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*Includes accessible colors and font sizes for the visually impaired.
overview
from the president

We can all be proud of Tufts’ accomplishments and confident in the university’s future: we are positioned to find creative and innovative ways of addressing some of the great challenges facing our world. Our common purpose is to ensure that Tufts remains an exceptional place to learn, teach, work, pursue research, and engage widely as active citizens.

The university’s visual identity system helps us to develop communications that speak to Tufts’ unique mission, characteristics, and spirit. These visual identity standards also serve to heighten public awareness of the university as a distinguished institution of teaching and research.

This manual provides clear guidelines so that we can communicate the Tufts brand consistently. Ensuring that we adopt these standards across our communications will make a significant contribution to enhancing Tufts’ reputation.

The work of weaving the university’s communications together is ongoing. We can all play a role of thoughtful stewardship when working to communicate Tufts’ values and strengths.

Anthony P. Monaco
President
In August 2014, Marketing Communications and the Tufts Brand Working Group completed an audit of the university’s visual identity system. The group is part of the university’s Strategic Communications Council, chaired by Mary R. Jeka, Senior Vice President for University Relations and General Counsel.

The Brand Working Group’s broad expertise across digital and print practice areas was invaluable. It identified opportunities to fill gaps and ensure best practices in a field that is increasingly multifaceted. Additional Tufts communications colleagues joined the group to add their insights about the Quick Guide’s approach and content strategy, which informed the complete Visual Identity Standards.

Tufts Brand Working Group
Lisa Gregory, Chair
Marketing Communications
Heidi Brown
School of Arts and Sciences
Jane Carter
School of Engineering
Joseph Comeau
Tufts Technology Services
Lorraine Daignault
Cummings School
Annie DeVane
Friedman School
Margot Grisar
News Publications
Steffan Hacker
Digital Communications
Iarla Ó hAllmhuráin
Digital Communications
Frederick Kalil
Marketing Communications
Julia Keller
School of Engineering
Karen Kenny
Marketing Communications
Lee Kreindel
Marketing Communications
Alonso Nichols
University Photography
Kaitlin Provencher
Digital Communications
Jessica Smith
The Fletcher School
Melanie St. James
Tufts Technology Services
Andrew Twomey
University Advancement
Enza Vescera
University Advancement
A brand is much more than a logo. It is the way audiences engage and the impression that is created about Tufts.

The university’s brand strategy plays a critical role in communicating Tufts’ mission, values, and character. Branding highlights the traits that distinguish Tufts from its peers through the use of visual elements and salient themes.

Maintaining and strengthening our competitive market position requires that brand components appear consistently across all university communications. Use of these standards reflects our commitment to best practices and makes the Tufts brand visible.

Since Tufts launched its new brand in 2005, the communications industry has changed dramatically. Mobile devices, social media, video, and photography are now dominating the landscape. Content is still at the heart of any communications effort and a strategic mix of digital and print channels is based on audiences and goals.

No matter which communications channels are used, we all contribute to a unified and professional Tufts brand by following the logo, color, and typeface standards in this guide. The new standards were informed by expertise in web, social, print, photography, video, usability, and accessibility for the visually impaired.

The visual identity system is flexible so that each school or unit can communicate its own unique characteristics. Anchored by the Tufts logo, you may choose from the official colors and typefaces to define a visual presence.

You may also communicate a distinct brand by using photography, graphic elements, and other visual assets. Complete your strategy by developing messaging that connects to Tufts’ institutional brand messages.
Tufts’ visual identity is a graphic system—a toolkit of the institutional logo, colors, and typefaces that are associated with the Tufts brand. These graphic components, and the rules that govern their use, create consistency in all communications across digital and print channels.

The visual identity reinforces the institution’s messages, creating a unified, strong, university-wide identity. Using a basic set of rules ensures that all of Tufts communications can be easily identified as coming from the same university.

The components of the Tufts Visual Identity System are:

- The Tufts logo and authorized school, center, and division treatments
- The Tufts official colors and accompanying color palette
- The Tufts core typefaces and complete typeface set
It is very important that designers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for Tufts.

Please download authorized logo files with original art.

In addition, do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and perhaps alter the scale of the various elements.

A mandatory “clear space” around the logo equal to the height of the capital “T” (cap height) must be incorporated into any design using the logo.
For external audiences, always use the version of the Tufts logo with “university” underneath, reinforcing brand positioning. The simplified version is appropriate for internal audiences who are already familiar with the breadth of Tufts’ academic offerings.

The logo is displayed in Tufts Classic Blue, Tufts Classic Brown, or black. It can also appear in white on solid colors and photos. The Tufts logo should only be displayed in one of these approved colors.
incorrect uses of the logo

Never manipulate or distort the Tufts logo, for example, by stretching or compressing it.

Never try to redesign one element of the logo, for example, the word “university”.

Never replace an element of the logo, or add any graphic elements such as a symbol or punctuation mark.

Never add words or images to the logo to create a composite logo treatment, and please don’t use the seal (see following page for more information).
History: The Tufts seal has a long tradition as an element in university iconography. Many people are surprised to learn how much the seal has changed over the years.

For most of Tufts’ history, the book pictured at the bottom of the seal was the Bible, and it sat on a mound of rocks surrounded by ocean.

The version of the seal that most Tufts students and alumni recognize derives from the 1950s, when the founding year was added and many of the explicitly religious elements were removed. Today’s version of the seal was modernized in 2005 by simplifying the details of the illustration.

Selected Use of the Seal: Use of the official Tufts seal is reserved for the Office of the President, diplomas, or legal contracts. The seal may also be used for official ceremonial functions and appear on approved plaques, flags, or furniture.

No unit of Tufts should develop a logo that incorporates the seal. The seal should never be used in communications in lieu of the Tufts logo. Official art should be obtained from the Office of Publications and not scanned from an existing copy of the seal.
The diagram to the right provides a map of the Tufts brand structure. The Tufts logo at the top of the hierarchy represents the university brand—it is a unifying mark across school and unit treatments.

Tufts uses a “parent brand” strategy so that all sub-brands can be easily recognized as belonging to the same university. **No unit of Tufts, whether a school, research center, or auxiliary unit, should develop an individual logo that would compete with the official Tufts logo.**

Using this hierarchy, you can find the correct logo treatment for a school, center, or division on the bottom right. Please do not attempt to construct these logos. Download approved logos via the link below.

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**Department Level**

The division logo plus department example illustrates the correct treatment for a unit at the third level in the hierarchy, including font, size, and placement.

If you need a department, program, or service logo, please contact the Office of Publications.

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[download approved logos]
Standard School Logo: The horizontal version of the Tufts mark in official blue plus the school logo in black is the primary school treatment and should be used most often. All of the rules regarding the main university logo also apply to the school logos. For example, the school logos should never be manipulated or distorted.

Units of Tufts should not attempt to “construct” the logo themselves. Download official school logos via the link below.

Variations and Alternate Treatment: Depending on the design, one of the four approved horizontal versions of school treatments as shown should be placed prominently on all communications seen by external audiences. Use the alternate vertical, or stacked, version when space is limited.

The school logos can be used in a limited range of two-color treatments. The main university logo should always be in a single color, either in Tufts Classic Blue, or in black. The school portion of the treatment can display in either black, Tufts Classic Blue, or white.
Tufts University consists of 9 schools and each has an official school logo. The primary school logo displays the university mark in Tufts Blue and the school component in black, using a horizontal treatment. It should appear frequently in university communications.

Refer to the previous page for additional school versions for flexible application. Designers should use their own judgment to determine which approved version works best.
We invite you and your family to join us for open houses this fall that feature science, math, and engineering at Tufts.

Our Engineering Open Houses will highlight the innovative, student-centric environment found at Tufts' School of Engineering and its departments: Biomedical Engineering, Chemical and Biological Engineering, Civil and Environmental Engineering, Computer Science, Electrical and Computer Engineering, and Mechanical Engineering. Visit admissions.tufts.edu/WIE for more details and to register for our Women in Engineering Open House program, offered on September 26, 2014.

Visit admissions.tufts.edu/EOH for more details and to register for our Engineering Open House program, offered on October 3, October 10, and October 17, 2014.

Our Science and Math Open House brings students together for an exploration of our six departments: Biology, Chemistry, Computer Science, Earth and Ocean Sciences, Mathematics, and Physics.
The official Tufts University colors are sky blue and dark brown. While Tufts Classic Blue has emerged as the primary color associated with the university, one or both colors together can be used. At least one university color should appear frequently across all communications, including websites, print publications, sweatshirts, etc.

It is important to render the colors accurately. This can pose a significant challenge when working with vendors in various mediums. They use different means for reproducing colors such as on a mug, delivery vehicle, or banner. You should request that the color accuracy reference be the Pantone system with official "PMS" values:

**Brown:** PMS 4625  
**Blue:** PMS 279

A designer should never change the school colors by designating an alternate PMS color in a different shade of blue or brown.

**Accessible Blue:** Tufts has identified an additional blue that meets the contrast requirements and accessibility standards for the visually impaired. The Tufts logo is **not** to be rendered in Accessible Blue. It is only for non-brand elements such as navigation or headlines. Web Content Accessibility Guidelines* are set by the World Wide Web Consortium.

**Accessible Blue:** PMS 653

* [sites.tufts.edu/uxstandards/accessibility/accessibility-guidelines/accessible-color](sites.tufts.edu/uxstandards/accessibility/accessibility-guidelines/accessible-color)
The range of the Tufts color palette provides flexibility so that individual schools and units can create a look that expresses their own distinct values and brand personality. A particular combination can be used consistently so that communications are recognized as coming from a single source within the university. The palette complements the official university colors for easy alignment with the overall Tufts brand.

Accessible colors* were chosen with especially high levels of saturation and vibrancy for users with limited vision. These deep colors also provide more contrast and render well in digital environments for maximum visibility.

**Alerts and Emergencies**

Tufts Alert Colors are for designated areas of websites where urgent and time-sensitive information is communicated.

For color examples, refer to the [Tufts UX Standards](https://sites.tufts.edu/uxstandards/accessibility/accessibility-guidelines/accessible-color).

Critical Alert Red HEX: C0311A  
Alert Yellow HEX: FFD200

* [sites.tufts.edu/uxstandards/accessibility/accessibility-guidelines/accessible-color](https://sites.tufts.edu/uxstandards/accessibility/accessibility-guidelines/accessible-color)
<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>HEX</th>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classic Blue</td>
<td>279</td>
<td>418FDE</td>
<td>C:70 / M:30 / Y:0 / K:0</td>
<td>R:72 / G:145 / B:206</td>
</tr>
<tr>
<td>Classic Brown</td>
<td>4625</td>
<td>522C1B</td>
<td>C:0 / M:55 / Y:100 / K:70</td>
<td>R:48 / G:15 / B:0</td>
</tr>
<tr>
<td>Accessible Blue</td>
<td>653</td>
<td>3172AE</td>
<td>C:87 / M:64 / Y:18 / K:3</td>
<td>R:52 / G:96 / B:148</td>
</tr>
<tr>
<td>Lyceum Orange</td>
<td>159</td>
<td>A85114</td>
<td>C:18 / M:73 / Y:100 / K:6</td>
<td>R:210 / G:93 / B:18</td>
</tr>
<tr>
<td>Hillside Green</td>
<td>7496</td>
<td>566C11</td>
<td>C:46 / M:6 / Y:100 / K:42</td>
<td>R:89 / G:97 / B:27</td>
</tr>
<tr>
<td>Urban Grey</td>
<td>CG10</td>
<td>6D6F72</td>
<td>C:40 / M:31 / Y:20 / K:70</td>
<td>R:100 / G:100 / B:105</td>
</tr>
<tr>
<td>Firma Grey</td>
<td>7531</td>
<td>7A6855</td>
<td>C:0 / M:10 / Y:27 / K:40</td>
<td>R:124 / G:103 / B:85</td>
</tr>
<tr>
<td>Eco Green</td>
<td>369</td>
<td>416E06</td>
<td>C:68 / M:0 / Y:100 / K:0</td>
<td>R:98 / G:166 / B:10</td>
</tr>
<tr>
<td>Transcend Green</td>
<td>390</td>
<td>B5B000</td>
<td>C:27 / M:0 / Y:100 / K:3</td>
<td>R:62 / G:142 / B:222</td>
</tr>
<tr>
<td>Vision Blue</td>
<td>7466</td>
<td>00B0B9</td>
<td>C:86 / M:0 / Y:32 / K:0</td>
<td>R:0 / G:173 / B:187</td>
</tr>
<tr>
<td>Innovate Orange</td>
<td>144</td>
<td>F38B3C</td>
<td>C:0 / M:43 / Y:75 / K:5</td>
<td>R:243 / G:138 / B:0</td>
</tr>
<tr>
<td>Fusion Yellow</td>
<td>116</td>
<td>FFC000</td>
<td>C:0 / M:20 / Y:100 / K:0</td>
<td>R:255 / G:205 / B:0</td>
</tr>
</tbody>
</table>

Values for Tufts core colors and extended palette.

- Meets digital standards for the visually impaired.
**Combinations:** The color combinations with Tufts Classic Blue are tools for evoking a look and feel. Vivid colors can communicate a sense of energy, darker hues can be more formal, and neutral choices can be perceived as more calming. Sample combinations help to establish a unified visual presence across mediums.

**Spectrum:** The Tufts color spectrum is a balance of deeper hues and brighter colors with higher levels of saturation. The visual personality of this color range mirrors the university’s brand. We are an institution that draws from a solid tradition but are motivated by an innovative and modern perspective.
color palette in action

university

school program

all channels
type
The Tufts University official fonts fit a variety of communications needs for digital and print environments. These typefaces are required and complement the university logo. Each family of fonts has a large range of weights and style options, including light, medium, bold, and italics.

The range of these typefaces allows for design flexibility so that schools and units can create a distinctive look for their own marketing purposes. At the same time, we ensure that all communications originating from Tufts have a professional and unified appearance.

A Word about Accessibility: The Tufts fonts were chosen while keeping in mind accessibility for the visually impaired. On the Combinations for Digital page that follows, please be sure to use the best practices for font choice, proportion, and weight to meet these standards.

Accessible text can be read out loud by text-to-speech software or translated into braille. Images of text are not accessible unless OCR (Optimal Character Recognition) is enabled, which can be read by adaptive technology. Learn more about accessibility by visiting the UX Standards website*.

NOTE: Per the above link, copy about accessibility was adapted from the online Tufts Web Accessibility Guidelines, overseen by Tufts Technology Services.

* sites.tufts.edu/uxstandards/accessibility/accessibility-guidelines/accessible-text
combinations for print

Large Heading ← Rockwell Light

Paragraph Heading ← DIN Bold


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sodales porta enim, nec tristique dui gravida ut.

Rockwell Bold

Minion Pro

Sentinel Heading

DIN body text

DIN Round Heading

Minion Pro body text

Rockwell Heading

DIN body text

Proportion

The optimal proportion and size relationship between headlines, sub-heads, and body text establish a clear information hierarchy.

Readability

For best readability, you may want to check the line spacing, or leading, to make sure it is not too tight, and the space between letter forms, or kerning, at larger point sizes.

Consistent spacing between headers and body copy should be maintained to meet usability standards.
combinations for digital


**Font Proportions for Accessibility**

- 160%  
  - DIN Extra-Large Head  
  - Light or Medium
- 135%  
  - DIN Large Head  
  - Light or Medium
- 120%  
  - DIN Sub-Head  
  - Light or Medium
- 100%  
  - Gudea Head  
  - Bold
- 100%  
  - Gudea Body Text*  
  - Regular
- 85%  
  - Gudea Caption  
  - Regular or Bold
- 85%  
  - Gudea Footer Header  
  - Regular or Bold
- 85%  
  - Gudea Footer Text  
  - Regular

Links follow body text or caption weight choice: *Regular, Medium, or Bold*

**Typographic Scale and Responsive Design**

Font proportions were defined to maintain the size relationship between typographic elements as layout scales for different digital environments.

*Do not override browser default size, usually 16pts.*
substitute fonts for digital

Georgia
Georgia can replace serif (curly) fonts.
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

Gudea
Gudea is a required DIN replacement for online body text.
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

Verdana
Verdana can replace sans serif (smooth) fonts.
AaBbCcDdEeFfGgHhIiJjKk1234567890
AaBbCcDdEeFfGgHhIiJjKk1234567890

When Tufts fonts are not available use Georgia or Verdana as replacements. The serif and sans serif characteristics of these typefaces most closely approximate the Tufts fonts.

These substitute fonts are standard issue within desktop software for Tufts employees, including within Microsoft Office applications. You can also use Verdana or Georgia for text within a custom email design.

Another Word about Gudea: Please be sure to use Gudea typeface for web body text for readability. The legibility of this font, especially at smaller sizes, follows accessibility best practices as required for the visually impaired*.

Refer to the previous page for details about optimal font size, weight, and proportion. Gudea is free to download.

Georgia
Gudea
Verdana

* sites.tufts.edu/uxstandards/accessibility/accessibility-guidelines/accessible-text
DIN is a core sans serif (smooth) typeface and was originally created for modern German road signs. “Deutsche Industrie Norm” has a bold and clean presence and is used for headlines, signage, and pull quotes in both digital and print. DIN’s variety of weights makes it adaptable for longer print text. DIN should not be used in digital body text. It doesn’t provide enough contrast for easy reading or for the visually impaired. [Substitute Gudea for best readability.]
Minion Pro is the core serif [curled] typeface and was inspired by classical fonts styles. Minion Pro is an elegant typeface that is now optimized for both digital and print.

The clarity of this font makes it highly readable for use as body text in print. The curved letter forms borrow from hand-written scripts and make it a good fit for formal communications.

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minion Regular</td>
<td></td>
</tr>
<tr>
<td>Minion Italic</td>
<td></td>
</tr>
<tr>
<td>Minion Medium</td>
<td></td>
</tr>
<tr>
<td>Minon Bold</td>
<td></td>
</tr>
</tbody>
</table>
Rockwell is a stylized geometric slab serif and was first created for use in early posters and advertising. Rockwell’s strong shapes make it suitable for headlines, pull quotes, and large-format display.

Rockwell’s characteristics balance traditional and modern elements, making it suitable for a variety of communication styles. It combines well with DIN’s streamlined shapes and Minion Pro’s curved forms.
DIN Round is a stylized sans serif font that is characterized by softer and more organic forms than the original DIN. DIN Round’s friendly and versatile shapes are especially suitable for headlines, pull quotes, and promotional items such as sweatshirts and mugs.

The rounded letter forms of this font make it a good choice for informal communications overall. DIN Round pairs well with DIN and Minion Pro.
Updated from an earlier classic era, Sentinel is a transitional slab serif typeface named after the street of the original publisher. It borrows from the thick and thin of traditional forms but also includes modern traits. Sentinel’s balanced style is a good fit for a variety of print uses, including large format, headings, or body text.

Sentinel’s traditional underpinnings suit the tone of formal communications. It can be used for headlines with Minion Pro and DIN.
business communications
Letterhead: University letterheads follow the format at right. Certain individuals, such as the president and deans, have a customized version of the university stationery in which their name and title appears under the school or division name and the department name. All other offices and individuals should employ the general university stationery without personalization.

The standard paper stock for letterhead is Neenah 24 lb. Capitol Bond, 25% Cotton, Bright White Recycled.

#10 Envelope: Address on envelope should be appear as shown, 4” from left and 1.75” from top.

Oversized 9” x 12” and 10” x 13” mailing envelopes are available to order.
The text format for the standard letterhead and letterhead second sheet, shown at right, is an integral part of the design and should be followed.

Text should be in Georgia (Windows) or Minion (Mac) at 11pt. The left margin should be set at 1” and the right margin at 1”. The upper margin should be set at 2” and the bottom margin at 1.25”. The signature should be set flush left. The body copy is flush left, not justified.

The date line of the letter begins two inches from the top of the letterhead. Allow two line spaces above the addressee’s name, title, company name, etc. and one line above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed 6.5”. Allow three line spaces for the signature above the name of the sender.
Monarch Letterhead: On monarch letterhead, the left margin should be set at 1” and right at 1”, top margin at 2” and bottom at 1”. The same rules apply for the body text and signature.

Monarch Envelope: Address on envelope should be as shown, 3.5” from left and 1.75” from top.
**Business Cards:** Positioning of information on Tufts business cards (3.5" x 2") is shown at right.

The paper stock for business cards is Mohawk 80 lb. Strathmore Writing Wove Bright White Cover, 30% PCW (post-consumer waste), recycled.

**Mailing Labels:** Addresses on mailing labels should be 1.75” from the left edge of the label and begin 2” from the top.

Mailing labels print on “crack-n-peel” label stock, Bright White.

Mailing labels come in two sizes, 5.25” x 4” (shown at right) and 4” x 3 3/4”.

---

**School of Arts and Sciences**

**Bromfield-Pearson Building**

**114**

**200 Boston Avenue**

**Medford, MA 02155**

**Tel:** 617.627.0000

**Fax:** 617.627.0000

**engineering.tufts.edu**

---

**School of Arts and Sciences**

**Jane Doe**

**Professor**

**Department of Mathematics**

---

**Cummings School of Veterinary Medicine**

**Administration Building**

**100 Westboro Road**

**North Grafton, MA 01536**

**Tel:** 508.839.5302

**Fax:** 508.839.0000

**vet.tufts.edu**

---

**Addressee’s Name**

**Title**

**Company or Office Name**

**Number and Street**

**City, State Zip**

---

**School Name, Center, or Division**

**Department Name**

**Building, 100 Street, Medford, MA 02155**
resources

**Download Logos**
publications.tufts.edu/brand-guides-and-logos/download-logos

**Tufts Visual Identity Quick Guide**
publications.tufts.edu/brand-guides-and-logos

**Social Media Policy**
webcomm.tufts.edu/tuftssocialmediapolicy

**Tufts’ Mission**
tufts.edu/home/get_to_know_tufts/vision_mission

**Tufts Photography**
tuftsphoto.photoshelter.com

**University Communications Planning Guide**
universityrelations.tufts.edu

**Usability (UX) and Accessibility Standards**
sites.tufts.edu/uxstandards