



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

Icon



Main Logo



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.

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

Aa.

Gibson

Semibold

Gibson Bold

Regular

Gibson Regular

Light

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 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

Aa.

FreightBig Pro

Black

FreightBig Pro Black

Medium

FreightBig Pro Medium

Book

FreightBig 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.”

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 authentic spirit of the saybrook community.

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

Applying the Brand

Flyers

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.

- Benefit from 100% online coursework
- Choose from specializations in Sustainability, Nonprofit Management, and Management Consulting (MBA) or Leadership and Management (DBA)
- Work toward 20 optional nano-credentials and e-badges
- Take advantage of our Social Innovation and Technology Lab to incubate and accelerate ideas
- Apply your learnings in the real world with optional study abroad opportunities
- Complete a capstone (MBA) or dissertation (DBA) that bridges your degree with your career goals
- Choose your pace
 - The MBA has 12- or 18-month time-to-completion options
 - The DBA can be completed in as little as 3 years

Saybrook University provides a rigorous graduate education that inspires transformational change in individuals, organizations, and communities, toward a just, humane, and sustainable world.

Learn from creative and social justice minded practitioner faculty

- Experience an optional Residential Conference
- Discover the scholarships and financial aid available

MBA
Total Program Credits: 30
Length of Program: 12 months or 18 months
Delivery Format: 100% online

DBA
Total Program Credits: 51
Length of Program: 3 - 3.5 years
Delivery Format: Hybrid - Online with Residential Conference

The Department of Leadership and Management - MBA and DBA Team

Tomooki Hayashi, Ph.D. Program Director/Department Chair
Mary Kay Chess, Ph.D. Faculty
Marsha Willard, Ph.D. Faculty

Contact us for questions 888.308.0032 Learn more at saybrook.edu

The application of this brand uses diamond shapes, inspired by the original elements of 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

Progressive business degrees guided by a sense of purpose.

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Applying the Brand

Postcards

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Brochures

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 welfare
- Policy development


Compassion to Transform Communities.

“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



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The Learning Model

Saybrook's Department of Integrative Social Work's commitment to producing outstanding professionals is guided by our progressive approach to the profession. The research that informs our professional and personal values, our students' academic, community, corporate, and clinical settings.

Social Work Department Core Values:

- **Multi-faceted, community-based approach:** Examining perspectives from a global and systems perspective, including physical, emotional, community, and spiritual dimensions within the study of health and well-being.
- **Individuality and compassion-based leadership:** Creating relationships and communities built on transparency, respect, authentic, deep listening, and reflective practices.
- **Research-oriented, evidence-based, evidence-informed, and evidence-informed practice:** Research, practice, and community-based research.
- **Community-focused:** Engaging that conditions, in the community and society, support or undermine individual well-being and thriving in their social justice and health goals.
- **Academic rigor:** Committing to excellence with emphasis on the scholar-practitioner model.
- **Integration:** Challenging students, faculty, and guests to combine their lives, work, and relationships with integrity and authenticity.
- **Transformation:** Acting as scholar-practitioners and change agents who seek and apply knowledge to solve problems and foster personal, relational, and community transformation.

Ph.D. in Integrative Social Work

Ph.D. in Integrative Social Work graduates will be prepared to contribute to the field through enhanced leadership and research skills and effective engagement in professional and personal values in various and faculty work in academic, community, corporate, and clinical settings.

Students choose one of two specializations:

Integrative Community Studies Specialization

Graduates will be prepared to work in social services and health care settings in organizational, community, and administrative roles and in research, teaching, consulting, and practice in academic, community, corporate, and clinical settings.

Integrative Gerontology Studies Specialization

Graduates will be prepared to plan, deliver, and evaluate gerontological, geriatric, and geropsychiatry services, and to conduct independent research in gerontological, geriatric, and geropsychiatry settings.

Learn from Scholar-Practitioners

Students learn from expert faculty with practical experience in integrative social work, graduate-level academics, qualitative research, and research publication.

Benefit from a Focus on Diversity Awareness and Multicultural Sensitivity

Learn to apply multicultural competencies in diversity awareness, health equity research, and social justice.

Explore a Variety of Educational Settings

Engage, assess, and intervene with individuals, families, groups, organizations, and communities in your study.

Examine the Latest Theories

Challenge traditional methodologies, apply evidence-based research, and conduct independent research to investigate contemporary issues with community and society.

Bring Your Perspective

Our hybrid online model lets you live your life while attending your education. Apply your own personal experiences to the classroom, you also bring and learn from your own personal experiences to the classroom.

Attend Residential Conferences

Students and faculty convene as an entire learning community at periodic weekend events.

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