

BRAND GUIDELINES

SPRINGFIELD
COLLEGE



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BRAND STRATEGY

This messaging map reflects the Springfield College institutional message – it’s how we talk about Springfield College at the highest level. These ideas will inform our communications, **but we may or may not use the exact words that appear here.** What’s most important is to align with the ideas they convey.



The personality sets the tone for how we as a college communicate. It reflects who we are and articulates how we want audiences to think and feel about the brand. These six personality traits will ultimately **drive the voice and tone for all brand communications.**

Rational

(how we want people to *think* about our brand)

Emotional

(how we want people to *feel* about our brand)

CURRENT

Relatable, timely, and responsive

FRIENDLY

Welcoming, inclusive, and valuing relationships

DISCIPLINED

Driven, hardworking, and focused

GENUINE

Humble and giving to others

TIME-HONORED

Respecting history and tradition

ENGAGING

Active and spirited

IDENTITY

OUR LOGO

The Springfield College logo represents us at the very highest level. It's vital to our brand: acting as a signature, an identifier, and a stamp of quality. We should always use it consistently throughout our communications.



To maintain consistency with the logo, a few simple guidelines should be followed.

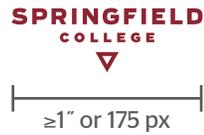
NOTE

The Springfield College logo should never be recreated or typeset. Only official logo files should be used in our communications. These files can be downloaded from brand.springfieldcollege.edu.





To maintain full legibility, 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.

**CLEAR SPACE**

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the side of the triangle as a measuring tool for proper clearance.

**EXTENDED CLEAR SPACE**

When the Springfield College logo appears with another logo – from within or outside the College – the logo requires extended clear space to maintain its integrity, as shown here. No other logo should fall within these parameters.

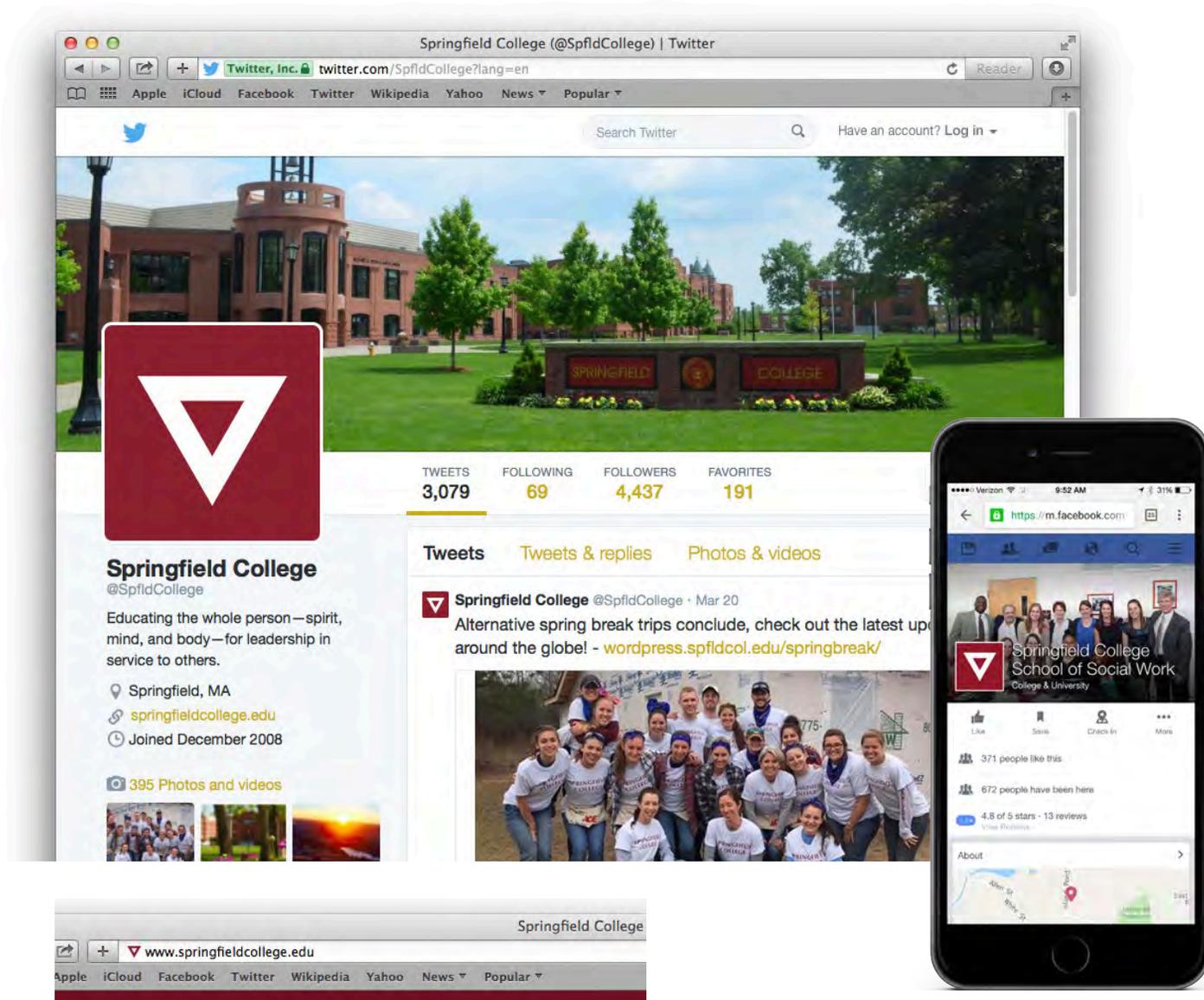
Note: This extended clear space applies only to partner and co-branded logos. It does not affect the clear space for photos, text, graphic elements, or margins.



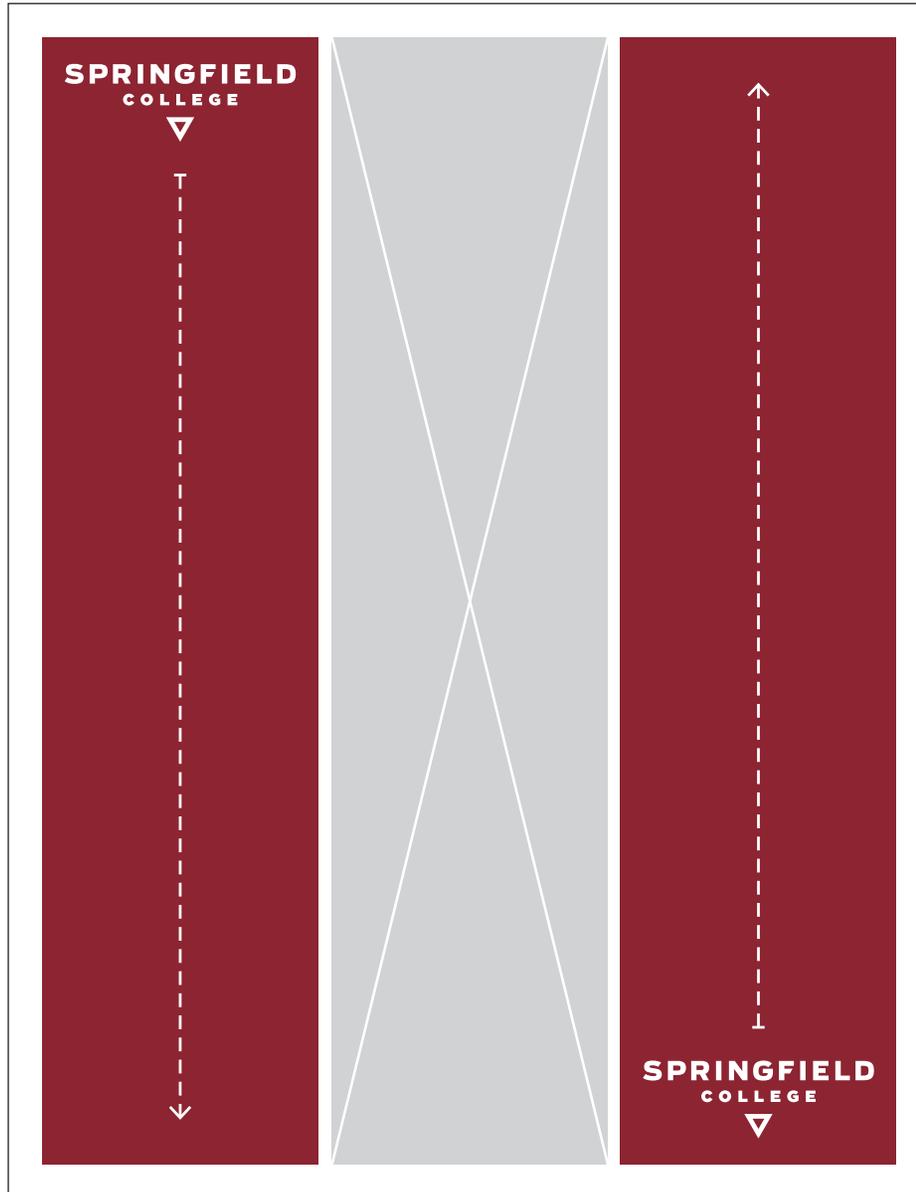
An alternate configuration of the logo can be used when the display formats aren't conducive to the primary mark. Examples include mobile applications and other places where space is limited.



Because social media avatars vary significantly in size, use the Gulick triangle (see page 20) by itself, without type. This is the only acceptable use of the Gulick triangle without the words “Springfield College.”



The preferred placement for the logo is in the upper left or lower right segment of a layout. Anywhere in the colored areas shown below is acceptable, although corners are best. This way, the logo becomes a grounding element that appears consistently on all pieces.



The names of certain entities can be locked up with the primary logo for a variety of communication purposes.

The architecture below defines the visual relationships between the College identity, its sub-brand entities, and associated organizations and events, based on a number of factors.

MASTER BRAND

This represents the single expression of the brand promise, personality, and values. The primary logo and its alternate configurations identify every communication endorsed by Springfield College.



Primary

These entities have offers that directly support the academic mission of the College.

Examples include:

- Departments
- Schools
- Offices
- Programs
- Centers

These offers all use the master brand logos, and identify areas of the College through a typographic extension (see page 17).

Secondary

The relationship of these entities with the master brand is often defined by:

- an audience, offer, or purpose that aligns less closely with the College's
- existing equity in its own brand

Tertiary

Entities at this level include organizations, clubs, and College events that are initiated or maintained by students.

These entities have:

- less influence in delivering on the College's academic mission
- have less impact on how the College is perceived externally

Long-term Goals

Build the Springfield College Brand

With the identity system, Springfield College is recognized for all offers that support the College's mission, or that reflect positively and build equity for the institution. These entities should be easy to identify as part of Springfield College.

Keep It Simple

Clear parameters define when and how the master brand is used for sub-brands. Sub-brands that don't reflect strongly on the College or offer little return on investment can compromise the integrity of the master brand.

Allow for Flexibility

The architecture system is nimble enough for new programs, centers, locations, or initiatives to easily fold in to the architecture system.

MASTER BRAND

The singular expression of our brand promise, personality, and values.



Primary Tier

These entities reflect offers that directly support the academic mission of the College.

Examples include:

- Schools
- Departments
- Programs
- Centers
- Offices

They use the master brand logo with text identifiers.

HORIZONTAL

Office Priority



School Priority



Campus Priority



STACKED



Secondary Tier

These entities have existing equity with a targeted audience or provide a non-academic offer. They may be directly overseen by the College or have a separate management structure.

In this tier, the entities have unique logos, but incorporate colors associated with the master brand. These should appear separately, co-branded with the master brand logo.

SEPARATE BUT EQUAL REPRESENTATION



Tertiary Tier

Student organizations and internal groups that have less responsibility for delivering the College's academic mission.

For internal or student-facing communications, these groups can (but are not required to) use the College logo, select College marks, and trademarked College language.

Communications with external audiences should carry the master brand logo, which serve as an endorsement.

All communications should maintain the logo hierarchy, where the master brand logo is separate and in a more prominent position.

ENDORSED ORGANIZATIONS

Internal Communications



External Communications

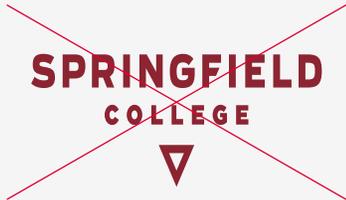


Master Brand Endorsement



**PRACTICES
TO AVOID**

These standards apply to all official Springfield College logos and lockups 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.



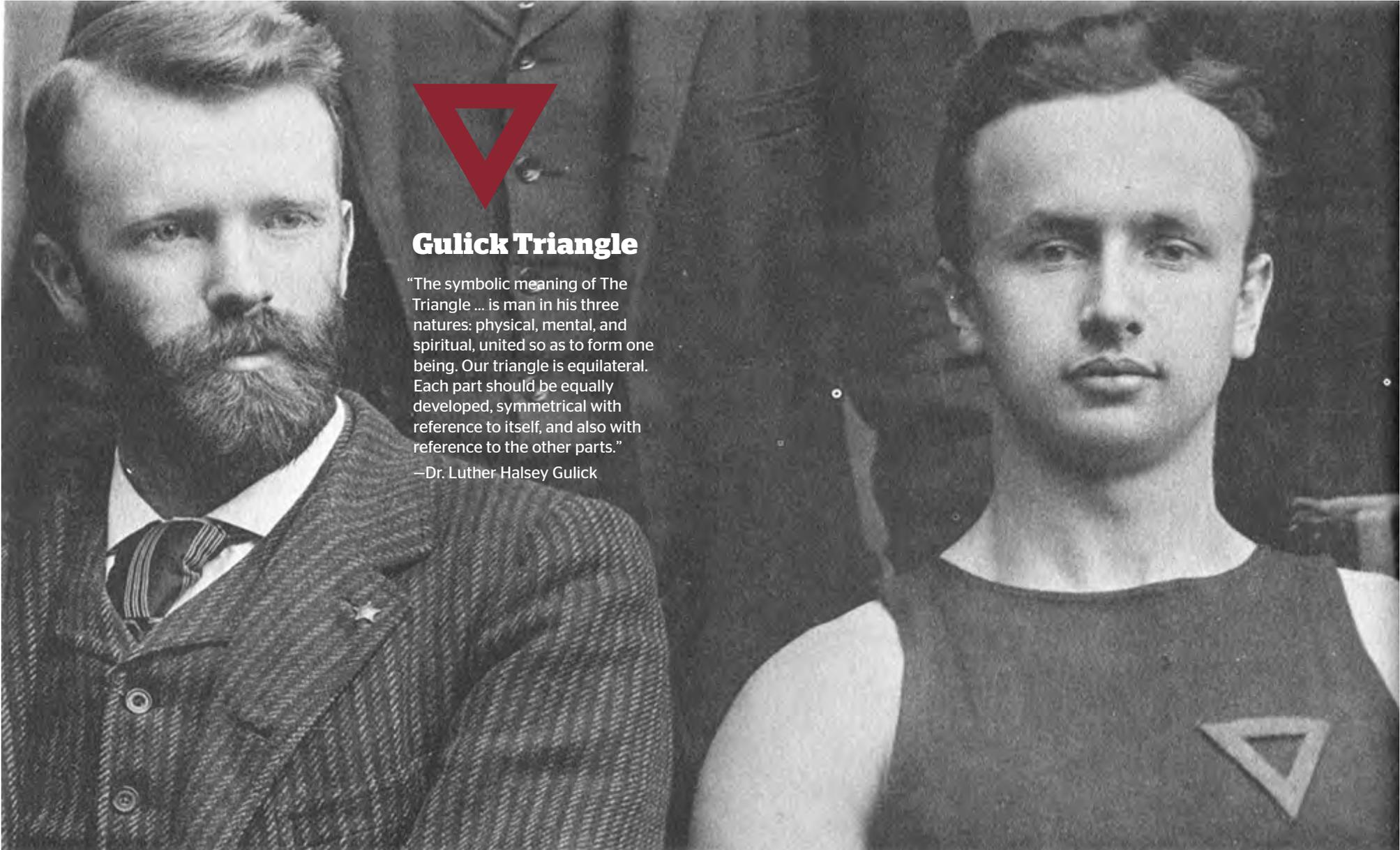
DON'T remove elements from the logo.



DON'T use athletic logos for academic applications.



DON'T use drop shadows or other visual effects.

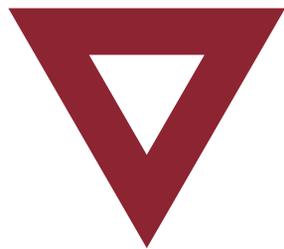


Gulick Triangle

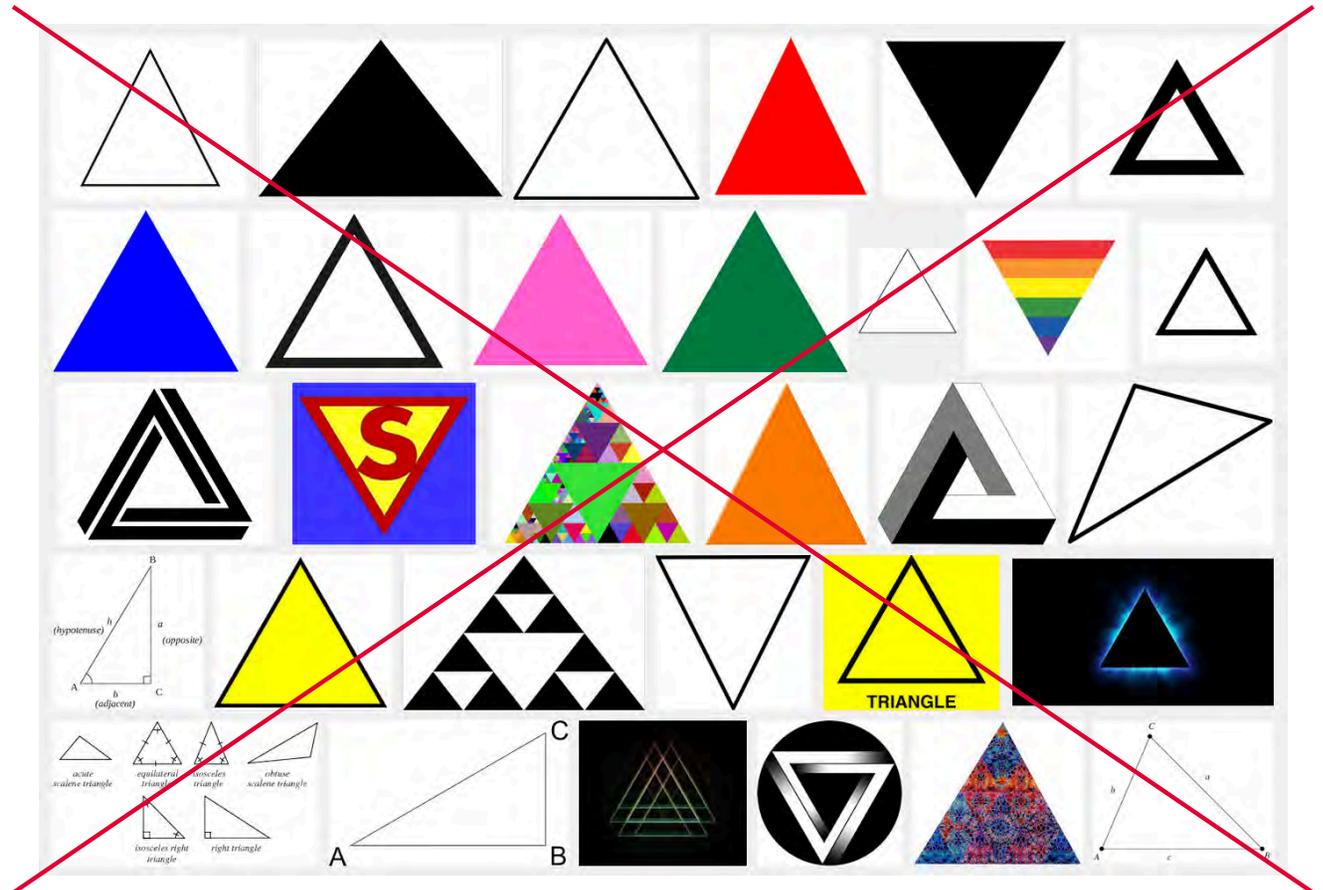
“The symbolic meaning of The Triangle ... is man in his three natures: physical, mental, and spiritual, united so as to form one being. Our triangle is equilateral. Each part should be equally developed, symmetrical with reference to itself, and also with reference to the other parts.”

—Dr. Luther Halsey Gulick

All triangles are not created equal—not even equilateral ones. The Gulick triangle, shown below, represents Springfield College and our principles. No other triangle should be used in College communications.



THE GULICK TRIANGLE



The Springfield College seal is a significant part of our College's heritage. Today it's reserved for official business only; for example, it's imprinted on certain communications from the Office of the President, ceremonial documents, awards, and diplomas. It may be used for other purposes only with the permission of the Office of the President and the Office of Marketing and Communications.



NOTE

The Springfield College seal is currently used on most official College stationery. This remains acceptable as we transition to our new identity standards.

The Springfield College seal should never be locked up with the logo, and should not be modified in any way. The version of the seal shown here is the only version permitted.

Stag Sans Medium should be used when typesetting the name of the College with the seal (see page 31).

In order to maintain full legibility, never reproduce the seal at widths smaller than 1.25 inches (for print) or 215 pixels (for screen). There is no maximum size limit.



≥1.25" or 215 px

CLEAR SPACE

Ensure that clear space is maintained around the seal for legibility and prominence. Photos, text, and graphic elements must follow these guidelines. Use half the seal's width as a measuring tool for proper clearance.



GRAPHIC ELEMENTS

The Springfield College identity has a variety of graphic tools that create a unique look and help people recognize our brand. When used consistently, these elements create continuity across all communications. Each of these elements can be used on its own or in conjunction with others.

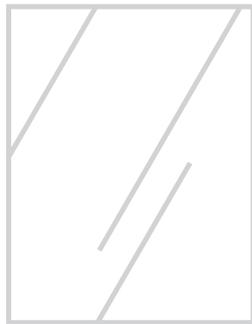
OVERVIEW

Like spirit, mind, and body, our graphic elements are rooted in the Gulick triangle that represents Springfield College. By using the angles of the equilateral triangle, we can create dynamic and active communications that relate back to the essence of Springfield College.



Rules

Rules can quickly emphasize a key word or phrase, or can draw the viewer's eye through the hierarchy of a layout.



Crops

When not using full-bleed images, cropping photos is a great way to increase visual interest without adding clutter.



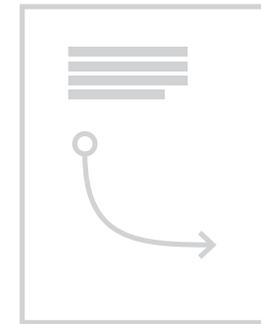
Angles

Bold, solid shapes help to create dynamic layouts and can overlay images and white space.



Pointers

Pointers can add an interesting interplay between type and image; they also help balance layouts with a rounded element.



This element should be used subtly to complement the image, with its stroke weight never dominating the overall content of the photograph.



The angles based on the Gulick triangle (always 60° and 120°) offer many different ways to crop photographs. This graphic element works best when it's balanced with large areas of white space.



Solid graphic shapes built on the same angles can also increase visual interest. Use them to emphasize a specific part of an image, or to add color to an image that may not be completely engaging on its own.



**THE SEARCH FOR SUCCESS
IS AN ACTIVE PURSUIT.**



TYPOGRAPHY

When used thoughtfully, typography is a powerful brand tool that can add visual meaning to the message we convey. Springfield College's typography communicates clearly and cleanly, and it's flexible for a wide range of situations.

STAG

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

STAG SANS

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

KNOCKOUT

HTF48 FEATHERWEIGHT
 HTF68 FULL LITEWEIGHT
 HTF69 FULL LITEWEIGHT
 HTF70 FULL WELTERWEIGHT
 HTF90 ULTIMATE WELTERWEIGHT
 HTF91 ULTIMATE WELTERWEIGHT

Stag is our serif font, and Stag Sans is our sans serif font. Because the two fonts are from the same type foundry and are based on the same proportions and structure, they can be used interchangeably in most cases.

Knockout is used as a display typeface, reserved for headlines set in all caps. The examples in the back section of this document illustrate how different typographical hierarchies can influence the tone of a piece.

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ELIT

Soloreperciat la doloriatum a doluptate dolora exera ad ex earum, as aut odit, voluptis di.

Axime vellabo ratiorr ovidunt explab iunto
et harum consequam qui blabo. Nis mi, sit pa vel
et repedi tem elitem ellandic tempori repro.

Uptam ipsam repudi ommoles sincimi, secepta cor autaeibus
destrum asped quam, ut vel ipieniment moditat aut volor reici te
expedi antia sequi sanihil luptati rae mos ad quiati doles nobis.

Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed
modipsunt aut latiumquae. Itate vendis que eaquam voluptiur?

**Me nest lanis accumqu ationectia
sequisti ulligendam harcien stinim
iliquo iduciae culloraecto beatior
emquisq uibusam dolore exerror
fugia quid molutaque nonsedi gen,
quatinis nonsequ aeculles bea sum
este cum quiatur.**

HEADLINE

Knockout HTF68 FullFeatherwt
Size: 50 pt.
Leading: 40 pt.
Kerning: Optical
Tracking: 0

SUBHEAD

Stag Bold
Size: 22 pt.
Leading: 22 pt.
Kerning: Optical
Tracking: +10

LEAD-IN / PULL QUOTE

Stag Light
Size: 19 pt.
Leading: 17 pt.
Kerning: Optical
Tracking: +10

BODY

Stag Sans Book
Size: 10 pt.
Leading: 12 pt.
Kerning: Optical
Tracking: -5
Space After: 5.5 pt.

CALLOUT

Stag Sans Semibold
Size: 8 pt.
Leading: 9 pt.
Kerning: Optical
Tracking: 0

Using type thoughtfully is crucial for designs that look professional. Follow these tips to make sure our typography is consistent and effective.

Leading

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. Both Stag and Stag Sans generally look best with leading set slightly tighter than the default.

Leading that is too loose leaves too much pause between lines.

18 pt. type / 30 pt. leading

Leading that is too tight leaves too little pause between lines.

18 pt. type / 16 pt. leading

When leading is correct, the reader won't even notice.

18 pt. type / 20 pt. leading

NOTE: A good rule of thumb is to start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

Tracking

Correct letter spacing, called tracking, is also needed to make text easy to read. Outside of headlines, Stag and Stag Sans should always be tracked slightly tighter than the default setting, and optical kerning should be used when it's available.

Tracking that is too loose leaves too much space between letters.

+75 tracking

Tracking that is too tight leaves too little space between letters.

-75 tracking

When tracking is correct, the reader won't even notice.

-5 tracking

To create dynamic interplay between type and image, the subjects in a photograph can be isolated in Photoshop, allowing typographic elements to be subtly placed behind them. This should be done only with large-scale headlines, so that the type incorporated into the composition remains legible.



Our brand typography families, Stag and Knockout, are optimized for interactive applications. The type specimens shown here illustrate the approved recommendations for setting type for our digital templates.

THE SEARCH FOR SUCCESS IS AN ACTIVE PURSUIT.

Dig deeper, think bigger, and play harder.

Springfield College Physical Education and Health Education Professor Elizabeth Mullin Earns Mabel Lee Award.

Strength and Conditioning Graduate Program Receives ERP Status from NSCA.

Faculty and students from the physical education and health education departments assisted youngsters from the Arthur T. Talmadge Elementary School in Springfield with a series of engaging physical activities designed for students their age.

More than 50 Springfield College students will be using their spring break to volunteer with community outreach programs throughout the globe, as part of an alternative spring break program on campus.

H1 TITLE

Page headings

H2 Title

Page subheads, slider headings, section headings

H3 Title

Subheads

H4 Title

News headings, news subheads

Intro paragraph

Body copy and navigation

H1 TITLE
Knockout
HTF69 Full Liteweight
Size: 48 px
Color: 862633

H2 TITLE
Stag Bold
Size: 36 px
Color: D50032

H3 TITLE
Stag Light
Size: 24 px
Color: B9975B

H4 TITLE
Stag Sans Semibold
Size: 20 px
Color: 862633

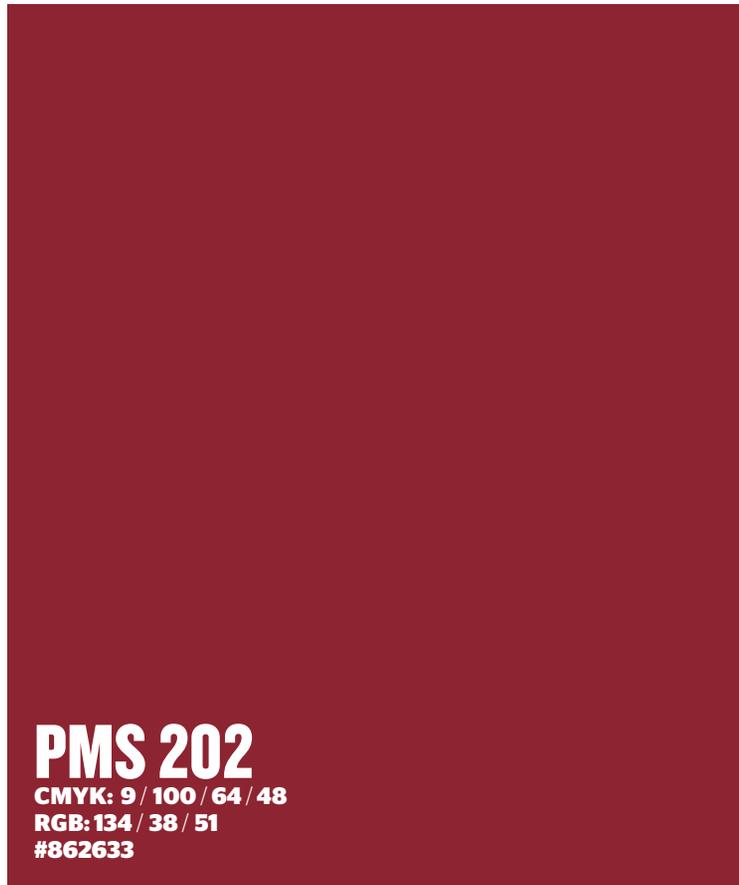
INTRO PARAGRAPH
Stag Sans Book
Size: 20 px
Color: AEABA7

BODY AND NAVIGATION
Stag Sans Book
Size: 16 px
Color: 3D3935

COLOR

Beyond our logo, color is the most recognizable aspect of our brand identity. The elements of our palette have been selected to reflect our bold, diverse community. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Springfield College brand.

PRIMARY PALETTE

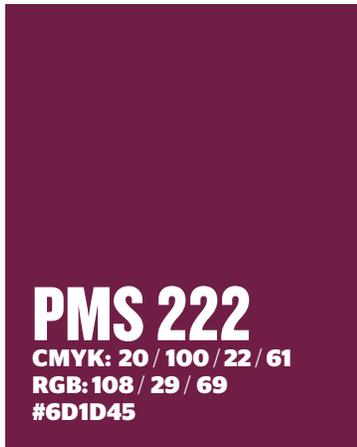


NOTE

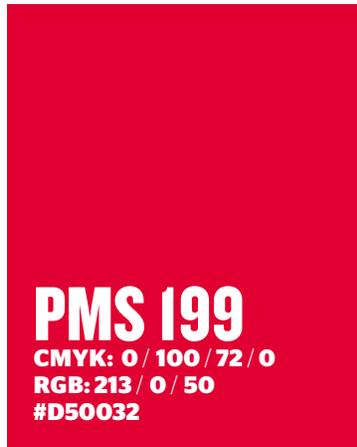
When using color builds, always use the values listed here. They have been adjusted for the best reproduction on screen and in print, and will not match Pantone Color Bridge breakdowns.

The secondary palette represents our youthful energy and diversity. These colors work especially well as accents or background color washes.

SECONDARY PALETTE



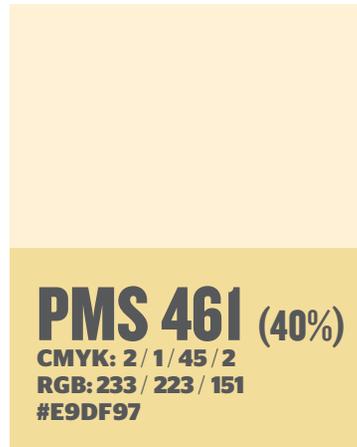
PMS 222
CMYK: 20 / 100 / 22 / 61
RGB: 108 / 29 / 69
#6D1D45



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



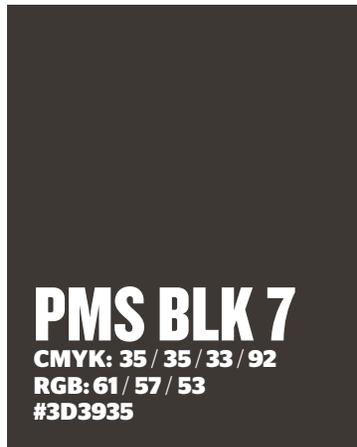
PMS 1645
CMYK: 0 / 75 / 75 / 0
RGB: 255 / 106 / 57
#FF6A39



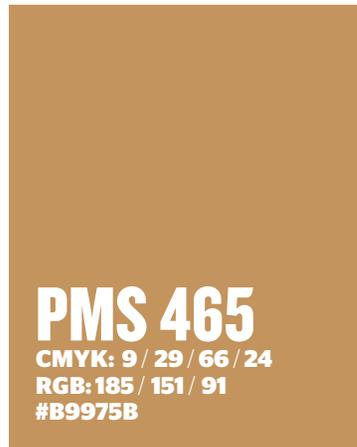
PMS 461 (40%)
CMYK: 2 / 1 / 45 / 2
RGB: 233 / 223 / 151
#E9DF97



PMS 5255
CMYK: 97 / 100 / 15 / 60
RGB: 30 / 26 / 52
#1E1A34



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



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



PMS WGI
CMYK: 3 / 3 / 6 / 7
RGB: 215 / 210 / 203
#D7D2CB

The sample palettes below show how color combinations can be used successfully. They are all different, but each still maintains the character and emotion of Springfield College. Each combination is made of bands that help guide the color ratios. This is not a precise mathematical system; rather, it's intended to give an idea of relative use.

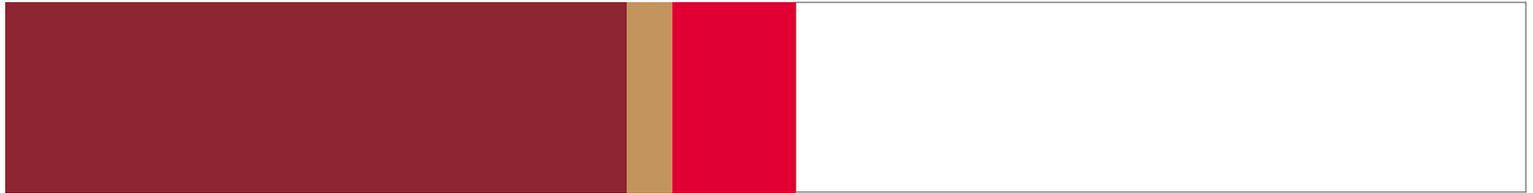
General Use



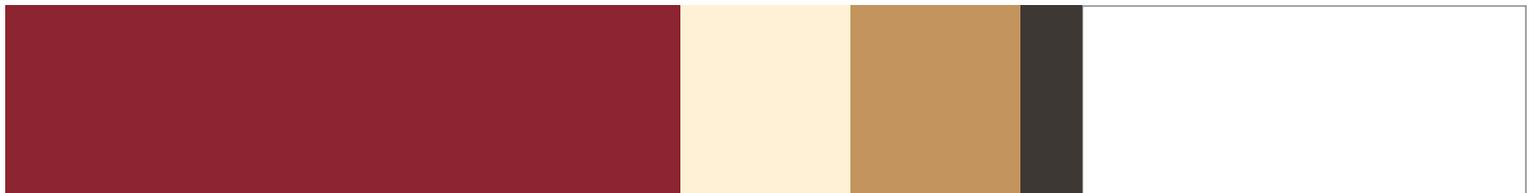
Alumni



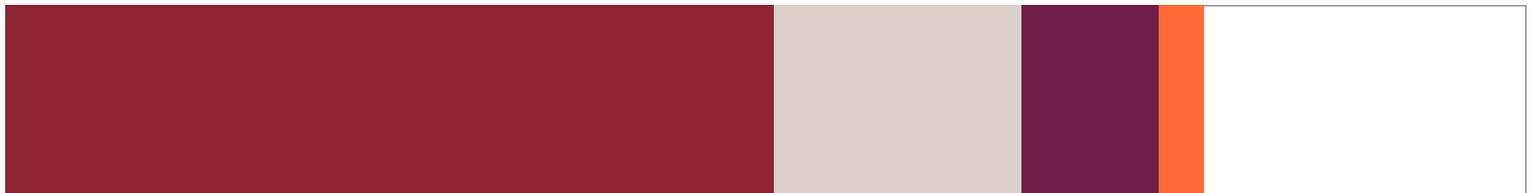
Prospective Students



Formal



Historical



PHOTOGRAPHY

CATEGORIES

Our photography shows our diverse and dynamic community. By visually capturing the essence of Springfield College, these images help us connect with people in ways that words can't. The photo library can be sorted into three categories: people, topical, and cultural.

PEOPLE



TOPICAL



CULTURAL



PEOPLE

Our people — students, faculty, staff, alumni, and community members — are the lifeblood of Springfield College. They are the driving force for what we do, as well as the audiences we wish to reach. With this in mind, our image library should reflect the diverse, collaborative, and engaging experience we offer.

Images of people should be candid, natural, and in the moment, never posed or generic. The subject should never be looking directly at the camera.* Representing people in their natural environments is important.

Depictions of students in a classroom setting or working environment should feel intimate and authentic. Natural light should be used whenever possible. Single students should never seem lonely, and groups should always seem collaborative. Capturing moments of curiosity, interest, or discovery is a great way to do this.

*This does not apply to portraiture (see page 47).



PHOTOGRAPHY

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TOPICAL

People play a key role in defining the subject matter of our topical photography. Finding the humanity in our stories helps us connect to our audience in a powerful way. Object shots should also be used, in a supporting role.



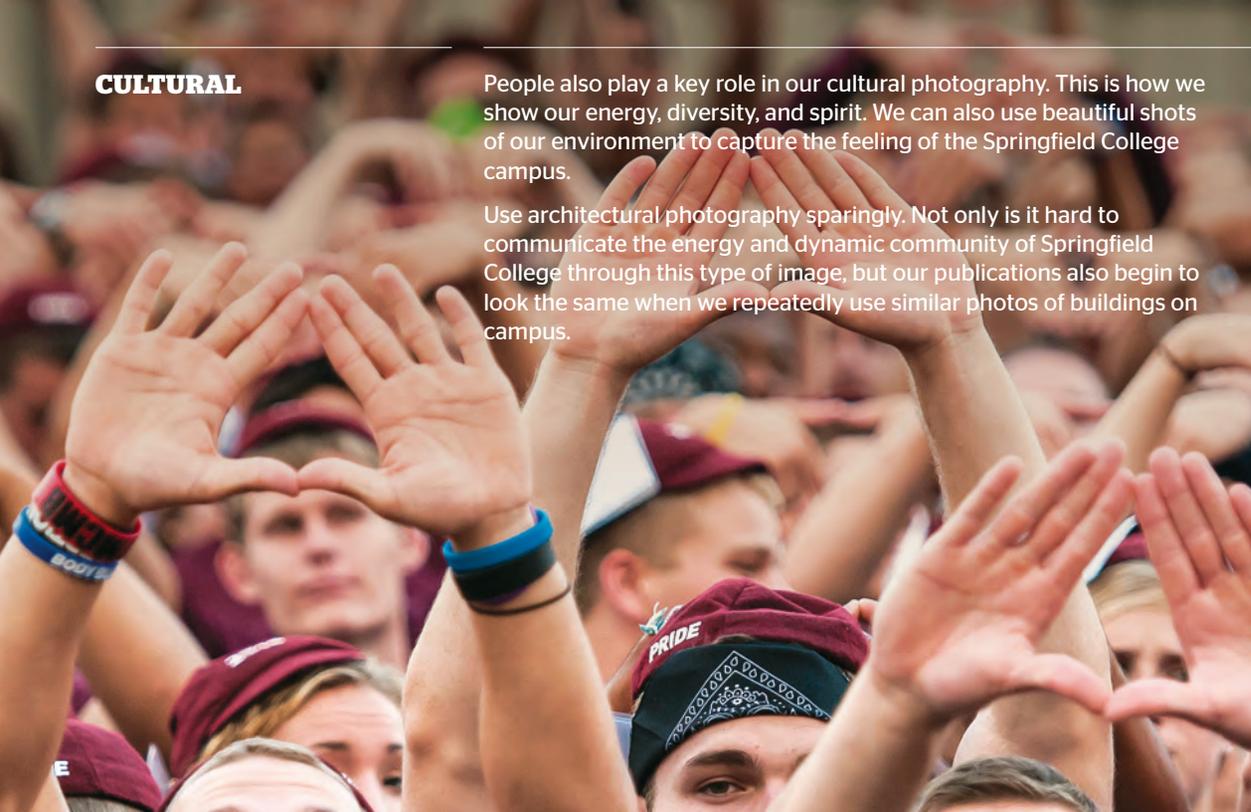
PHOTOGRAPHY



CULTURAL

People also play a key role in our cultural photography. This is how we show our energy, diversity, and spirit. We can also use beautiful shots of our environment to capture the feeling of the Springfield College campus.

Use architectural photography sparingly. Not only is it hard to communicate the energy and dynamic community of Springfield College through this type of image, but our publications also begin to look the same when we repeatedly use similar photos of buildings on campus.



PHOTOGRAPHY

44



Our photography style is warm, airy, and natural, using natural light whenever possible. A short depth of field and a large amount of negative space provide atmosphere for our images; these techniques also create areas for text placement and dynamic cropping.

SHORT DEPTH OF FIELD



DYNAMIC MOTION



NEGATIVE SPACE



By hiring talented local photographers to take photos for particular communications or to capture one-off events, we can steadily build an excellent photo library. Below is sample work of photographers working in the Springfield region.



Formal portraits use a combination of natural and artificial light. Any strobes used should be softened using a light modifier such as a beauty dish or softbox. Portraits are shot in different environments that represent each subject's area of interest.

Informal portraits use natural light (or the appearance of natural light). A shallow depth of field will create space for type and graphic elements in layout. The subject should look and feel relaxed.

In both formal and informal portraits, subjects should be looking at the camera, as if they were engaging the viewer.

FORMAL



INFORMAL



While we recommended using a professional photographer whenever possible, it isn't always feasible. Please follow the guidelines below when submitting photos to the Office of Marketing and Communications.

RESOLUTION

Photos need a minimum resolution of 1200 by 1800 pixels. Always send the original photo from your digital camera, shot at the highest resolution that your camera will support.

FILE FORMAT

All photos submitted must be in .jpg, .tiff, or .png format.

FILTERS

Please do not adjust the color or apply photo filters in apps such as Instagram or VSCO.

CROPPING

In framing a photo, it's best to leave space around the subject to ensure that there's enough background for use in any number of layouts.

LIGHTING

Lighting is the single most important aspect of taking photos. Natural light is always best. Indoors, you can use natural light projected from windows or doorways. Outdoors, you should avoid direct sunlight on subjects. If at all possible, wait for cloud cover to diffuse direct sunlight.

VOICE AND TONE

In communications, there's the content we need to convey. There's also the way we need to convey it. Doing both effectively takes balancing what you say with how you say it.

Voice is how we say something.
It's the tone that gives the
Springfield College brand its life.

Writing is easier and more effective when we follow a few tried-and-true rules. Use these five tips to better communicate our story. Before contacting the Office of Marketing and Communications to request a job, please review the following.

① **KNOW YOUR AUDIENCE**

Before you reach for that pen or keyboard, identify precisely who it is you need to make an impression on.

② **DON'T SEND MIXED MESSAGES**

Communicate just one thing, or run the risk that your audience will fail to retain or act on anything.

③ **USE THE SECOND-PERSON “YOU” AND “YOUR”**

Communications come from us, but they're always about the reader. Use “you” and “your” to engage and inspire your audience.

④ **USE EVERYDAY LANGUAGE**

There's no place in our story for jargon, clichés, or exclamation points. Write clearly, making it easy for anyone to take in, retain, and recount your information. And don't force enthusiasm.

⑤ **GIVE THE READER SOMETHING TO DO**

Always provide a single, clear call to action.

SPIRIT, MIND, AND BODY

It is the guiding principle of our Humanics philosophy. But it's more than simply educating the whole student. It's educating the whole student for leadership in service to others. Lean on this thinking (and this phrasing) when describing the work of students, faculty, and staff inside the classroom.

DIG DEEPER, THINK BIGGER, AND PLAY HARDER

This phrase is an ownable, more active way of saying “spirit, mind, and body.” Use it to talk about the work of students, faculty, and staff outside the classroom—for instance, across campus or in the community.

SMARTER STUDENTS. BETTER PEOPLE.

Our students are doers. Our Humanics philosophy requires that students actively seek ways to use what they've learned to improve our world, starting with their individual corners of it.

TEAMWORK

We're stronger together. We educate individuals, but inspire them to work together as a team.

STUDENTS

We are inclusive. We educate people of all ages, regardless of gender. So we don't educate “young adults” or “men and women.” We educate students.

THERE IS ONLY ONE SPRINGFIELD COLLEGE

Our name is Springfield College, not Springfield or SC. Use Springfield College in its entirety in all communications, both internal and external. The one exception is athletics: “Springfield” can appear alone on select athletic uniforms, but only with prior approval from the Executive Director of Marketing and Communications and the Director of Athletics.

HUMANICS

Humanics calls for educating the whole person—spirit, mind, and body—for leadership in service to others. Since our beginning, we’ve been inspired by this philosophy. This is our mission.

Make the world better, starting with
this corner of it.

We're not content with simply teaching
students how the world works.

Here, they actively learn how to help
it work better.

Before you can give it your all, you must
discover all that you have to give.

Education at Springfield College is about
taking action.

Because no one ever improved the
world by standing on the sidelines or
sitting on their hands.

Your action sets a better future in motion.

The search for success is an active pursuit.

Consistency is important to the success of our overall brand recognition. All departments and units should use this signature template when communicating via email. Sans Serif is used in Gmail (Arial may be used in other mail servers) for consistency across all email clients, browsers, and devices.

it was a delight meeting with you.

Body of email — Thanks again for visiting Springfield College!
One return after last line of email body

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Sans Serif 11 point (Bold and Regular) — **Name | Title**
One return

Sans Serif 11 point (Regular) — Springfield College
Department or Office
One return

Sans Serif 11 point (Regular) — 263 Alden Street
Springfield, MA 01009
One return

Sans Serif 11 point (Regular) — springfieldcollege.edu | p: 413-748-3000 | f: 413-000-0000

Maximum width: 80 characters

For best viewing across all devices, limit the width of email signatures to 80 characters.

EXAMPLE

Mary-Beth A. Cooper, PhD, DM | President

Springfield College
Office of the President

263 Alden Street
Springfield, MA 01009

springfieldcollege.edu | p: (413) 748-3000 | f: (413) 000-0000

EXAMPLE TACTICS





THE SEARCH FOR SUCCESS IS AN ACTIVE PURSUIT.



Accuptatia et asimoluptia sit quis alit poriat omnis doluptasimus utat et, occae et et lacimperum asperem sinimodi omnis eaton et alia dolorro consequi voluptas as se pe sum, con pratam nosam, cullupt atusae. Nem quia volorrurum dolum que quia que eaqui blaute nemquia velendigene num ipsaped magnationes vendi alique nimi, sumqui consenis diatur moluptas est, quis amus, sitat pedio inus ma

SPRINGFIELD
COLLEGE



School of Health Sciences
and Rehabilitation Studies

CONTACTS

All the resources outlined in the guidelines can be found at the email address and website below.

If you need to have any type of marketing or promotional materials created, please contact the Office of Marketing and Communications. This is a critical service the office provides to all Springfield College staff, faculty, and student departments and programs.

Marketing and Communications

**Alumni Hall
(413) 748-3171**

Email

brand@springfieldcollege.edu

Website

brand.springfieldcollege.edu