CHANGING LIVES STARTS WITH CHANGING MINDS
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.
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.
OUR LOGO

The logo is a visual representation of the Framingham State University brand. It is Immediately identifiable and the "FSU" is strong enough to stand alone. As such, it can be used in various sizes and formats. It is essential to maintain the integrity of our logo to ensure its recognizability.

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

THE MARK

The logo mark includes a shared version that creates a three-dimensional quality. Use of the "FSU" mark is optional, depending on placement.

CLEARSPACES

We want our logo to stand out and be noticed. Do not overcrowd it. The logo needs space and allow it to breathe. By allowing sufficient "airy space" around it, we help ensure that our logo retains its strength and legibility.

SOCIAL ICONS
OUR FONTS & HOW TO USE THEM

Typographic is more than the raw words. Used consistently, they can give a different image or context. In the wrong hands, fonts can sometimes work against us. Our team works with the latest in typography trends, and we will help you with your brand identity. We offer a list of tips on how to use Graphik and DM Sans to reinforce your brand assets.

FONTS

Graphik

As Bk Cn Bd Dn Ex FT Cq Hh Jl Ls Li Lm Mm Nn Os Op Pq Rr Sx Tt Uv Vv Ww Xx Yy Zz
0123456789

Using Graphik

- Graphik should be used sparingly, for large headline, bylines, or decorative text.
- When used as a title font, Graphik should be primarily used in its heavier weight (Bold) on and off cap.
- The line height should be 95% less than the point size (87-point size = 1/9 of height).

DM Sans

As Bk Bc Cn Bd Dn Ex FT Fq Gq Hh Jl Jk Lj Lm Mm Nn Os Op Pq Rr Sx Tt Tj Uv Vv Ww Xx Yy Zz
0123456789

Using DM Sans

- DM Sans should be used for all body copy, bylines, and subhead copy.
- DM Sans is available to be used in multiple weights.

TYPOGRAPHY DO’S AND DON’TS

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

1. Be bold with Graphik by overlapping images.

2. Overlay headlines over images with different contrast or block faces with type.

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

4. Use too much leading. The line height should be 95% less than the point size.
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 gold and black, accompanied by three (TBD) secondary colors. This allows for a flexible color system within the Framingham State brand.

SECONDARY COLORS

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.

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.

80% WHITE SPACE

70% WHITE SPACE

15% BLACK

10% GOLD

10% ACCENT
CAPTURE OUR SPIRIT

Student Life Photography

We recommend taking the opportunity to capture images on campus. Images will be used to communicate key themes and highlight the unique experiences that occur regularly on campus. In addition to the themes identified above, images should reflect diversity and inclusion throughout the community.

Environmental Photography

Promoting a more authentic representation of the campus is an important part of our communications. We recommend incorporating photos or other interesting angles, as well as including small details that can add depth and authenticity to our messaging.

Portraits

Portraits must be used to create a more personal, authentic connection with the viewer. Portraits should be formal and should showcase the individual’s personality or show a moment of the individual’s life. Formal portraits should be taken in a neutral background or an environment that does not distract from the subject.

Photography Pairing and Layout

Our photos/materials should reflect a mix of images that are clear, crisp, and well-composed. Each image should be selected to complement the content that it is supporting. When selecting and pairing images, the viewer should be able to see the story and the message clearly.

Multiple photos should be used to best capture the essence of the story. The images should be arranged in a way that is visually pleasing and easy to follow. Consider the layout of the page and how the images will be placed to create a cohesive and engaging visual story.

Color Palette

The color palette used in the design should be consistent with the overall brand guidelines. The colors should be used to create a cohesive look and feel throughout the design.

Creative Samples

These creative samples show how the photos can be used to create an engaging and visually appealing design. The samples demonstrate how the images can be used together to create a cohesive and engaging visual story.
CREATIVE SAMPLES

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

MARKETING MATERIALS

PRINT AD EXAMPLES

WE’VE BEEN WAITING FOR YOU ALMOST 200 YEARS

BIGGER OPPORTUNITIES AWAIT 20 MILES OUTSIDE BOSTON

SOCIAL POST EXAMPLES

WEB SITE
BRAND TONE & VOICE

Specific attributes of the brand voice should be carried through every touchpoint of the journey. Words and communications may be more succinct and straightforward than a website or in-person session, but maintain the brand platform and reflect the brand’s core attributes.

BRAND NARRATIVE

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 raising them where they want to go, supporting them in each step of the process.

TONE & VOICE

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. Whenever possible, surprise the reader with historical facts or innovative details that can alter their impression and spark their curiosity.

WE’VE BEEN WAITING FOR YOU ALMOST 200 YEARS.

Since we accepted our first students 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.

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

Transformative

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

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.
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.

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.

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

“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.

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.

Framingham State University Personas

Prospective Undergraduate

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Values &amp; Preferences</th>
<th>Actions &amp; Touchpoints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need a four-year school and community college</td>
<td>Enjoy the opportunity to learn</td>
<td>Attend a public university</td>
</tr>
<tr>
<td>Need a degree in business</td>
<td>Affordability</td>
<td>Attend a public university</td>
</tr>
<tr>
<td>Need a degree in education</td>
<td>Small community</td>
<td>Attend a public university</td>
</tr>
</tbody>
</table>

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

Dr. Leo Lyons, Vice President of Enrollment Services