

**CHANGING LIVES STARTS WITH
CHANGING MINDS**



BRAND GUIDELINES

THE BRAND

YOUR BRAND GUIDE

This guide will help define individual elements of the new brand platform and establish guidelines for using them.

Following the guide will allow you to create a cohesive body of communications that will establish and secure the Framingham State University brand in the minds and hearts of the members of each of our target audiences.



WHO IS IT FOR?

This guide will be useful for anyone who uses your platform and its components in their work, including marketing and communications team members, administrators, admission counselors, new hires and any external resources. It will serve as a valuable tool for maintaining consistency throughout all communications.

WHEN TO USE

You'll likely find this guide most helpful if:

- You're updating existing communications to align with the Proudly Public, Truly Transformative brand platform.
- You're creating new communications either to follow established pieces or net new.
- You're looking for language to describe the Framingham State experience.



MANIFESTO

WHO WE ARE

The manifesto is a blending of strategic direction and creative vision. It's an internal articulation of the admissions brand platform that serves as a North Star for all forthcoming marketing communications.



Rooted in reform and more relevant than ever, Framingham State's mission has always been to democratize access to a first-rate education. We offer an eye-opening, life-changing experience to all who are chasing a dream. Unapologetically defined by our public status, our ethos to serve the public good is as vital today as it was when we first opened our doors in 1839.

It's the power of being a public university that allows us to impact our students in a way that dramatically changes who they are and who they can become. A power that creates a ripple effect from our students to their families and beyond. A power that allows us to truly serve the unique Framingham community we live and learn in—and allows that community to provide a rich learning landscape and endless network of opportunities for our students.

Proudly Public. Truly Transformative.

PREVIOUS

THE BASICS

NEXT

DESIGN

DESIGN

OUR LOGO

Our logo is a visual representation of the Framingham State University brand. It's memorable, distinctive and the "face" of Framingham State that we show the world. As such, its use must be consistent and correct. To avoid diminishing the integrity of our logo, it should never be altered in any way.



THE LOGO

Depicting interlocking ram horns, our logo represents the strength, courage and supportiveness of the ram as reflected in the students and community at Framingham State University. The interlocked positioning of the horns communicates unity and connectivity.



PRIMARY COLOR WAY



**FRAMINGHAM
STATE
UNIVERSITY**

VERTICAL LOCKUP

The vertical configuration of our logo gives visual flexibility depending on the need.



PRIMARY COLOR WAY

Download Logo Files



**FRAMINGHAM STATE
UNIVERSITY**

THE MARK

The logo mark includes a shaded version that creates a three-dimensional quality. Use of the 3-D mark is optional, depending on placement.



PRIMARY COLOR WAY



CLEARSPACE

We want our logo to stand out and be noticed. So we don't crowd it. We give it space and allow it to breathe. By allowing sufficient "clear space" around it, we help ensure that our logo is both visible and legible.



SOCIAL ICONS



DESIGN


OUR FONTS & HOW TO USE THEM

Typefaces do more than spell words. Used consistently, they can in themselves become images or symbols for the brand. Our fonts are evocative of the Framingham State voice and identity. They serve not only to unify our communications, but also to reinforce our brand attributes.



FONTS

HEADLINE FONT

[Download Graphik](#) 

GRAPHIK

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
0 1 2 3 4 5 6 7 8 9

- Graphik is our primary font and should be used for titles, subheads, button and text links, eyebrow text (like dates and form field descriptions) and in the navigation.
- When used as a title font, Graphik should be primarily used in its heaviest weight (bold) and in all caps.
- The line height should be 15% less than the point size (.85*Point Size = Line Height).

BODY COPY FONT

[Download DM Sans](#) 

DM SANS

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
0 1 2 3 4 5 6 7 8 9

- DM Sans should be used for all body copy, buttons and subhead copy.
- In print, body copy point sizes should be anywhere from 10-12pt, and on the web 16-18px.
- DM Sans is available to use in multiple weights.

TYPOGRAPHY DO'S AND DON'TS

Some examples of how to successfully use Graphik as a title font.

DO

Be bold with Graphik by overlapping images.



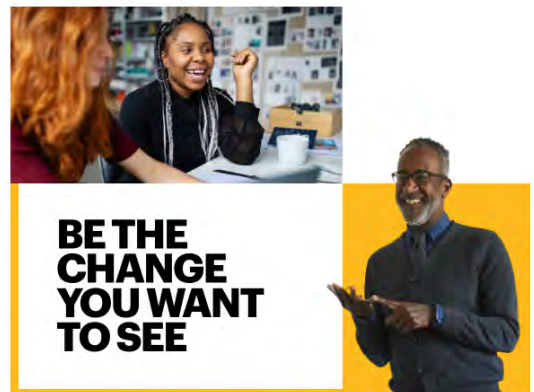
DON'T

Overlay headlines over images with difficult contrast or block faces with type.



DO

Frame headlines between images and other graphic elements to draw attention to them.



DON'T

Use too much leading. The line height should be 15% less than the point size.

**OUR
FRAMILY
IS YOUR
FRAMILY**

DESIGN

COLOR PALETTE

The colors we use and how we combine them with other visual elements creates a unique and compelling expression of the Framingham State University brand. Consistent and precise use of these colors contributes to the cohesive and harmonious presentation of our brand identity across all media.



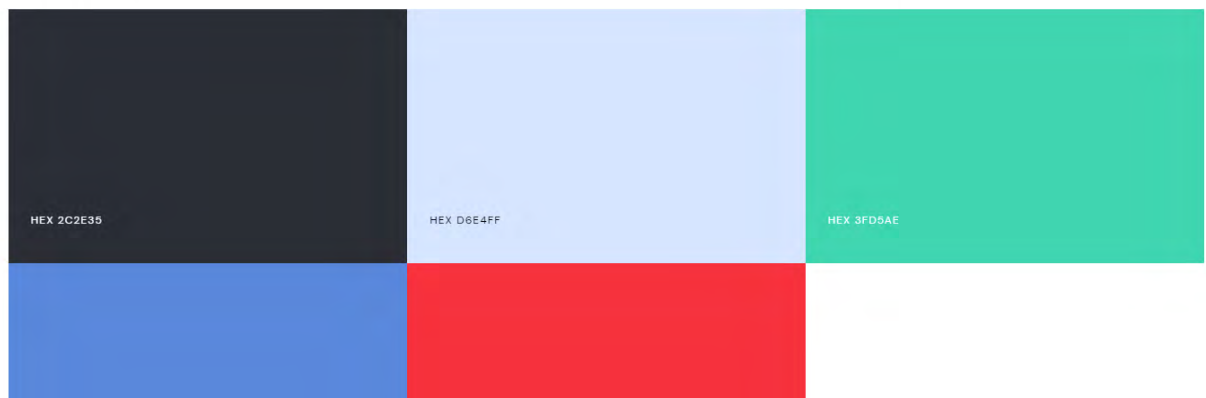
PRIMARY PALETTE

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 three secondary colors. This allows for a flexible color system within the Framingham State brand.



SECONDARY PALETTE

Secondary colors can be used to add a different tone to a design while remaining true to the university's official black and gold brand identity.

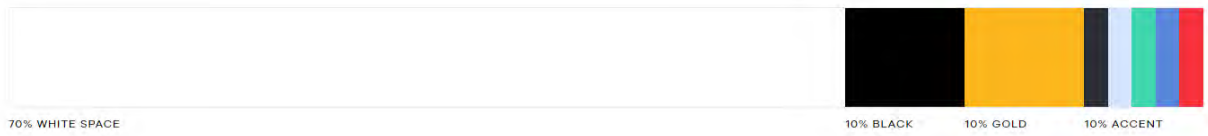
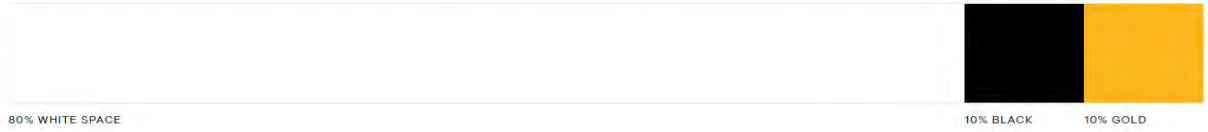


HEX 6B87DA

HEX F7323F

WHITESPACE AND COLOR RATIOS

The use of white space in the design allows our photography to shine, while the gold and black accents can frame and highlight important information. In most instances, especially in print and on the web, we recommend using this color ratio.



DESIGN

CAPTURE OUR SPIRIT

Whenever possible we recommend using the most natural images attainable. Images showing moments and interactions that don't feel posed or forced, but rather occurring naturally, always produce a more authentic feel.

Diversity is an important consideration in all image selection. Framingham State's broad diversity should be accurately portrayed throughout all communications.



STUDENT LIFE PHOTOGRAPHY

Imagery captured in the height of the moment best represent our university. Full of color and movement, these images bring big impact when setting the stage for higher level messaging.



ENVIRONMENTAL PHOTOGRAPHY

Showcasing Framingham State's beautiful campus is an important part of brand communications. We recommend incorporating heroic or other interesting angles, as well as including students or faculty whenever possible.



PORTRAITS

Portrait photography can be used to create a more personal, authentic connection with the viewer. Portraits should feel natural and relaxed, showing the warmth and personality of our students, faculty and community. The portrait should work in concert with the specifics of the subject's story. To incorporate more color, portraits can also be used as a silhouette on a gold background.

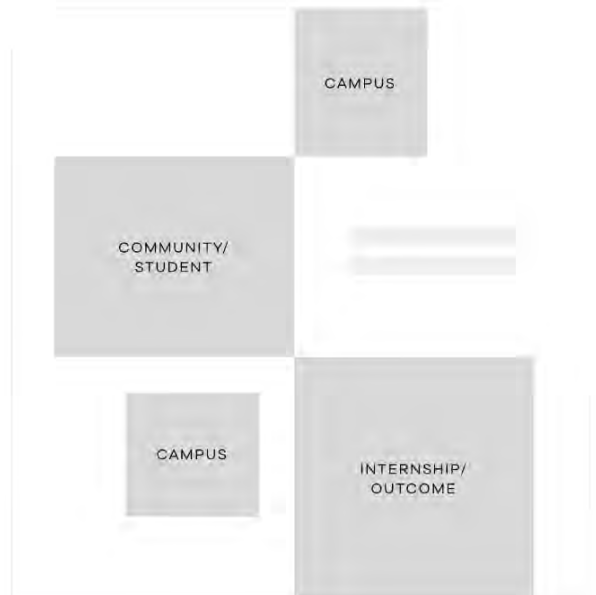
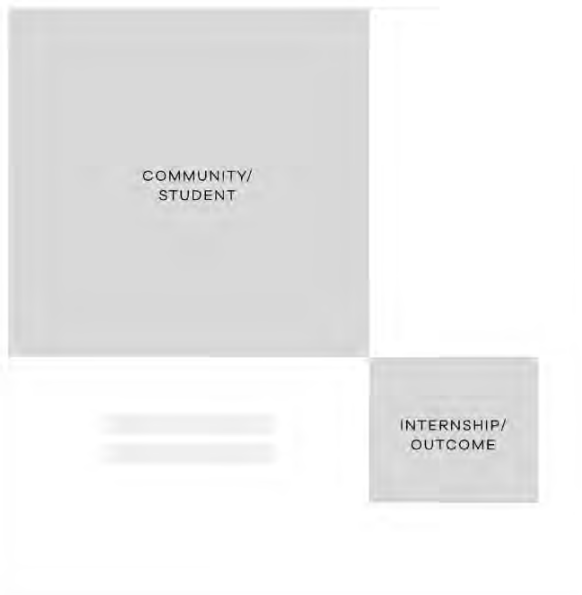
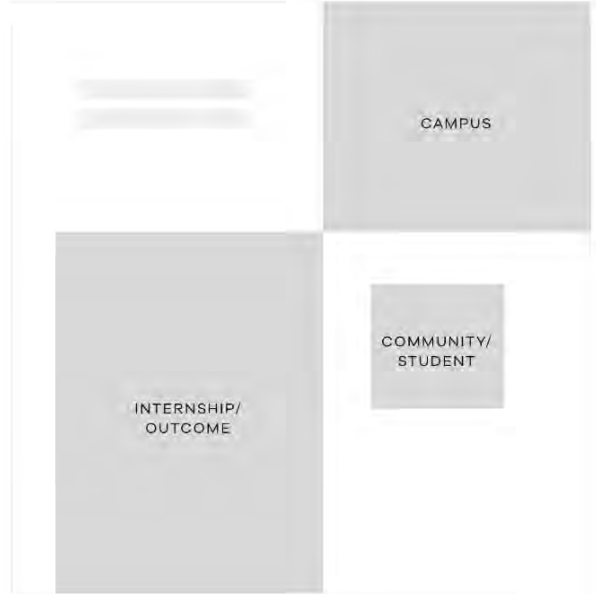
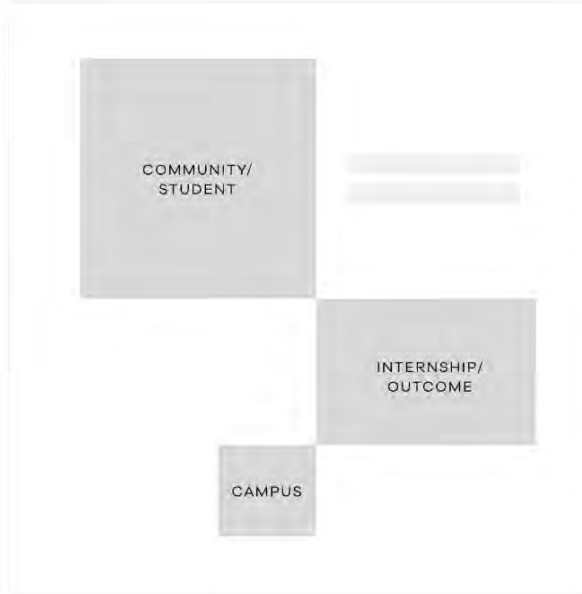


PHOTOGRAPHY PLACING AND LAYOUT

Our gridded brand look allows us to use multiple images to tell a more complete or layered story. Careful consideration should be given to each photo included in each communication to be sure a cohesive story is being presented. When selecting and pairing photography, here are some helpful guidelines to follow:

- Multiple photos should be used to best paint a picture of the Framingham State University experience.
- Photos should be representative of the community, campus, surrounding area and student outcomes.
- Photos are placed within a connected grid to create structure. Different image sizes are encouraged to add depth.
- For smaller image spaces, be careful to select photos with a singular subject so that people and places are distinguishable. Avoid busy photos and large group shots.

SAMPLE LAYOUTS



CREATIVE SAMPLES

Here are some examples of how to apply the design guidelines to various forms of collateral.



BRAND ELEMENTS IN USE

The Framingham State University design system should be reflected in all public facing collateral. Here are a few things to keep in mind when applying these elements to various materials:

- The yellow border is intended to highlight areas on the page that you'd like the viewer to pay attention to (in most cases, it should be used on the left hand side of the page where our left aligned copy is, and/or along the bottom to direct you towards the logo)
- The yellow border should never act as a frame around an entire ad. There should at least be an image breaking the lines or an edge left white to avoid closing all of the elements in.
- In print and social, the border should go behind (or stop at) the photography. The border should not run over it.
- White space is crucial to keeping the design feeling fresh and not overly cluttered. While we know some pieces will be more copy heavy than others, it's important to provide enough breathing room around images and copy. A balance of text, images and empty space should be considered in each design.

PRINT AD EXAMPLES

WE'VE BEEN WAITING FOR YOU ALMOST 200 YEARS

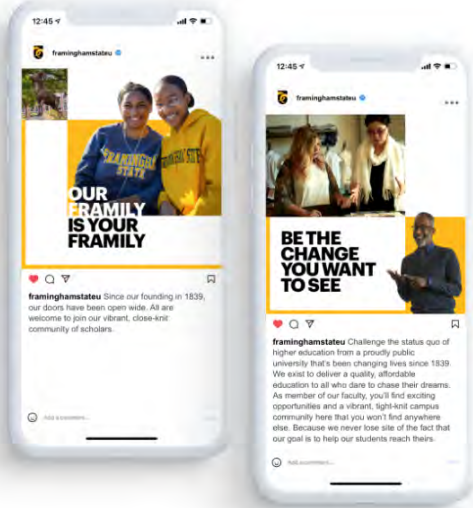
Since we accepted our first student in 1839, we've been dedicated to creating an outstanding affordable college education that's open to all. Now, our vibrant, close-knit community of scholars is only missing one thing – you.

BIGGER OPPORTUNITIES AWAIT 20 MILES OUTSIDE BOSTON

Our prime location and longstanding community partnerships give you access to local Fortune 500 company headquarters including Bova, Staples, Reebok, Genzyme, EMC and IBM. Right here in MetroWest.



SOCIAL POST EXAMPLES



EMAIL EXAMPLE



FRAMINGHAM STATE UNIVERSITY

AMERICAN SIGN LANGUAGE

FOOD SCIENCE

FASHION DESIGN

ONE-OF-A-KIND PROGRAMS OPEN TO ALL

Some of our most popular and highly ranked programs aren't even offered at other universities. And in addition to innovative academics, you'll find a vibrant, close-knit community of scholars ready to welcome you to the FRAMily.

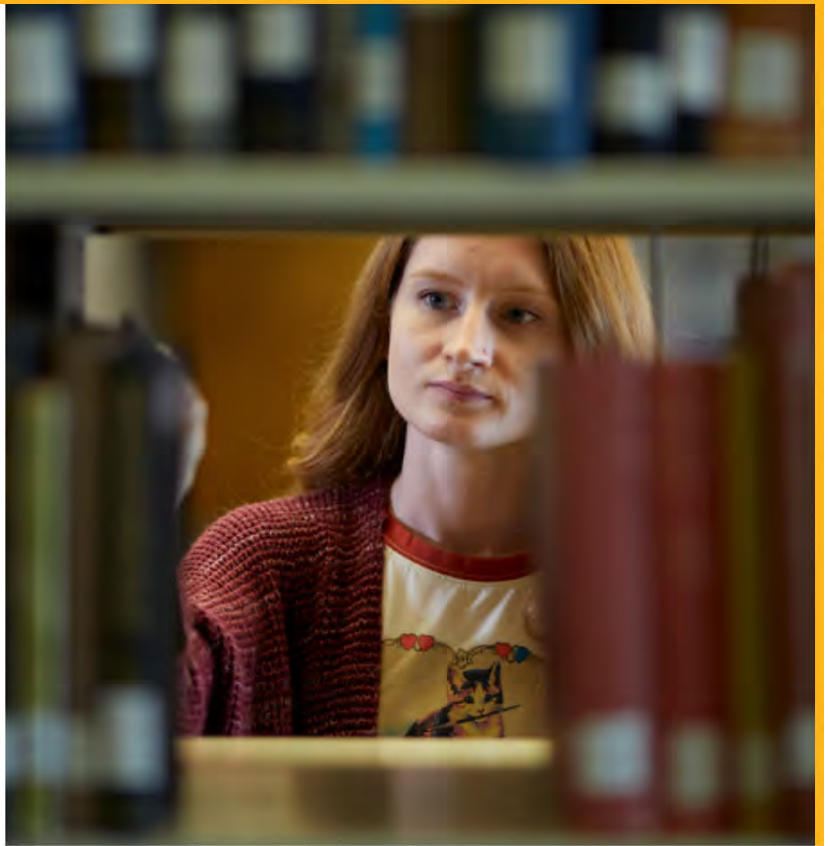
[Apply Today](#)

Framingham State University 2023

WRITING

BRAND TONE & VOICE

Specific attributes of the brand voice should be carried through every touchpoint of the journey. While email communications may be more succinct and straightforward than a viewbook or info session, all maintain the brand platform and reflect the brand's core attributes.



tone & voice

We are unapologetically a public institution. We are here to serve the greater good and have been since our founding. We welcome any person from any background, which has been true throughout our history. Our approach to education, the services we offer, and the future of our institution are rooted in meeting students where they are and taking them where they want to go, supporting them in each step of the process.

BRAND NARRATIVE

The language we use to talk about Framingham State's programs and features will directly impact how our audiences perceive the university.

Proud

Above all, our language should convey a sense of history, community and pride. Craft headlines and copy that are informative and inclusive. Wherever possible, surprise the reader with historical facts or interesting details that could alter their impression and spark their curiosity.

WE'VE BEEN WAITING FOR YOU ALMOST 200 YEARS.

Since we accepted our first student in 1839, we've been dedicated to creating an outstanding affordable college education that's open to all.

BIGGER OPPORTUNITIES AWAIT 20 MILES OUTSIDE OF BOSTON.

prime location and longstanding community partnerships give you access to local Fortune 500 company headquarters right here in MetroWest.

Transformative

Infuse headlines and copy with the core belief that a Framingham State education is the smartest choice and the experience will be life-altering.

WE'VE BEEN CHANGING LIVES SINCE 1839.

For almost 200 years, we've been dedicated to changing lives through an affordable college education for all

OUR GOAL IS TO HELP YOU REACH YOURS.

HERE, THERE'S NOTHING STANDING IN THE WAY OF YOUR SUCCESS.

YOU'LL FIND OPPORTUNITIES HERE YOU WON'T FIND ANYWHERE ELSE.

Approachable

Strive to create headlines and copy that are welcoming and approachable. Strike a warm, helpful, conversational tone.

GET AN OUTSTANDING EDUCATION WITHOUT THE MEGA-DEBT.

FIND THE PROGRAM YOU NEED FOR THE FUTURE YOU WANT.

PERSONAS BREAKDOWN

Personas are archetypes that define attitudes, behaviors and motivators including micro-journeys that will help shape brand and website directions.



HOW TO USE PERSONAS

Developing focus

These archetypes and personas inform how you communicate with your prospective students and influencers. It ensures we are able to target the right message at the right time in their college decision process.

"Moments" lead to targeted communications

Use the "moments" within the journeys as messaging opportunities. These moments, or content opportunities, can be leveraged during key touchpoints (i.e. email series, info sessions, etc.). See the "Messaging Matrix" for a summary.

Content messaging

By understanding our audiences, we will be able to determine if the content is of value to our users, ensure it is relevant to their needs and guide them as to what we want them to do next.

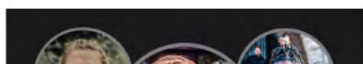
Keep it flexible

These personas shape our understanding of who the primary audiences are, yet they also don't account for every individual's mindset. Be flexible and utilize these as guidelines when communicating with your audience. There will likely be instances where prospective students fall into multiple personas; that's ok.

Building empathy

From the foundational aspects to design and messaging, personas work as a lens through which those individuals will see and interact with our communications.

FRAMINGHAM STATE UNIVERSITY PERSONAS

[Download Personas](#)


I need an education that will set me up for a career right away — one that is local,

Prospective Undergraduate

HARD WORKING **SUPPORT SEEKING** **COST CONSCIOUS**

DESIRE TO SUCCEED **UNINFORMED**

DEMOGRAPHICS Massachusetts Resident
Junior / Senior in HS

SUBSEGMENTS Commuter
Residential
First-Gen / ESL
Athlete

FSU AWARENESS Slightly to moderately familiar

PERCEPTION OF FSU Small
Affordable
Welcoming / Friendly
Diverse / Inclusive
Solid reputation
Convenient location

CONSIDERATION SET UMASS (any campus)
FSU
Salem State University
Worcester State University
Fitchburg State University

affordable, offers resources for success, and that I can balance with my work schedule.
For me college is an investment, not a right of passage.

MOTIVATION
I want...

A school close to home with commuting options

Career driven programs that will get me a good paying job after I graduate so I can advance my way of life and my family

Flexibility in schedule and graduation timeline

Financial support and to finish under 4 years or as fast as I can to keep costs down

To learn the life skills needed for success

Academic support, career/job resources and counseling, and hands-on attention — make me feel like a person, not a number

Smaller class sizes where I can interact with my classmates and faculty

Internships/work-study programs and active learning opportunities

FEARS & FRUSTRATIONS
I fear...

Working at the same time as going to school will be difficult and I won't be successful

I won't be able to afford going to school

I'm not ready for college

That my home life and school life will feel too connected if I choose a school close to home

I'm frustrated by ...

Not being able to get into my first choices

The perception that a public school education is not as good as a private school

Not getting a clear picture of what a school has to offer other than an education — what else do you have? What can I do here?

ACTIONS & TOUCHPOINTS
I need to...

Talk to friends and family about their college experiences

Look at promotional materials about the school

View pictures or videos of the campus and student body — showing what it's like at the school (campus activities, diversity, community, etc.)

Learn more about available programs, career outcomes and student services

Find information on and apply for financial aid and scholarships

Interact with FSU through internet searches and advertisements

Tour the campus with my parents, family members or caregivers

SUBSEGMENTS

<p>Commuter</p> <p>Need ample parking on campus or easy access via public transportation</p> <p>Want to know they'll be involved in campus life</p>	<p>Residential</p> <p>Seeking traditional experience away from home POST Covid</p>	<p>First-Gen / ESL</p> <p>Need more financial support than others</p> <p>Unfamiliar with college process</p> <p>Difficulty understanding materials</p>	<p>Athlete</p> <p>Own public school education</p> <p>Difficulty understanding materials and applying</p>
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APPENDIX


FSU FILES


Explore our downloadable resources below.




LOGOS

Download JPG 


Download PNG 


Download EPS 

COLOR PALETTE

Download Color 

FONTS

Download Graphik 

Download DM Sans 

PERSONAS

Download Personas 