

BRAND IN USE

Section 5



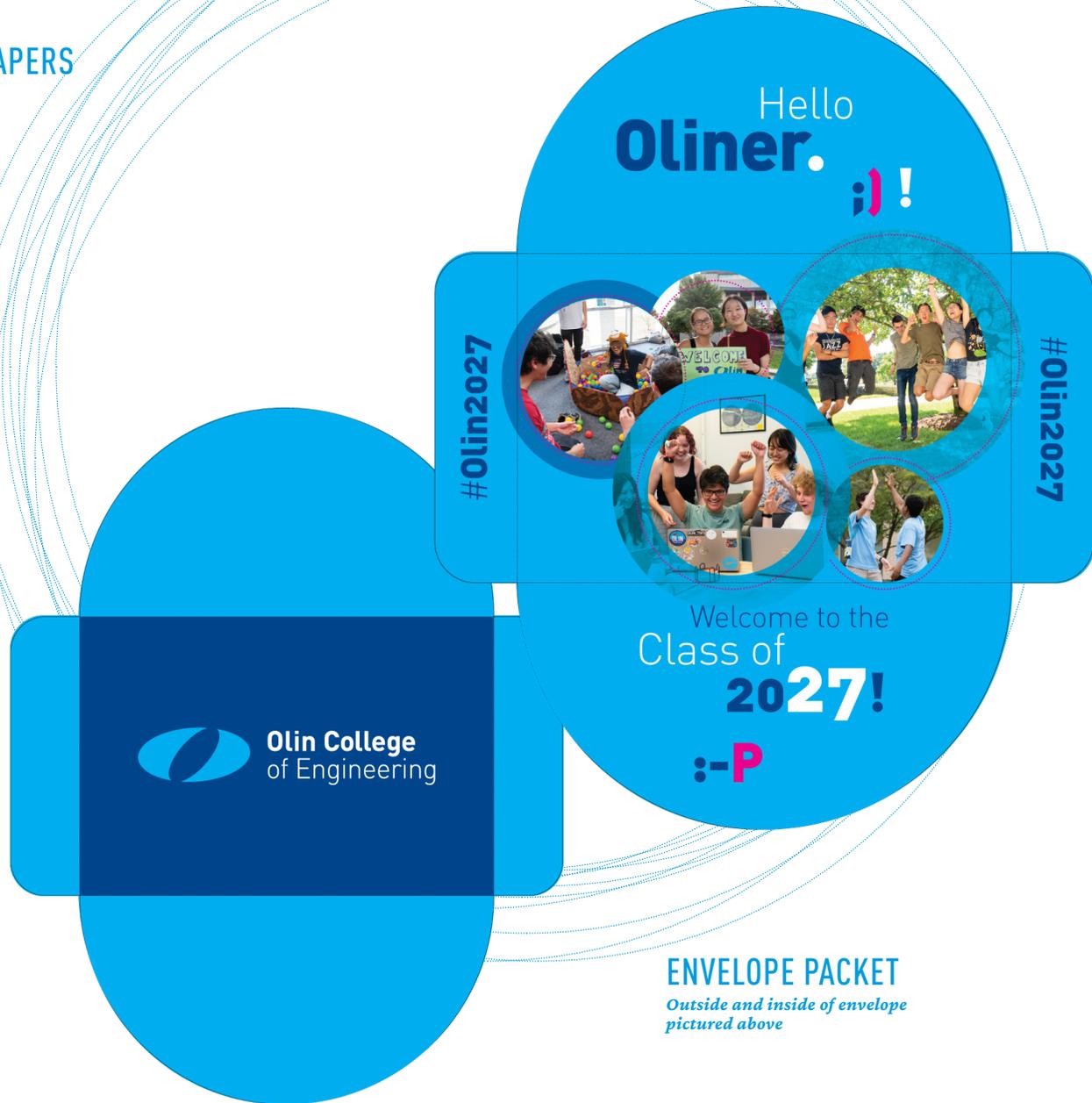
example - Admission Packets



SOCIAL MEDIA WALLPAPERS



STICKER



ENVELOPE PACKET
*Outside and inside of envelope
pictured above*

example - Prospectus

Design & Entrepreneurship

Design Teams (DST) has a hands-on, experiential approach to design that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

Call America Design (CAD) has a hands-on, experiential approach to design that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

Product Markets (PM) is Olin's first experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

Olivia Jo '23
One of my favorite memories at Olin is Hopper Night, the night before the first big project is due.

Every year, across three years (and half a school year) we're working and living up to our biggest goals. And we're doing it through the same process: first, we have to figure out what we're doing, and then we have to do it. It's a challenge, but it's also a reward. I remember coffee and food, and the excitement of seeing our work come to life. It's a rewarding and meaningful experience that I'll never forget.

Arts, Humanities & Social Sciences

We believe arts, humanities, and social sciences (AHSS) are essential for engineering students, as they offer unique, personal, and interdisciplinary educational experiences. These courses help students develop critical thinking skills, communication skills, and a broader understanding of the world around them. At Olin, we offer a variety of AHSS courses that are designed to complement your engineering education and help you become a well-rounded professional.

Summer and Health Engineering for Nonprofits (SHEFN)
The Microbes that Changed the World (MTCW) is a hands-on, experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

CLASSES

Math, Science & Engineering

Introduction to Semiconductors (IS) is a hands-on, experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

Principles of Integrated Circuits (PIC) is a hands-on, experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

Experimental

Students are invited to opt in to a hands-on, experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

ACADEMICS WITH IMPACT

CAPSTONES

Yearlong projects solving real-world problems

All students complete a yearlong capstone experience that applies what they have learned in their coursework. The capstone offers three experiential alternatives:

- Senior Capstone Program (SCP)** is a hands-on, experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.
- Entrepreneurial Engineering (EE)** is a hands-on, experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.
- Alternative Design (AD)** is a hands-on, experiential course that focuses on students' ability to create a product that solves a real-world problem. In the prototyping class students design and prototype a product that addresses the needs of a real-world user.

Summer Research & Internships

Olin has a diverse curriculum that allows us to provide students with the best of both worlds, and there's a better way to learn how to do it: through hands-on, experiential learning. During the summer, several teams of students and faculty collaborate on summer research projects. During the summer of 2023, the Research and Innovation (RI) team of 20 students worked with faculty to develop a solution to a real-world problem. The team's project was to design and build a solution to a real-world problem. The team's project was to design and build a solution to a real-world problem.

Paul Ruvalo
Assistant Professor of Computer Science
At Olin, we want our students to understand the impact of their work. The student participating in this summer research project is building important skills and value and helping me figure out what kind of engineer I want to be. The student is building important skills and value and helping me figure out what kind of engineer I want to be.

CO-CURRICULARS & PASSIONATE PURSUITS

All Olin students are encouraged to pursue their personal, artistic, humanitarian, and intellectual interests through our **Co-Curricular Pursuits**. These pursuits provide students with the opportunity to explore their interests and passions outside of the classroom. Examples include: sports, music, art, and community service.

STUDY AWAY

One of the founding principles of Olin was that every student should have the opportunity to gain a learning experience away from the College. Olin has now over 20 programmatic study away institutions, and students also have the opportunity to create a self-designed study experience.

Alumni Snapshot

Six months after graduation*

88% of alumni are employed at a private school

75% are employed at a school that has business

13% are in graduate school

Two years after graduation**

38% of alumni have moved to a different city

56% have moved to a different country

84% have moved to a different state

84% have found a job that is more challenging

Olin students come to MathWorks with a unique level of preparedness, dedication to impact and ability to contribute to an inclusive workplace.

Lizette H., Senior Research, College Programs, MathWorks

No two paths through or after Olin are the same,

but we love how our alumni are making their mark by carrying the Olin culture with them as they tackle the real world with curiosity, passion and purpose. And we're pretty damn proud that 87% of our alumni would choose Olin again.*

TOP GRADUATE SCHOOLS

- Boston University
- Cornell
- CMU
- Harvard
- MIT
- Northwestern
- Stanford
- UC Berkeley
- University of Washington
- WPI

TOP EMPLOYERS

- Amazon
- Apple
- Johnson & Johnson
- Microsoft
- Oracle
- Tesla
- Wells Fargo

OLIN-FOUNDED COMPANIES

- Accelerate Wind
- Big Belly Solar
- Indico
- Lever
- Highland Robotics
- Skylio
- Twelve

99% of the 2021 graduating class of at least one alumna or alum in research or industry has the Olin logo on their resume.

SUMMER INTERN EMPLOYERS (2021)

- Amazon Robotics
- Boston Scientific
- Ford
- Google
- Indica
- MathWorks
- National Grid
- Missoula
- SpaceX
- Tesla
- Verizon Research
- Verizon
- Watts Water

Audrey '24

MAJOR MECHANICAL ENGINEERING
HOMETOWN BELMONT, MASSACHUSETTS

Through Baja, I've had the opportunity to be in the shop welding and machining almost every day. I've also gotten to connect with many experienced upperclassmen who have taught me so much about Baja and Olin in general.

Find out more at olinbaja.org

example - **Email Banners** (Headers + Footers)



FRANK TALKS
AN ALUMNI SPEAKER SERIES

Olin College of Engineering

This banner features a purple-to-blue gradient background with abstract circular patterns in yellow, pink, and blue. The text is in a clean, sans-serif font. The footer includes the Olin College of Engineering logo and name.



ALUMNI WEEKEND 2023
REVISIT + RECONNECT + CELEBRATE

→ Friday, September 22 & Saturday, September 23

Olin College of Engineering

This banner has a yellow-to-orange gradient background. It features a white arrow icon in a dark circle on the left. The text is in a mix of bold sans-serif and italicized sans-serif fonts. The footer includes the Olin College of Engineering logo and name.



FAMILY WEEKEND 2023

Olin College of Engineering

This banner has a dark blue background. It features a photograph of people at an outdoor event, with a stack of wooden blocks in the foreground. The text is in a bold, sans-serif font. The footer includes the Olin College of Engineering logo and name.



Convocation
2020

Olin College of Engineering

This banner has a blue background with a geometric pattern of lines and dots. It features a large white arrow icon pointing right. The text is in a mix of italicized and bold sans-serif fonts. The footer includes the Olin College of Engineering logo and name.

example - Innaguration

PRESENTATION SLIDE



INNAGURATION BOOKLET

DR. GILDA A. BARABINO BECAME THE SECOND PRESIDENT OF OLIN COLLEGE OF ENGINEERING, AND PROFESSOR OF BIOMEDICAL AND CHEMICAL ENGINEERING, ON JULY 1, 2020.

Olin is committed to advancing equity within and through engineering education.”

GILDA A. BARABINO, PH.D.

Gilda A. Barabino is the second president of Olin College of Engineering, which is dedicated to educating the next generation of engineering innovators who recognize needs, design solutions and engage in creative enterprises for the good of the world.

A chemical engineer by training, with broad interests in global health and interdisciplinary research and education, Dr. Barabino has pioneered new engineering approaches to problems in medicine. Her seminal research in sickle cell disease has informed current technologies and formed the basis for novel therapies. She is a passionate advocate for health equity and leads national efforts to engage engineers in the development of solutions to health disparities.

Prior to becoming president of Olin College, Dr. Barabino served as Dean of the Grove School of Engineering at the City College of New York and held appointments in the Departments of Biomedical Engineering and Chemical Engineering as well as at the City University of New York School of Medicine. There she established the Master's in Translational Medicine program, which addresses unmet clinical needs through the integration of engineering, medical innovation and entrepreneurship.

Dr. Barabino has also held academic and administrative appointments at Georgia Institute of Technology, Emory University and Northeastern University. At Georgia Tech, she served as the inaugural vice provost for academic diversity, and at Northeastern, she served as vice provost for undergraduate education. She is an internationally recognized thought leader and highly sought-after speaker and consultant on race/ethnicity and gender in science and engineering, with a particular focus on creating cultures and climates that support a sense of belonging. She has led a number of initiatives in these areas, including serving as the founder and executive director of the National Institute for Faculty Equity.

In recognition of her visionary leadership and outstanding professional achievement, Dr. Barabino has received many of the highest honors in academia. In 2021, she was elected to the American Academy of Arts and Sciences. She is also an elected member of the National Academy of Engineering and the National Academy of Medicine. She is a fellow of the American Association for the Advancement of Science, the American Institute of Chemical Engineers, the American Institute for Medical and Biological Engineering, and the Biomedical Engineering Society.

Dr. Barabino leads on a global stage. She is the president of the American Association for the Advancement of Science (AAAS), the world's largest interdisciplinary scientific society. In advancing science, engineering and innovation, she and AAAS are committed to science for and by all and engineering for everyone.

As the second president in Olin's history, Barabino is leading the college into its next chapter as it continues its mission to transform engineering education around the world.

Dr. Barabino received a B.S. from Xavier University of Louisiana and a Ph.D. from Rice University. She is married to Joseph Barabino, and they have a son, Jori Barabino.

EMAIL BANNER

An email banner with a blue background. On the left is a circular portrait of Dr. Gilda A. Barabino. To the right of the portrait, the text "SAVE THE DATE" is written in large, white, sans-serif font. At the bottom right is the Olin College of Engineering logo.

ABOUT THE INAUGURAL CEREMONY

The theme for our ceremony is "Expanding the Oval: Connecting Individuals and Communities." Just as Olin is a unique community, our college's symbol—the oval—is a unique shape. Ovals orbit around more than one focus, just as every member of our community focuses on multiple disciplines, causes, and relationships. But an oval also implies togetherness, a cohesion of community and intention. Today's ceremony shares individual perspectives with the goal of expanding our community's shared perspective.

Today we will build connections by engaging with personal stories that speak to this inaugural moment. We will embrace inaugural traditions, but also reinterpret them. And we will transform you, the audience, into active participants. Our ceremony really began when you arrived here, on Olin's campus, to celebrate. A big tent is just the right setting for gathering community while still seeing outside—beyond this space, beyond ourselves.

The formal ceremony will begin with a special recognition of our coming together and include all of our voices. Next, we will engage with the diverse perspectives of our storytellers and celebrants, finding the relationships between their experiences and feeling how they resonate with our own. This practice of connection prepares us to conclude our ceremony as we formally install President Barabino and celebrate her vision for our community.

In true Olin spirit, we invite you to say yes to the unexpected connection or experience, to listening that turns into doing, and to expanding how we see ourselves, others, and the world we make together.

President of Olin College Gilda A. Barabino, Ph.D.	Speakers Jori Barabino Director, Pre-Award Research Administration, Tufts University
Hosts Shereka Banton, Ph.D. Regulatory Affairs Manager, Boston Dickinson	Lee Edwards '07 Olin College Trustee
Megan Ku '22 Student, Olin College	Molás Sabide García '24 Student, Olin College
Celebrations Denise Garlick Massachusetts State Representative	David Hall, S.J.D. President, University of the Virgin Islands
William B. Nordan Founder and Former Chair, Olin Board of Trustees	Cheryl Leggon, Ph.D. Associate Professor of Public Policy, Georgia Institute of Technology
Beverly Wyse P'15 Chair, Olin Board of Trustees	Willie Pearson, Ph.D. Professor of Sociology, Georgia Institute of Technology
Music Anima Chamber Ensemble	Emily Roper-Doten Dean of Admission and Financial Aid, Olin College
	Alison Wood, Ph.D. Assistant Professor of Environmental Engineering, Olin College

example - Fact Sheet



An Investment With Endless Value

Alumni Outcomes*

Six months after graduation



employed or in graduate school six months after graduation.



employed or started own business.



in graduate school. (rising to 56% ten years after graduation).

Ten years after graduation



have been involved in a startup.



have pursued graduate degrees.



Average salary. (Class of 2012)

2022 alumni survey



Love their job.



Feel valued in their workplace.

Student Internships and Research

Participation



← of the 2022 graduating class did at least one internship or research experience during their time at Olin;



← did two or more.

Summer Intern Employers (2022) ↓



Entrepreneurship, Education and Employment

Olin-founded companies ↓



Top Graduate Schools ↓



Top Employers ↓



*Alumni outcomes data based on alumni surveys from the past five years

05.2023

example - PowerPoint



Including Images

The size of this image is 7.5" by 6.35"

To change the image, "picture format" >> "change picture" >> select the image you want. The image should automatically fit the dimensions set on this slide.

To reposition the image, go to "crop". **Do not move the edges of the crop box** because it will change the dimensions, simply click on the image and drag it around to where you like it!



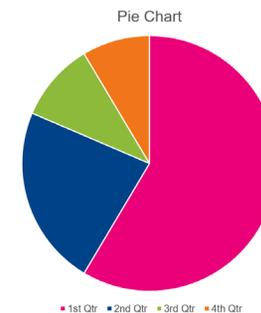
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Graphs

The only thing to keep in mind about graphs and branding are the colors being used as well as the fonts. The colors have been programmed to this presentation deck.

To edit the chart, go to **chart design**, there you can select the colors you would like to use and replace the data.



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example - Website

MENU SEARCH SOCIAL VISIT GIVE

Olin College of Engineering



Introducing Olin's Incoming Class of 2027

On August 23, Olin College will welcome 100 new students of the Class of 2027 to campus! This class is the largest in recent memory, with a record number of international students and first-generation college students, and one of the College's largest cohorts of domestic students of color.

#olin2027
Read all about the new class



Olin is #11 in Salaries for Software and Tech According to New WSJ-Published Ranking

The Wall Street Journal (WSJ) has published a new ranking of the Top Colleges for High-Paying Jobs in Software, with Olin ranking #11 in all salaries for software and tech. Olin graduates entering the software industry are out-earning their peers from other colleges and universities.

Read more

Engineering for Everyone
Olin College Reveals its 2022-27 Strategic Plan
[Read the plan](#)

Humans of Olin - Meet our Students



View
Edit
Delete
Revisions

Relive Olin Commencement 2023!



Scenes from Campus



Making lifelong friends... Celebrating art at Olin. SLAC Fest Shows!

Upcoming Events

<p>EVENT</p> <p>Olin College of Engineering Summer Institute Designing Impact-Centered Learning Experiences</p> <p>JUNE 5, 2023 - 8:00AM EDT VIRTUAL</p> <p>2023 OLIN COLLEGE SUMMER INSTITUTE Designing Impact-Centered Learning Experiences</p> <p>Read More</p>	<p>EVENT</p> <p>ALUMNI WEEKEND 2023 REVISIT + RECONNECT + CELEBRATE</p> <p>Friday, September 22 & Saturday, September 23</p> <p>ALUMNI</p> <p>Alumni Weekend 2023</p> <p>SEPTEMBER 22, 2023 - 1:00PM EDT OLIN COLLEGE OF ENGINEERING</p> <p>Come back to the bubble to spend time with friends, faculty, staff and students. This year, we will celebrate milestone Reunions for 2008 (15th), 2013 (10th), 2018 (5th)!</p> <p>Read More</p>	<p>EVENT</p>  <p>PARENT</p> <p>Family Weekend 2023</p> <p>OCTOBER 27, 2023 - 1:00PM EDT OLIN COLLEGE OF ENGINEERING</p> <p>Reunite and spend time with your student, meet Olin faculty, immerse yourself in an Olin class, watch student team demos, hear from President Barabino and eat great food.</p> <p>Read More</p>
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