

Saybrook University

Brand Standards & Guidelines



Saybrook
UNIVERSITY



Saybrook Logo



This logo pays homage to Saybrook's humanistic roots. 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.

It elicits the feeling of forward motion. 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.

Saybrook University is powered by unique minds who are true to their convictions and passionate about seeing their ideas take form. We are altruistic in nature and acutely aware of the interconnectedness of all beings. We are uniquely interested in solving systemic problems and finding solutions that improve our shared experience. Saybrook University welcomes divergent perspectives and new ways of thinking. One unifying quality that connects Saybrook's distinguished faculty, alumni, and students is that we are a community of seekers who exist slightly outside the lines. We don't always follow the set path. Instead, we seek to tread new pathways that inspire while shattering conventions.

Primary Logo

The primary logo is the preferred logo usage for any internal, external, advertorial, and any other form of communications. Saybrook must always appear in PMS 303 and University must always appear in PMS Warm Red. Other variations of the primary logo are listed below.



Other Variations:



Reversed white with Warm Red

This variation is used only on a dark background.



Reversed White

This variation is used only on a dark background.



All Black

This variation can be used for black and white printing.

Brand Icon

Saybrook University has two variations of this icon. One version has an extended stem and the second version has a shortened stem. The Saybrook icon may be used in certain instances as a stand-alone graphic.

Extended stem

PMS 303



All Black



Reversed white



Shortened stem

PMS 303



All Black



Reversed white



University Seal

Below is the official seal of Saybrook University. The official seal communicates the message that the document on which it appears is an official and formal communication of Saybrook. The seal should never be used on marketing material, including printed collateral, promotional signage, and websites. Overuse diminishes the seal's importance and historical significance and should be used sparingly and with great care. Use of the seal is restricted to scholarly, ceremonial, or executive leadership purposes, including:

- Diplomas
- Certificates
- Formal university business
- Formal ceremonies

PMS 303



All Black



Reversed white



Institutional Identifiers

Specific colleges, departments, and programs should use the institutional identifier in lieu of, but not in addition to the Saybrook University logo on any marketing material.

Institutional Identifier Specifics

College logos will always be presented to the right of the University logo in PMS 303 C.

Department logos will always be presented to the right of the University logo in Pantone Warm Red.

Programs logos will always be presented to the right of the University Short Brand Icon with the department name in Pantone Warm Red and the program name in Pantone 303 C.

In certain instances can these logos be reversed out on materials. But the lockup to the right of the University logo or Icon must remain the same.

All examples are presented to the right.

College logo



Department logo



Program logos



Internal Group Identifiers

Specific internal groups should use this identifier in lieu of, but not in addition to the Saybrook University logo on any marketing material.

Internal Group Identifier Specifics

Internal Groups will always be presented to the right of the University logo in PMS 2945 C in all caps.

In certain instances can these logos be reversed out on materials. But the lockup to the right of the University logo must remain the same.

All examples are presented to the right.



Specialty Identifiers



MIND-BODY WELLNESS
F A I R



FILM, BOOK & POETRY
F E S T I V A L

Saybrook
UNIVERSITY
Wine with a
PURPOSE

Logo Guidelines

1. The institutional logo CANNOT appear in any other color outside of the traditional dark blue with red type, white-reverse with red type or full white-reverse.
2. If the logo appears on a solid background, those background colors must only colors in the brand color palette.
3. The institutional logo cannot be altered in any way.
4. The institutional logo should not run smaller than 2" wide.
5. DO NOT rotate or tilt the logo off its normal axis.
6. DO NOT place the logo on a solid background that is not an official brand color. When placing the logo on any of the brand colors, use the white-reverse logo.
7. DO NOT alter the colors of the institutional logo.



Reproduction Standards

These are the guidelines and rules on how to appropriately scale the primary logo for the institution to ensure that Saybrook University is easily identified in materials.

Print Requirements:

Minimum print reproduction size is 2 inches.



Staging

Staging is used to ensure there are clear areas created around the logo to preserve visibility and legibility within all forms of communication.



Non-logo elements such as type or images (excluding a background treatment) may not encroach on the clear area. The element must maintain at least 6/10 cm from the logo. **The extended stem may never be encroached on by any element.**



Fonts and Colors

Font Usage

The brand font for all materials affiliated with Saybrook University is the Gibson font family. Headlines, subheads and body copy may be used in any weight in Gibson that applies an appropriate hierarchy of messaging.

Gibson Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gibson Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gibson Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gibson Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gibson Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GibsonSemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gibson Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gibson Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gibson Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Color Palette

The primary colors serve as the brand colors used in promotion of Saybrook University in all offline and online mediums.

Primary Colors



PANTONE COLOR
PMS 303 C

RGB
0R 29G 52B

CMYK
100C 47M 22Y 82K

HEX
#001D34



PANTONE COLOR
PANTONE WARM RED

RGB
240R 83G 63B

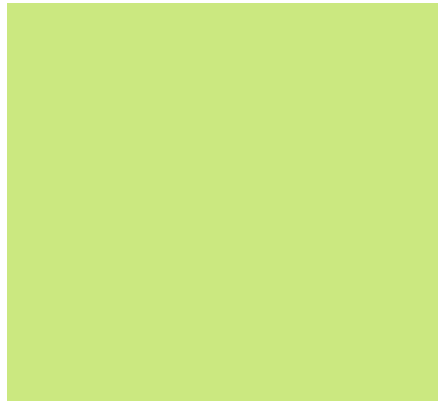
CMYK
0C 83M 80Y 0K

HEX
#F0533F

Extended Color Palette



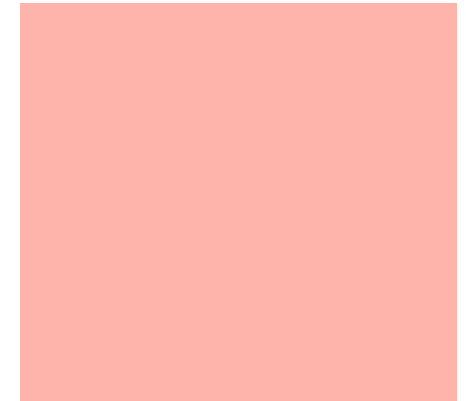
PANTONE COLOR PMS 375 C
RGB 150R 202G 79B
CMYK 46C 0M 90Y 0K
HEX #93D500



PANTONE COLOR PMS 373 C
RGB 206R 227G 159B
CMYK 21C 0M 48Y 0K
HEX #CBE880



PANTONE COLOR PMS 178 C
RGB 243R 113G 99B
CMYK 0C 70M 58Y 0K
HEX #FF595A



PANTONE COLOR PMS 169 C
RGB 250R 190G 174B
CMYK 0C 30M 26Y 0K
HEX #FFB4AB



PANTONE COLOR PMS 614 C
RGB 237R 234G 184B
CMYK 6C 2M 32Y 1K
HEX #DBD499



PANTONE COLOR PMS 5865 C
RGB 203R 198G 147B
CMYK 22C 15M 48Y 0K
HEX #CAC593



PANTONE COLOR PMS 2945 C
RGB 0R 74G 152B
CMYK 100C 73M 20Y 5K
HEX #004A97



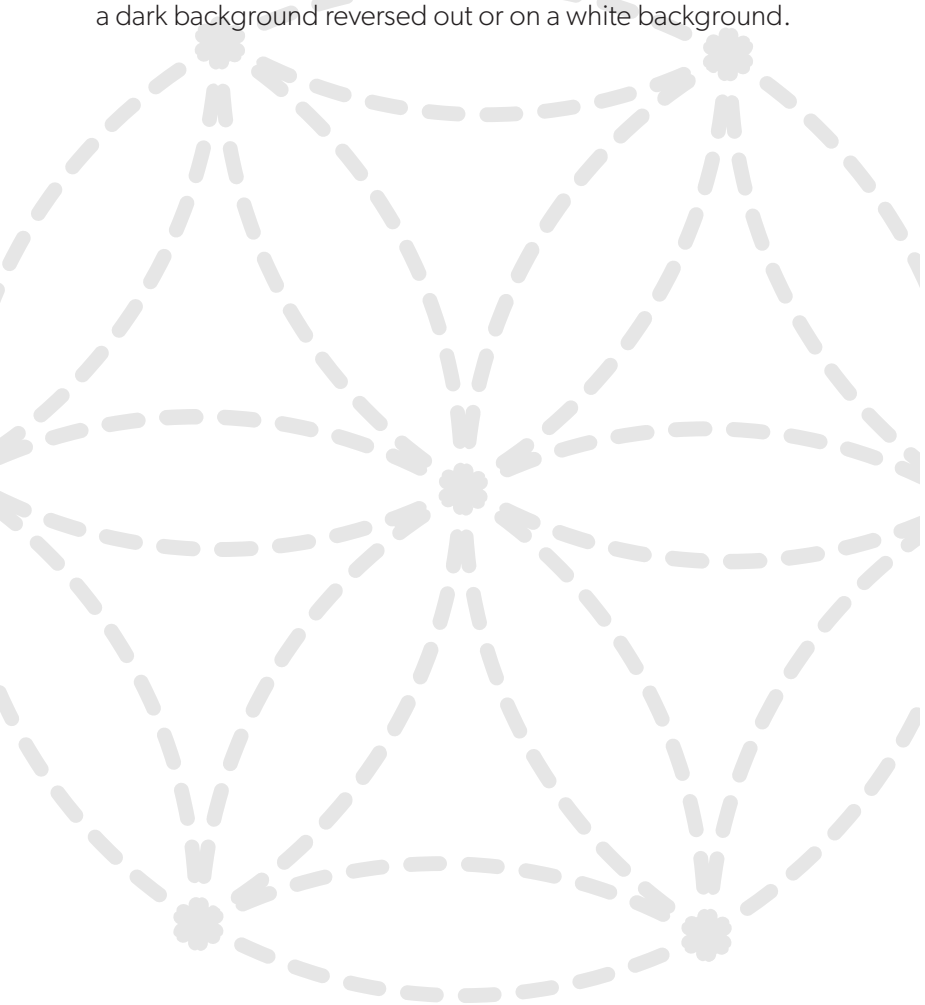
PANTONE COLOR PMS 298 C
RGB 60R 180G 229B
CMYK 65C 10M 1Y 0K
HEX #3BB3E5



Brand Patterns

Flower of Life

This pattern is based on the flower of life. It is geometrically balance and is believed to represent ancient spiritual beliefs, and depict fundamental aspects of space and time. The Flower of Life pattern is a design element and can be used on a dark background reversed out or on a white background.

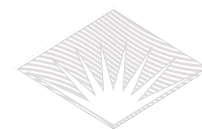


Elements

This pattern is inspired by the many core values that Saybrook holds. Incorporating the original symbols and highlighting new humanistic and natural elements of the school.



moon



sun



nature



faces



hand



eyes



Photography

Imagery

Saybrook University has a variety of imagery we use for any internal, external, advertorial, and any other form of communications. Below are some examples of the types of imagery used.





Brand Collateral

Collateral Examples

In order to maintain brand consistency throughout our pieces, you will find marketing materials created below in multiple formats.

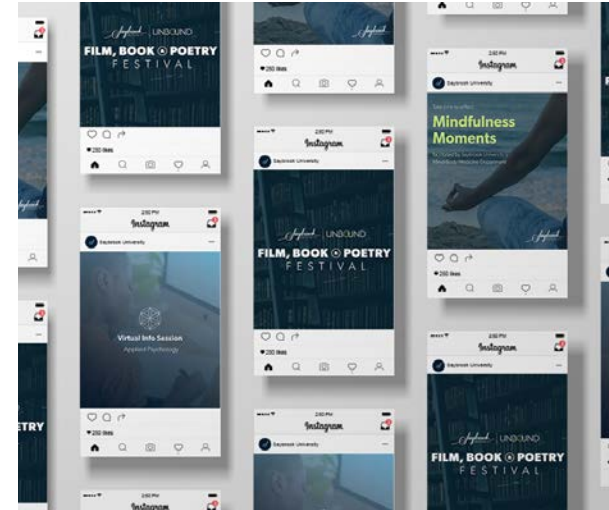
Trifold Brochure



Postcard



Social Media



Flyers



Saybrook
UNIVERSITY

