The Branding Guidelines for the School of the Museum of Fine Arts at Tufts were created to ensure that all communications maintain consistency throughout our print and digital channels. This guide addresses logos, naming conventions and legal footnoting. For additional branding components like fonts and color palette refer to Tufts University Branding Guidelines.
Option 1

This is the official school lockup and the preferred version for print and digital materials.
Option 1 — Logo versions

Horizontal formats

Tufts University | School of the Museum of Fine Arts

Vertical formats

Tufts University

School of the Museum of Fine Arts

Tufts University

School of the Museum of Fine Arts
EVENT CHAIR CAROL NOBLE, SMFA TRUSTEES AND GOVERNORS, AND PRESIDENT CHRIS BRATTON WELCOME YOU TO AN EVENING CELEBRATING RENOWNED CONTEMPORARY ARTIST SARAH SZE

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Submit your work to New England’s largest contemporary art sale and support arts education.

REGISTER ONLINE
October 1–31

DROP-OFF DATES
Friday, November 6 12–7 pm
Saturday, November 7 12–6 pm
Monday, November 9 10 am–1 pm

PICK-UP DATES
Sunday, December 13 10 am–4 pm
Monday, December 14 10 am–4 pm

MORE INFO
smfa.edu/submit
artsale@smfa.edu | 617-369-3204

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Option 1 — Logo on web banner and email

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Option 2

This option may also be used as longs as the Tuft’s University wordmark also appears somewhere on the piece.
School of the Museum of Fine Arts at Tufts

Single line format

School of the Museum of Fine Arts at Tufts

School of the Museum of Fine Arts at Tufts
EVENT CHAIR CAROL NOBLE, SMFA TRUSTEES AND GOVERNORS, AND PRESIDENT CHRIS BRATTON WELCOME YOU TO AN EVENING CELEBRATING RENOWNED CONTEMPORARY ARTIST SARAH SZE

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First Year Exhibition 2016

FIRST YEAR EXHIBITION 2016: MASTER OF FINE ARTS PROGRAM, SMFA, BOSTON

First Year Exhibition 2016: Master of Fine Arts Program, SMFA, Boston

Nave Gallery—Clarendon Hill Presbyterian Church
100 Beacon Street, Somerville, MA 02144
February 1–March 5, 2016
Saturday & Sunday: 1–5 pm

SMFA Main Building—Downstairs Gallery
25 Washington Street, Boston, MA 02116
February 1–March 5, 2016
Monday–Friday: 1–5 pm

Mission Hill Gallery
300 Amory Street, Boston, MA 02120
February 16–March 31, 2016
Monday–Friday: 1–5 pm

Inside-Out Gallery at CVS/Somerville Arts Council
1 Davis Square, Somerville, MA 02144
February 16–March 31, 2016
All day (exhibition located outside of store)

MFA Horticultural Library
300 Massachusetts Avenue, Boston, MA 02115
March 1–5, 2016
Option 3

This option is for more casual use with an audience familiar with the School of Museum of Fine Arts and Tufts University, such as current students, faculty, staff and alumni. Tufts University wordmark must also appear somewhere on the page.
SMFA at Tufts

SMFA at Tufts

SMFA at Tufts
EVENT CHAIR CAROL NOBLE, SMFA TRUSTEES AND GOVERNORS, AND PRESIDENT CHRIS BRATTON WELCOME YOU TO AN EVENING CELEBRATING RENOWNED CONTEMPORARY ARTIST SARAH SZE

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Dear Katie,

We hope you're having a good week. Here are this week's updates:

**Fall 2016: Returning to Campus**

Classes for the fall 2016 semester begin on September 6. If you are living in SMFA at Tufts housing, you will be allowed to move in starting September 2. If you have questions about housing, contact the Office of Residential Life and Learning at 617-627-3629 or real-life-tufts.edu.

**Polly Thayer Starr Internship**

Applications are now open for the Polly Thayer Starr Internship at the Isabella Stewart Gardner Museum for the 2016-2017 academic year. All returning SMFA students are encouraged to apply for this yearlong opportunity focused on community engagement. Applications are due by July 29.

Sincerely,

Mary Pat McMahon
Dean of Student Affairs