SMFA at Tufts
Brand Guidelines

APRIL 20, 2018

PRESENTED BY
STUDIO MERCURY
A powerful and memorable brand is built with great design and consistent application. Through the repetition of its look and feel, the brand becomes defined. This SMFA brand guide is intended to support stakeholders and advocates, both internal and external, to create collateral and communications that exemplify and reflect SMFA and its defined identity.
The SMFA logo system is the central theme used throughout all communications. It is the foundation of the brand. The logo should be a starting point when creating all materials and used on all external communications, exactly as provided.
Use the logo in black on light backgrounds.
Use the logo in white on dark backgrounds.
General Placement Guidelines

**USE THE PRIMARY MARK WHENEVER POSSIBLE**

Prioritize using the primary square mark over the secondary horizontal mark. Reserve the secondary horizontal mark for use cases where it is not possible to display the primary mark at its minimum legible size.

**MINIMUM LEGIBLE SIZE**

Please ensure the primary square mark is at least .375" (27px) wide.

![Primary Square Mark]

When using the secondary horizontal mark, please ensure it is at least .75" (54px) wide.

![Secondary Horizontal Mark]

**MARGINS**

For both the primary and secondary mark, leave a margin measuring at least 1x cap height around all sides of the logo.

![Margins Example]
Placement with Tufts Logo

DO NOT COMBINE WITH THE TUFTS WORDMARK
The SMFA at Tufts logo should never appear directly next to the Tufts / Tufts University logo.

Ovitatem dis et rem inciam quaepudamet doluptio. Di ullame serio te conseque eosanda am, eatem alit restion conmns sum untius ium fuga. Agnam soluptaquam intist, que reptaspic.

DO ALLOW THE SMFA MARK TO TAKE PRECEDENCE
When promoting the SMFA at Tufts, allow the SMFA mark to take visual precedence.

Ovitatem dis et rem inciam quaepudamet doluptio. Di ullame serio te conseque eosanda am, eatem alit restion conmns sum untius ium fuga. Agnam soluptaquam intist, que reptaspic.

Tufts

When it is necessary to include both marks, place the Tufts logo on a separate line or align it to the opposite edge. Leave adequate spacing around (at least 1x height or 1x width of SMFA logo) so that it does not appear to be a combination mark.

SMFA AT TUFTS

Tufts

SMFA AT TUFTS

1x height

Tufts
Don’ts

**DO NOT ALTER**
Use the lockups as provided. Do not resize or move individual elements within the logo.

**DO NOT STRETCH OR DISTORT**
Always scale the logo at its original width x height ratio.

**DO NOT ROTATE OR SKEW**
Always place the logo on the page horizontally so that it is oriented at the correct angle.

**DO NOT CHANGE COLORS**
Only use the logos in black or white, as provided.

**DO NOT ADD EFFECTS**
Do not apply gradients, drop shadows, embossing or other effects to the logo.

**DO NOT ADD ANY ADDITIONAL ELEMENTS**
Do not add borders, lines, text or shapes. This includes encasing the logo inside another box.

**DO NOT PLACE ON COMPETING BACKGROUNDS**
Avoid placing the logo on competing colors or on busy areas of a photo or illustration. The entire logo should always be clearly legible.

**DO NOT USE @ AS AT**
Only refer to the school as SMFA at Tufts. Never use SMFA @ Tufts.
The SMFA identity uses two contrasting font families: Whitney and Chronicle. Both fonts are drawn by the foundry, Hoefler & Co. Consistent use of these fonts in communications materials will build the strength of the visual brand.
Branded Typography

Wherever possible, external communications materials should utilize the brand fonts from the Whitney and Chronicle families. The preferred font usage for headings and body copy is detailed to the right.

**LARGE HEADINGS: WHITNEY LIGHT CONDENSED**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

cdefghijklmnopqrstuvwxyz

**MEDIUM HEADINGS: WHITNEY REGULAR**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

cdefghijklmnopqrstuvwxyz

**SUBHEADINGS: WHITNEY BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

cdefghijklmnopqrstuvwxyz

**BODY: CHRONICLE TEXT**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

cdefghijklmnopqrstuvwxyz

**BODY (EMPHASIS): CHRONICLE TEXT BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

cdefghijklmnopqrstuvwxyz
Branded Typography

Whitney and Chronicle are not required for all materials. When not available, alternative fonts can be used. We recommend Arial or Helvetica for the sans serif and Minion or Times New Roman for the serif.

**WHITNEY LIGHT CONDENSED**

<table>
<thead>
<tr>
<th>Whitney Light Condensed</th>
<th>Arial Regular Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**CHRONICLE TEXT**

<table>
<thead>
<tr>
<th>Chronicle Text</th>
<th>Minion Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**HELVETICA REGULAR CONDENSED**

<table>
<thead>
<tr>
<th>Helvetica Regular Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**ARIAL REGULAR CONDENSED**

<table>
<thead>
<tr>
<th>Arial Regular Condensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
Branded Type Treatments

DO NOT SET PLAIN TEXT ON A BUSY IMAGE

The SMFA identity encourages the use of imagery. We’ve branded a highlighted type treatment to ensure readability. Do not set plain text on an image without a highlight.

TEXT SHOULD BE SET AGAINST A HIGHLIGHT

Ensure legible type by adding a contrasting color “highlight”. This allows the text to sit comfortably against any image.
Imagery is a key component of the SMFA identity. Compelling visuals are used to communicate the energy of SMFA. Images should feel natural, daring, depict movement and color and focus the viewer.
IMAGERY

PORTRAITS

Portraits should express the culture of making and activity that is celebrated at SMFA. Images that include details about the workspace, medium, or way of working are highly encouraged; do not shy away from using context to communicate the story.
Movement connotes process. And process feels natural. Images that capture a moment in authentic movement or motion will feel real to the viewer and communicate the authenticity of the SMFA brand.

When capturing portraits, consider staging the subject in a studio environment or with art or art making objects in the background. Allow the context to begin a story about the subject.

Portraits should show the subject in the best light. Consider an alternative portrait style, where the viewer is not looking directly at the camera, such as a candid or environmental shot.
Portraits should represent the diversity of artistic focuses among SMFA students. Wherever possible, show multiple portraits together to display the range of pathways that are possible at SMFA.
IMAGERY

TEXTURE

Images that display texture, grain, and raw material found in the making space are encouraged for use across materials, especially as backgrounds.
Capturing images that are rich in color is highly encouraged. Draw from the colors in the image to create a palette; they can be used to inform the design.
Contemporary art is the focus at SMFA. Artwork should be featured with high accuracy and care. The following section outlines how artwork, produced by students, faculty or visiting artists, should be visually treated and cited.
Artwork Treatment

**Do not crop artwork**
Show finished pieces of work in full. Do not crop into a final piece of work, if at all possible.

**Do not distort artwork**
Take caution to use only accurate documentation that does not distort or change the artwork in any way.

**Do not obscure artwork**
Do not put visuals or text on top of artwork. For a background image, utilize a work in progress or texture.

**Do not size the artwork at an illegible scale**
Only show artwork at a reasonable scale.

**Do not place artwork on competing background color or photo**
Final artworks should be displayed against white backgrounds wherever possible and on other neutrals if needed.
Artwork Citation

**SHORT CITATIONS**
Artwork needs to be properly cited. Artwork should be cited in a consistent format with the example: _Full Name, Degree '00_

**LONG CITATIONS**
Sometimes, artwork will need to be cited with more detail. In this context, use the following format with the example: _“Title”, Medium, Full Name, Degree '00, Full Description_

---

Minoo Emami, Diploma Program ’17

“Hands Folded”, Mixed Media

Rovidebis aped et ommo et volorum liti bea quament vellorume rerspid unturi te eosam liquides doluptas aut iusandus, et volorro.
Artwork Citation

**DO USE FOOTNOTES FOR MULTIPLE ARTWORK**

When displaying multiple pieces of artwork on a single page, use footnotes to cite the work and keep the page clean.

1. Full Name, Degree Program ’00
2. Full Name, Degree Program ’00
3. Full Name, Degree Program ’00
4. Full Name, Degree Program ’00
Artwork Citation

DO NOT CITE ON TOP OF THE ARTWORK

Wherever possible, avoid placing citations on top of the artwork.
5 NAME GUIDELINES

This section defines the editorial usage for the brand name. Name guidelines define how the brand is referenced and in what context.
Articles

When using the school's name, SMFA does not require a definite article. Use a definite article when using the school name to describe something ("the SMFA logo") or referring to a location within the school..."the SMFA library"

All students, faculty, and staff are welcome to visit and access the SMFA Library’s collections.

The rules based on the use of articles apply to both headline and body text.
Name Usage

SMFA at Tufts is a distinctive studio art school borne of a unique proposition.

From the beginning, SMFA was intended not simply a technical institute, but a school dedicated to the exploration of ideas through the development of visual literacy and expression.

The School of the Museum of Fine Arts at Tufts University (SMFA at Tufts) is a distinctive studio art school borne of a unique proposition.

From the beginning, SMFA was intended not simply a technical institute, but a school dedicated to the exploration of ideas through the development of visual literacy and expression.

SMFA @ Tufts is a distinctive studio art school borne of a unique proposition.

From the beginning, SMFA was intended not simply a technical institute, but a school dedicated to the exploration of ideas through the development of visual literacy and expression.

Never substitute “at” for @ in headlines or body text.

The school’s formal name, “SMFA at Tufts,” must be used at the beginning of all marketing and communications materials and may be used throughout the document or collateral piece. Subsequent references of the school may also use its shortened name, “SMFA”.

Other possibilities for written documents include: The School of the Museum of Fine Arts at Tufts University (SMFA at Tufts).
Just like the visuals, brand language must be consistent. This framework outlines the foundation for the brand message. Use these guidelines as a reference to ensure all external and internal communications are on brand.
COMPREHENSIVE STUDIO ARTS EDUCATION. SMFA is a small institution that takes a big-picture approach to studio arts education. A far-reaching curriculum accords students the resources of a world-renowned research institution and the opportunities afforded by a historic and forward-thinking art school. The course of study is free of the traditional restraints and myopic focus, encouraging students to use their art as a broader means of creative discovery and intellectual growth. SMFA students create powerful, public-facing work that contributes to the world.
A holistic approach to studio arts education with the goal of producing a generation of artists ready and able to skillfully provoke and interpret the world through their work.
At SMFA, art is a practice, a vital tool of communication, a channel for critical contemplation, and a mode of research through which students discover, define, and develop their voice. Through the freedom that comes with an open curriculum, and the guidance provided by faculty mentoring, SMFA students create a personalized academic program and take an intellectual approach to art-making. They are encouraged to explore ideas and experiment with new mediums, refining their artistic skills in service of their work. Above all, SMFA teaches students how to think.
SMFA’s unique approach grants students an all-access art education. At SMFA you’ll find a progressive learning environment, a community where interested students aren’t limited by major or year, and a strong faculty mentorship program. All of these elements work in tandem to foster each artist’s craft, voice, and purpose.
The SMFA voice is approachable and smart but not overly intellectualized. The tone is fun, daring and focused on the broadening scope of what it means to be an artist now.
COMMUNITY-BASED
A studio arts education without borders. Students with diverse art practices learn from one another and have unfettered access to art and academic research facilities.
IDEA-DRIVEN
An intellectual arts education where ideas drive the work and students are encouraged to explore and discover across mediums and fields.
INTEGRATIVE AND CUSTOMIZABLE
An open curriculum without traditional foundational coursework allows students to tailor, with the close guidance of faculty mentors, an entirely personalized course of study.