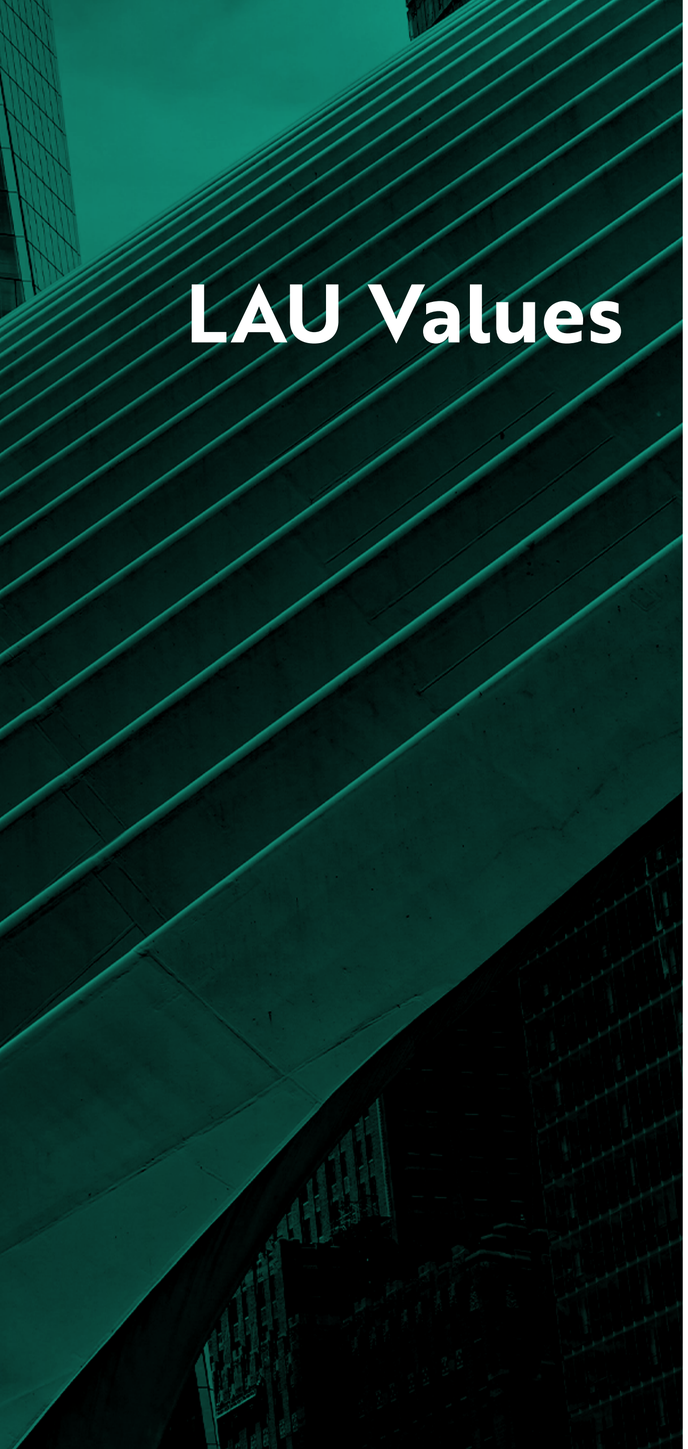
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LAU Mission

Lebanese American University is committed to academic excellence, student centeredness, civic engagement, the advancement of scholarship, the education of the whole person, and the formation of leaders in a diverse world.



LAU Values

In both planning for its future as well as conducting its ongoing daily activities, LAU seeks to act in a manner that is guided by a deep-rooted sense of shared ethical values and aspirations. Built upon this foundation, Lebanese American University:

- Draws its fundamental inspiration from the devotion of its Presbyterian Founders to always seek the Truth, respect human dignity, promote gender equality, and be inclusive;
- Provides educational opportunities as one university with multiple campuses, each with distinctive gifts and attributes;
- Commits to academic and service excellence throughout the institution;
- Demonstrates dignity and respect for and from the Board, faculty, staff and students in word and in deed;
- Celebrates the accomplishments and contributions of all members of the LAU community;
- Succeeds because its people take pride of ownership and are held accountable for their actions;
- Works together as an extended family community that reflects the highest ethical and moral standards;
- Enables individuals to find their own spiritual and personal fulfillment while ever sensitive to the changing global village in which they live;
- Promotes social connectedness of the students to the country of Lebanon; and encourages their commitment to social justice and democracy.



LAU Vision

The Vision of Lebanese American University is driven by its mission and values. The Vision for LAU will be carried out through:

- Providing access to a superior education for diverse undergraduate and graduate students and lifelong learners;
- Attracting and retaining distinguished faculty who excel in teaching, research and community service;
- Enrolling and retaining academically qualified and diverse students;
- Embracing liberal arts in all curricula;
- Creating opportunities for rigorous research and the dissemination of knowledge;
- Developing a close-knit community that excels academically, is intellectually stimulating, and is religiously, ethnically and socio-economically diverse;
- Attracting and retaining a highly qualified staff committed to excellence in service;
- Fostering collaboration across the university in teaching, learning, research and service;
- Providing state-of-the-art infrastructure and support services that enrich the student, faculty and staff experience;
- Developing world citizens with a deep sense of civic engagement;
- Promoting the values of peace, democracy, and justice.

STRATEGY



Boilerplate

LAU New York is the New York City branch campus of the Lebanese American University. Since our founding by Americans in Lebanon in 1924, LAU has been driven by an entrepreneurial spirit and an unwavering dedication to putting learners first. Our New York state-accredited business and tech degree programs deliver the same globally recognized business education that has earned us a ranking among the top 125 business programs worldwide.

Why this matters

This text can be used whenever LAU New York needs to provide a brief “biography” or introduction to itself. It succinctly provides essential credibility markers and third-party validation that supports our positioning. The content stays the same regardless of context because it contains the core institutional information that defines the brand.

Brand Promise

The commitment we make to audiences—what we promise to deliver.

Global business and tech education that's invested not just in *what* you learn, but in how *you* learn best.

Positioning

In a landscape where impersonal, one-size-fits-all business and tech education has become the norm, LAU NY delivers an experience that's globally relevant, personalized, flexible, and affordable.

Personality Pillars

1

The life-changing variable in education: Professors deeply invested in your success.

2

Exceptional education with a big picture perspective that fits your life.

3

Affordable cost. Long-term value and impact.

Differentiators

1

Professors are uncommonly dedicated to their students—whether you study in person or online.

2

We've created an educational experience that never makes you sacrifice learning quality and relevance for flexibility and convenience.

3

Financial barriers should never stand between your ambitions and a transformative education.

Graduate Program Positioning

In a landscape where impersonal, one-size-fits-all business and tech education has become the norm, LAU NY offers an experience that's globally relevant, personalized, flexible, and affordable—an education without compromises. Fully accredited in New York State, our programs in Business & Economics and Computer Science have earned prestigious global recognition in the Times Higher Education World University Rankings. At LAU NY, professors know your name and invest in your individual journey while you build a professional network that spans industries and continents. LAU NY will equip you to become a confident, versatile leader—able to pivot between international markets and domestic operations, and inspire teams to innovate across cultural and functional divides.

Why this matters

This is your elevator pitch that immediately sets LAU NY apart from the crowded higher education market. It directly addresses what students dislike most about other programs (impersonal, rigid, expensive) and positions LAU NY as the solution that doesn't make them choose between quality and convenience.



Undergraduate Program Positioning

LAU NY's fully accredited Undergraduate International Business Program is designed for students who eat, sleep, and live business—because they see business as a force that transforms lives, families, and communities. Small by design, and located right in Midtown Manhattan, our program is led by remarkably dedicated faculty (not TAs) who trained at the world's top universities. They create exhilarating, hands-on learning experiences that feel more like a startup or business incubator than a traditional business school classroom.

And because we believe every talented student deserves access to world-class business education, we've made LAU NY one of the most affordable international business programs in the nation. Our commitment to financial accessibility is backed by abundant scholarship opportunities, ensuring that tomorrow's business leaders can access the personalized, transformative education they deserve.

Why this matters

This speaks to passionate, business-minded students who want more than just lectures and textbooks. It creates excitement by painting the program as dynamic and entrepreneurial, while the Manhattan location and affordability message removes the typical barriers that keep talented students away from quality international business education.



For Arab & MENA Audiences

Your cultural heritage isn't just part of your identity—it's your competitive edge in today's global marketplace. Our International Business Program empowers you to leverage your unique perspective, becoming the kind of leader that companies and communities need more than ever.

Why this matters

This creates an emotional connection by saying "We see you and value who you are." It turns cultural identity into a professional strength rather than something to navigate around.

Personality

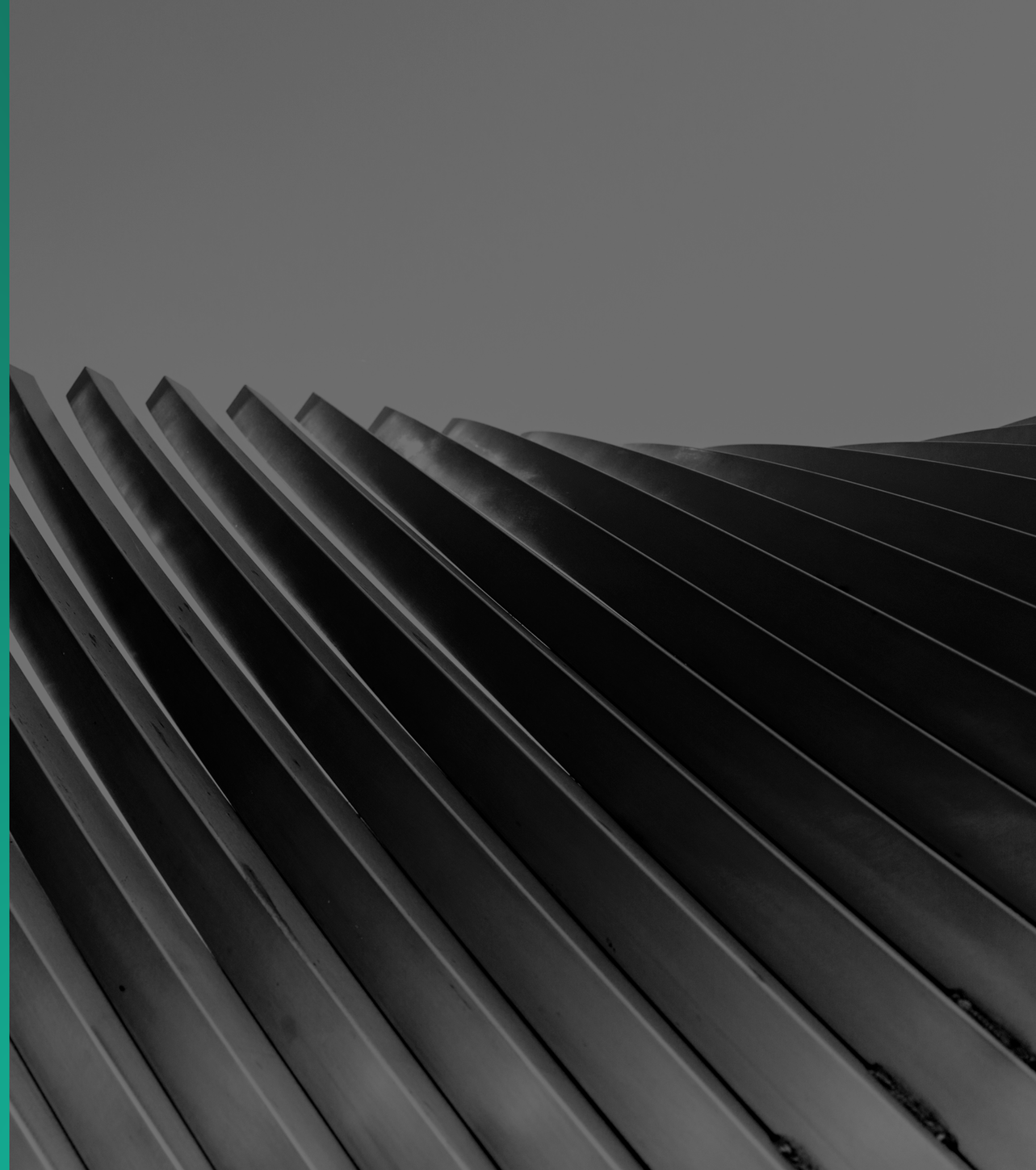
This is the face we show the world. Just as human can't be summed up in a single word, we present a range of qualities—but they all add up to a rich, appealing character.

The brilliant, worldly professor who's also incredibly approachable—someone who can discuss profound ideas in clear language and connect them to your real-world goals. A wise mentor who can simplify complex ideas without dumbing them down.

Voice

- Attentive
- Conversational
- Pragmatic
- Confidently global, not arrogant or snobby

MESSAGING



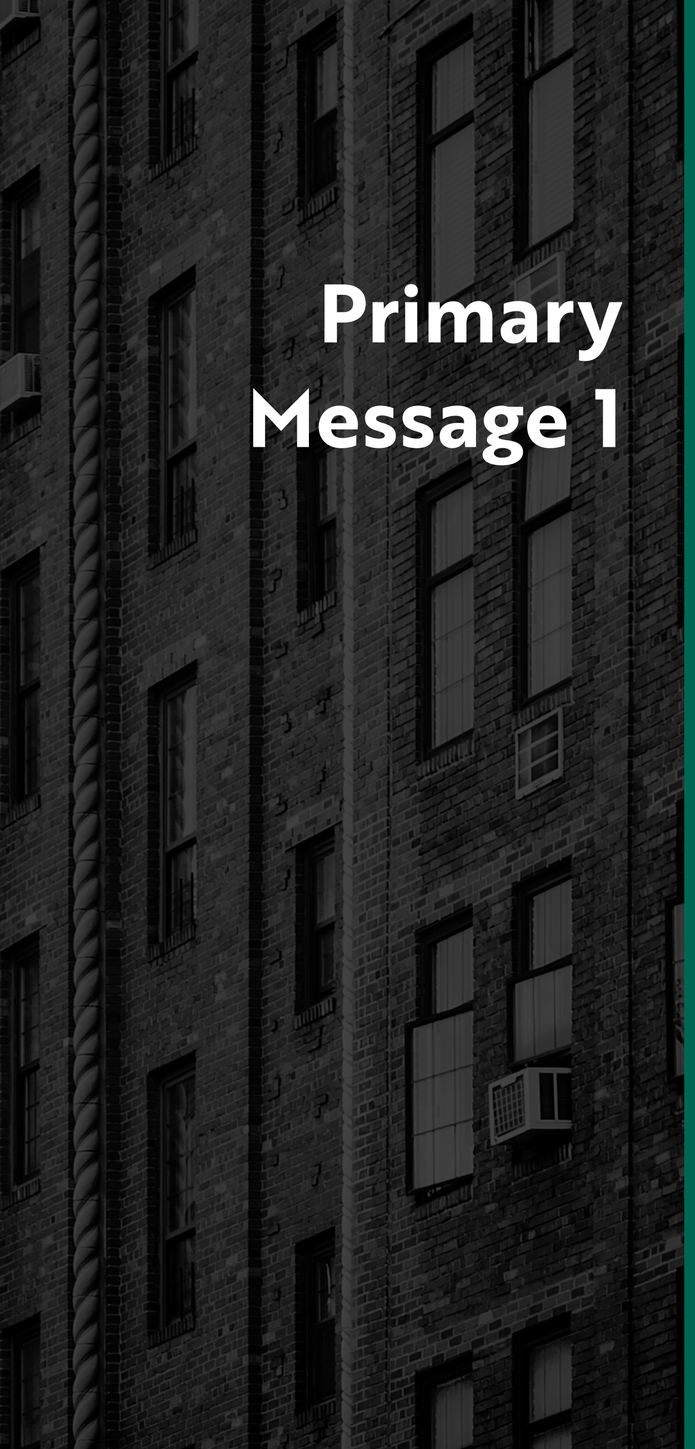
Messaging vs Copywriting

Messaging is your strategic foundation: The core ideas and positioning that define what you want to communicate about your brand or product, while meeting audiences where they are. It articulates the most compelling emotional reasons to affiliate—it is not encyclopedic. It includes:

- Key value propositions
- Brand voice and personality in action
- Core differentiators
- Strategic narrative themes

Copywriting is the tactical execution informed by the messaging. It's the actual words used to bring your messaging to life across specific channels and formats. It includes:

- Headlines and taglines
- Email marketing text
- Social media posts
- Website content
- Ad copy



Primary Message 1

The Life-Changing Variable in Education: Professors Deeply Invested in Your Success

Your LAU NY professors are living proof that exceptional expertise and teaching excellence aren't mutually exclusive—and don't have to command a premium tuition price. Trained at the world's top universities, our faculty are dedicated to transforming and empowering every student, because they understand that's what you deserve—and need to succeed. They know your name, appreciate your individual learning style, create supportive learning communities, respond quickly to your questions, and carefully track your progress to ensure you master every key concept. You can feel the difference: You gain a level of self-assurance that only comes from being mentored by experts who truly care about your future.

Why this matters

This speaks to passionate, business-minded students who want more than just lectures and textbooks. It creates excitement by painting the program as dynamic and entrepreneurial, while the Manhattan location and affordability message removes the typical barriers that keep talented students away from quality international business education.



Primary Message 2

Exceptional Education that Fits Your Life

LAU NY's focus on "learners first" means all our programs have flexibility built-in. Our professors understand that our students seek a global perspective while balancing professional and personal demands with their studies. That's why we've created an educational experience—both in person and online—that never makes you compromise on learning quality for convenience. Whether you're an experienced practitioner looking to build on your existing knowledge or an early-career professional needing to develop essential skills, our deeply engaged faculty provides the personalized attention and real world expertise you need. Your professional growth matters to us and drives everything we do.

Why this matters

This message directly addresses a huge barrier preventing working professionals from pursuing advanced education—the fear they'll have to sacrifice their career momentum or family time. When you emphasize that we never make students compromise, you're speaking to their deepest concern and one of their biggest decision-making factors.



Primary Message 3

Affordable Cost. Long-Term Value and Impact.

At $525 per credit, our New York State-accredited business and tech degree programs demonstrate LAU NY's commitment to excellence and educational value. Whether you study online or in-person, you'll experience the same world-class education and personalized attention. Financial barriers should never stand between your ambitions and an education that can transform your career path.

Why this matters

Students have never been more cost-conscious. When prospects see high-quality education at this price point, they realize we're not trying to extract maximum profit—we're trying to maximize access. This pricing is proof of our commitment: we believe so deeply in our students' potential that we've structured our entire model around removing barriers, not creating them.

Secondary Message 1

Learn in a Community of Students That Looks Like the World of Business

At LAU NY, learning—like business and tech itself—is a globally interconnected experience. We carefully create multi-perspective learning communities that inspire students to share knowledge and experience across continents and sectors. Through weekly live faculty sessions, active WhatsApp groups, and collaborative project options, you'll forge meaningful connections with peers tackling similar challenges in settings from New York to Nairobi and Doha to Rio de Janeiro. You'll grow both your technical and cultural business intelligence, and build a lifelong professional network that spans the globe.

Why this matters

Today's professionals want a global perspective and diverse networks. We offer them an experience in which they're learning alongside people from everywhere, which is exactly what modern business looks like.

Secondary Message 2

Cap your studies with a career-accelerating immersion week in a global business hub—we offer these faculty-led experiences in New York City, the European Union, or the Gulf Cooperation Council. Thanks to LAU's extensive international network, you'll tour cutting-edge facilities, participate in strategy sessions with business leaders, and absorb insights that can only be gained from direct exposure to these centers of commerce. Wherever you call home, you'll return there with the professional connections and behind-the-scenes knowledge to fuel your next move.

Why this matters

This is the "wow factor" that makes people say "I can't get this anywhere else." It transforms the program from just another degree into an exclusive experience that opens doors.



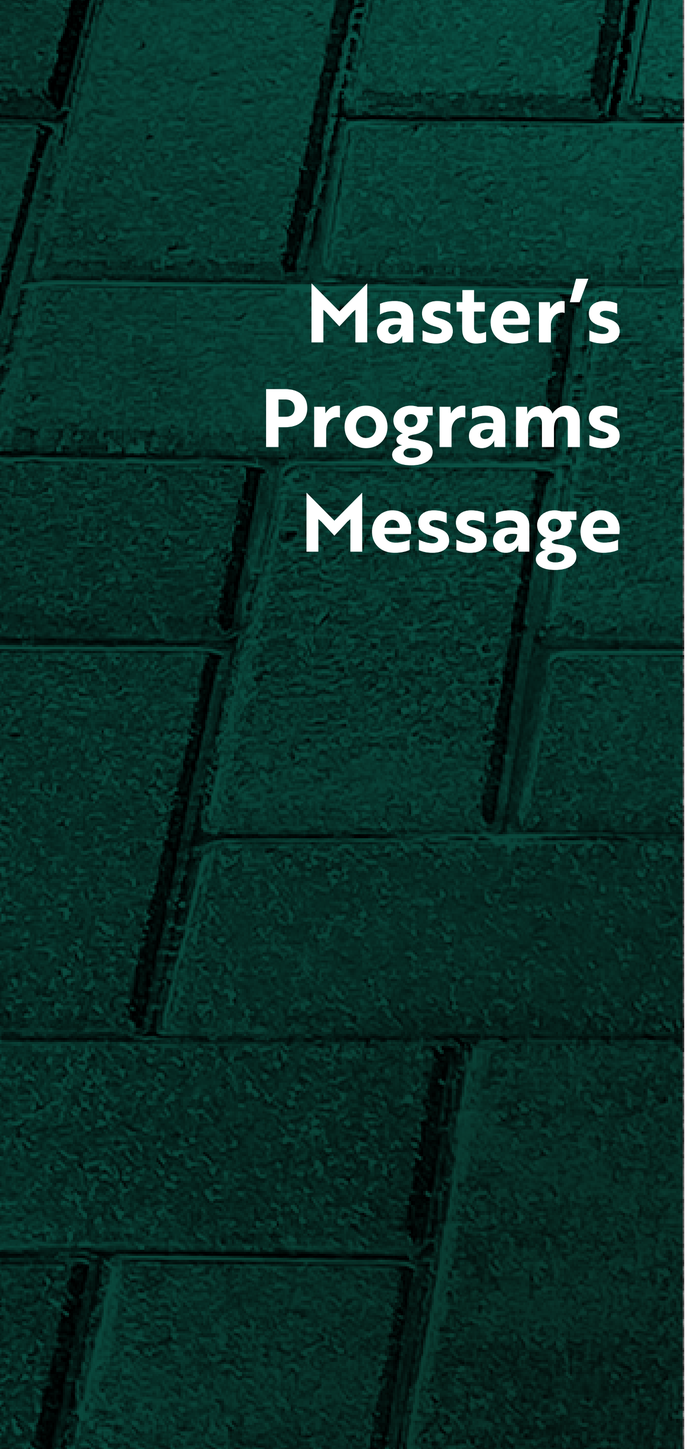
MBA Message

At LAU NY, our faculty mentors you through your entire MBA journey. Even though our asynchronous courses give you the flexibility to learn on your schedule, you'll never feel alone. Our faculty maintains constant communication through online office hours, personalized support videos, responsive WhatsApp groups to help you overcome any challenges.

If you're an experienced professional looking to advance beyond functional expertise into management, this is the program you've been looking for. There are no prerequisites, and shared courses across specializations will help you become a truly cross-functional leader. The program equips you with decision-making capabilities based on data and design thinking, so you can inspire teams to tackle complex problems systematically.

Why this matters

MBA students are usually busy professionals, but they also worry about feeling isolated in online programs. This reassures them they'll get the support they need while still having the flexibility they require. It also speaks to the quality of both their cohort and the program's curriculum.



Master's Programs Message

We believe a specialized master's degree should be about more than adding some letters after your name on your resume. When you invest your time and talent, you deserve to gain rock-solid confidence to tackle complex projects and meet your field's highest professional standards and certifications. At LAU NY, this confidence is nurtured by our faculty's unwavering dedication to your success. Our professors develop the curriculum, create the materials, and work directly with you—there are no handoffs to graduate students. This is about more than checking a credential box—it's about learning from people who are personally invested in transforming your future.

> ### Why this matters
>
> We want to "hold up a mirror" to our prospects, affirming and appreciating that they are serious about learning. This sets us apart from lesser quality programs that are transactional in nature.



Arab Diaspora Message

We believe your heritage is a powerful asset in your professional growth. As one of the Middle East's great universities, we understand the value of where you come from. At LAU NY, we've designed our New York-accredited master's programs to resonate deeply with Lebanese-American, Arab Diaspora, and MENA professionals who want to elevate their careers while honoring their cultural identities. Whether studying online or on campus, you'll learn from professors who embody LAU's historic commitment to teaching—and who are invested in transforming you into a next-generation leader of your community.

> ### Why this matters
>
> This creates an emotional connection by saying "We see you and value who you are." It turns cultural identity into a professional strength rather than something to navigate around.

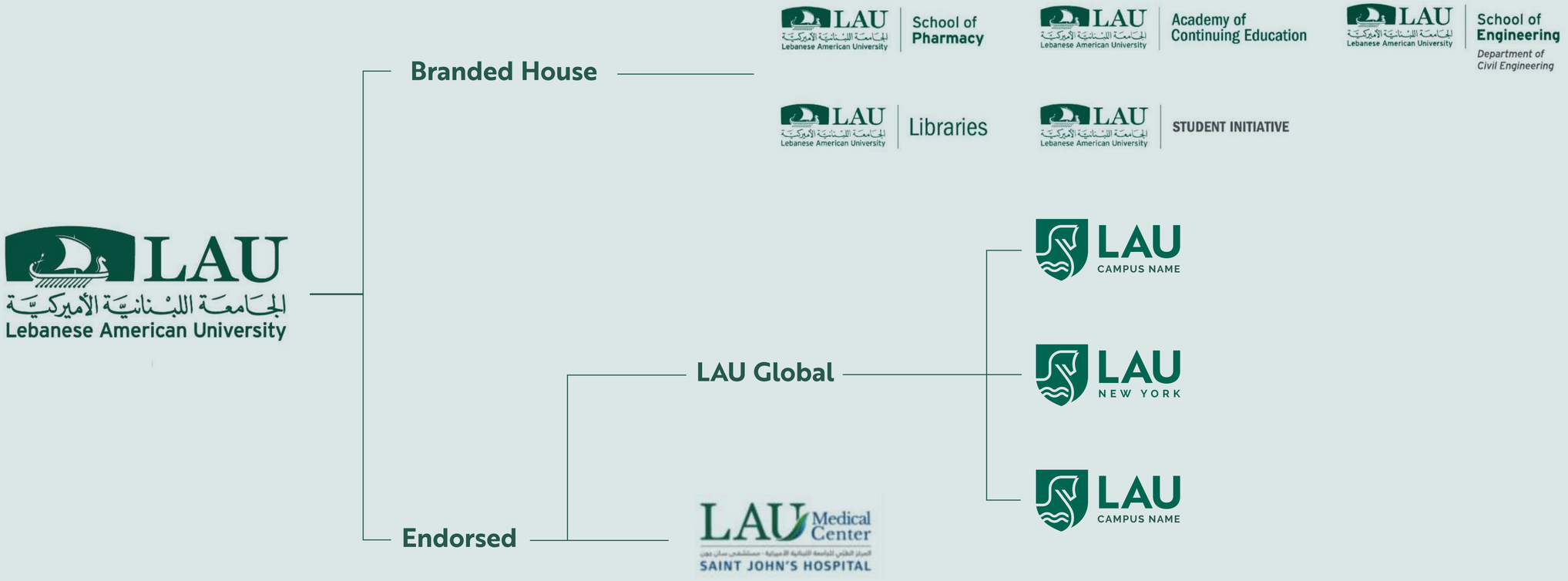
VISUAL LANGUAGE



LAU New York’s visual language reflects the university’s strength, heritage, and forward momentum. Applied consistently, it reinforces brand integrity, ensures clarity, and strengthens the link between the New York extension and the parent brand.

Architecture

The LAU brand currently operates under a hybrid brand architecture that consists of two branches. The first category utilizes a Branded House approach. This applies to LAU's schools, departments, institutions, and entities. The second category utilized an Endorsed approach and applies to medical centers and global campuses.



Endorsed Visual Strategy



Parent Logo

This logo represents the institution's primary identity and serves as the foundation for all sub-brands. It is used primarily on materials that fall within the Branded House sub-brand category. This logo should not be used on endorsed brand materials.



Endorsed Sub-Brand

This logo connects to the parent institution through the shared LAU name. It should be used as the primary connection to the parent brand on all LAU New York campus materials.


LAU
NEW YORK

A minimalist fusion of a horse and wave forms a contemporary take on the Phoenician trireme ship, symbolizing movement, resilience, and heritage.

The shield represents strength, tradition, and academic integrity, grounding the logo in prestige.



Shape of the shield mimics the points and curves of the A and U characters creating a cohesive system where type and icon feel part of the same visual language.

Silhouette faces toward the right—reinforcing forward movement and focus on the future.

Clearspace & Proportions

The pre-established area (X) surrounding the logo should remain free of any other visual. It is defined from the bottom of "LAU" to the bottom of "New York." This clear space guidance applies to all variations of the logo. Proportion recommendations are provided for both print and digital applications. Adhering to these standards ensures optimal recognition and readability.



Icon
0.75" in print | 72 px on screen

Logo Horizontal
0.75" in print | 72 px on screen

Logo Vertical
1.5" in print | 144 px on screen

LAU
NEW YORK

LEBANESE
AMERICAN
UNIVERSITY
NEW YORK

LAU
NEW YORK

Color Usage

Our logo should adhere to specific color contrast instructions. The preferred logo formats are dark green on a light background or white on a dark background. Alternate format is black on light green or white.



LAU-NY-LOGO-horizontal-cedargreen-RGB



LAU-NY-LOGO-horizontal-black-RGB



LAU-NY-LOGO-horizontal-white-RGB



LAU-NY-LOGO-horizontal-white-RGB



LAU-NY-LOGO-horizontal-white-RGB



LAU-NY-LOGO-horizontal-cedargreen-RGB



LAU-NY-LOGO-horizontal-white-RGB



LAU-NY-LOGO-horizontal-white-RGB



Don't distort or stretch



Don't twist, angle, or rotate



Don't put the cedar green logo on a dark background



Don't cut or crop



Don't use different colors



Don't scale the icon or type separately



Don't change fonts



Don't add gradient



Don't add a stroke



Don't add drop shadow



Don't put black logo on dark background



Don't put white logo on light background



File Types

RGB & HEX Colors: These color values are only for screen display (e.g., web and video). They should NOT be used for print. RGB stands for Red, Green, and Blue. HTML colors are defined using a hexadecimal notation (HEX). HEX values are specified as three pairs of two-digit numbers, starting with a # sign.

CMYK: CMYK is the go-to choice when producing photorealistic and multi-color imagery in your packaging. However, different printers have differing CMYK standards, so color reproducibility isn't as standardized as when using spot or Pantone® printing. These color values are specified for print and may not appear correctly on screen. They should NOT be used for web or digital display.

PANTONE®: When the printing process allows, always use Pantone® (PMS) spot colors. This will keep color as consistent as possible. Colors created without screens or dots are referred to as spot or solid colors. The Pantone® Matching System is an industry baseline used to choose solid ink colors that can be consistently reproduced from printer to printer, project to project, with no differentiation from the expected results. These color values are specified for print and may not appear correctly on screen. They should NOT be used for web or digital display.

AI: AI files are Adobe Illustrator files. These editable vector files are for designer use only. They should be used to update the brand or save additional file formats. They are not intended for print or digital use.

EPS: EPS files are intended for use in print applications. These are vector files and should be provided to specialty vendors for best reproduction. This file type is scalable without loss of image quality/resolution.

SVG: SVG files are intended for use in on-screen applications, such as web. This file type is scalable without loss of image quality/resolution.

JPG: JPG files are intended for use in on-screen applications, such as web, email, and desktop publishing applications such as Microsoft Word or Excel.

PNG: PNG files—much like JPGs—are intended for use in on screen applications. However, the PNG files of the logo have a transparent background, making this file type a good choice for logo placement on color backgrounds.

Naming Convention

This naming structure clearly communicates the logo's orientation, color, and intended use. File names should include the brand (LAU-NY), logo format (horizontal or vertical), color variation (e.g., cedar green), and color mode (e.g., RGB, CMYK, or Pantone) to ensure the correct version is used for print or digital applications. Always match the file type and color mode to the intended output.



LAU-NY-LOGO-horizontal-cedargreen-RGB.ai

Brand | Format | Color | Color Mode | File Type

Cedar Green

R: 0 G: 102 B: 82
C: 90 M: 37 Y: 73 K: 26
PMS: 336 C
#006752

Black

R: 0 G: 0 B: 0
C: 75 M: 68 Y: 67 K: 90
PMS: P Process Black C
#000000

Deep Forest

R: 38 G: 89 B: 74
C: 57 M: 0 Y: 17 K: 65
PMS: 626 C
#26594a

Silver

R: 220 G: 230 B: 230
C: 4 M: 0 Y: 0 K: 10
PMS: 7541 C
#dce6e6

Seafoam

R: 0 G: 171 B: 143
C: 100 M: 0 Y: 16 K: 33
PMS: 808 U
#00ab8f

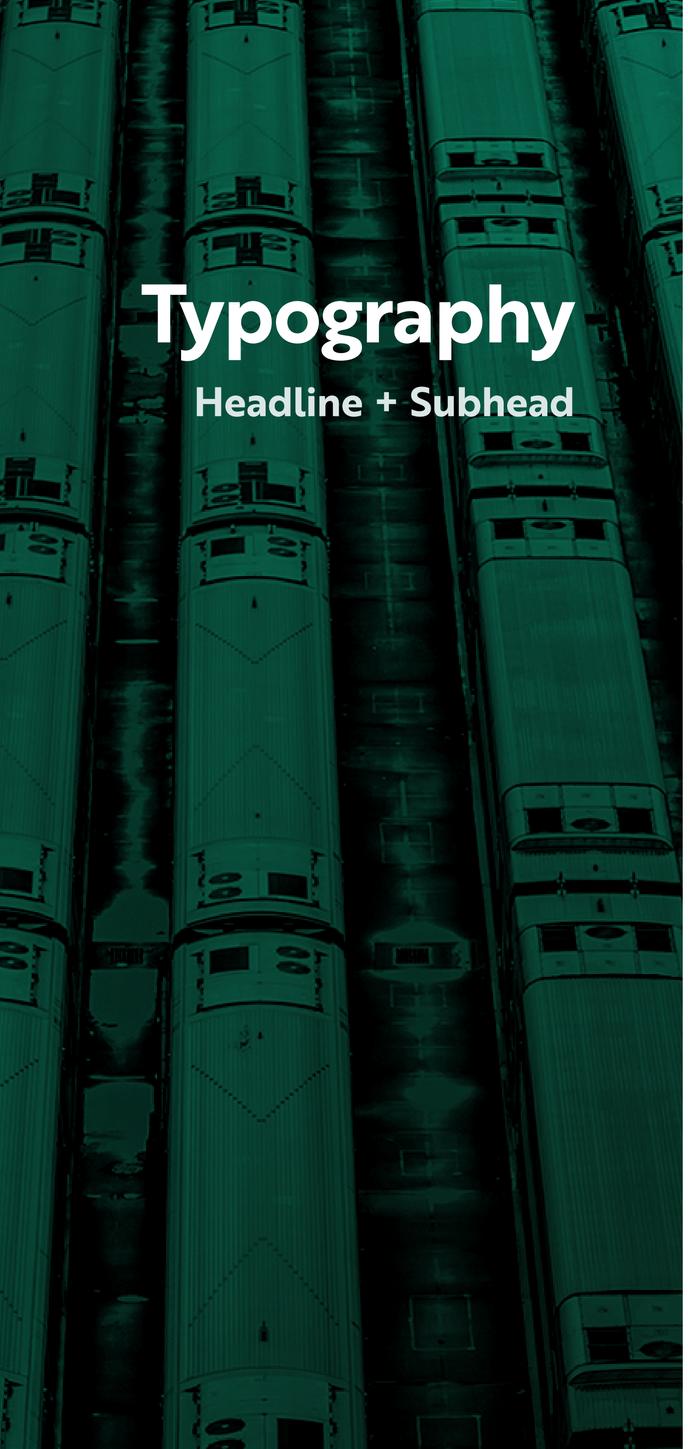
White

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
PMS: P 179-1 C
#ffffff

Accessible Color Combinations

Color compliance in design involves adhering to standards for accessibility and inclusivity. The following color combinations are recommended to ensure readability for users with visual impairments.

Aa	Aa	Aa	Aa	Aa	Aa
White #FFFFFF Cedar Green #006752	White #FFFFFF Deep Forest #26594A	Silver #dce6e6 Deep Forest #26594A	Silver #dce6e6 Black #000000	Seafoam #00ab8f Black #000000	White #FFFFFF Black #000000
Aa	Aa	Aa	Aa	Aa	Aa
Cedar Green #006752 White #FFFFFF	Deep Forest #26594A White #FFFFFF	Deep Forest #26594A Silver #dce6e6	Black #000000 Silver #dce6e6	Black #000000 Seafoam #00ab8f	Black #000000 White #FFFFFF



Typography

Headline + Subhead

Brother 1816 is the primary header font. Its pointed angles and sharp cuts in letters like A and Y add personality and a modern edge that complements the logo. The upward A suggests growth and ambition, giving the brand a confident, contemporary feel. Use for headlines and subheads.

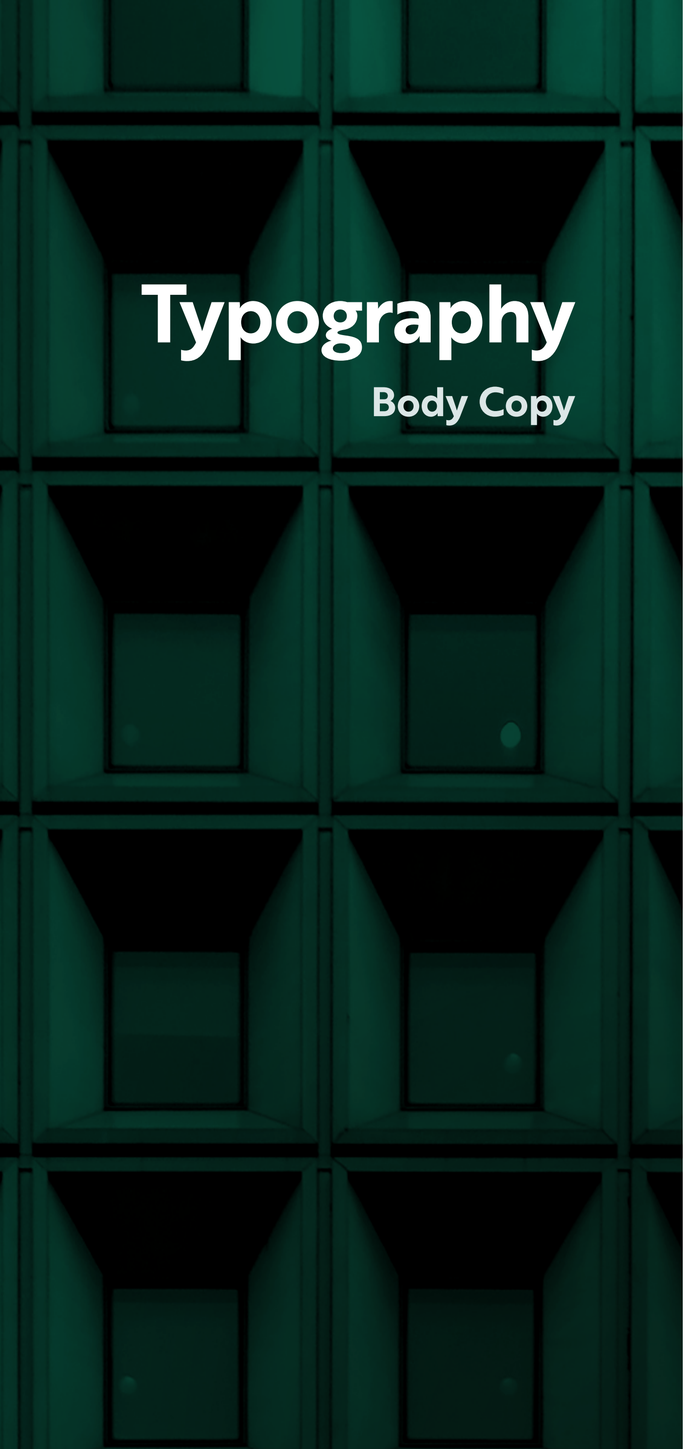
Brother 1816 Medium

Brother 1816 Bold

Brother 1816 Black

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
1234567890 ! @ # $ % ^ & * ( ) _ + - = { } [ ] \ | : ; " ' < > , . ? / ~ `
€ £ ¥ ¢ © ® ™ ° • ¶ § † ‡ ¦ ¯ ± ≠ ∞ ∑ Δ √ ∫ ≈ ¬

If Brother 1816 isn't available, use Tw Cen MT to maintain the sharp angles and distinctive character of the original.



Typography

Body Copy

Raleway is the secondary font used for body copy and supporting text. Its clean, open letterforms provide clarity and balance against the boldness of Brother 1816. It keeps layouts feeling modern, light, and easy to read.

Raleway Light

Raleway Medium

Raleway Bold

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
1234567890 ! @ # $ % ^ & * ( ) _ + - = { } [ ] \ | : ; " ' < > , . ? / ~ `
€ £ ¥ ¢ ₩ ₹ © ® ™ ° • ¶ § ┼ ╪ ¦ ¯ ± ≠ ∞ Σ Δ √ ∫ ≈¬

If Raleway isn't available, use Arial as an alternative. It maintains clarity and readability while keeping the overall look clean and modern.

Hierarchy

Consistent use of type styles is an important element of brand fidelity. This page features examples of an acceptable type hierarchy. The example shown is not meant to prescribe exact point sizes, but rather to demonstrate appropriate scale and weight.

BROTHER 1816
Regular
All caps

LABEL

BROTHER 1816
Bold
All caps

HEADLINE 1

BROTHER 1816
Bold
Title Case

Headline 2

BROTHER 1816
Bold
Sentence Case

Subhead

RALEWAY
Medium
Sentence Case

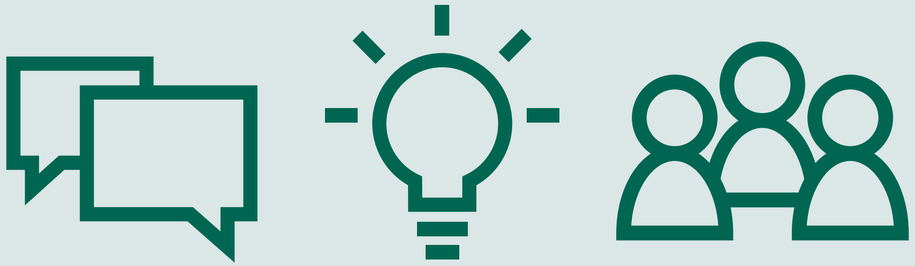
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 ! @ # $ % ^ & * ( ) _ + - = { } [ ] \ | : ; " ' < > , . ? / ~ `
€ £ ¥ ¢ ₩ ₹ © ® ™ ° • ¶ § ┼ ǂ ¦ ¯ ± ≠ ∞ Σ Δ √ ∫ ≈¬

Design Elements

Infographics
Icons
Gradient



Bar and circle graphs use clean, geometric shapes that reflect the structure of Brother 1816—clear, bold, and easy to read.



Icons mirror the font's sharp angles and weight for a modern, cohesive look across all visuals.



The Cedar Green & Seafoam gradient adds some depth and movement which symbolizes growth and forward momentum.

Design Elements

Shield Cropping Device & Overlay

A black and white photo with a Cedar Green multiply overlay creates rich texture, while the image cropped inside the shield stands out boldly against the dark background—reinforcing brand identity and visual focus.



Photography

People Photo Treatment

Portraits and candid shots focus on individuals or real moments, captured in natural color. Imagery should feel warm, diverse, and authentic, reflecting LAU New York's inclusive, student-centered experience. Subjects should be cleanly shot to allow for easy cutouts and placement on different backgrounds when needed.











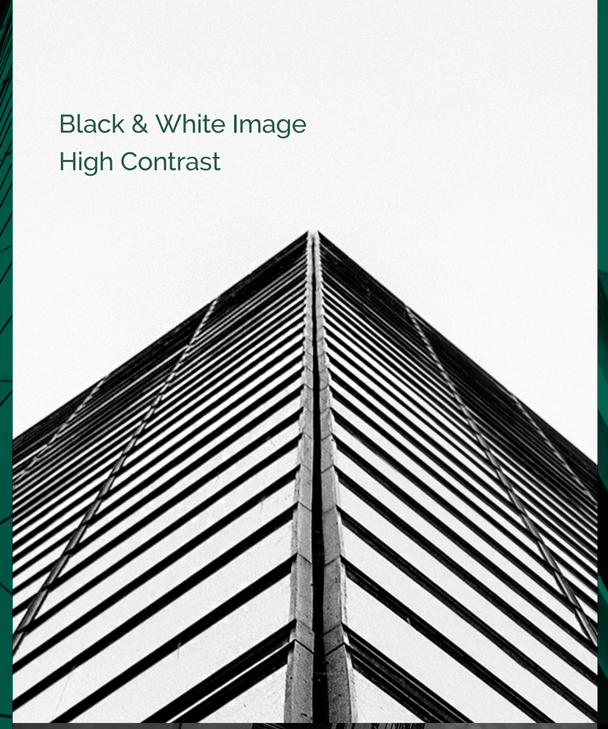
Photography

Textural Photo Treatment

Textural imagery showcases modern, human-free close-ups of New York architecture and materials—buildings, glass, concrete, metal, and pattern. Some images remain pure black and white for clarity and contrast, while others use a Cedar Green overlay or multiply treatment depending on tone. This creates a versatile, textural foundation that feels bold, academic, and distinctly LAU New York.



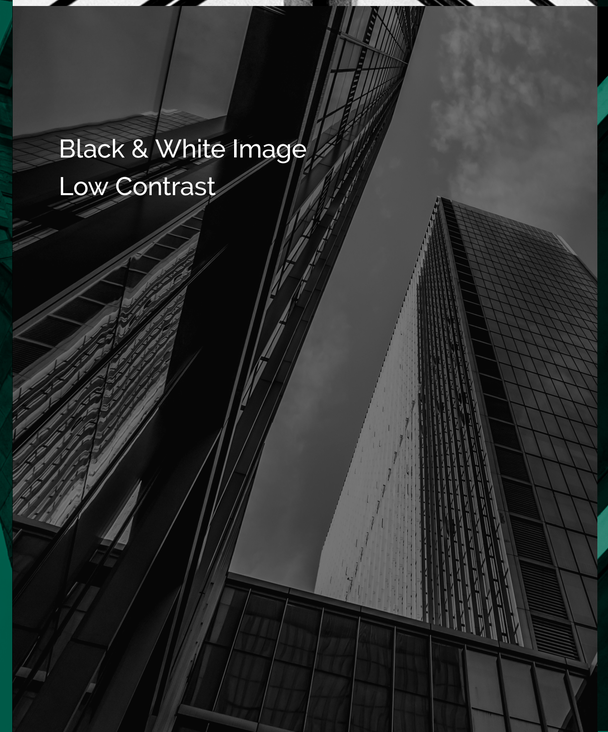
Black & White Image
High Contrast
Cedar Green Multiply 100%



Black & White Image
High Contrast



Black & White Image
High Contrast
Cedar Green Multiply 100%



Black & White Image
Low Contrast



Black & White Image
Low Contrast
Cedar Green Overlay 100%


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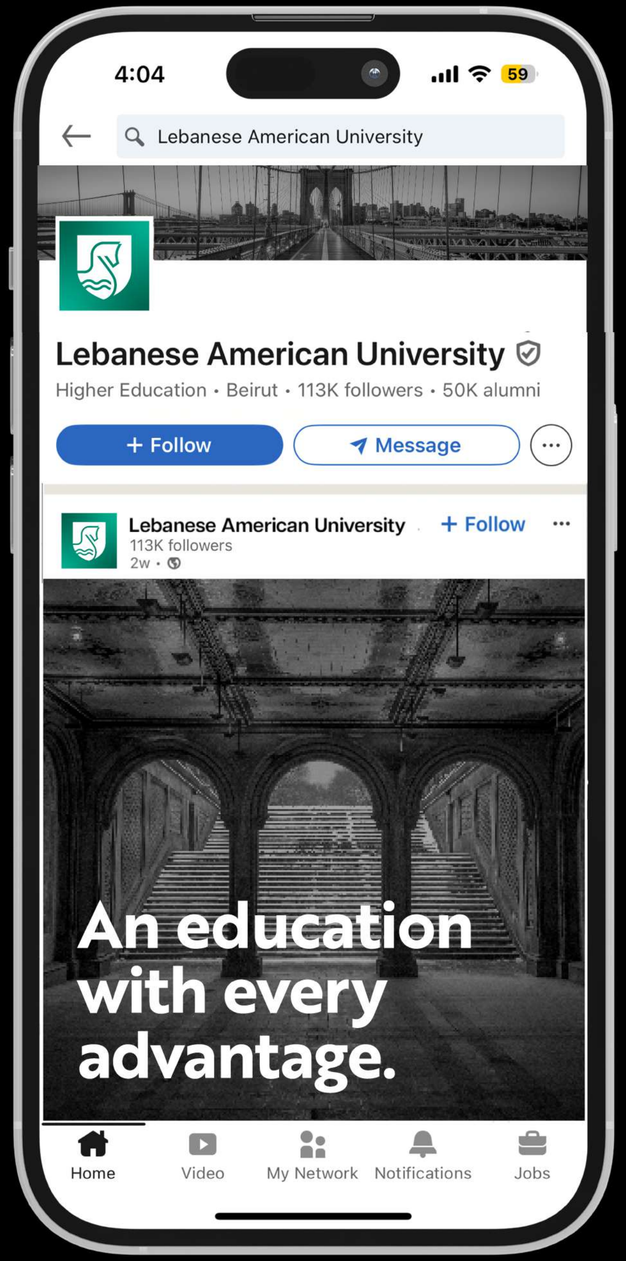
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