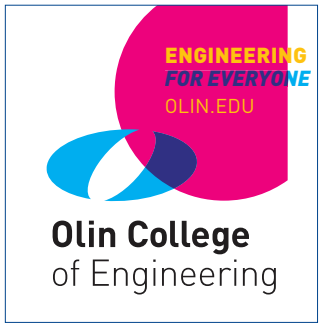
# BRAND IN USE

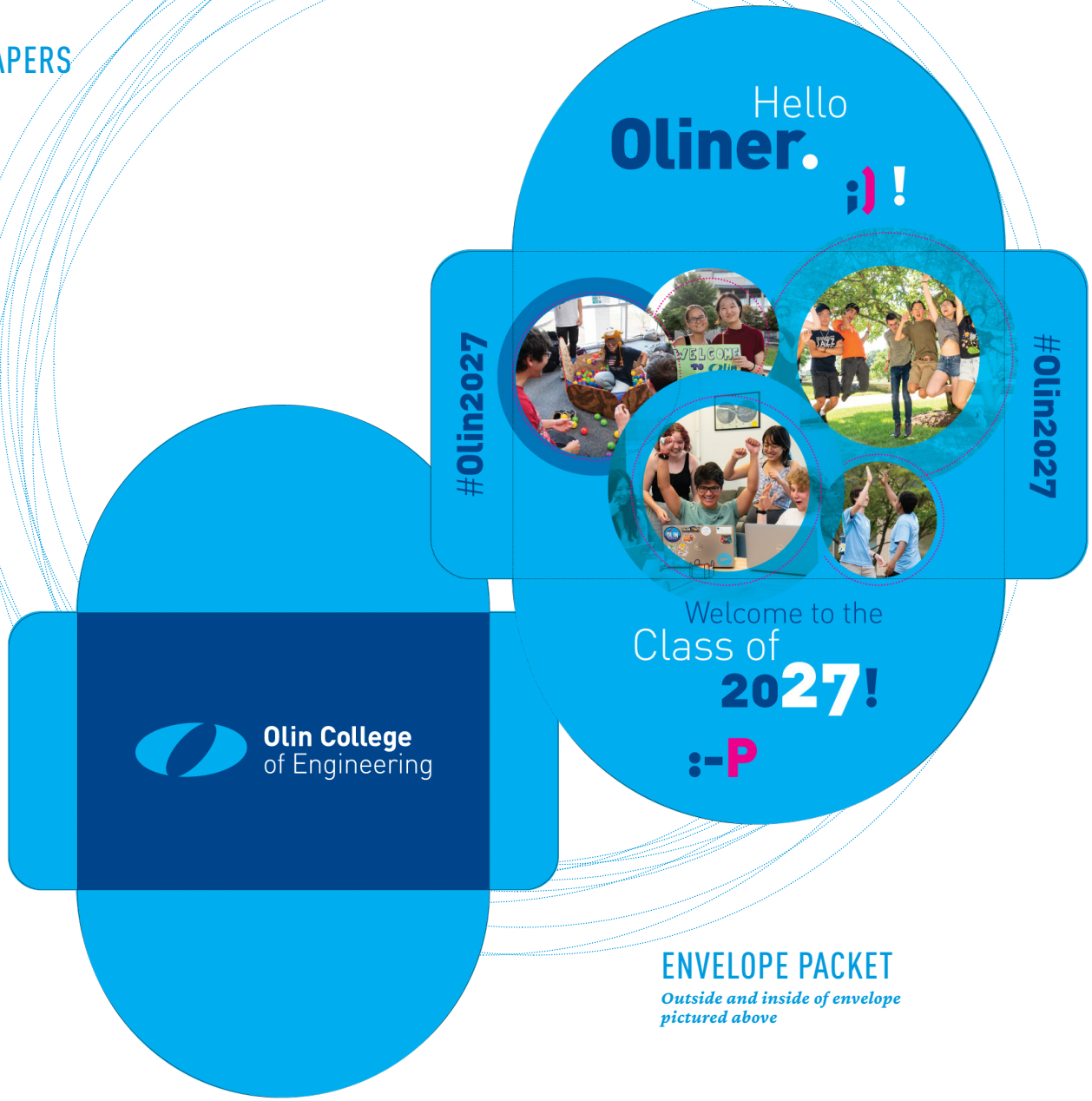
## *Section 5*

# example - **Admission Packets**

## SOCIAL MEDIA WALLPAPERS

## STICKER

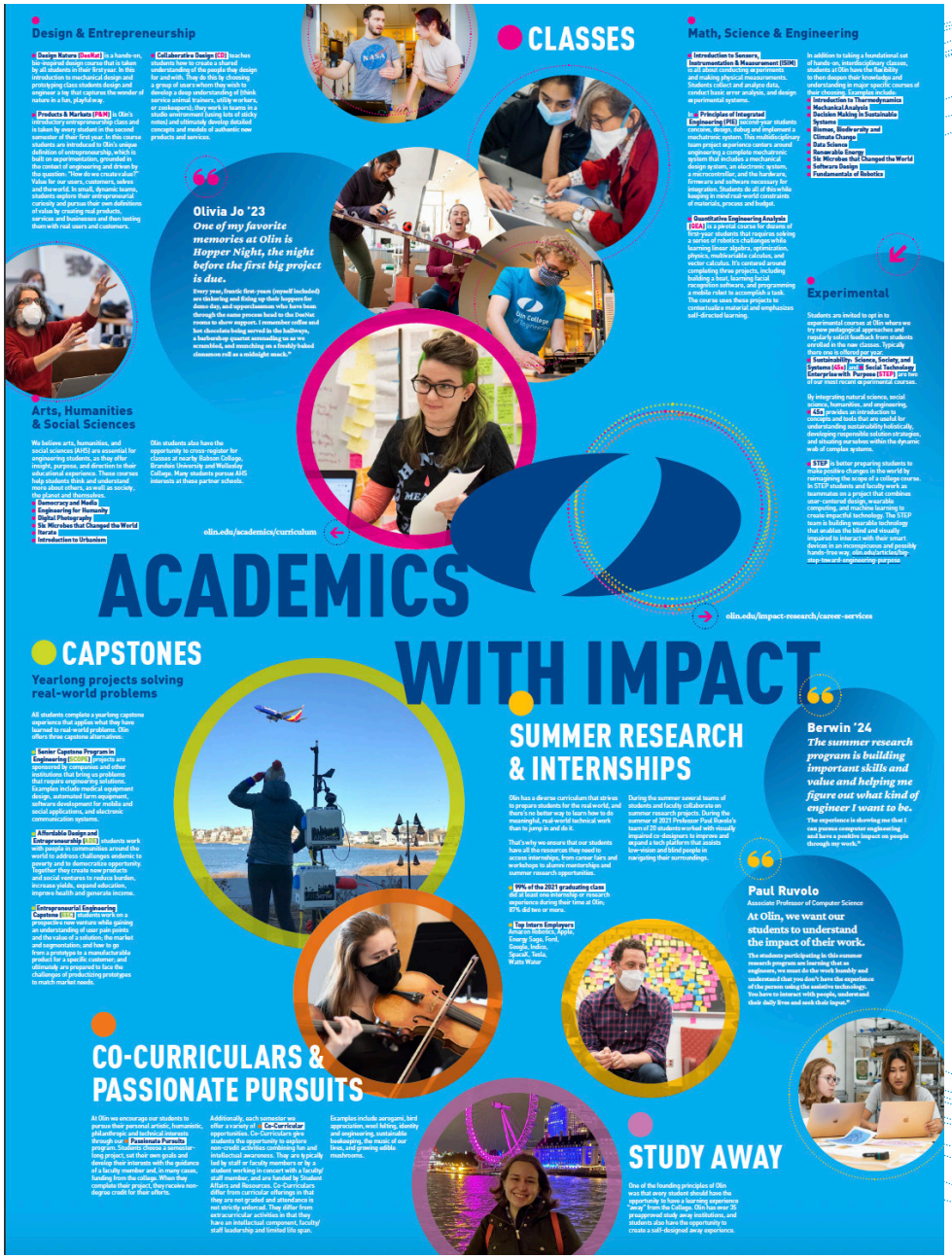


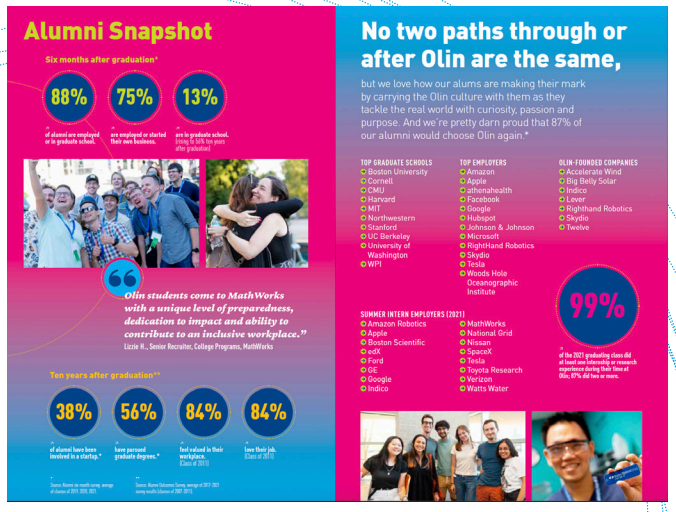




## ENVELOPE PACKET

***Outside and inside of envelope pictured above***

# example - **Prospectus**



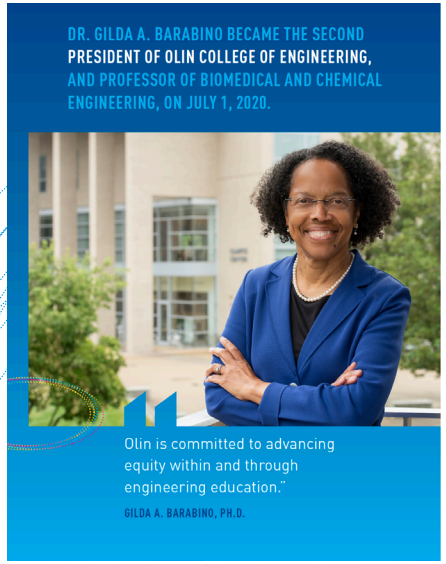
# example - **Email Banners** (Headers + Footers)

# example - **Innaguration**

## PRESENTATION SLIDE

## EMAIL BANNER

## INNAGURATION BOOKLET



# example - **Fact Sheet**

Olin College of Engineering

## An Investment With Endless Value

### Alumni Outcomes*

**Six months after graduation**

- **91%** employed or in graduate school six months after graduation.
- **76%** employed or started own business.
- **14%** in graduate school. (rising to 56% ten years after graduation).

**Ten years after graduation**

- **39%** have been involved in a startup.
- **56%** have pursued graduate degrees.
- **$174k** Average salary. (Class of 2012)

**2022 alumni survey**

- **90%** Love their job.
- **93%** Feel valued in their workplace.

### Student Internships and Research

**Participation**

- **100%** of the 2022 graduating class did at least one internship or research experience during their time at Olin;
- **79%** did two or more.

**Summer Intern Employers (2022)**

amazon robotics, Expedia, IBM, Nissan, Skydio, Analog Devices, Google, Kyaro Assistive Tech, Pfizer, SpaceX, Apple, GM, Los Alamos National Laboratory, Roblox, Tesla, Coinbase, HP, MathWorks, realtime Robotics, Woods Hole Oceanographic Institution

### Entrepreneurship, Education and Employment

**Olin-founded companies**

Lever, Accelerate, Rigbelly, indico, twelve, Skydio, Enzyme, RightHand Robotics, Kyaro Assistive Tech

**Top Graduate Schools**

Boston University, Oregon State University, MIT, Stanford University, Colorado School of Mines, Harvard University, Carnegie Mellon University, Northwestern University, University of Virginia

**Top Employers**

Accelerate Wind, Ford, Raytheon Technologies, Apple, Johns Hopkins Applied Physics Laboratory, Shark Ninja, amazon robotics, Natel Energy, SpaceX, Blue Origin, P&G, Tesla

*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!

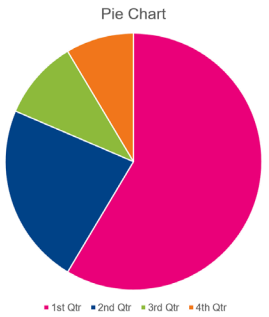
13

Olin College of Engineering

## 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.**




18

Olin College of Engineering

# 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

Relive Olin Commencement 2023!

## Scenes from Campus

Making lifelong friends...

Celebrating art at Olin.

SLAC Fest Shows!

## Upcoming Events

ENGINEERING FOR IMPACT LEADING TRANSFORMATION
CURRICULAR DESIGN TEACHING + LEARNING

### Summer Institute 2023

JUNE 5, 2023 - 8:00AM EDT
VIRTUAL

2023 OLIN COLLEGE SUMMER INSTITUTE
Designing Impact-Centered Learning Experiences

Read More

ALUMNI

### Alumni Weekend 2023

SEPTEMBER 22, 2023 - 1:00PM EDT
OLIN COLLEGE OF ENGINEERING

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)!

Read More

PARENT

### Family Weekend 2023

OCTOBER 27, 2023 - 1:00PM EDT
OLIN COLLEGE OF ENGINEERING

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.

Read More