

Brand Guidelines

Welcome

Saybrook Visual Guidelines

Adhere to these guidelines when working with the Saybrook University brand. Within are rules and examples of how to appropriately apply the brand logo, icon, colors, fonts, and patterns.

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The Logo Logo & Usage

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Main Logo



This logo pays homage to Saybrook's humanistic roots–represented in the enlongated stroke starting the "S". It is a symbolic representation of human expression. It represents the mark we leave on the world, our imprint and our legacy. This logo honors our heritage and evokes the distinguished lineage of the great minds who forged Saybrook 50 years ago.

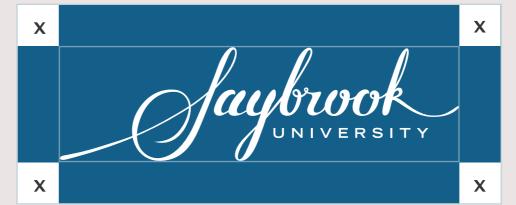
The logo also elicits the feeling of forward motion–represented through the extended stroke ending the "k". Saybrook and our community–armed with knowledge and expertise –are propelled by curiosity. We seek to be active contributors to the world in both thought and action. Saybrook University is a pioneer committed to finding new pathways to progress and advancement.

Logo Guidelines

Safe Area

The primary logo is the preferred logo usage for any internal, external, advertorial, and any other form of communications. It should appear in dark blue and soft red in full color, or all white or white and soft red on dark backgrounds.







Typography Primary Font



Semibold Regular

Gibson Regular Gibson Light

Gibson in application

The Gibson font family can be used in headlines, subheads, section titles, body copy, and captions. It may be used in any weight in Gibson that applies an appropriate hierarchy of messaging. It is a clean san-serif font that is easily readable in large sections of copy and on screens. In most applications, all copy should be left aligned and never justified.

Headline

Section Title

Body copy looks like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo conseguat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Captions look like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Typography

Secondary Font



Black Medium Book

FreightBig Pro Black

FreiahtBia Pro Book

FreightBig Pro in application

The FreightBig Pro font family should be used in headlines, subheads, and section titles. It is a decorative, high-contrast, and softly rounded serif font that should be applied in text that is high in hierarchy and needs attention called to it. It may also be used in pullquote treatments. It should not be used in large sections of copy. The example below shows how FreightBig Pro pairs well with using Gibson in body copy. In most applications, all copy should be left aligned and never justified.

Headline

Section Title

Body copy looks like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Pullquotes can look like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore."

Inquisitive

Tending to question assumptions and dig deeper; having a desire to know or learn more: **orange, red, yellow**

Welcoming

Exhibiting a welcoming, kind, supportive spirit: **beige/ gray/creamy white and green**

Authentic

Not false or copied; genuine; characterized by internal consistency, consonance, and integrity: **blue and periwinkle**

Creative

Involving the imagination or original ideas, especially in the production of new approaches and practices within a field: purple and turquoise

Pioneering

Originating or helping to open up a new line of thought, activity or method: **red** from original artwork - and **green** for new beginnings

Color Palette



This more saturated palette option utilizes four of the top five highest ranking colors identified in the brand research, as well as three previous primary or secondary colors, and one new soft color to balance the overall vibrant look. Each color, new or old, has been slightly altered to strategically compliment the other color values within and to better match the welcoming and diverse culture of Saybrook. The moderately saturated yet soft values of this palette nod to the creative and authenitc spirit of the saybrook community.

Applying the Brand

Flyers

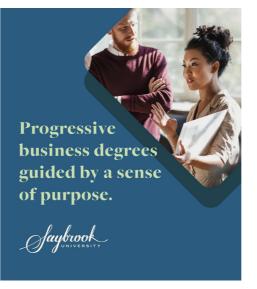


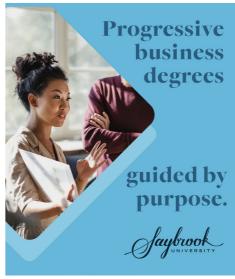


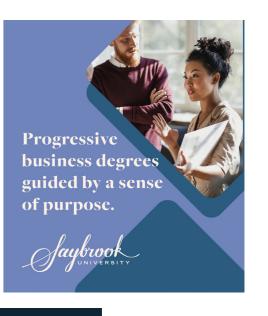


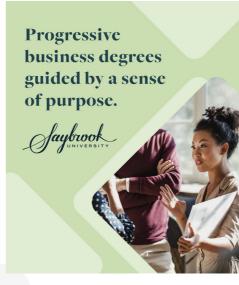
The application of this brand uses diamond shapes, inspried by the original elements of saybrook diamond, with moderately saturated colors to to echo the current color palette with a softer edge. The layered diamond shape is a nod to humanness, and the interconnectedness of human beings. The goal to move away from the dark blue as a background with dark color overlays on imagery is accomplished here by separating imagery from color and the text, leaving the overall composition less "muddy". This palette and design application is slightly closer to the current brand.

Social











Applying the Brand

Postcards

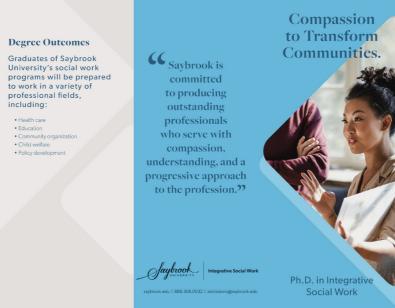








Brochures







including:

Health care

Child welfare

Policy development

Education



