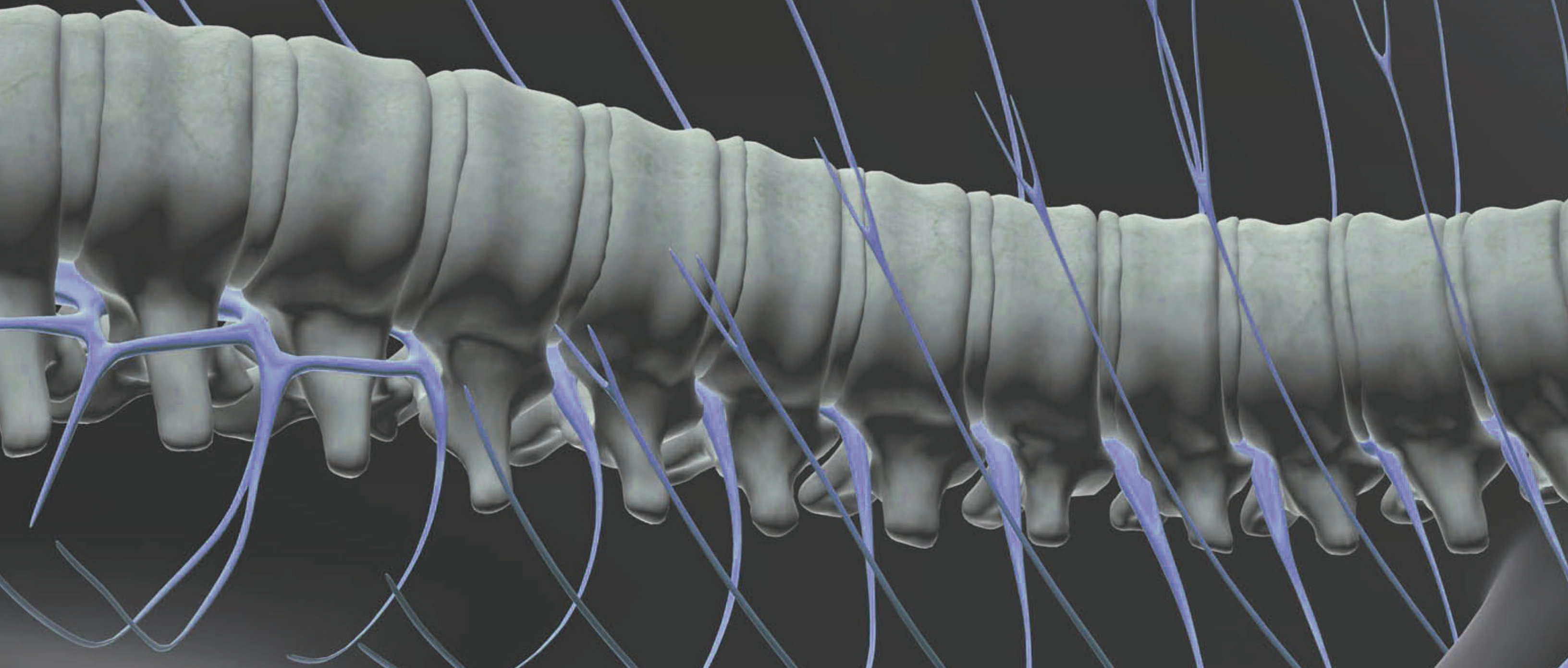


Brand Toolkit

JANUARY 2022

LIFE[®]
University

To continually drive innovation
in chiropractic education



A photograph of four diverse students walking along a tree-lined path. From left to right: a young woman with blonde hair, a young man with dark curly hair, a young woman with red hair, and a young man with brown hair. They are all smiling and looking towards the right. The man with curly hair is holding a book. The woman with red hair is holding a book. The man with brown hair is holding a book. The background is a lush green path with trees and foliage. The entire image is overlaid with a semi-transparent yellow and green circular graphic.

**To expand
the reach
of students
we serve**



**To nurture
the intrinsic ability**
of every member
of our community

We developed the brand platform

It's in you.

Our brand toolkit ensures
that all marketing
and communications
demonstrate how and why
Life University



A young man with short, light brown hair is smiling and standing against a light-colored stone wall. He is wearing a white t-shirt under a dark green button-down shirt with small white polka dots. His arms are crossed. The background shows a blurred view of a building with windows. A large, curved graphic element in shades of green and yellow sweeps across the right side of the image.

**CLEAR
THE WAY FOR
TRANSCENDENT
GROWTH.**

This toolkit is a living, breathing,
always-evolving document. It's less about
rules and what not to do and more about
ideas and suggestions to nourish, grow
and live **the Life University brand.**

THE BRAND

Why Branding Matters 2

Brand Goals 3

Brand Elements 4

MESSAGE

Brand Narrative 13

What We Mean by **It's in You** 14

Copy Development 15

 Voice and Tone 16

 Voice and Tone by Audience: traditional undergraduates and non-chiropractic students 17

 Voice and Tone by Audience: chiropractic students and the chiropractic community 19

 Headline Construction and Examples 21

 Use of Hashtags 22

It's In You in Words 23

 General Guidelines 24

 When Not to Use **It's in You** 25

DESIGN

Wordmark (clearspace, color variations) 27

 Lockups 28

 Clearspace With Lockups 29

Color Palette 30

 Contrast Compliance 31

Fonts 32

 Font Usage 34

 HTML Font 35

Design Elements

 Headline Treatments 36

 Circle Motifs 37

 The Arc Segment 38

 The Gradient 39

Photography 42

Why Branding Matters

Great brands create a culture, one in which people recognize themselves and gain a sense of belonging to something bigger.

Specifically, a brand is:

A promise that creates an expectation we must deliver on.

A claim of distinction. What is the characteristic or quality that sets Life University apart?

Unchanging. Over time, products, services and offerings will come and go, but the essence of the brand remains constant.

The focal point that defines how we deliver value and effectively embodies our mission.

The Life University brand is a reflection of who we are. Everything we do and say, from marketing materials to social posts to personal interactions, creates an impression of the University's energy, spirit and character.

As brand ambassadors, it's up to us to present a unified front in the form of a cohesive and consistent brand message. This toolkit is designed to help you do exactly that.

Brand Goals

A strong brand leads. It stands for what others can't, don't or won't.

The Life University brand must:

- Expand awareness.
- Positively position Life U among its competitor set, particularly non-chiropractic competitors.
- Strengthen the traditional/non-chiropractic student pipeline.
- Generate pride within the internal community.
- Elevate the University's status as a top choice in the Atlanta metro area.

Brand Elements

Our **brand elements** are touchstones, not necessarily public-facing language (with the exception of brand expression). Think of them as foundational ideas – they are behind the work we create.

Values

Personality

Drivers

Promise

Formula

Expression

Positioning Statement

Brand Elements

We start with our **values**, which are the bedrock of the Life U brand. They act as a “true north,” pointing the University forward. Our values are at the very core of our brand, timeless and consistent.

Brand Values

Lasting Purpose: To live an inner-directed life, to give, to do, to love, to serve, out of your own abundance.

Vitalism: Our recognition that the Universe itself is self-conscious, and as such, creates itself as a dynamic system wherein living organisms are self-developing, self-maintaining and self-healing.

Integrity: A state of completeness or wholeness; adherence to a set of values, implying wholeness of body, mind, and spirit; and in our relationships with people and the planet.

Brand Elements

Think of **brand personality** as brand personification – when human characteristics or traits are assigned to your institution.

Brand Personality

Holistic

Nurturing

Non-conformist

Purposeful

Innovative

Activist

Entrepreneurial

Individualistic

Inclusive

Brand Elements

Brand drivers propel our brand forward and motivate brand action and engagement.

Brand Drivers

- We care deeply about our students and support them in all areas of their lives.
- We set the bar for innovation in chiropractic education.
- We personalize learning and maximize achievement.
- We foster a culture of maverick thinking.
- We promote healthy habits for optimal wellbeing.
- We educate for a life of Lasting Purpose.

Brand Elements

Brand promise is our brand experience.
The more we deliver on that promise, the
stronger our brand becomes.

Brand Promise

To clear the way for transcendent growth.

Brand Elements

A **brand formula** is a proprietary blend of the best of what we do and how we do it.

Brand Formula

- Wellness
- +
- Nurturing support
- +
- Focused academics
- +
- Purpose radiating outwards

The Life University brand formula

Brand Elements

Brand Expression

It's in you.

Brand Elements

Brand positioning is a distillation of our strengths and differentiators. It makes the case for the value we provide relative to our competition.

Building on a long history of chiropractic leadership, Life University offers all students, in all areas of study, the opportunity to connect to purpose and live their potential. Life U is for students who seek hands-on experiences in a close, personal learning environment; a tranquil campus adjacent to all the career opportunities of metro Atlanta; and an education that guides students to their highest level of personal and professional success.

Message

We all have it. The inner perfection. The potential for healing. The ongoing opportunity for personal transformation. At Life University, we recognize all that is good and true and intrinsically “you.” We honor it. We stand in awe of it. And we will help you tap into it.

It's in you.

LIFE[®]
University

What we mean by **it's in you.**

Our brand expression works in two ways. First, **it's in you** refers to the Innate intelligence that's at the core of a vitalistic philosophy, as well as the inherent ability of Life University students, faculty and alumni to understand that intelligence and to tap into it. Second, **it's in you** speaks to human potential – every person's latent strengths and talents.

It's in you is a flexible-use line: Sometimes it's locked up with the logo; sometimes it's used in the copy in other ways. In all cases, it needs the context of either the Vitalism message or the potential one.

Think of it as a punctuating line instead of a tag: In most cases, it will come at the end of the messaging, but it's grounded in that content, as opposed to having meaning just by being attached to the Life U name or logo. In rare instances, you can use **it's in you** as a headline with an image that powerfully represents the idea of potential.

Capitalization depends on context. When used as a headline or subhead, the line will typically be sentence case or all caps. When locked up with the logo, you will want to lowercase the “i” in **it's in you**. (This is a style choice – friendlier and more engaging.)

Copy Development

It takes **time and consistency** to cultivate a brand that will live in the minds of others.

Every communication – be it written, spoken, static or video – is a chance to deliver on our brand promise, act on our brand drivers and illustrate our brand values. Life University is unlike any other college or university in metro Atlanta. It is uniquely purposeful and entrepreneurial, wellness-focused and student-centric.

When writing through the lens of **it's in you**, no matter which audience you are targeting, keep Life U's distinctive attributes top of mind. It's the combination that creates the culture.

Copy Development

Voice: A distinct and consistent writing style, personality or point of view that is unique to us.

Tone: The mood or attitude of our writing that changes depending on the situation.

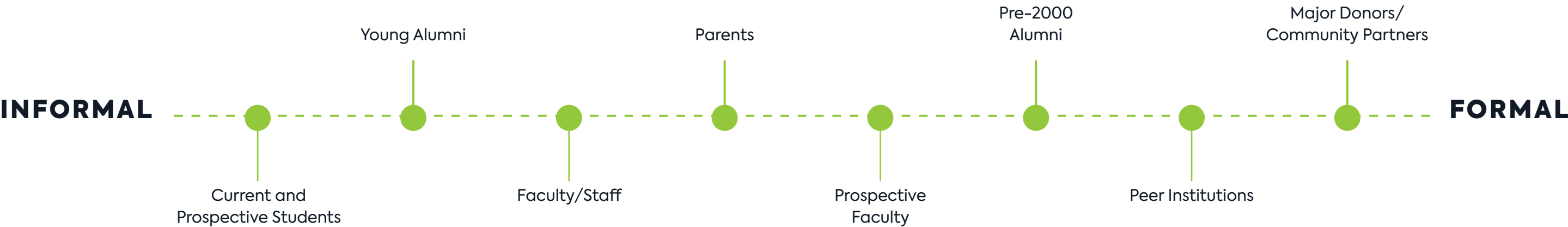
Voice and tone

The way we talk about Life University shapes the way people feel about it. In other words, you’re not just passing on information, you’re illustrating Life U’s leadership in chiropractic education and innovative approach to the college experience.

We want the world (and Atlanta and the Southeast in particular) to see Life U as the place where important conversations are occurring. Where students are being asked to dig deeper and be more mindful. And where a holistic approach to education yields powerful results and purposeful lives.

When writing, ask yourself:

- Who’s the audience?
- What do we want them to think, feel and do?
- What is the next step we want them to take?



Copy Development

Voice and tone by audience:

traditional undergraduates and all non-chiropractic students

With our non-chiropractic audience, the **it's in you** voice is inclusive and inspiring.

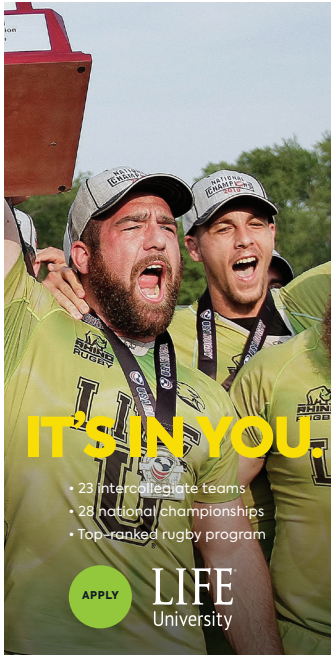
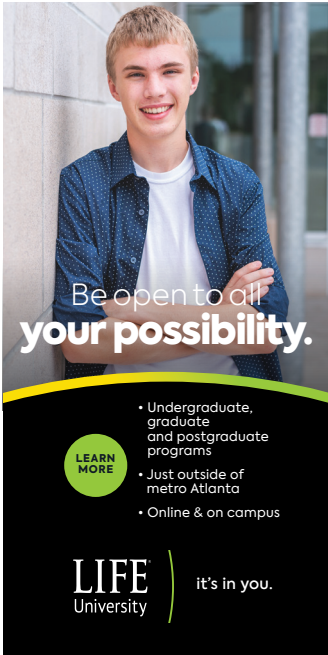
Think of it as the professor that sparks a life-changing interest in a student or a coach that brings out the absolute best in each of his or her athletes. Essentially what we're saying is, "You can do more than you ever thought possible. We'll show you how."

With this audience, there's a lot of flexibility about how and when to use **it's in you**.

Typically, the line will be present but not dominant (subhead, hashtag, lockup or punctuating line). What's most important is warmth and consistency of voice – **it's in you** is there to ground the idea of potential, but there are many ways to express it.

Copy Development

Content examples by audience: traditional undergraduates and all non-chiropractic students



Copy Development

Voice and tone by audience:

chiropractic students and the chiropractic community

With the chiropractic audience, **it's in you** refers both to the Innate intelligence that is at the heart of Vitalism and to the unique ability of Life University chiropractors to interpret that intelligence. A vitalistic vs. mechanistic point of view is what sets Life U's chiropractic program apart, and the brand platform is a tool to express that directly and powerfully.

As with the “potential” angle, using **it's in you** with the chiropractic audience is flexible, and in most cases, the line will not be dominant (not a headline). Think of it as a secondary element that connects the chiropractic messaging with the non-chiropractic messaging: It's woven in, but it's not your lead.

The idea of **it's in you** is what frees up the chiropractic brand voice to be bold, empowering and, at times, provocative.

Copy Development

Content examples by audience: chiropractic students and the chiropractic community



Copy Development

Headline construction and examples

Our brand headers serve to flesh out the two ideas and two audiences encapsulated by **it’s in you**: potential/latent talent (non-chiropractic) and Vitalism/Innate (chiropractic). Headlines should always be succinct and to the point, keeping in mind the slight difference in tone for our two audiences (leaning warm vs. leaning bold).

Traditional undergraduate and non-chiropractic examples:

All that you already are is enough to move mountains.

Everything you think you can do, you can.

Choose the University that sees you for you.

Your true purpose has the potential to change the world.

Chiropractic examples:

The body knows. And the body speaks. We listen.

The body is brilliant.

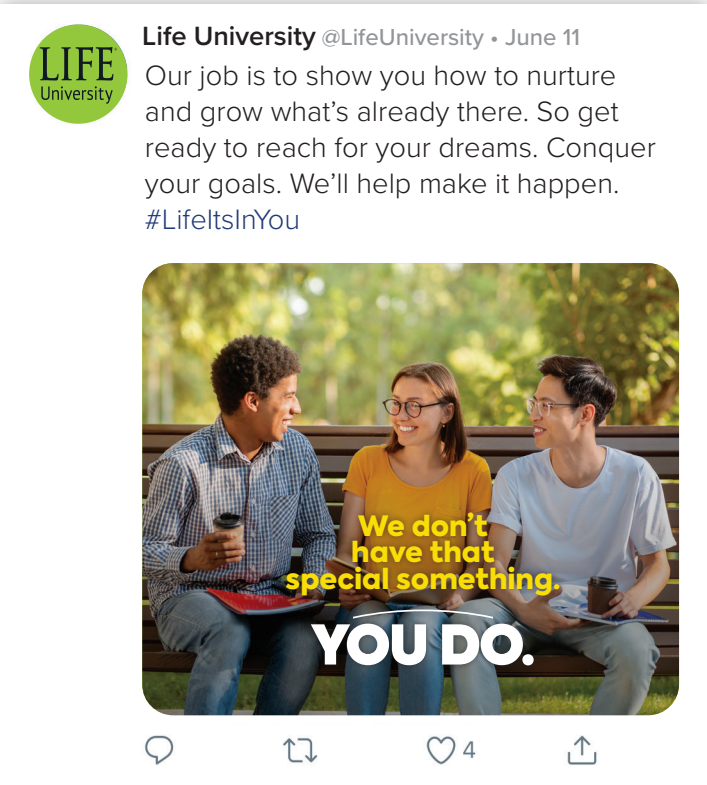
What kind of chiropractor will you be?

**Change minds.
Change beliefs.
Change systems.**

Copy Development

How to use your hashtag

Hashtags are a great way to steer conversations on social media and curate content by topics. When used well, they can expand our reach and bring added authenticity to our brand. Use brand hashtags on marketing materials (print, swag, online, etc.) to push people to engage with us on social media and to take part in telling the Life University story.



#LifeltsInYou

Copy Development

It’s in you words

The below is a starting point for our ever-expanding brand lexicon.

Potential	Engaged
Transformation	Global
Opportunity	Giving
Reach	Grow/growth
Purpose	Goals
Possibility	Visionary
Highest/highest level	Journey
Nurture	Force
Facilitate	
Support/supportive	
Informed	

Copy Development

Writing tips: general guidelines

- **Keep it short and sweet.** People only remember three to five things that they read or hear (if you're lucky). Too much information can result in your audience tuning out altogether.
- **Be a good conversationalist.** Good copy sounds more like speech, less like writing. Try to avoid overly complicated syntax.
- **Lead with detail.** Stay away from statements that are too broad or too general. Think specifics. And in longer formats, think stories.
- **Surprise your audience.** Don't be afraid to be provocative. Ultimately, the goal is to engage your audience – to grab their attention and never let go.

Copy Development

Writing tips: when *not* to use **it's in you**

Sometimes with a brand-new brand, it can be tempting to use our branded language absolutely everywhere – but knowing when not to use it is as important as knowing when to.

Brand language is most present in areas with a broad audience; it's not necessary to apply it to more specific content with a narrow set of viewers. You also wouldn't use it with messaging that is purely informational or instructional.

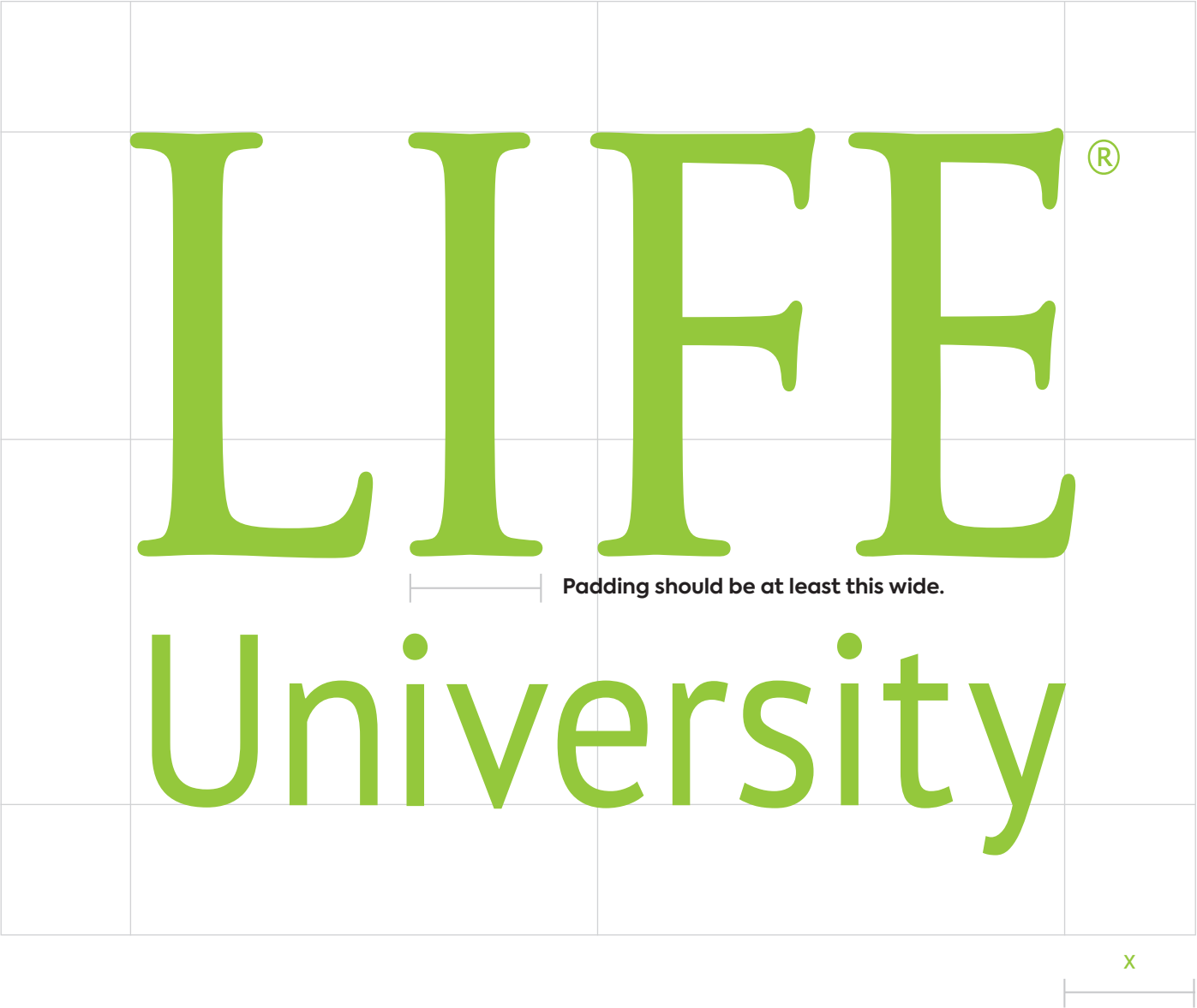
So, for example, you WOULD want **it's in you** language in key areas of your website and throughout new-student recruitment materials. You WOULD NOT use it on an email about how to add or drop a class (or on detailed departmental content, or as part of news and events).

And keep in mind that our brand platform is ultimately about illustrating the two important ideas of potential and Innate. The language you use to express those themes is just as critical as the placement and usage of the **it's in you** phrase.

Design

Wordmark

- 1. The mark must always have adequate padding around the letters to allow maximum readability and visual interest.
This padding should be at least the width of the “I” as shown.
- 2. The mark may be shown in Life University Green, white or black.
No other colors or combinations may be used.
- 3. The mark may be shown on color or overlaying photography only in its reversed, white state.
- 4. The Life University brandmark may never be altered, adjusted or amended from its current form.



Wordmark/ Line Lockup

It's in you is a flexible use line. It will not always be locked up with the logo, but sometimes it will. There are two basic formats of logo/line lockups: vertical and horizontal. Please use the files provided to you by the Marketing Department. Do not attempt to alter or reconstruct the lockups.

vertical



horizontal



Wordmark/ Line Lockup

CLEARSPACE

When the wordmark and line are combined in a lockup, they require additional padding to maintain legibility and impact. Use the width of the capital “E” in the wordmark to maintain appropriate clearspace.



Color Palette

Life University’s PMS 375 is energetic, distinctive and powerful. It should take the lead in all layouts. It forms the base of the primary color palette, with PMS 7547 and 108 following in supporting roles. PMS 7547 is a subtle take on black and makes an elegant high-contrast companion to PMS 375. PMS 108 has been elevated to the primary palette to strengthen the connection between the transfer of the sun’s energy to sprouting leaves, represented by Life U’s bright green. When designing outward-facing communications, stick to the primary palette in the most prominent areas like covers, upper-level webpages and digital advertising.

The secondary palette is also drawn from the natural world, complementing the high energy of the primary palette. Secondary palette colors should only be used when designing longer-form communications such as deeper level pages in a website, longer recruitment publications and magazines.

PRIMARY

PMS
375c
PMS
2291u

CMYKc	CMYKu	RGB
46	40	151
0	0	215
100	100	0
0	0	

web: #97d700

PMS
7547c
PMS
7547u

CMYKc	CMYKu	RGB
84	51	20
73	27	29
57	15	40
70	63	

web: #141D28

PMS
108c
PMS
108u

CMYKc	CMYKu	RGB
0	0	253
5	4	221
98	95	0
0	0	

web: #FDDD00

SECONDARY

PMS
630c
PMS
630u

CMYKc	CMYKu	RGB
51	58	119
4	0	197
14	13	213
0	0	

web: #77C5D5

PMS
7706c
PMS
633u

CMYKc	CMYKu	RGB
100	99	0
16	3	105
10	16	129
44	19	

web: #006981

PMS
7728c
PMS
3415u

CMYKc	CMYKu	RGB
90	0	0
36	65	95
100	100	44
32	0	

web: #005F2C

PMS
340c
PMS
3405u

CMYKc	CMYKu	RGB
85	85	0
16	0	150
82	82	94
3	0	

web: #00965E

PMS
4665c
PMS
4675u

CMYKc	CMYKu	RGB
20	11	205
34	34	167
47	27	136
0	0	

web: #CDA788

PMS
165c
PMS
021u

CMYKc	CMYKu	RGB
0	46	242
74	0	103
88	40	53
0	0	

web: #F26735

Contrast Compliance

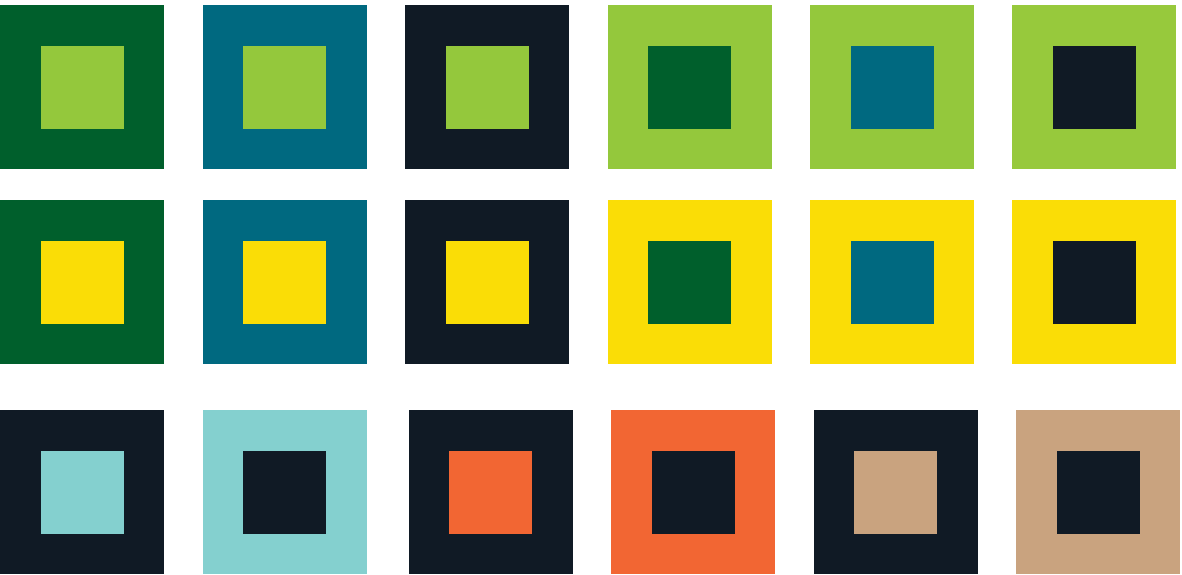
Contrast compliance refers to a set of standards developed to enable low vision individuals to access information in digital media. **Printed media does not need to follow the same guidelines.**

The combinations shown comprise all the background foreground color schemes that meet AA contrast compliance standards. Foreground/background combinations not shown are not compliant and should never be used in digital media.

For example, you may use the Life University green on backgrounds of dark green, medium blue, or Midnight Blue and vice versa, but it should never be used for text or headlines in digital media on a white background.

Again, these rules apply to digital media only. They are not relevant in printed media.

contrast compliant combinations



contrast compliant combinations with white backgrounds or foregrounds



Axiforma

The Axiforma font family was designed by Galin Kastelov in 2017. It is a geometric sans-serif typeface with 20 weights plus italics. Axiforma features a huge x-height, which provides enhanced legibility and a very modern and friendly flair. It includes numerous OpenType features such as oldstyle numbers, fractions, case sensitive alternates, localized forms, stylistic sets, etc.

Axiforma Thin
Axiforma Light
Axiforma Book
Axiforma Regular
Axiforma Medium
Axiforma SemiBold
Axiforma Bold
Axiforma ExtraBold
Axiforma Black
Axiforma Heavy

Axiforma Thin Italic
Axiforma Light Italic
Axiforma Book Italic
Axiforma Italic
Axiforma Medium Italic
Axiforma SemiBold Italic
Axiforma Bold Italic
Axiforma ExtraBold Italic
Axiforma Black Italic
Axiforma Heavy Italic

a b c d e f g h i j k l m n o p
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

Blacker

Blacker Pro was designed by Cosimo Lorenzo Pancini and Andrea Tartarelli in 2017. It is a high-contrast modern serif font that features sharp triangular wedge-shaped serifs characteristic of fonts derived from stone-cutting such as Trajan Pro – Life University’s logo font. The Display version is intended for use at larger sizes, and the text version has been adapted for longer copy and legibility at smaller sizes and screens. OpenType features include small caps, positional numerals, fractions, alternate forms and an extended set of standard and discretionary ligatures, etc.

- Blacker Display Light
- Blacker Display Regular
- Blacker Display Medium**
- Blacker Display Bold**
- Blacker Display ExtraBold**
- Blacker Display Heavy**

- Blacker Display Light Italic*
- Blacker Display Italic*
- Blacker Display Medium Italic*
- Blacker Display Bold Italic*
- Blacker Display ExtraBold Italic*
- Blacker Display Heavy Italic*

- Blacker Text Light
- Blacker Text Regular
- Blacker Text Medium**
- Blacker Text Bold**
- Blacker Text ExtraBold**
- Blacker Text Heavy**

- Blacker Display Light Italic*
- Blacker Display Italic*
- Blacker Display Medium Italic*
- Blacker Display Bold Italic*
- Blacker Display ExtraBold Italic*
- Blacker Display Heavy Italic*



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

Font Usage

Both Axiforma and Blacker Display work well for headlines. Axiforma is appropriate for headlines in media focused on higher energy, less formal audiences like undergraduate recruitment, younger alumni and faculty. Use Blacker Display headlines when appealing to more formal audiences like faculty recruitment, peer institutions and community partners. Media with longer body copy should use Blacker Text. Either Axiforma or Blacker Text may be used for shorter body copy.

Axiforma Black set tight
(-40 tracking)

This is a bold headline.

AN OPTIONAL DECK-LINE IN A REDUCED POINT SIZE IN ALL-CAPS

Axiforma Bold set loose
(+50 tracking)

Axiforma Bold used for lead-in

Axiforma Book used for body copy
(0 tracking)

The serif font is used for all longer body copy. As ni ium id qui optame volo excerchit exceaue denianto magnat. Soluptaquame neturesequis eaquam, sendae nemolup tatesti volupie nitatium sequiae dolupta sperum fuga. Offic tem qui iumquam rem in poreium lacimporest, nit renis que lacerro.

Axiforma Thin set tight
(-40 tracking)

This is a light and bold headline.

Axiforma Black set tight
(-40 tracking)

Axiforma Bold used for lead-in

Axiforma Book used for body copy
(0 tracking)

The sans serif font is only used for shorter body copy. As ni ium id qui optame volo excerchit exceaue denianto magnat. Soluptaquame neturesequis loro eaquam, sendae nemolup tatesti volupie nitatium sequiae dolupta sperum fuga. Offic tem qui iumquam rem in poreium lacimporest, nit renis que lacerro.

Blacker Display ExtraBold set tight
(-20 tracking)

This is a bold headline.

Blacker Text Bold used for lead-in

Blacker Text Regular used for body copy
(+10 tracking)

The serif font is used for all longer body copy. As ni ium id qui optame volo excerchit exceaue denianto magnat. Soluptaquame neturesequis eaquam, sendae nemolup tatesti volupie nitatium sequiae dolupta sperum fuga.

HTML FONTS

HTML portions of emails cannot serve fonts like websites. The headline can be an image rendered in Life University’s brand fonts (Axiforma), but the body must be created in web safe fonts that are native to all devices. The body of the email shown on the right is set in Georgia. It is a web safe serif font noted for it’s friendliness and legibility.

The headline and background to the right is an image. It was composed in Axiforma Light and Black.

The body copy is set in Georgia (a web safe font).

The call to action button, the wordmark lockup and address line are all images.



Design Elements

HEADLINE TREATMENTS

Flexibility is key to Life University’s brand. The headline in figure one is in sentence case constructed with Axiforma Light and Axiforma Black with a color break for added emphasis. The headline in figure two is rendered in Axiforma Black in all caps. Figures three and four create a compound headline stretched over three pages. It begins with an all-cap Axiforma Black headline (figure three) on the cover, extends to a sentence case headline rendered in Blacker Display Bold on the inside front cover (figure four) and ends on the first page with an all-cap Axiforma Black headline on page one of figure four.

Whether you use all-caps or sentence case or Axiforma or Blacker to make your headline depends on context. Before you decide what setting to choose, read through your headlines and the copy that follows. Are they stand-alone or interdependent? Is there a part of the headline that calls out for added emphasis?



figure 1



figure 2

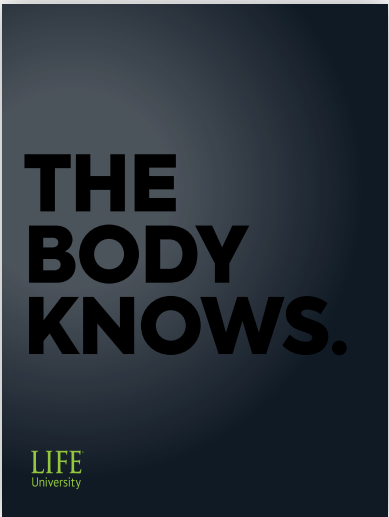


figure 3



figure 4

Design Elements

THE CIRCLE MOTIFS

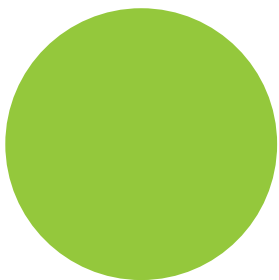
Circles are nature’s perfect shape. They represent wholeness. The Life University brand makes use of circles to convey the innate vital energy of all living things that allow organisms to heal, self-maintain and achieve optimum function.

The two main variations of the circle motif are the dynamic circle and the static circle. The dynamic circle motif creates a sense of motion and flow. The static circle makes for a focused, contained emphasis.

Figures one and two show the dynamic circle large and cropped off-center. These treatments enhance the feeling of a range of motion in figure one and the directional flow of figure two. The static circle is used as a framing device. It can create a substantial graphic border like in figure three, direct focus as in figure four or be used more subtly as in figure five. Use the circle motifs in marquee places only, like covers of brochures and maybe a few selected spreads; otherwise, they will become tiresome.



dynamic circle



static circle



figure 1



figure 3



figure 2



figure 4



figure 5

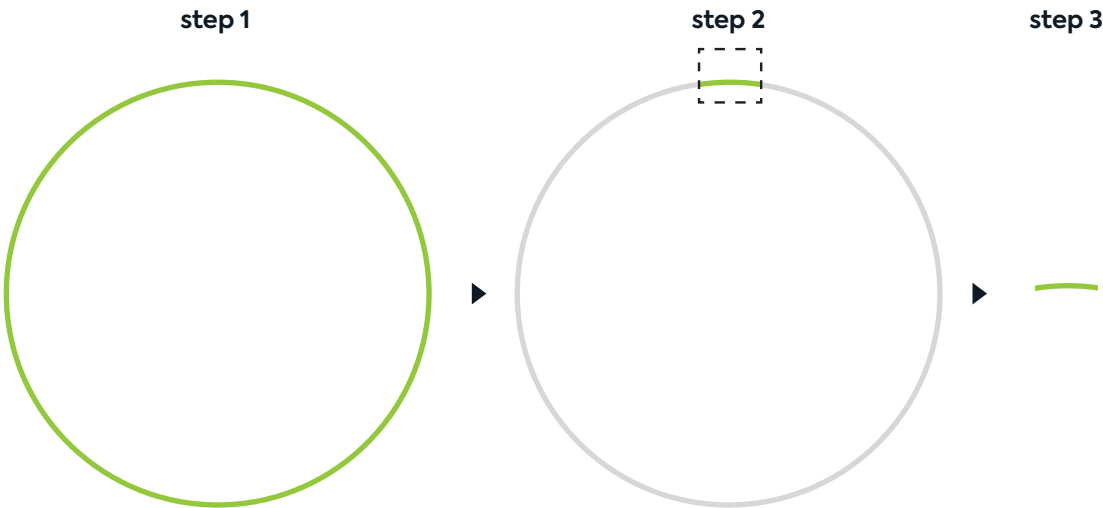
Design Elements

THE ARC SEGMENT

Arc segments are another way to reinforce the circle motif. They should always be constructed by pasting a drawn circle into a rectangle to maintain the uniformity of the curve and the integrity of the terminations.



Arc segments can be used to underline words in a headline for emphasis (figure one) or as a separating device (figures two and three). Keep in mind that the arc always has a sense of directionality to it, like an arrow. The arc should only be used in two directions: horizontal with the convex side on the top (figures one and two) and vertical with the convex side on the right (figure two).



Arc segment construction:

1. Draw a circle.
2. Paste the circle into rectangle and center horizontally.
3. Adjust size and weight of circle to create a subtle arc segment.

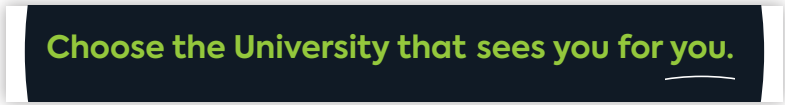


figure 1



figure 2



figure 3

Design Elements

THE GRADIENT

In addition to the circle and arc segment, the gradient is another important element representing Life U’s emphasis on vitalistic energy.

It may be used as a background (figure one), multiplied over a photo (figure two), multiplied over a photo in the background and applied to a layered dynamic circle motif in the foreground (figure three) or applied to an arc segment (figure four).

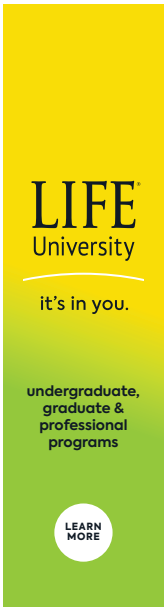


figure 1



figure 2

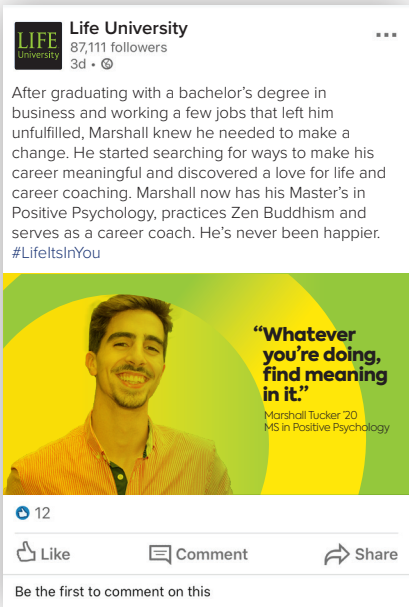


figure 3



figure 4

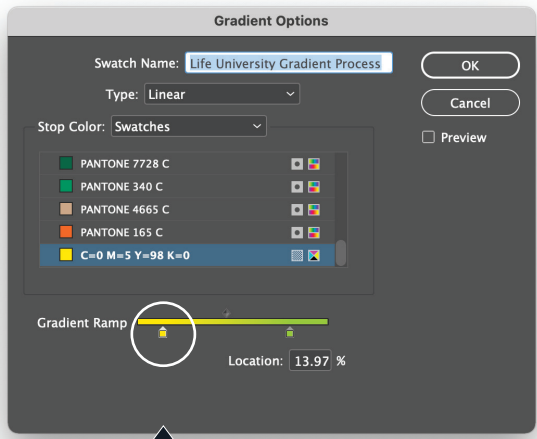
Design Elements

THE GRADIENT: HOW TO CREATE AND MANIPULATE

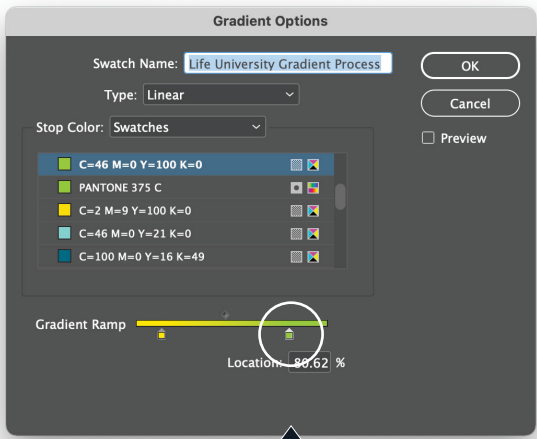
To create the yellow to green gradient, open your swatch palette in InDesign and choose new gradient swatch from the pop-out found by clicking on the upper right hamburger menu. It is important when working in digital media to be certain that you create your gradient using RGB colors only. In print media, be sure to use the process equivalents of the yellow and green. Gradients built with PMS spot colors will display correctly on your screen but fail to print. Use the swatch you’ve made to fill backgrounds, dynamic circles or add to color arc segments.

To manipulate the yellow to green gradient that’s been applied to a shape, click on the shape to make it active. Then, select the gradient tool from the tool palette, click and drag in the desired direction with the desired angle, and release. Experiment with the angle and distance dragged to create different effects.

creating the yellow to green gradient

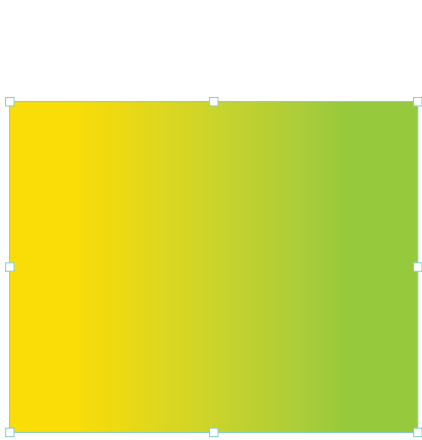


1. choose the appropriate yellow
for print use the process equivalent of PMS 108
for digital use the RGB equivalent of PMS 108

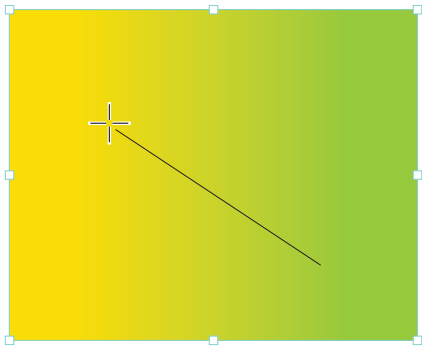


2. choose the appropriate green
for print use the process equivalent of PMS 375
for digital use the RGB equivalent of PMS 375

customizing the yellow to green gradient



green yellow gradient with no manipulation



drag the gradient tool diagonally from lower left to upper right

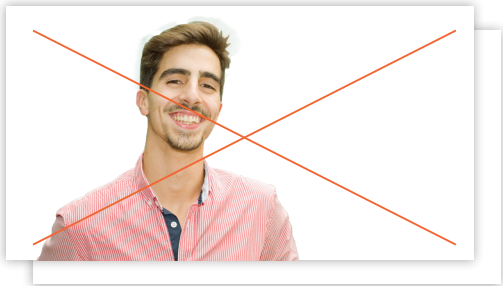
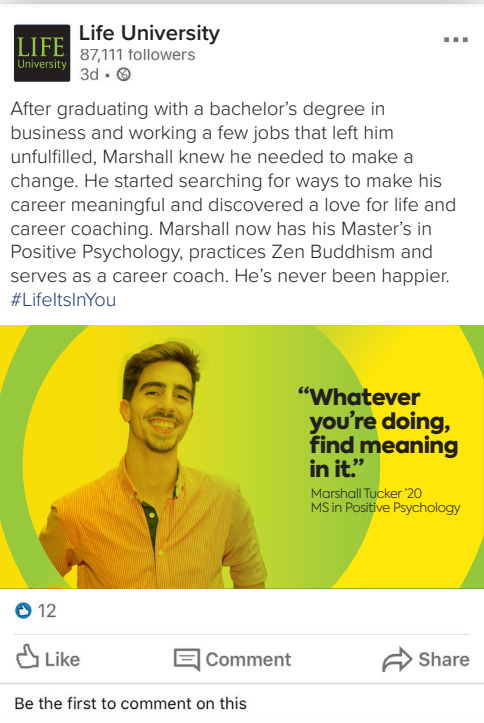


end result: a gradient with a shorter color ramp, reversed direction and a diagonal slant

Design Elements

THE GRADIENT: PHOTO APPLICATION

Combine the dynamic circle with the color gradient and apply contrasting color ramps, angles and orientation to create a dimensional effect.



1. **Choose an appropriate image.**
Gradients work best with photos that have large amounts of white space with little to no color to affect the color overlay.
2. **Copy and paste the photo** on top of the original. Delete the image so that the empty photo box remains on top of the original photo.



3. Select the empty frame and **fill it with your yellow to green color gradient.**
4. Use the dropdown menu in the effects palette to **set the layer with your gradient to multiply.**



5. **Paste a dynamic circle on top of your image** and fill it with the yellow to green gradient from the swatch palette (see pages 37 and 40).
6. **Change the angle, orientation and color ramp of the gradient** in the dynamic circle to contrast with the gradient in the layer beneath (see page 40).
7. **Repeat step two** to create an empty box on top of your layers.
8. **Select the dynamic circle.** Cut it to the clipboard and select the empty box.



9. **Paste the dynamic circle into the empty box** using the paste inside command under the edit menu dropdown.

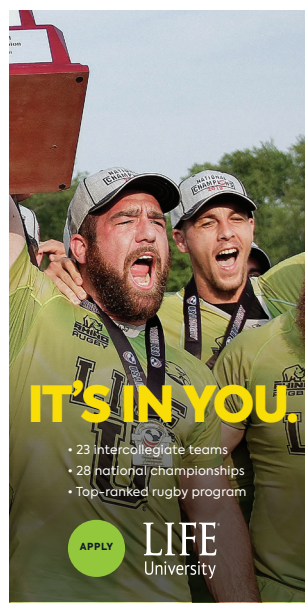
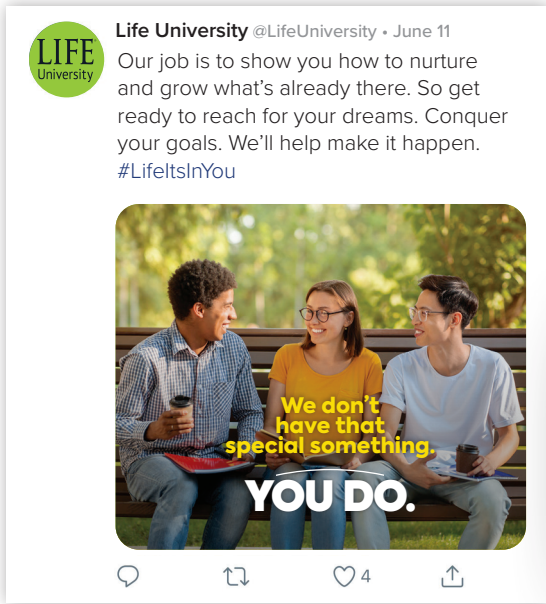
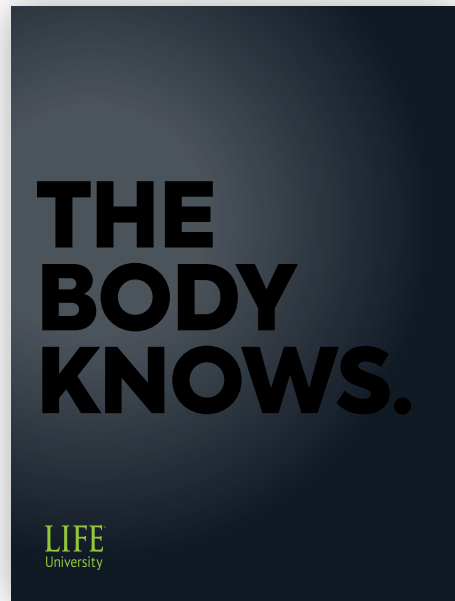
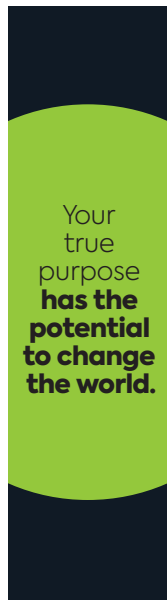
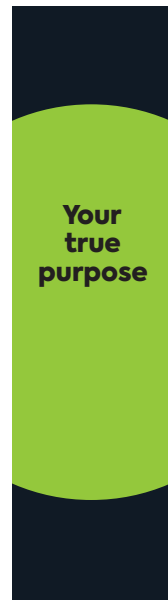
Photography

HOW TO CAPTURE “IT’S IN YOU”

Life University’s brand promise is all about transcendent growth. Every image should reflect this idea. Our subjects need to exude optimism, ambition and confidence. Don’t automatically go for people looking directly into the camera. While that can make for a powerful image, many people become self-conscious and shine best (and more authentically) when their focus is off-camera.

Enhance your subjects’ energy by using a mix of selective focus, unusual camera angles, negative space, forced perspective, pared-down graphic compositions, high-key light and shooting tight. A good rule of thumb is to ask yourself if the image requires a caption to communicate the intended energy, emotion or topic. If it does, how can you rethink the photo to better tell your story? Always be aware of the difference between telling the story of your people and the story of their environment. Choose one and subordinate the other. Eliminate as many unnecessary elements as you can to get and keep the viewer’s focus on your intended subject.





**The *it's in you* brand platform
was born from the creative
collaboration of Life University
and Mindpower in 2021.**

TO CONNECT WITH MINDPOWER, GO TO [MINDPOWERINC.COM](https://mindpowerinc.com).

TO FIND OUT MORE ABOUT LIFE UNIVERSITY, GO TO [LIFE.EDU](https://life.edu).