

# Brand Toolkit

2023

Keep moving.

SPRINGFIELD  
COLLEGE



To highlight the  
**energy and altruism** of  
Springfield College people







to capture the  
**ingenuity and  
adaptability**  
of our community





to position  
Springfield College  
**as a forward-looking,  
forward-thinking**  
institution



we developed the  
Springfield College  
brand expression:

**Keep moving**



**Our brand toolkit ensures  
that all marketing and  
communications  
demonstrate how and why  
Springfield College**



is educating students  
to be leaders  
**dedicated to improving  
the lives of others.**



**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 Springfield College brand.



# The Brand





# 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 Springfield College apart?
- **Unchanging.** Over time, products, services, and offerings will come and go, but the essence of our brand remains constant.
- **The focal point** that defines how we deliver value and effectively embodies our mission.

The Springfield College 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 Springfield College'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 Springfield College brand must:

- Reflect the College's mission.
- Clearly set Springfield College apart from other institutions.
- Show the benefits of the Springfield College experience.
- Offer a compelling and powerful reason to affiliate.



# Brand Elements

**Brand values** act as the “true north” pointing Springfield College forward. Your brand values are what the institution stands for and what matters most. Brand values are at the very core of your brand, timeless and consistent.

## Brand Values

Balance

Service

Wellness

Growth

Leadership

## Brand Elements

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

## Brand Personality

Active

Involved

Hardworking

Health-  
conscious

Selfless

Friendly

Dedicated

Driven



# Brand Elements

**Brand mission** communicates Springfield College's purpose, objectives and how it plans to serve its audience.

## Brand Mission

Through our Humanics philosophy, the mission of Springfield College is to educate the whole person in spirit, mind, and body for leadership in service to others.

# Brand Elements

**Brand impact** is the effect your brand has on its audiences.

## Brand Impact

The Springfield College brand should feel:

Bold

Energized

Space-claiming

Game-changing



# Brand Elements

**Brand position** is the distinctive position that Springfield College holds in the marketplace.

## Brand Position

Springfield College is for hardworking, highly engaged students who care about creating healthy lifestyles and healthy communities. Focused on a balanced, whole-person approach, Springfield College educates students to be leaders who excel in the human-helping professions and are dedicated to improving the lives of others.



# Message

A photograph of two young women walking on a paved path in a campus setting. They are walking from left to right. The woman on the left is wearing a light-colored long-sleeved shirt and dark pants, with sunglasses on her head. The woman on the right is wearing a dark top and light-colored pants. They are walking under the shade of a large, leafy tree. The background shows a grassy area and a brick building.



## Brand Narrative

Springfield College was founded to help people be productive. Proactive. To move their bodies, stretch their minds, and energize their communities. We have never been ones to stand on the sidelines. We will be the engine that drives progress. We see the whole picture. We root for the whole person. We have unlimited reserves of energy and optimism to take on anything that comes our way. We are the change catalysts and the solvers. We **keep moving.**

# What We Mean by Keep Moving

**KEEP MOVING** isn't typical Higher Ed language. Like Springfield College itself, it's unique and designed to stand out. **KEEP MOVING** leads with energy and immediacy, and from there it creates the context for big, broad, deeply relevant topics.

It also creates a framework for Springfield College's focus on wellness. Because it's not just about moving your body – it's about continually evolving your whole self. Transforming for the better and helping others do the same.

Last but certainly not least, **KEEP MOVING** captures the essence of Springfield College students. Our students like to do things. Join things. Start things. Everything about them, from their athleticism to their altruism to their participation, is reflected in the **KEEP MOVING** brand platform.

## **KEEP MOVING** messaging should feel:

- Bold
- Energized
- Space-claiming
- Game-changing



**Copy  
Development:**  
Headline  
Examples

**We build momentum.**

**We drive innovation.**

**We advance connections.**

**Always evolving. At Springfield College,  
it's what we do.**

**Your career goals, fast-tracked.**

**Bring your game. Because it's about to  
level up.**

**Always show up. Never give up.**

**Every one of us is a work in progress.**

**Move your body. Stretch your mind.  
Energize your community.**

**Momentum. Thanks to you, it's building.**

**Find what moves you.**

**No limits. Lots of support.**

**Bust boundaries. Face your fears.**

**Join the Movement.**

**Make a Move.**

**Find what moves you.**

# Copy Development: KEEP MOVING Words

Use the following to begin to develop a rich **KEEP MOVING** lexicon.

**Action**  
**Achievement**  
**Advancing**  
**Balance**  
**Break-out**  
**Break-through**  
**Brave**  
**Catalyst**  
**Challenge**  
**Change-maker**  
**Collaborate**  
**Community-builders**  
**Create**  
**Curiosity**  
**Develop**  
**Elevating**  
**Energize**  
**Enthusiastic**  
**Evolving**  
**Equity**

**Expression**  
**Flow**  
**Fulfilling**  
**Generate**  
**Goal**  
**Health-focus**  
**Holistic**  
**Innovators**  
**Leading**  
**Maneuver**  
**Mission**  
**Momentum**  
**Motivation**  
**Motion**  
**Move**  
**Movement**  
**Moving forward**  
**Optimistic**  
**Open doors**  
**Participate**

**Passionate**  
**Proactive**  
**Productive**  
**Pursue**  
**Pushing the limits**  
**Reach**  
**Rhythm**  
**Roam**  
**Seekers**  
**Shift**  
**Solution-finders**  
**Solvers**  
**Stretch**  
**Summit**  
**Trailblazer**  
**Trendsetter**  
**Wander**  
**Wellness**



# Copy Development: 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. It's okay to start sentences with "and" and to write super short sentences that aren't even "real" sentences.
- **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: Headline Do's and Don'ts

- **Don't make it complicated.** Do deliver punchy headers that are bold and to the point.
- **Don't get silly or goofy with KEEP MOVING.** Do pair that term with impressive facts and powerful images. Ultimately our brand is about impact.
- **Don't overuse the words themselves.** Do express the KEEP MOVING idea using a rich, varied lexicon and always think about audience and context as you write.
- **Don't let your headers get sluggish.** This brand is about momentum. Top-level messaging should inspire and energize your audience.



# Design

A man with a beard and short brown hair stands on a wooden dock by a lake at sunset. He is wearing a green t-shirt and black Under Armour sweatpants. His arms are outstretched horizontally. The sun is low in the sky, creating a warm, golden glow and lens flare effects. The background consists of dense green trees and reeds along the water's edge. The word "Design" is overlaid in large, bold, white sans-serif font across the center of the image.



# Logo

The Springfield College logo should never be recreated or typeset. Only official logo files should be used in our communications.

These files can be obtained from Springfield College Office of Marketing.

1. The **primary logo** is the preferred version, and it will work for most layouts. Alternate configurations are available to provide flexibility for space limitations.
1. The **secondary logo** is an alternative provided for flexibility in situations where space is limited such as mobile applications. It should only be used when layout requirements do not allow the use of the primary logo.

Primary Logo



Secondary Logo



# Logo Color and Background Applications

The only colors that the Springfield College logo may ever be used in are PMS 202 on a white or light background, white reversed out of a dark (preferably PMS 202) colored background or photo, or black when using black and white only.

When reversing the logo out of a photograph pay special attention to the value of the area on which the logo is applied. Dark monochrome or near monochrome areas that are soft or out of focus work best to maintain legibility.

PREFERRED USAGE:  
PMS 202 ON WHITE



WHITE REVERSE  
LOGO ON PMS 202



REVERSE LOGO ON  
PHOTOGRAPHY



PMS 202 ON LIGHT  
TINTED BACKGROUND



# Logo Clearspace and Minimum Size

**Clearspace must be maintained around the logo in all layouts to enhance the prominence and legibility of the mark.**

Most layouts will refer to the clearspace diagram in figure 1. Figure 2 applies to designs in which it is necessary to group additional logos in the same layout.

FIGURE 1

## CLEARSPACE

Photos, text, and graphic elements must follow the clearspace guidelines illustrated here. Use the side of the triangle as a measuring tool for proper clearance.



## MINIMUM SIZE

Never reproduce the logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. The logo should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

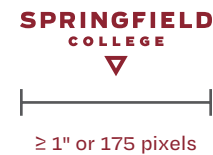
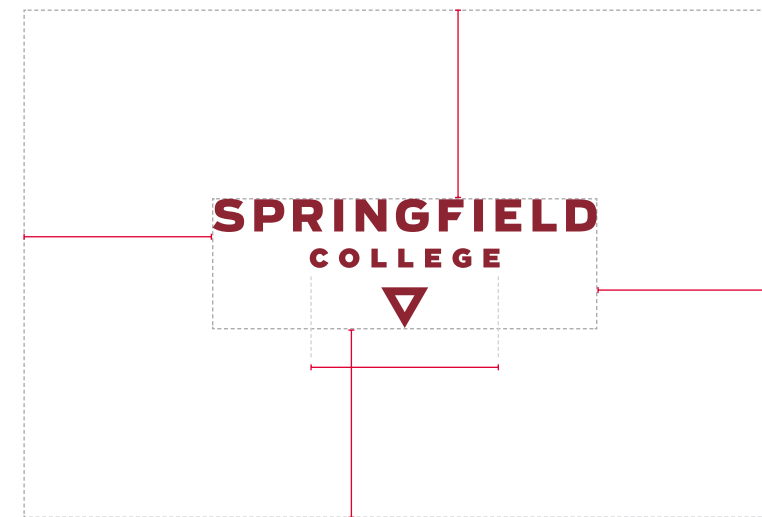


FIGURE 2

## EXTENDED CLEARSPACE

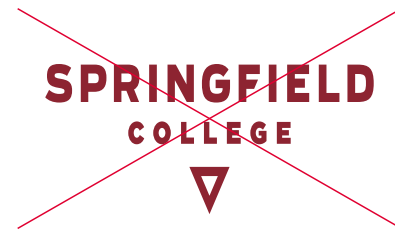
This extended clearspace applies only to partner and co-branded logos. It does not affect the clearspace for photos, text, graphic elements, or margins.





# Logo Practices to avoid

These standards apply to all official Springfield College logos as described in these guidelines. The set of examples shown here is not an exhaustive list. Always use unaltered logo files.



**DON'T** stretch, condense, or change the logo's dimensions.



**DON'T** alter or replace the logo's typefaces.



**DON'T** skew or bend the logo in any way.



**DON'T** alter the placement or scale of the logo's elements.



**DON'T** crop the logo.



**DON'T** change the appearance of the logo's individual elements.



**DON'T** rotate the logo.



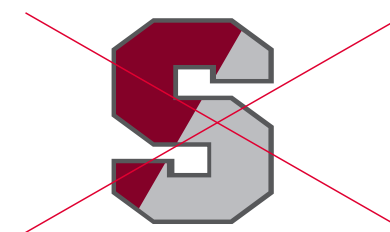
**DON'T** add extra elements to the logo.



**DON'T** use colors other than those specified in this document.



**DON'T** remove elements from the logo.



**DON'T** use athletic logos for academic applications.



**DON'T** use drop shadows or other visual effects.

# Color Palette

All first touch communications should rely primarily on the core brand colors. For example, publication covers, the website homepage, and early mail and email correspondence should all be rendered with the Springfield College Maroon as the dominant color grounding the creative. White is included as a core color to remind designers to avoid filling each page.

Secondary brand colors can be used for social media, follow-up print pieces, and down pages on the website. The secondary palette has been expanded to include a light blue to reflect the institution's focus on health and wellness. A purple provides an opportunity for strong contrasts with the new lighter colors, and a vibrant gold and soft grey help to round out the warmer elements of the palette.

## Core

**SPRINGFIELD MAROON**

PMS 202C  
 CMYK 9/100/64/48  
 HEX #862633  
 RGB 134 / 38 / 51

**WHITE (OR NEGATIVE SPACE)**

## Secondary

PMS 134C  
 CMYK 0/16/54/1  
 HEX #FDD26E  
 RGB 253 / 212 / 117

PMS 324C  
 CMYK 53 / 0 / 23 / 0  
 HEX #70C0BE  
 RGB 112 / 192 / 190

PMS BLK 7C  
 CMYK 35 / 35 / 33 / 92  
 HEX #3D3935  
 RGB 61 / 57 / 53

PMS 262C  
 CMYK 57 / 92 / 12 / 56  
 HEX #51284F  
 RGB 81 / 40 / 79

PMS 199C  
 CMYK 0 / 100 / 72 / 0  
 HEX #D50032  
 RGB 213 / 0 / 50

PMS 1645C  
 CMYK 0 / 75 / 75 / 0  
 HEX #FF6A39  
 RGB 255 / 106 / 57

PMS 465C  
 CMYK 9 / 29 / 66 / 24  
 HEX #B9975B  
 RGB 185 / 151 / 91

PMS WG1C (WARM GREY 1)  
 CMYK 3 / 3 / 6 / 7  
 HEX #D7D2CB  
 RGB 215 / 210 / 203

# Degular

James Edmondson from OHNO Type Co published Degular in 2020 with the aim of creating a neutral typeface suitable for everyday use. One that could fade into the background when desired. When Degular is used in smaller text sizes, it is relatively neutral. However, larger display headlines reveal dynamic touches and contrasts that make Degular highly active and expressive. Its inherent energy makes it perfect for the display requirements of an active, assertive brand. Degular can be downloaded for free with a subscription to Adobe Creative Cloud.

Degular Display Thin  
*Degular Display Thin Italic*

Degular Display Light  
*Degular Display Light Italic*

Degular Display Regular  
*Degular Display Regular Italic*

Degular Display Medium  
*Degular Display Medium Italic*

Degular Display Semibold  
*Degular Display Semibold Italic*

Degular Display Bold  
*Degular Display Bold Italic*

Degular Display Black  
*Degular Display Black Italic*

Degular Text Thin  
*Degular Text Thin Italic*

Degular Text Light  
*Degular Text Light Italic*

Degular Text Regular  
*Degular Text Regular Italic*

Degular Text Medium  
*Degular Text Medium Italic*

Degular Text Semibold  
*Degular Text Semibold Italic*

Degular Text Bold  
*Degular Text Bold Italic*

Degular Text Black  
*Degular Text Black 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



## Ivy Journal and IvyPresto Display

The designer, Jan Maack, classifies IvyPresto Display as an Old Style family (similar to Garamond). The high contrasts between thick and thin and sharp serifs give it the drama of a Modern or Transitional font. IvyJournal is intended to be more of a workhorse than show pony. Its lower contrast and wider set size make it more appropriate for text than display.

IvyJournal Thin  
*IvyJournal Thin Italic*

IvyJournal Light  
*IvyJournal Thin Italic*

IvyJournal Regular  
*IvyJournal Italic*

**IvyJournal SemiBold**  
*IvyJournal SemiBold Italic*

**IvyJournal Bold**  
*IvyJournal Bold Italic*

IvyPresto Display Thin  
*Ivy Presto Display Thin Italic*

IvyPresto Display Light  
*IvyPresto Display Regular Italic*

IvyPresto Display Regular  
*IvyPresto Display Italic*

**IvyPresto Display SemiBold**  
*IvyPresto Display SemiBold Italic*

**IvyPresto Display Bold**  
*IvyPresto Display Bold*

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 Hierarchy:

## Primary Fonts

**Degular and Ivy Journal are Springfield College's primary fonts.** Degular Display should be used as the primary headline font. However, in longer publications such as multi-panel/page brochures, Ivy Journal may be used in headlines to provide surprise and a touch of sophistication.

When used as a lead-in, Degular Text Bold provides a gutsy contrast with Ivy Journal Regular. It shares a similar cap-height to x-height ratio to Ivy Journal but it sets smaller when used out of the box. For example, the lead-in shown on the right is set in 15pt in Degular Text Bold to compliment the body copy which is set in 12.5pt Ivy Journal. Optically, they appear to be the same size.

For shorter, smaller point size text uses, such as these paragraphs describing font hierarchy, Degular Text makes a fine body copy font.

# This is a short headline rendered in Degular Black.

**This is a subhead or callout in Ivy Journal Bold.**

**This is a lead-in in Degular Text Bold.** This is body copy in Ivy Journal Regular. Expla et iumquam quatium quatquo inus vendandia nullaciminci in consequere rempeliqui alisi digendu cipsuntist, saeritiatum elessi que eatqui vide nusciat peribus. Id et magnihit quate nus, officianis aut quid moluptati diores etur acest ulparchici quae pratatium sed molore porepta tiorpori dolut exeria sust, conem quamus con estibus.

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Solupiciis veliquo magnimpor adistiae nam, quid quid quam ut ipsam ipitios apernatetur aut laccum aborem dent quia sinctem eostior essinverae numquam fuga. Nam, odis ullauta tempore ptaquam, occum qui alitatur. Imil est, nonet fugiat veriasit, optatio rruptat. Ersperibus eostist officipsam, sinvendandi ulparum est hillia vel illab is eturibusdam essus as perferi ssitibus di audis endae ipsandi ssinis.

## Font Hierarchy: Secondary Fonts

**IvyPresto Display.** Do not use IvyPresto Display for text. Its contrast is too high to maintain legibility at smaller sizes. Use IvyJournal instead for text. Its low contrast and large x-height make it exceptionally legible, but be aware that its expanded character will shorten possible word counts over a given space – so write and plan accordingly. When combined with a Degular Text lead-in, IvyJournal, sets larger than Degular Text. The Degular text lead-in is again set at 15pt and the IvyJournal is set at 12.5pt.

This is a small headline in Degular Display Thin paired with

# a large headline in IvyPresto Display Bold

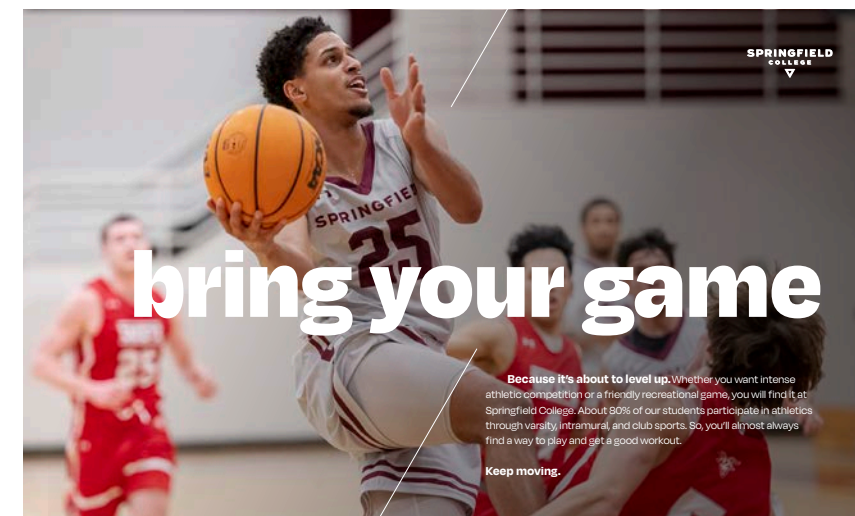
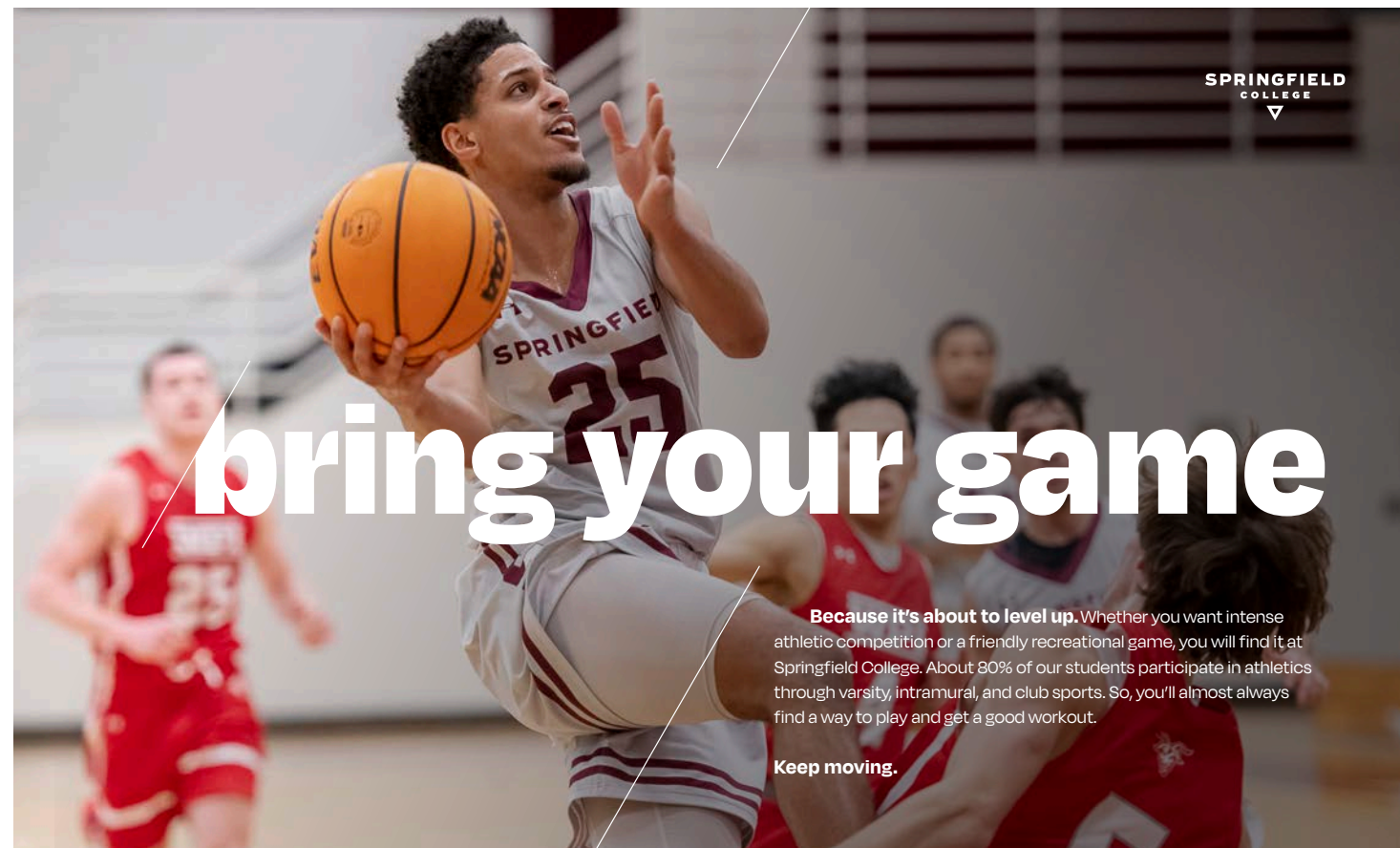
**This is a lead-in in Degular Text Bold.** This is body copy in IvyJournal Regular. Expla et iumquam quatium quatquo inus vendandia nullaciminci in consequere rempeliqui alisi digendu cipsuntist, saeritiatum elessi que eatqui vide nusciat peribus. Id et magnihit quate nus, officianis aut quid moluptati diores etur acest ulparchici quae pratatium sed molore porepta tiorpori dolut exeria sust, conem quamus con estibus.



# Design Elements: Angled Rules

**Angled rules can be useful to mimic the action in a photo, emphasize key words or phrases, or aid the viewer in navigating the hierarchy of a layout.** These rules must always be drawn on a 60 degree angle to be compliant with the Springfield College Gulick Triangle. Like all graphic devices, care must be taken not to overuse them. Think of them the way Coco Chanel famously referred to jewelry, "Before you leave the house, look in the mirror and take one thing off."

The concept on the right uses an angled rule to crop the first letter of the headline for interest and to add to the dynamic flow of the layout. Additionally, an angled line has been used to highlight the body copy and the first 3 lines of the body copy have been indented to mimic the flow. It takes a very sparse and graphic image to stand up to this amount of manipulation.



# Design Elements: Crops and Overlays

Angled crops and overlays can add dynamic flow to your layouts.

**Figure 1** uses opaque crops combined with angled rules that line up with elements in the image and elements of the typography. This approach creates an area with little tonal variation in the background that allows the designer to place reversed-out type in the space.

**Figure 2** is a cleaner approach that uses selective translucency to add interest by allowing background textures to bleed through the cropping devices. Both Figure 1 and Figure 2 are acceptable layouts.

**Figure 3** demonstrates how gradients are applied to a white under-layer to achieve the same tonal uniformity for reversed out type as in Figure 1.

FIGURE 1



FIGURE 2



FIGURE 3



Unaltered photo



Photo with white cropping devices with gradient feathers applied



Addition of PMS 202 cropping devices set to multiply



# Design Elements: Triangle Pattern Device

The triangle pattern is another device that reinforces Springfield College's visual brand. Like other design elements, it should be used sparingly and strategically to preserve its impact.

It can be used to activate negative space in a photograph to enhance the flow of a layout as in Figure 1. Or it can be used as a pointing device to highlight an important element as in Figure 2.

To ensure uniformity, the pattern (whatever the arrangement might be) should always conform to a grid constructed of equilateral triangles shown in Figure 3.

Figure 4 demonstrates that the resulting triangles should conform in scale to multiples of a basic unit.

FIGURE 1



FIGURE 3

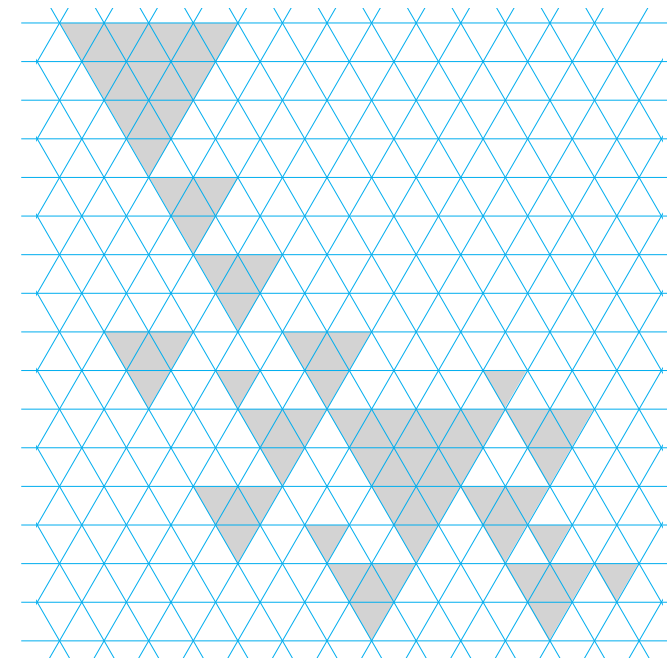
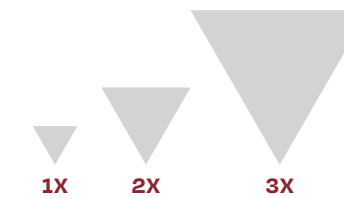


FIGURE 2



FIGURE 4





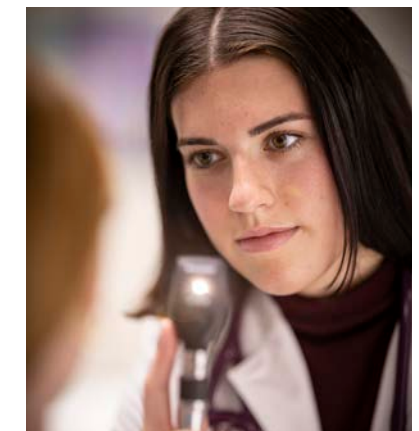
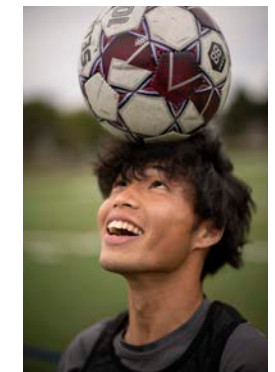
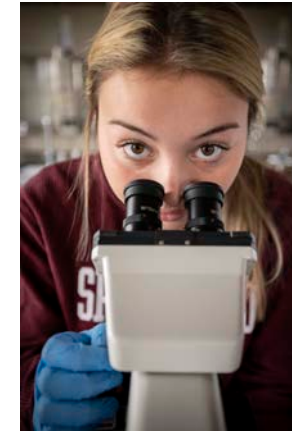
# Photography

**Springfield College people are natural collaborators and teammates – always deeply supportive of one another.** Images that capture their sense of purpose, joy, and outward focus will serve to energize the **KEEP MOVING** brand.

**Avatar portraits** – Springfield College attracts and creates healthy, balanced, young people whose ambitions center on the betterment of others. There will be an ongoing need to capture images of students who embody this ethos. These images should be bold, simple, and direct. We can enhance the energy of our subjects by using a mix of selective focus, unusual camera angles, negative space, forced perspective, and pared-down graphic compositions.

**Experiential and collaborative** – We need to emphasize scenarios that demonstrate active rather than passive learning. Avoid shooting “the scene.” Boil each frame down to its essential action. When in a traditional classroom, focus on direct faculty/student and student/student interaction.

**A warmer sense of place** – When photographing the beauty of the campus it is important to portray it as an active, energy-filled space and give a sense of what it's like to actually be there. This can mean populating shots with tiny figures in an expansive expression of negative space, photographing from behind or over the shoulder using selective focus to capture an architectural feature or dragging the shutter to blur students in the foreground while keeping the landscape sharp.



The **KEEP MOVING** brand platform was born from the creative collaboration of Springfield College and Mindpower in 2022.

If you have any questions or want more information about the brand, please contact the Office of Marketing at [marketing@springfieldcollege.edu](mailto:marketing@springfieldcollege.edu)

If you need any type of marketing or promotional materials created, please submit a project request at [springfield.edu/project](https://springfield.edu/project)