

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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Main Logo

UNIVERS

This logo pays homage to Saybrook's humanistic roots-represented in the elongated 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.

2024

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



SemiboldRegular Light

Gibson Bold

Gibson Regular

Gibson Light

2024

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 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.

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

FreightBig Pro Black

FreightBig Pro Medium

Book

FreightBig Pro Book

2024

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 pull quote 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.

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

Colors

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



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 authentic spirit of the saybrook community.

Applying the Brand

Flyers



The application of this brand uses diamond shapes, inspired by the original elements of the Saybrook diamond, with moderately saturated colors 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

Progressive business degrees guided by a sense of purpose

The Sustainable Social Impact MBA and DBA programs at Saybrook University are designed for students passionate about achieving the quadruple bottom line: People, Planet, and Profit, guided by Purpose.

- Choose from specializations in Sustainability, Nonprofit Leadership and Management (DBA)

Jaybrook

study abroad opportunities Complete a capstone (MBA) or dissertation (DBA) that bridges your degree with your career goals

1. The MBA has 12- or 18-month time-to-completion options

Learn more at www.saybrook.edu/business

· Apply your learnings in the real world with optional

that bridges your degree with your career goals

1. The MBA has 12- or 18-month time-to-completion policies

www.saybrook.edu/business

2. The DBA can be completed in as little as 3 years

Learn more at

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The Sustainable Social Impact MBA and DBA programs at Saybrook University are designed for students passionate about achieving the guadruple bottom line: People, Planet, and Profit, guided by Purpose.

 Benefit from 100% online coursework Choose from specializations in Sustainability, Nonprofit

Leadership and Management (DBA) Work toward 20 optional nano-credentials and e-badges
 Choose your pace

 Take advantage or our Social Innovation and Technology Lab to incubate and accelerate ideas



 Apply your learnings in the real world with optional study abroad opportunities Management, and Management Consulting (MBA) or Complete a capstone (MBA) or dissertation (DBA) that bridges your degree with your career goals 1. The MBA has 12- or 18-month time-to-completion option 2. The DBA can be completed in as little as 3 years

Learn more at

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 Choose your pace

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Complete a capstone (MBA) or dissertation (DBA) Leadership and Management (DBA) Lab to incubate and accelerate ideas

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1. The MBA has 12- or 18-month time-to-completion options Learn more at

2. The DBA can be completed in as little as 3 years

that bridges your degree with your career goals

www.saybrook.edu/business

Brochures



Graduates of Saybrook University's social work programs will be prepared to work in a variety of professional fields, including:

Health care
 Education
 Community organizatio
 Child welfare
 Policy development

Saybrook is committed to producing outstanding professionals who serve with compassion, understanding, and a progressive approach to the profession."



Ph.D. in Integrative Social Work

Saybrook Integrative Soc

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The Learning Model Ph.D. in Integrative

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Degree Outcomes

Graduates of Saybrook University's social work programs will be prepared to work in a variety of professional fields, including:

Health care
 Education
 Community organization
 Child wefare
 Policy development

Saybrook is committed to producing outstanding professionals who serve with compassion, understanding, and a progressive approach

to the profession."

Compassion to Transform Communities

Ph.D. in Integrative Social Work

book, integrative Social Week

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Web & Digital Guidelines

Web & Digital Guidelines

Saybrook Web Visual Guidelines

Saybrook University has specific rules when it comes to their web and digital presence. Adhere to these guidelines when working on websites, emails, digital ads or any digital format. Typography

FreightBig Pro

Black Medium

FreightBig Pro Black

FreightBig Pro Medium

Aa. Gibson

Web-safe alternatives*:





Georgia

Semibold

Medium

Light

Gibson Semibold

Gibson Medium

Gibson Light

*These fonts are to be used in instances when FreightBig Pro and Gibson are not available. This is for items like emails, powerpoints, and other media. Detailed application is in the email portion of the style guide.

Typography Application

Header 1FreightBig Pro Black, Dark Blue, 50pxHeader 2FreightBig Pro Black, Dark Blue, 40pxHeader 3Gibson Medium, Dark Blue, 28pxHeader 4Gibson Medium, Black, 25pxBody textGibson Light, Soft Black, 16px

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Pull	Quote
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FreightBig Pro Medium, Dark Blue, 22px

Pull Quote Name

Gibson Light, Dark Blue, 14px

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First Name, Last Name

Reverse Application		
Header 1	FreightBig Pro Black, White, 50px	
Header 2	FreightBig Pro Black, Light Green, 40px	
Header 3	Gibson Medium, White, 28px	
Header 4	Gibson Medium, White, 25px	
Header 5	Gibson Medium, White, 20px	
Body text	Gibson Light, White, 16px	
orem ipsum odor amet, consectetuer adipiscing elit. Senectus aenean cursus habitasse sollicitudin laoreet i		
Pull Quote	FreightBig Pro Medium, White, 22px	
Pull Quote Name	Gibson Light, White, 14px	
•• Pull quotes can look like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore."		

First Name, Last Name

Color Palette

This color palette has multiple colors that are web safe and should ONLY be used in a web/digital experience. They are designed to compliment the Saybrook brand colors and pass accessibility standards.



Color Application Rules

When it comes to applying Saybrook colors on the web, there are specific rules to adhere to more accessible to users. Below are specific color combination on web that need to be followed. These rules are for all digital assets.

Teal Background:		Light Green Back	ground:	Light Blue Backgr	ound:
Header Body Copy <u>Hyperlinks</u>	Light Green White Light Green	Header Body Copy <u>Hyperlinks</u>	Teal Soft Black Blue	Header Body Copy Hyperlinks	Dark Blue Soft Black Red
Light Perriwinkle E	Background:	Light Greige Back	ground:		
Header	Dark Blue	Header	Dark Blue		
Body Copy Hyperlinks	Soft Black Blue	Body Copy <u>Hyperlinks</u>	Soft Black Blue		

Buttons

Buttons are all Gibson Medium, 14pt font with rounded corners. The text should be centered vertically and horizontally within the button.



Elements

Throughout the website, there are different elements. These elements include rounded corners on various objects and accordions. The size of the rounded corners depends on the device and application. These are guidelines and the corners can be adjusted to match the edges as close as possible.

Full Color Background Boxes:

Background boxes have a curved edge on one corner. If there is a colored box underneath it, the curved corner will be on the opposite end (see example).

Investing in Your Future is top left.

Application Requirement is bottom right.

The curve is ~150px. It can be adjusted as needed depending on display size. Visually it should look similar to the example.







Photo Callout Boxes:

There are multiple styles of callout boxes with photos. In all instances of photos, they should have rounded corners. The corners are ~30px but can be adjusted as needed depending on display size.

2024

Hero Imagery



Subtle drop shadow Color: #000000 at 16% opacity X position: 0 Y position: 2 Blur: 2 **Program Page**



Subtle drop shadow Color: #000000 at 16% opacity X position: 0 Y position: 2 Blur: 2

Accordion 2 (smaller accordion)

Accordions

The one main rule when it comes to accordions is they can not be on a light green background due to headline background color being green. Primarily these are used on white, teal and greige background colors.

Accordion 1



Email

Aa.

Georgia

Black Medium

Georgia Black

Georgia Medium

Aa.

Arial

Bold Regular

Arial Bold

Arial Regular

Typography Application

Desktop		Mobile	
Header 1	Georgia Bold, Dark Blue, 28px	Header 1	Georgia Bold, Dark Blue, 22px
Header 2	Georgia Bold, Dark Blue, 22px	Header 2	Georgia Bold, Dark Blue, 18px
Header 3	Arial Bold, Dark Blue, 18px	Header 3	Arial Bold, Dark Blue, 16px
Body text	Arial Regular, Soft Black, 14px	Body text	Arial Regular, Soft Black, 16px
Pull Quote	Georgia Regular, Left Aligned, Dark Blue, 17px	Pull Quote	Georgia Regular, Left Aligned, Dark Blue, 17px
Pull Quote Name	Arial Regular, Right aligned, Dark Blue, 14px	Pull Quote Name	Arial Regular, Right aligned, Dark Blue, 15px
Captions	Arial Italic, Soft Black, 12px	Captions	Arial Italic, Soft Black, 14px
Footer Disclaimers	Arial Regular, Left aligned, Soft Black, 12px	Footer Disclaimers	Arial Regular, Left aligned, Soft Black, 13px

Reverse

These styles are when the background is a dark color like teal or on dark imagery. Dark blue should not be used as a background color. If the background is the light periwinkle, light blue, light green or light gray, please use the full color styles. All font sizes remain the same as listed above.

Header 1	Georgia Bold, White	Pull Quote	Georgia Regular, Left Aligned, Light Green
Header 2	Georgia Bold, Light Green	Pull Quote Name	Arial Regular, Right aligned, White
Header 3	Arial Bold, White	Captions	Arial Italic, White
Body text	Arial, White	Footer Disclaimers	Arial Regular, Left aligned, White

Email Elements & Application

Throughout Saybrook emails, the application of colors, buttons, and rules are identical to the website guides. The only exception is the web font. However, shown here are different mockups and elements specific to emails to better understand color combinations, email flow, and brand style to tie into the Saybrook brand as a whole. These headers are not tied to a specific email with the exception of UNBOUND. And there are multiple color options to provide flexibility with email designs.

Header imagery will be made in Canva for emails.

Saybrook Visual Guidelines

Additional Colors

There is an additional color only used in the email space and that is the email background. This gray is to be used only for the background to give dimension for the rest of the email to stand out. I will point out in a mockup where this color is applied.

For all other colors, please refer to the web color palette.

Email Background **#FBFAFA**

Buttons

The red button should be used as the primary button. The secondary button will be used on a light green background instead of red.

Primary	Secondary
Color: Red	Color: #FFFFFF
Text: Arial Bold, white, 14px	Text: Arial Bold, Blue, 14px
Corners: 14px	Stroke: Blue, 0.5 px
Padding: Left/Right: 12px Top/Bottom: 28px	Corners: 14px
	Padding: Left/Right: 12px Top/Bottom: 28px

Measurements



Padding & Spacing The measurements in red are a guideline for spacing. These email examples are

These email examples are all built out as templates in Marketing Cloud already. But this is for reference if needed.

Stats mockup





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Text Heavy mockup



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Photo Heavy mockup



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Saybrook Visual Guidelines



Faculty Spotlight mockup

This first version of the faculty mockup will be used more frequently than the second variation due to incorporating a photo of the area of study. But both are options available to use if photo quality allows.

Version 1



Version 2

Photo Overlays

Overlays will only be used

on videos when needed in

order to create contrast for a play button to stand out. The

overlay is meant to be subtle and not take away from the

image behind as much as

In these layouts, teal is used as an overlay at 25%. Depending on the thumbnail, the overlay percentage may

vary anywhere between

possible.

25%-60%.

Video Mockup

There are two versions of the video templates. The first option has a video hero along with an internal text video. While the second option has only one video in internal body copy. Version one color combinations can be flexible, please use the photo heavy layout as a guide.

Version 1



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Version 2





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Saybrook Visual Guidelines

UNBOUND mockup

UNBOUND emails will follow the same color scheme that UNBOUND uses with the acception of buttons remaining the same as the rest of the emails. These colors should be the only colors used but can be swapped around in different variations as shown below.



UNBOUND

UNBOUND is part of the main Saybrook website. There are a few differences that make it feel like it's own experience.



UNBOUND	Typography	Application
---------	------------	-------------

Header 1 FreightBig Pro Black, Dark Blue, 50px

Header 2 FreightBig Pro Black, Dark Blue, 30px

Header 3

Header 4

Article Subhead

Gibson Medium, Dark Blue, 25px

Gibson Medium, Dark Blue, 22px

Gibson Medium, Dark Perriwinkle, 18px

Body text

Gibson Light, Soft Black, 16px

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Pull Quote

Pull Quote Name

Freight BigPro Bold, Dark Perriwinkle, 35px FreightBig Pro Bold, Dark Blue, 22px

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

First Name, Last Name

Reverse Application

These styles are when the background is a dark color like teal or on dark imagery. Dark blue should not be used as a background color. If the background is the light periwinkle, light blue, light green or light gray, please use the full color styles.

Header 1	FreightBig Pro Black, White, 50px	
Header 2	FreightBig Pro Black, Light Green, 30px	
Header 3	Gibson Medium, Light Green, 22px	
Header 4	Gibson Medium, White, 18px	
Article Subhead	Gibson Medium, White, 25px	
Body text Lorem ipsum odor amet, consectetuer adipiscing eli Senectus aenean cursus habitasse sollicitudin laoree		
Pull Quote Pull Quote Name	FreightBig Pro Bold, White, 35px FreightBig Pro Bold, White, 22px	
C Pull quotes can look like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore."		

First Name, Last Name

