



Framingham
State University

FSU Branding
and Style Guide

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Framingham

State University

Introduction:

The words and images we use influence how our audiences perceive Framingham State University. Consistency in what we say, how we say it, and how we look defines how our audiences view us, both on campus and in the public.

This branding guide has been developed as a reference source for Framingham State faculty and staff to provide clarity on how best to represent the Framingham State brand through words and images. This guide is not intended for use by students or faculty writing academic papers. It is also not intended to be comprehensive; that is, we have not included field-specific style issues, such as how to present mathematical equations in print. Specialists within departments are better authorities on such matters.

For logos, templates, or questions, please contact the Communications Office:

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Communications Director

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Graphic Design Specialist

FSU Brand Platform:

The FSU brand platform, developed with significant input across the entire community, is helpful in defining how we want to identify ourselves in our marketing materials, visually and through copy and tone. Materials do not need to use the same language as the brand platform, but we do want to bring to life the ideas and concepts described below through faculty and student stories and profiles.

We attract practical, inquisitive, career-focused undergraduate and graduate students who are committed and eager to learn new ideas and make new discoveries.

Our respected faculty scholars are talented teachers who challenge students to achieve their best so that students build confidence in themselves and their abilities. In our highly interactive classes, students engage in robust discussions with professors and peers that allow them to learn more quickly, value differences, and become problem solvers. Our culturally and socially active community respectfully discusses, celebrates, and challenges social issues so that students are more understanding and adaptable in our global society. Professional and service-learning opportunities prepare students for real-world situations and guide them to relevant careers.

We empower students to graduate with the demonstrated knowledge, skills, and self-confidence to become accomplished professionals who lead fulfilling and productive lives.

IMAGES

The following are aspects of the brand platform that we want to convey visually whenever possible:

- ▶ Respected faculty scholars who are talented teachers
- ▶ Highly interactive classes
- ▶ Culturally and socially active community
- ▶ Professional and service-learning opportunities

MOTTO:

Framingham State University's founding motto, "Live to the Truth," embodies what it means to be part of the FSU community. It's the pride students feel when they see the black and gold and it's at the core of our commitment to student involvement, engagement, and academic honesty and excellence. We encourage the community to make use of the motto when appropriate. Special logos featuring the motto have been developed by the Communications Office and are available by request.



Framingham
State University
Live to the Truth



Framingham
State University
Live to the Truth



Framingham
State University
Live to the Truth



Framingham
State University
Live to the Truth



My Way Marketing Campaign Theme:

The My Way concept, which was tested through focus groups, is the basis for the FSU brand identity. It relates well with incoming students who are entrepreneurial and independent and who relate with the idea of being active architects of their own futures.

The My Way theme also ties into the University's motto, "Live to the Truth," in that both concepts encourage students to aspire to live authentic, independent lives. Connecting the theme to the motto is encouraged.

"My Way" is the brand campaign theme, and should be employed as a recurring headline phrase used in combination with audience-resonant benefits and outcomes. My Way to Work, My Way to be Involved, My Way to Learn, My Way to Success are examples of the theme. Campaign messaging reinforces the brand drivers (interactive classes, socially active community, real-world opportunities, talented teachers who build confidence) and the brand promise (students empowered for success).

The creative approach consists of cropped images of happy, confident students who are ready and eager to become accomplished professionals. The copy is outcome-focused and practical in tone. The copy that is used points to the elements of the FSU experience that makes students and graduates appealing to employers.

My Way
into a Profession

A Dream Career
My Way

My Way to Work

Copy Tone:

Copy in all FSU communications should be friendly, conversational and engaging. It should talk directly to the reader, as if the person was sitting across the table. Clarity of message should be the number one goal.

Specific to the My Way Campaign, copy should be outcome-focused and practical in tone. The copy should also point to the elements of the FSU experience that makes students and graduates appealing to employers.

Copy Style:

ACADEMIC DEGREES:

When academic degrees are spelled out, do not capitalize. Examples: bachelor's degree, master's degree, doctor's degree or doctorate. When using abbreviations, degrees do not have periods. Example: PhD, MA, BA and any degree with letters following a name. If the person is a Framingham State University graduate, the year of graduation comes before the degree. Example: John Smith '00, MD.

ACADEMIC MAJORS:

Academic majors are not capitalized unless they are languages or part of an official department name or title. Examples: She received a bachelor's degree in nursing. She is majoring in Spanish. The Department of Biology sponsored the conference.

ACADEMIC YEARS:

Don't capitalize academic years: Examples: first-year, sophomore, junior, senior.

ADMINISTRATIVE OFFICES:

Use capitals for the names of departments, divisions and offices. Use lowercase when using casual descriptions. Example: Office of University Advancement; advancement office.

ALUMNI/ALUMNAE:

"Alumna" is one woman; "alumnae" is more than one woman; "alumnus" is one man or woman; "alumni" is a group of men or a group of men and women.

BUILDINGS ON CAMPUS:

Dwight Hall; O'Connor Hall; McCarthy Center; Christa McAuliffe Center (full name: Christa Corrigan McAuliffe Center for Integrated Science Learning)

CITY, STATE:

Use the abbreviation when the state is coupled with a city or town. Example: Framingham, MA. Spell out the name of the state when it stands alone. Example: She lives in Massachusetts. Use "Washington, D.C."; don't abbreviate to "DC" or "D.C."

COMMITTEES:

When they stand alone, “committee” and “council” should be lowercase. When they refer to the formal names of groups, they should be capitalized. Examples: Budget and Resources Committee; I’m going to the committee meeting.

DATES:

Example: When we met on September 3, 2017, we discussed the report.

HONORS:

Lowercase “cum laude,” “magna cum laude,” and “summa cum laude.”

NUMBERS:

Spell out numbers from one to nine. All other numbers are written in figures unless they occur at the beginning of a sentence. Examples: There were 231 people present. Two hundred and thirty-one people attended.

Use figures for fractions, decimals, percentages, grade point averages, course numbers, scores and statistical or scientific data. Examples: 9 ³/₄ inches, 3.25, 6 percent, 503 kilometers.

Use commas. Example: 1,000 (not 1000).

TELEPHONE NUMBERS:

Example: 508-626-4500

TIME:

Use “noon” and “midnight” rather than “12 p.m.” or “12 a.m.” Never use “12 noon” or “12 midnight.” “a.m.” and “p.m.” are lowercased and used with periods. Eliminate “:00” if on the hour. Examples: 2:30 p.m.; 3 p.m.

TITLES:

Titles of longer pieces of work - such as journals, books, movies, musical works and plays - go in italics. Titles of shorter pieces - such as articles, items in periodicals, chapter titles and essays - go in quotation marks.

TITLES, ACADEMIC AND PROFESSIONAL:

Formal titles such as “president,” “chancellor” and “chair” are capitalized only when they precede a name. The same titles are in lowercase after the name or without the name.

Examples: Framingham State University President F. Javier Cevallos. F. Javier Cevallos, president. The Framingham State University president.

UNIVERSITY:

Capitalize the word “university” when you are referring specifically to Framingham State University.

Example: The University recently completed construction on North Hall.

UNITED STATES OR U.S.:

United States should always be used on first reference and always as a noun. U.S. always takes periods.

Color Palette

Use of color is a key element of the FSU visual identity. The main colors of the University are FSU gold (PMS 124) and black, accompanied by five accent colors, five dark colors, and four neutral colors. This allows for a flexible color system within the FSU brand.

MAIN COLORS:



FSU Gold
PMS 124 C
C 0 R 255
M 27 G 186
Y 100 B 0
K 0
HEX# EBAB00



FSU Black
C 0 R 0
M 0 G 0
Y 0 B 0
K 100
HEX# 000000

FSU GOLD (PMS 124):

The FSU gold should always appear as part of the logo (unless the logo prints one-color black). The wordmark in the FSU logo should always be either black or white (when knocking out to a dark background).

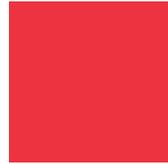
PRIMARY CAMPAIGN COLORS



Resourceful Green
PMS 3385 C
C 62 R 36
M 2 G 213
Y 45 B 174
K 0
HEX# 3FD5AE



Collaborative Blue
PMS 2718 C
C 65 R 91
M 43 G 135
Y 0 B 218
K 0
HEX# 5B87DA



Motivating Red
PMS Red 032 C
C 62 R 247
M 2 G 50
Y 45 B 63
K 0
HEX# F7323F



Warm Gray
PMS Gray 10 C
C 50 R 123
M 50 G 110
Y 54 B 102
K 17
HEX# 7B6E66



Gray 60%
C 32 R 176
M 30 G 168
Y 32 B 163
K 0
HEX# B0A8A3

ACCEPTABLE ACCENT COLORS:



PMS 363
C 70 R 99
M 0 G 152
Y 100 B 70
K 30
HEX# 339933



PMS 7462
C 100 R 0
M 50 G 115
Y 0 B 189
K 10
HEX# 0067AB



PMS 704
C 29 R 186
M 96 G 51
Y 98 B 48
K 0
HEX# CC0033

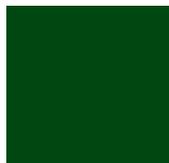


PMS 7497
C 0 R 149
M 8 G 137
Y 22 B 94
K 56
HEX# 999966



PMS 7413
C 0 R 246
M 55 G 139
Y 100 B 31
K 0
HEX# FF9933

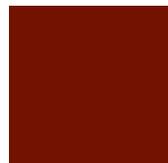
DARK COLORS:



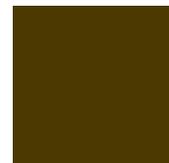
PMS 350
C 79 R 0
M 0 G 72
Y 100 B 18
K 75
HEX# 006633



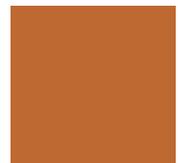
PMS 534
C 100 R 0
M 80 G 52
Y 30 B 93
K 10
HEX# 003366



PMS 188
C 0 R 113
M 97 G 19
Y 100 B 0
K 50
HEX# 990000



PMS 7533
C 0 R 75
M 22 G 57
Y 85 B 0
K 85
HEX# 333300



PMS 1675
C 0 R 190
M 68 G 105
Y 100 B 49
K 25
HEX# CC6600

Identity Elements

The logotype is the primary identifier of Framingham State University (FSU). Thoughtful and consistent reproduction and usage of the FSU logotype is critical to maintaining high standards of visual representation. Inappropriate use will dilute the clarity of the FSU image.

This guide, which provides simple and useful standards, is intended to help you understand how to implement this new visual language into all FSU communication. The standards dictated here will ensure a shared knowledge of how to present Framingham State University while maintaining the integrity of both the university and its primary symbol.

Please contact graphic design support at graphicdesign@framingham.edu to request the FSU logo from the list below and page #:



Identity Elements

Please contact graphic design support at graphicdesign@framingham.edu to request the FSU logo from the list below:



Framingham State University

9a



Framingham State University

9b



Framingham State University

9c



Framingham State University

9d



10d



10c



10e



10g



10h



10i



10j



10k

Framingham
State University 10l

Framingham
State University 10m

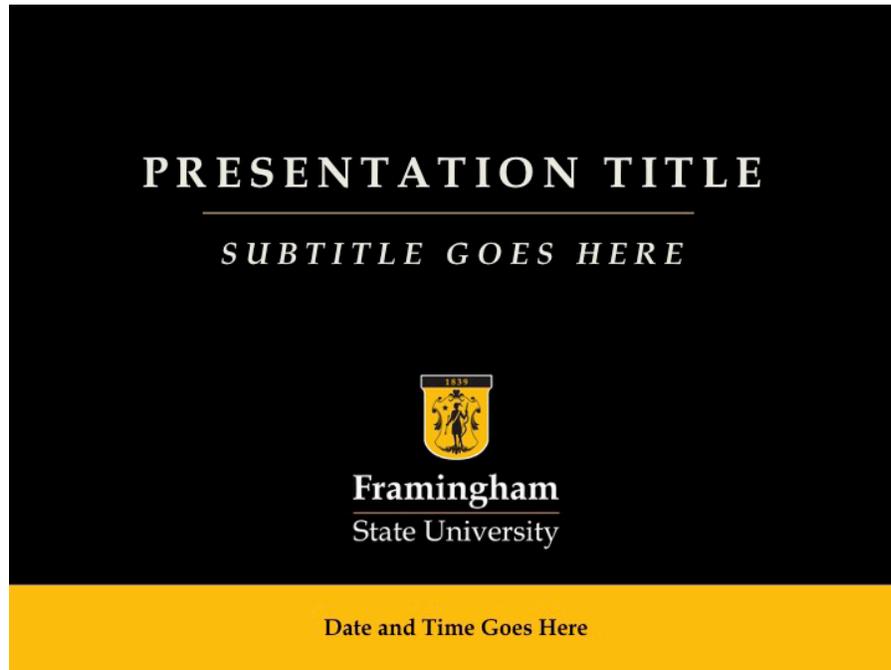


10n

PowerPoint Template

Making a Presentation?

Please use this general powerpoint template, which incorporates freshened design elements.



GENERAL FSU
TEMPLATE COVER



GENERAL FSU
INSIDE PAGES
TEMPLATE

RAM Logos

For information regarding approved usage for the Athletics Department Ram Logo, as well as additional versions of the logo, please contact Associate Director of Athletics Carey Eggen at 508-626-4565 or ceggen@framingham.edu.



FSU-00001A



FSU-00002A



FSU-00013A



FSU-00014A



FSU-00007A



FSU-00008A

Space and Proportion

It is important to be conscious of the amount of clear space used around the logo. Ample space helps establish the importance of the logo, especially in environments where it competes with other graphical elements for attention. Use the following guidelines for reproducing the logo to preserve its characteristics when printing at a small size.

CLEAR SPACE

- 4a** The recommended clear space around the logo is “x”, which is equal to the height of the “S” in the FSU logotype.
- 4b** The space “x” is always used to determine the minimum amount of uninterrupted space around the logo. The space “x” is always proportional to the size of the logo and will increase or decrease as the logo increases or decreases.



TYPE LOCKUP

- 4c** The type size should always remain at the same height and distance in proportion to the FSU seal.

Minimal Logo Size

Use the following guidelines for reproducing the logo to preserve its characteristics when printing at a small size.

- 4d** The logo should not be reproduced any smaller than half of an inch in height, and 2 inches wide.



Preferable Logo Usage

When all possible the FSU logo should be used in one of the following ways:

ON WHITE

5a Standard Color Application: FSU gold (PMS 124) and black. Whenever possible, the standard logo should be used.

5b One Color Logotype (black): For instance where the logo will be printed in black and white, such as faxes.

ON FSU GOLD (PMS 124) COLOR

5c Two-color Logotype: White in the super-ellipse of the seal, black wordmark.

ON BLACK

5d Two-color Logotype: FSU gold (PMS 124) in the super-ellipse of the seal with a white wordmark.

5e One-color Logotype: Black on white super-ellipse, white wordmark.

ON COLOR

5f Two-color Logotype: FSU gold (PMS 124) in the super-ellipse of the seal with a white wordmark and dark colored background.

5g One-color Logotype: FSU gold (PMS 124) in the super-ellipse of the seal with a black wordmark on light colored background.

ON PHOTOGRAPHY

5h Two-color Logotype: FSU gold (PMS 124) in the super-ellipse of the seal with a white wordmark on dark photography.

5i One-color Logotype: FSU gold (PMS 124) in the super-ellipse of the seal with a black wordmark on light photography.



5a



5b



5c



5d



5e



5f



5g



5h



5i

Uncacceptable Logo Usage

The following are some rules you should follow to avoid improper usage of the FSU logo.

- 6a** Do not scale the type out of proportion with the FSU logo
- 6b** Do not align the type with any other part of the FSU logo
- 6c** Do not distort the logo
- 6d** Do not make the type two different colors
- 6e** Do not assign an outline to the logo
- 6f** Do not assign colors to the logo that are not in the approved palette
- 6g** Do not reverse the colors of the preferred usage
- 6h** Do not place the logo on a background that is not in the approved palette
- 6i** Do not use the full logo to create a pattern



Typography

MINION:

Minion is the primary serif font for FSU. Minion is preferred for use in subheads, body copy, and smaller bodies of text. Minion should not be used in large headlines.

Minion Pro

In a case when Minion is unavailable, Book Antiqua may be used as a substitute for all printed correspondence on letterhead and e-mail.

Book Antiqua

When working in HTML format, the font Times New Roman should be used in place of Minion.

QUIRE SANS:

Quire Sans Pro is the primary sans serif font for FSU. Quire Sans is friendly, welcoming and easily readable while maintaining unique typographic characteristics. The italic style and variation between light and bold weights utilize the font effectively to represent the brand personality. It creates an approachable yet strong messaging solution.

Quire Sans

When working in HTML format, the font Arial should be used in place of Quire Sans Pro.

Arial

ROBOTO:

Roboto is the secondary sans serif font for FSU . It is used for the tagline, as well as the FSU department and organization names when paired with the logotype. It can be used for headlines, body copy, and all uses of large typography (e.g., signage). When it is used for body copy the light weight is preferred; however, the book weight is acceptable, especially if the type is reversed out of a dark color.

Roboto

When working in HTML format, the font Helvetica should be used in place of Roboto.

Helvetica

Typography: Headline and Body Copy Examples

COPY EXAMPLE:

The following examples are the approved pairings for headline fonts to be shown with body copy fonts.

ALTERNATE LETTER/E-MAIL COPY EXAMPLE

For consistency throughout all correspondence use 10 pt Book Antiqua Regular for all e-mails and letters on FSU letterhead, when Minion is not available.

HTML/WEB COPY EXAMPLES:

When choosing type where HTML typefaces are required, use Times New Roman and Arial as substitutes for the Minion and Quire Sans Pro typefaces.

Roboto Pro

Minion Medium

This is an example of a paragraph set in 9 pt Quire Sans Pro Light with 13 pt leading. The subhead is set in Minion Regular, the headline is Roboto medium. The non-lining numerals are set in Quire Sans Small Caps.

Quire Sans Pro Medium

This is an example of a paragraph set in 9 pt Minion Regular with 13 pt leading. The headline is set in Roboto Medium. The subhead is set in Quire Sans Pro Medium. This is one of the preferred typographic systems for FSU materials.

This is an example of a paragraph set in 10 pt Book Antiqua Regular text, with 13 pt leading. When Minion is not available for use, particularly on the FSU letterhead, this is the substitutive typeface. This typeface should also be used for all e-mail sent from any FSU employee address.

Arial Regular

This is an example of a paragraph set in 10 pt Times New Roman Regular text with 13 pt leading. This is only to be used in cases where HTML text is required such as Web sites, HTML e-mails and online newsletters. The subhead is set as 16 pt Arial Regular.

Times New Roman

This is an example of a paragraph set in 10 pt Arial Regular text, with 13 pt leading. In cases where HTML text is required such as Web sites, HTML e-mails and online newsletters, Arial is the substitute. The subhead is set in 16 pt Times New Roman.

Portrait Photography Do's

As the primary photography and visual representation of the brand, portrait photography should be used together with high-level messaging and creative pieces, such as print and web ads, recruitment materials and home/landing webpages.

- ✓ Gaze should be forward-looking and expression happy and optimistic.
- ✓ The hue/saturation should feel warm and bright.
- ✓ Posture and pose should be comfortable and feel natural, and varied for diversity.
- ✓ Wardrobe should reflect the setting. For example, a student in an internship or professional setting should be wearing a lab coat or business attire, etc.
- ✓ Students should be dressed in the palette brand colors.



Portrait Photography Don't's



Do not have subject look at the viewer/camera.



Unable to see face/eyes and is looking down not forward.



Photo coloring is too neutral, creating a feeling that is too cold and gray.



Do not use a portrait from a group shot.

Secondary Imagery Do's

Secondary images should represent the brand drivers and convey the feeling of the brand personality.

- ✓ Learning should be active, including group discussions and hands-on work.
- ✓ Camera angle should be low, at the eye level of the subject matter.
- ✓ Represent learning locations outside the classroom, like field study and internship locations.
- ✓ Professors should be actively involved with the learning process displaying their passion for teaching.
- ✓ Portraits on-location should feel warm and optimistic, posture comfortable, confident and forward-looking.
- ✓ Wardrobe should use the FSU main colors or the marketing campaign colors and represent the setting.



Photography Dont's



Do not show only professors lecturing or inactive environments.



Do not use photos where main action is not visible, is hidden or blurred.



Do not use photos with faded out, ethereal lighting.

Identity Elements

FSU logotype lockup with department name or organization

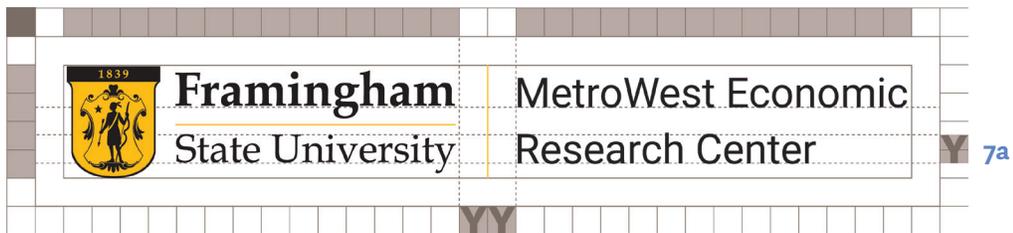
- 7a** When the FSU logo appears with the addition of a department or organization within the university, it should appear with the two-color logotype, with an FSU gold (PMS 124) rule dividing the logotype and the department. The typeface for the department name is Roboto.

The space “y” is always used to determine the distance of the rule to the right of the logotype, which is also the same distance to the department name.

The weight of the rule between the logotype and the department name has been carefully considered. Please ensure that it scales proportionately to the FSU seal.

- 7b** In the case that the department name is only one line, align the baseline of the department to the baseline of “Framingham”.

- 7c** On a dark or black background use the two-color logotype with white wordmark and white department or organization title.



Right Slash Hash Line Use

The Right Slash Hash Line should always be gold. This line is used to bring the core color gold in a purposeful way, guiding the viewer through the content. Use strategically to avoid overuse and unnecessary decoration.



Can use to highlight main copy headlines.

Can use as a grounding element on complex layouts to draw the viewer through the spread.

Use of Color and Text

The use of the extended color palette with copy is to represent the start of a new section or idea. Headlines and body copy should remain in the neutral palette in most instances.

Can use color blocks placed over images in a layering effect or introduction paragraphs or headlines.

It is important to keep the number of extended colors on a page to a minimum, so that the core colors are not overwhelmed.

Learning is best when you are all in - listening, talking, watching, thinking. That's what classes here are like. Highly interactive. Your ideas and opinions are valued

Subjects become much easier to remember, and getting a 360 degree perspective of other people's views gives you new insight. You find yourself that much more able to problem-solve. Pretty soon you notice you "I got this" attitude growing by leaps and bounds. Yeah... "you got this!"

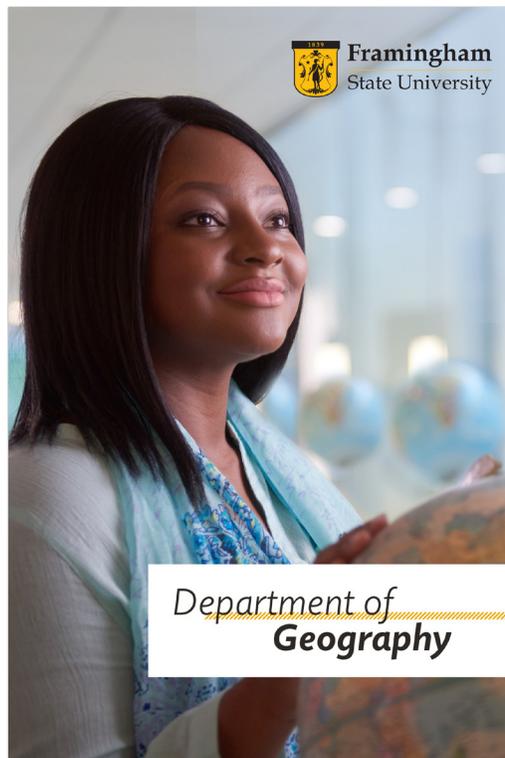
Collateral: Layout and Design

When the elements from the graphic standards are used correctly, the FSU brand comes to life. These examples show how the visual identity comes together to communicate the lively and supportive experience of Framingham State University.

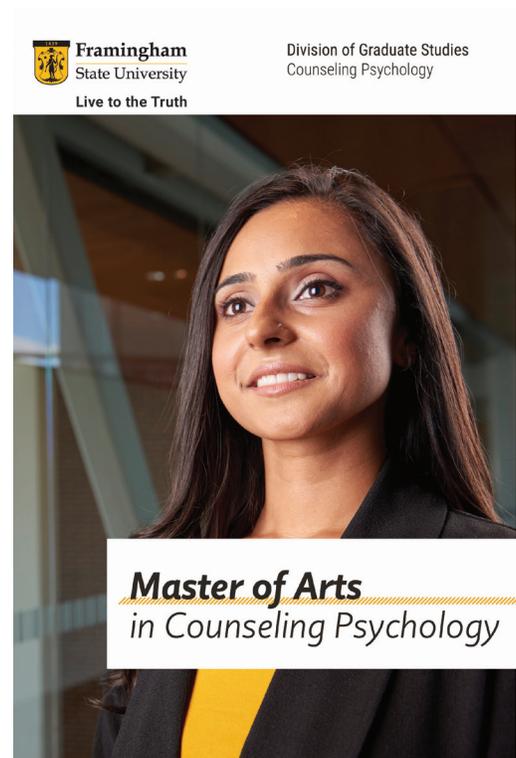
COVER DESIGNS:

8a Cover for the Undergraduate brochure

8b Cover for the Graduate brochure



8a



8b