



**SCHOOL OF THE MUSEUM OF FINE ARTS AT TUFTS UNIVERSITY**

# STYLE GUIDE

SUMMER 2020

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This is the new logo for SMFA at TUFTS. A defining element of the SMFA logo is the hybrid “m.” This case-defying letterform represents a resistance to hierarchy as well as a willingness to change and grow. The logo also uses a circular, lowercase “a” that focuses attention on TUFTS.



# LOGO

04

## MAIN PALETTE

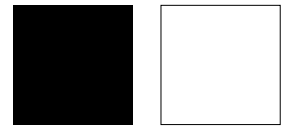
The main palette for the SMFA logo contains colors that are similar in value and that read clearly on white, black and light backgrounds. Logos can be used on various solid colors from the full SMFA palette.



MAIN PALETTE



EXTENDED PALETTE



BLACK + WHITE



# LOGO

05

## EXTENDED PALETTE

In alternate uses, logo colors can be chosen from the full SMFA palette. You can use one color or four.

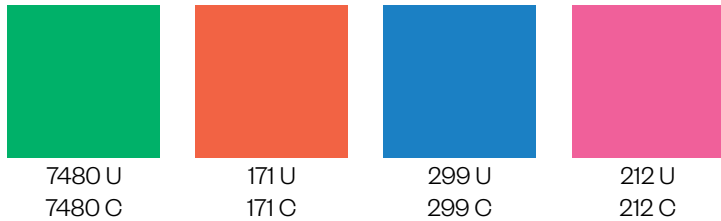


# COLORS

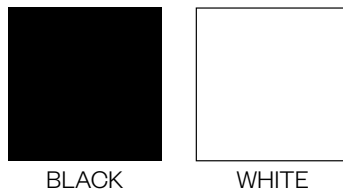
06

PANTONE

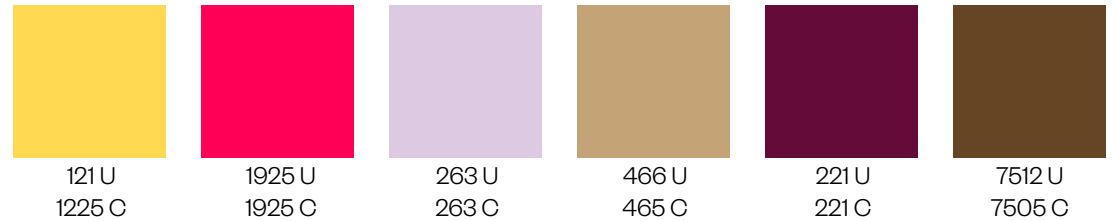
## MAIN PALETTE



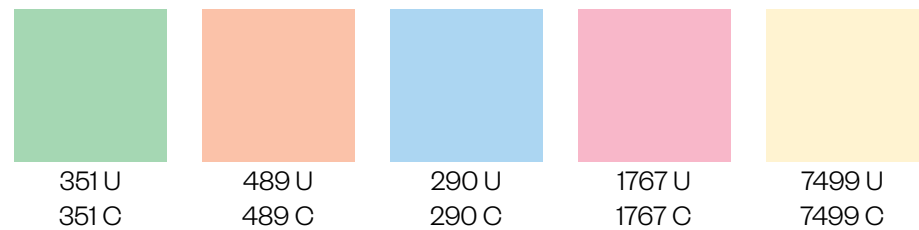
## BLACK + WHITE



## EXTENDED PALETTE



## PASTEL



# COLORS

07

CMYK

## MAIN PALETTE



c 82 y 81



m 76 y 78

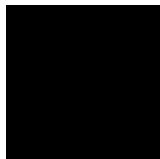


c 82 m 42

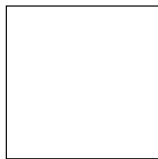


m 78 y 6

## BLACK + WHITE



BLACK



WHITE

## EXTENDED PALETTE



m 13 y 79



m 100 y 53



c 11 m 21



c 25 m 34  
y 60



c 42 m 100  
y 50 k 45



c 38 m 61  
y 86 k 47

## PASTEL



c 36 y 37



m 28 y 30



c 30 m 5



m 35 y 5



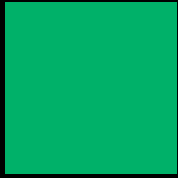
m 3 y 20

# COLORS

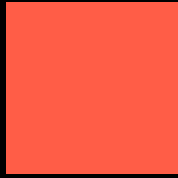
WEB

08

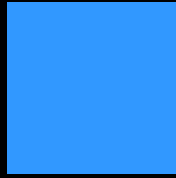
SAFE FOR **ALL** TYPE SIZES **ON BLACK**



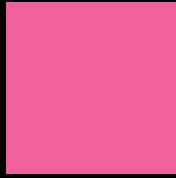
#00CA6E



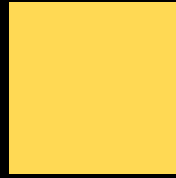
#FF6239



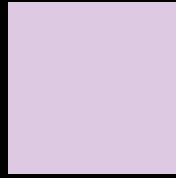
#3198FF



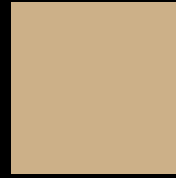
#FF559B



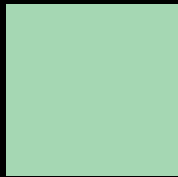
#FFD954



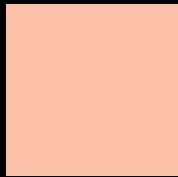
#E4CFED



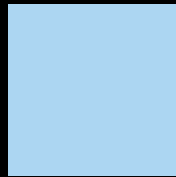
#B59054



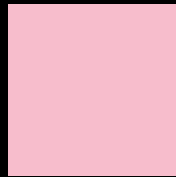
#A3DDB5



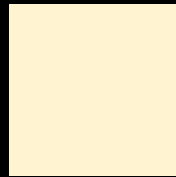
#FFC6AA



#AED8EF

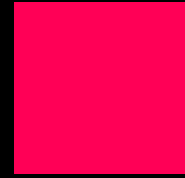


#F8BDCD



#FFF1C9

SAFE FOR **LARGE** TYPE SIZES **ON BLACK**



#FC1159

SAFE FOR ALL **LARGE** SIZES **ON WHITE**



#00AA4F



#FF4F14



#0082C9



#FC449B



#B28E52



#FF0056

SAFE FOR **ALL** SIZES **ON WHITE**



#640C3A



#664523



# LOGO LOCKUPS

09

The SMFA logo has four lockup variations.

The size ratios have been carefully considered to be readable at different sizes.



# LOGO LOCKUPS

10

The SMFA logo can be separated from the full school name. The full name can positioned at an angle or straight, but must be far away from the logo so it does not feel like a lockup.

**DO** use the full name at an angle.



**DO** use the full name positioned away from the logo.



# LOGO DON'TS

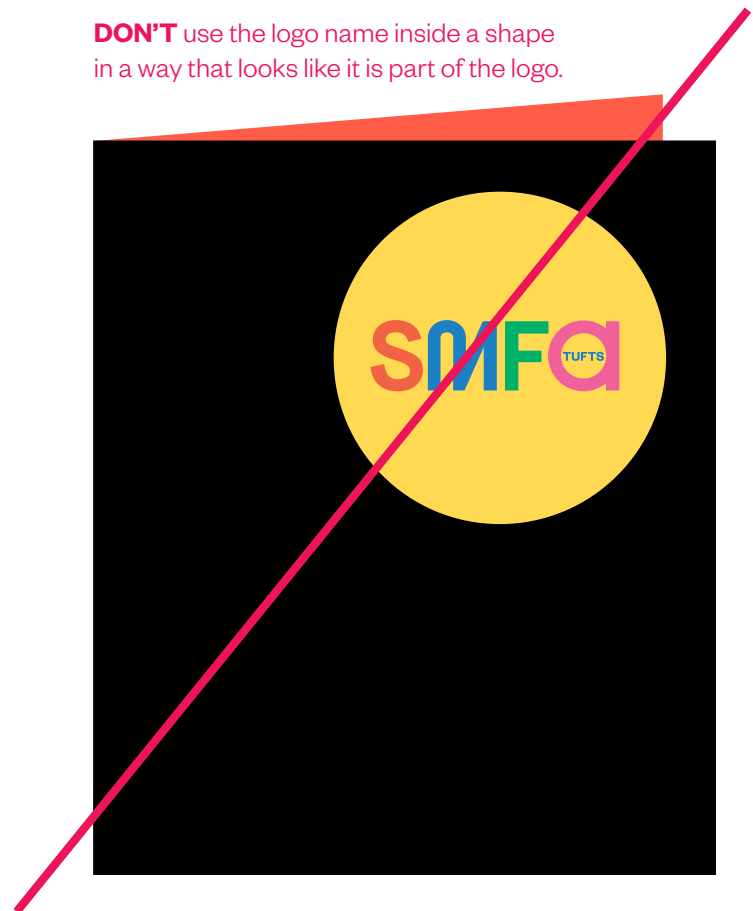
11

The SMFA logo can be used on a variety of images or backgrounds. It can be used in a color field, but should not be placed inside a shape.

**DO** use logo in a color field.



**DON'T** use the logo name inside a shape in a way that looks like it is part of the logo.



# DEPARTMENT LOCKUPS

12

There are three variations for department lockups as well as other naming scenarios. These lockups use Founders Grotesk Light in all CAPS with tracking set to 40pts. See templates.



# MINIMUM SIZES

13

SMALLEST SIZE FOR WEB



height: 30px

SMALLEST SIZE FOR PRINT

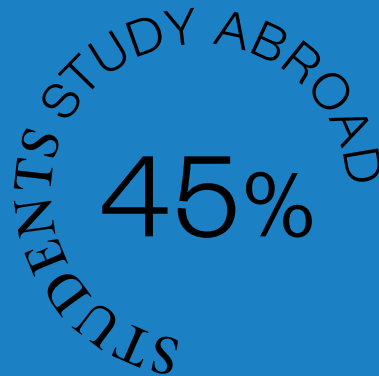


height: 0.25in

The SMFA type palette consists of the sans-serif typeface: Founders Grotesk and the serif typeface: Feijoa. Headlines and body text are usually set in Founders Grotesk, quotes and intros are set in Feijoa. Some facts, diagrams or titles use a playful mix of both.



\$86  
MILLION



STUDENTS STUDY ABROAD  
45%



ART-  
ISTS

**BACKGROUNDS** Use black type on color backgrounds.  
Be sure the contrast is strong enough to be readable.

## HEADLINES

Pull quotes and intro paragraphs. Feel free to create. At SMFA you won't be obliged to follow a core curriculum or declare a major. Instead, you'll work with your advisor and other faculty to craft and carry out your own learning plan.

### HEADLINES

Founders Grotesk Light  
ALL CAPS, 30pt Tracking

### BIG QUOTE / INTRO

Feijoa Display  
10pt Tracking

### SUBHEADS

Paragraph Text. Our open studio curriculum will liberate and empower you. It will help you to discover and accomplish precisely what you want to, both in school and beyond. You never have to confine yourself to one medium. Keep stretching yourself. Keep playing.

"I work mainly in time-based media, whether it's in film, animation, video, or working for the stage, but I took every medium that is offered in the school and learned so much. Every time I see the class list for a semester, I feel like a kid in a candy store. This school builds up a sort of inner hunger to extend yourself."

Rachel Shiloach, BFA '18

### SUBHEADS

Founders Grotesk Semibold  
ALL CAPS, 60pt Tracking

### QUOTES

Feijoa Display  
Opt Tracking

### ATTRIBUTION

Founders Grotesk Light  
Opt Tracking

### PARAGRAPH

Founders Grotesk Regular  
Opt Tracking

### FOLIOS

Founders Grotesk Regular  
10pt Tracking

## FOUNDERS GROTESK

### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### SEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## FEIJOA

### DISPLAY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



## NIMBUS SANS

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## PT SERIF

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

The SMFA brand loves color. Choose multi-color logos on bold, solid colors, or single-color logos paired with vibrating hues. Use the black logo to contrast a bold pattern.



# TOTES

19



# TEE-SHIRTS

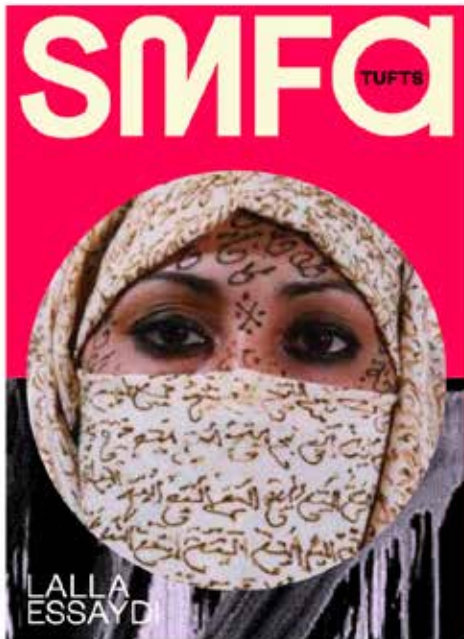
20



# HOW TO USE THE CIRCLE

21

The circle is an important attribute of the SMFA logo, so it should not be overused. A circle can, however, be used to mask images. Good examples of this can be seen below.



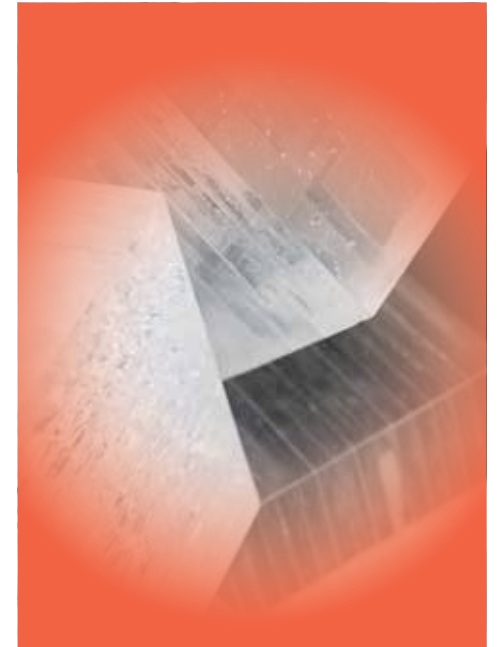
**DO** use masked image that spans across color and image.



**DO** cut a circle out of a color field and use as mask.



**DO** use circular mask in a photo collage.



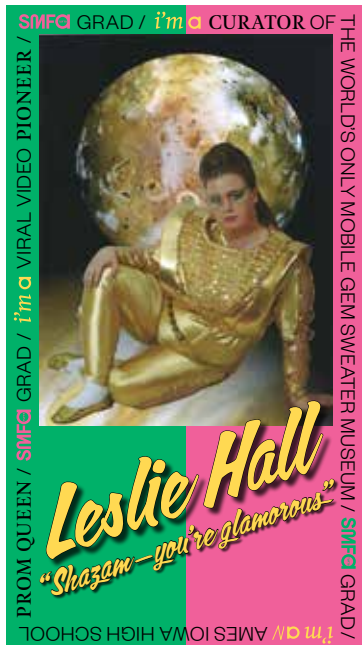
**DO** mask images with a color "halo".



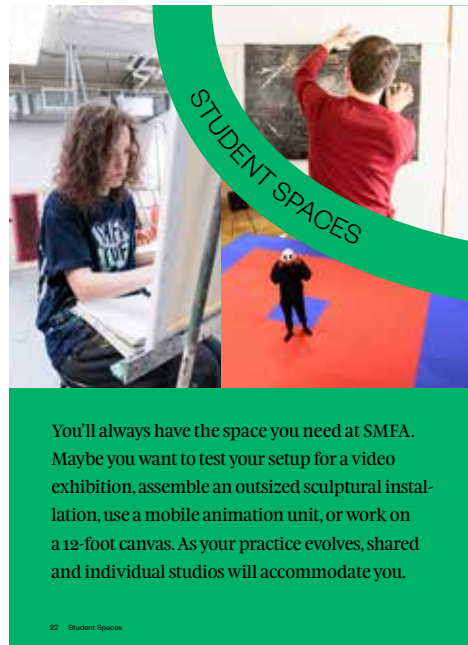
# HOW TO USE THE PATH

22

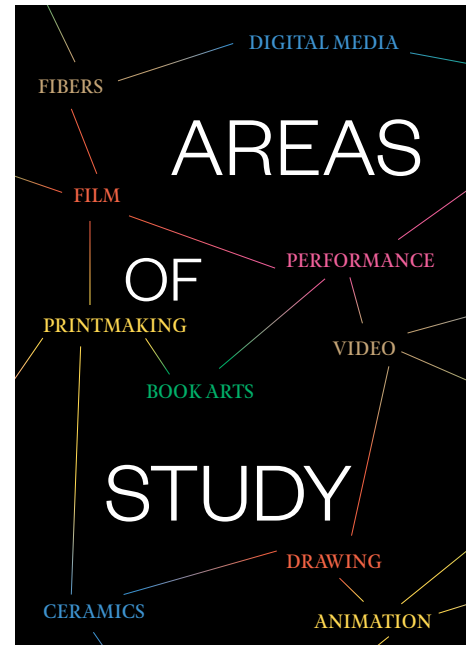
The other defining element of the SMFA logo is the hybrid “m.” This case-defying letterform represents a resistance to hierarchy as well as a willingness to change and grow. Designs can consider subtle ways to convey pathways, connections and hybridity.



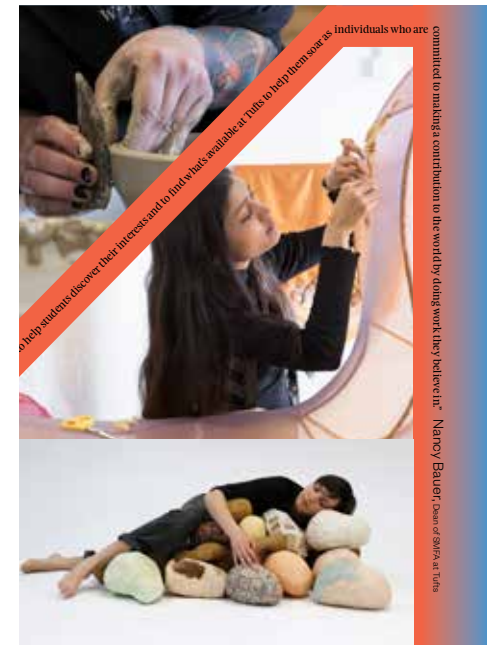
**DO** use running text and multi-color backgrounds.



**DO** create paths for headlines that run through collages.



**DO** use lines to connect concepts and show color transitions.



**DO** use paths that change color and direction.

# SIGNAGE

23

The SMFA logo can be cut out of stainless steel, painted on a wall or applied with vinyl. Information in wayfinding and other signage should use the sans-serif Founders Grotesk. Names and Headlines should use the light weight in all CAPS.



STAINLESS STEEL PODIUM SIGN



SIGNAGE SHOULD USE **FOUNDERS GROTESK LIGHT, ALL CAPS**

# NAME GUIDELINES

24

## WHEN TO USE “THE”

~~THE SMFA~~

**DON'T** put “the” in front of SMFA.

THE SMFA LIBRARY

**DO** put “the” in front of the SMFA Library.

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

**DO** put “the” in front of the SMFA Library  
both in headlines and in body text



# NAME GUIDELINES

25

## NAME USAGES

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'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".

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.

Other possibilities for written documents include: The School of the Museum of Fine Arts at Tufts University (SMFA at Tufts).

~~SMFA @ Tufts~~

Never substitute "at" for @ in headlines or body text.

# NAME GUIDELINES

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## TRADEMARK

SMFA and the SCHOOL OF THE MUSEUM OF FINE ARTS are trademarks of the Museum of Fine Arts, Boston, and are used by permission.

Publications **MUST** contain this phrase.

