



University Marketing *Brand Guidelines*



DEC. 2024



Brand Strategy



Brand Guidelines

Brand Persona



Brand Persona

If Corban were a person, this is how people would describe us. This description is meant to help guide voice and tone, and shouldn't be used with external audiences. Use brand persona as a filter for communications you create. Think, “does this communication sound like someone with our persona?”

Brand Persona

COMMITTED TO JESUS CHRIST

Trustworthy and dedicated to the discovery of truth within the context of a responsible Christian worldview.

PURPOSEFUL

Corban students arrive on campus with a common purposeful anticipation of what is to come.

INTENTIONAL KNOWLEDGE

With small classes, professors know each student's name, goals, and faith journey.

WILLING

Students arrive with a willingness to try new things in the classroom and to take risks within a safe environment.

COLLECTIVE VARIETY

United by faith, enriched by diverse backgrounds.

FELLOWSHIP

Shared purpose and mutual support among students, faculty, and staff, rooted in common academic goals and beliefs.

BEAUTIFUL

Our unique acreage provides an inspiring environment for our students.

ADAPTABLE

At Corban we are able to effectively change course when activities or resources could be better leveraged for mission-centric outcomes.

Brand Strategy

Brand Position





Brand Position

A statement that gives the creative a solid foundation

Corban University's all-Christian community recognizes the power and impact Jesus Christ can have on a student's life. The pursuit of truth in the classroom and in life is built on the foundation that all truth is God's truth. Students will enter into an intentional community built on helping each graduate enter the work force and world as a "thinking" Christian, able to synthesize complex ideas in work and culture to pursue Christ's call in Matthew 28.

Brand Strategy

Messaging Structure

Messaging Structure

When creating copy for marketing or communication materials, refer to this section as our outward messaging structure from its highest essence, down to audience specific talking points.

Brand Position

Corban University provides an environment where students are surrounded by other Christians who guide, challenge and support them academically and spiritually so that they graduate with character, a solid faith and the confidence to impact the world for Christ.

Brand Tone

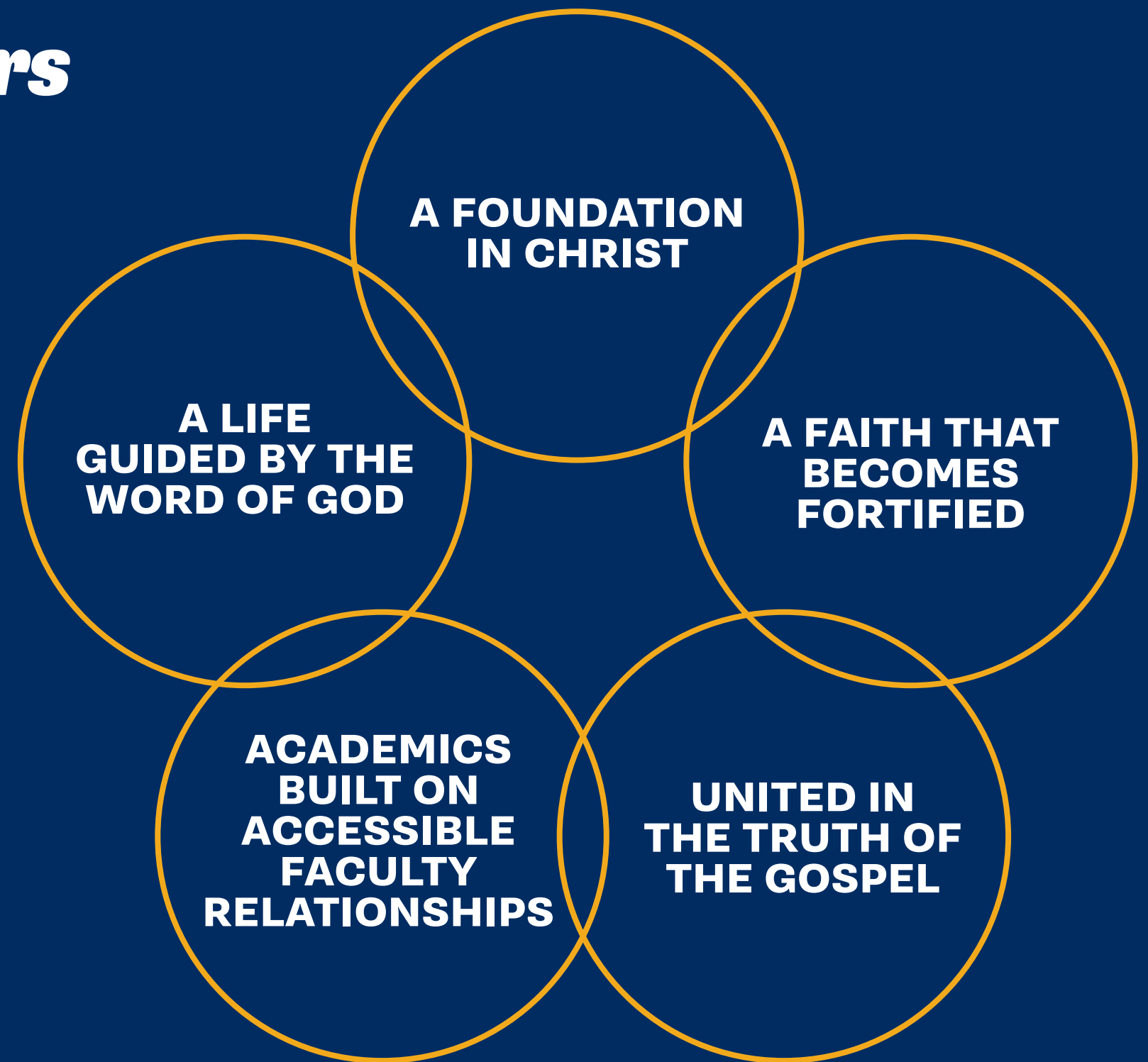
COMPASSIONATE / DIRECT / INSPIRATIONAL

University Tagline

MAKE A DIFFERENCE.

Brand Messaging Pillars

These five themes form the foundation of our brand messaging. They're a great starting point for any Corban promotional writing and give us a way to focus what we say on the things that are most important to our audiences. Touch on one theme or several depending on the length of your communication and your needs.



Brand Pillars

Use these as a starting point for how our strategic themes in the previous section come to life as an audience-facing message.

A FOUNDATION IN CHRIST

From every class and activity to each aspect of daily life, Christ is integrated into all things at Corban.

Because of Him, through Him, and for Him, we learn, serve, and grow. By putting your life in God's hands, you'll be empowered to carry out the amazing things he has planned for you.

A FAITH THAT BECOMES FORTIFIED

Here, you'll focus on exploring your own personal relationship with Jesus. Within our community of believers who will guide, teach, and disciple you as Christ works in you, you'll see your faith grow into something abiding, personal, and meaningful.

A LIFE GUIDED BY THE WORD OF GOD

You'll build the knowledge and practical skills you need to do meaningful work. Wherever you go and whatever you do, you'll be equipped to not only excel, but to share the hope and light of the gospel.

ACADEMICS BUILT ON ACCESSIBLE FACULTY RELATIONSHIPS

Whether you're on campus or online, Corban is a place where you will find community, acceptance, and create lifelong friendships that will challenge you and ultimately make you the best version of who Christ has called you to be. We're here for each other in this adventure we call life, in faith, in academics, and in relationships.

UNITED IN THE TRUTH OF THE GOSPEL

In an environment where everyone has publicly professed their faith in Christ, we represent the vastness of God's kingdom as all Christians are welcomed to learn under one authority, united by the truth of the gospel and encouraged to cultivate a personal relationship with Jesus Christ.

Brand Segment

UNDERGRAD

MAKE A DIFFERENCE.

Your part in God's plan matters. At Corban, you'll respond to the call of His promises and accept your mission, and be prepared to make a difference because of Him. You'll put your story in God's hands – and make it the greatest you'll ever live.

ONLINE

MAKE A DIFFERENCE ANYTIME, ANYWHERE.

At Corban, Christ will be at the center of your education, no matter your major. You'll discover how the deep truths of Scripture provide a foundation for today, and graduate equipped to not only excel professionally but to put your story in God's hands – and make it the greatest you'll ever live.

GRADUATE

MAKE A DIFFERENCE IN YOUR CAREER.

Your life and career play an integral part in God's plan. At Corban, you'll respond to the call of His promises, and accept the mission to make a difference because of Him. And when you graduate, you'll be fully prepared to impact the world for Jesus Christ, the One we praise for it all.

ALUMNI

MAKE A DIFFERENCE IN THE WORLD FOR JESUS CHRIST.

Your life represents the amazing legacy of Corban, and what's possible when you learn, serve, and grow through Him and for Him. We're here to support you professionally, personally, and – above all – in your faith as you continue living out your part in God's plan.

ADVANCEMENT

MAKE A DIFFERENCE FOR THE FUTURE.

Your support helps every Corban student understand just how important their part in God's plan is – and ensures that each of them has the opportunity to respond to the call of His promises, and accept the mission to make a difference because of Him.

Brand Narrative (short)

Our brand narrative is our high-level manifesto and rallying cry as a university. It is a great example of a script or body copy that can be used in its entirety or pulled from for copy needs.

At Corban, you'll make Christ the center of your life.

You'll discover the part you play in God's plan, a call to respond to His promises, and a mission to make a difference because of Him.

Your story in God's hands is the greatest story you could ever live...and it's just beginning.

Because of Him, through Him, and for Him, we learn, serve, and grow.

At Corban U, you will belong to a community of believers who share your faith and values, guiding, teaching, and discipling you as Christ works in you.

Here, you'll see your faith grow into something abiding, personal, and meaningful. The deep truths of Scripture provide a foundation for today, as you'll discover in every class and conversation.

Ask bigger questions.

Unpack layered answers.

Build knowledge and practical skills for your career so when you graduate, you are capable of doing the meaningful work the world needs, equipped to carry not only excellence but also the hope and light of the gospel into the classroom, the board room, the operating room, the living room.

At Corban University, you'll be prepared to make a difference in the world for Jesus Christ, the One we praise for it all.

Together, we live for Christ.

Respond to His call.

Make a Difference.

Brand Narrative (long)

Our brand narrative is our high-level manifesto and rallying cry as a university. It is a great example of a script or body copy that can be used in its entirety or pulled from for copy needs.

If you're ready to embrace the role God has for you, respond to His design, and make a meaningful impact through your academic journey, we invite you to join us at Corban University.

Here, you'll experience the transformative power of a gospel-centric education woven into every academic pursuit. In each class, you'll not only study the world's most pressing challenges but also explore how the timeless truths of Scripture provide the foundation for solving them. As you dive deeper into complex questions and uncover thoughtful answers, you'll see how faith informs your understanding of every discipline—from science to the arts, from business to ministry.

You'll feel the difference that belonging to an all-Christian academic community makes. Surrounded by professors who model how to synthesize faith into their fields of expertise, and students who share your values, you'll grow both intellectually and spiritually. Allow Christ to guide you, equipping you to pursue excellence in your studies while understanding the significance of God's Word.

Your faith will expand as you explore its relevance in every subject, leading you to a more personal and meaningful relationship with Jesus Christ. As you build academic knowledge, practical skills, and an enduring network, you'll be fully prepared to pursue your calling in the world.

Upon graduating, you'll be ready to step confidently into your career, empowered by both your academic achievements and your grounding in Christ. Whether in a classroom, a boardroom, or any arena, you'll bring not only professional excellence but also the hope of the gospel to a world in need.

Most importantly, you'll experience the profound difference that Christ makes in your academic journey—and the difference you'll be able to make for Him. For it is because of Him, through Him, and for Him that we learn, serve, and grow.

Together, we pursue knowledge for Christ.

Make a Difference.

Headline Bank

Use these as a starting point for headline ideas and examples of how to use the messaging structure in the previous pages to create copy.

Make a Difference.

**Make a difference,
because of Him.**

**Your story in God's
hands is the greatest
story you could ever live.**

**Be part of the story.
Experience your story in
God's hands.
Discover your part in
God's plan.**

**Transform your mind
through education, your
heart through faith.**

**Together, we live for Christ.
Respond to His call.
Make a Difference.**

**Together, we pursue
knowledge for Christ.**

**Because of Him, through
Him, and for Him, we learn,
serve, and grow.**

**Equipping leaders to serve
Christ boldly.**

**Build unshakable faith for a
future filled with promise.**

**At Corban University,
our dedication to Christ
is unwavering. We look
to God's Word as our
foundation in all we know
and do, seeking to honor
Him in all things.**

**Encounter Christ at
every corner.**

**Dedicated to Christ and
biblical truth.**

**We walk confidently as
men and women of God,
living out His unique
calling for us.**

Brand Strategy

Tagline



Tagline

Our tagline is the simplification of our university mission of “educating students who will make a difference in the world for Jesus Christ.” It should be used sparingly in an effort to retain its impact. When possible, try to use it in context to illustrate the full spirit of the message.

Make A Difference.

Visual Language



Visual Language

Logos



Academic Mark

The Corban University logo is the officially recognized marketing symbol of the University. It is inspired by Corban's mission to educate Christians to make a difference in the world for Jesus Christ. The components of the logo are a shield containing the stylized letters C and U. The path through the middle of the shield represents the journey of all Christians through life and also completes the cross that represents Christ. The University name is set in Visage typeface. The logo can be used either stacked or horizontal. Any publication intended for viewing by an audience outside Corban University must display the logo with attention to the guidelines in this document.

HORIZONTAL



VERTICAL



Academic Mark

APPROVED COLORWAYS

Our logo should be used in its two-color form only when on white or on the Corban navy. In all other uses the logo should either be in all navy or reversed out of the ground color.



Academic Mark

CLEAR SPACE AND MINIMUM SIZE

Legibility is key for our logo to retain the proper level of integrity required for the university to retain a professional presentation.

CLEAR SPACE



MINIMUM SIZE



Horizontal Mark: 1.5"



Vertical Mark: 1"

Academic Mark

THINGS TO AVOID

Consistency in the way that we use our logo is important. Here are a few common mistakes to avoid.



RATIO IMBALANCE

Aspect ration of symbol and text should not be changed (hint: hold down the shift key).



TYPEFACE SUBSTITUTION

Do not attempt to retype the words in the logo or use a difference typeface.



SEPARATING LOGO ELEMENTS

The elements of the logo, the shield, and typeface, should not be separated or transposed.



IMPROPER COLOR USE

The gold color should always appear on the top portion of the shield.



JPG OVER COLORED BACKGROUND

If using the logo over a colored background, please request a png file with a transparent background from the Office of Marketing & Communications.

Academic Mark

DEPARTMENT LOGOS

Department logos allow individual departments within the University to distinguish themselves while still promoting the primary Corban brand. All department logos will be created by MARCOM and must adhere to the same usage guidelines as the primary Corban logo.

VERTICAL



HORIZONTAL



Academic Mark

TAGLINE LOCKUPS

Our university tagline is a rallying cry and the essence of our mission. When using it in conjunction with the university logo, these are the only options that should be used.

The tagline should not be used with the logo at all times, only in situations where there are limited opportunities for messaging otherwise.

STACKED



HORIZONTAL



Corban Shield

In limited instances, the Corban shield can be used on its own as a brand element. Never use the shield on its own in replacement for the full academic mark. All usage rules for the academic mark also apply to the shield.

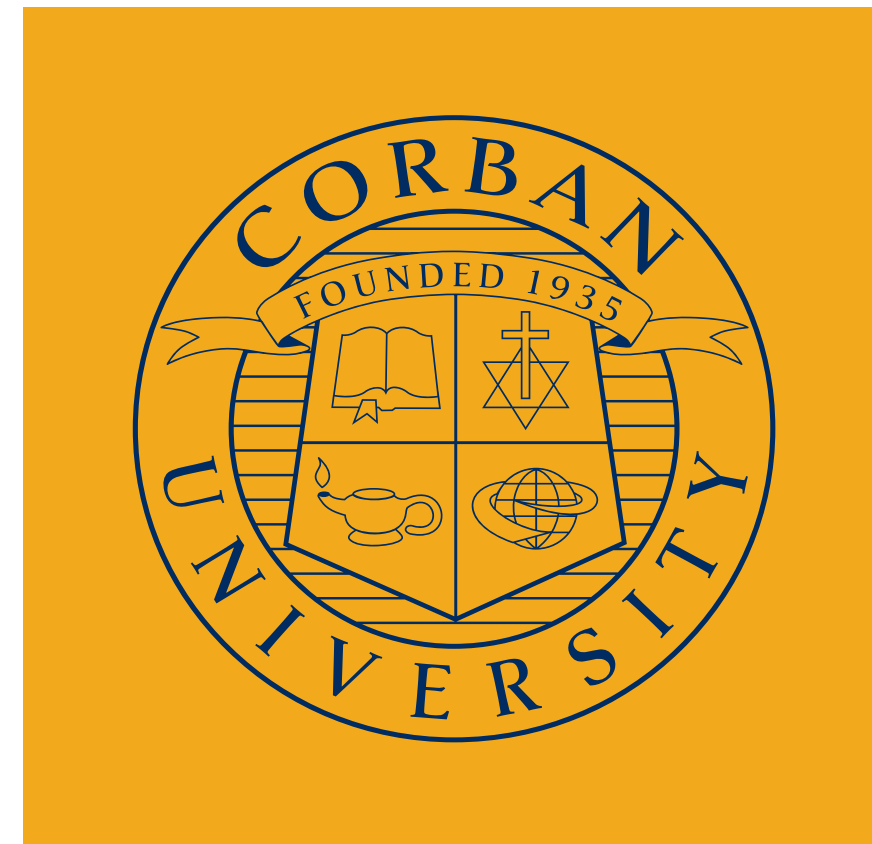


University Seal

The official seal is the formal identifier of the University. Origin of the design dates back to 1994 when it was designed to be the marketing logo for Western Baptist College. The seal has retained its design with minor artistic alterations because of the name change to Corban College in 2005, and again in 2010 to Corban University.

The seal contains a shield with four symbols. Each reflects an aspect of our mission: the Bible as our core authority, the Star of David and cross symbolizing our Judeo/Christian history, the lamp of learning, and the globe/path symbolizing the Great Commission and our global mission.

Publications displaying the seal reflect the endorsement by the Board of Trustees, Office of the President and the Office of the Provost. Examples for use are: diplomas, commencement programs, presidential inaugurations, items reflecting a historical/traditional, academic emphasis. Electronic files of the seal are available through the Office of Marketing & Communications. Usage must be limited to the examples listed above. Other usages may be clarified by contacting the Office of Marketing & Communications.



Athletics Mark

Corban sports teams are highly visible representations of our University brand. Just as the consistent use of the Corban logo (shield and typeface combination) on University publications is important in building a strong brand, the consistent use of approved athletics marks on publications, letters, and uniforms is vital in projecting a strong unified image for the athletics department.



Athletics Mark

THINGS TO AVOID

Consistency in the way that we use our logos is important. Here are a few common mistakes to avoid.



RATIO IMBALANCE

Aspect ration of symbol and text should not be changed (hint: hold down the shift key).



OUTDATED LOGOS

While we take pride in our brand's history, multiple versions of different logos can create brand confusion and disrupt recognizability. For this reason, past logos should only be used for historical purposes.



IMPROPER COLOR USE

Do not change the colors of the logo to something that is off brand.

Visual Language

Color



Color

Proper and consistent color use is a simple way to ensure that university materials all feel related.

Our primary colors should always be used in a prominent role, with navy used most frequently as a stand-alone color, and supported by the secondary colors and white. Tertiary colors may be used for small accents.

PRIMARY



CORBAN NAVY

PANTONE 282 C
CMYK: 100C, 68M, 0Y, 54K
RGB: 0R, 45G, 98B
WEB: HEX# 002D62



WARRIOR GOLD

PANTONE 130 C
CMYK: 4C, 36M, 100Y, 0K
RGB: 241R, 170G, 30B
WEB: HEX# F1AA1E

SECONDARY



CMYK: 100C, 55M, 0Y, 79K
RGB: 0R, 24G, 53B
WEB: HEX#001835
**Primary for website*



CMYK: 44C, 17M, 4Y, 0K
RGB: 140R, 183G, 218B
WEB: HEX#8CB7DA



CMYK: 20C, 2M, 0Y, 0K
RGB: 195R 229G, 254B
WEB: HEX#C3E5FE



CMYK: 7C, 0M, 0Y, 0K
RGB: 232R, 246G, 255B
WEB: HEX#E8F6FF



CMYK: 0C, 22M, 75Y, 0K
RGB: 255R, 199G, 88B
WEB: HEX#FFC758

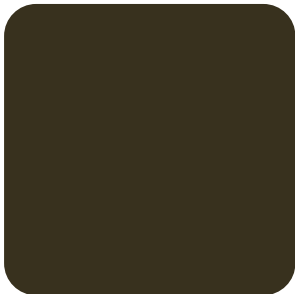


CMYK: 0C, 13M, 46Y, 0K
RGB: 255R, 220G, 152B
WEB: HEX#FFDC98

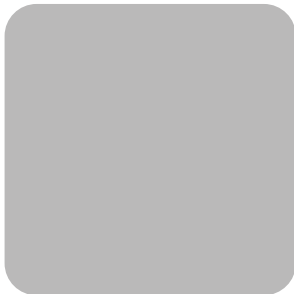


CMYK: 0C, 3M, 13Y, 0K
RGB: 255R, 243G, 221B
WEB: HEX#FFF3DD

TERTIARY



CMYK: 60C, 60M, 81Y, 64K
RGB: 56R, 49G, 30B
WEB: HEX#38311E



CMYK: 27C, 27M, 22Y, 0K
RGB: 186R, 185G, 185B
WEB: HEX#BAB9B9



CMYK: 10C, 7M, 6Y, 0K
RGB: 226R, 228G, 230B
WEB: HEX#E2E4E6

Visual Language

Typography

Typography

Consistent use of typography is a vital way to create distinct visual impact for the brand.

The Corban brand uses the Supria Sans family for headlines and bold statements. Proxima Nova is the primary font for longer blocks of text.

For more formal needs such as for the President's Office or Advancement, Adobe Caslon may be used, while Compendium is reserved for limited use for formal pieces.

Klavika is the official typeface of Corban University Athletics and should only be used for Athletics purposes.

OUR FONT FAMILIES

Supria Sans

Proxima Nova

Adobe Caslon

Compendium

Klavika

Supria Sans

We use variations of the Supria Sans family for headlines, callouts, bold text, and short statements.

Generic Default Font

When Supria Sans is not available, use Chivo Extra Bold or Chivo Black Italic, available for free download [here](#), instead for headings. Use Proxima Nova or its default substitutes for short statements.

Where to Find It

Supria Sans is available through your Adobe Creative Cloud account.

SUPRIA SANS CONDENSED HEAVY

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890**

***Headlines, callouts:
Supria Sans Cond Black Italic***

SUBHEADINGS: SUPRIA SANS COND HEAVY (UPPERCASE)

Short sections of text: Supria Sans Light

Use of cond heavy italic, bold, and regular are also permissible as needed.

Proxima Nova

Proxima Nova is our primary font for longer paragraphs, captions, and website content.

Generic Default Font

When Proxima Nova is not available, use Nunito Sans, available for free download [here](#), or Arial instead.

Where to Find It

Proxima Nova is available through your Adobe Creative Cloud account.

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon

We use Adobe Caslon for long-form body copy, primarily for more formal applications. It can be used for introductory style copy as well as short captions.

Generic Default Font

When Adobe Caslon is not available, use Times New Roman.

Where to Find It

Adobe Caslon is available through your Adobe Creative Cloud account.

ADOBE CASLON

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ
abcdefghijk
lmnopqrstu
vwxyz
1234567890

Compendium

We use Compendium in a limited way when a formal script is required.

Where to Find It

Compendium is available through your Adobe Creative Cloud account.

COMPENDIUM

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Klavika

Klavika is the official typeface of Corban University Athletics and should only be used for Athletics purposes. It may be used in combination with the other institutional typefaces.

Where to Find It

Klavika is available through your Adobe Creative Cloud account.

KLAVIKA

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ
abcdefghijk
lmnopqrstu
vwxyz
1234567890

Typography

EXAMPLES: Admissions

SUPRIA SANS
COND HEAVY

SUPRIA SANS
COND BLACK ITALIC



TOGETHER, WE
LIVE FOR CHRIST.
RESPOND TO
HIS CALL.

Make a Difference.



Typography

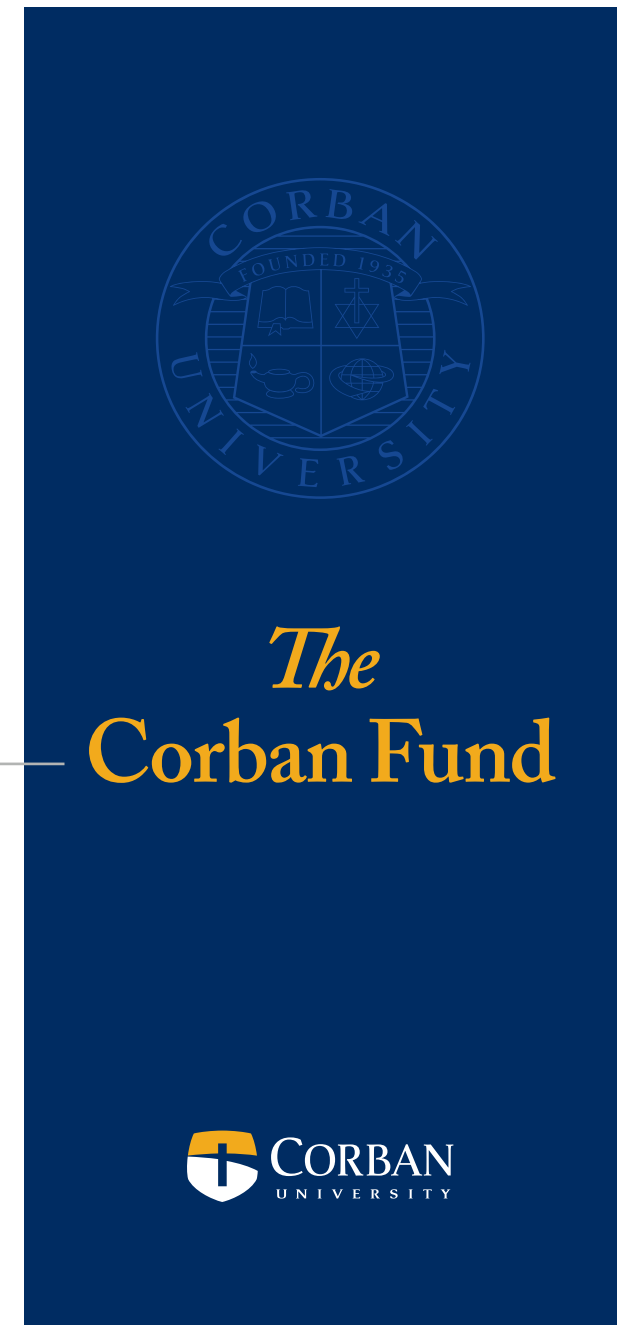
EXAMPLES: Formal

COMPENDIUM



CASLON SEMIBOLD

The
Corban Fund



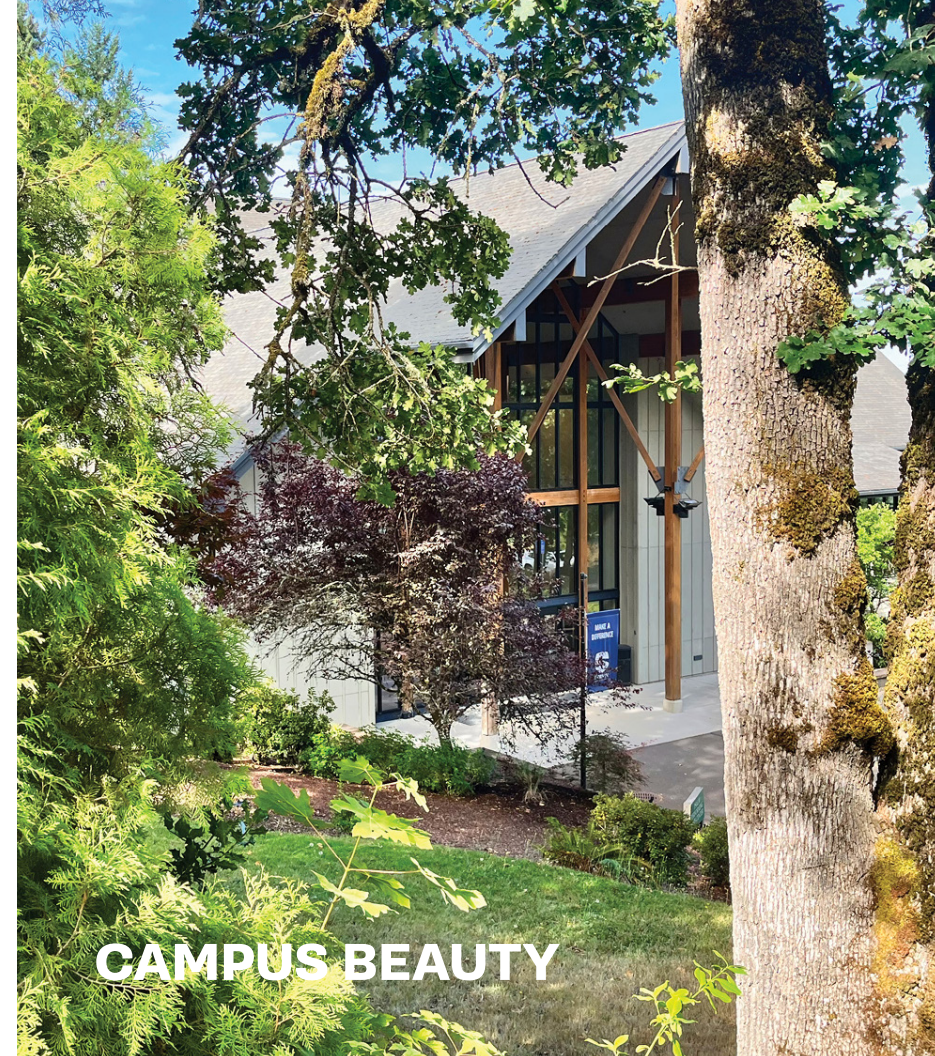
Visual Language

Photography

Brand Photography

Our marketing photography helps us tell our story in a powerful way.

We have four categories of photography shown here. Each has a purpose that is outlined in this section.



CAMPUS BEAUTY



STUDENTS ON CAMPUS



ACADEMICS



ARTS & ATHLETICS

Brand Photography

CAMPUS BEAUTY

Our campus is set in the beautiful Pacific Northwest. As a university, it's easy to take it for granted, but it's important to share that beauty when possible in marketing.



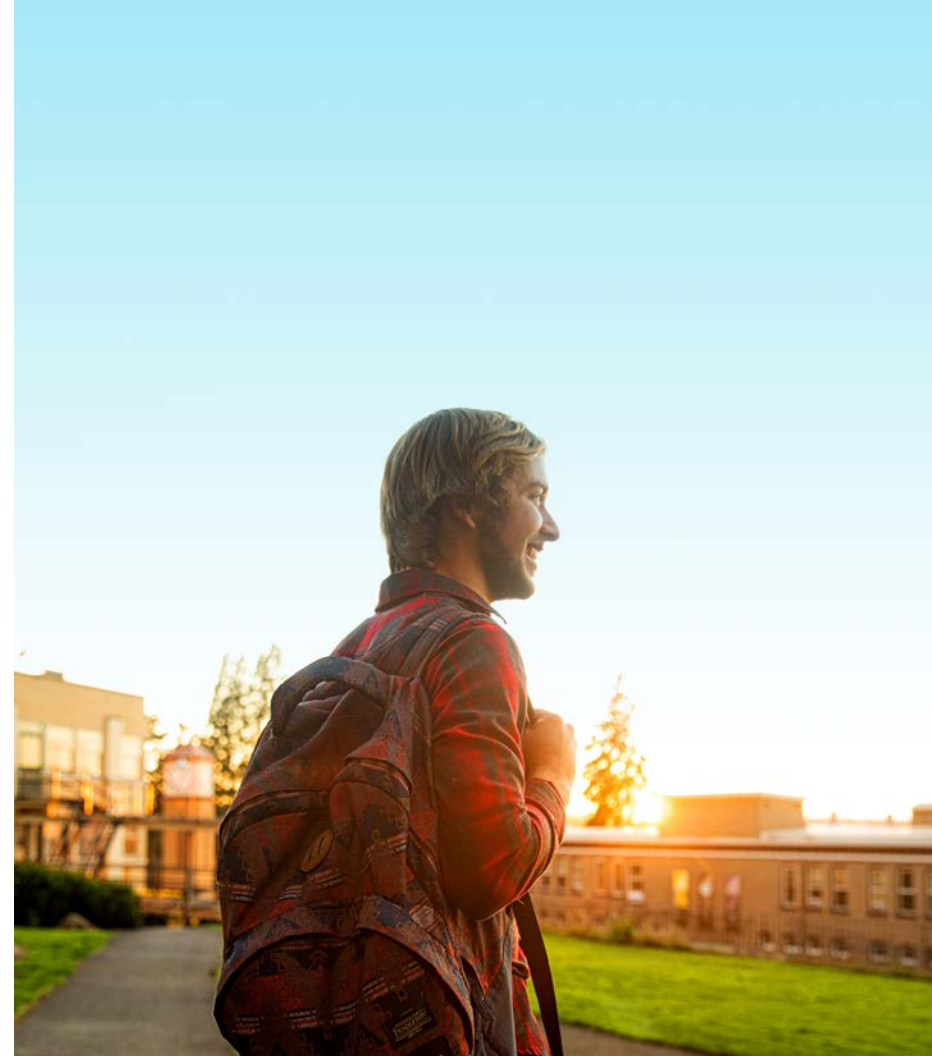
Brand Photography

STUDENTS ON CAMPUS

The experience that our students have on campus and the friendships they make are a vital part of what makes Corban Corban. Sharing images of students on campus allows prospective students to see themselves here and allows us to share our diverse student

TIPS:

- Avoid contrived photos that feel unnatural or staged.
- The best images should feel natural and documentarian.



Brand Photography

ACADEMICS

Preparing our students to make a difference in the world is grounded in many ways in their academic journey at Corban. Share academic imagery as a way for students to preview what that journey may look like for them.

TIPS:

- Avoid contrived photos that feel unnatural or staged.
- The best images should feel natural and documentarian.



Brand Photography

ARTS & ATHLETICS

The arts and athletics are a huge part of the culture at Corban. Showcasing these activities emphasizes the rich experience our students have here, and represents the well-rounded people they become.

TIPS:

- Avoid contrived photos that feel unnatural or staged.
- The best images should feel natural and documentarian.



Duotone Photography

Dutone images add depth to the way that we present photography and adds visual interest to our marketing pieces.

TIPS:

- Balance full color imagery with duotone imagery—the key word being balance.
- Tertiary colors should not be mixed as dutone colors. Only primary and secondary.



Duotone Photography

CREATING DUOTONES IN INDESIGN

There are many ways to create a duotone image. This is one simple way to achieve the effect.



CREATE A
GRAYSCALE
TIFF IN
PHOTOSHOP

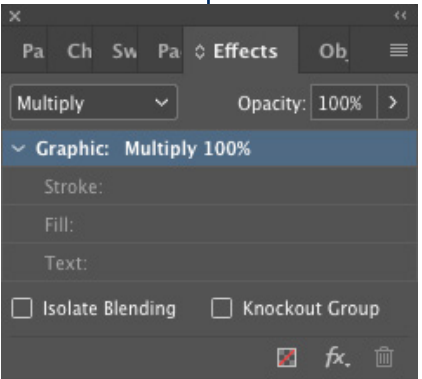


IMAGE COLOR FILL
BLACK



APPLY IMAGE
EFFECT/
MULTIPLY

**CONTENT BOX
COLOR FILL**



Visual Language

Graphic Elements



Iconography

Our iconography style is rounded & monolinear. We have a limited initial set for use, additional icons can be illustrated or sourced as long as they meet the style direction.

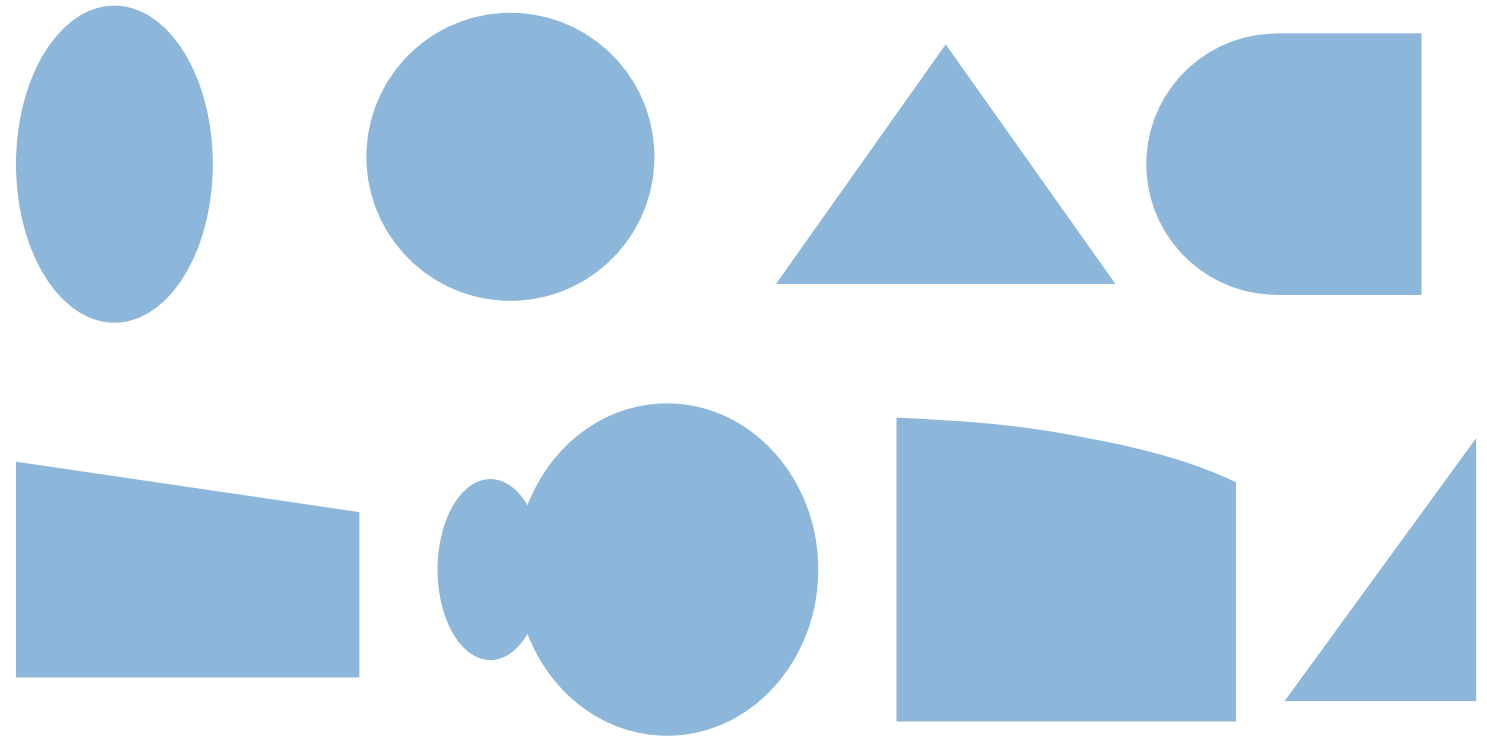
TIPS:

- Be sure to match line weight within the icon set or illustration.
- There's no set in stone line weight, but use the examples on this page for visual reference.



Organic Image Frames

Dynamic image cropping using our organic shapes adds an energetic and unique element to our brand expression. Use only these approved shapes for cropping. It is acceptable to have a shape run off the page, use half of a shape, or extend the straight edge of a shape as long as the curvature and angles are maintained.

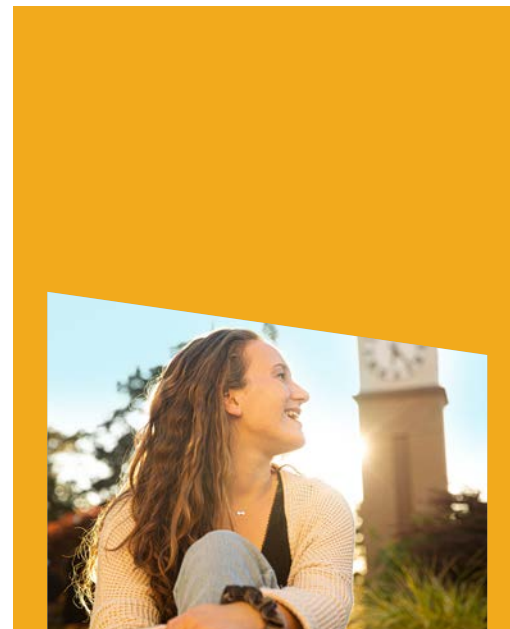


Organic Image Frames

IN APPLICATION

TIPS:

- Crop the shapes to make layouts more dynamic.
- Consider where typography may fall within a given layout when placing the image.
- There may need to be a slight overlay on the photos used depending on if and where typography may overlap.



Organic Image Frames

EXAMPLES



Your story
in God's
hands
IS THE GREATEST
STORY YOU COULD
EVER LIVE.





Because of Him,
through Him,
and for Him

WE LEARN,
SERVE,
AND GROW.





At Corban University,
you'll find a unique
opportunity to
ENCOUNTER CHRIST
AT EVERY CORNER.





We look to
God's Word
as our foundation in
all we know and do,
SEEKING TO
HONOR HIM
IN ALL THINGS.



Rules

Rules are a part of our visual language and add structure to our pages. Use the weight of the rules on this page for reference of thickness.



Rules

EXAMPLES

TIPS:

- When using the rule to group typography, try and match the width of the line or paragraph.



At Corban University, our dedication to Christ is unwavering.

We look to God's Word as our foundation in all we know and do, seeking to honor Him in all things.

TOGETHER WE LIVE FOR CHRIST



Bringing the Brand to Life



Bringing the Brand to Life

Admissions



Undergraduate Billboard

Your story in God's
hands is
**THE GREATEST STORY
YOU COULD EVER LIVE**



CORBAN
UNIVERSITY
Make a Difference.



CLEARCHANNEL

Travel Brochure



MAKE A DIFFERENCE.



If you're ready to accept the part you play in God's plan, ready to respond to the call of His promises, ready to embrace the mission to make a difference because of Him – we invite you to join us at Corban University.

× Salem

FINANCIAL AID

A CORBAN EDUCATION COULD COST LESS THAN YOU THINK.

Cost Breakdown (2024-25)		
Tuition (12-18 credits)	Room and Board*	Fees**
\$37,172	\$12,060	\$1,350

On average, Corban University awards more than **\$14 MILLION** in Corban scholarships and grants each year!

Complete your **FAFSA** before March 1, 2025 to get the best Financial Aid package. USE CODE 001339 FOR CORBAN!

99% OF CORBAN STUDENTS RECEIVE FINANCIAL AID

*Assumes most popular meal plan and lowest-priced housing. Actual price varies on meal plan and housing selections. **Covers student government, events, services, intramurals, technology, security, parking, and one-time enrollment fee.

MAJORS & PROGRAMS

SCHOOL OF SOCIAL SCIENCES

Counseling Psychology
General Counseling Psychology
Marriage & Family

Trauma & Addictions
Criminal Justice
Forensic Psychology

SCHOOL OF MINISTRY

Intercultural Studies*
General Intercultural Studies
Language & Culture
TESOL

Ministry*
Christian Ministry
Intercultural Education
Ministry: KAIROS
Church Ministry (B.S. + M.Div.)

ACCELERATED BACHELOR'S + MASTER'S MINISTRY PROGRAMS
Two degrees in just five years:
• Fast Track: Any ministry major + Master of Arts in Christian Leadership
• KAIROS: Ministry + Master of Divinity

HOFF SCHOOL OF BUSINESS

Business (A.A.)
Business Administration
Accounting
Agribusiness

Leadership & Management
Marketing
Sports & Recreation Management

ONLINE UNDERGRADUATE DEGREES

Applied Business (A.A.B. or B.S.)
Biblical & Theological Studies

Interdisciplinary Studies
Psychology

GRADUATE DEGREES

Business Administration (MBA)
Business Intelligence & Analytics
Christian Leadership
Clinical Mental Health Counseling
Master of Divinity (M.Div.)
Education (M.S.Ed.)
Exercise & Fitness Management
Graduate Teacher Licensure
Public Administration (MPA)
Public Safety Administration (MPSA)

DEPARTMENT OF HUMANITIES

English
Communication
Creative Writing
Humanities
Journalism
Literature

General Studies (A.A.)
History

Interdisciplinary Studies
Liberal Arts
Media Arts
Creative Media
Film
General Media Arts
Music

DEPARTMENT OF MATH & SCIENCES

Agriculture Science
Ag Business
Ag Science

Biology
Biokinetics (pre-physical therapy)
Biomedical Sciences (pre-med)
General Biology

Computer Science
Health Science (A.S.) (pre-nursing)
Kinesiology
Applied Kinesiology
Sports & Recreation

Mathematics
Nursing

SCHOOL OF EDUCATION

Education
Agriculture Education
Biology Education
Elementary Education
Health Education
Language Arts Education

Mathematics Education
Physical Education
Physical Education & Health
Social Studies Education
Paraprofessional Educator (A.A.)

AVERAGE CLASS SIZE

20

BIBLE MINORS ARE BUILT INTO EVERY UNDERGRADUATE DEGREE
All Corban undergraduate students graduate with a solid biblical foundation for making life decisions.

VISIT CAMPUS

IT'S THE BEST WAY TO KNOW IF A COLLEGE IS RIGHT FOR YOU!

We would love to show you around campus and introduce you to the Corban community. Choose the visit option that works best for you, and ask about our Visit Scholarship!

CORBAN EXPERIENCE
Spend the night on campus and see what it's really like to be a Corban student... without the homework!
November 10-11, 2024 | February 2-3, 2025

CORBAN FRIDAY
Explore campus, connect with our community, learn about financial aid, and more!
October 18, 2024 | March 7, 2025 | April 11, 2025

HOMESCHOOL CORBAN FRIDAY
All the fun of Corban Friday, just for homeschool students!
October 4, 2024 | March 14, 2025

INDIVIDUAL VISITS
Reserve an individual visit that works with your schedule! Weekdays during the school year

[GO.CORBAN.EDU/VISIT](https://go.corban.edu/visit)

LOCATION

EXPERIENCE THE PACIFIC NORTHWEST
Corban's campus is nestled on a forested hillside in the Willamette Valley overlooking Oregon's capital city of Salem. Corban is only an hour from the Cascade Mountains and the Oregon coast.

OUTDOOR ADVENTURES
Corban's location is perfect for enjoying all sorts of outdoor recreation: hiking, camping, kayaking, snowboarding, and more!
During the beautiful Oregon fall weather or spring sunshine, you can pull up your hammock and relax on Corban's forested campus.

NEARBY ATTRACTIONS
There's plenty to do right in Salem, too:

- Coffee shops
- Movie theaters
- Saturday Market

- Food trucks
- Local parks
- Climbing gym



Visit Booklet

WELCOME TO

Corban University

Note from President Yeats

Welcome to Corban University!

Are you ready to make a difference?

At Corban, our mission is simple: We educate Christians who will make a difference in the world for Jesus Christ. Through excellence in educational structures, holistic discipleship, and career building resources, we believe Corban provides every student the opportunity to be a world-changing difference maker no matter what field they might pursue.

As you pray about where God would have you deepen in your faith and preparation, we hope your visit will answer many of your questions. As you take the time to meet with Corban's professors, coaches, staff, and students, we are praying you discover for yourself the difference a Corban education could make for you and your calling.

Enjoy your time here on campus. Our team stands ready to connect you with the rich resources of the Corban community! We are excited to have you exploring your options to be a student at Corban.

Onward!

John Mark Yeats, Ph.D.
President

THANK YOU FOR VISITING CORBAN UNIVERSITY

Be sure to grab your **free t-shirt** before you leave!
If you post your visit on social media, don't forget to tag **@corbanuniversity!**

Meet Admissions

SOPHIE MANSOUR
Assistant Director of Admissions
Call: (503) 375-7035 | Text: (503) 832-4421
Email: smansour@corban.edu

SAVANNAH HALL
Admissions Counselor
Call: (503) 375-7023 | Text: (503) 832-4610
Email: shall@corban.edu

JIMMY MCGOVERN
Admissions Counselor
Call: (503) 375-7022 | Text: (503) 832-4250
Email: jmcgovern@corban.edu

JENNA MILLER
Admissions Counselor
Call: (503) 375-7004 | Text: (503) 832-4270
Email: jmiller@corban.edu

KIRK ROBINSON
Graduate & Online Admissions Counselor
Call: (503) 375-7011 | Text: (503) 832-4510
Email: krobinson@corban.edu

SUSAN BOS
Partner Development Coordinator
Call: (503) 375-7197 | Text: (503) 832-4410
Email: sbos@corban.edu

Residence Halls

Aagard

- All-female dorm
- Four community spaces
- Two full kitchens
- Private bathrooms in each room

DORM EVENTS:

- **Basement Bash:** A costume party with dancing and games
- **Ms. Aagard:** A friendly competition for the crown and title of Ms. Aagard through various mini events
- **Coffee Nights:** A weekly community gathering for treats and fellowship

Prewitt / Van Gilder

- Nickname: PVG
- Two halls in one building
- Massive community space
- Movie room

DORM EVENTS:

- **Just Prewitt:** The women of Prewitt compete as teams in athletic, artistic, and mental games
- **Mr. VG:** An infamous, long-standing man pageant that takes skill, duct tape talent, and nothing but your very best

Balyo & Davidson

- Nickname: BaD
- Northwest cabin-style halls
- Cozy community spaces with fireplaces and exposed beams

DORM EVENTS:

- **Lumberjack Games:** Ax-throwing, two-person saws, a log roll challenge, and more
- **Late-Night Pancakes:** Fun, fellowship, and food

EVERY HALL GATHERS WITH THEIR R.A. FOR REGULAR SMALL GROUP BIBLE STUDIES AND DISCIPLESHIP.

Campus Life

There's always something happening at Corban! Whatever your interests, you'll find opportunities to get involved in the vibrant community that students love.

EVENTS

- Block Party
- Club Rush
- Beach Party
- Harvestfall
- Humans v. Zombies
- Turkey Trot
- MLK Serve Day
- Film Fest
- Warrior Wars
- Mosaic Festival
- Women of Grit
- Spring Formal
- Golden Warrior Awards
- End of Year Party

VARSITY ATHLETICS

Men's:

- Baseball
- Basketball
- Cross Country
- Golf
- Soccer
- Track & Field
- Wrestling

Women's

- Basketball
- Beach Volleyball
- Cross Country
- Golf
- Lacrosse
- Soccer
- Softball
- Track & Field
- Volleyball

ARTS

- Theatre
- Concert Choir
- Chamber Choir
- Orchestra
- Band

INTRAMURAL SPORTS

- Basketball
- Dodgeball
- Flag Football
- Soccer
- Ultimate Frisbee
- Volleyball

Digital Banner Ads

Together,



Together, we live for Christ.



Make a difference.



Make a difference, because of Him.



Digital Banner Ads



Encounter Christ at every corner.



Schedule a campus visit today.



Your story in God's hands

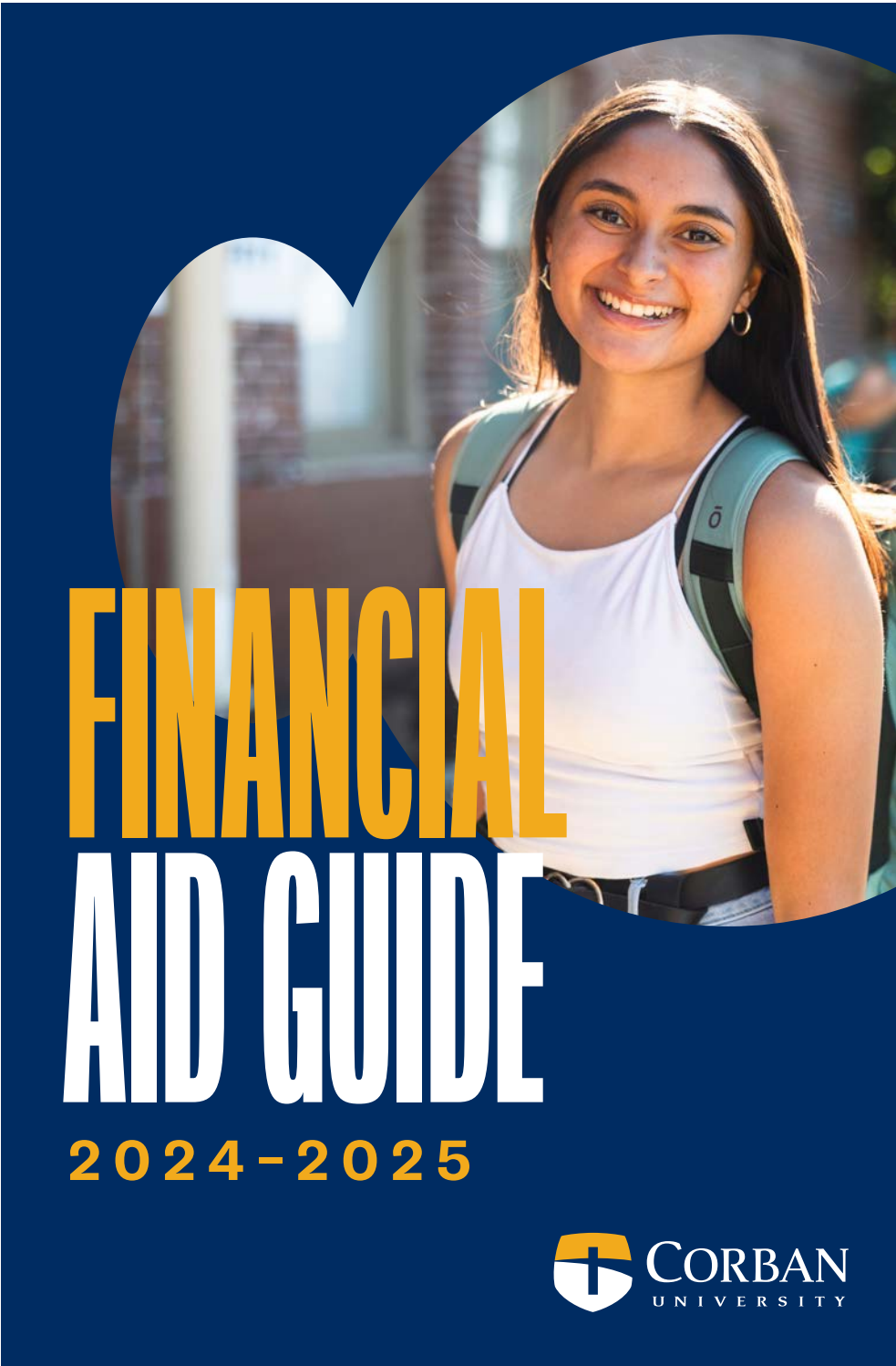


is the greatest story you could ever live.



Schedule a campus visit today.

Financial Aid Guide



FUNDING THE BALANCE

Saving during high school, summer jobs, a part-time job during college, and gifts from family are all ways that help Corban students fund their remaining balance after financial aid.

We can also work with you to create a customized payment plan. Options include:

- 1 Pay in Full:** Pay early and be done! When paying in full, tuition and fees not covered by scholarships, grants and loans are due by the Friday prior to the start of each semester.
- 2 Monthly Payments:** At Corban, you can spread your balance out over each semester and make four or five monthly payments toward your bill! Note: there is a \$55 fee per semester for this option.
- 3 Additional Loans:** If making monthly payments is not a feasible option for your family, or you need a loan to make your payments affordable, there are resources for you. Contact Financial Aid at (503) 375-7006 or financialaid@corban.edu.

13

Bringing the Brand to Life

Advancement



Advancement



5000 DEER PARK DR. SE
SALEM, OR 97317

In Christ



... you a
at either Macy's or
I have the rest of
we looked at the
kew in Gimbel's & will
at it later we sampled
the 3 min. cooking food
way a time finding man-
but will be a fun in the
morning. We will leave after lunch
Saturday and

Advancement



The
Corban Fund



UNIVERSITY LEADERSHIP

Under the leadership of Dr. John Mark Yeats, Corban's 11th president, the University is poised to enter the next season of its history with a continued passion for Christian education and commitment to Corban's mission and vision.



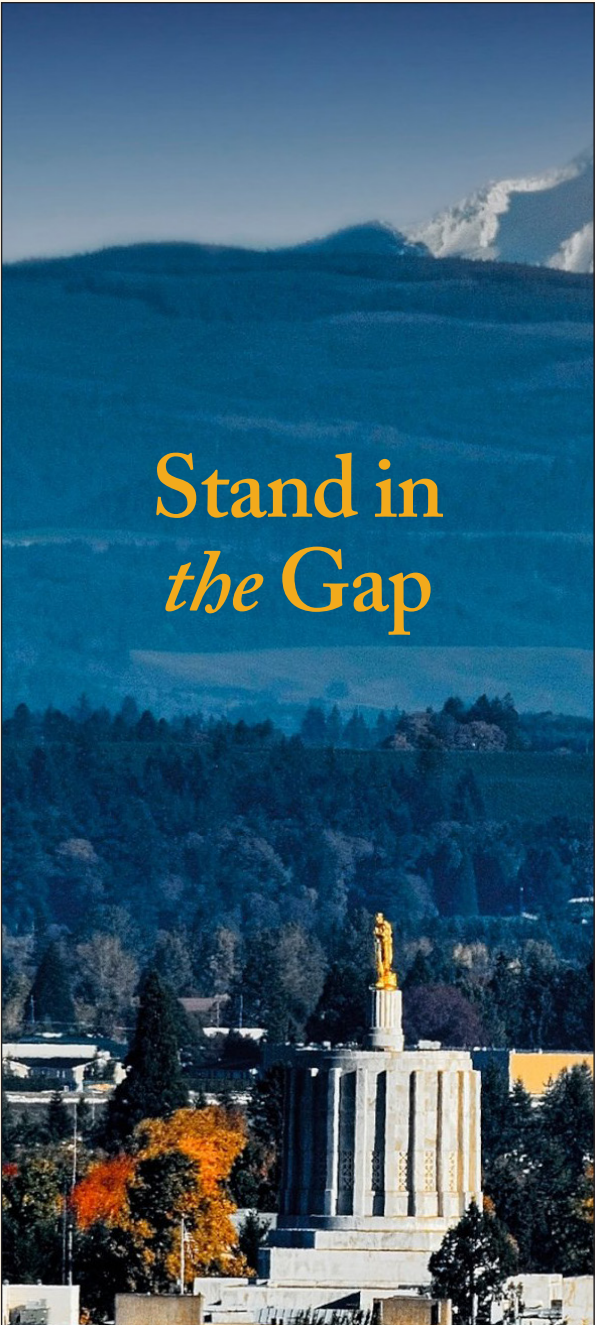
MISSION

Established in 1935, Corban University has a rich history of educating students who will make a difference in the world for Jesus Christ.

PURPOSE

A Corban education blends academic excellence and a biblical foundation so graduates are equipped to take Christ into every career, excelling as business leaders, educators, medical professionals, ministry leaders, and more.

5000 DEER PARK DR. SE, SALEM, OR 97317
800.845.3005 | WWW.CORBAN.EDU



Alumni



CORBAN UNIVERSITY 2024-25 Alumni Opportunities

Scan the QR code or visit connect.corban.edu/alumni for more information on all opportunities below!

NEW!

DISCOUNTS
Get a 15% off coupon from the Alumni Office to use on Corban apparel and swag when you visit campus.
Also, enjoy exclusive discounts on products, services, and experiences through Working Advantage.

ALUMNI REGIONAL RALLIES
Bay Area, CA: October 12 & 13, 2024
Southern California: November 16 & 17, 2024
Other areas TBA

ALUMNI WEEKEND - SAVE THE DATE!
90th Anniversary Alumni Weekend: June 20-21, 2025
(Bring your families!)

GOLDEN GRAD REUNION
Class of 1975 Golden Grad Reunion: April 24-26, 2025

MUSIC EVENTS
Fall Showcase: October 18, 2024 | 7:00 p.m.
Christmas at Corban: December 7, 2024
Hymn Fest: February 8, 2025 | 3 p.m. & February 9, 2025 | 3 p.m.
Spring Showcase: April 25, 2025

SCIENCE EVENTS
Science Saturdays: October 26-November 16, 2024
February 22-March 15, 2025
Annual Research Symposium: April 15, 2025

THEATRE EVENTS
Fall Play - *Fools* by Neil Simon: November 14-16 & 22-24, 2024
Spring Play: March 6-8 & 14-16, 2025

CORBAN CAREER DAY
November 20, 2024

REFRESHER MINISTRY CONFERENCE
April 17, 2025



Bringing the Brand to Life



Campus Environment

Campus Banners



**Trust in the
Lord with all
your heart.**

(Prov. 3:5a)



Campus Banners

TIPS:

Updated campus banners should continue to tell the Corban story, reiterating the meaning of “Corban,” mission, discipleship, and the benefits of an all-Christian community.

Banners will feature our logo, “Make a Difference,” and Scripture verses such as:

Proverbs 18:15

Psalms 119:66

2 Peter 3:18

James 1:5

Proverbs 16:16

Romans 12:2

Colossians 3:2

Proverbs 3:5

1 Peter 3:15

2 Timothy 3:16

Hebrews 13:5

John 16:33



Campus Banners

POLE BANNERS

Pole banners are grouped into three categories, based on location.

Primary roadways (Deer Park, Western Way, Warrior Drive, Psalm Center lot):

Banner 1: Corban shield on navy

Banner 2: “Corban University”

Walking paths

Banner 1: Shield on navy

Banner 2: Bible verse on baby blue with navy text and white border

Athletics Fields, Gym, Beach Courts

Banner 1: 4C Warriors logo on navy

Banner 2: Media day photo of athlete, with gold section on top and CORBAN WARRIORS in white



Wayfinding



**Psalm Performing
Arts Center**



**Academic Center
Library**



Wayfinding



Bringing the Brand to Life



Promo Items

Apparel

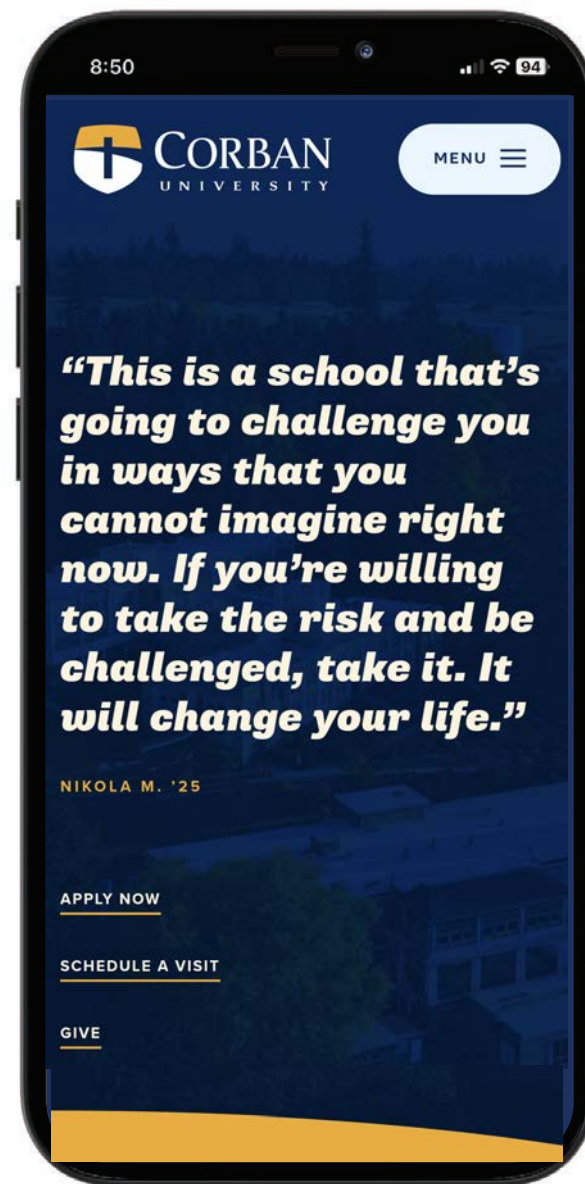


Bringing the Brand to Life



Digital

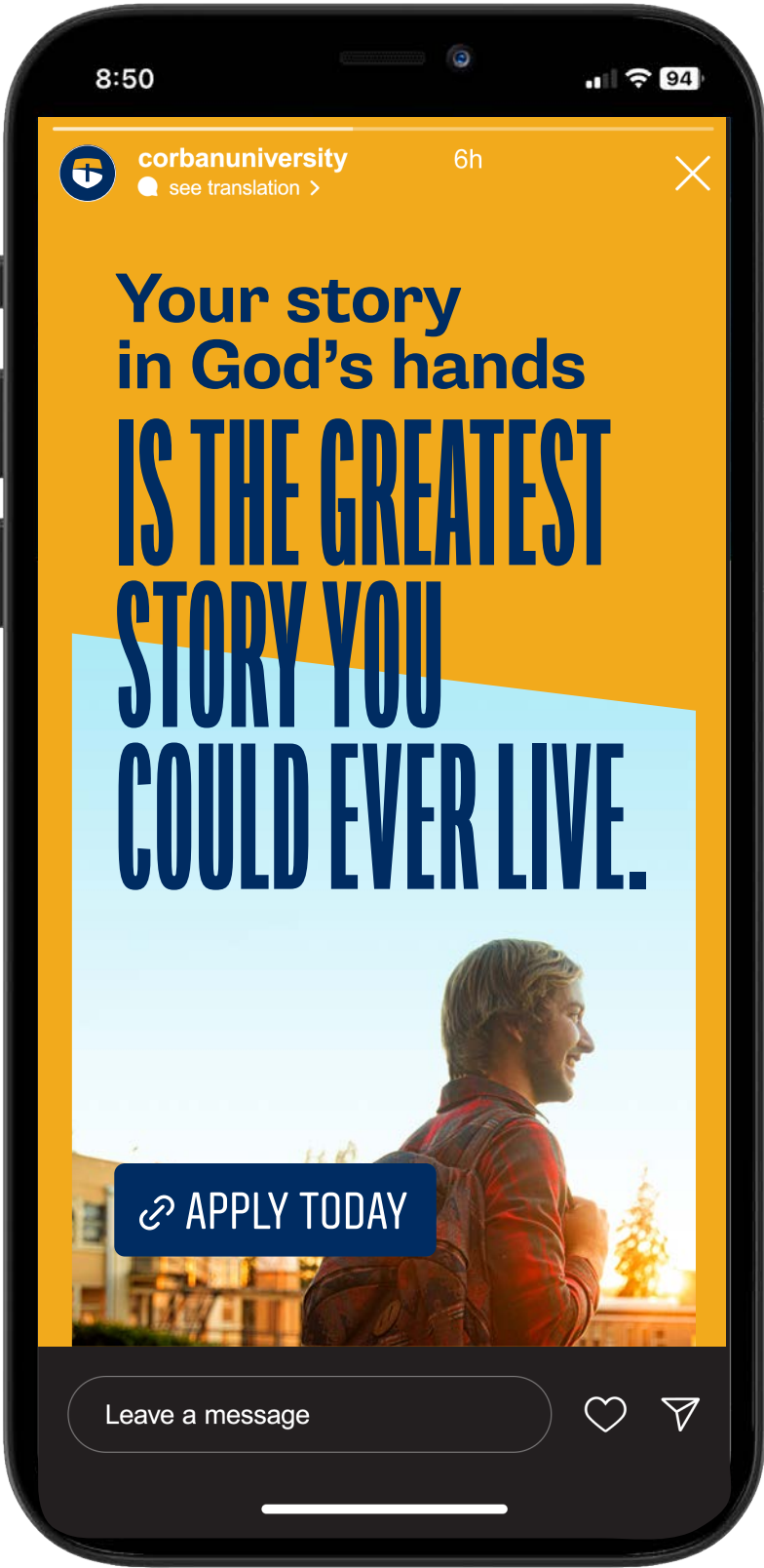
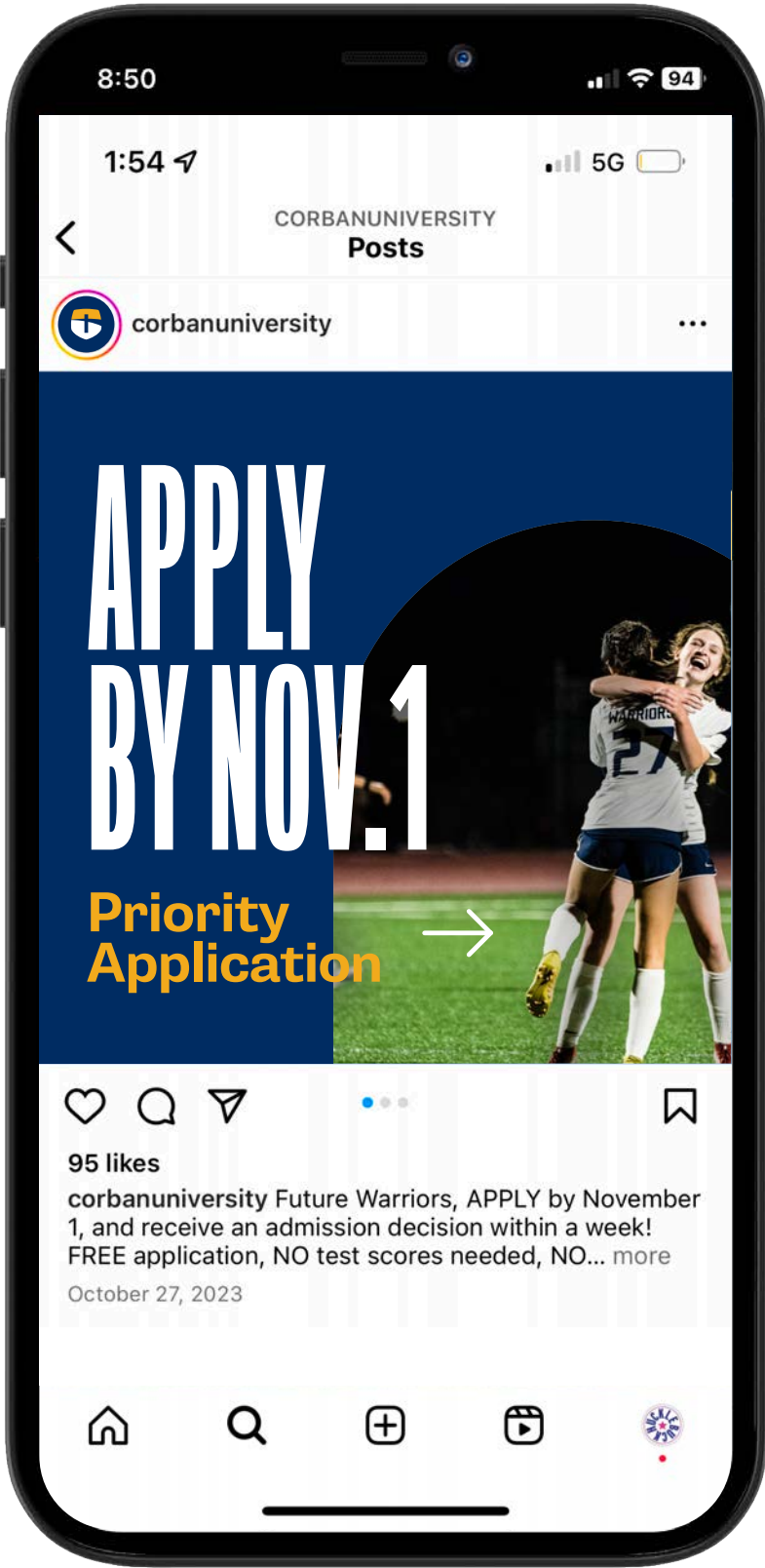
Website



Primary Color for Website: #001835



Social Media





CONTACT MARCOM WITH ANY QUESTIONS

marcom@corban.edu

www.corban.edu/marcom-services