The Alfred Lerner College of Business and Economics was named ten years ago in recognition of an endowment from the MBNA Foundation in honor of Alfred Lerner, former chairman of the board and CEO of MBNA Corporation. As the only named college at the University of Delaware, the Lerner College is uniquely positioned to articulate its identity by paying homage to its namesake.

The success of Alfred Lerner's company, MBNA, hinged upon the development of a unique marketing strategy that differentiated the bank from other household names. Lerner and company co-founder Charles Cawley developed the idea of affinity card marketing – leveraging the strength and recognition of another entity’s identity, brand and logo.

As UD’s second largest college, the Lerner College is a diverse community of more than 2,800 undergraduates, 600 graduate students, 175 faculty and staff and 28,000 living alumni from around the globe. Yet within this community and beyond the walls of UD, the Lerner College is still gaining prominence and name recognition.

Much as MBNA leveraged the strength, loyalty and brand recognition of its network, the Lerner College aims to further build its image, reputation and recognition by leveraging our relationships, activities and alumni. The style guide that follows details a cohesive thematic and visual identity for the Lerner College, tailored from UD’s brand to fit our needs as a business school. Included are key visual messages that offer a powerful and unified way for us to communicate with our audiences.

Earlier this year, I introduced the Way Forward, a vision document outlining the need to grow our graduate programs, raise our research profile, and build a unique “Lerner angle” that features experience-driven learning and evidence-based analytics. Communicating our progress is part of everyone’s job. The college’s Creative Team, including our marketing manager and graphic designer, are available to discuss ideas and meet marketing and communications needs across the college.

The creation of the Lerner College Identity Style Guide is a big step on our Way Forward. Your use of these guidelines will help us work together to advance the prominence of the Lerner College. Thanks for your engagement and support.

Bruce Weber
Dean, Lerner College
Summer 2012
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Section One: The Lerner College Brand Platform
Each Lerner College center, department and program has a unique role to play in the overall Lerner College identity and in leading the college on its Way Forward.

Our identity style helps each of the Lerner College’s communications efforts work in concert with one another. This identity style guide provides a common foundation for identity development and governs all aspects of the Lerner College’s visual elements, messages and implementation. To be successful, every entity in the Lerner College community needs to deliver the Lerner College identity and message through its programs and activities.

The Lerner College Communications Office is available to help you do that. Questions may be directed to:
Communications Manager
Alfred Lerner College of Business and Economics
303G Alfred Lerner Hall
University of Delaware
Newark, DE 19716 • USA
Phone: 302-831-1811
Fax: 302-831-6750
Web: www.lerner.udel.edu/lerner-branding-resources

Aims and Audiences of the Lerner College Identity
Marketing and Communications Objectives

- To promote the Lerner College identity in ways that are meaningful, compelling and motivating to all constituencies.

- To create visual consistency in the way the Lerner College brand is presented to the world and to increase the college’s brand value in the higher education marketplace.

- To fuel and grow shared affinity, enthusiasm and passion for the Lerner College among its constituencies and audiences.

Who Needs to Know the Lerner College Story

Current and prospective undergraduate students and their parents; current and prospective graduate students; faculty and staff; alumni; current and prospective donors and funding agencies; business, government and professional leaders; legislators; comparator institution leaders; Delawareans; local, national and global partners; and relevant local, state, national and international media.
Foundation of the Lerner College Brand

Mission
The mission of the Lerner College is to foster scholarship and to offer distinctive and innovative educational opportunities related to the successful management and leadership of organizations operating in an environment of scarce resources, rapid change, global competition, and advances in technology.

To that end, the Lerner College is committed to the following goals:
• Attracting a diverse, talented, and intellectually curious student body.
• Developing distinctive educational opportunities that provide the knowledge and skills required for students to be successful in a highly competitive marketplace and to be involved, contributing members of society.
• Attracting and maintaining a talented and diverse faculty who are productive researchers, excellent teachers, prominent in their professions, highly regarded by leaders in the private and public sectors, committed to the success of their students, and supportive of advancing the economic vitality of Delaware and the nation.
• Providing a strong global perspective in all College programs.
• Becoming a leader in the integration of information technology into management practice.
• Partnering with organizations to promote economic development in the public and private sectors and to advance the goals of the College and the University.

Vision
• To be a prominent business school known for successful graduate programs, research visibility and an authentic Lerner angle.
• To be known globally as a leader in programs that offer experience-driven learning and emphasize evidence-based analytics methods to enrich the experience for our undergraduate and graduate students.
• To be thought leaders who are productive scholars and command attention from influential business audiences, economists and policy makers.
• To develop innovative offerings and maintain flexibility in courses and delivery in order to remain adaptable to the shifting trends in graduate business education.

The Way Forward
This strategic document put forth by Dean Bruce Weber outlines the need to grow our graduate programs, raise our research profile and emphasize the Lerner College’s unique programs that feature experience-driven learning and evidence-based analytics.

• Raise our research profile
The Lerner College will continue to hire top quality scholars to enhance its research culture; maintain challenging standards for promotion and tenure; offer seminars and events that bring researchers and practitioners to campus; and extend its reach with coverage in the national media and key practitioner outlets.

• Grow Lerner graduate and executive programs
We aim to enhance our current portfolio of master’s programs; expand executive education; grow the quantity and quality of students in the master’s and MBA programs; and in collaboration with Academic Partnerships, deliver an online MBA.

• The “Lerner angle”
Overarching all efforts will be a unique and authentic Lerner angle that highlights experience-driven learning and evidence-based analytics methods. Lerner recruiting, communications and marketing will feature the college’s centers and facilities, like the Trading Lab, the $1.5 million student-led Blue Hen Investment Club, the Vita Nova restaurant learning laboratory, and the JPMorgan Chase Innovation Center.
Section Two: The Lerner College Identity System
Primary UD Logo & Lerner College Mark
The University of Delaware logo represents a strong visual element within the University’s overall identity system. When the Lerner College name is formally positioned with the UD logo, it is literally “locked up” with the University’s mark—hence the graphic is called a “lockup.”

The University’s Office of Communications and Marketing (OCM) has approved a modest change to the Lerner College lockup in order to assist the college with name recognition. While the broad hierarchy of the University’s identity system calls for college names to appear in Myriad Pro Regular, the Lerner College name appears in Myriad Pro Semibold (cap and lowercase).

This subtle but important change gives weight – both visually and figuratively – to the Lerner College as the only named college of UD’s seven colleges. It, too, represents a strong visual element within the Lerner College’s overall identity system. Consistent use of the Lerner College lockup builds awareness of the college in the academic community and beyond. For communications to be effective, the lockup must be used correctly at all times. The Lerner College’s lockup is the appropriate symbol to be used in all forms of visual communications, including but not limited to:

- Stationery
- Publications
- Presentations/displays
- Promotional items and advertisements

The Lerner College lockup should be clearly displayed on all visual communications; may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark; and should be used only with the registration symbol (appearing next to the “E” in “Delaware”).

The lockup should be used only for approved purposes and cannot be altered in any way, with the exception of adjusting its size (while maintaining its proportions). As a registered trademark, the lockup may be used only according to the guidelines described within this guide, or through permission of OCM.

Note: Secondary institutional marks, including the University Seal, as well as Usage Restrictions are outlined in the UD Brand Style Guide available at www.udel.edu/ocm.

It is important to note that the creation of additional lockups for departments, centers, units, etc., within the Lerner College is permitted under special circumstances and will be evaluated on a case-by-case basis by the Lerner College Communications Office and OCM.
How to Use the UD-Lerner College Mark: Clear Space
When reproducing the lockup, it is essential to observe the clear space requirements, leaving space equivalent to the height of "elaware" on all sides.

How to Use the UD-Lerner College Mark: Minimum Size
To ensure that the Lerner College lockup maintains readability, the minimum size is indicated here.
SECTION TWO: IDENTITY SYSTEM

How to Use the UD-Lerner College Mark: Color Standards
The colors used in the Lerner College lockup treatments contribute to a distinguishable element of the college’s identity. It is important to be consistent in the use of color.

Whenever possible, the primary lockup should be used in PMS Blue 2945 C. When using uncoated stock, use PMS Blue 3005 U. In instances where this is not possible, e.g., black-and-white print ads, the primary lockup may be used in black.

When using a solid-color background, the signature colors should be reversed (white). Please note: The Lerner College lockup should be as prominent as possible. It is important that background colors provide sufficient contrast with the logo.

If it is necessary that the lockup be reversed out of a multi-colored background or a photograph, it is important that the lockup stands out clearly. Avoid the placement of the Lerner College lockup against backgrounds from which it cannot be clearly distinguished.

Contact OCM if you are unsure about logo size, background or placement.
SECTION TWO: IDENTITY SYSTEM

Brand Architecture—Primary Department and Program Marks
In conjunction with the University’s established identity system, the Lerner College identity style is expressed through the hierarchy that follows the secondary signature system, which consists of the University’s primary logo separated by a vertical line from the secondary tier of information on the right. This allows for the appropriate identification and prominence of departments, centers, programs and units while maintaining the overall integrity of the Lerner College identity style system.

Please note the role that typography plays in identifying brand hierarchy. When identifying a unit in the Lerner College lockup, it is displayed beneath the college’s name using Myriad Pro Regular (caps).

In an effort to maintain a consistent appearance among the individual units, the logo uses an ampersand rather than “and.” For example, “Alfred Lerner College of Business & Economics” NOT “Alfred Lerner College of Business and Economics.” The same holds true for centers or departments: “Department of Hotel, Restaurant & Institutional Management.”
SECTION TWO: IDENTITY SYSTEM

Primary Logo Lockup System Spacing

SPACE OF "X" EQUAL TO WIDTH OF "OF" IN LOGO.

SPACE OF "Y" EQUAL TO HEIGHT OF "ELAWRE" IN LOGO.
Department Logo Lockups

Alfred Lerner College of Business & Economics
DEPARTMENT OF ACCOUNTING & MIS

Alfred Lerner College of Business & Economics
DEPARTMENT OF BUSINESS ADMINISTRATION

Alfred Lerner College of Business & Economics
DEPARTMENT OF ECONOMICS

Alfred Lerner College of Business & Economics
DEPARTMENT OF FINANCE

Alfred Lerner College of Business & Economics
DEPARTMENT OF HOTEL, RESTAURANT & INSTITUTIONAL MANAGEMENT
Program Logo Lockups

- Alfred Lerner College of Business & Economics
  EXECUTIVE MENTORS SCHOLARS PROGRAM

- Alfred Lerner College of Business & Economics
  MBA PROGRAMS

- Alfred Lerner College of Business & Economics
  CHAPLIN TYLER LECTURE SERIES

- Alfred Lerner College of Business & Economics
  STUDENT ADVISORY BOARD

- Alfred Lerner College of Business & Economics
  CAROL A. AMMON CASE COMPETITION

- Alfred Lerner College of Business & Economics
  UNDERGRADUATE ADVISING & ACADEMIC SERVICES

- Alfred Lerner College of Business & Economics
  GRADUATE & EXECUTIVE PROGRAMS
SECTION TWO: IDENTITY SYSTEM

Brand Architecture—Alternate Marks
The Primary Marks should be used in all formal instances campus-wide. For more informal uses or instances limited by size and detail, the University established an alternative version of the lockup, in which the text is centered on the Circle UD logo. Also, a slightly thicker vertical line is used, which is the height of the secondary Circle UD logo to the left. This look is also suggested for apparel, giveaways, etc. when smaller detail cannot be reproduced.

Though the Primary Mark is preferred, this alternative offers flexibility depending on circumstances. The use of this Alternate Mark in place of the Primary Marks should be approved by OCM.
Unofficial or New Secondary Marks—Centers and Events
Some University and/or Lerner College centers, units and programs have a mission or purpose that extend beyond the standard academic, degree-granting functions of the University or the support of those standard functions—e.g., the Center for Economic Education and Entrepreneurship or the Horn Program in Entrepreneurship. These units may have a need to communicate their identity and function beyond the campus community.

Units that have such a distinct mission/purpose and that operate somewhat independently of the University and/or Lerner College may be authorized to establish their own graphic mark. However, it is important to note that this mark must always be secondary to the University’s and/or Lerner College’s primary identity and must not violate the standards as described in this document.

Permission to create and/or use such a mark/logo must be obtained through OCM. If the mark/logo is being designed by an outside agency, approval from OCM must be obtained prior to design.

Marks/logos created prior to the development of these guidelines were evaluated on a case-by-case basis.

In the rare event that the medium in which the logo lockup appears does not allow for both the Lerner College logo lockup and the program/center’s unofficial secondary mark, we may request that the unit use the standard logo lockup.
SECTION TWO: IDENTITY SYSTEM

Unofficial or New Secondary Marks: Centers

Unofficial or New Secondary Marks: Events

Alumni Awards of Excellence

The Carol A. Ammon Case Competition
**Color Palettes**

Color plays a critical role in strengthening the overall impact of the Lerner College identity. It is perhaps the most significant identifier that the college uses and is a vital part of communicating the Lerner College brand.

Using the UD color palette as a starting point, the Lerner College will differentiate its unique programs as follows:

Blue PMS2945 C is the official blue for Lerner College undergraduate programs. Blue PMS 281 C is the official blue for Lerner College graduate programs. Unique to the Lerner College, yellow is also an official primary color.

Complementary colors have been selected in neutral, bright and metallic palettes for use in publications as headlines, pull-out type, quotes or solid color fields. The complementary colors should not be used as primary or stand-alone elements of the color palette.

The lockup may appear in the approved primary blues, or reversed in white out of a field of primary blue. The yellow may not be used with the lockup.

When printing one-, two- and three-color publications, spot colors (Pantone) should be used. When printing in full color (four-color process), the CMYK mix provided in the palette should be used. Automatic conversion of the spot color within an application can result in an incorrect mix.
SECTION TWO: IDENTITY SYSTEM

Complementary Palettes

Neutrals:

- PMS Cool Gray 9 C
  
  C 0 + M 0 + Y 0 + K 65
  
  R 116 + G 118 + B 121
  
  HEX: 747679

- PMS 7499 C
  
  C 0 + M 2 + Y 15 + K 0
  
  R 238 + G 232 + B 197
  
  HEX: eee8c5

- PMS 545 C
  
  C 31 + M 6 + Y 0 + K 0
  
  R 196 + G 216 + B 229
  
  HEX: c4d8e5

- PMS Cool Gray 4 C
  
  C 0 + M 0 + Y 0 + K 28
  
  R 189 + G 189 + B 189
  
  HEX: bdbdbd

- PMS 4515 C
  
  C 0 + M 9 + Y 47 + K 24
  
  R 183 + G 166 + B 109
  
  HEX: b7a66d

Brights:

- PMS 144 C
  
  C 0 + M 47 + Y 100 + K 0
  
  R 239 + G 130 + B 0
  
  HEX: ef8200

- PMS 382 C
  
  C 31 + M 0 + Y 94 + K 0
  
  R 190 + G 214 + B 0
  
  HEX: bed600

- PMS 299 C
  
  C 87 + M 19 + Y 0 + K 0
  
  R 0 + G 160 + B 223
  
  HEX: 00a0df

Metallic:

- PMS 872 C
  
  METALLIC SPOT COLOR
SECTION TWO: IDENTITY SYSTEM

Lerner College Correspondence System
On a daily basis, faculty and staff in the Lerner College communicate with countless alumni, students, parents, donors, friends and colleagues. The modes in which this communication occurs sends a message about the Lerner College, and so consistency in the appearance of print and electronic communications will help establish a professional style and identity for the Lerner College.

Letterhead and Stationery
The Lerner College follows the format and style of the University of Delaware letterhead, envelopes and business cards.

Electronic Letterhead
In addition, electronic letterhead designed for each unit in the Lerner College is available for email and other online communications at www.lerner.udel.edu/lerner-branding-resources.

Please note: The Lerner College's electronic letterhead must be used in accordance with the University's Employee's Use of Electronic Communications at www.udel.edu/ExecVP/policies/administrative/1-19.html. Lerner College electronic letterhead should never be printed for any reason; formal letterhead on bond paper should be used for printed communications.
**Email Signatures**
Consistency in the appearance of email signatures will help communicate a strong Lerner College identity to constituents on- and off-campus.

Unique Lerner College email signature attachments with editable name, title and unit fields are available online at [www.lerner.udel.edu/lerner-branding-resources](http://www.lerner.udel.edu/lerner-branding-resources).

The University also offers four UD-branded email signatures, which may be accessed at [www.udel.edu/ocm](http://www.udel.edu/ocm).

These email signature attachments are encouraged for use by all departments and programs.

---

**Email Signature with Graphic and Social Media Icons**

Jane Smith | Assistant Dean and Professor
Department of Business Administration
123 Lerner Hall | Newark, DE 19716
P: 302-831-1234 | F: 302-831-5678 | E: jsmith@udel.edu
Web: [www.lerner.udel.edu](http://www.lerner.udel.edu)

---

**Email Signature with Graphic**

Jane Smith | Assistant Dean and Professor
Department of Business Administration
123 Lerner Hall | Newark, DE 19716
P: 302-831-1234 | F: 302-831-5678 | E: jsmith@udel.edu
Web: [www.lerner.udel.edu](http://www.lerner.udel.edu)

---

**Plain Text Email Signature**

Jane Smith | Assistant Dean and Professor
Department of Business Administration
Alfred Lerner College of Business & Economics
321 Lerner Hall | University of Delaware | Newark, DE 19716
P: 302-831-1234 | F: 302-831-5678 | E: jsmith@udel.edu
Web: [www.lerner.udel.edu](http://www.lerner.udel.edu)
Invitations
When an invitation goes out to guests of Lerner College events, those guests receive an identity message about the college. In order to support the Lerner College's identity, formal and celebratory invitation styles are available for use by all units. All events that will involve invitations to individuals outside the Lerner College should use one of these templates. Depending on event needs, the Lerner Communications Office can work with you to tailor the content and text.

While not required, units are also strongly encouraged to work with the Lerner Communications Office to produce informal invitations for internal audiences as well.
Photography
Photographs, whether used alone or in combination with the Lerner College lockup and text, are a key way to define the Lerner College style. The Lerner College Creative Team will continue to work regularly with the departments, centers and programs to schedule more meaningful photography sessions. The goal is to capture images that will leave lasting impressions with Lerner College audiences.

When choosing photographs for use in Lerner College publications or on the website, editors should strive to include images that illustrate the key points in *The Way Forward*, including:
- Graduate Programs & Executive Education (A)
- Research (B)
- Lerner Angle (C)

Photographs may also emphasize other important facets of the Lerner College, including:
- Centers of Excellence (D)
- Teaching & Classes (E)
- Executive Education (F)

On this page are examples of images chosen to illustrate each of these key points. The Lerner College Creative Team can assist with the creation of photo captions that speak to the authenticity of these and other scenes as photography becomes available. Examples will be updated periodically and will be available through Photo Services in OCM.

Images as well as graphic icons that support the six “pillars” of the UD brand identity may also be used as defined in the current style guide at [www.udel.edu/ocm](http://www.udel.edu/ocm).
**Mascots**
The Fightin’ Blue Hen mascot, “YoUDee” and “Baby Blue,” must be used in accordance with the UD Brand Style Guide.

**Acceptable Versions**
In addition to YoUDee and Baby Blue, there are unique Lerner College YoUDee versions acceptable for specific circumstances.

Business YoUDee may be used as a graphic in PowerPoint presentations and on giveaways (caps, shirts, etc.). Approval is on a case-by-case basis by OCM.

Graduation YoUDee may be used as requested by departments or the Office of Undergraduate Advising and Academic Services. Approval is on a case-by-case basis by OCM.

For acceptable versions of UD mascot marks, please contact the Lerner College Graphic Designer.
Section Three: Other Graphic Applications
Sample Applications

The following sample applications of the Lerner College graphic treatment and primary lockup will not be appropriate for all situations. For consultation on specific graphic needs, please contact the Lerner College Marketing Manager. For additional samples, please consult the Lerner College Branding Resources, available at www.lerner.udel.edu/lerner-branding-resources.
SECTION THREE: OTHER GRAPHIC APPLICATIONS

Sample Flyer

Finance Lab Conference
INTEGRATING FINANCIAL SOFTWARE INTO YOUR CURRICULUM
August 23, 2013, University of Delaware

THE PRIMARY OBJECTIVE of the conference is to increase the quality of the academic experience through the application of financial software in a teaching tool.

Financial lab software, Trading Centers, Financial Market Centers, etc. have grown rapidly at universities over the past decade as academia has recognized the value of utilizing financial technology as a teaching tool. Additionally, discovery-based learning has emerged as an important complement to traditional teaching techniques. As this form of education emerges, it is becoming increasingly important to develop the skills and share information within our community. Join other finance lab directors and professionals for a collaborative event to understand how other universities are integrating financial software into their curricula.

EVENT DETAILS
8:00am Check-in, breakfast
9:00am Welcome remarks
011am Alphonso Orantes, Jim Mohney, Rice Display
0415am Presentation: Duke Ellington, University of Delaware
10:30am Break/Networking Workshop
0115am Roundtable Discussion: Dr. D. G. Long, University of Delaware
12:00pm Lunch
1:00pm Panel Discussion
2:00pm Workshop: Dr. Bruce Nebi, University of Delaware
24:55pm Workshop: Dr. Richard Holmescott, Baruch College
3:10pm Presentation: Rich Jurek, Contemporary
3:15pm Closing Remarks

For more information, contact Rich Jurek at richj@adelphi.edu or (312) 831-7220.

Sample Flyer

Diamond Challenge for High School Entrepreneurs

We are pleased to announce the piloting of a High School Student Ambassador Program for the Diamond Challenge. Being an Ambassador means bringing recognition of the Diamond Challenge and the University of Delaware’s Entrepreneurship Program.

networking
Spent time not only meeting to hear other students and teachers but also with a rich community of professionals associated with the Diamond Challenge and the University of Delaware’s Entrepreneurship Program.

experience
Participating in networking meetings, helping to shape the future of the Diamond Challenge. You’ll have a great example of leadership experience and school and job opportunities in the future. The Diamond Challenge Leadership Team will provide you with training in areas such as social media marketing, event planning, outreach, and engagement.

fun
Entrepreneurs use a lot of creativity and problem-solving skills. Working with a group of like-minded people will help you learn more about yourself and your world, all while having a blast!

What’s expected of a Student Ambassador?
- Attend three meetings between August and January
- Attend and help to facilitate two events
- Share the opportunity of the Diamond Challenge in their schools and communities
- Have positive attitudes

There is no cost to participate. To apply, complete the online application form at http://bit.ly/diamondchallengeambassador by July 31, 2014.

Schedule of Activities 2014-2015

Thursday, August 28 (1-2 hours)
Meeting 1: Welcome and Student Entrepreneurship Pitching and Networking

September – April (6 meetings)
Diamond Challenge Meetings
Share the Diamond Challenge experience as a school and other community events.

Summer 2014 (1 meeting)
Meeting 1: Summer Networking

For more information:
info@diamondchallenge.org
302-831-4393
SECTION THREE: OTHER GRAPHIC APPLICATIONS

Sample 6” x 9” Brochure Folder Cover

Sample 5.5” x 8.5” Brochure Front & Back
SECTION THREE: OTHER GRAPHIC APPLICATIONS

Sample Banners

The Lerner College
The business school experience at the Lerner College is all about providing you with hands-on opportunities. Our unique programs emphasize discovery learning and evidence-based analytics. If you want to succeed in the business world, the Alfred Lerner College of Business & Economics is for you.

DEPARTMENTS
- Accounting and MS
- Hotel, Restaurant & Institutional Management
- Business Administration
- Economics
- Finance

MAJORS
- BS in Finance
- BS in Financial Planning
- MS in Finance

Finance
If you have a fascination with decision-making, securities markets, financial institution management, or how companies make and manage money, then Finance is the right major for you.

Economics
If you are interested in a blend of quantitative methods, social science subject matter, and public policy applications, then Economics is the right major for you.

www.lerner.udel.edu/fnance

www.lerner.udel.edu/finance

www.lerner.udel.edu/economics
SECTION THREE: OTHER GRAPHIC APPLICATIONS

**PowerPoint Presentations**
Several PowerPoint templates unique to the Lerner College are available at [www.lerner.udel.edu/lerner-branding-resources](http://www.lerner.udel.edu/lerner-branding-resources). Faculty and staff are strongly encouraged to use these templates when giving class presentations, as well as presentations during conferences and professional travel in order to convey a consistent Lerner College identity.

General UD PowerPoint templates are also available at [www.udel.edu/ocm](http://www.udel.edu/ocm).

Garamond Premier Pro or Myriad Pro—should be used for PowerPoint text. Where these typefaces are unavailable or technical concerns limit their use, alternative typefaces may be substituted. Any typeface in the Garamond family may replace Garamond Premier Pro. (If the Garamond typeface is unavailable, Times New Roman is an acceptable substitute.) Helvetica or Arial may replace Myriad Pro.
Section Four: General Style Applications
SECTION TWO: IDENTITY SYSTEM

General Style Applications
The Lerner College Identity Style Guide outlines a cohesive thematic and visual identity for the Lerner College with key messages and a graphic identity system, tailored from UD’s brand, to fit the needs of the college and offer a powerful and unified way for us to communicate with key audiences.

The Lerner College abides by the guidelines set forth in the UD Brand Style Guide with regard to all other style applications, including:

• Editorial Style
• Graphic Treatment of University Name
• Graphic Icons
• Web Headers
• Social Media
• Trademark Licensing
• Signage

Details may be found in the UD Brand Style Guide at www.udel.edu/ocm.