



LAKE FOREST
COLLEGE

Overview of the
make it.

Brand Communication
Campaign

What are we trying to accomplish?

To break through the sea of sameness in college marketing to make sure Lake Forest College's voice is heard.



What is our place of mind?

Lake Forest College is the school most focused on your career while providing a great education in the liberal arts and sciences.

What we learned about Foresters

These learnings were based on input
from students, faculty, alumni, staff, and trustees.

A Forester is:

Academically excellent.

Likes school and is excited
to be around others who
take their education
seriously.

Driven to achieve.

Proactive—doesn't just
wait for things to happen;
makes things happen
(starts a new club, etc.).

Happier on a small campus.

Doesn't want to be just
another number in giant,
nameless and faceless
classes. Wants tight
relationships with faculty,
staff, and student body.
Wants to be accountable.

Multifaceted.

(Nursing + Art,
Biology + Theater).
Not a slacker who just
wants to ride out four
years as painlessly as
possible.

Interested in meeting new kinds of people.

Wants to move beyond the
high school clique thing.
Wants to be with students
different from themselves.

Curious about the bigger world out there.

Doesn't just hole up in
their dorm room. Visits
Chicago regularly—for
professional experiences
and connections, for
culture, for fun.

How we got to make it

From day one, students step forward on a pathway, with the support of the entire faculty and CAC behind them.

Lake Forest College is unique in that it doesn't require students to choose practicality over passion; it embraces both because that combination makes more well-rounded people, who make the best job candidates.

By customizing their own experiences at Lake Forest College, students are more deeply invested in their majors—and their futures.

Ultimately, what students want for themselves is the same thing their parents want for them: **Success**

When we combine the unique, self-propelled college experience with the promise of success, we arrive at the colloquial term for "succeed": **Make it.**

A call to action

Make It: Succeed

Make It encourages prospective students to seek success in their pursuits on campus and in their careers ahead.

Make It: Customize

Make It invites students to customize their experiences at Lake Forest College, from devising unique courses of study to engaging in a myriad of extracurricular activities.

Make It: Contribute

Make It urges each student to contribute their singular influence to the vivid dynamic of Lake Forest College.

A Pledge

Make It is ultimately a pledge from the faculty, administration, and alumni that every resource of Lake Forest College is committed to helping every student realize their dreams and achieve their goals, on campus and in life.

Manifesto

Get to where you want to be.
Get over any obstacles in your way.
Pursue. Achieve.

make it.

Add your fingerprint.
Leave your footprint.
Be the brushstroke that completes
the big picture.

make it.

Mold your own world.
Craft your own future.
Specify yourself.

make it.

Succeed. Succeed at succeeding.
Never settle for “made it”.
Keep at it and on it.
Stay in it, and always, always

make it.

