



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.

07

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 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.”

10.

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**

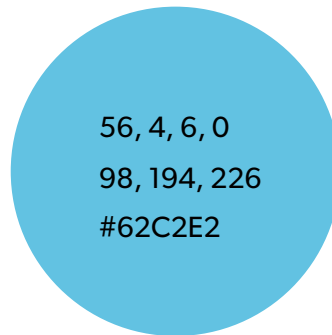
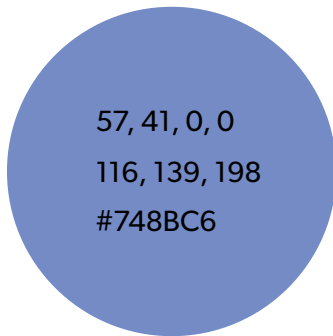
Creative

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

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.



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
 1. The MBA has 12- or 18-month time-to-completion options
 2. 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



Tomoaki 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
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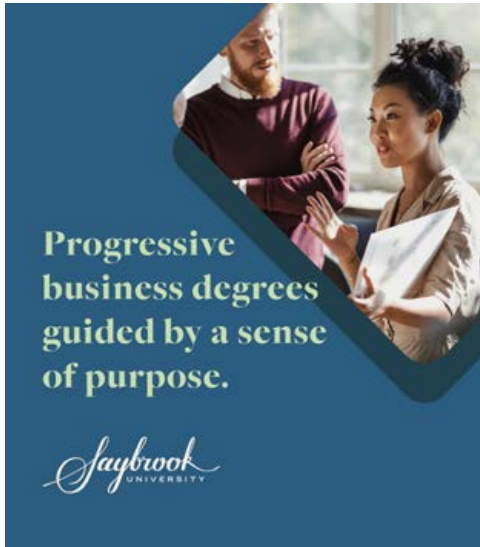
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The application of this brand uses diamond shapes, inspired by the original elements of the Saybrook diamond, with moderately saturated colors to echo the current color palette with a softer edge. The layered diamond shape is a nod to humanness, and 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.

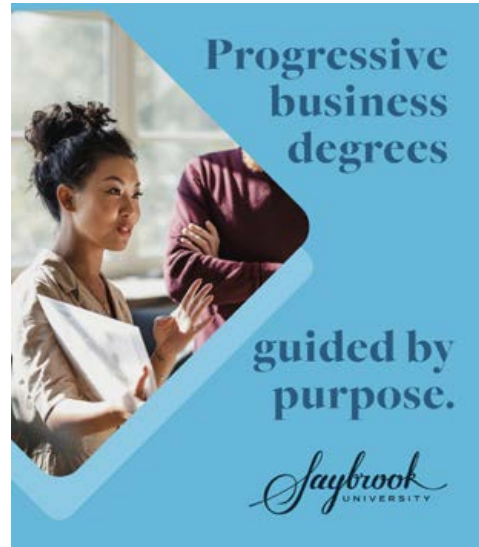
Social



Progressive
business degrees
guided by a sense
of purpose.

Saybrook
UNIVERSITY

A photograph of a man and a woman in business attire reviewing documents is framed by a white geometric shape on a dark blue background.



Progressive
business
degrees

guided by
purpose.

Saybrook
UNIVERSITY

A photograph of a man and a woman in business attire reviewing documents is framed by a white geometric shape on a light blue background.



Progressive
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Saybrook
UNIVERSITY

A photograph of a man and a woman in business attire reviewing documents is framed by a white geometric shape on a purple background.



Progressive
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Saybrook
UNIVERSITY

A photograph of a man and a woman in business attire reviewing documents is framed by a white geometric shape on a light green background.



Progressive
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Saybrook
UNIVERSITY

A photograph of a man and a woman in business attire reviewing documents is framed by a white geometric shape on a dark teal background.

14.

Applying the Brand

Postcards

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Learn more at
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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

 Integrative Social Work
 saybrook.edu | 888.308.0032 | admissions@saybrook.edu

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The Learning Model

Saybrook's Department of Integrative Social Work is committed to producing outstanding professionals who serve with compassion, understanding, and a progressive approach to the profession. The department has a diverse list of professional and personal values that are central to its education and research.

Social Work Department Core Values:

- **Humanity:** Community spirit, compassion, tolerance, including physical, emotional, spiritual, and mental dimensions and a unity of health and well-being.
- **Integrity:** Challenging students, faculty, and staff to understand their own, and relationships with integrity and authenticity.
- **Transparency:** Being an open organization and sharing research and data to contribute to the field and to foster personal, professional, and community development.

Ph.D. in Integrative Social Work

The Ph.D. in Integrative Social Work graduates will be prepared to contribute to the field through advanced learning and research skills and offer change in education, research, practice, and professional leadership, community, diversity, and critical thinking.

Integrative Community Studies Specialization
Graduates will be prepared to work in social services and health care settings or organizational consultants and administrators in health and life work organizations, researching, teaching, or advancing practice in community health.

Integrative Gerontology Studies Specialization
Graduates will be prepared to contribute to the field through advanced learning and research skills and offer change in education, research, practice, and professional leadership, community, diversity, and critical thinking.

Students in the Ph.D. in Integrative Social Work program will complete:

- **Integrative Community Studies Specialization:** A thesis project in the field of community health and well-being.
- **Integrative Gerontology Studies Specialization:** A thesis project in the field of aging and health.

Attend Residential Conferences
Students will have the opportunity to attend residential conferences in various locations.

Learn from Scholar-Practitioners

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

Benefits from a Focus on Diversity Awareness and Multicultural Sensitivity
Students will be prepared to work in social services and health care settings or organizational consultants and administrators in health and life work organizations, researching, teaching, or advancing practice in community health.

Explore a Variety of Educational Settings
Engage, assess, and intervene with high school, tertiary, diverse, organizational, and community settings.

Examine the Latest Theories
Critically evaluate methodologies, apply published research, and conduct independent research in integrative community studies and community and diversity.

Bring Your Perspective
Our highly interdisciplinary approach gives you the unique advantage of your education. As a practitioner in the research, applied, and practice-based knowledge personal experience in real time.

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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

Aa.

FreightBig Pro

Aa.

Gibson

Web-safe alternatives*:

Aa. Aa.

Georgia

Arial

Black

FreightBig Pro Black

Medium

FreightBig Pro Medium

Semibold

Gibson Semibold

Medium

Gibson Medium

Light

Gibson Light

Typography Application

Header 1

FreightBig Pro Black, Dark Blue, 50px

Header 2

FreightBig Pro Black, Dark Blue, 40px

Header 3

Gibson Medium, Dark Blue, 28px

Header 4

Gibson Medium, Black, 25px

Header 5

Gibson Medium, Black, 20px

Body text

Gibson Light, Soft Black, 16px

Lorem ipsum odor amet, consectetur adipiscing elit. Vehicula morbi porttitor dignissim non consequat. Senectus aenean cursus habitasse sollicitudin laoreet maximus facilisis luctus.

Pull Quote

FreightBig Pro Medium, Dark Blue, 22px

Pull Quote Name

Gibson Light, Dark Blue, 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

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

Lorem ipsum odor amet, consectetur adipiscing elit. Vehicula morbi porttitor dignissim non consequat. Senectus aenean cursus habitasse sollicitudin laoreet maximus facilisis luctus.

Pull Quote

FreightBig Pro Medium, White, 22px

Pull Quote Name

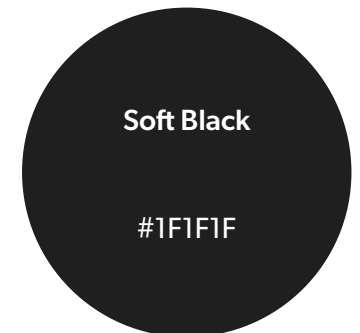
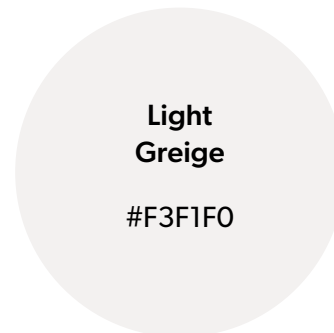
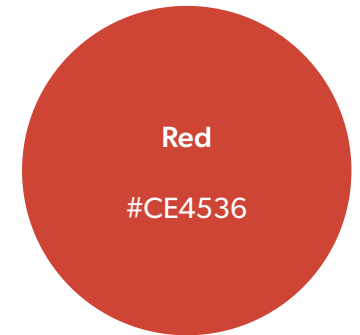
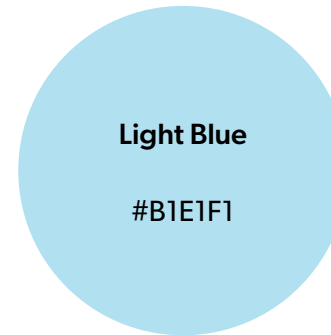
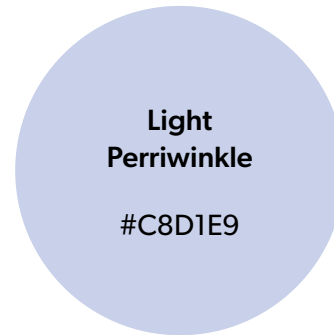
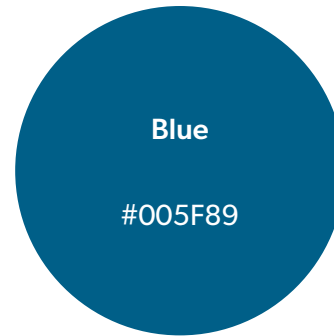
Gibson Light, White, 14px

“ 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:

Header	Light Green
Body Copy	White
<u>Hyperlinks</u>	Light Green

Light Green Background:

Header	Teal
Body Copy	Soft Black
<u>Hyperlinks</u>	Blue

Light Blue Background:

Header	Dark Blue
Body Copy	Soft Black
<u>Hyperlinks</u>	Red

Light Periwinkle Background:

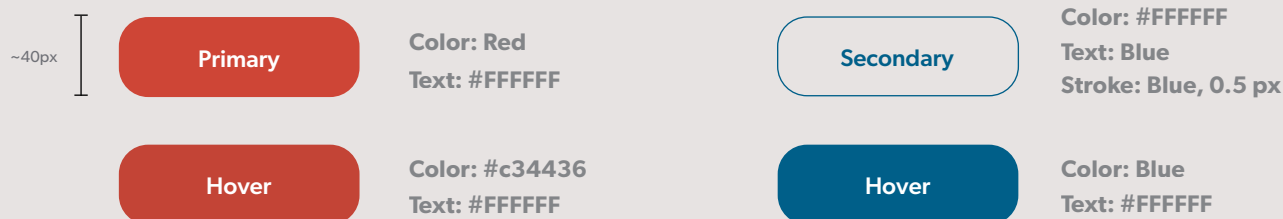
Header	Dark Blue
Body Copy	Soft Black
<u>Hyperlinks</u>	Blue

Light Greige Background:

Header	Dark Blue
Body Copy	Soft Black
<u>Hyperlinks</u>	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.

Hero Imagery

Main Hero



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

Program Page

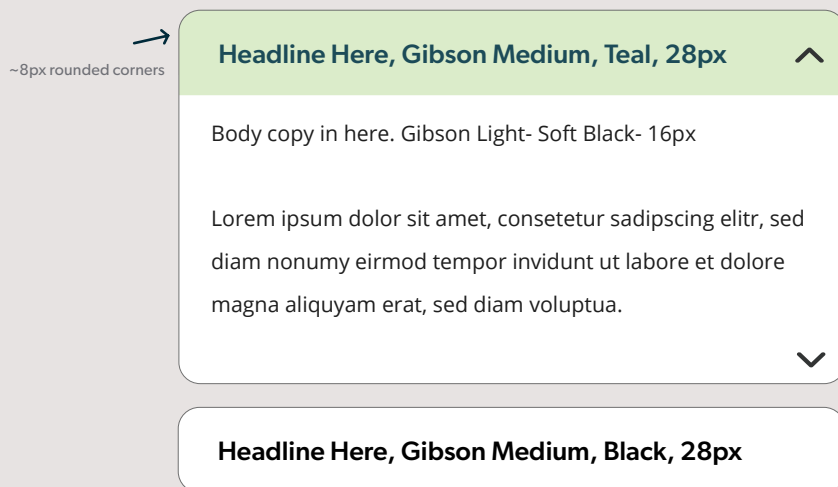


Subtle drop shadow
Color: #000000 at 16% opacity
X position: 0 Y position: 2 Blur: 2

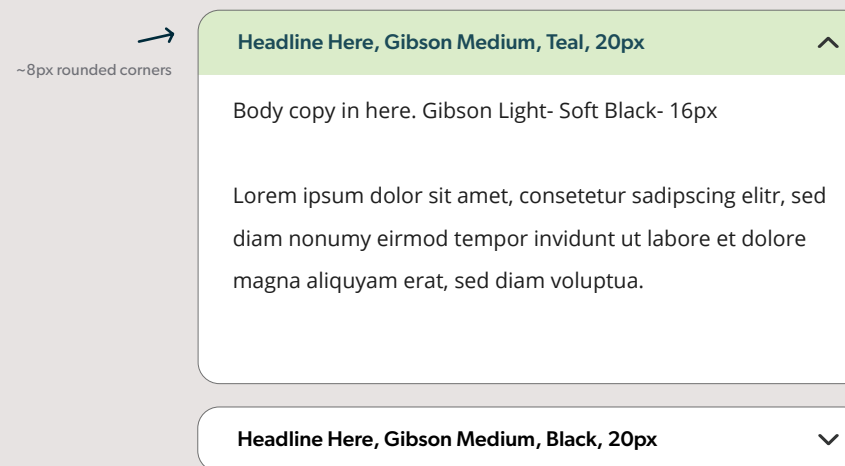
Accordions

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



Accordion 2 (smaller accordion)



24.
Email

Aa.

Georgia

Aa.

Arial

Black

Georgia Black

Medium

Georgia Medium

Bold

Arial Bold

Regular

Arial Regular

Typography Application

Desktop

Header 1 Georgia Bold, Dark Blue, 28px

Header 2 Georgia Bold, Dark Blue, 22px

Header 3 Arial Bold, Dark Blue, 18px

Body text Arial Regular, Soft Black, 14px

Pull Quote Georgia Regular, Left Aligned, Dark Blue, 17px

Pull Quote Name Arial Regular, Right aligned, Dark Blue, 14px

Captions Arial Italic, Soft Black, 12px

Footer Disclaimers Arial Regular, Left aligned, Soft Black, 12px

Mobile

Header 1 Georgia Bold, Dark Blue, 22px

Header 2 Georgia Bold, Dark Blue, 18px

Header 3 Arial Bold, Dark Blue, 16px

Body text Arial Regular, Soft Black, 16px

Pull Quote Georgia Regular, Left Aligned, Dark Blue, 17px

Pull Quote Name Arial Regular, Right aligned, Dark Blue, 15px

Captions Arial Italic, Soft Black, 14px

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

Header 2 Georgia Bold, Light Green

Header 3 Arial Bold, White

Body text Arial, White

Pull Quote Georgia Regular, Left Aligned, Light Green

Pull Quote Name Arial Regular, Right aligned, White

Captions Arial Italic, White

Footer Disclaimers Arial Regular, Left aligned, White

Email Elements & Application

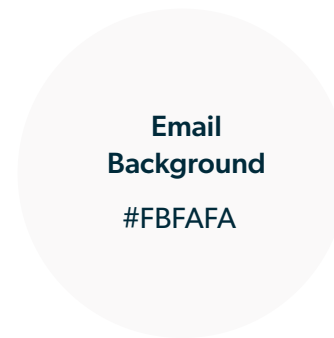
Throughout Saybrook emails, the application of colors, buttons, and rules are identical to the website guides. The only exception is the web font. However, shown here are different mockups and elements specific to emails to better understand color combinations, email flow, and brand style to tie into 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.

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.



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.



Color: Red

Text: Arial Bold, white, 14px

Corners: 14px

Padding: Left/Right: 12px
Top/Bottom: 28px



Color: #FFFFFF

Text: Arial Bold, Blue, 14px

Stroke: Blue, 0.5 px

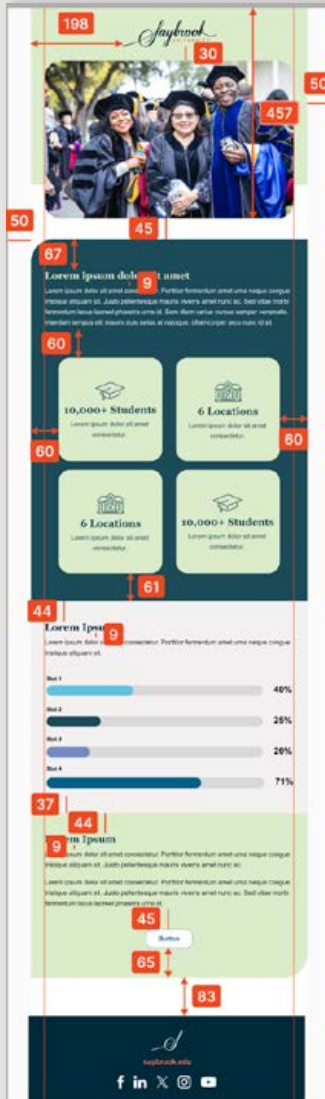
Corners: 14px

Padding: Left/Right: 12px
Top/Bottom: 28px

Mockups & Color Combinations

Measurements

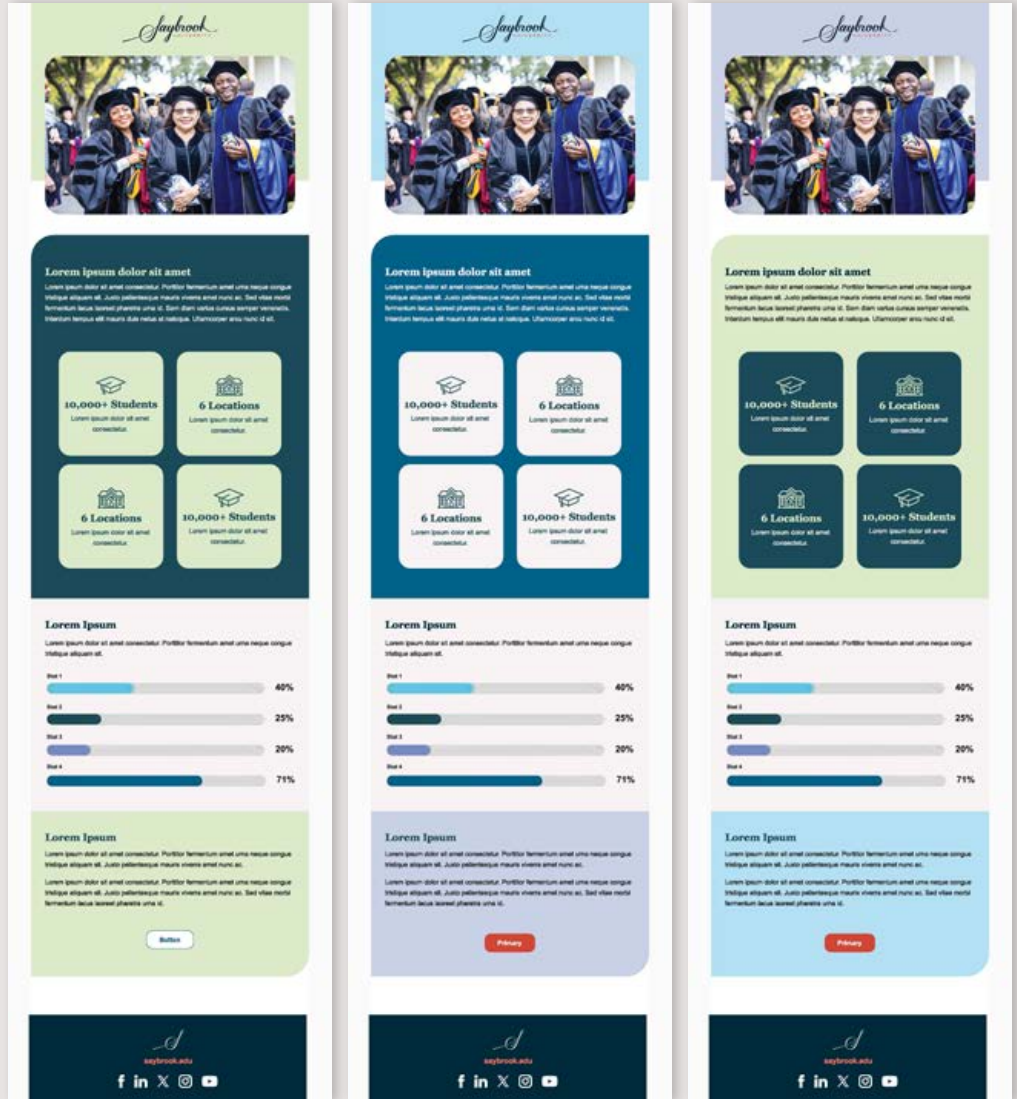
Email background gray →



Padding & Spacing

The measurements in red are a guideline for spacing. These email examples are all built out as templates in Marketing Cloud already. But this is for reference if needed.

Stats mockup



Mockups & Color Combinations cont.

Text Heavy mockup

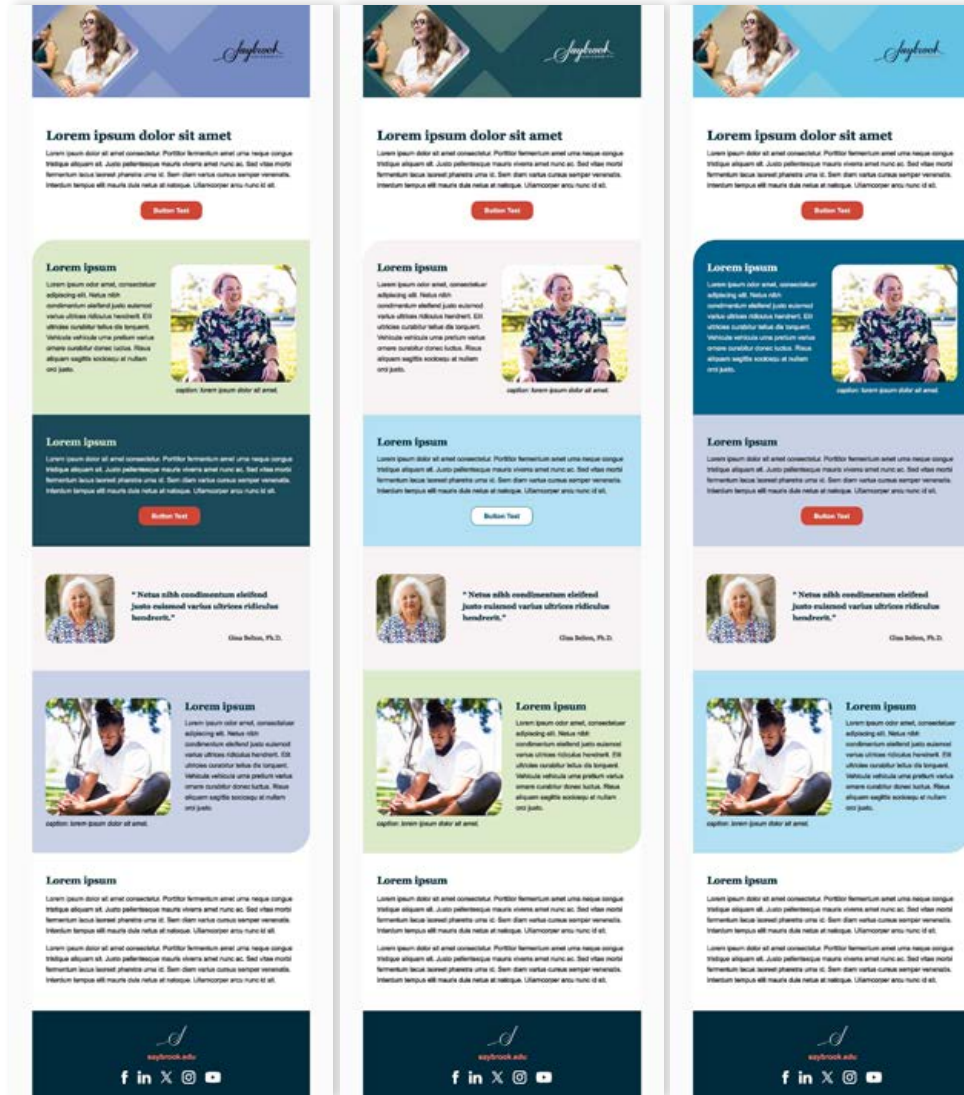
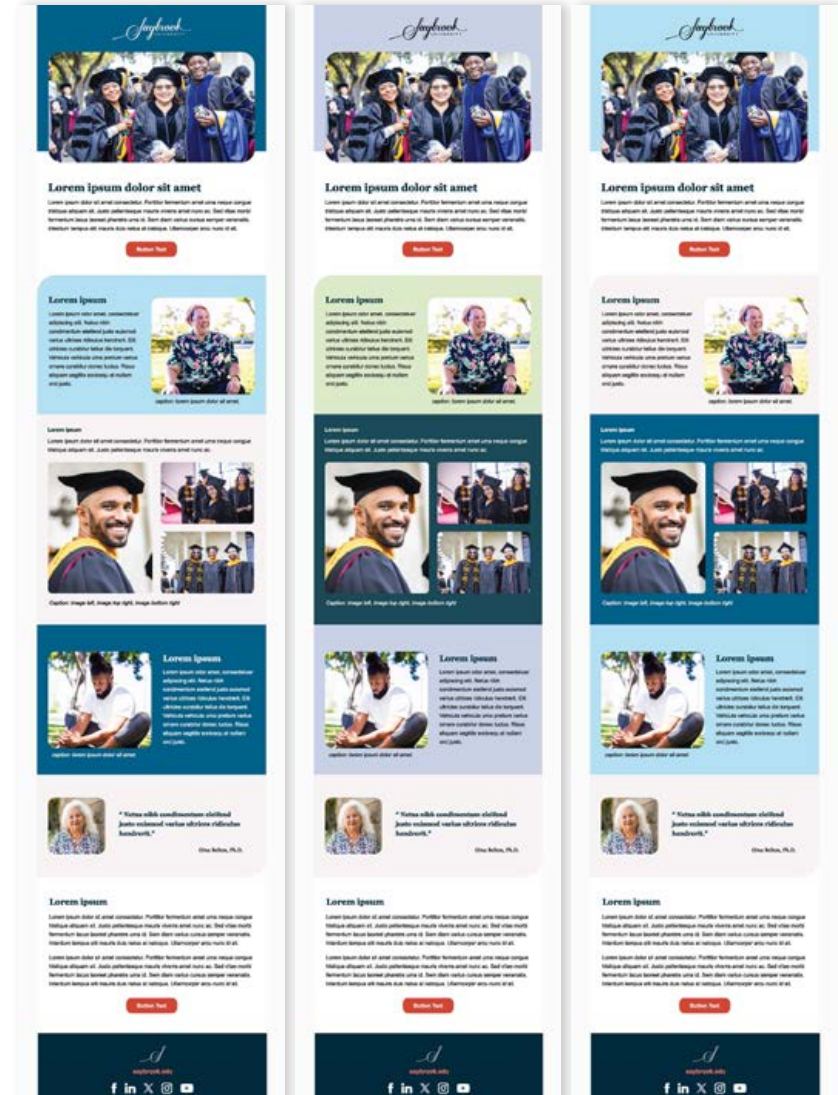


Photo Heavy mockup

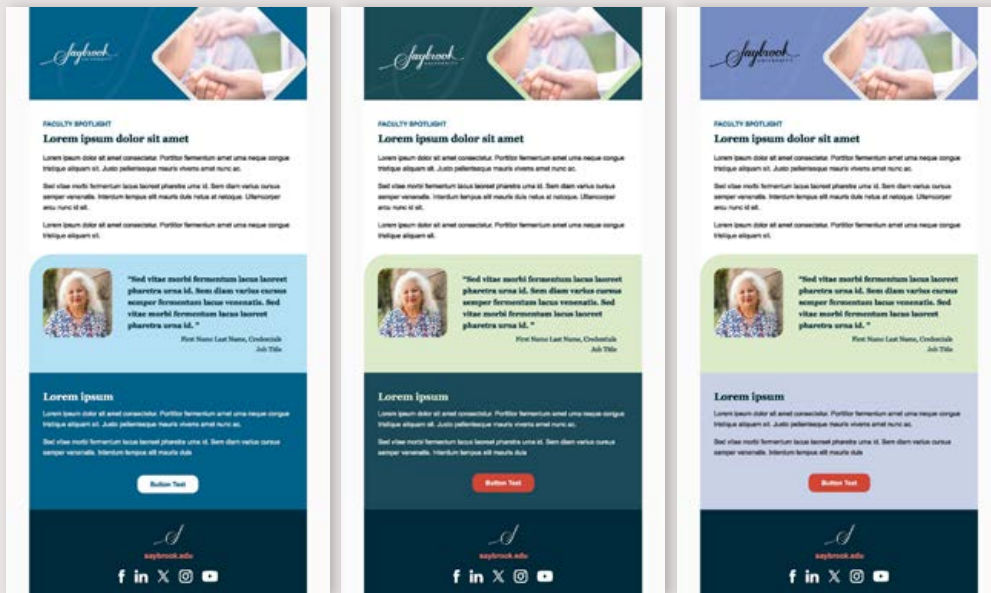


Mockups & Color Combinations cont.

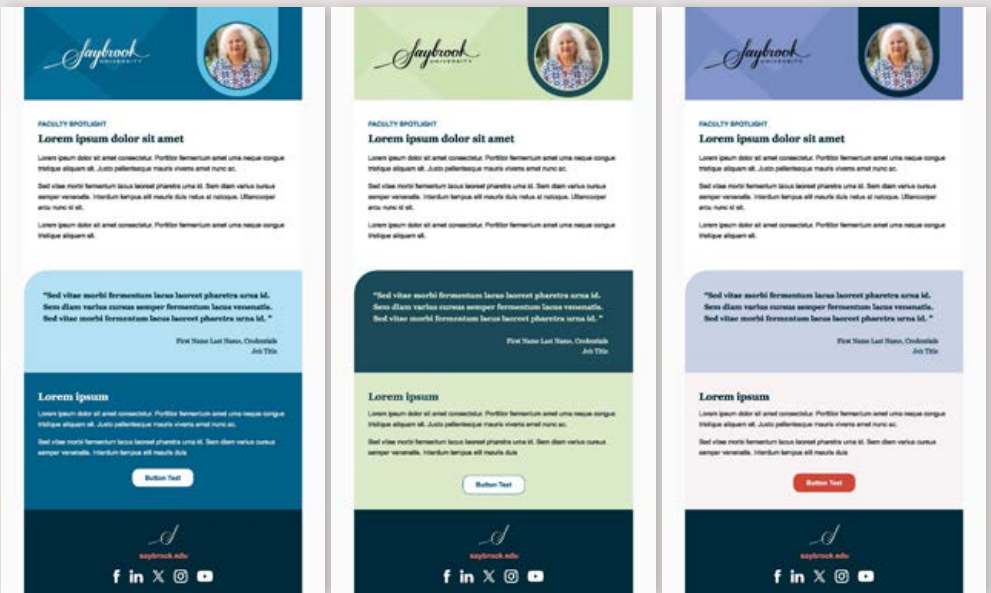
Faculty Spotlight mockup

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



Mockups & Color Combinations cont.

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

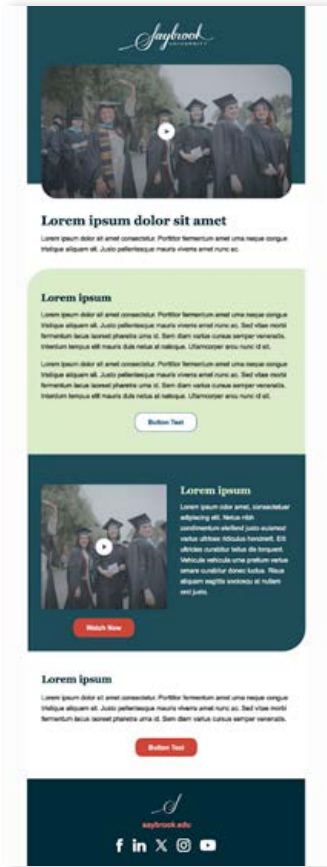
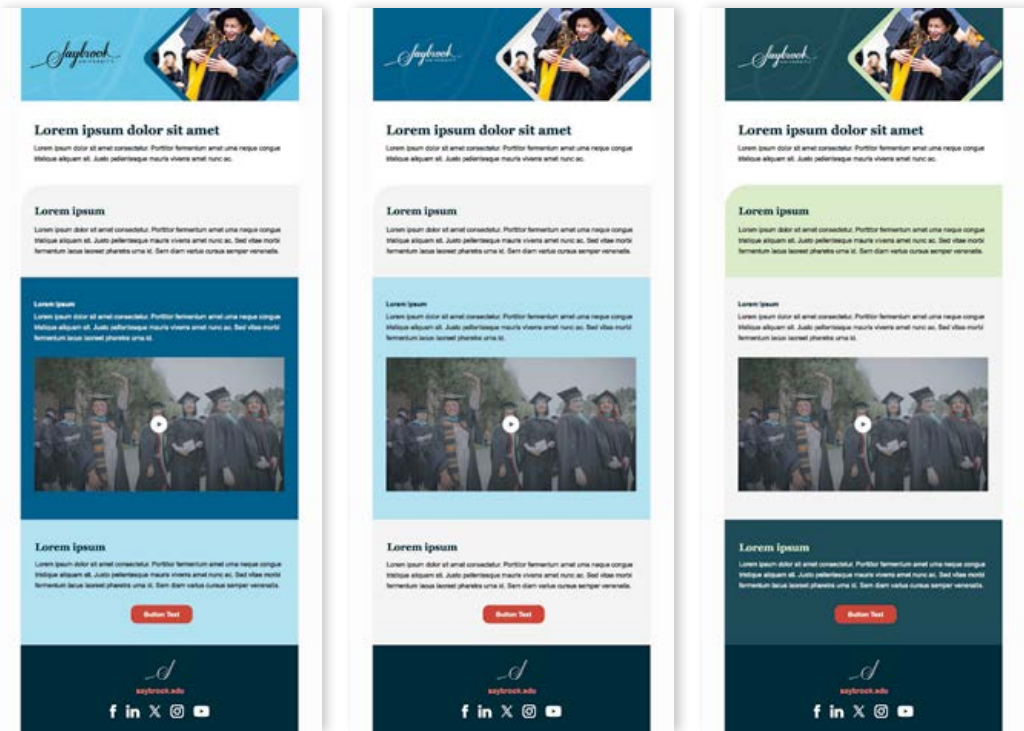


Photo Overlays

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 possible.

In these layouts, teal is used as an overlay at 25%. Depending on the thumbnail, the overlay percentage may vary anywhere between 25%-60%.

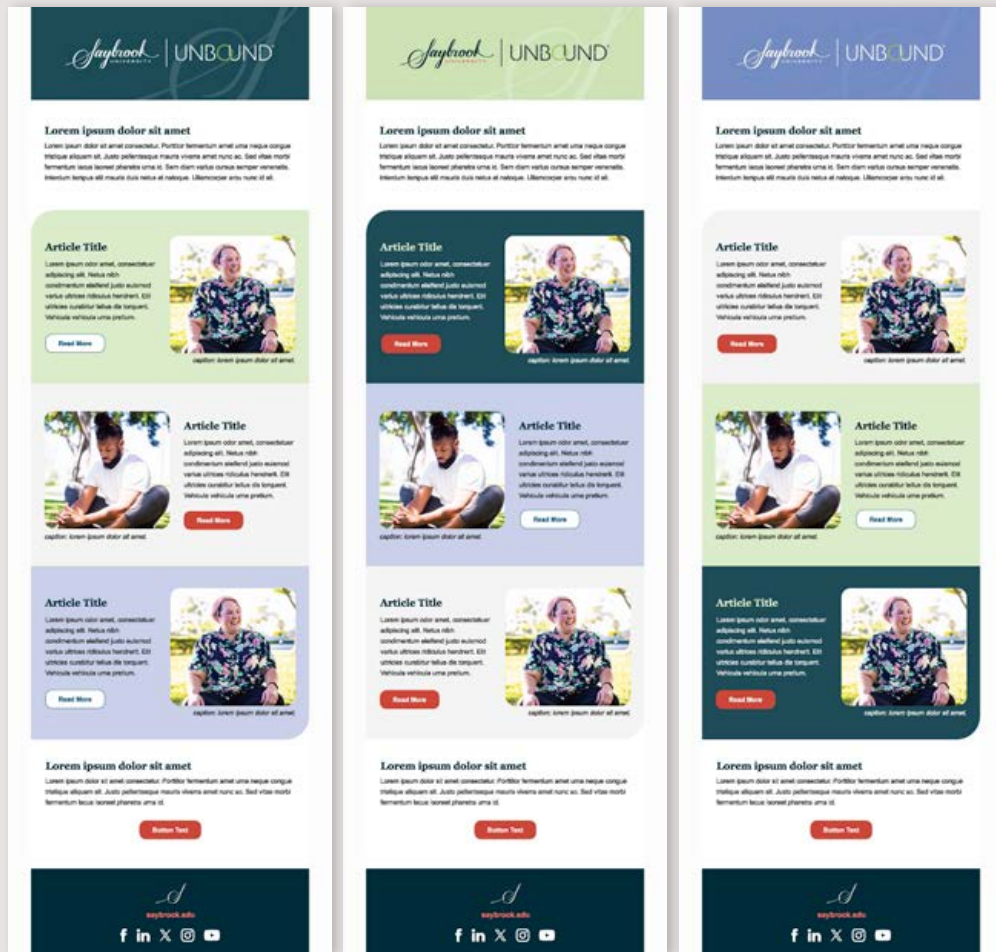
Version 2



Mockups & Color Combinations cont.

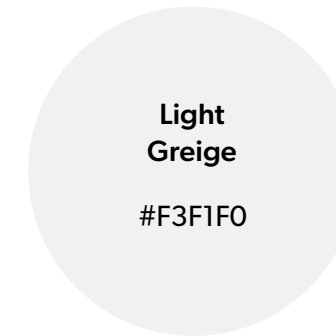
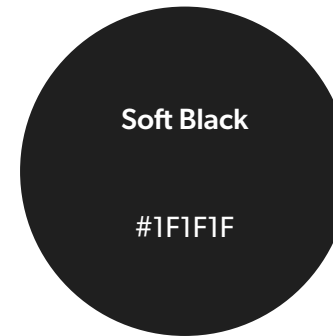
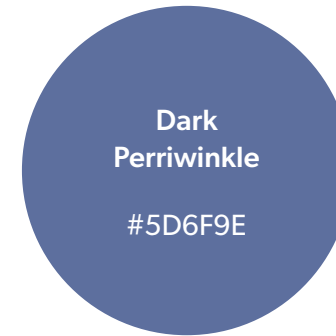
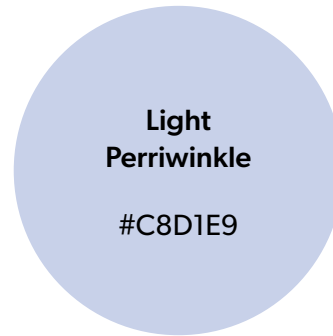
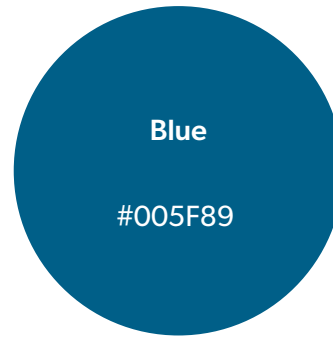
UNBOUND mockup

UNBOUND emails will follow the same color scheme that UNBOUND uses with the acceptance 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.



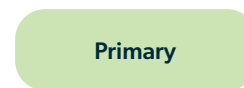
UNBOUND

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



Buttons

~30px



Color: #002A3A
Text: Dark Blue



Color: #FFFFFF
Text: Dark Blue
Stroke: Blue, 0.5 pt



Color: Dark Blue
Text: Light Green



Color: Light Greige
Text: Dark Blue

UNBOUND Typography Application

Header 1

FreightBig Pro Black, Dark Blue, 50px

Header 2

FreightBig Pro Black, Dark Blue, 30px

Header 3

Gibson Medium, Dark Blue, 22px

Header 4

Gibson Medium, Dark Perriwinkle, 18px

Article Subhead

Gibson Medium, Dark Blue, 25px

Body text

Gibson Light, Soft Black, 16px

Lorem ipsum odor amet, consectetuer adipiscing elit. Vehicula morbi porttitor dignissim non consequat. Senectus aenean cursus habitasse sollicitudin laoreet maximus facilisis luctus.

Pull Quote

Freight BigPro Bold, Dark Perriwinkle, 35px

Pull Quote Name

FreightBig Pro Bold, Dark Blue, 22px

“ 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

Gibson Light, White, 16px

Lorem ipsum odor amet, consectetuer adipiscing elit. Vehicula morbi porttitor dignissim non consequat. Senectus aenean cursus habitasse sollicitudin laoreet maximus facilisis luctus.

Pull Quote

FreightBig Pro Bold, White, 35px

Pull Quote Name

FreightBig Pro Bold, White, 22px

“ 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

